

# TABLE OF CONTENTS

CHAPTERS	PAGE
<b>Table of Contents</b>	
<b>Pre-Conference and Post-Conference Training Workshops</b>	ii
<b>Conference Program ASIA International Conference (AIC) 2017</b>	iii
<b>Schedule for AIC 2017</b>	iv
<b>Conference Gala Dinner</b>	v
<b>Welcome Message from Conference Chair</b>	vi
<b>Guide to Session Chairs</b>	vii
<b>Editorial Team</b>	viii
<b>Editorial Board Members</b>	ix
<b>Team ASIA</b>	xi
<b>Organizing Team for AIC 2017</b>	xii
<b>Our Dignitaries</b>	xiii
<b>Connecting ASIA Conference Management System</b>	
<b>Network (CACMSN)</b>	xix
<b>Previous Achievements</b>	xx
<b>List of Abstracts for ASIA International Conference (AIC 2017)</b>	xx
<b>Abstracts for AIC 2017</b>	1-239
<b>Advances in Managing Operations and Sustainability (AMOS-2017)</b>	1-52
<b>Emerging Issues in Economics and Finance (EIEF-2017)</b>	53-105
<b>Future of Marketing and Management (FMM-2017)</b>	106-170
<b>Global Developments in Humanities, Education and Civilization (GDHEC-2017)</b>	171-240
<b>Future Conferences</b>	241
<b>Future Workshops</b>	242

## Pre-Conference and Post-Conference Training Workshops





AIC 2017

ASIA International Conference

3<sup>rd</sup> ASIA

INTERNATIONAL CONFERENCE

2017

LAST DATE FOR ABSTRACT SUBMISSION  
15 NOVEMBER 2017

### PRE AND POST CONFERENCE WORKSHOPS

#### WORKSHOP 1

**“How to write a good Chapter One for your research”**

**Prof. Dr. Amran Md Rasli**  
Universiti Teknologi Malaysia (UTM), Malaysia

Dr. Amran Rasli is Professor at the Faculty of Management, UTM. He is author of more than 300 research articles in reputable journals. He is former Director of Innovation and Commercialization Center (ICC), UTM.

**Time: 9:00 AM to 11:00 AM**  
**8 December 2017, UTM, Kuala Lumpur Campus.**

#### WORKSHOP 2

**“Advanced issues in Structural Equation Modeling (SEM) using SmartPLS”**

**Dr. Muhammad Imran Qureshi**  
Universiti Kuala Lumpur (UniKL), Malaysia

Dr. Imran Qureshi is founding Director of Connecting ASIA and Senior Lecturer at MITEC, UniKL. He is author of more than 80 research articles with accumulative impact factor above than 45.

**Time: 11:30 AM to 05:00 PM**  
**8 December 2017, UTM, Kuala Lumpur Campus.**

#### WORKSHOP 3

**“How to Become a Successful and Highly Cited Author of Scientific Papers”**

**Prof Dr-Hab Jiří Jaronír Klemeš**  
ECOSSEdinburgh, Scotland. DPI UMISTManchester, England.  
CPI The University of Manchester, UK.  
CPI2University of Pannonia, Veszprém, Hungary  
SPIL, NETME Centre, FME, BUT, VUT BRNO, CZ

**Time: 9:30 AM to 12:30 PM**  
**10 December 2017, UTM, Kuala Lumpur Campus.**



**UTM**  
UNIVERSITI TEKNOLOGI MALAYSIA



**ASIA**  
ACADEMIA SOCIETY & INDUSTRY ALLIANCE

# **AIC 2017**

**ASIA International Conference**

# Conference Program

## Schedule for 3<sup>rd</sup> ASIA International Conference 2017

**Conference Theme:** Leading the Future: Education, Management and Society  
**Venue:** Menara Razzak, Universiti Teknologi Malaysia, Kuala Lumpur, Malaysia

### Saturday, 9<sup>th</sup> December 2017

Time	Event
07:30-08:45	Registration
08:45-09:00	Guests Seating
09:00-09:20	Opening Note by <b>Prof. Dr Amran Rasli (UTM)</b>
09:20-09:40	Keynote Speech by <b>Prof. Dr Jiří Jaromír (KLEMEŠ)</b>
09:40-10:00	Keynote Speech by <b>Dr. Syed Umar Farooq (Abasyn University)</b>
10:00-10:20	Keynote Speech by <b>Dr. Suresh Ramakrishnan (UTM)</b>
10:20-10:30	Introduction to Connecting Asia by <b>Dr Muhammad Imran Qureshi (UniKL)</b>
10:30-10:35	Group Photograph
<b>10:35-11:00</b>	<b>Breakfast</b>
11:00-13:00	5 Slides 5 Minutes (5S5M) Competition
	Poster Presentation Competition
	Parallel Sessions (Normal Presentations)
<b>13:00-14:00</b>	<b>Lunch &amp; Prayer Break</b>
14:00-16:00	5 Slides 5 Minutes (5S5M) Competition
	Poster Presentation Competition
	Parallel Sessions (Normal Presentations)
<b>16:00-16:15</b>	<b>Tea Break</b>
16:15-18:15	5 Slides 5 Minutes (5S5M) Competition
	Poster Presentation Competition
	Parallel Sessions (Normal Presentations)

**CONFERENCE GALA DINNER**

# AIC 2017

**ASIA International Conference**

**Venue:** Menara Razak, Universiti Teknologi Malaysia, Kuala Lumpur, Malaysia<sup>a</sup>

**Date:** 9<sup>th</sup> December 2017

**Time:** 19:00 – 22:00 Hours

Time	Program
19:00 – 19:30	Registration & Guest Seating
19:30 – 19:40	Welcome Speech by Conference Chairman <b>Prof. Dr Amran Rasli</b>
19:40 – 20:00	ASIA Achievements by <b>Dr. Muhammad Imran Qureshi</b>
20:00 – 20:05	Montage (ASIA Achievements & AIC 2017)
20:05 – 20:15	About ASIA till Now and Future Plans of ASIA, Launch of ASIA Membership Campaign
20:15 – 20:30	Presentation of Awards and Cash Prizes
20: 30 – 21:15	Cultural Event
21: 15 – 21:20	Photo Sessions
21: 20 – 22:00	Networking & Dinner
22:00	End of the Event

**Dinner Theme:** Connecting People Globally

**Dinner Attire:** Traditional Attire<sup>a</sup>

**Sunday, 10<sup>th</sup> December 2017**

09:00 - 17:00	<b>Virtual Conference</b>
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<sup>a</sup>(The guests are requested to wear their own traditional attire)

## WELCOME MESSAGE FROM CONFERENCE CHAIR

**Professor Dr. Amran Rasli**

*We welcome all respected presenters to 3<sup>rd</sup> ASIA INTERNATIONAL CONFERENCE (AIC 2017). As per the previous AICs, we received so many abstracts from so many researchers from many parts of the world. Since this year is the third AIC, we have decided to give back more to those who participated this year. Firstly, we have arranged for a series of value added pre- and post-conference workshops which we believe will be very beneficial to the attendees. The pre-conference workshop covers two areas which have always been the bane of most researchers, i.e. how to write a good introduction chapter to your research and how to conduct advanced analyses using Smart PLS. The post-conference workshop will share publication tips by renowned editors from Elsevier. We hope that through these workshops, the attendees will be able to improve their research and writing skills accordingly. As always, we will try to assist you as ASIA is a venue where we network and help each other as best possible.*

*Other than the workshops we provide travel grants for deserving participants. This is part of our corporate social responsibility on top of our financial support for deserving postgraduate students studying at UTM.*

*Finally, we have raised the bar by focusing on better quality articles for acceptance to be published in reputable journals. We do hope that participants would understand that publication is a long and tedious process that involves many rounds of reviews and corrections. For these reasons, we hope that participants could assist by putting in more effort to ensure that articles submitted are original, error-free and fulfil the quality standard imposed. So, help us to help you and the others as well, as a delay in submission by some individuals will affect the others as well.*

*We have the gala dinner which we hope all the participants would attend as this is the venue where we could chill, let our hair down and network together. And yes, we will be singing together as before!!*

*May ASIA International Conference (AIC 2017) bring many benefits to all of us.  
Happy conferencing.*

## **GUIDE TO SESSION CHAIRS**

### **Before Session**

1. Please arrive at the meeting room 5 minutes earlier before the session starts.
2. You can check the program on the official conference website in advance.
3. If there are any changes of the session time or presenting abstract, the working staff will notify you right at the registration desk.

### **During Session**

1. Please divide the available time equally among all presenters. Each paper should be presented in ten minutes, followed by three minutes discussion time.
2. At the beginning of the session, briefly, introduce yourself, announce of your arrangement of the presentations to the presenters and the audience. Please make sure the presenters are aware that they will receive their certificate at the end of the session.
3. We will have our working staff ready at the end of each session to take a group picture of the participants, please help to gather everyone for the photo shoot.
4. Papers with more than one author do not get any extra time for the presentation.
5. Please remind the presenters of the remaining time they have three minutes before the end of their presentation. If a speaker goes beyond the allotted time, the session chair should ask him/her to close the presentation promptly and politely.
6. Confer the certificate of participation to every presenter at the end of the session.
7. Please make sure that the session timely proceeds since some attendees need to move from session to session.
8. If you face any problem please send someone to contact the organisers.
9. If any of the presenters fail to appear at the session, please return their certificates to the organising committee.

## **EDITORIAL TEAM**

### **Head Editorial Advisory Board**

Prof. Dr. Amran Rasli  
Universiti Teknologi Malaysia, Malaysia.

### **Editor-in-Chief**

Dr. Muhammad Imran Qureshi  
Malaysian Institute of Industrial Technology (MITEC), Universiti Kuala Lumpur,  
Malaysia.

### **Co-editors**

Dr. Muhammad Yasir  
Dr. Muhammad Siddique Malik  
Dr. Muhammad Muddassar Khan  
Dr. Farhan Jamil  
Dr. Haider Ali Shah  
Dr. Abdul Ghafoor Qazi

### **Editorial Assistant**

Mr. Mansoor Nazir Bhatti  
Mr. Abdul Sami  
Mr. Arslan Umar  
Mr. Hishan Shanker Sanil  
Mr. Noor Ullah Khan



## Editorial Board Members

Name	Affiliation
Prof. Dr. Rosman Md. Yusoff	Dean, Centre for General Studies and Co-Curricular Universiti Tun Hussein Onn Malaysia, Johor, Malaysia.
Prof. Dr. Khalil Md Nor	Dean & Professor, Faculty of Management, Universiti Teknologi Malaysia (UTM), Malaysia.
Prof. Dr. Rohaizat Baharun	Professor, Faculty of Management, Universiti Teknologi Malaysia.
Prof. Dr. Nasser Ali Khan	Vice Chancellor, Haripur University, Pakistan.
Prof. Dr. Ayuba A Aminu	University of Maiduguri, Borno State. Nigeria.
Prof. Dr. Cai Jianfeng	Vice Dean School of Management, Northwestern Poly Technical University, Xian, China.
Assoc. Prof. Dr. Rosmaini Bin Tasmin	Universiti Tun Hussein Onn Malaysia, Malaysia.
Assoc. Prof. Dr. Aqeel Ahmed	Director Academics UCP Business School, University of Central Punjab, Lahore, Pakistan.
Assoc. Prof. Dr. Ahmad Jusoh	Faculty of Management, UTM, Malaysia.
Assoc. Prof Dr. Md Bilal Ali	Universiti Teknologi Malaysia, Malaysia.
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Assoc. Prof. Dr. Rosmini Omar	Universiti Teknologi Malaysia, Malaysia.
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Assistant Prof. Dr. Amira Khattak	College of Business Administration Prince Sultan University Riyadh Saudi Arabia.
Assistant Prof. Dr. Umara Noreen	College of Business Administration, Prince Sultan University, Women Campus, Riyadh, Saudi Arabia.
Dr. Suresh Ramakrishnan	Faculty of Management, UTM, Malaysia.
Dr. Bandar (Khalaf) Al-Harthi	Dar Al Uloom University, Saudi Arabia, Saudi Arabia.
Dr. Talal Ratyan Alanazi	King Abdulaziz Military Academy, Saudi Arabia.
Dr. Ibrahim Danjuma	Modibbo Adama University of Technology, Nigeria.
Dr. Chen Lisha and Dr Ivan Sun	Hebei University, China.
Dr. Goh Chin Fei	Faculty of Management, UTM, Malaysia.
Dr. Faisal Khan	Centre for Management and Commerce, Department of Management Sciences, University of Swabi, Pakistan.
Dr. Azlin Shafinaz Arshad	Universiti Teknologi MARA, Shah Alam, Malaysia.
Dr. Shaghayegh Malekifar	RMIT, Vietnam.
Dr. Tan Owee Kowang	Faculty of Management, UTM, Malaysia.
Dr. Low Hock Heng	Faculty of Management, UTM, Malaysia.
Dr. Yulia Hendri Yeni	Andalas University, Kampus Limau Manis Padang, Indonesia.
Dr. Ashfaq Ahmed	Department of Business Administration, University of Sargodha, Pakistan.

<b>Name</b>	<b>Affiliation</b>
Dr. Syed Zulfiqar Ali shah	Deputy Dean (FMS), In-charge, Accounting and Finance Department, International Islamic University, Islamabad, Pakistan.
Dr. Ahmad Raza Bilal	Superior University Lahore, Pakistan.
Dr. Muhammad Siddique	Department of Business Administration, University of Sargodha, Pakistan.
Dr. Naveed Iqbal Ch.	Department Business Administration, University of the Punjab, Gujranwala Campus, Pakistan.
Dr. Maqsood Haider	Assistant Prof. FATA University, FR, Kohat, Pakistan.
Dr. Muhammad Tariq	Department of Economics, Abdul Wali Khan University Mardan, Pakistan.
Dr. Adil Mohamed Zahran Al Kindy	Royal Court Affairs, Muscat, Sultanate of Oman.
Dr. Agha Amad Nabi	Department of Business Administration, Iqra University, Karachi, Pakistan.
Dr. Asnidar Hanim Yusuf	Universiti Sains Islam Malaysia, Malaysia.
Dr. Ibrahim Abubakr Alkali	Bayero University Kano, Nigeria.

## **Team for AIC 2017**

### **Conference Chair**

Prof. Dr. Amran Rasli

### **Program Director**

Dr. Muhammad Imran Qureshi

### **Committee Heads**

Dr. Muhammad Yasir

Dr. Muhammad Siddique

Dr. Muhammad Muddassar Khan

Dr. Farhan Jamil

Mr. Abdul Sami

Mr. Mansoor Nazir Bhatti

Mr. Hishan Shanker Sanil

Mr. Aliyu Isah-Chikaji

Mr. Arslan Umar

Mr. Noor Ullah Khan

Mr. Abrar Ullah

Mr. Muhammad Shafiq

## **Organizing Team AIC 2017**

Dr. Yamunah a/p Vaicondam  
Dr. Santhi Ramanathan  
Ms. Adibah Hairudin  
Mr. Bala Salisu  
Ms. Halima Abdallah Migoko  
Mr. Hamad Raza  
Ms. Joyce Tan Chiau Joo  
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Mr. Syed Muhammad Ahmad Hassan Gillani  
Mr. Saqr Abdulraakeeb Abdullah Al-Muraisy  
Mr. Umar Dauda Usman  
Ms. Wang Zhe

## OUR KEYNOTE SPEAKERS



**Professor Dr. Jiří Jaromír KLEMEŠ** Head of “Sustainable Process Integration Laboratory – SPIL”, NETME Centre, Faculty of Mechanical Engineering, Brno University of Technology – VUT Brno, Czech Republic and Emeritus Professor at “Centre for Process Systems Engineering and Sustainability”, Pázmány Péter Catholic University, Budapest, Hungary. Previously the Project Director, Senior Project Officer and Hon Reader at Department of Process Integration at UMIST, The University of Manchester and University of Edinburgh. Founder and a long-term Head of the Centre for Process Integration and Intensification – CPI2 , University of Pannonia, Veszprém, Hungary. Awarded by the EC with Marie Curies Chair of Excellence (EXC). Track record of managing and coordinating 91 major EC, NATO and UK Know-How projects. Research funding attracted over 21 M€. Co-Editor-in-Chief of Journal of Cleaner Production. He authored nearly 400 papers. A number of books published by Elsevier, McGraw-Hill; Woodhead; Ashgate Publishing Cambridge; Springer; WILEY-VCH; Taylor & Francis). Chairperson of CAPE Working Party of EFCE, a member of WP on Process Intensification and of the EFCE Sustainability platform. Several times Distinguished Visiting Professor for Universiti Teknologi Malaysia, Xi’an Jiaotong University; South China University of Technology, Guangzhou; Tianjin University in China; University of Maribor, Slovenia; University Technology Petronas, Malaysia; the Brno University of Technology and the Russian Mendeleev University of Chemical Technology, Moscow. Doctor Honoris Causa of Kharkiv National University “Kharkiv Polytechnic Institute” in Ukraine, the University of Maribor in Slovenia, University POLITEHNICA Bucharest, Romania. “Honorary Doctor of Engineering Universiti Teknologi Malaysia”, “Honorary Membership of Czech Society of Chemical Engineering”, “European Federation of Chemical Engineering (EFCE) Life-Time Achievement Award” and “Pro Universitaire Pannonica” Gold Medal.



**Professor Dr. Amran Rasli** has a PhD in Society, Business & Globalisation from Roskilde University, Denmark. At the Faculty of Management, Prof. Dr Amran Rasli teaches postgraduate students, supervise doctoral students, conduct research projects and write journals for publication as per the expectation of the university. Prof. Dr Amran Rasli is still active in doctoral supervision having graduated 39 PhD scholars so far. He had been invited as a visiting professor at University of Southern Australia, University College of Engineering and Technology, Pahang, Indian Institute of Risk Management, Hyderabad, India, Hebei University, China, Kaunas Technological University, Lithuania, National Central University, Taoyuan, Taiwan, National Chen Kung University, Tainan, Taiwan and Universitas Sebelas Maret, Surabaya, Indonesia, Universitas Bung Hatta, Indonesia, Sarhad University, Pakistan, Islamia College, Pakistan and City University, Peshawar. He is currently an Adjunct Professor at Asia E-University.



**Dr. Syed Umar Farooq** has a long and cherished academic career spread over 30 year. He is currently the Vice Chancellor at Abasyn University Peshawar-Pakistan. Dr. Umar Farooq did his Masters from University of Peshawar, CPA from the Chartered Institute of London, CPE from United States and PhD degree in Finance & Accounting. Prior to joining Abasyn University, Dr. Umar Farooq was the Vice Chancellor of Kardan University in Kabul. He has served the Allama Iqbal Open University and the Crainfield University in United Kingdom in the past. He has got 33 international research publications at his credit being published in well reputed business research journals of USA, Canada, UK, Pakistan and India. He has been instrumental in getting international accreditation at Kardan University from IACBE USA and now got top ranked status for QEC Abasyn University from QAA HEC Islamabad



**Dr. Muhammad Imran Qureshi** is a Doctor of Management from Universiti Teknologi Malaysia. His doctorate research focused on the work practices for sustainable manufacturing under Socio-technical systems context. He is currently working as a senior lecturer in Malaysian Institute of Industrial Technology (MITEC), Universiti Kuala Lumpur. He is also founding Director of Connecting ASIA research network. He has ten years of teaching experience in the field of Operations Management, Strategic Management, Project Management, Total Quality Management, Statistical Process Control, Environmental Management, Logistic and Supply Chain Management, Production Management and Operations Research, Statistics and Data Analysis. He is a professional trainer for data analysis. He has conducted several workshops on Structural Equation Modeling (SEM) using AMOS and SMART PLS, qualitative data analysis using NVIVO. On the research side, his research profile consists of more than 100 research publications in renowned journals with a cumulative impact factor above 45. He has written several impact factor publications with world-renowned publishers like ELSEVIER and SPRINGER in the area of Operations Management, Environmental Management, Sustainability and Organizational Behavior. His work has been cited extensively with 15 i10 index and h index 13. He is also author of three textbooks.

## OUR DIGNITARIES



**Professor Dr. M. Tahir Shah** is the founder Vice Chancellor of the FATA University, FR Kohat, Pakistan. He served the National Centre of Excellence in Geology (NCEG), University of Peshawar for 36 years on various faculty positions and retired as the Director of NCEG in 2016. He is Ph.D. in Geology from the University of South Carolina, Columbia, USA and is the holder of prestigious Fulbright and Commonwealth Fellowships. He has been awarded several awards, commutative certificates and gold medals. Important among these are the Civil award “Tamga-i-Imtiaz” in 2014, Presidential award “Izaz-i-Fazeelat” in 2001, Earth Scientist of the year award in 1994, IUCN 2001 Environmental award, Gold Medal by the Pakistan Academy of Sciences, Star Laureate award and Dr. Zafar H. Zaidi Gold Medal and Productive Scientists of Pakistan award. Professor Dr. Shah is among the leading geoscientists in Pakistan having published 75 abstracts in the proceedings of national and international conferences and 160 peer reviewed research papers in the journals of international repute. He has supervised 39 M.Phil. and 14 Ph.D. scholars and remained the Chief Editor of Journal of Himalayan Earth Sciences. He has also presented papers in various international conferences held in Pakistan, Sri Lanka, Bangladesh, Afghanistan, Austria, China, Italy, Bangkok, UK and USA and has delivered talks at the University of South Carolina, the University of Nevada and the University of Eastern Washington in USA and in the University of Leicester, UK by invitation. Presently, as the founder Vice Chancellor of the newly established FATA University, he is carrying out all efforts to establish the FATA University on strong footings.



**Dr. Suresh Ramakrishnan** is a Senior Lecturer in Department of Accounting and Finance, Faculty of Management at the Universiti Teknologi Malaysia (UTM). He is also the Post Graduate Academic Manager. After completing his B.Tech. Mgt (Finance) in Universiti Teknologi Malaysia, he did his MBA, (Finance) from Universiti Putra Malaysia and then pursued his Ph.D (Finance) at Deakin University Australia, Melbourne. He has more than 17 years working experience in academia mainly at UTM and other universities (on part-time basis) such as Deakin University Australia, Raffles University Iskandar, Universiti Putra Malaysia, SEGI University, Olympia Business College and Reading University. His area of research is Capital Structure, Corporate Default Prediction, IPO, Dividend policy and Corporate Social Responsibility (CSR). He has completed several government research projects and successfully graduated PhD candidates from UTM. He has more than 40 publications in reputed International journals, which are indexed in Web of Science and Scopus database. He is currently the project leader for a few community and government projects.



**Mr. Muhammad Imranullah** got his early education in Pakistan. After doing graduation from Edwardes College Peshawar, he completed his Masters in Business Management from Sullrose University in United States. Mr. Muhammad Imranullah established his first business school in 1993 at the tender age of just 23 years. He laid the foundation stone of Abasyn University in 1999, a top ranked University in Khyber Pakhtunkhwa province of Pakistan. He is an accomplished scholar, a prolific writer, a capable organizer and a man of vision. He is the founder President and Chancellor of Abasyn University. In a time when investors were shy to step into higher education arena, he emerged on the scene, revitalizing the University, setting new trends for higher education in the private sector, fostered strong linkages with the Higher Education Commission Pakistan and international academic organisations and established the University on modern lines. He is still the flag career for higher education in private sector and the journey to orient the nation with modern business, engineering, life sciences and computer education continued with enthusiastic zeal and fervour under his dynamic leadership. He also presided the private sector association of higher education institutes and universities in Pakistan. 5 of his research articles have been published in the renowned research journals of USA, Canada and United Kingdom. He has also participated in research conferences in Netherland, USA and France. Currently he is overseeing and managing the proceedings of the extended family of Abasyn University. The educational programs of Abasyn University seeks to advance and encourage new ideas and promote enduring ethical and professional values to guide the practice of management and inculcate a habit of thinking in the younger generation of the country.



**Dr. Aqeel Ahmad** has a PhD and MS degree from University Utara Malaysia. He is presently working as Associate Professor and Director Academics in UCP Business School at University of Central Punjab (UCP), Lahore (Pakistan). He has more than 25 years of teaching, research and administrative experience. He has been achieved the ‘academic leadership award’ in 2016 to fulfilling the academics, administrative and managerial roles with dedication and outstanding commitment. Dr. Ahmad’s teaching, training, consulting and learning interests include the areas of Organizational Behavior, Leadership, Career & Personality Development, Knowledge Management and Human Capital Development. He has successfully supervised more than a dozen of MS dissertations in different universities of Pakistan. He has also been appointed as a member of the Editorial Board and Reviewer of different international journals in Malaysia, Spain, Indonesia and USA.





**Dr. Mazlina Mustapha** is an Associate Professor at the Department of Accounting and Finance, Faculty of Economics and Management, Universiti Putra Malaysia. She has more than 20 years of academic and industry experience. Prior to joining UPM, she served as an accountant at Sapura Industrial Bhd and auditor at Arthur Andersen & Co. She obtained her PhD from Universiti Utara Malaysia in 2010 and Master of Business Administration from Universiti Kebangsaan Malaysia in 2000. She is a member of the Malaysian Institute of Accountant and Institute of Internal Auditors Malaysia. Her areas of research interests include audit, corporate governance, management accounting and accounting education. Dr Mazlina currently heads the Department of Accounting and Finance of the Faculty of Economics and Management, UPM.



**Khairil Wahidin Awang, PhD**, is a Professor of Tourism at the Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan, Kota Bharu. He obtained his BSc in Geology and MA in Geography from the University of Nebraska, the U.S., and Ph.D in Tourism Geography from the University of Wales-Aberystwyth, the U.K. Professor Khairil specializes in the tourism-sustainability agenda. His research interest covers the arena of spatial and temperate tourism development, focusing on intertwined issues rooted in various tourism subsectors, and of particular the small and medium-sized accommodation and attraction entities. These span across different forms of tourism; ecotourism, community-based tourism, green-tourism, rural tourism and of recent Islamic tourism. Khairil had been engaged on different capacities by the World Wide Fund for Nature, the Cambodian Government and local and private organization, and of recent the United Nations World Tourism Organization. Khairil had been in the past a Research Associate at the Islamic Tourism Centre, the Ministry of Tourism and Culture Malaysia, a Deputy Dean, a Head of Department and a Visiting Professor. Currently he teaches Business Research Methodology and tourism subjects besides supervising postgraduate students at the Universiti Malaysia Kelantan.



**Dr. Muhammad Muddassar Khan** is Head of the Department in Abbottabad University of Science and Technology, Pakistan. He received his PhD in Human Resource Management from Universiti Teknologi Malaysia (UTM), Malaysia. He has published numerous articles in International journals. He is also serving as Editorial Board member for various journals and conferences.



**Mr. Saif ul Islam** is PhD Scholar in Teacher Education, Pakistan, Peshawar. He is currently the Pro Vice Chancellor of Qurtuba University of Science and Information Technology D.I. Khan/Peshawar, Pakistan. He has more than ten years of experience in the field of Administration and Examinations. On the research side, his research profile consists of multiple research publications in renowned journals.



**Dr. Saima Batool** is currently serving as a Chairperson, Department of Management Sciences and Manager Research Operations ORIC (Office of research innovation and Commercialization) at Qurtuba University of Science and Information Technology, Peshawar, Pakistan. She holds a PhD in Management Sciences from Qurtuba University of Science and Information Technology. She has been a recipient of prestigious Higher Education Commission's 5000 Indigenous Scholarship. Dr. Batool has over 10 years of experience in the field of research in HR, and has presented her work at many national and international conferences. She uses both qualitative and quantitative techniques for her research projects, but particularly enjoys working on quantitative techniques. She is a professional trainer for data analysis. She has conducted several workshops on Structural Equation Modeling (SEM) using AMOS. She has a number of articles published nationally and internationally. Currently, Dr. Batool is enjoying her research and teaching activities and has received praise from students and executives alike for her challenging style of teaching. Dr. Batool is also serving as Assistant editor of two HEC Recognized Research Journals, in "Y" category, Namely the Dialogue and Journal of Managerial Sciences. She is also the member of Editorial board of several other International and National HEC Recognized Research Journals.



**Dr. Maqsood Haider** has a PhD in Management Sciences from Universiti Teknologi Malaysia. He is presently working as an Assistant Professor and founding Head of Management Sciences Department Fata University. Prior to joining Fata University, he has served Abasyn University as assistant Professor and coordinator of Management Sciences Department. He has ten years of teaching experience in the field of Management Sciences and is also approved supervisor of Higher Education Commission. On his credit in research side, He has published 18 research articles in national and international journals. In addition, he has also three international conference proceedings. He is the chief editor of upcoming Fata University journal of Management Sciences and member of editorial board of several other national and international research journals.



**Hashanah Ismail** was formerly an Associate Professor in the Department of Accounting and Finance, Faculty of Economics and Management, Universiti Putra Malaysia. Hashanah formally retired at the end of 2016. However Associate Prof Hashanah is still serving UPM as a part-time lecturer for the Executive Accounting programme and Volunteer lecturer for the full time students at UPM. She is a member of MICPA having qualified as a CPA whilst working with Ernst and Young Kuala Lumpur. She has been contributing papers to the MICPA Journal as well as being the MICPA link person at UPM. AP Hashanah was in the Committee for Halatuju 1, 2 and 3 for the Undergraduate Accounting programmes in Malaysia, working jointly with MIA and MOHE. She also has worked as Project Manager for two Accounting Standards with MASB. Currently she is also a member of the British Accounting and Finance Association, The Asian Accounting Academic Association, the Malaysian Accounting Academic Association and The Mediterranean Accounting Association, Italy. Hashanah has published in areas of auditing, financial reporting and accounting education.

Call for Paper

2<sup>nd</sup> ASIA  
International Multidisciplinary Conference 2018  
(AIMC-2018)



**ASIA**  
ACADEMIA SOCIETY & INDUSTRY ALLIANCE



**UTM**  
UNIVERSITI TEKNOLOGI MALAYSIA

**Tentative Dates:** 1-2 May 2018  
**Tentative Venue:** UTM, Johor Bahru, Malaysia

All accepted articles will be  
published in **Scopus** indexed journals

Scopus

For further information please visit: <http://connectingasia.org/>  
Our Facebook page: <https://www.facebook.com/infoconnectingasia/>

Call for Paper

4<sup>th</sup> ASIA International Conference 2018  
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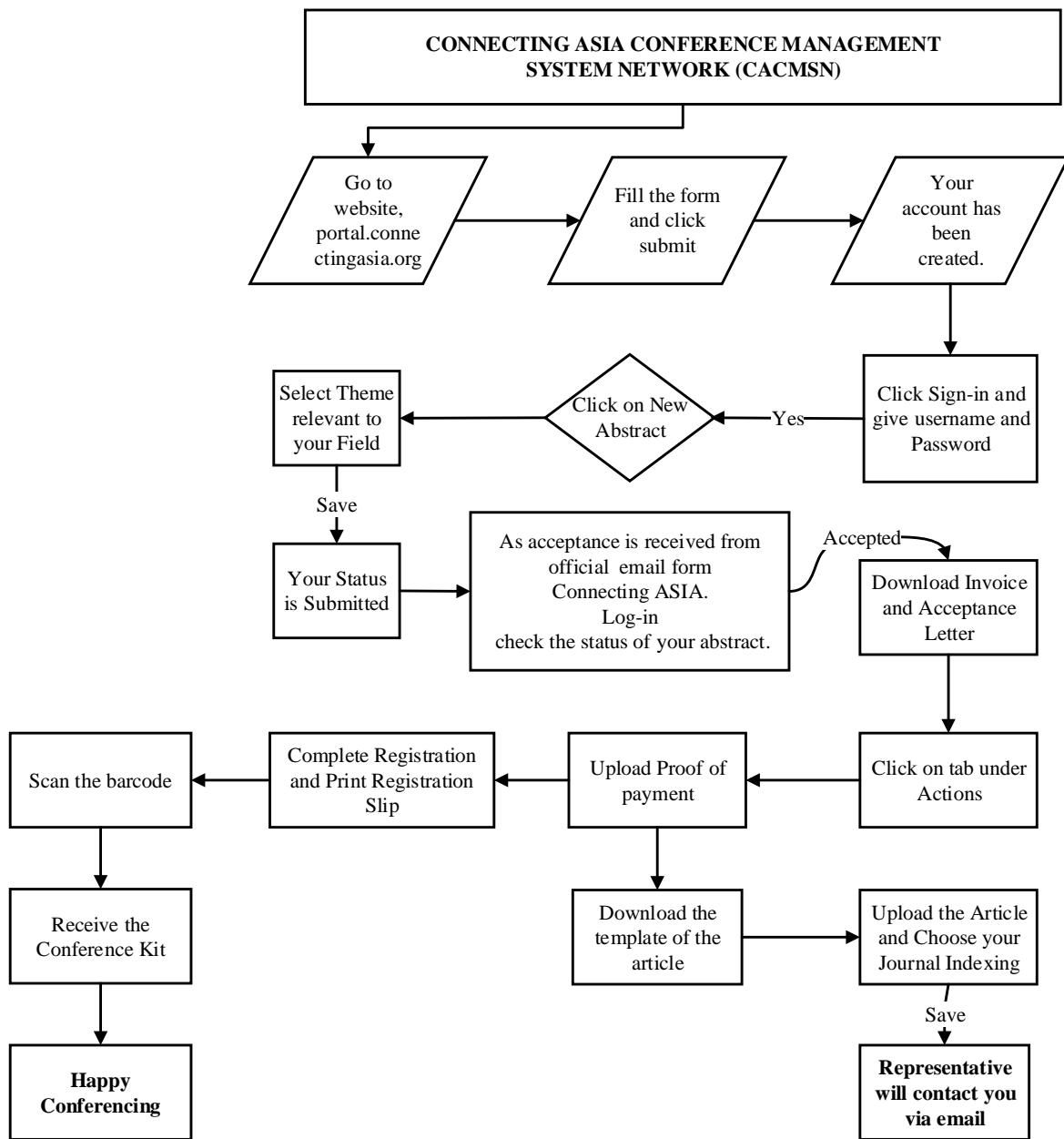
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<b>Event</b>	<b>Nature of Publications</b>	<b>Number of Publications</b>
1 <sup>st</sup> ASIA International Conference AIC 2015	Scopus	155
2 <sup>nd</sup> ASIA International Conference AIC 2016	HEC Recognized Journals and Scopus Journals	350
1 <sup>st</sup> ASIA International Multidisciplinary Conference AIMC 2017	Scopus Journals and ISI Index Journals	Under Review 350

<b>Workshops/Training</b>	<b>Year</b>	<b>No of Workshops</b>	<b>Total No. of Participants</b>
AMOS	2016	5	96
Smart PLS	2017	7	128
How to do Publications	2017	2	44

## List of Abstracts for ASIA International Conference (AIC 2017)

<b>Abstract ID: AIC-2017-AMOS-13</b> .....	<b>2</b>
<i>ENVIRONMENTAL PROTECTION AS AN ETHICAL REQUIREMENT FOR COMMUNITY HEALTH</i> .....	2
<b>Abstract ID: AIC-2017-AMOS-19</b> .....	<b>2</b>
<i>SUSTAINABLE ENVIRONMENTAL MANAGEMENT IN NIGERIA: AN APPRAISAL</i> .....	2
<b>Abstract ID: AIC-2017-AMOS-22</b> .....	<b>2</b>
<i>LOGISTICS COMMITMENT: AN EVIDENCE OF LONG-TERM RELATIONSHIP ON SUSTAINABLE GLOBAL SUPPLY CHAIN</i> .....	2
<b>Abstract ID: AIC-2017-AMOS-26</b> .....	<b>2</b>
<i>BOARD CHARACTERISTICS AND CORPORATE ENVIRONMENTAL REPORTING IN NIGERIA</i> ...	2
<b>Abstract ID: AIC-2017-AMOS-29</b> .....	<b>3</b>
<i>INFORMATION MANAGEMENT AND FOOD SECURITY IN JIGAWA STATE, NIGERIA.</i> .....	3
<b>Abstract ID: AIC-2017-AMOS-32</b> .....	<b>3</b>
<i>CORPORATE ENVIRONMENTAL MANAGEMENT: ECO-EFFICIENCY AND ECONOMICS BENEFITS AMONG MANUFACTURERS CERTIFIED WITH EMS14001 IN MALAYSIA.</i> .....	3
<b>Abstract ID: AIC-2017-AMOS-35</b> .....	<b>3</b>
<i>ANALYZING KEY DRIVERS OF CONSUMERS' ONLINE IMPULSIVE BUYING BEHAVIOR IN THE CONTEXT OF SOCIAL COMMERCE: A STIMULUS-ORGANISM-RESPONSE APPROACH (S-O-R) WITH SOCIAL CAPITAL THEORY PERSPECTIVE</i> .....	3
<b>Abstract ID: AIC-2017-AMOS-36</b> .....	<b>4</b>
<i>THE EFFECTS OF ENTREPRENEURIAL MARKETING PRACTICES ON THE GROWTH OF HAIR SALONS IN HOTORON KUDU: EVIDENCE FROM KANO STATE, NIGERIA.</i> .....	4
<b>Abstract ID: AIC-2017-AMOS-42</b> .....	<b>4</b>
<i>A SWOT-AHP METHOD IN DEVELOPING OPTIMAL DISTRIBUTION STRATEGIES</i> .....	4
<b>Abstract ID: AIC-2017-AMOS-44</b> .....	<b>5</b>
<i>THE IMPACT OF INSTRUCTIONAL SUPERVISION ON TEACHERS ATTITUDE TOWARDS TEACHING AND LEARNING AT THE TECHNICAL COLLEGES IN KATSINA STATE, NIGERIA</i> ...	5
<b>Abstract ID: AIC-2017-AMOS-47</b> .....	<b>5</b>
<i>USING CONVERGENT AND DIVERGENT THINKING IN CREATIVE PROBLEM SOLVING IN MATHEMATICS</i> .....	5
<b>Abstract ID: AIC-2017-AMOS-53</b> .....	<b>5</b>
<i>PREVALENCE OF INTESTINAL HELMINTH PARASITES IN CLARIAS GARIEPINUS AND HETEROTIS NILOTICUS FOUND IN MARMA WATER CHANNEL ALONG RIVER HADEJIA, JIGAWA NIGERIA</i> .....	5
<b>Abstract ID: AIC-2017-AMOS-54</b> .....	<b>5</b>
<i>THE ROLE OF LIBRARIES AND LIBRARIANS IN ENSURING QUALITY EDUCATION AND PROMOTE LONG LIFE LEARNING FOR ALL: GOALS FOUR OF SDG'S</i> .....	5
<b>Abstract ID: AIC-2017-AMOS-57</b> .....	<b>6</b>
<i>HOW DEVELOP TRADITIONAL TEXTILES TO MAKE THEN MODERN TO THE CONTEMPORARY WORLD THROUGH THE USE OF DIGITAL TECHNOLOGY</i> .....	6
<b>Abstract ID: AIC-2017-AMOS-59</b> .....	<b>6</b>
<i>ELECTRONIC SERVICES AND CUSTOMER SATISFACTION</i> .....	6
<b>Abstract ID: AIC-2017-AMOS-60</b> .....	<b>6</b>
<i>SELF-REGULATED LEARNING AND DIVERSITY AT HIGHER EDUCATION LEVEL IN PAKISTAN</i> .....	6
<b>Abstract ID: AIC-2017-AMOS-65</b> .....	<b>6</b>
<i>THE BEST PRACTICES OF ENVIRONMENTAL MANAGEMENT AND GREEN PRODUCT DEVELOPMENT: THE MODERATION OF ORGANIZATIONAL CAPITAL</i> .....	6
<b>Abstract ID: AIC-2017-AMOS-66</b> .....	<b>7</b>

<i>ENABLING FACTORS OF GREEN ENTREPRENEURSHIP</i> .....	7
<b>Abstract ID: AIC-2017-AMOS-73</b> .....	7
<i>THE ECONOMICAL LIFE OF THE PROPHET HAZRAT MUHAMMAD PEACE BE UPON HIM AND ITS EFFECT OF MODERN SOCIETIES</i> .....	7
<b>Abstract ID: AIC-2017-AMOS-76</b> .....	7
<i>DESIGN AND SIMULATION OF 2.5GHZ RECTANGULAR MICROSTRIP PATCH ANTENNA WIRELESS COMMUNICATION</i> .....	7
<b>Abstract ID: AIC-2017-AMOS-78</b> .....	8
<i>THE MODERATION EFFECT OF EXTERNAL ENVIRONMENT TURBULENCE IN TOURISM: COMPARATIVE ANALYSIS OF PAKISTAN &amp; THAILAND</i> .....	8
<b>Abstract ID: AIC-2017-AMOS-81</b> .....	8
<i>THE ADOPTION OF SUSTAINABLE GREEN PRACTICES AMONG MANUFACTURING SMES IN MALAYSIA</i> .....	8
<b>Abstract ID: AIC-2017-AMOS-84</b> .....	8
<i>ALGORITHM PLAGIARISM DETECTION USING STRUCTURAL, BLOCK AND SENTENCE SIMILARITIES OF CONTROL FLOW GRAPHS</i> .....	8
<b>Abstract ID: AIC-2017-AMOS-98</b> .....	9
<i>SIX SIGMA ANALYSE PHASE FOR NEW PRODUCT DEVELOPMENT PROTOTYPE PROCESS IMPROVEMENT</i> .....	9
<b>Abstract ID: AIC-2017-AMOS-99</b> .....	9
<i>IMPORTANCE OF TIME HORIZON TO PREDICT FINANCIAL CRISES CAUSED BY ASSET PRICE MOVEMENTS</i> .....	9
<b>Abstract ID: AIC-2017-AMOS-100</b> .....	9
<i>DETERMINANTS OF SMES INVESTMENT IN THE GHANAIAN OIL AND GAS SECTOR</i> .....	9
<b>Abstract ID: AIC-2017-AMOS-101</b> .....	10
<i>INSTITUTIONAL SUPPORT IN MANAGERIAL CAPACITY BUILDING AND SMES GROWTH: MEDIATING EFFECT OF MARKET ORIENTATION</i> .....	10
<b>Abstract ID: AIC-2017-AMOS-102</b> .....	10
<i>3D ELECTROSPINNING SCAFFOLD FOR DIRECTING STEM CELL FATE</i> .....	10
<b>Abstract ID: AIC-2017-AMOS-103</b> .....	10
<i>FPGA BASED CONDITION MONITORING SYSTEM OF INDUSTRIAL MOTOR</i> .....	10
<b>Abstract ID: AIC-2017-AMOS-104</b> .....	10
<i>DESIGN AND IMPLEMENTATION OF HEALTH MONITORING SYSTEM FOR INDUCTION MOTOR BY USING FUZZY LOGIC</i> .....	10
<b>Abstract ID: AIC-2017-AMOS-105</b> .....	11
<i>DESIGN AND IMPLEMENTATION OF ADVANCED WIRELESS TONGUE DRIVE/OPERATED SYSTEM FOR PARALYZED, DISABLED &amp; QUADRIPLEGIC PATIENTS</i> .....	11
<b>Abstract ID: AIC-2017-AMOS-106</b> .....	11
<i>NEXUS BETWEEN ORGANIZATIONAL COMMITMENT AND JOB SATISFACTION; ISLAMIC WORK ETHICS AS A MODERATOR</i> .....	11
<b>Abstract ID: AIC-2017-AMOS-112</b> .....	11
<i>INTERPERSONAL CONFLICT MEDIATING BETWEEN TRUST, AMBIGUITY AND BURNOUT IN EMPLOYEES</i> .....	11
<b>Abstract ID: AIC-2017-AMOS-116</b> .....	12
<i>DOES FLOW EXPERIENCE REALLY MATTER AMONG HOTEL EMPLOYEES IN SARAWAK? ...</i>	12
<b>Abstract ID: AIC-2017-AMOS-118</b> .....	12
<i>SUSTAINABILITY APPROACH FOR MITIGATING RISKS ASSOCIATED WITH COLD CHAIN LOGISTICS</i> .....	12
<b>Abstract ID: AIC-2017-AMOS-119</b> .....	12
<i>NIGERIA MARITIME ECONOMY FUNCTIONALITY: CHALLENGES AND REMEDIES FOR SUSTAINABLE GROWTH</i> .....	12
<b>Abstract ID: AIC-2017-AMOS-120</b> .....	13
<i>PAPER RECYCLING NETWORK OPTIMIZATION WITH CARBON EMISSION CONTROL</i> .....	13
<b>Abstract ID: AIC-2017-AMOS-133</b> .....	13



<i>MANAGING RISK IN CONSTRUCTION PROJECTS AND SUSTAINABILITY: EVIDENCE FROM MALAYSIA</i> .....	13
<b>Abstract ID: AIC-2017-AMOS-134</b> .....	<b>13</b>
<i>RISK AND REWARD OF GREEN BUILDING MATERIAL: A STUDY AMONG SARAWAK CONSTRUCTION PLAYER</i> .....	13
<b>Abstract ID: AIC-2017-AMOS-140</b> .....	<b>14</b>
<i>CHALLENGES OF SMALL AND MEDIUM SCALE ENTERPRISES IN NIGERIA: A CASE OF TARABA STATE</i> .....	14
<b>Abstract ID: AIC-2017-AMOS-158</b> .....	<b>14</b>
<i>INVESTIGATION ON INTEREST OF INTERNET SHOPPING VIA BAYESIAN NETWORK</i> .....	14
<b>Abstract ID: AIC-2017-GDHEC-167</b> .....	<b>14</b>
<i>CULTIVATING SUSTAINABLE ENVIRONMENTAL CULTURE AND GREEN SAFETY SIGNS COMPLIANCE AS GLOBAL ETHICS AMONG NIGERIAN YOUTHS: A SOCIOLOGICAL PERSPECTIVE</i> .....	14
<b>Abstract ID: AIC-2017-AMOS-171</b> .....	<b>15</b>
<i>IMPACT OF JOB BURNOUT ON CUSTOMER ORIENTATION; MODERATING ROLE OF SUPERVISOR SUPPORT</i> .....	15
<b>Abstract ID: AIC-2017-AMOS-172</b> .....	<b>15</b>
<i>VULNERABILITY INDICES OF A GLOF-PRONE COMMUNITY. A CASE STUDY OF SOSOT VILLAGE, GHIZAR DISTRICT, GILGIT-BALTISTAN PAKISTAN</i> .....	15
<b>Abstract ID: AIC-2017-AMOS-183</b> .....	<b>15</b>
<i>INVESTIGATING THE RELATIONSHIP ON CO<sub>2</sub>, ENERGY CONSUMPTION AND ECONOMIC GROWTH: A PANEL DATA APPROACH</i> .....	15
<b>Abstract ID: AIC-2017-AMOS-186</b> .....	<b>16</b>
<i>3D PRINTING: A NEW PACESETTER OF INDUSTRY 4.0 AND REDUCE THE POLLUTION OF LOGISTICS COST</i> .....	16
<b>Abstract ID: AIC-2017-AMOS-187</b> .....	<b>16</b>
<i>A REVIEW ON PERFORMANCE MEASUREMENTS IN SUPPLY CHAIN RISK MANAGEMENT</i> ...	16
<b>Abstract ID: AIC-2017-AMOS-194</b> .....	<b>16</b>
<i>IMPACT OF ELECTRONIC BANKING USAGE: EVIDENCE FROM EXPECTATION CONFIRMATION MODEL</i> .....	16
<b>Abstract ID: AIC-2017-AMOS-195</b> .....	<b>16</b>
<i>PRIORITY HEURISTIC SCHEDULING FOR THE MULTI-MODE RESOURCE CONSTRAINED SCHEDULING PROBLEM CLASS WITH MULTI-PASS APPROACH</i> .....	16
<b>Abstract ID: AIC-2017-AMOS-196</b> .....	<b>17</b>
<i>AN INVESTIGATION ON THE EFFECTIVENESS OF HEURISTIC SCHEDULING UNDER MULTI-OBJECTIVE CRITERIA</i> .....	17
<b>Abstract ID: AIC-2017-AMOS-199</b> .....	<b>17</b>
<i>A REVIEW ON PROBLEM IN WELDING ALUMINUM ALLOY</i> .....	17
<b>Abstract ID: AIC-2017-AMOS-207</b> .....	<b>17</b>
<i>COORDINATION SYSTEM FOR INDONESIAN DISASTER RELIEF DISTRIBUTION OPERATIONS THROUGH INFORMATION SYSTEM</i> .....	17
<b>Abstract ID: AIC-2017-AMOS-211</b> .....	<b>18</b>
<i>ASSESSMENT OF FOOD SECURITY STATUS AMONG RURAL FARMING HOUSEHOLD IN DAURA LOCAL GOVERNMENT AREA OF KATSINA STATE, NIGERIA</i> .....	18
<b>Abstract ID: AIC-2017-AMOS-213</b> .....	<b>18</b>
<i>ORGANISATIONAL SUPPORT IN KNOWLEDGE TRANSFER ACTIVITIES TOWARDS ERP SUCCESS: SCALE DEVELOPMENT AND VALIDATION</i> .....	18
<b>Abstract ID: AIC-2017-AMOS-215</b> .....	<b>18</b>
<i>BARRIERS TO DIGITAL MARKETING ADOPTION AT REMOTE RURAL TOURISM DESTINATIONS IN SARAWAK: AN EXPLORATORY STUDY</i> .....	18
<b>Abstract ID: AIC-2017-AMOS-221</b> .....	<b>19</b>
<i>CONSTRAINTS OF E-TOURISM TO THE DEVELOPMENT OF TOURISM IN KATSINA STATE, NIGERIA</i> .....	19
<b>Abstract ID: AIC-2017-AMOS-223</b> .....	<b>19</b>

<i>SOLVING PARALLEL MACHINE SCHEDULING PROBLEM WITH RELEASE DATES USING GENETIC ALGORITHM</i> .....	19
<b>Abstract ID: AIC-2017-AMOS-246</b> .....	<b>19</b>
<i>MEASURING CUSTOMERS BRAND LOYALTY IN PAKISTAN</i> .....	19
<b>Abstract ID: AIC-2017-AMOS-253</b> .....	<b>19</b>
<i>RESOURCE SHARING IN ACADEMIC LIBRARIES IN NIGERIA FOR SUSTAINABILITY</i> .....	19
<b>Abstract ID: AIC-2017-AMOS-258</b> .....	<b>20</b>
<i>LINKING ISLAMIC WORK ETHICS AND PRO-ENVIRONMENTAL BEHAVIOUR: A SYSTEMATIC REVIEW</i> .....	20
<b>Abstract ID: AIC-2017-AMOS-264</b> .....	<b>20</b>
<i>INNOVATION STRATEGIES AND INNOVATION PERFORMANCE, AN EMPIRICAL STUDY OF MALAYSIAN INDUSTRIES</i> .....	20
<b>Abstract ID: AIC-2017-AMOS-269</b> .....	<b>20</b>
<i>THE ROLE OF QUALITY MANAGEMENT PRACTICES IN FIRM PERFORMANCE OF MANUFACTURING SECTOR IN PAKISTAN</i> .....	20
<b>Abstract ID: AIC-2017-AMOS-295</b> .....	<b>21</b>
<i>A REVIEW OF KEY FACTORS AFFECTING UNIVERSITY BUILDING MAINTENANCE COST</i> ....	21
<b>Abstract ID: AIC-2017-AMOS-297</b> .....	<b>21</b>
<i>MAINTENANCE MANAGEMENT MODEL: AN IDENTIFICATION OF KEY ELEMENTS FOR VALUE-BASED OF MAINTENANCE MANAGEMENT BY LOCAL AUTHORITY</i> .....	21
<b>Abstract ID: AIC-2017-AMOS-298</b> .....	<b>21</b>
<i>FABRICATION AND CHARACTERIZATION OF COPPER AND COPPER SULPHIDE (CU-CU<sub>2</sub>S) PHOTO ELECTROCHEMICAL SOLAR CELL</i> .....	21
<b>Abstract ID: AIC-2017-AMOS-301</b> .....	<b>22</b>
<i>EFFECT OF ATTITUDE AND INDIVIDUAL PERCEPTION ON KNOWLEDGE SHARING: EMPIRICAL STUDY ON PESHAWAR UNIVERSITY</i> .....	22
<b>Abstract ID: AIC-2017-AMOS-302</b> .....	<b>22</b>
<i>INCREASING T-METHOD ACCURACY THROUGH APPLICATION OF ROBUST ESTIMATION</i> .	22
<b>Abstract ID: AIC-2017-AMOS-309</b> .....	<b>22</b>
<i>HEALTH RISK ASSESSMENT OF RAINWATER POLLUTANTS IN JENKKA PAHANG, MALAYSIA</i> .....	22
<b>Abstract ID: AIC-2017-AMOS-312</b> .....	<b>23</b>
<i>PROMOTION OF CLEAN ENVIRONMENT THROUGH SOLID WASTE MANAGEMENT: A SOCIAL RESPONSIBILITY OF ALL</i> .....	23
<b>Abstract ID: AIC-2017-AMOS-316</b> .....	<b>23</b>
<i>ANALYSING BICYCLE ROUTE POTENTIAL TOWARD SUSTAINABLE TRANSPORT IN IPOH CITY</i> .....	23
<b>Abstract ID: AIC-2017-AMOS-327</b> .....	<b>23</b>
<i>FACTORS AFFECTING TIME OVERRUN IN ROAD CONSTRUCTION PROJECTS IN DISTRICT SWABI: CONTRACTOR'S PERSPECTIVE</i> .....	23
<b>Abstract ID: AIC-2017-AMOS-332</b> .....	<b>24</b>
<i>EXPLORING DECISION MAKING FOR APPROACHES TO CAMPUS SUSTAINABILITY AT PAKISTAN PUBLIC UNIVERSITIES</i> .....	24
<b>Abstract ID: AIC-2017-AMOS-333</b> .....	<b>24</b>
<i>ROLE OF PROJECT MANAGER IN RELATIONSHIP MANAGEMENT</i> .....	24
<b>Abstract ID: AIC-2017-AMOS-337</b> .....	<b>24</b>
<i>IMPACT OF PERFORMANCE APPRIASAL POLITICS ON WORK OUTCOME: MULTI-DIMENSIONAL ROLE OF INTRINSIC MOTIVATION AND JOB SATISFACTION. (EVIDENCE FROM BANKING SECTOR)</i> .....	24
<b>Abstract ID: AIC-2017-AMOS-357</b> .....	<b>25</b>
<i>RELATIONSHIP AMONG ETHICAL LEADERSHIP, ETHICAL CLIMATE, CORPORATE SOCIAL RESPONSIBILITY AND PERFORMANCE OUTCOMES</i> .....	25
<b>Abstract ID: AIC-2017-AMOS-367</b> .....	<b>25</b>
<i>SENTIMENTAL EFFECT OF SPECIAL ECONOMIC ZONES IN PAKISTAN</i> .....	25
<b>Abstract ID: AIC-2017-AMOS-368 &amp; AMOS-344</b> .....	<b>25</b>

<i>DEVISING A CULTURE POLICY TO ENHANCE CULTURAL AND CREATIVE INDUSTRIES.</i> .....	25
<b>Abstract ID: AIC-2017-AMOS-386</b> .....	<b>26</b>
<i>MEDIATING ROLE OF RISK PERCEPTION BETWEEN COGNITIVE BIASES AND RISKY INVESTMENT DECISION; EMPIRICAL EVIDENCE FROM PAKISTAN EQUITY MARKET</i> .....	26
<b>Abstract ID: AIC-2017-AMOS-392</b> .....	<b>26</b>
<i>EFFECT OF PSYCHOLOGICAL CONTRACT BREACH AND JOB SATISFACTION ON WORK ENGAGEMENT; A CASE OF A HIGHER EDUCATION INSTITUTE OF PAKISTAN</i> .....	26
<b>Abstract ID: AIC-2017-AMOS-399</b> .....	<b>26</b>
<i>ANALYSIS OF EMPLOYEE WELL-BEING AND TURNOVER INTENTION: MEDIATING ROLE OF ORGANIZATIONAL COMMITMENT</i> .....	26
<b>Abstract ID: AIC-2017-AMOS-403</b> .....	<b>27</b>
<i>CORPORATE SOCIAL RESPONSIBILITY AND CONSUMER EVALUATIONS WITH MEDIATING EFFECT OF MARKETING COMMUNICATION: A PAKISTANI TELECOMMUNICATION PERSPECTIVE</i> .....	27
<b>Abstract ID: AIC-2017-AMOS-404</b> .....	<b>27</b>
<i>EVALUATING THE COST VERSUS BENEFIT OF BEAUTY</i> .....	27
<b>Abstract ID: AIC-2017-AMOS-407</b> .....	<b>27</b>
<i>WOMEN ENTREPRENEURSHIP “A NEW PARADIGM” - THE CASE OF TWIN CITIES OF PAKISTAN</i> .....	27
<b>Abstract ID: AIC-2017-AMOS-410</b> .....	<b>27</b>
<i>EMPLOYEE PRO-ENVIRONMENTAL BEHAVIOUR: A SYSTEMATIC REVIEW AND SUGGESTIONS FOR FUTURE RESEARCH</i> .....	27
<b>Abstract ID: AIC-2017-AMOS-411</b> .....	<b>28</b>
<i>LEADING THE LEAN WAY: ANALYZING THE ROLE OF HR IN LEAN MANAGEMENT PRACTICES AND SERVICE CENTRICITY AT TELENOR SHARED SERVICES</i> .....	28
<b>Abstract ID: AIC-2017-AMOS-415</b> .....	<b>28</b>
<i>THE LINK BETWEEN PERCEIVED SERVICE QUALITY DIMENSIONS AND CUSTOMER SATISFACTION: AN EMPIRICAL STUDY OF PUBLIC HIGHER EDUCATION SECTOR OF KHYBER PAKHTUNKHWA (PAKISTAN)</i> .....	28
<b>Abstract ID: AIC-2017-AMOS-420</b> .....	<b>28</b>
<i>THE IDEAL TH MODEL FRAMEWORK TO PROMOTE KNOWLEDGE TALENT : A MALAYSIAN CASE</i> .....	28
<b>Abstract ID: AIC-2017-AMOS-423</b> .....	<b>29</b>
<i>CAN PERSONALITY BE A PREDICTOR OF PSYCHOLOGICAL CONTRACT: AN EMPIRICAL INVESTIGATION FROM PAKISTAN</i> .....	29
<b>Abstract ID: AIC-2017-AMOS-424</b> .....	<b>29</b>
<i>ORGANIZATIONS, THE MOST HEAVENLY PLACE FOR INCIVILITY BEHAVIOUR UNDER THE UMBRELLA OF RELEVANT FACTORS</i> .....	29
<b>Abstract ID: AIC-2017-AMOS-427</b> .....	<b>29</b>
<i>A RESEARCH OF IMPLEMENTATION LEAN SYSTEM IN INDONESIA’S SMES CREATIVE INDUSTRY</i> .....	29
<b>Abstract ID: AIC-2017-AMOS-431</b> .....	<b>30</b>
<i>EFFECT OF USE OF RECYCLED AGGREGATE ON STRENGTH AND LIFE CYCLE COST OF CONCRETE TO IMPROVE SUSTAINABILITY</i> .....	30
<b>Abstract ID: AIC-2017-AMOS-432</b> .....	<b>30</b>
<i>IMPROVEMENT OF SUSTAINABILITY IN CONSTRUCTION THROUGH ENERGY EFFICIENT BUILDINGS</i> .....	30
<b>Abstract ID: AIC-2017-AMOS-433</b> .....	<b>30</b>
<i>IMPROVEMENT OF ENVIRONMENTAL SUSTAINABILITY BY USING INDUSTRIAL WASTE WATER IN CONCRETE</i> .....	30
<b>Abstract ID: AIC-2017-AMOS-435</b> .....	<b>31</b>
<i>ETHICAL LEADERSHIP IMPACTS INTELLECTUAL CAPITAL FACETS PAVING WAY TO FOSTER INNOVATIVE PERFORMANCE: A PAKISTANI SOFTWARE HOUSES PERSPECTIVE</i> .....	31
<b>Abstract ID: AIC-2017-AMOS-446</b> .....	<b>31</b>
<i>THE INNOVATION OF TRAFFIC SURVEY APPLICATION</i> .....	31

<b>Abstract ID: AIC-2017-AMOS-449</b> .....	<b>31</b>
<i>TOTAL QUALITY MANAGEMENT PLANNING MODEL TO INCREASE HIGH EDUCATION PERFORMANCE AND COMPETITIVENESS</i> .....	
	31
<b>Abstract ID: AIC-2017-AMOS-457</b> .....	<b>32</b>
<i>A VALIDATED LC-MS/MS METHOD FOR QUANTITATIVE ANALYSIS OF QUERCETIN FROM AEGLE MARMELOS IN RAT PLASMA AND ITS APPLICATION IN PHARMACOKINETIC STUDIES</i> .....	
	32
<b>Abstract ID: AIC-2017-AMOS-458</b> .....	<b>32</b>
<i>UNIVERSITY-INDUSTRY COLLABORATION FRAMEWORK: INDIVIDUAL BEHAVIORS AND ACADEMIC ENGAGEMENT</i> .....	
	32
<b>Abstract ID: AIC-2017-AMOS-460</b> .....	<b>32</b>
<i>SPIRIT AND INNOVATION AT WORK IN SOFTWARE HOUSES OF PAKISTAN: HOW DOES JOB SATISFACTION INTERVENE THE RELATIONSHIP?</i> .....	
	32
<b>Abstract ID: AIC-2017-AMOS-474</b> .....	<b>33</b>
<i>IMPACT OF SALESPERSONS' SKILLS-SET ON CUSTOMER BEHAVIORS: MODERATING ROLE OF EMOTIONAL INTELLIGENCE IN PHARMACEUTICAL INDUSTRY</i> .....	
	33
<b>Abstract ID: AIC-2017-AMOS-481</b> .....	<b>33</b>
<i>PROSPECTIVE TEACHERS' ATTITUDE TOWARDS THE IMPROVEMENT OF THEIR COMMUNICATION SKILLS IN PAKISTAN</i> .....	
	33
<b>Abstract ID: AIC-2017-AMOS-496</b> .....	<b>33</b>
<i>USING CUSTOMER KNOWLEDGE IN NEW IT PRODUCTS PERFORMANCE: MEDIATING ROLE OF CUSTOMER INVOLVEMENT</i> .....	
	33
<b>Abstract ID: AIC-2017-AMOS-504</b> .....	<b>34</b>
<i>PRINT VERSUS DIGITAL: A LOCAL EXAMINATION OF CLIENT PREFERENCES IN A POLYTECHNIC LIBRARY</i> .....	
	34
<b>Abstract ID: AIC-2017-AMOS-513</b> .....	<b>34</b>
<i>DETERMINATION OF ROUTE DISTRIBUTION PRODUCT DIRECT USED ULTRA LIQUID USING CLARKE &amp; WRIGHT SAVINGS METHOD AND TABU SEARCH METHOD IN PT. ULTRAJAYA MILK INDUSTRY TBK</i> .....	
	34
<b>Abstract ID: AIC-2017-AMOS-515</b> .....	<b>34</b>
<i>HEAT TRANSFER MODEL FOR SKIN BURN INJURY AMONG FIRE FIGHTERS</i> .....	
	34
<b>Abstract ID: AIC-2017-AMOS-517</b> .....	<b>34</b>
<i>THE MEDIATING EFFECTS OF ENTERPRISE RISK MANAGEMENT IMPLEMENTATION ON OPERATIONAL EXCELLENCE IN THE MALAYSIAN OIL AND GAS SECTOR; A CONCEPTUAL FRAMEWORK</i> .....	
	34
<b>Abstract ID: AIC-2017-AMOS-519</b> .....	<b>35</b>
<i>EVALUATION OF STRUCTURE AND ACCESSIBILITY OF PUBLIC SPACE NETWORK IN KANO CENTRAL AREA WITH THE BID TO PROMOTE URBAN COHESION AND SUSTAINABILITY</i> ....	
	35
<b>Abstract ID: AIC-2017-AMOS-522</b> .....	<b>35</b>
<i>AN INVESTIGATION INTO RELATIONSHIP OF LEADERSHIP STYLES AND ORGANIZATIONAL COMMITMENT TO CHANGE: TESTING THE MEDIATION OF ORGANIZATIONAL CYNICISM TOWARDS CHANGE</i> .....	
	35
<b>Abstract ID: AIC-2017-AMOS-525</b> .....	<b>36</b>
<i>RELATIONSHIP BETWEEN STOCK PRICES AND EXCHANGE RATE IN ASIAN COUNTRIES: A QUANTILE REGRESSION APPROACH</i> .....	
	36
<b>Abstract ID: AIC-2017-AMOS-559</b> .....	<b>36</b>
<i>MODERATING EFFECT OF SOCIAL SUPPORT ON THE RELATIONSHIP BETWEEN WORKLOAD AND DISENGAGEMENT AMONG THE ACADIMICIANS</i> .....	
	36
<b>Abstract ID: AIC-2017-AMOS-564</b> .....	<b>36</b>
<i>GREEN SUPPLY CHAIN MANAGEMENT PRACTICES AND ENVIRONMENTAL PERFORMANCE: A STUDY OF EMPLOYEE'S PRACTICE IN CHEMICAL MANUFACTURING INDUSTRY</i> .....	
	36
<b>Abstract ID: AIC-2017-AMOS-572</b> .....	<b>36</b>
<i>TOOLS DESIGN OF BREAD PRODUCTION PROCESS TO MINIMIZE MUSCULOSKELETAL DISORDERS BASED ON OCRA METHOD</i> .....	
	36
<b>Abstract ID: AIC-2017-AMOS-586</b> .....	<b>37</b>

<i>EFFECT OF BIRTH ORDERS ON PERSONALITY TRAITS OF PAKISTAN HIGHER EDUCATION COMMISSION EMPLOYEES</i> .....	37
<b>Abstract ID: AIC-2017-AMOS-591</b> .....	<b>37</b>
<i>CHANGE SPACE FOR GREEN PRODUCTION IN VIETNAM: THE CASE OF BRICKS</i> .....	37
<b>Abstract ID: AIC-2017-AMOS-599</b> .....	<b>37</b>
<i>CONTRACTOR SELECTION CRITERIA: A STUDY ON MALAYSIAN PUBLIC CONSTRUCTION PROJECTS</i> .....	37
<b>Abstract ID: AIC-2017-AMOS-601</b> .....	<b>38</b>
<i>SOCIAL SUSTAINABILITY ASSESSMENT OF THE GAYO ORGANIC COFFEE INDUSTRY IN ACEH PROVINCE, INDONESIA</i> .....	38
<b>Abstract ID: AIC-2017-AMOS-602</b> .....	<b>38</b>
<i>PROPOSED CORPORATE PERFORMANCE MANAGEMENT USING INTEGRATED PERFORMANCE MANAGEMENT SYSTEM (IPMS) FRAMEWORK AT PT POS INDONESIA (PERSERO)</i> .....	38
<b>Abstract ID: AIC-2017-AMOS-603</b> .....	<b>38</b>
<i>SOCIAL SUSTAINABILITY ASSESSMENT OF THE GAYO COFFEE ORGANIC INDUSTRY IN ACEH PROVINCE, INDONESIA</i> .....	38
<b>Abstract ID: AIC-2017-AMOS-613</b> .....	<b>38</b>
<i>A STRATEGIC APPROACH TO RESOLVE GLOBAL SUSTAINABILITY ISSUES</i> .....	38
<b>Abstract ID: AIC-2017-AMOS-617</b> .....	<b>39</b>
<i>IMPLEMENTATION PERFORMANCE BASED BUDGETING A PHENOMENOLOGI ( CASE STUDIES ON SMALL AND MEDIUM ENTERPRISE COOPERATIVES )</i> .....	39
<b>Abstract ID: AIC-2017-AMOS-618</b> .....	<b>39</b>
<i>PRACTICE SUSTAINABILITY IN HIGHER EDUCATION</i> .....	39
<b>Abstract ID: AIC-2017-AMOS-624</b> .....	<b>39</b>
<i>TRANSITION FROM LOGISTICS TO ECO-LOGISTICS</i> .....	39
<b>Abstract ID: AIC-2017-AMOS-630</b> .....	<b>40</b>
<i>ENTREPRENEURIAL PERCEPTION AS A VIABLE TOOL FOR CREATION NEW VENTURE</i> .....	40
<b>Abstract ID: AIC-2017-AMOS-631</b> .....	<b>40</b>
<i>THE ROLE OF INSTITUTIONS OF HIGHER LEARNING TOWARDS ENTREPRENEURIAL MINDSET</i> .....	40
<b>Abstract ID: AIC-2017-AMOS-632</b> .....	<b>40</b>
<i>ENHANCEMENT OF LEARNING OUTCOME QUALITY SMK BUSINESS SKILLS AND MANAGEMENT IN BANDUNG CITY</i> .....	40
<b>Abstract ID: AIC-2017-AMOS-634</b> .....	<b>41</b>
<i>MULTIFACETED MEANING OF CORPORATE SOCIAL RESPONSIBILITY (CSR)</i> .....	41
<b>Abstract ID: AIC-2017-AMOS-637</b> .....	<b>41</b>
<i>THE IMPACT OF INTERNALIZED STIGMA AT WORKPLACE THROUGH INTERLINKING MECHANISM OF SELF-ESTEEM OF TUBERCULOSIS PATIENTS IN PAKISTAN</i> .....	41
<b>Abstract ID: AIC-2017-AMOS-640 &amp; AMOS-638</b> .....	<b>41</b>
<i>ENERGIZING WORKPLACE ENGAGEMENT WITH SPIRITUAL INTELLIGENCE</i> .....	41
<b>Abstract ID: AIC-2017-AMOS-642</b> .....	<b>41</b>
<i>STATISTICAL STUDY ON ADOPTION OF ECOLOGICAL FOOD CONSUMPTION BEHAVIORS</i> .....	41
<b>Abstract ID: AIC-2017-AMOS-643</b> .....	<b>42</b>
<i>NGOS AS A DRIVERS FOR EFFECTIVE FLOOD MITIGATION : A CASE STUDY IN MALAYSIA</i> .....	42
<b>Abstract ID: AIC-2017-AMOS-649</b> .....	<b>42</b>
<i>“MANAGEMENT BY EXCEPTION” WELL SURVEILLANCE FOR WELL MANAGEMENT: TO MAXIMIZE OIL PRODUCTION</i> .....	42
<b>Abstract ID: AIC-2017-AMOS-663</b> .....	<b>42</b>
<i>TESTING A MODEL OF ETHICAL LEADERSHIP, ORGANIZATIONAL COMMITMENT AND OUTCOMES WITH SOCIAL EXCHANGE AS MEDIATING VARIABLE: A PAKISTANI CORPORATE SECTOR PERSPECTIVE</i> .....	42
<b>Abstract ID: AIC-2017-AMOS-667</b> .....	<b>43</b>
<i>MODEL IMPLEMENTATION OF QUALITY MANAGEMENT SYSTEM ISO 9001: 2008 STUDY ON MOTIVES, BENEFITS, OBSTACLES, AND SUCCESS FACTORS</i> .....	43

<b>Abstract ID: AIC-2017-AMOS-671</b> .....	<b>43</b>
<i>INTEGRATING THE IMPROVEMENT OF MAHALANOBIS TAGUCHI SYSTEM (MTS) FOR FEATURE SELECTION THROUGH APPLICATION OF BINARY PARTICLE SWARM OPTIMIZATION (BPSO).....</i>	
<b>Abstract ID: AIC-2017-AMOS-676</b> .....	<b>43</b>
<i>SIGNIFICANCE OF WORD OF MOUTH ON ENTREPRENEURIAL INTENTION; WITH MEDIATION OF KNOWLEDGE SHARING IN HEIS OF LAHORE, PAKISTAN.....</i>	
<b>Abstract ID: AIC-2017-AMOS-680</b> .....	<b>43</b>
<i>CONTINUOUS IMPROVEMENT BEHAVIOURS IN MALAYSIAN MANUFACTURING COMPANIES .....</i>	
<b>Abstract ID: AIC-2017-AMOS-681</b> .....	<b>44</b>
<i>A COMPARATIVE STUDY ON CORPORATE DIVERSIFICATION AND FIRM PERFORMANCE ACROSS SOUTH ASIAN COUNTRIES.....</i>	
<b>Abstract ID: AIC-2017-AMOS-686</b> .....	<b>44</b>
<i>ANALYSIS OF THE ADDITION ENODE B IN 4G LTE NETWORK FOR COVERAGE AREA.....</i>	
<b>Abstract ID: AIC-2017-AMOS-693</b> .....	<b>44</b>
<i>IMPACT OF QUALITY MANAGEMENT PRACTICES ON FIRM PERFORMANCE: MODERATING ROLE OF INNOVATION-CULTURE.....</i>	
<b>Abstract ID: AIC-2017-AMOS-705</b> .....	<b>45</b>
<i>BUSINESS EVENT DESTINATION DETERMINANTS: MALAYSIA EVENT ORGANISERS PERSPECTIVE.....</i>	
<b>Abstract ID: AIC-2017-AMOS-710</b> .....	<b>45</b>
<i>INFLUENCE OF SUPPLY CHAIN INTEGRATION AND JUST IN TIME METHOD TO SMOOTHLY PROCESS PRODUCTION AT ASSEMBLY COMPANY IN BATAM RIAU ISLANDS.....</i>	
<b>Abstract ID: AIC-2017-AMOS-722</b> .....	<b>45</b>
<i>IMPACT OF GREEN MARKETING ON SUPPLY CHAIN MANAGEMENT - A CASE OF MANUFACTURING COMPANIES IN PAKISTAN.....</i>	
<b>Abstract ID: AIC-2017-AMOS-725</b> .....	<b>46</b>
<i>IMPACT OF ORGANIZATIONAL FACTORS ON BANKERS' HEALTH, TURNOVER INTENTIONS AND PERFORMANCE. AN EVIDENCE FROM THE PRIVATE SECTOR BANKS OF PESHAWAR (KP). .....</i>	
<b>Abstract ID: AIC-2017-AMOS-735</b> .....	<b>46</b>
<i>THE APLICATION OF WHATSAPP MESSENGER TO ENGGAGE PARENTAL INVOLVEMENT AT KINDEGARTEN .....</i>	
<b>Abstract ID: AIC-2017-AMOS-737</b> .....	<b>46</b>
<i>IMPACT OF GREEN SUPPLY CHAIN PRACTICES ON PERFORMANCE OF PAKISTANI FIRMS.....</i>	
<b>Abstract ID: AIC-2017-AMOS-753</b> .....	<b>46</b>
<i>COMPARISON OF PERFORMANCE OF REINFORCED CONCRETE BUILDINGS AND BRICK MASONRY BUILDINGS IN MUZAFFARABAD DURING 8TH OCTOBER 2005 EARTHQUAKE IN PAKISTAN.....</i>	
<b>Abstract ID: AIC-2017-AMOS-755</b> .....	<b>47</b>
<i>INTEGRATED APPROACH TO SOFTWARE BASED RISK ASSESSMENT AND MANAGEMENT OF DASU HYDROPOWER PROJECT .....</i>	
<b>Abstract ID: AIC-2017-AMOS-757</b> .....	<b>47</b>
<i>TWO SIDES OF A COIN: EFFECTS OF PERCEIVED AND ACTUAL FINANCIAL LITERACY ON INVESTMENT DECISION MAKING BEHAVIOUR MEDIATED BY FINANCIAL RISK TOLERANCE .....</i>	
<b>Abstract ID: AIC-2017-AMOS-766</b> .....	<b>48</b>
<i>THE POTENTIAL OF OIL PALM WASTE AS A SOURCE FOR SUSTAINABLE ENERGY : CASE STUDY OF MALAYSIA .....</i>	
<b>Abstract ID: AIC-2017-AMOS-770</b> .....	<b>48</b>
<i>MODELING ASSIGNMENT OF LAND-SIDE FACILITIES TO IMPROVE SUSTAINABILITY OF A CONTAINER TERMINAL .....</i>	
<b>Abstract ID: AIC-2017-AMOS-782</b> .....	<b>48</b>

<i>IMPLEMENTATION OF VALUE STREAM MAPPING TO IDENTIFY WASTES ON CEMENT POUCH PRODUCTION</i> .....	48
<b>Abstract ID: AIC-2017-AMOS-785</b> .....	<b>48</b>
<i>SCM PRACTICES DO COUNTRY FACTORS MATTER?</i> .....	48
<b>Abstract ID: AIC-2017-AMOS-786</b> .....	<b>49</b>
<i>AN EMPIRICAL INVESTIGATION OF OCB TOWARDS JOB SATISFACTION, TRUST IN SUPERVISOR AND ORGANIZATIONAL COMMITMENT</i> .....	49
<b>Abstract ID: AIC-2017-AMOS-791</b> .....	<b>49</b>
<i>SUSTAINABILITY AND BOARD ATTRIBUTES IMPACT ON SHARE PERFORMANCE</i> .....	49
<b>Abstract ID: AIC-2017-AMOS-792</b> .....	<b>50</b>
<i>ANALYSIS OF THE AGRIBUSINESS COMPETENCY THAT HAS IMPACT IN SUPPORTING AGRIBUSINESS ACTIVITIES: A CASE STUDY OF AGRIBUSINESS IN CILEMBU VILLAGE</i> .....	50
<b>Abstract ID: AIC-2017-AMOS-794</b> .....	<b>50</b>
<i>ANTIDIABETIC EFFECTS OF THE AQUEOUS SEED EXTRACT OF WATER MELON (CITRULLUS LANATUS) ‘KANKANA’ IN RATS</i> .....	50
<b>Abstract ID: AIC-2017-AMOS-795</b> .....	<b>50</b>
<i>PROMOTING RENEWABLE ENERGY TECHNOLOGIES FOR RURAL DEVELOPMENT IN NIGERIA</i> .....	50
<b>Abstract ID: AIC-2017-AMOS-798</b> .....	<b>50</b>
<i>BALANCED SCORECARD FOR SUSTAINABILITY OF MALAYSIAN HIGHER EDUCATION INSTITUTIONS: MYTH OR FACTS?</i> .....	50
<b>Abstract ID: AIC-2017-AMOS-800</b> .....	<b>51</b>
<i>DETERMINATION OF LIQUID PRODUCT DISTRIBUTION ROUTE USING CLARK AND WRIGT SAVING AND TABU SEACRH ALGORITHM FOR A MILK INDUSTRY IN INDONESIA</i> .....	51
<b>Abstract ID: AIC-2017-AMOS-801</b> .....	<b>51</b>
<i>THE INFLUENCE OF ENTREPRENEURSHIP CAPABILITY TO MICRO AND SMALL BUSINESS GROWTH IN FISH PROCESSING INDUSTRY</i> .....	51
<b>Abstract ID: AIC-2017-AMOS-802</b> .....	<b>52</b>
<i>BUSINESS MODEL ON FASHION BUSINESS STARTUP IN BANDUNG CITY, INDONESIA</i> .....	52
<b>Abstract ID: AIC-2017-AMOS-811 &amp; FMM-394</b> .....	<b>52</b>
<i>A QUALITATIVE STUDY REGARDING THE LEADERSHIP TRAITS AND STYLES OF THE MILLENNIAL GENERATION IN THE MANUFACTURING INDUSTRY</i> .....	52
<b>Abstract ID: AIC-2017-AMOS-819</b> .....	<b>52</b>
<i>ECO-INNOVATION AND FIRM PERFORMANCE: IS LEADERSHIP THE GAME CHANGER?</i> .....	52
<b>Abstract ID: AIC-2017-EIEF-7</b> .....	<b>54</b>
<i>BOARD CHARACTERISTICS AND DIVIDEND POLICIES AMONG PUBLIC LISTED COMPANIES: PRIOR AND POST NIGERIAN CODE OF CORPORATE GOVERNANCE REVISION</i> .....	54
<b>Abstract ID: AIC-2017-EIEF-9</b> .....	<b>54</b>
<i>AVOIDING INTEREST-BASED REVENUES WHILE CONSTRUCTING SHARIAH-COMPLIANT PORTFOLIOS: FALSE NEGATIVES AND FALSE POSITIVES</i> .....	54
<b>Abstract ID: AIC-2017-EIEF-10</b> .....	<b>54</b>
<i>TREASURY SINGLE ACCOUNT</i> .....	54
<b>Abstract ID: AIC-2017-EIEF-17</b> .....	<b>54</b>
<i>EFFECT OF (OPERATING AND FINANCIAL) LEVERAGE ON THE PROFITABILITY OF CHEMICAL SECTOR OF PAKISTAN</i> .....	54
<b>Abstract ID: AIC-2017-EIEF-20 &amp; EIEF 15</b> .....	<b>55</b>
<i>ASSESSMENT OF GOVERNMENT INTERVENTION PROGRAMME TOWARDS POVERTY REDUCTION AT THE GRASSROOTS: EVIDENCE FROM NIGERIA</i> .....	55
<b>Abstract ID: AIC-2017-EIEF-28</b> .....	<b>55</b>
<i>DEBT CONSTRAINT AND DEBT FACILITATE EXPROPRIATION TO PERFORMANCE MODERATED BY ASSET UTILIZATION EFFICIENCY</i> .....	55
<b>Abstract ID: AIC-2017-EIEF-34</b> .....	<b>55</b>
<i>THE IMPACT OF DIVIDEND POLICY ON SHARE PRICE VOLATILITY IN THE CONTEXT OF BANKING SECTOR OF PAKISTAN</i> .....	55
<b>Abstract ID: AIC-2017-EIEF-39</b> .....	<b>56</b>

<i>VALUE CREATING DETERMINANTS OF ENTERPRISE RISK MANAGEMENT AND ITS ECONOMIC VALUE ADDED</i> .....	56
<b>Abstract ID: AIC-2017-EIEF-41</b> .....	<b>56</b>
<i>BOARD GOVERNANCE AND CAPITAL STRUCTURE: THE CASE OF DEVELOPING ECONOMICS</i> .....	56
<b>Abstract ID: AIC-2017-EIEF-50</b> .....	<b>56</b>
<i>CONTRARIAN STRATEGIES IN DEVELOPING ASIAN COUNTRIES: DOGS OF THE DOW THEORY (DOD) VERSUS PUPPIES OF THE DOW THEORY (POD)</i> .....	56
<b>Abstract ID: AIC-2017-EIEF-51</b> .....	<b>56</b>
<i>HAVE SENTIMENTS INFLUENCED MALAYSIA'S STOCK MARKET VOLATILITY DURING 2008 CRISIS?</i> .....	56
<b>Abstract ID: AIC-2017-EIEF-68</b> .....	<b>57</b>
<i>THE PRECEDING DIVIDEND SERVE AS SIGNAL FOR CURRENT DIVIDEND: EVIDENCE FROM BANKING INDUSTRY OF PAKISTAN</i> .....	57
<b>Abstract ID: AIC-2017-EIEF-75</b> .....	<b>57</b>
<i>CORPORATE GOVERNANCE AND BANK PERFORMANCE: GLOBAL FINANCIAL CRISIS 2008</i>	57
<b>Abstract ID: AIC-2017-EIEF-82</b> .....	<b>57</b>
<i>DETERMINANTS OF OPERATIONAL RISK AND THEIR IMPACT ON MICROFINANCE BANKS IN PAKISTAN</i> .....	57
<b>Abstract ID: AIC-2017-EIEF-83</b> .....	<b>58</b>
<i>INFLUENCE OF PROJECT MANAGEMENT PERFORMANCE ON PROJECT SUCCESS</i> .....	58
<b>Abstract ID: AIC-2017-EIEF-87</b> .....	<b>58</b>
<i>CURRENT ISSUE IN TOURISM: DISEASES TRANSFORMATION AS A POTENTIAL RISKS FOR TRAVELLERS</i> .....	58
<b>Abstract ID: AIC-2017-EIEF-89</b> .....	<b>58</b>
<i>IMPACT OF EXCHANGE RATE RISK EXPOSURE AND DERIVATIVE USAGE ON FIRM VALUE, EVIDENCE FROM NON- FINANCIAL FIRMS OF PAKISTAN</i> .....	58
<b>Abstract ID: AIC-2017-EIEF-97</b> .....	<b>59</b>
<i>THE EFFECT OF INTERNALLY GENERATED REVENUE (IGR) ON TOTAL INCOME (TI) OF ADAMAWA STATE, NIGERIA</i> .....	59
<b>Abstract ID: AIC-2017-EIEF-128</b> .....	<b>59</b>
<i>OIL PRICE PASS-THROUGH ON DOMESTIC INFLATION: OIL IMPORTING VERSUS OIL EXPORTING COUNTRIES</i> .....	59
<b>Abstract ID: AIC-2017-EIEF-130</b> .....	<b>59</b>
<i>MALAYSIAN PUBLIC PRIVATE PARTNERSHIP PROJECTS: SUCCESS DEFINITION AND CRITERIA</i> .....	59
<b>Abstract ID: AIC-2017-EIEF-135</b> .....	<b>60</b>
<i>THE DAY-OF-THE-WEEK EFFECT IN TRADING ACTIVITY: EVIDENCE FROM ASIA-PACIFIC COUNTRIES</i> .....	60
<b>Abstract ID: AIC-2017-EIEF-136</b> .....	<b>60</b>
<i>CRITICAL COMPARISON BETWEEN CONVENTIONAL BANKING AND ISLAMIC BANKING FINANCIAL PERFORMANCE AND ITS ROLE ON MALAYSIA ECONOMIC GROWTH</i> .....	60
<b>Abstract ID: AIC-2017-EIEF-143</b> .....	<b>60</b>
<i>QUALITY OF INFORMATION AND THE MODERATING EFFECT OF BOARD SIZE ON SME FINANCIAL STRUCTURE: MALAYSIAN EVIDENCE</i> .....	60
<b>Abstract ID: AIC-2017-EIEF-145</b> .....	<b>61</b>
<i>THE INFLUENCE OF SOCIAL FACTORS AND ORGANISATION CULTURE IN INFORMATION SECURITY COMPLIANCE BEHAVIOUR: AN EVIDENCE OF SAAS CLOUD USERS</i> .....	61
<b>Abstract ID: AIC-2017-EIEF-148</b> .....	<b>61</b>
<i>RISK TAKING BEHAVIOR OF ISLAMIC BANKS: DO DEMOGRAPHIC ATTRIBUTES OF UPPER ECHELONS MATTER?</i> .....	61
<b>Abstract ID: AIC-2017-EIEF-160</b> .....	<b>61</b>
<i>DETERMINANTS OF DIVIDEND POLICY OF BANKS: EVIDENCE FROM PAKISTAN</i> .....	61
<b>Abstract ID: AIC-2017-EIEF-168</b> .....	<b>61</b>



<i>ASYMMETRIC BEHAVIOR AND ROLE OF TERRORISM IN FINANCIAL MARKET: EMPIRICAL EVIDENCE FROM PAKISTAN</i> .....	61
<b>Abstract ID: AIC-2017-EIEF-188</b> .....	<b>62</b>
<i>THE ROLE OF CORPORATE GOVERNANCE IN COST OF EQUITY: A STUDY OF FAMILY FIRMS</i> .....	62
<b>Abstract ID: AIC-2017-EIEF-192</b> .....	<b>62</b>
<i>FINANCIAL CONTROL TECHNIQUES SERVICES COMPANY WITH FUZZY MAMDANI</i> .....	62
<b>Abstract ID: AIC-2017-EIEF-202</b> .....	<b>62</b>
<i>DIVERSIFICATION NEXUS CORPORATE PERFORMANCE AND RISK ASSESSMENT: EMPIRICAL EXAMINATION FOR PAKISTAN</i> .....	62
<b>Abstract ID: AIC-2017-EIEF-205</b> .....	<b>63</b>
<i>EXAMINING THE THRESHOLD EFFECT OF EXCHANGE RATE CHANGES ON MONETARY POLICY REACTION FUNCTION OF ASEAN-5: A PANEL THRESHOLD APPROACH</i> .....	63
<b>Abstract ID: AIC-2017-EIEF-206</b> .....	<b>63</b>
<i>PREDICTING FINANCIAL DISTRESS COMPANIES IN THE MANUFACTURING AND NON-MANUFACTURING SECTORS IN MALAYSIA USING MACROECONOMIC VARIABLES</i> .....	63
<b>Abstract ID: AIC-2017-EIEF-209</b> .....	<b>63</b>
<i>DEMOGRAPHICS, ECONOMICS AND PSYCHOGRAPHICS DETERMINANTS OF LIFE INSURANCE CONSUMPTION AMONG SCHOOL TEACHERS IN KAMPAR, PERAK</i> .....	63
<b>Abstract ID: AIC-2017-EIEF-216</b> .....	<b>63</b>
<i>INVESTIGATING THE PPP THEORY AND LONG-RUN ESTIMATES FOR FIVE ASIAN COUNTRIES</i> .....	63
<b>Abstract ID: AIC-2017-EIEF-217</b> .....	<b>64</b>
<i>BAD FRIDAY, MONDAY EFFECT AND POLITICAL ISSUE: APPLICATION OF ARCH-GARCH MODEL TO ANALYZE SEASONAL PATTERN OF STOCK RETURN</i> .....	64
<b>Abstract ID: AIC-2017-EIEF-219</b> .....	<b>64</b>
<i>GOLD INVESTMENT IN MALAYSIA: REFUGE FROM STOCK MARKET TURMOIL OR INFLATION-PROTECTOR?</i> .....	64
<b>Abstract ID: AIC-2017-EIEF-220</b> .....	<b>64</b>
<i>ENCOURAGING A REGIONAL AUTONOMY IN INDONESIA: AN ANALYSIS OF FACTORS AFFECTING THE OWN SOURCE REVENUE OF CENTRAL JAVA PROVINCE</i> .....	64
<b>Abstract ID: AIC-2017-EIEF-225</b> .....	<b>65</b>
<i>IMPACT OF GLOBAL FINANCIAL CRISIS ON BRIC ECONOMIES: A POST CRISIS ANALYSIS..</i>	65
<b>Abstract ID: AIC-2017-EIEF-229</b> .....	<b>65</b>
<i>IMPACT OF INVESTOR'S SENTIMENTS ON INVESTING DECISION</i> .....	65
<b>Abstract ID: AIC-2017-EIEF-243</b> .....	<b>65</b>
<i>DEVELOPMENT OF PARTNERSHIP MODEL BETWEEN FARMERS AND SUGAR INDUSTRY AND DETERMINATION OF FARMER'S BENCHMARK SUGAR PRICE (HPP) TOWARDS NATIONAL SELF-SUFFICIENCY OF SUGAR</i> .....	65
<b>Abstract ID: AIC-2017-EIEF-244</b> .....	<b>66</b>
<i>THE INFLUENCE OF TAX AGGRESSIVENESS AS INTERVENING VARIABLE ON THE RELATIONSHIP BETWEEN MANAGERIAL OWNERSHIP AND FIRM VALUE</i> .....	66
<b>Abstract ID: AIC-2017-EIEF-257</b> .....	<b>66</b>
<i>CEO POWER, BOARD SIZE AND FIRM PERFORMANCE: EVIDENCE FROM PAK, CHINA, USA AND INDIA BANKING SECTOR</i> .....	66
<b>Abstract ID: AIC-2017-EIEF-261</b> .....	<b>66</b>
<i>IMPACT OF LEVERAGE ON SYSTEMATIC RISK BASED ON CAPITAL SSET PRICING MODEL: A COMPARISON OF HIGH AND LOW CAPITAL INTENSIVE FIRMS OF PAKISTAN</i> .....	66
<b>Abstract ID: AIC-2017-EIEF-266</b> .....	<b>67</b>
<i>IMPACT OF INTELLECTUAL CAPITAL ON FINANCIAL PERFORMANCE AND INVESTMENT DECISIONS; EVIDENCE FROM NON- FINANCIAL SECTOR OF PAKISTAN</i> .....	67
<b>Abstract ID: AIC-2017-EIEF-270</b> .....	<b>67</b>
<i>THE DETERMINANTS OF DISTRICTS/ CITIES SPENDING IN ACEH PROVINCE: AN ANALYSIS OF ELECTORAL DISTRICTS</i> .....	67
<b>Abstract ID: AIC-2017-EIEF-274</b> .....	<b>67</b>

<i>RICARDIAN LAND VALUATION THEORY: SPATIAL AND TEMPORAL INVESTIGATION IN PAKISTAN</i> .....	67
<b>Abstract ID: AIC-2017-EIEF-282</b> .....	<b>67</b>
<i>THE LONG-RUN AND SHORT-RUN ANALYSIS BETWEEN STOCK MARKET INDEX AND MACROECONOMIC VARIABLES IN JORDAN: BOUNDS TESTS APPROACH</i> .....	67
<b>Abstract ID: AIC-2017-EIEF-286</b> .....	<b>68</b>
<i>SYARIAH PRODUCT INVESTMENTS AND RELIGIOSITY: WHY ARE THE RESEARCH RESULTS INCONCLUSIVE?</i> .....	68
<b>Abstract ID: AIC-2017-EIEF-287</b> .....	<b>68</b>
<i>THE IMPACT OF CHANGE IN OIL PRICES ON THE EQUITY MARKETS OF OIL IMPORTING AND EXPORTING COUNTRIES</i> .....	68
<b>Abstract ID: AIC-2017-EIEF-290</b> .....	<b>68</b>
<i>CO-MOVEMENT AMONG EXCHANGE RATE AND STOCK MARKET; EVIDENCE FROM SELECTED ASIAN COUNTRIES</i> .....	68
<b>Abstract ID: AIC-2017-EIEF-291</b> .....	<b>69</b>
<i>EFFECT OF BIG 4 ON EARNING RESPONSE COEFFICIENT (ERC) (EVIDENCE FROM PAKISTAN)</i> .....	69
<b>Abstract ID: AIC-2017-AMOS-299</b> .....	<b>69</b>
<i>AN EVALUATION OF THE MAJOR DETERMINANT FACTORS AFFECTING EXCHANGE RATE VOLITILITY: A COMPARISM OF THREE MAJOR CURRENCIES</i> .....	69
<b>Abstract ID: AIC-2017-EIEF-308</b> .....	<b>69</b>
<i>THE RELATIONSHIP OF WORKING CAPITAL TO CORPORATE PROFITABILITY AND STOCK PRICE: EVIDENCE FROM THE MANUFACTURING SECTOR OF PAKISTAN</i> .....	69
<b>Abstract ID: AIC-2017-EIEF-317</b> .....	<b>69</b>
<i>USERS' PERCEPTIONS ON TAX DISCLOSURE IN MALAYSIAN COMPANIES ANNUAL REPORTS</i> .....	69
<b>Abstract ID: AIC-2017-EIEF-319</b> .....	<b>70</b>
<i>SLIPPERY SLOPE FRAMEWORK AND ENVIRONMENTAL TAX REGULATIONS COMPLIANCE OF NIGERIAN MULTI-NATIONAL OIL COMPANIES</i> .....	70
<b>Abstract ID: AIC-2017-EIEF-320</b> .....	<b>70</b>
<i>ASIAN EMERGING MARKET PERSPECTIVE OF MACROECONOMIC FACTORS, STOCK RETURN AND VOLATILITY</i> .....	70
<b>Abstract ID: AIC-2017-EIEF-324</b> .....	<b>70</b>
<i>THE RELATIONSHIP BETWEEN THE STOCK MARKET AND FOREIGN DIRECT INVESTMENT(FDI) IN SRI LANKA –EVIDENCE FROM VAR AND CO-INTEGRATION</i> .....	70
<b>Abstract ID: AIC-2017-EIEF-330 &amp; EIEF-329</b> .....	<b>71</b>
<i>IMPACT OF CORPORATE GOVERNANCE ON PROFITABILITY OF THE SUGAR INDUSTRY IN PAKISTAN</i> .....	71
<b>Abstract ID: AIC-2017-EIEF-331</b> .....	<b>71</b>
<i>DEBT SUSTAINABILITY IN PAKISTAN</i> .....	71
<b>Abstract ID: AIC-2017-AMOS-336</b> .....	<b>71</b>
<i>IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON ORGANIZATIONAL PROFITABILITY</i> 71	
<b>Abstract ID: AIC-2017-EIEF-338 &amp; AMOS-30</b> .....	<b>71</b>
<i>THE EFFECTS OF CAPITAL STRUCTURE ON FIRM'S PROFITABILITY (A CASE STUDY OF SAMSUNG COMPANY LIMITED)</i> .....	71
<b>Abstract ID: AIC-2017-EIEF-341</b> .....	<b>72</b>
<i>RELATIONSHIP BETWEEN ASIAN STOCK MARKETS: A CO INTEGRATION APPROACH</i> .....	72
<b>Abstract ID: AIC-2017-EIEF-343</b> .....	<b>72</b>
<i>THE RINGGIT-DOLLAR EXCHANGE RATE AND MONETARY FUNDAMENTALS DURING THE U.S. CONVENTIONAL AND UNCONVENTIONAL MONETARY POLICY PERIODS</i> .....	72
<b>Abstract ID: AIC-2017-EIEF-345</b> .....	<b>72</b>
<i>ASYMMETRIC BEHAVIOUR AND ROLE OF TERRORISM IN FINANCIAL MARKET: EVIDENCE FROM PAKISTAN</i> .....	72
<b>Abstract ID: AIC-2017-EIEF-346</b> .....	<b>73</b>

<i>MEASURING UNIVERSITY-INDUSTRY-GOVERNMENT LINKAGES OF TEXTILE SECTOR OF SINDH</i> .....	73
<b>Abstract ID: AIC-2017-EIEF-358</b> .....	<b>73</b>
<i>INVESTMENT IN INTELLECTUAL CAPITAL AND ITS IMPACT ON FINANCIAL PERFORMANCE OF PSX LISTED NON-FINANCIAL FIRMS; A PANEL DATA ANALYSIS INVESTIGATION</i>	
<i>INVESTMENT IN INTELLECTUAL CAPITAL AND ITS IMPACT ON FINANCIAL PERFORMANCE OF PSX LISTED NON-FINANCIAL FIRMS; .....</i>	73
<b>Abstract ID: AIC-2017-EIEF-359</b> .....	<b>73</b>
<i>IMPACT OF FINANCIAL CONSTRAINTS ON FIRM'S INVESTMENT DECISION AND STOCK RETURNS; EVIDENCE FROM MANUFACTURING SECTOR OF PAKISTAN</i> .....	73
<b>Abstract ID: AIC-2017-EIEF-360</b> .....	<b>74</b>
<i>THE IMPACT OF OWNERSHIP AND BOARD STRUCTURE ON DIVIDEND PAY-OUT UNDER HIGH AND LOW GROWTH OPPORTUNITIES; EVIDENCE FROM TEXTILE SECTOR OF PAKISTAN</i> .....	74
<b>Abstract ID: AIC-2017-EIEF-361</b> .....	<b>74</b>
<i>TEACHING PHYSICS WITH INTERACTIVE COMPUTER SIMULATION AT SECONDARY LEVEL</i> .....	74
<b>Abstract ID: AIC-2017-EIEF-363</b> .....	<b>75</b>
<i>PROFIT GROWTH IN INDONESIAN ISLAMIC BANK: THE IMPACT OF RGEK</i> .....	75
<b>Abstract ID: AIC-2017-EIEF-365</b> .....	<b>75</b>
<i>CIRCUIT BREAKERS, SIGNALING, AND OVERREACTION: A CASE OF THE PSE</i> .....	75
<b>Abstract ID: AIC-2017-EIEF-370</b> .....	<b>75</b>
<i>EFFECT OF FAMILY CONTROL ON FIRM VALUE AND FINANCIAL PERFORMANCE; EVIDENCE FROM NON-FINANCIAL SECTOR OF PAKISTAN</i> .....	75
<b>Abstract ID: AIC-2017-EIEF-371</b> .....	<b>76</b>
<i>EMPIRICAL INVESTIGATION OF RELATIONSHIP BETWEEN INTELLECTUAL CAPITAL AND FIRM VALUE: THE ROLE OF MANAGERIAL OWNERSHIP AND FIRM PERFORMANCE</i> .....	76
<b>Abstract ID: AIC-2017-EIEF-372</b> .....	<b>76</b>
<i>THE IMPACT OF OPERATIONAL EFFICIENCY ON FUTURE PERFORMANCE: EMPIRICAL EVIDENCE FROM PAKISTANI MANUFACTURING FIRMS</i> .....	76
<b>Abstract ID: AIC-2017-EIEF-373</b> .....	<b>76</b>
<i>IMPACT OF CREDIT RISK MANAGEMENT ON BANK PERFORMANCE: AN EMPIRICAL STUDY ON COMMERCIAL BANKS OF PAKISTAN LISTED AT PAKISTAN STOCK EXCHANGE (PSX) ...</i>	76
<b>Abstract ID: AIC-2017-EIEF-375</b> .....	<b>77</b>
<i>ROLES, RESPONSIBILITIES AND HINDRANCES OF CHIEF RISK OFFICER IN THE RISK MANAGEMENT FRAMEWORK FOR THE BANKING INDUSTRY OF PAKISTAN: A QUALITATIVE APPROACH</i> .....	77
<b>Abstract ID: AIC-2017-EIEF-378</b> .....	<b>77</b>
<i>ANALYZING EXPORTS' EFFICIENCY OF PAKISTAN WITH ECO REGION: AN APPLICATION OF THE STOCHASTIC FRONTIER GRAVITY MODEL</i> .....	77
<b>Abstract ID: AIC-2017-EIEF-385</b> .....	<b>77</b>
<i>IMPACT OF CASH FLOW ON FIRM PERFORMANCE UNDER CAPITAL MARKET IMPERFECTIONS: EVIDENCE FROM PAKISTANI LISTED MANUFACTURING FIRMS</i> .....	77
<b>Abstract ID: AIC-2017-EIEF-387</b> .....	<b>78</b>
<i>IMPACT OF OWNERSHIP STRUCTURE AND BOARD COMPOSITION ON FINANCIAL DISTRESS OF PAKISTAN STOCK EXCHANGE (PSX) LISTED MANUFACTURING FIRMS</i> .....	78
<b>Abstract ID: AIC-2017-EIEF-388</b> .....	<b>78</b>
<i>ROLE OF CORPORATE GOVERNANCE IN MANAGING AGENCY CONFLICTS IN FAMILY OWNED FIRMS</i> .....	78
<b>Abstract ID: AIC-2017-EIEF-393</b> .....	<b>79</b>
<i>THE IMPACT OF ISLAMIC GOVERNANCE MECHANISMS ON CORPORATE GOVERNANCE COMPLIANCE AND DISCLOSURE</i> .....	79
<b>Abstract ID: AIC-2017-EIEF-396</b> .....	<b>79</b>
<i>EFFECT OF SALES GROWTH, TURNOVER WORKING CAPITAL AND LIQUIDITY RECEIVABLES TURNOVER ON THE VARIOUS INDUSTRIES COMPANY LISTED ON THE STOCK EXCHANGE</i>	79

<b>Abstract ID: AIC-2017-EIEF-397</b> .....	<b>79</b>
<i>EFFECT OF PERCEPTION OF FACILITIES, THE INTENSITY OF CONDUCT AND SATISFACTION OF TAXPAYERS TO SUBMISSION OF LETTER BY E-FILING NOTICE ON TAX SERVICE</i> .....	
<b>Abstract ID: AIC-2017-EIEF-398</b> .....	<b>80</b>
<i>THE EFFECT OF OFF AND ON BALANCE SHEET LEVERAGE RATIO TOWARDS SYSTEMIC RISK OF BANKS IN ASEAN COUNTRIES FROM 2009-2016</i> .....	
<b>Abstract ID: AIC-2017-EIEF-402</b> .....	<b>80</b>
<i>'BANK LENDING (CREDIT) CHANNEL OF MONETARY TRANSMISSION MECHANISM'</i> .....	
<b>Abstract ID: AIC-2017-EIEF-406</b> .....	<b>80</b>
<i>IS DEFENSE EXPENDITURE PRO OR ANTI INFLATION IN PAKISTAN? AN EMPIRICAL INVESTIGATION</i> .....	
<b>Abstract ID: AIC-2017-EIEF-414</b> .....	<b>80</b>
<i>FINANCIAL REGULATIONS AND BANKING EFFICIENCY: A STUDY OF BANKING SECTOR IN PAKISTAN</i> .....	
<b>Abstract ID: AIC-2017-EIEF-416</b> .....	<b>81</b>
<i>WHY NOT PROFITABLE: LESSONS FROM CHINA AND INDIA</i> .....	
<b>Abstract ID: AIC-2017-EIEF-418</b> .....	<b>81</b>
<i>KEY CREDIT FACTORS FOR PUBLIC PRIVATE PARTNERSHIP (PPP) PROJECT FINANCING IN MALAYSIA</i> .....	
<b>Abstract ID: AIC-2017-EIEF-421</b> .....	<b>81</b>
<i>UNDERSTANDING ONLINE BANKING USERS' BEHAVIOURAL ACCEPTANCE OF LOCAL PRIVATE UNIVERSITY STUDENTS</i> .....	
<b>Abstract ID: AIC-2017-EIEF-422</b> .....	<b>82</b>
<i>A STUDY OF INTERNAL CONTROL OF FIRMS IN THAI NGUYEN, VIETNAM</i> .....	
<b>Abstract ID: AIC-2017-EIEF-429</b> .....	<b>82</b>
<i>E-GOVERNMENT IN MAURITIUS: A PRINCIPAL COMPONENT ANALYSIS</i> .....	
<b>Abstract ID: AIC-2017-EIEF-434</b> .....	<b>82</b>
<i>FIRST TIME REPORTING OF KEY AUDIT MATTERS (KAM) BY MALAYSIAN AUDITORS</i> .....	
<b>Abstract ID: AIC-2017-EIEF-436</b> .....	<b>83</b>
<i>THE EFFECT OF CAR, NPL, LDR, BOPO, TOTAL ASSET, BI RATE AND EXCHANGE RATE TOWARD ROA OF BANKS LISTED IN INDONESIA STOCK EXCHANGE DURING 2011-2016</i> ....	
<b>Abstract ID: AIC-2017-EIEF-451</b> .....	<b>83</b>
<i>ASSESSMENT ON LIQUIDITY MANAGEMENT OF ISLAMIC BANKS USING LIQUIDITY RISK MANAGEMENT (LRM) INDEX</i> .....	
<b>Abstract ID: AIC-2017-EIEF-459</b> .....	<b>83</b>
<i>ASSESSING THE MEDIATING ROLE OF MANUFACTURING COMPETITIVE STRATEGIES IN THE RELATIONSHIP OF QUALITY MANAGEMENT SYSTEM AND FINANCIAL PERFORMANCE</i> .....	
<b>Abstract ID: AIC-2017-EIEF-471</b> .....	<b>83</b>
<i>ANALYSIS OF LOCAL GOVERNMENT CHARACTERISTICS, NON-COMPLIANCE WITH LAWS AND AUDIT OPINIONS ON LOCAL GOVERNMENT PERFORMANCE: A STUDY IN SULAWES</i> . 83	
<b>Abstract ID: AIC-2017-EIEF-480</b> .....	<b>84</b>
<i>OBSTACLES TOWARD ADOPTING ELECTRONIC GOVERNMENT IN AN EMERGING ECONOMY: EVIDENCE FROM KUWAIT</i> .....	
<b>Abstract ID: AIC-2017-EIEF-488</b> .....	<b>84</b>
<i>FACTORS AFFECTING STUDENTS' INTENTION TO INVEST: EXPECTED INCOME AS A MEDIATOR</i> .....	
<b>Abstract ID: AIC-2017-EIEF-492</b> .....	<b>84</b>
<i>A STUDY OF FACTORS AFFECTING INVESTMENT DECISIONS IN FINANCIAL SECTOR OF PAKISTAN USING SEM APPROACH</i> .....	
<b>Abstract ID: AIC-2017-EIEF-495</b> .....	<b>85</b>
<i>THE IMPACT OF FINANCIAL FLEXIBILITY ON DEBT MATURITY STRUCTURE FOR AUSTRALIA AND MALAYSIA FIRMS</i> .....	
<b>Abstract ID: AIC-2017-EIEF-501</b> .....	<b>85</b>

<i>GRANGGER INTERRELATIONSHIP BETWEEN LEVEL OF SBIS RETURN AND SBI INTEREST RATE TO THE AMMOUNT OF MONEY SUPPLY.....</i>	85
<b>Abstract ID: AIC-2017-EIEF-510.....</b>	<b>85</b>
<i>COMPARISON OF AMENDMENTS TO THE VALUE ADDED TAX LAW BETWEEN INDONESIA AND MALAYSIA IN ORDER TO REGULATE MURABAHAH TRANSACTIONS .....</i>	85
<b>Abstract ID: AIC-2017-EIEF-512.....</b>	<b>86</b>
<i>RISK AND RETURN FROM STOCK INVESTMENT THAT LISTED ON THE INDONESIA STOCK EXCHANGE .....</i>	86
<b>Abstract ID: AIC-2017-EIEF-514.....</b>	<b>86</b>
<i>WORKING CAPITAL PRACTICES ACROSS MANUFACTURING SECTOR OF PAKISTAN .....</i>	86
<b>Abstract ID: AIC-2017-EIEF-516.....</b>	<b>86</b>
<i>PREDICTING PRIVATE SAVING AMONG MALAY COMMUNITIES .....</i>	86
<b>Abstract ID: AIC-2017-EIEF-521.....</b>	<b>87</b>
<i>ENVIRONMENTAL PERFORMANCE INDICATORS OF OLEO-CHEMICAL BASED INDUSTRIAL PARK IN INDONESIA : THE CONCEPTUAL MODEL.....</i>	87
<b>Abstract ID: AIC-2017-EIEF-526.....</b>	<b>87</b>
<i>AN EMPIRICAL INVESTIGATION ABOUT THE SUITABLE FINANCIAL DISTRESS PREDICTION METHODS: A CASE FROM PAKISTAN'S MANUFACTURING SECTOR .....</i>	87
<b>Abstract ID: AIC-2017-EIEF-528.....</b>	<b>87</b>
<i>IMPACT OF TERRORISM ON THE VOLATILITY OF DAILY STOCK RETURNS OF PAKISTAN... ..</i>	87
<b>Abstract ID: AIC-2017-EIEF-530.....</b>	<b>87</b>
<i>ROLE OF BEHAVIOURAL FACTORS IN ASSET PRICING: THEORY AND EVIDENCE FROM MALAYSIA.....</i>	87
<b>Abstract ID: AIC-2017-EIEF-533.....</b>	<b>88</b>
<i>IMPACT OF FINANCIAL LIBERALIZATION ON CORPORATE INVESTMENT AND CAPITAL STRUCTURE DURING DEMOCRATIC AND NON-DEMOCRATIC GOVERNMENT STRUCTURE A STUDY OF SMALL AND LARGE SIZE MANUFACTURING FIRMS OF PAKISTAN .....</i>	88
<b>Abstract ID: AIC-2017-EIEF-534.....</b>	<b>88</b>
<i>THE ROLE OF MEDIA IN FRAMING POLITICAL IMAGINARIES: COMPARATIVE ANALYSIS OF MEDIA RESPONSE TO 9/11 .....</i>	88
<b>Abstract ID: AIC-2017-EIEF-535.....</b>	<b>89</b>
<i>THE PROFITABILITY OF PUBLIC COMPANIES IN IDX: THE EFFECT ESOP, LEVERAGES, AND SIZE .....</i>	89
<b>Abstract ID: AIC-2017-EIEF-539.....</b>	<b>89</b>
<i>PREDICTION OF FINANCIAL DISTRESS BY USING MULTIVARIATE DISCRIMINANT ANALYSIS: AN EMPIRICAL STUDY ON MANUFACTURING SECTOR OF PAKISTAN.....</i>	89
<b>Abstract ID: AIC-2017-EIEF-542.....</b>	<b>89</b>
<i>CORPORATE BOARD ATTRIBUTES AND DIVIDEND PAYOUT LIKELIHOOD.....</i>	89
<b>Abstract ID: AIC-2017-EIEF-543.....</b>	<b>89</b>
<i>ADOPTION OF FINANCIAL TECHNOLOGY (FINTECH) IN MUTUAL FUND/ UNIT TRUST INVESTMENT AMONG MALAYSIANS: UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY (UTAUT).....</i>	89
<b>Abstract ID: AIC-2017-EIEF-552.....</b>	<b>90</b>
<i>THE EFFECTS OF CORPORATE OWNERSHIP STRUCTURE AND BOARD SIZE ON EARNINGS MANAGEMENT: A CASE OF PSX LISTED MANUFACTURING FIRMS OF PAKISTAN .....</i>	90
<b>Abstract ID: AIC-2017-EIEF-558.....</b>	<b>90</b>
<i>PREDICTING THE PERFORMANCE OF THE PLAYERS IN THE NBA BY DIVIDED REGRESSION ANALYSIS.....</i>	90
<b>Abstract ID: AIC-2017-EIEF-567.....</b>	<b>90</b>
<i>THE RELATIONSHIP BETWEEN FINANCIAL INTERMEDIATION AND FINANCIAL INCLUSION IN WEST JAVA PROVINCE INDONESIA 2010 – 2015.....</i>	90
<b>Abstract ID: AIC-2017-EIEF-575.....</b>	<b>91</b>
<i>DETERMINANS OF SUKUK PERFORMANCE IN INDONESIA PERIOD 2013-2016.....</i>	91
<b>Abstract ID: AIC-2017-EIEF-583.....</b>	<b>91</b>

<i>PROPORTIONS OF INDONESIA FUND CAMPAIGN ACCOUNTING COMPARE TO OTHER COUNTRIES</i> .....	91
<b>Abstract ID: AIC-2017-EIEF-587</b> .....	<b>91</b>
<i>A RELATIONAL STUDY ON THE PERSONALITY TRAITS AND VOCATIONAL INTERESTS AMONG YOUNGESTERS</i> .....	91
<b>Abstract ID: AIC-2017-EIEF-589</b> .....	<b>92</b>
<i>IMPACTS OF ONE BELT ONE ROAD TOWARDS ECONOMY GROWTH IN PARTICIPATED COUNTRIES: PANEL DATA ANALYSIS</i> .....	92
<b>Abstract ID: AIC-2017-EIEF-608</b> .....	<b>92</b>
<i>IMPACT OF REAL EFFECTIVE EXCHANGE RATE ON UNEMPLOYMENT IN PAKISTAN: AN EMPIRICAL INVESTIGATION</i> .....	92
<b>Abstract ID: AIC-2017-EIEF-614</b> .....	<b>92</b>
<i>EFFECT OF RECORDING AN ANNUAL TAX REPORTING ON THE RATIO OF TAX COMPLIANCE ENTREPRENEURS</i> .....	92
<b>Abstract ID: AIC-2017-EIEF-621</b> .....	<b>93</b>
<i>ROLES OF INSTITUTIONAL QUALITY ON THE RELATIONSHIP BETWEEN TOURISM AND ECONOMIC DEVELOPMENT IN MALAYSIA</i> .....	93
<b>Abstract ID: AIC-2017-EIEF-633</b> .....	<b>93</b>
<i>SUNSET POLICY AND ITS EFFECT ON TAX COMPLIANCE : CASE STUDY INDONESIA</i> .....	93
<b>Abstract ID: AIC-2017-EIEF-639</b> .....	<b>93</b>
<i>EMPIRICAL ANALYSIS OF SHADOW ECONOMY OF PAKISTAN: CAUSES, CONSEQUENCES AND CURES</i> .....	93
<b>Abstract ID: AIC-2017-EIEF-646</b> .....	<b>93</b>
<i>AN ANALYSIS OF STOCK MARKET DEVELOPMENT INDICATORS: EVIDENCE FROM ASIA PACIFIC EXCHANGES</i> .....	93
<b>Abstract ID: AIC-2017-EIEF-661</b> .....	<b>94</b>
<i>MAJOR CHALLENGES AND OPPORTUNITIES FOR ISLAMIC BANKING AND SMES IN PAKISTAN</i> .....	94
<b>Abstract ID: AIC-2017-AMOS-664 &amp; FMM 466</b> .....	<b>94</b>
<i>PERSONALITY TRAITS AND JOB PERFORMANCE IN BANKING SECTOR</i> .....	94
<b>Abstract ID: AIC-2017-EIEF-673</b> .....	<b>94</b>
<i>INTEGRATING OF SHARIA COMPLIANT TENANCY MANAGEMENT FOR WAQF PROPERTIES: A CONCEPTUAL FRAMEWORK</i> .....	94
<b>Abstract ID: AIC-2017-EIEF-678</b> .....	<b>95</b>
<i>AN EMPIRICAL STUDY OF RELATIONSHIPS BETWEEN ISLAMIC INSURANCES AND ECONOMIC GROWTH IN INDONESIA</i> .....	95
<b>Abstract ID: AIC-2017-EIEF-679</b> .....	<b>95</b>
<i>GROUNDING THEORY APPROACH FOR ASSESSING LOSS OF ECONOMIC WELL-BEING DUE TO ABANDONED SHOPPING CENTRE DEVELOPMENT PROJECT</i> .....	95
<b>Abstract ID: AIC-2017-EIEF-688</b> .....	<b>95</b>
<i>REVIEW OF CORPORATE GOVERNANCE PRACTICES AND FINANCIAL DISTRESS PREDICTION</i> .....	95
<b>Abstract ID: AIC-2017-EIEF-689</b> .....	<b>96</b>
<i>DIVIDEND POLICY AND ITS AFFECT ON SHARE PRICE: A CONCEPTUAL REVIEW</i> .....	96
<b>Abstract ID: AIC-2017-EIEF-695</b> .....	<b>96</b>
<i>FISHERMEN POVERTY TRAP AND COMMUNITY EMPOWERMENT: FIELD STUDY IN PUGER COASTAL, JEMBER- INDONESIA</i> .....	96
<b>Abstract ID: AIC-2017-EIEF-697</b> .....	<b>96</b>
<i>AN INVESTIGATION ON THE FACTORS OF INFLATION IN PAKISTAN: EMPIRICAL EVIDENCE</i> .....	96
<b>Abstract ID: AIC-2017-EIEF-699</b> .....	<b>97</b>
<i>THE DEVIL MADE ME DO IT: ENVIRONMENTAL FACTORS LEADING TO CORPORATE FINANCIAL FRAUD</i> .....	97
<b>Abstract ID: AIC-2017-EIEF-700</b> .....	<b>97</b>

<i>LEVERAGE, PERFORMANCE, SIZE AND RESERVE MANAGEMENT: EMPIRICAL EVIDENCES IN MALAYSIAN ISLAMIC BANKS</i> .....	97
<b>Abstract ID: AIC-2017-EIEF-702</b> .....	<b>97</b>
<i>EARNINGS SMOOTHING AND BANKRUPTCY RISK FOR PRIVATE FIRMS</i> .....	97
<b>Abstract ID: AIC-2017-EIEF-711</b> .....	<b>97</b>
<i>DETERMINANTS OF CAPITAL STRUCTURE: A CASE OF LISTED PHARMACEUTICAL AND CHEMICAL FIRMS OF PAKISTAN</i> .....	97
<b>Abstract ID: AIC-2017-EIEF-714</b> .....	<b>98</b>
<i>HOUSING ASSISTANCES UNDER THE ZAKAT DISBURSEMENT SCHEMES IN MALAYSIA</i> .....	98
<b>Abstract ID: AIC-2017-EIEF-715</b> .....	<b>98</b>
<i>ANALYSIS OF TRADE, UNEMPLOYMENT, GOVERNANCE CONTRIBUTION TO POVERTY IN THREE POOREST COUNTRIES IN THE WORLD</i> .....	98
<b>Abstract ID: AIC-2017-EIEF-717</b> .....	<b>98</b>
<i>DETERMINANTS OF FISHERMEN INCOME IN REGENCY OF WEST SERAM, MALUKU INDONESIA (STUDY IN 3 VILLAGE IN WEST SERAM REGENCY)</i> .....	98
<b>Abstract ID: AIC-2017-EIEF-718</b> .....	<b>99</b>
<i>GROUP DIVERSIFICATION AND FIRM PERFORMANCE-EVIDENCE OF LISTED FIRMS IN PAKISTAN</i> .....	99
<b>Abstract ID: AIC-2017-EIEF-719</b> .....	<b>99</b>
<i>BUSINESS GROUPS, 'CONTROLLING SHAREHOLDERS' AND EXPROPRIATION OF MINORITY SHAREHOLDERS IN PAKISTAN</i> .....	99
<b>Abstract ID: AIC-2017-EIEF-720</b> .....	<b>99</b>
<i>BEHAVIORAL FACTORS AND INVESTORS' DECISION MAKING IN MALAYSIAN STOCK MARKET</i> .....	99
<b>Abstract ID: AIC-2017-EIEF-728</b> .....	<b>100</b>
<i>OWNERSHIP STRUCTURE AND FIRM PERFORMANCE: POLITICALLY-LINKED COMPANIES IN BURSA MALAYSIA</i> .....	100
<b>Abstract ID: AIC-2017-EIEF-739</b> .....	<b>100</b>
<i>BNM TAWARRUQ STANDARD: REVISITING WAKALAH OPERATIONAL ISSUES</i> .....	100
<b>Abstract ID: AIC-2017-EIEF-741</b> .....	<b>100</b>
<i>DETERMINANTS OF INTERNAL CONTROL DISCLOSURE AND ITS IMPACT ON COMPANY VALUE</i> .....	100
<b>Abstract ID: AIC-2017-EIEF-750</b> .....	<b>101</b>
<i>FUNDAMENTAL APPROACH TO DEVELOP A QUADRUPLE HELIX MODEL FOR SUSTAINABLE COLLABORATION FOR FLOOD MITIGATION IN MALAYSIA</i> .....	101
<b>Abstract ID: AIC-2017-EIEF-768</b> .....	<b>101</b>
<i>THE STUDY OF ENTITY CONCEPT IN WAQF IMPLEMENTATION</i> .....	101
<b>Abstract ID: AIC-2017-EIEF-772</b> .....	<b>101</b>
<i>SUSTAINABLE DEVELOPMENT AND 21ST CENTURY'S ECONOMIC CHALLENGES IN BANGLADESH: AN OVERVIEW</i> .....	101
<b>Abstract ID: AIC-2017-EIEF-773</b> .....	<b>102</b>
<i>THE IMPACT OF THE MINING SECTOR ON ECONOMIC GROWTH IN THE CONTEXT OF PUBLIC POLICY CRISIS: EVIDENCE FROM LUMAJANG REGENCY, INDONESIA</i> .....	102
<b>Abstract ID: AIC-2017-EIEF-774</b> .....	<b>102</b>
<i>FINANCIAL BEHAVIOR AND PROBLEMS AMONG COLLEGE STUDENTS IN INDONESIA: THE ROLE OF FINANCIAL KNOWLEDGE</i> .....	102
<b>Abstract ID: AIC-2017-EIEF-787</b> .....	<b>102</b>
<i>EMPLOYERS' PERSPECTIVES ON DIPLOMA SUPPLEMENT TO ENHANCE GRADUATE EMPLOYABILITY</i> .....	102
<b>Abstract ID: AIC-2017-EIEF-790</b> .....	<b>102</b>
<i>BRIDGING THE MALAYSIAN SMES FUNDING GAP: THE CASE OF LEVERAGING ON FINTECH (FINANCIAL TECHNOLOGY)</i> .....	102
<b>Abstract ID: AIC-2017-EIEF-793</b> .....	<b>103</b>
<i>THE RELATIONSHIP BETWEEN CAPITAL STRUCTURE, OWNERSHIP STRUCTURE AND FIRM EFFICIENCY, EMPIRICAL STUDY OF PAKISTAN</i> .....	103

<b>Abstract ID: AIC-2017-EIEF-796</b> .....	<b>103</b>
<i>THE IMPACT OF INTELLECTUAL CAPITAL, CREDIT RISK AND CORPORATE SOCIAL RESPONSIBILITY ON BANKS' PROFITABILITY: EMPIRICAL ANALYSIS OF THE SELECTED MALAYSIAN ISLAMIC BANKS</i> .....	
	103
<b>Abstract ID: AIC-2017-EIEF-803</b> .....	<b>104</b>
<i>AR-RAHNU - ISLAMIC PAWN BROOKING SYSTEM: IDENTIFYING DRIVERS FOR ITS SUCCESS</i> .....	
	104
<b>Abstract ID: AIC-2017-EIEF-807 &amp; EIEF-775</b> .....	<b>104</b>
<i>DETERMINANTS OF BANKING CAPITAL AND IT'S IMPACT ON FINANCIAL INTERMEDIATION (STUDY IN REGIONAL DEVELOPMENT BANK IN INDONESIA)</i> .....	
	104
<b>Abstract ID: AIC-2017-EIEF-809</b> .....	<b>104</b>
<i>ANALYSI GROWTH POLE SUNGAI PENUH CITY JAMBI- INDONESIA</i> .....	
	104
<b>Abstract ID: AIC-2017-EIEF-816</b> .....	<b>105</b>
<i>IMPLEMENTATION OF WAQF IN TRADITIONAL ACEHNESE SOCIETY</i> .....	
	105
<b>Abstract ID: AIC-2017-EIEF-818</b> .....	<b>105</b>
<i>THE IMPACT OF NATURAL DISASTERS ON SECONDARY SCHOOL ENROLLMENT</i> .....	
	105
<b>Abstract ID: AIC-2017-FMM-8</b> .....	<b>107</b>
<i>IMPACT OF CUSTOMER RELATIONSHIP MANAGEMENT AND SERVICE INNOVATION ON BRAND LOYALTY IN HOTEL INDUSTRY</i> .....	
	107
<b>Abstract ID: AIC-2017-FMM-12</b> .....	<b>107</b>
<i>EXPLORING THE ROLE OF FOUNDER-ENTREPRENEUR IN ENTREPRENEURIAL MARKETING CASE STUDIES FROM SMES IN PAKISTAN</i> .....	
	107
<b>Abstract ID: AIC-2017-FMM-16</b> .....	<b>107</b>
<i>GENDER-BASED ANALYSIS OF BUYING BEHAVIOUR OF UNIVERSITY EMPLOYEES TOWARDS CAR PURCHASE DECISIONS: EVIDENCE FROM NIGERIA</i> .....	
	107
<b>Abstract ID: AIC-2017-FMM-24</b> .....	<b>108</b>
<i>THE ATTITUDE OF MOBILE USERS ON MOBILE MARKETING : CASE STUDY ON FAST FOOD RESTAURANT AT BUKIT BINTANG</i> .....	
	108
<b>Abstract ID: AIC-2017-FMM-25</b> .....	<b>108</b>
<i>SELF-ESTEEM IMPACT ON ORGANIZATIONAL AFFECTIVE AND NORMATIVE COMMITMENT AMONG CIVIL SERVANTS</i> .....	
	108
<b>Abstract ID: AIC-2017-FMM-40</b> .....	<b>108</b>
<i>GREENWASHING ISSUE IN AUTOMOTIVE INDUSTRY</i> .....	
	108
<b>Abstract ID: AIC-2017-FMM-43</b> .....	<b>108</b>
<i>APPLICATION OF AHP MODEL IN DETERMINING OPTIMAL MARKETING MIX FOR COMPETITIVE ADVANTAGE IN FOOD AND BEVERAGES INDUSTRY</i> .....	
	108
<b>Abstract ID: AIC-2017-FMM-52</b> .....	<b>109</b>
<i>A REVIEW ON MALAYSIAN WOMEN'S LEISURE AND PERCEPTIONS TOWARDS SOLO TRAVELLING</i> .....	
	109
<b>Abstract ID: AIC-2017-FMM-56</b> .....	<b>109</b>
<i>EXAMINING THE ANTECEDENTS OF AMBIDEXTROUS BEHAVIOURS IN PROMOTING CREATIVITY AMONG SMES IN MALAYSIA</i> .....	
	109
<b>Abstract ID: AIC-2017-FMM-64</b> .....	<b>109</b>
<i>IMPACT OF PERCEIVED INTRINSIC AND EXTRINSIC REWARDS ON INDIVIDUALS' ENTREPRENEURIAL INTENTIONS: A COMPARATIVE STUDY OF MALE AND FEMALE GRADUATES</i> .....	
	109
<b>Abstract ID: AIC-2017-FMM-69</b> .....	<b>110</b>
<i>THEMATIC REVIEW FOR MODELING OF OUTSOURCING THEORIES</i> .....	
	110
<b>Abstract ID: AIC-2017-FMM-70</b> .....	<b>110</b>
<i>EXPLORING UNDERPINNING OF OUTSOURCING SUCCESS: A CASE OF MULTINATIONAL AUTOMOTIVE GROUP IN MALAYSIA</i> .....	
	110
<b>Abstract ID: AIC-2017-FMM-74</b> .....	<b>110</b>
<i>PERSONALITY TRAITS AND SITUATIONAL MOTIVATION OF BANKERS IN PUBLIC SECTOR</i> 110	
<b>Abstract ID: AIC-2017-AMOS-80</b> .....	<b>111</b>



<i>DOING WELL BY DOING WELL? : EVIDENCE FROM MANUFACTURING SECTOR OF PAKISTAN</i> .....	111
<b>Abstract ID: AIC-2017-FMM-90</b> .....	<b>111</b>
<i>AN EMPIRICAL INVESTIGATION OF WORKLOAD, EMPLOYEE-SUPERVISOR RELATIONS AND REWARD SYSTEM ON JOB SATISFACTION</i> .....	111
<b>Abstract ID: AIC-2017-FMM-93</b> .....	<b>111</b>
<i>MEASURING THE IMAGE OF FAST-FOOD RESTAURANTS IN LABUAN USING ANALYTICAL HIERARCHY PROCESS: AN INTRODUCTORY IDEA</i> .....	111
<b>Abstract ID: AIC-2017-FMM-107</b> .....	<b>111</b>
<i>IMPACT OF CSR ACTIVITIES ON CUSTOMER LOYALTY WITH MEDIATING ROLE OF BRAND TRUST IN BANKING INDUSTRY OF PAKISTAN</i> .....	111
<b>Abstract ID: AIC-2017-FMM-113</b> .....	<b>112</b>
<i>LINKING PERCEIVED QUALITY ON ATTITUDINAL AND BEHAVIORAL LOYALTY: AN EVIDENCE FROM INDONESIAN APP-BASED TRANSPORTATION</i> .....	112
<b>Abstract ID: AIC-2017-FMM-115</b> .....	<b>112</b>
<i>THE MEDIATING ROLE OF WOM (WORD OF MOUTH) BETWEEN ANTECEDENTS AND PURCHASE INTENTION AMONG HOTEL GUESTS IN SARAWAK, MALAYSIA</i> .....	112
<b>Abstract ID: AIC-2017-FMM-117</b> .....	<b>112</b>
<i>STRATEGIC HR PRACTICES AND SUSTAINABLE COMPETITIVE ADVANTAGE IN SMES AND LARGE MANUFACTURING COMPANIES IN BAHRAIN</i> .....	112
<b>Abstract ID: AIC-2017-FMM-123</b> .....	<b>113</b>
<i>ORGANIZATIONAL SILENCE, JUSTICE PERCEPTION, ORGANIZATIONAL CITIZENSHIP BEHAVIOR AND COMMITMENT IN BANKING SECTOR EMPLOYEES</i> .....	113
<b>Abstract ID: AIC-2017-FMM-132</b> .....	<b>113</b>
<i>THE RELATIONSHIP BETWEEN JOB AUTONOMY AND SOCIAL SUPPORT WITH TURNOVER INTENTION AMONG ACADEMICIANS OF PRIVATE HIGHER EDUCATION INSTITUTIONS: BOREDOM AT WORKPLACE AS MEDIATOR</i> .....	113
<b>Abstract ID: AIC-2017-FMM-138</b> .....	<b>113</b>
<i>PERCEIVED CAREER OPPORTUNITIES AND TURNOVER INTENTIONS: STUDY OF EMPLOYEES IN TELECOM SECTOR OF PAKISTAN</i> .....	113
<b>Abstract ID: AIC-2017-FMM-142</b> .....	<b>113</b>
<i>PATIENT ENABLEMENT AND SATISFACTION – PRIMARY HEALTHCARE SERVICE OUTCOME</i> .....	113
<b>Abstract ID: AIC-2017-FMM-144</b> .....	<b>114</b>
<i>THE NEW SEGMENT OF BEAUTY PRODUCT CONSUMERS USING VALS AND E-LIFESTYLE DIMENSION</i> .....	114
<b>Abstract ID: AIC-2017-AMOS-147</b> .....	<b>114</b>
<i>THE IMPACT OF DESTRUCTIVE LEADERSHIP ON JOB OUTCOMES</i> .....	114
<b>Abstract ID: AIC-2017-AMOS-149</b> .....	<b>114</b>
<i>SOCIALLY RESPONSIBLE HUMAN RESOURCE MANAGEMENT AND ORGANIZATIONAL PERFORMANCE: EXAMINING THE MEDIATING EFFECTS OF ORGANIZATIONAL IDENTIFICATION</i> .....	114
<b>Abstract ID: AIC-2017-FMM-150</b> .....	<b>115</b>
<i>TEAM BUILDING AND PROJECT SUCCESS : THE MEDIATING ROLE OF TRANSFORMATIONAL LEADERSHIP</i> .....	115
<b>Abstract ID: AIC-2017-FMM-152</b> .....	<b>115</b>
<i>CONCEPTUAL STUDY OF LOW COST MARKETING STRATEGIES THROUGH INNOVATION, VALUE CREATION AND VALUE CAPTURE – AN INDIAN CONTEXT</i> .....	115
<b>Abstract ID: AIC-2017-AMOS-153</b> .....	<b>115</b>
<i>WORK RELATED STRESS AND PSYCHO SOCIAL PROBLEMS AMONG SHIFT WORKERS: A CASE STUDY ON PAKISTAN RAILWAY LAHORE, PAKISTAN</i> .....	115
<b>Abstract ID: AIC-2017-FMM-154</b> .....	<b>116</b>
<i>WHAT IS THE PROCESS OF CONSUMERS BEHAVIORAL CHANGE? SOME INSIGHTS IN SPIRAL MODEL</i> .....	116
<b>Abstract ID: AIC-2017-FMM-157</b> .....	<b>116</b>

<i>THE RELATIONSHIP AMONG JOB INVOLVEMENT, AFFECTIVE COMMITMENT, AND PERFORMANCE WITH JOB SATISFACTION AS THE MODERATOR VARIABLE</i> .....	116
<b>Abstract ID: AIC-2017-AMOS-159</b> .....	<b>116</b>
<i>IMPACT OF SERVICES QUALITY ON CUSTOMER LOYALTY: A STUDY OF ISLAMIC BANKS CUSTOMERS</i> .....	116
<b>Abstract ID: AIC-2017-FMM-161</b> .....	<b>117</b>
<i>PROBLEM-SOLVING AND DECISION-MAKING FRAMEWORK TO IMPROVE THE PERFORMANCE OF TECHNICAL ESCALATION MANAGERS AT PEGASUS TECHNOLOGIES ENTERPRISE</i> .....	117
<b>Abstract ID: AIC-2017-FMM-163</b> .....	<b>117</b>
<i>QUALITATIVE STUDY ON COMPLEMENTARY RESOURCE INTEGR...</i> .....	117
<b>Abstract ID: AIC-2017-FMM-165</b> .....	<b>117</b>
<i>PROPOSED GROWTH STRATEGY FOR PT ANGKASA PURA II TO IMPROVE PERFORMANCE OF SOEKARNO-HATTA INTERNATIONAL AIRPORT</i> .....	117
<b>Abstract ID: AIC-2017-FMM-166</b> .....	<b>118</b>
<i>AN EMPIRICAL ANALYSIS OF NON-PRICE VARIABLES IN PREDICTING THE PURCHASE INTENTION OF COUNTERFEIT PRODUCTS:SOME IMPLICATIONS FOR MANAGERS</i> .....	118
<b>Abstract ID: AIC-2017-FMM-170</b> .....	<b>118</b>
<i>A REVIEW OF THE FACTORS AFFECTING WORKPLACE DEVIANCE</i> .....	118
<b>Abstract ID: AIC-2017-FMM-174</b> .....	<b>118</b>
<i>THE IMPACT OF TRANSFORMATIONAL LEADERSHIP ON TURNOVER INTENTIONS DIRECTLY AND THROUGH TALENT ENGAGEMENT IN THE BANKING SECTOR OF TWIN CITIES OF PAKISTAN</i> .....	118
<b>Abstract ID: AIC-2017-FMM-180</b> .....	<b>119</b>
<i>DIMENSIONS OF CUSTOMER VALUE CO-CREATION BEHAVIOR IN A SERVICE SETTING...</i>	119
<b>Abstract ID: AIC-2017-FMM-181</b> .....	<b>119</b>
<i>GAUGING CONSUMER PURCHASE DECISIONS FOR GREEN PRODUCTS</i> .....	119
<b>Abstract ID: AIC-2017-FMM-189</b> .....	<b>119</b>
<i>COMPARATIVE STUDY OF TOTAL FACTOR PRODUCTIVITY BETWEEN PUBLIC AND PRIVATE SECTOR TELECOM COMPANIES IN INDIA: A MALMQUIST INDEX AND DATA ENVELOPMENT ANALYSIS (DEA) APPROACH</i> .....	119
<b>Abstract ID: AIC-2017-FMM-193</b> .....	<b>120</b>
<i>TRUST, PERCEIVED SUPPORT AND ORGANIZATIONAL CITIZENSHIP BEHAVIOR AMONG UNDERGRADUATE STUDENTS IN LEADING UNIVERSITIES</i> .....	120
<b>Abstract ID: AIC-2017-FMM-198</b> .....	<b>120</b>
<i>DRONE STRIKES AND STOCK MARKET BEHAVIOR: EMPIRICAL EVIDENCE FROM PAKISTAN</i> .....	120
<b>Abstract ID: AIC-2017-FMM-201</b> .....	<b>120</b>
<i>WHAT IS ADVERTISEMENT? SOME INSIGHTS IN THE HISTORICAL DEVELOPMENT</i> .....	120
<b>Abstract ID: AIC-2017-FMM-203</b> .....	<b>121</b>
<i>THE LONGITUDINAL IMPACT OF INTELLECTUAL CAPITAL ON INNOVATION PERFORMANCE IN SMES</i> .....	121
<b>Abstract ID: AIC-2017-FMM-204</b> .....	<b>121</b>
<i>ROLE OF UNIVERSITIES IN ATTITUDE DEVELOPMENT TOWARDS ENTREPRENEURSHIP IN DEVELOPING COUNTRIES: A CASE OF PAKISTAN</i> .....	121
<b>Abstract ID: AIC-2017-FMM-226</b> .....	<b>121</b>
<i>MEDIATING ROLE OF ORGANIZATIONAL COMMITMENT BETWEEN THE RELATIONSHIP OF PERCEIVED SUPERVISOR SUPPORT AND TURNOVER INTENTION IN CLERICAL STAFF</i> ...	121
<b>Abstract ID: AIC-2017-FMM-228</b> .....	<b>121</b>
<i>WORKLIFE BALANCE ON WOMAN WITH FLEXIBLE AND NON FLEXIBLE WORKING ARRANGEMENT</i> .....	121
<b>Abstract ID: AIC-2017-FMM-230</b> .....	<b>122</b>
<i>THE IMPACT OF PERFORMANCE APPRASIAL ON EMPLOYEE JOB PERFORMANCE IN PUBLIC SECTOR UNIVERSITIES OF KHYBER PAKHTUNKHWA, PAKISTAN</i> .....	122
<b>Abstract ID: AIC-2017-FMM-232</b> .....	<b>122</b>

<i>THE SOCIAL MEDIA ADVERTISING MODEL (SMAM): A THEORETICAL FRAMEWORK</i> .....	122
<b>Abstract ID: AIC-2017-FMM-239</b> .....	<b>122</b>
<i>INVESTIGATION STUDY TOWARDS HOUSING ATTRIBUTES EFFECT HOUSES BUYERS</i> .....	122
<b>Abstract ID: AIC-2017-FMM-241</b> .....	<b>123</b>
<i>DEMOGRAPHIC FACTORS AND POLITICAL LIMITATION AFFECTING HOUSING SECTOR IN GAZA STRIP</i> .....	123
<b>Abstract ID: AIC-2017-FMM-242</b> .....	<b>123</b>
<i>THE EFFECT OF ONLINE CUSTOMER EXPERIENCE TOWARDS REPURCHASE INTENTION</i> .....	123
<b>Abstract ID: AIC-2017-FMM-245</b> .....	<b>123</b>
<i>ESTABLISHMENT OF SHARE UNIT FORMULA FOR STRATA RESIDENTIAL BUILDINGS AND ITS IMPLICATION TO BUYER AND UNIT OWNER</i> .....	123
<b>Abstract ID: AIC-2017-FMM-249</b> .....	<b>124</b>
<i>ONLINE IMPULSIVE BUYING BEHAVIOR: A MODEL AND EMPIRICAL INVESTIGATION</i> .....	124
<b>Abstract ID: AIC-2017-FMM-251</b> .....	<b>124</b>
<i>CNFU FOR CONSUMERS OF KARACHI-A SECOND ORDER CFA MODELING APPROACH</i> ... ..	124
<b>Abstract ID: AIC-2017-FMM-259</b> .....	<b>124</b>
<i>A WEEKLY INVESTIGATION OF POS, AFFECTIVE COMMITMENT AND WELL-BEING AT WORK</i> .....	124
<b>Abstract ID: AIC-2017-AMOS-262</b> .....	<b>124</b>
<i>PURCHASE INTENTION TOWARDS SMARTPHONES AMONG YOUNG CONSUMER IN KUCHING SARAWAK</i> .....	124
<b>Abstract ID: AIC-2017-AMOS-265</b> .....	<b>125</b>
<i>EFFECT OF TRAINING AND DEVELOPMENT ON THE TURNOVER INTENTION OF ACADEMIC STAFFS IN PUBLIC SECTOR UNIVERSITIES OF PAKISTAN</i> .....	125
<b>Abstract ID: AIC-2017-FMM-276</b> .....	<b>125</b>
<i>NEOPHOBIC ATTITUDE AND VISITOR'S INTENTION TO REVISIT 'RAINFOREST WORLD MUSIC FESTIVAL': A SEQUENTIAL EXPLANATORY MIX MODE RESEARCH</i> .....	125
<b>Abstract ID: AIC-2017-FMM-284</b> .....	<b>125</b>
<i>INVESTIGATION STUDY TOWARDS CONSUMER BEHAVIOUR AND PURCHASING DECISION</i> .....	125
<b>Abstract ID: AIC-2017-FMM-285</b> .....	<b>126</b>
<i>ASSESSING THE STAKEHOLDER MANAGEMENT STRATEGIES IN THE BEVERAGES SECTOR OF KHYBER PAKHTUNKHWA</i> .....	126
<b>Abstract ID: AIC-2017-FMM-289</b> .....	<b>126</b>
<i>THE EFFECT OF RELATIVE PSYCHOLOGICAL CONTRACT FULFILLMENT AND EMPLOYEE VOICE BEHAVIOR: THE MODERATING EFFECT OF POWER DISTANCE</i> .....	126
<b>Abstract ID: AIC-2017-FMM-292</b> .....	<b>126</b>
<i>AN INVESTIGATION INTO THE DETERMINANTS AFFECTING GREEN PURCHASE INTENTION: A PERCEPTUAL STUDY OF CONSUMERS IN KHYBER PUKHTUNKHWA (INSIGHTS FROM A DEVELOPING COUNTRY)</i> .....	126
<b>Abstract ID: AIC-2017-FMM-293</b> .....	<b>126</b>
<i>CREATING INNOVATIVE WORK BEHAVIOR: THE ROLES OF SELF EFFICACY AND LEADER'S PROFICIENCY</i> .....	126
<b>Abstract ID: AIC-2017-FMM-300</b> .....	<b>127</b>
<i>THE ROLE OF SELF-EFFICACY, VALUE CONGRUENCE, AND WORK WELL-BEING ON EMPLOYEE COMMITMENT: AN EMPIRICAL STUDY ON MILLENNIAL GENERATION IN INDONESIA</i> .....	127
<b>Abstract ID: AIC-2017-AMOS-310</b> .....	<b>127</b>
<i>THE FUTURE OF INDONESIAN PALM OIL MARKET DEMAND: THE PORTER FIVE FACTORS APPROACH</i> .....	127
<b>Abstract ID: AIC-2017-FMM-313</b> .....	<b>127</b>
<i>CAREER COMMITMENT; A MEDIATING LINK BETWEEN EI AND CAREER SUCCESS</i> .....	127
<b>Abstract ID: AIC-2017-FMM-315</b> .....	<b>128</b>
<i>SHAREHOLDER REMEDIES AGAINST THE MANAGEMENT OF A COMPANY: AN APPRAISAL RELATING TO ANNUAL GENERAL MEETING</i> .....	128

<b>Abstract ID: AIC-2017-FMM-318</b> .....	<b>128</b>
<i>SOCIAL MARKETING MODEL TO INCREASE FINANCIAL INCLUSION IN INDONESIAN BANKING SECTOR</i> ..... 128	
<b>Abstract ID: AIC-2017-FMM-328 &amp; FMM-326</b> .....	<b>128</b>
<i>THE IMPACT OF RAW MATERIAL AND SITE HANDOVER ON TIME OVERRUN IN ROAD CONSTRUCTION PROJECTS IN DISTRICT SWABI: A CONTRACTOR'S PERSPECTIVE</i> ..... 128	
<b>Abstract ID: AIC-2017-FMM-334</b> .....	<b>129</b>
<i>THE EFFECT OF DIGITAL LEADERSHIP AND INNOVATION MANAGEMENT FOR INCUMBENT TELECOMMUNICATION COMPANY IN THE DIGITAL DISRUPTIVE ERA</i> ..... 129	
<b>Abstract ID: AIC-2017-FMM-335</b> .....	<b>129</b>
<i>A STUDY ON THE MOTIVATIONAL FACTORS OF IT PROFESSIONALS IN ISLAMABAD</i> ..... 129	
<b>Abstract ID: AIC-2017-FMM-339 &amp; FMM-33</b> .....	<b>129</b>
<i>INVESTIGATING ESCI AMONG HIGHER EDUCATION INSTITUTIONS (HEI'S) FACULTY MEMBERS</i> ..... 129	
<b>Abstract ID: AIC-2017-FMM-340</b> .....	<b>130</b>
<i>INVESTIGATING THE RELATIONSHIP BETWEEN LEADERSHIP STYLES AND LEADERS EFFECTIVENESS, WITH MEDIATING ROLE OF EMOTIONAL INTELLIGENCE. (EVIDENCE FROM THE BANKING SECTOR OF ISLAMABAD)</i> ..... 130	
<b>Abstract ID: AIC-2017-AMOS-342</b> .....	<b>130</b>
<i>IMPACT OF HUMAN RESOURCE EXPENDITURE ON PROFITABILITY OF BANKING SECTOR OF BANGLADESH</i> ..... 130	
<b>Abstract ID: AIC-2017-FMM-348</b> .....	<b>130</b>
<i>COMBINING SELF-EFFICACY AND EMPLOYEE FRIENDLY WORKPLACE TO GENERATE INNOVATIVE WORK BEHAVIOR. EVIDENCE FROM TELECOMMUNICATION INDUSTRY</i> ..... 130	
<b>Abstract ID: AIC-2017-FMM-351</b> .....	<b>131</b>
<i>PERSONALITY AND PSYCHOLOGICAL CONTRACTS: DOES UNCERTAINTY AVOIDANCE MATTER?</i> ..... 131	
<b>Abstract ID: AIC-2017-FMM-352</b> .....	<b>131</b>
<i>THE EFFECT OF DARK SIDES OF LEADERSHIP ON MANAGERS' PERFORMANCE AND ENGAGEMENT AS VARIABLE INTERVENING IN MANUFACTURING COMPANIES</i> ..... 131	
<b>Abstract ID: AIC-2017-FMM-355</b> .....	<b>131</b>
<i>FAMILY OWNERSHIP AND FIRM PERFORMANCE OF MALAYSIAN MANUFACTURING SMES: THE MEDIATING ROLE OF INNOVATION</i> ..... 131	
<b>Abstract ID: AIC-2017-FMM-366 &amp; AMOS-356</b> .....	<b>132</b>
<i>IMPROVING E-COMMERCE CONSUMER PURCHASE INTENTION THROUGH ENJOYMENT, FINANCIAL TECHNOLOGY AND DISCOUNT PERCEPTION IN INDONESIA</i> ..... 132	
<b>Abstract ID: AIC-2017-AMOS-369</b> .....	<b>132</b>
<i>PREVALANCE RATE AND PREDICTORS OF WORKPLACE TRADITIONAL AND CYBERBULLYING AT WORKPLACE OF SELECTED SERVICE SECTORS OF PAKISTAN</i> ..... 132	
<b>Abstract ID: AIC-2017-FMM-376</b> .....	<b>132</b>
<i>CHANGING DEFINITIONS OF MARKETING: AN ANALYSIS ON IMPACT OF MARKETING THOUGHT</i> ..... 132	
<b>Abstract ID: AIC-2017-FMM-377</b> .....	<b>133</b>
<i>MARKETING CAPABILITIES REQUIRED FOR CO-CREATION: AN ORGANIZATIONAL PERSPECTIVE ON SD LOGIC</i> ..... 133	
<b>Abstract ID: AIC-2017-FMM-381</b> .....	<b>133</b>
<i>CRITICAL FACTORS AFFECTING EMPLOYEE TURNOVER: AN EMPIRICAL STUDY OF THE UNIVERSITY TEACHERS</i> ..... 133	
<b>Abstract ID: AIC-2017-FMM-383</b> .....	<b>133</b>
<i>WORKING WOMEN'S DILEMMA IN BALANCING PERSONAL AND WORK LIFE</i> ..... 133	
<b>Abstract ID: AIC-2017-FMM-389</b> .....	<b>134</b>
<i>ACADEMIC ENTREPRENEUR VS EXTERNAL ENTREPRENEUR: HOW THEY APPLY CUSTOMER DISCOVERY</i> ..... 134	
<b>Abstract ID: AIC-2017-FMM-390</b> .....	<b>134</b>

<i>BRAND EQUITY AND HUMAN RESOURCE IMAGE: DO CUSTOMER REALLY CARE ABOUT HRM IMAGE AND EMPLOYER BRAND?</i> .....	134
<b>Abstract ID: AIC-2017-FMM-401</b> .....	<b>134</b>
<i>ROLE OF MOTIVATION ON EMPLOYEE JOB SATISFACTION IN BANKING SECTOR OF KARACHI, PAKISTAN – A COMPARATIVE ANALYSIS FOR LOWER MIDDLE AND MIDDLE INCOME GROUP</i> .....	134
<b>Abstract ID: AIC-2017-FMM-408</b> .....	<b>134</b>
<i>A STUDY ON KUALA LUMPUR CUSTOMER'S ACCEPTANCE OF RESTAURANT MOBILE APPLICATIONS (RMA) TO ACCESS RESTAURANT INFORMATION</i> .....	134
<b>Abstract ID: AIC-2017-FMM-419</b> .....	<b>135</b>
<i>PSYCHOLOGICAL RESPONSE DURING FIRE EVACUATION USING BAYESIAN NETWORK MODEL</i> .....	135
<b>Abstract ID: AIC-2017-FMM-425</b> .....	<b>135</b>
<i>BRIEF LIFESTYLE OF MALAY ADOLESCENTS</i> .....	135
<b>Abstract ID: AIC-2017-FMM-428</b> .....	<b>135</b>
<i>A NEW WAY OF LOOKING JOB INSECURITY WITH THE ROLE OF PCB AND BCR AS A MEDIATING VARIABLES TO EXPLAIN APPRISAL THEORY.</i> .....	135
<b>Abstract ID: AIC-2017-FMM-430</b> .....	<b>136</b>
<i>EXPLORING CREDIBILITY OF ISLAMIC BANKS IN INDONESIA: AN EXPLORATORY FACTOR ANALYSIS APPROACH</i> .....	136
<b>Abstract ID: AIC-2017-FMM-437</b> .....	<b>136</b>
<i>IDENTITY REPRESENTATION IN CUSTOMIZATION. A CASE OF NIKE SHOES</i> .....	136
<b>Abstract ID: AIC-2017-FMM-440</b> .....	<b>136</b>
<i>USING ADVERTISING VALUE AS THE STIMULUS CONSUMERS TO CHANGE FROM TRIAL ACTION TO REPURCHASE ACTION</i> .....	136
<b>Abstract ID: AIC-2017-FMM-441</b> .....	<b>137</b>
<i>THE EFFECT OF BUSINESS CHARACTERISTICS ON TAX COMPLIANCE</i> .....	137
<b>Abstract ID: AIC-2017-FMM-452</b> .....	<b>137</b>
<i>THE CHALLENGES FACED BY MALAYSIAN SMES COMPANIES IN OBTAINING LOAN</i> .....	137
<b>Abstract ID: AIC-2017-FMM-456</b> .....	<b>137</b>
<i>EMPLOYEE ENGAGEMENT-BEST PRACTICES OF SUCCESSFUL COMPANIES- STUDY OF GALLUP GREAT WORKPLACE AWARD</i> .....	137
<b>Abstract ID: AIC-2017-FMM-462</b> .....	<b>137</b>
<i>KNOWLEDGE SHARING TOOLS AND STUDENTS' EXPLICIT KNOWLEDGE IN HIGHER EDUCATION INTUITIONS: MEDIATION MODEL IN CASE OF LAHORE</i> .....	137
<b>Abstract ID: AIC-2017-FMM-463</b> .....	<b>138</b>
<i>THE IMPORTANCE OF STRATEGIC PLANNING AND TRANSFORMATIONAL LEADERSHIP IN ACHIEVING ORGANIZATIONAL PERFORMANCE</i> .....	138
<b>Abstract ID: AIC-2017-FMM-464</b> .....	<b>138</b>
<i>THE MEDIATING ROLE OF SOCIAL CAPITAL ON THE RELATIONSHIP BETWEEN HUMAN CAPITAL AND INNOVATIVE FIRM PERFORMANCE</i> .....	138
<b>Abstract ID: AIC-2017-FMM-465</b> .....	<b>138</b>
<i>MEASURING CONSPICUOUS CONSUMPTION BEHAVIOR USING PARTIAL LEAST SQUARE</i> 138	
<b>Abstract ID: AIC-2017-FMM-473</b> .....	<b>139</b>
<i>MODEL OF VALUE PROPOSITION : CUSTOMER INTERVIEW AND DEVELOPMENT PROCESS FOR STARTUP BUSINESS PRODUCT</i> .....	139
<b>Abstract ID: AIC-2017-FMM-475</b> .....	<b>139</b>
<i>MODEL COMMERCIALIZATION OF CHIPS PRODUCT AT CLUSTER OF CHIPS AT POJOK CIMAH: A PRELIMINARY STUDY</i> .....	139
<b>Abstract ID: AIC-2017-FMM-477</b> .....	<b>139</b>
<i>DREDGING IMPACT TOWARDS MARINE ECOSYSTEM AND FISHERIES ACTIVITY AT PENANG COASTAL AREA</i> .....	139
<b>Abstract ID: AIC-2017-FMM-483</b> .....	<b>140</b>
<i>THE IMPACTS OF SOCIAL PRESENCE ON CONSUMER PURCHASE INTENTIONS BY MEDIATING THE EFFECTS OF TRUST</i> .....	140

<b>Abstract ID: AIC-2017-FMM-484 &amp; FMM-442</b> .....	<b>140</b>
<i>PARADIGM OF MEDIATING EFFECT OF NOVELTY-SEEKING TENDENCIES IN TOURISTS' VISIT AND OR RE-VISIT INTENTION</i> .....	140
<b>Abstract ID: AIC-2017-FMM-487</b> .....	<b>140</b>
<i>THE INFLUENCE OF CUSTOMER PERCEIVE VALUE AND COMPLIANCE MARKETING COMMUNICATION TO CUSTOMER LOYALTY: TRUST AS A MEDIATOR</i> .....	140
<b>Abstract ID: AIC-2017-FMM-490</b> .....	<b>141</b>
<i>EENTREPRENEURSHIP LEARNINGMODEL OF BUSINESS INCUBATOR IN AN EFFORT TO REDUCE FAILURE START-UP BUSINESS IN INDONESIA</i> .....	141
<b>Abstract ID: AIC-2017-FMM-499</b> .....	<b>141</b>
<i>PERCEIVED ROLES OF ETHICS AND SOCIAL RESPONSIBILITY, INTERNAL CORPORATE SOCIAL RESPONSIBILITY AND EMPLOYEE ENGAGEMENT AMONG ACADEMICIANS.</i> .....	141
<b>Abstract ID: AIC-2017-FMM-520</b> .....	<b>141</b>
<i>HUMANIZING THE STIGMATIZED PLACES: INTER-GROUP CONTACT AND ATTITUDE CHANGE TOWARDS PAKISTAN AND IRAN AT 'HUMANS OF NEW YORK' FACEBOOK SPACE</i> .....	141
<b>Abstract ID: AIC-2017-FMM-523</b> .....	<b>142</b>
<i>PREDICTION OF FINANCIAL DISTRESS BY USING MULTIVARIATE DISCRIMINANT ANALYSIS: AN EMPIRICAL STUDY ON MANUFACTURING SECTOR OF PAKISTAN</i> .....	142
<b>Abstract ID: AIC-2017-FMM-527</b> .....	<b>142</b>
<i>THE INTERNAL BRANDING PRACTICES AND EMPLOYEE BRAND CITIZENSHIP BEHAVIOR: THE MEDIATING EFFECT OF EMPLOYEE BRAND FIT</i> .....	142
<b>Abstract ID: AIC-2017-FMM-529</b> .....	<b>142</b>
<i>READINESS FOR CHANGE: A LITERATURE REVIEW</i> .....	142
<b>Abstract ID: AIC-2017-FMM-536</b> .....	<b>143</b>
<i>IMPACT OF MANAGERIAL COACHING BEHAVIOR (MCB) ON JOB PERFORMANCE: ANALYZING THE ROLE OF ORGANIZATION COMMITMENT AND ROLE CLARITY</i> .....	143
<b>Abstract ID: AIC-2017-FMM-537</b> .....	<b>143</b>
<i>THE YOUTH CUSTOMER INTERFACE ASSESSMENT TOWARDS AROUND JAKARTA ECOTOURISM DESTINATION WEBSITE DESIGN</i> .....	143
<b>Abstract ID: AIC-2017-FMM-541</b> .....	<b>143</b>
<i>THE ROLE OF E-SATISFACTION IN MEDIATING THE EFFECT OF E-SERVICE QUALITY ON E-LOYALTY</i> .....	143
<b>Abstract ID: AIC-2017-FMM-544</b> .....	<b>144</b>
<i>SELF-EFFICACY CAN MEDIATE EMPLOYEE PERFORMANCE USING K-STAT</i> .....	144
<b>Abstract ID: AIC-2017-FMM-546</b> .....	<b>144</b>
<i>DETERMINATION OF BRAND LOYALTY IN TELECOMUNICATION INDUSTRY: A LITERATURE REVIEW</i> .....	144
<b>Abstract ID: AIC-2017-FMM-554</b> .....	<b>144</b>
<i>TESTING EFFECT OF CREDIBILITY ON CUSTOMER LOYALTY IN REGIONAL SHARIA BANK</i> .....	144
<b>Abstract ID: AIC-2017-FMM-557</b> .....	<b>144</b>
<i>CONSPICUOUS CONSUMPTION: YOUTH MESSAGE AFTER CONSUMING RELIGIOUS PRODUCT</i> .....	144
<b>Abstract ID: AIC-2017-FMM-563</b> .....	<b>145</b>
<i>RESEARCH FRAMEWORK FOR THE IMPACT OF INNOVATIVE MINDSET, INNOVATIVE BEHAVIOUR, AND INNOVATION PERFORMANCE ON COMPETITIVE ADVANTAGE: AN APPLICATION FOR HALAL SMES OWNER-MANAGER</i> .....	145
<b>Abstract ID: AIC-2017-FMM-574</b> .....	<b>145</b>
<i>ENTREPRENEURIAL CAPABILITY SMES IN INDONESIA</i> .....	145
<b>Abstract ID: AIC-2017-FMM-576</b> .....	<b>145</b>
<i>THE EFFECT ISLAMIC ENTREPRENEURSHIP ON SUSTANAIBLE COMPETITIVE ADVANTAGE IN INDONESIA</i> .....	145
<b>Abstract ID: AIC-2017-FMM-579</b> .....	<b>145</b>
<i>ENTREPRENEURSHIP INTEREST YOUNG GENERATION INDONESIA</i> .....	145

<b>Abstract ID: AIC-2017-FMM-580</b> .....	<b>146</b>
<i>ANALYSIS OF SMES PERFORMANCE BASED ORGANIZATIONAL CAPACITY : CASES IN INDONESIA.....</i>	
<b>Abstract ID: AIC-2017-FMM-581</b> .....	<b>146</b>
<i>THE RELATIONSHIP OF GREEN WORK LIFE BALANCE AND GREEN HUMAN RESOURCE PRACTICES ON EMPLOYEE SATISFACTION .....</i>	
<b>Abstract ID: AIC-2017-FMM-590</b> .....	<b>146</b>
<i>COMPASSIONATE DESIGN AS A COMPETITIVE ADVANTAGE FOR THE SUSTAINABILITY OF INDONESIAN MSMES.....</i>	
<b>Abstract ID: AIC-2017-FMM-593</b> .....	<b>147</b>
<i>SMES ENTREPRENEURSHIP ORIENTATION IN INDONESIA .....</i>	
<b>Abstract ID: AIC-2017-FMM-596 &amp; EIEF-595</b> .....	<b>147</b>
<i>BLIND LEADERS : LEADERSHIP BLIND SPOTS INFLUENCE SUBORDINATES WORK PERFORMANCE AND DEVELOPING 21ST CENTURY MARA'S WARRIORS.....</i>	
<b>Abstract ID: AIC-2017-FMM-597</b> .....	<b>147</b>
<i>LEADING FROM ANY CHAIR: AN EXAMINATION OF LEADING WITHOUT POSITION PRACTICES AND PERCEPTION IMPACT ON MARA EMPLOYEES WORK INTEGRITY .....</i>	
<b>Abstract ID: AIC-2017-FMM-598</b> .....	<b>148</b>
<i>PERCEIVED PRODUCT QUALITY: ROLE OF EXTRINSIC CUES .....</i>	
<b>Abstract ID: AIC-2017-FMM-604</b> .....	<b>148</b>
<i>FACTORS CONTIRBUTING TO CREDIT CARD ADOPTION AMONG MALAYSIAN CONSUMERS .....</i>	
<b>Abstract ID: AIC-2017-FMM-607</b> .....	<b>149</b>
<i>KEY DETERMINANTS OF SMART PHONE BRAND LOYALTY.....</i>	
<b>Abstract ID: AIC-2017-FMM-609</b> .....	<b>149</b>
<i>FACTORS CONTRIBUTING TO MOBILE COMMERCE IN SME .....</i>	
<b>Abstract ID: AIC-2017-FMM-610</b> .....	<b>149</b>
<i>I WILL REMAIN SILENT! LET THE PROJECT FAIL.....</i>	
<b>Abstract ID: AIC-2017-FMM-619</b> .....	<b>149</b>
<i>AN ETHICAL EVALUATION OF ONLINE CONSUMER REVIEWS AND ITS IMPACT OF CONSUMER BEHAVIOR.....</i>	
<b>Abstract ID: AIC-2017-FMM-620</b> .....	<b>150</b>
<i>DOES GOOGLE DISPLAY NETWORK AND SEARCH ADWORDS AFFECTED CUSTOMER LOYALTY IN INDONESIA ONLINE MARKETPLACE: MEDIATING ROLES OF BRAND AWARENESS .....</i>	
<b>Abstract ID: AIC-2017-FMM-622</b> .....	<b>150</b>
<i>BUYING INTENTION AND FACTORS INFLUENCING BUYING BEHAVIOR : A STUDY OF DOMESTIC AIRLINES IN TANZANIA .....</i>	
<b>Abstract ID: AIC-2017-FMM-625</b> .....	<b>150</b>
<i>THE IMPACT OF LEADERSHIP STYLE ON GROUP EFFECTIVENESS: THE MEDIATING ROLE OF COUNTERPRODUCTIVE BEHAVIOR.....</i>	
<b>Abstract ID: AIC-2017-FMM-626</b> .....	<b>151</b>
<i>SHORT RUN AND LONG RUN INTERACTION BETWEEN FIRM SPECIFIC AND MACROECONOMIC VARIABLES IN PAKISTAN, CHINA AND INDIA .....</i>	
<b>Abstract ID: AIC-2017-FMM-627</b> .....	<b>151</b>
<i>JOB STRAIN, EMPLOYEE GREED, AND EMPLOYEE ENVY: MODERATING ROLE OF SELF-MONITORING IN THE BANKING SECTOR OF PAKISTAN .....</i>	
<b>Abstract ID: AIC-2017-FMM-629</b> .....	<b>151</b>
<i>THE EFFECT OF PRODUCT QUALITY ON CUSTOMER SATISFACTION IN JA'IZ ISLAMIC BANK NIGERIA.....</i>	
<b>Abstract ID: AIC-2017-FMM-635</b> .....	<b>152</b>
<i>FLOOD MITIGATION AS A CSR AGENDA FOR THE INSURANCE COMPANIES - A CASE STUDY IN MALAYSIA.....</i>	
<b>Abstract ID: AIC-2017-FMM-647</b> .....	<b>152</b>
<i>AN EMPIRICAL STUDY ON GREEN CONSUMPTION BEHAVIOUR IN MALAYSIA .....</i>	

<b>Abstract ID: AIC-2017-AMOS-650</b> .....	<b>152</b>
<i>THE INFLUENCE OF ORGANIZATIONAL COMMITMENT IN CLIMATE FOR INNOVATION AND EMPLOYEE RETENTION RELATIONSHIP: AN EMPIRICAL STUDY IN HIGHER EDUCATION INSTITUTIONS</i> .....	
	152
<b>Abstract ID: AIC-2017-FMM-651</b> .....	<b>153</b>
<i>FACTORS AFFECTING BRAND AWARENESS IN CENTRAL REGION OF MALAYSIA: A STUDY ON FPTT</i> .....	
	153
<b>Abstract ID: AIC-2017-FMM-652</b> .....	<b>153</b>
<i>IDENTIFYING SUCCESS FACTORS OF MAMAK RESTAURANTS IN MALAYSIA</i> .....	
	153
<b>Abstract ID: AIC-2017-FMM-653</b> .....	<b>153</b>
<i>ASSESSING THE EFFICIENCY OF WATER AND SANITATION AGENCIES OF PUNJAB, PAKISTAN: A BENCHMARKING APPROACH</i> .....	
	153
<b>Abstract ID: AIC-2017-FMM-654</b> .....	<b>154</b>
<i>EVALUATING THE EFFICIENCY OF MAJOR LOCAL GOVERNMENTS OF PUNJAB (PAKISTAN) IN REVENUE GENERATION BY USING A YARDSTICK APPROACH</i> .....	
	154
<b>Abstract ID: AIC-2017-FMM-655</b> .....	<b>154</b>
<i>TRUST INFLUENCE ON MOBILE COMMERCE ADOPTION</i> .....	
	154
<b>Abstract ID: AIC-2017-FMM-656</b> .....	<b>154</b>
<i>KEY FACTORS AFFECTING KNOWLEDGE TRANSFER SUCCESS IN MULTINATIONAL COMPANIES</i> .....	
	154
<b>Abstract ID: AIC-2017-FMM-658</b> .....	<b>154</b>
<i>THE EFFECT OF DEMOGRAPHIC FACTORS, E-FILING USAGE ON TAX COMPLIANCE</i> .....	
	154
<b>Abstract ID: AIC-2017-FMM-669</b> .....	<b>155</b>
<i>DESIGNING FRANCHISE SYSTEM OF COFFEE SHOP IN INDONESIA</i> .....	
	155
<b>Abstract ID: AIC-2017-FMM-670</b> .....	<b>155</b>
<i>THE EFFECTS OF CONSUMERS' BEHAVIORAL INTENTIONS ON SERVICE RECOVERY SATISFACTION IN 4 AND 5 STAR HOTELS IN KUALA LUMPUR, MALAYSIA</i> .....	
	155
<b>Abstract ID: AIC-2017-FMM-672</b> .....	<b>155</b>
<i>USING COMMUNITY MEDIA TO DIFFUSE SUSTAINABLE ENERGY PRODUCTS IN THE RURAL AREA: A STRUCTURAL EQUATION MODELLING APPROACH</i> .....	
	155
<b>Abstract ID: AIC-2017-FMM-675</b> .....	<b>156</b>
<i>EFFECTIVE FACEBOOK MESSAGE STRATEGIES FOR GLOBAL/LOCAL BRANDS AND PRODUCT/RETAILER BRANDS</i> .....	
	156
<b>Abstract ID: AIC-2017-FMM-682</b> .....	<b>156</b>
<i>PERCEIVED VALUES AND PERSONAL VALUES: STUDY ON CONSUMERS REPURCHASE INTENTION OF ECO-FRIENDLY HOME APPLIANCES PRODUCT</i> .....	
	156
<b>Abstract ID: AIC-2017-FMM-684</b> .....	<b>156</b>
<i>THE RELATIONSHIP BETWEEN INFLUENCE OF CONSUMPTION VALUE ON USER BEHAVIORAL INTENTION TOWARD AN ALTERNATIVE PRODUCT: CASE STUDY ON HERBAL PRODUCT – DAUN MANIS</i> .....	
	156
<b>Abstract ID: AIC-2017-FMM-690</b> .....	<b>156</b>
<i>THE RELATIONSHIP BETWEEN BIG FIVE PERSONALITY TRAITS AND COUNTERPRODUCTIVE WORK BEHAVIOUR</i> .....	
	156
<b>Abstract ID: AIC-2017-FMM-692</b> .....	<b>157</b>
<i>THE ROLE OF HR PRACTICES ON TURNOVER INTENTIONS DIRECTLY AND THROUGH ORGANIZATIONAL CITIZENSHIP BEHAVIOR IN THE BANKING SECTOR OF MALAYSIA</i> .....	
	157
<b>Abstract ID: AIC-2017-FMM-698</b> .....	<b>157</b>
<i>DEVOLVEMENT OF HRM TO THE LINE MANAGERS AND ITS IMPACT ON HRM EFFECTIVENESS: THE MODERATING ROLE OF PERCEIVED ORGANIZATIONAL SUPPORT</i> .....	
	157
<b>Abstract ID: AIC-2017-FMM-712</b> .....	<b>158</b>
<i>USAGE BEHAVIOURS OF MOBILE PHONE AMONG TEENAGERS AND ITS IMPLICATIONS TO TEENAGERS IN KUALA LUMPUR, MALAYSIA</i> .....	
	158
<b>Abstract ID: AIC-2017-FMM-723</b> .....	<b>158</b>
<i>CUSTOMERS' EXPECTATION, PERCEIVED PERFORMANCE AND DISCONFIRMATION TOWARDS SMES HALAL FOOD PRODUCTS IN KLANG VALLEY, MALAYSIA</i> .....	
	158



<b>Abstract ID: AIC-2017-FMM-726</b> .....	<b>158</b>
<i>ASSESSING THE PREPAREDNESS OF INDONESIAN ICT SMES ENTERING THE GLOBAL MARKET</i> .....	
	158
<b>Abstract ID: AIC-2017-FMM-738</b> .....	<b>158</b>
<i>IMPACT OF BEHAVIORAL FACTORS ON ENTREPRENEURIAL INNOVATIONS: EVIDENCE FROM NON-FINANCIAL SECTOR OF PAKISTAN</i> .....	
	158
<b>Abstract ID: AIC-2017-FMM-740</b> .....	<b>159</b>
<i>THE IMPACT OF ORGANIZATIONAL LEARNING ON INNOVATION AND COMPETITIVE ADVANTAGE: THE MEDIATING ROLE OF ORGANIZATIONAL CULTURE</i> .....	
	159
<b>Abstract ID: AIC-2017-FMM-742</b> .....	<b>159</b>
<i>LEADERSHIP STYLES AND BURNOUT IN PUNJAB POLICE: A CASE STUDY OF FAISALABAD DIVISION</i> .....	
	159
<b>Abstract ID: AIC-2017-FMM-743</b> .....	<b>160</b>
<i>MEDIATING ROLE OF CITIZENS PARTICIPATION BETWEEN PUBLIC SERVICE MOTIVATION, POLITICAL INTERFERENCE AND LOCAL GOVERNMENT PERFORMANCE: A CASE STUDY OF MUNICIPALITIES OF PUNJAB</i> .....	
	160
<b>Abstract ID: AIC-2017-FMM-745</b> .....	<b>160</b>
<i>WORKPLACE INCIVILITY, SERVICE SPIRIT AND GOSSIPS AT WORKPLACE: PERCEPTION OF NURSES WORKING IN THE PUBLIC SECTOR HOSPITALS OF PAKISTAN</i> .....	
	160
<b>Abstract ID: AIC-2017-FMM-746</b> .....	<b>160</b>
<i>THE EFFECT OF TAX SYSTEM AND DISCRIMINATION ON TAX EVASION</i> .....	
	160
<b>Abstract ID: AIC-2017-FMM-747</b> .....	<b>160</b>
<i>BARRIERS TO JOB PLACEMENT FOR PERSONS WITH DISABILITIES</i> .....	
	160
<b>Abstract ID: AIC-2017-FMM-749</b> .....	<b>161</b>
<i>CONTRIBUTIONS OF WOMEN DIRECTORS IN MALAYSIAN LISTED COMPANIES TOWARDS COMPANY'S FINANCIAL PERFORMANCE</i> .....	
	161
<b>Abstract ID: AIC-2017-FMM-752</b> .....	<b>161</b>
<i>USE OF SOCIAL MEDIA SITES BY MALAYSIAN UNIVERSITIES AND ITS IMPACT ON UNIVERSITY RANKING</i> .....	
	161
<b>Abstract ID: AIC-2017-FMM-760</b> .....	<b>161</b>
<i>FRAMEWORK OF ARCHITECTURAL MARKETING CAPABILITIES IN REGIONAL DEVELOPMENT BANK</i> .....	
	161
<b>Abstract ID: AIC-2017-FMM-761</b> .....	<b>162</b>
<i>DETERMINANT OF UNIVERSITY COMPETITIVENESS IN INDONESIA</i> .....	
	162
<b>Abstract ID: AIC-2017-FMM-762</b> .....	<b>162</b>
<i>APPLICATION OF INFORMATION SYSTEMS TECHNOLOGY AND LEARNING ORGANIZATION TO PRODUCT INNOVATION CAPABILITY AND ITS IMPACT TO BUSINESS PERFORMANCE OF LEATHER TANNING INDUSTRY</i> .....	
	162
<b>Abstract ID: AIC-2017-FMM-764</b> .....	<b>162</b>
<i>PHYSICIANS' ACCEPTANCE OF HOSPITAL INFORMATION SYSTEMS IN TUNISIA</i> .....	
	162
<b>Abstract ID: AIC-2017-FMM-765</b> .....	<b>163</b>
<i>THE COLOURS OF SPORTS ORGANIZATION FRINGE BENEFIT IN MALAYSIA</i> .....	
	163
<b>Abstract ID: AIC-2017-FMM-771</b> .....	<b>163</b>
<i>EFFECTS OF JOB STRESS ON EMPLOYEE PERFORMANCE: A COMPARATIVE STUDY OF MALE AND FEMALE EMPLOYEES IN THE NGOS SECTOR OF HAZARA REGION IN PAKISTAN)</i> .....	
	163
<b>Abstract ID: AIC-2017-FMM-778</b> .....	<b>163</b>
<i>ASSESSING THE RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMER LOYALTY: EVIDENCE FROM TAKAFUL INSURANCE CUSTOMERS IN PAKISTAN</i> .....	
	163
<b>Abstract ID: AIC-2017-FMM-779</b> .....	<b>163</b>
<i>IMPACT OF PRODUCT PRICE AND MARKETING COMMUNICATION ON CONSUMER ATTITUDE WITH MEDIATING EFFECT OF BUYING DECISION</i> .....	
	163
<b>Abstract ID: AIC-2017-FMM-780</b> .....	<b>164</b>
<i>A STUDY OF CAUSAL RELATIONSHIP BETWEEN COUNTERFEIT PRODUCTS AND CONSUMER PREFERENCES</i> .....	
	164

<b>Abstract ID: AIC-2017-FMM-797</b> .....	<b>164</b>
<i>CONSTRUCTION OF FEMININE IDENTITIES IN WORKS OF MARQUEZ</i> .....	
<b>Abstract ID: AIC-2017-FMM-806</b> .....	<b>165</b>
<i>TRANSFORMATIONAL LEADERSHIP INFLUENCE ON INNOVATION DIRECTLY AND INDIRECTLY THROUGH AFFECTIVE COMMITMENT IN HOTEL INDUSTRY OF MALAYSIA.</i> 165	
<b>Abstract ID: AIC-2017-FMM-810</b> .....	<b>165</b>
<i>RISK IDENTIFICATION TECHNIQUES IN VALUATION AND INVESTMENT APPRAISAL</i> .....	
<b>Abstract ID: AIC-2017-FMM-817</b> .....	<b>165</b>
<i>LOVE IT OR HATE IT? SHARING TOURISM INFORMATION ON SOCIAL MEDIA FROM PERSPECTIVES OF MALAYSIAN FEMALE MILLENNIALS</i> .....	
<b>Abstract ID: AIC-2017-FMM-829</b> .....	<b>166</b>
<i>GREEN HUMAN RESOURCE MANAGEMENT PRACTICES IN MANUFACTURING INDUSTRY: CASES OF FIRMS IN THE SOUTHERN PART OF MALAYSIA</i> .....	
<b>Abstract ID: AIC-2017-FMM-823</b> .....	<b>166</b>
<i>WOMEN ENTREPRENEURS' NETWORKS AND INNOVATION: MULTIPLE CASES OF FOOD MANUFACTURING INDUSTRY</i> .....	
<b>Abstract ID: AIC-2017-FMM-831</b> .....	<b>166</b>
<i>EVOLUTION OF CORPORATE SOCIAL RESPONSIBILITY (CSR) AND COMMUNITY ENGAGEMENT-UNIVERSITY MODEL: SUSTAINING PUBLIC RELATIONS EDUCATION AND PRACTICE IN MALAYSIA</i> .....	
<b>Abstract ID: AIC-2017-FMM-832</b> .....	<b>167</b>
<i>MUSEUM INSTITUTIONS IN THE DIGITAL AGE: THE INSIGHTS OF MALAYSIAN MUSEUMS' USE OF FACEBOOK</i> .....	
<b>Abstract ID: AIC-2017-FMM-833</b> .....	<b>167</b>
<i>THE IMPACT OF ONLINE SHORT AND MOTIVATIONAL VIDEOS BY ISIS ON TWITTER TOWARDS THE SAUDI YOUTH?</i> .....	
<b>Abstract ID: AIC-2017-FMM-834</b> .....	<b>168</b>
<i>TERRORIST GROUPS ONLINE NETWORKING TACTICS: WHY TWITTER MAGNETIZE THE YOUTH OF SAUDI ARABIA?</i> .....	
<b>Abstract ID: AIC-2017-FMM-835</b> .....	<b>168</b>
<i>PERCEIVED EFFECTS OF KOACI.COM HEALTH CAMPAIGN TARGETING MOTHER-CHILD WITH HIV/AIDS IN COTE D'IVOIRE</i> .....	
<b>Abstract ID: AIC-2017-FMM-836</b> .....	<b>169</b>
<i>ONLINE NEWSPAPER ROLES ON HIV/AIDS CAMPAIGNS IN COTE D'IVOIRE: A CASE STUDY ON FRATMAT.INFO</i> .....	
<b>Abstract ID: AIC-2017-FMM-837</b> .....	<b>169</b>
<i>CNN AND BBC NEWS COVERAGE OF VIOLENT WAR BETWEEN HAMAS AND ISRAEL IN 2014</i> .....	
<b>Abstract ID: AIC-2017-FMM-838</b> .....	<b>170</b>
<i>AL JAZEERA ARABIC NEWS COVERAGE ON PALESTINE AND ISRAEL WAR AND AGGRAVATE CONFLICT OF 2014</i> .....	
<b>Abstract ID: AIC-2017-FMM-849</b> .....	<b>170</b>
<i>IMPACT OF WORK ENVIRONMENT FACTORS ON EMPLOYEE PERFORMANCE; EMPIRICAL EVIDENCE FROM MANUFACTURING INDUSTRY OF PAKISTAN</i> .....	
<b>Abstract ID: AIC-2017-FMM-950</b> .....	<b>170</b>
<i>THE IMPORTANCE OF SPIRITUAL LEADERSHIP AND SPIRIT AT WORK AS INTANGIBLE RESOURCE CAPABILITIES IN THE SERVICE INDUSTRY: A RESOURCE BASED VIEW FRAMEWORK</i> .....	
<b>Abstract ID: AIC-2017-FMM-951</b> .....	<b>171</b>
<i>IMPLEMENTATION OF PSAK 13 (AFTER IFRS ADOPTION) ON INVESTMENT PROPERTIES USING COST MODEL AND FAIR-VALUE MODEL VALUATION</i> .....	
<i>(CASE STUDY: PT SEMEN INDONESIA TBK AND PT ELNUSA TBK 2013-2016)</i> .....	
<b>Abstract ID: AIC-2017-GDHEC-14</b> .....	<b>173</b>
<i>GLOBAL DEVELOPMENT IN THE CONCEPT OF RACISM: TURN OF THE CENTURY AMERICA</i> .....	
..... 173	

<b>Abstract ID: AIC-2017-GDHEC-18</b> .....	<b>173</b>
<i>TOWARDS INCLUSIVE EDUCATION IN MALAYSIAN UNIVERSITIES: ADDRESSING BARRIERS AND CHALLENGES OF SPECIAL EDUCATIONAL NEEDS STUDENTS</i> .....	
	173
<b>Abstract ID: AIC-2017-GDHEC-21</b> .....	<b>173</b>
<i>EFFECTS OF GENDER DISCRIMINATION ON EMPLOYEE PERFORMANCE: EVIDENCE FROM A NIGERIAN HIGHER EDUCATION INSTITUTION</i> .....	
	173
<b>Abstract ID: AIC-2017-GDHEC-27</b> .....	<b>174</b>
<i>FACTORS AFFECTING STAFF'S JOB SATISFACTION AND PERFORMANCE: A CASE STUDY AT UNIKL</i> .....	
	174
<b>Abstract ID: AIC-2017-GDHEC-31</b> .....	<b>174</b>
<i>THE FUNCTION OF POTTERY IN THE IBAN COMMUNITY IN SIBU'S LONGHOUSE, SARAWAK.</i> .....	
	174
<b>Abstract ID: AIC-2017-GDHEC-37</b> .....	<b>174</b>
<i>SUSTAINABILITY ASSESSMENT FOR HIGHER EDUCATION INSTITUTIONS: A CRITICAL SUCCESSFUL FACTOR OF IMPLEMENTATION</i> .....	
	174
<b>Abstract ID: AIC-2017-GDHEC-48</b> .....	<b>174</b>
<i>EDUCATION FOR ALL: THE CASE OF EDUCATION SYSTEM IN WONOSARI DETENTION CENTER, DI. YOGYAKARTA</i> .....	
	174
<b>Abstract ID: AIC-2017-GDHEC-55</b> .....	<b>175</b>
<i>DISASTER MANAGEMENT FOR CHILDREN PROTECTION</i> .....	
	175
<b>Abstract ID: AIC-2017-GDHEC-58</b> .....	<b>175</b>
<i>SUSTAINABILITY ASSESSMENT FOR HIGHER EDUCATION INSTITUTIONS: CRITICAL SUCCESS FACTORS FOR IMPLEMENTATION</i> .....	
	175
<b>Abstract ID: AIC-2017-GDHEC-61</b> .....	<b>175</b>
<b>Abstract ID: AIC-2017-GDHEC-62</b> .....	<b>176</b>
<i>COMPARATIVE ANALYSIS OF COMMUNICATION CLIMATE AND SELF-EFFICACY OF TEACHERS AT UNIVERSITY LEVEL</i> .....	
	176
<b>Abstract ID: AIC-2017-GDHEC-63</b> .....	<b>176</b>
<i>EFFECT OF DEMOGRAPHIC FACTORS OVER THE ACHIEVEMENT MOTIVATION OF THE STUDENTS AT UNIVERSITY LEVEL IN ISLAMABAD</i> .....	
	176
<b>Abstract ID: AIC-2017-GDHEC-67</b> .....	<b>176</b>
<i>GLOBAL NETWORK DEVELOPMENT ON KOREAN HUNTINGTON'S DISEASE ASSOCIATION INCREASED GOVERNMENT HEALTHCARE CIVILIZATION WITH EDUCATION NATION-WIDE.</i> .....	
	176
<b>Abstract ID: AIC-2017-GDHEC-71</b> .....	<b>177</b>
<i>PALESTINE CONFLICT: AN ANOTHER PERSPECTIVE FROM THE REALM OF CONFISCATION OF LAND AND LEGITIMIZATION</i> .....	
	177
<b>Abstract ID: AIC-2017-GDHEC-72</b> .....	<b>177</b>
<i>AN ANALYTICAL REPERTOIRE APPROACH FOR REVIEW OF BDS CAMPAIGN AND PALESTINIAN SOLIDARITY</i> .....	
	177
<b>Abstract ID: AIC-2017-GDHEC-77</b> .....	<b>177</b>
<i>INTEGRATION OF MOBILE SMARTPHONES IN SELECTED TERTIARY INSTITUTIONS IN JIGAWA STATE, NIGERIA AS A VIABLE TOOL FOR RESEARCH AND DEVELOPMENT</i> .....	
	177
<b>Abstract ID: AIC-2017-AMOS-79</b> .....	<b>178</b>
<i>GLOBAL DEVELOPMENT IN HUMANITIES, EDUCATION AND CIVILIZATION</i> .....	
	178
<b>Abstract ID: AIC-2017-GDHEC-85</b> .....	<b>178</b>
<i>IMPACT OF TRADITIONAL INSTITUTION ON NATIONAL INTEGRATION: A NIGERIAN PERSPECTIVE</i> .....	
	178
<b>Abstract ID: AIC-2017-GDHEC-88</b> .....	<b>178</b>
<i>SUICIDAL BEHAVIOR AMONG YOUTH WITH SENSORY IMPAIRMENT: PREVALENCE AND COMPARISON</i> .....	
	178
<b>Abstract ID: AIC-2017-GDHEC-92</b> .....	<b>178</b>
<i>A CRITICAL ANALYSIS OF TERRORIST GROUP IN SOUTH EAST ASIA</i> .....	
	178
<b>Abstract ID: AIC-2017-GDHEC-94</b> .....	<b>179</b>

<i>THE USE OF MUSIC FOR CHILDREN WITH SPECIAL NEEDS: EDUCATION OR THERAPY? (AN INTERDISCIPLINARY COMPARISON)</i> .....	179
<b>Abstract ID: AIC-2017-GDHEC-95</b> .....	<b>179</b>
<i>THE CONTRIBUTIONS OF WORLD MUSIC ASSOCIATION TO THE CULTURAL AND ARTISTIC LIFE OF BURSA</i> .....	179
<b>Abstract ID: AIC-2017-GDHEC-109</b> .....	<b>180</b>
<i>AMBIGUITY IN RISK COMMUNICATION: A FORENSIC STUDY OF PATIENT INFORMATION LEAFLETS</i> .....	180
<b>Abstract ID: AIC-2017-GDHEC-110</b> .....	<b>180</b>
<i>INFLUENCE OF TERRORISM ON EDUCATIONAL INSTITUTIONS: PERCEPTIONS OF UNIVERSITY STUDENTS</i> .....	180
<b>Abstract ID: AIC-2017-GDHEC-111</b> .....	<b>180</b>
<i>MORAL DISENGAGEMENT, PROSOCIAL PERSONALITY AND SOCIALLY DESIRABLE BEHAVIOR IN POLICE OFFICER</i> .....	180
<b>Abstract ID: AIC-2017-GDHEC-122</b> .....	<b>181</b>
<i>IMPLICATIONS OF DRONES ON ECONOMIC, POLITICAL AND SOCIAL CORRIDORS OF FATA REGION</i> .....	181
<b>Abstract ID: AIC-2017-GDHEC-124</b> .....	<b>181</b>
<i>COMMUNITY OUTREACH AS STRATEGY FOR ACTUALIZING SUSTAINABLE DEVELOPMENT GOALS IN NIGERIA: ROLES OF LIBRARIES</i> .....	181
<b>Abstract ID: AIC-2017-GDHEC-125</b> .....	<b>181</b>
<i>GENDER IN HAMID'S FICTION: REFLECTION OF CULTURAL PARADIGM SHIFT BREWING AMONG PAKISTANI WOMEN</i> .....	181
<b>Abstract ID: AIC-2017-GDHEC-126</b> .....	<b>182</b>
<i>BINARISM AND HYBRIDITY- COMPLEMENTARY CULTURAL PHENOMENA FOR PAKISTANI DIASPORA IN THE WEST: A COMPARATIVE STUDY OF MOHSIN HAMID'S THE RELUCTANT FUNDAMENTALIST AND NADEEM ASLAM'S MAPS FOR LOST LOVERS</i> .....	182
<b>Abstract ID: AIC-2017-GDHEC-127</b> .....	<b>182</b>
<i>COMMUNICATION PATTERN OF KYAI AND STUDENTS AT PONDOK PESANTREN TARBIYAH WILDAN CASE STUDY ABOUT COMMUNICATION PATTERN OF KYAI AND SANTRI FAMILY IN PONDOK PESANTREN TARBIYAH WILDAN RAWA MERTA KABUPATEN KARAWANG</i> .....	182
<b>Abstract ID: AIC-2017-GDHEC-129</b> .....	<b>182</b>
<i>AN ANALYSIS OF MEN'S PERCEPTION REGARDING WOMEN RELIGIOUS EMPOWERMENT IN RURAL AREAS OF KHYBER PAKHTUNKHWA PAKISTAN</i> .....	182
<b>Abstract ID: AIC-2017-GDHEC-131</b> .....	<b>183</b>
<i>DEVOLUTION AND PUBLIC SERVICE DELIVERY OF EDUCATION IN SINDH- PAKISTAN</i> ...	183
<b>Abstract ID: AIC-2017-GDHEC-137</b> .....	<b>183</b>
<i>MEDIA USE AND OBESITY IN SABAH MALAYSIA</i> .....	183
<b>Abstract ID: AIC-2017-GDHEC-139</b> .....	<b>183</b>
<i>PARENTAL ATTITUDES TOWARDS PARTICIPATION OF FEMALE STUDENTS IN CO CURRICULAR ACTIVITIES AT SECONDARY LEVEL IN PAKISTAN</i> .....	183
<b>Abstract ID: AIC-2017-GDHEC-146</b> .....	<b>184</b>
<i>POLICIES VS IMPLEMENTATIONS IN COMMUNITY BASED PROGRAMS: EVERYTHING HAPPENS FOR A REASON "A QUALITATIVE STUDY TO EXPLORE THE GAPS"</i> .....	184
<b>Abstract ID: AIC-2017-GDHEC-155</b> .....	<b>184</b>
<i>ENGLISH FOR ACADEMIC PREPARATION PROGRAM: AN EXPERIENTIAL EXPEDITION</i> ...	184
<b>Abstract ID: AIC-2017-GDHEC-156</b> .....	<b>184</b>
<i>EXPLORING THE IMPACT OF ETHNOCENTRISM ON INTERCULTURAL INTERACTION AMONG NON-NATIVE MANDARIN SPEAKERS AND NON-MANDARIN SPEAKERS</i> .....	184
<b>Abstract ID: AIC-2017-GDHEC-169 &amp; GDHEC-108</b> .....	<b>185</b>
<i>AN ANALYSIS OF GENDER REPRESENTATION IN PAKISTANI TEXTBOOKS</i> .....	185
<b>Abstract ID: AIC-2017-GDHEC-175</b> .....	<b>185</b>
<i>TRANSLATOR'S VISIBILITY: A LINGUISTIC ANALYSIS OF ENGLISH TRANSLATIONS OF THE SELECTED VERSES OF THE HOLY QUR'AN</i> .....	185
<b>Abstract ID: AIC-2017-GDHEC-179</b> .....	<b>185</b>

<i>ARCHETYPAL DECONSTRUCTION IN MAHASWETA DEVI'S</i> .....	185
<b>Abstract ID: AIC-2017-GDHEC-182</b> .....	<b>186</b>
<i>SELF-REGULATION AND ACADEMIC ACHIEVEMENT: A COMPARATIVE ANALYSIS OF HIGH AND LOW ACADEMIC ACHIEVERS</i> .....	186
<b>Abstract ID: AIC-2017-GDHEC-184</b> .....	<b>186</b>
<i>TEACHER CLASSROOM QUESTIONING IN THE TEACHING OF ENGLISH SUBJECTS</i> .....	186
<b>Abstract ID: AIC-2017-GDHEC-190</b> .....	<b>186</b>
<i>DEVELOP THE CONCEPT OF SUSTAINABLE RESIDENTIAL COLLEGE: STUDY A ROOM SPACE</i> .....	186
<b>Abstract ID: AIC-2017-GDHEC-200</b> .....	<b>187</b>
<i>UNDERGRADUATE STUDENTS' SELF-EFFICACY IN LEARNING PROGRAMMING</i> .....	187
<b>Abstract ID: AIC-2017-GDHEC-208</b> .....	<b>187</b>
<i>THE STRUCTURE OF ENGINEERING INTERNSHIP IN PUBLIC AND PRIVATE UNIVERSITIES IN MALAYSIA</i> .....	187
<b>Abstract ID: AIC-2017-GDHEC-210</b> .....	<b>187</b>
<i>EXPLORING THE POTENTIAL NEEDS OF A MENTORING RELATIONSHIP BETWEEN YOUNG ACADEMICS AND SENIOR FACULTY MEMBERS IN HIGHER EDUCATION IN PAKISTAN</i> ....	187
<b>Abstract ID: AIC-2017-GDHEC-212</b> .....	<b>188</b>
<i>USAGE OF ONLINE LEARNING RESOURCES AMONG ACADEMIC STAFF AT A MALAYSIAN UNIVERSITY</i> .....	188
<b>Abstract ID: AIC-2017-GDHEC-218</b> .....	<b>188</b>
<i>LEARNING AND PRACTICING OF INNOVATIVE PEDAGOGICAL SKILLS OF PROSPECTIVE TEACHERS' IN TEACHING PRACTICUM AT B. ED (HONS) ELEMENTARY PROGRAM</i> .....	188
<b>Abstract ID: AIC-2017-GDHEC-222</b> .....	<b>188</b>
<i>SPIRITUAL WELL-BEING TO ADOLESCENT WHO DIFFICULT TO MANAGE IN THE SCHOOL</i> .....	188
<b>Abstract ID: AIC-2017-GDHEC-224</b> .....	<b>189</b>
<i>EDUCATORS VIEWS REGARDING INTEGRATION OF EDUCATIONAL VIDEOS AND GAMES INTO SOCIAL STUDIES TEACHING; A QUALITATIVE INQUIRY</i> .....	189
<b>Abstract ID: AIC-2017-GDHEC-227</b> .....	<b>189</b>
<i>THE SIGNIFICANT EFFECTS OF COMMUNICATION ACTIVITIES IN THE CO-CURRICULAR TOWARDS REDUCING SHYNESS AMONGST ELEMENTARY SCHOOL CHILDREN</i> .....	189
<b>Abstract ID: AIC-2017-GDHEC-231</b> .....	<b>189</b>
<i>ASSOCIATION OF DIVIDEND AND SHARE PRICE IN LONGRUN</i> .....	189
<b>Abstract ID: AIC-2017-GDHEC-233</b> .....	<b>190</b>
<i>BLOGGING AND POLITICAL ORIENTATIONS</i> .....	190
<b>Abstract ID: AIC-2017-GDHEC-234</b> .....	<b>190</b>
<i>KNOWLEDGE AND AWARENESS ON ENVIRONMENTAL SECURITY</i> .....	190
<b>Abstract ID: AIC-2017-GDHEC-235</b> .....	<b>190</b>
<i>EXPLOITING LEXICAL AMBIGUITY AND MISUNDERSTANDING IN SOFTWARE ENGINEERING WITH REGARDS TO ENGLISH LANGUAGE</i> .....	190
<b>Abstract ID: AIC-2017-GDHEC-236</b> .....	<b>191</b>
<i>FLUID CONSUMPTION AND HYDRATION STATUS IN TENNIS ATHLETES</i> .....	191
<b>Abstract ID: AIC-2017-GDHEC-237</b> .....	<b>191</b>
<i>THE STUDY OF LEARNING AND CONCEPT OF MATHEMATICAL SCIENCE : CHARACTER FORMING OF HONEST HUMAN AND TOLERANCE</i> .....	191
<b>Abstract ID: AIC-2017-GDHEC-238</b> .....	<b>191</b>
<i>THE DIFFERENT EFFECT OF VIDEO IMAGERY AND SCRIPT IMAGERY ON BEGINNER TENNIS FOREHAND SKILL</i> .....	191
<b>Abstract ID: AIC-2017-GDHEC-240</b> .....	<b>192</b>
<i>INTRINSIC &amp; EXTRINSIC FACTORS OF JOB HOPPING: A PERSPECTIVE FROM FINAL YEAR BUSINESS STUDENT</i> .....	192
<b>Abstract ID: AIC-2017-GDHEC-247</b> .....	<b>192</b>
<i>GLOBAL LEADERSHIP STUDY IN EMERGING MARKET - SURVEY OF BUSINESS LEADERS OF PAKISTAN</i> .....	192

<b>Abstract ID: AIC-2017-GDHEC-248</b> .....	<b>192</b>
<i>A CONCEPTUAL FRAMEWORK FOR ONLINE AUTHENTIC LEARNING TO SUPPORT KNOWLEDGE CONSTRUCTION AMONG UNDERGRADUATES</i> .....	
	192
<b>Abstract ID: AIC-2017-GDHEC-254</b> .....	<b>192</b>
<i>READINESS OF TEACHERS TO TEACH STUDENTS WITH SPECIAL NEEDS IN MAINSTREAM SECONDARY SCHOOLS</i> .....	
	192
<b>Abstract ID: AIC-2017-GDHEC-260</b> .....	<b>193</b>
<i>FROM MYANMAR TO MALAYSIA: PROTRACTED REFUGEE SITUATIONS OF ROHINGYA PEOPLE</i> .....	
	193
<b>Abstract ID: AIC-2017-GDHEC-263</b> .....	<b>193</b>
<i>INCLUSIVE PHYSICAL EDUCATION IMPLEMENTATION: CASE STUDY IN YOGYAKARTA, INDONESIA</i> .....	
	193
<b>Abstract ID: AIC-2017-GDHEC-267</b> .....	<b>193</b>
<i>MEDIATING ROLE OF INTERPERSONAL EMPLOYEE CONFLICT ON THE RELATIONSHIP OF SERVANT LEADERSHIP AND EMPLOYEE TASK PERFORMANCE AND ORGANIZATION CITIZENSHIP BEHAVIOR IN MALAYSIAN TECHNICAL UNIVERSITY NETWORK (MTUN). ....</i>	
	193
<b>Abstract ID: AIC-2017-GDHEC-268</b> .....	<b>194</b>
<i>PERCEPTION OF INTERNAL QUALITY AUDITORS ON TRAINING, EXPERIENCE, INDEPENDENCE, PROFESSIONALISM, ACCOUNTABILITY, AND COMPETENCY: CASE STUDY ON UNIVERSITY</i> .....	
	194
<b>Abstract ID: AIC-2017-GDHEC-279</b> .....	<b>194</b>
<i>UTILIZING THE FLIPPED CLASSROOM APPROACH FOR THE TEACHING OF SCIENCE AT ELEMENTARY LEVEL: AN EXPERIMENTAL STUDY</i> .....	
	194
<b>Abstract ID: AIC-2017-GDHEC-280</b> .....	<b>194</b>
<i>FANATICISM OF A KOREAN BOY BAND “SHINEE” AS PERCEIVED BY K-POPERS “SHINEE WORLD INDONESIA” IN KARAWANG REGENCY</i> .....	
	194
<b>Abstract ID: AIC-2017-GDHEC-283</b> .....	<b>195</b>
<i>STUDENT PERCEPTIONS OF THE USE OF ASYNCHRONOUS DISCUSSION FORUMS, QUIZZES AND UPLOADED RESOURCES</i> .....	
	195
<b>Abstract ID: AIC-2017-GDHEC-288</b> .....	<b>195</b>
<i>THE INTERRELATIONSHIP OF PERSONALITY, SELF-EFFICACY AND ENTREPRENEURIAL INTENTION AMONG FUTURE TECHNICAL PROFESSIONALS</i> .....	
	195
<b>Abstract ID: AIC-2017-GDHEC-294</b> .....	<b>195</b>
<i>THROUGH A DIFFERENT LENS: ENGLISH TEACHERS’ PERCEPTIONS OF THE PROFESSIONAL UP-SKILLING OF ENGLISH LANGUAGE TEACHERS (PRO-ELT) PROGRAMME AND ITS EFFECTIVENESS</i> .....	
	195
<b>Abstract ID: AIC-2017-GDHEC-303</b> .....	<b>196</b>
<i>IMPACT OF ORGANIZATIONAL JUSTICE ON EMPLOYEE PERFORMANCE: MEDIATING ROLE OF EMOTIONAL INTELLIGENCE: AN ANALYSIS OF PUBLIC SECTOR ORGANIZATIONS OF PAKISTAN</i> .....	
	196
<b>Abstract ID: AIC-2017-GDHEC-304</b> .....	<b>196</b>
<i>DIGITAL MICRO-LEARNING (DML) BASED E-TRAINING FOR ENHANCING DIGITAL COMPETENCE OF TEACHER EDUCATORS</i> .....	
	196
<b>Abstract ID: AIC-2017-GDHEC-306</b> .....	<b>196</b>
<i>FIRM AND INDUSTRY LEVEL VARIABLES EFFECTS ON FINANCIAL DISTRESS PREDICTION</i> .....	
	196
<b>Abstract ID: AIC-2017-GDHEC-307</b> .....	<b>197</b>
<i>MULTICULTURALISM EDUCATION IN THE ART OF TELEVISION ADVERTISING: A RESPONSE AND CREATION OF AUDIENCES CULTURAL TOLERANCE</i> .....	
	197
<b>Abstract ID: AIC-2017-GDHEC-314</b> .....	<b>197</b>
<i>THE EFFECT OF WORK LOAD UPON WORK SATISFACTION LECTURER WITH WORK STRESS AS A MEDIATION VARIABLE</i> .....	
	197
<b>Abstract ID: AIC-2017-GDHEC-322</b> .....	<b>197</b>
<i>ECO-TAINMENT DIGITAL LIBRARY AND LEISURE TOURISM: A PRACTICAL APPROACH FOR GENERATION Z</i> .....	
	197

<b>Abstract ID: AIC-2017-GDHEC-323</b> .....	<b>198</b>
<i>THE PRACTICE IMPLICATIONS OF COGNITIVE EDUCATION TO EARLY CHILDHOOD EDUCATION LEARNING ENVIRONMENT: A RESEARCH SYNTHESIS</i> .....	
	198
<b>Abstract ID: AIC-2017-GDHEC-325</b> .....	<b>198</b>
<i>TEACHERS' LEVEL OF KNOWLEDGE AND ICT USE INTO PEDAGOGY</i> .....	
	198
<b>Abstract ID: AIC-2017-GDHEC-347</b> .....	<b>198</b>
<i>COMMUNICATION PATTERN OF KYAI AND SANTRI AT PONDOK PESANTREN TARBIYAH WILDAN RAWA MERTA KABUPATEN KARAWANG</i> .....	
	198
<b>Abstract ID: AIC-2017-GDHEC-349</b> .....	<b>199</b>
<i>HEALTH COMMUNICATION STRATEGY KARAWANG REGENCY GOVERNMENT IN REDUCING MATERNAL MORTALITY AND INFANT MORTALITY RATE</i> .....	
	199
<b>Abstract ID: AIC-2017-GDHEC-350</b> .....	<b>199</b>
<i>RELATIONSHIP BETWEEN HYDRATION STATUS AND FLUID CONSUMPTION IN BASKETBALL ATHLETES</i> .....	
	199
<b>Abstract ID: AIC-2017-GDHEC-364</b> .....	<b>199</b>
<i>CROSS CULTURAL ANALYSIS ON ELECTRONIC APPLIANCE PURCHASING CONSIDERATION AND USING BEHAVIOUR IN RESIDENTIAL SECTOR BETWEEN MALAYSIA AND JAPAN</i> .....	
	199
<b>Abstract ID: AIC-2017-GDHEC-374</b> .....	<b>199</b>
<i>YOUNG GARUDA INDONESIA (GMI) AS INNOVATION CHARACTER EDUCATION PROGRAM FOR ELEMENTARY SCHOOL STUDENTS</i> .....	
	199
<b>Abstract ID: AIC-2017-GDHEC-380</b> .....	<b>200</b>
<i>COMPARATIVE EFFECTIVENESS OF TECHNOLOGY ENHANCED, GUIDED AND DIRECT LEARNING ON STUDENTS' PERFORMANCE IN CREATIVE ART IN NIGERIA</i> .....	
	200
<b>Abstract ID: AIC-2017-GDHEC-382</b> .....	<b>200</b>
<i>EVALUATION OF THE RESOURCES FOR THE IMPLEMENTATION OF SCIENCE CURRICULA FOR SENIOR SECONDARY SCHOOLS IN NIGERIA</i> .....	
	200
<b>Abstract ID: AIC-2017-GDHEC-391</b> .....	<b>200</b>
<i>DEVELOPING CIVIL SOCIETY: CAN WE EXPECT NGO ?</i> .....	
	200
<b>Abstract ID: AIC-2017-GDHEC-395</b> .....	<b>201</b>
<i>ASPECTS OF LAND USE GOVERNANCE ON PANGKOR ISLAND</i> .....	
	201
<b>Abstract ID: AIC-2017-GDHEC-400</b> .....	<b>201</b>
<i>APPLICATION OF BOS IN FORMULATION OF KPIS FOR MANAGING TRAINING PROGRAM IN PROFESSIONAL AND SCIENCE EDUCATION</i> .....	
	201
<b>Abstract ID: AIC-2017-GDHEC-405</b> .....	<b>201</b>
<i>THE ROLE OF TEACHERS ON CHARACTER EDUCATION STUDENTS PRIMARY SCHOOL</i> ....	
	201
<b>Abstract ID: AIC-2017-GDHEC-409</b> .....	<b>202</b>
<i>AN ASSESSMENT OF IN CAMPUS MOSQUE OPEN COURTYARD DESIGN FROM USERS PERCEPTION FOR SUSTAINABLE LIVING</i> .....	
	202
<b>Abstract ID: AIC-2017-GDHEC-413</b> .....	<b>202</b>
<i>CLUSTER PROFILES OF ACHIEVEMENT GOAL ORIENTATIONS AND WELL- BEING AMONG THE SECONDARY SCHOOL STUDENTS</i> .....	
	202
<b>Abstract ID: AIC-2017-GDHEC-417</b> .....	<b>202</b>
<i>THE SUBJECTS REQUIRED BY INDUSTRIES FOR ENGINEERING TECHNOLOGY STUDENTS IN UNIVERSITI TUN HUSSEIN ONN MALAYSIA</i> .....	
	202
<b>Abstract ID: AIC-2017-GDHEC-426</b> .....	<b>203</b>
<i>THE IMPACT OF LEADERSHIP STYLES AND HUMAN RESOURCE PRACTICES ON COMMITMENT-TO-CHANGE</i> .....	
	203
<b>Abstract ID: AIC-2017-GDHEC-443</b> .....	<b>203</b>
<i>LEARNING GRAMMAR IN A FUN WAY WITH GIGVAGANZA</i> .....	
	203
<b>Abstract ID: AIC-2017-GDHEC-445</b> .....	<b>203</b>
<i>TEACHER JOB SATISFACTION: A STUDY IN SECONDARY SCHOOLS OF BANGLADESH</i> .....	
	203
<b>Abstract ID: AIC-2017-GDHEC-453</b> .....	<b>204</b>
<i>ETNOGRAPHY IN THE COURT ROOM</i> .....	
	204
<b>Abstract ID: AIC-2017-GDHEC-454</b> .....	<b>204</b>
<i>GLASS CEILING IN IRAN: A NARRATIVE FROM FEMALE FACULTY MEMBERS</i> .....	
	204

<b>Abstract ID: AIC-2017-GDHEC-455</b> .....	<b>204</b>
<i>APPLICATION OF PROJECT METHODS TO INCREASE STUDENT LEARNING ACTIVITIES AT LEARNING LANGUAGE INDONESIAN SUBJECT TO WRITE REPORT</i> .....	
	204
<b>Abstract ID: AIC-2017-GDHEC-461</b> .....	<b>205</b>
<i>ORGANIZATIONAL CLIMATE AND KNOWLEDGE SHARING: A MODERATING ROLE OF COGNITIVE BASED TRUST AMONG HEALTH CARE PROFESSIONALS</i> .....	
	205
<b>Abstract ID: AIC-2017-GDHEC-467</b> .....	<b>205</b>
<i>THE LINK BETWEEN LIFE EFFECTIVENESS, WELL-BEING AND LIFE SATISFACTION AMONG COMMUNITIES OF SEPANGGAR ISLAND</i> .....	
	205
<b>Abstract ID: AIC-2017-GDHEC-476</b> .....	<b>205</b>
<i>TRANSFORMATIVE LEARNING IN RESPONSE TO CLIMATE CHANGE: A CASE STUDY FROM VIETNAM'S MEKONG DELTA</i> .....	
	205
<b>Abstract ID: AIC-2017-GDHEC-478</b> .....	<b>206</b>
<i>ANALYSIS ABOUT EVOLUTION OF 'ISLAM NUSANTARA' CONCEPT: BETWEEN TRADITIONAL AND CONTEMPORARY THOUGHTS IN INDONESIA</i> .....	
	206
<b>Abstract ID: AIC-2017-GDHEC-479</b> .....	<b>206</b>
<i>POLITICAL DYNASTY IN REGIONAL LEADERSHIP, HUMAN RESOURCES, ECONOMIC DEVELOPMENT AN INDONESIA EMPIRICAL EXPERIENCE</i> .....	
	206
<b>Abstract ID: AIC-2017-GDHEC-482</b> .....	<b>206</b>
<i>ANTISEDEN MODEL OF EMPOWERMENT AND PERFORMANCE OF EMPLOYEES OF ACEH GOVERNMENT WITH WORK MOTIVATION AS THE INTERVENING VARIABLE</i> .....	
	206
<b>Abstract ID: AIC-2017-GDHEC-485</b> .....	<b>206</b>
<i>REVIEW OF EFFECTIVE PROFESSIONAL DEVELOPMENT</i> .....	
	206
<b>Abstract ID: AIC-2017-GDHEC-486</b> .....	<b>207</b>
<i>STRUCTURAL STUDY OF "PUI SI MENOLAK KORUPSI" AS AN ALTERNATIVE OF LITERARY APPRECIATION FOR HIGH SCHOOL STUDENTS</i> .....	
	207
<b>Abstract ID: AIC-2017-GDHEC-489</b> .....	<b>207</b>
<i>CLASSIFICATION OF E-LEARNING TOOLS FOR TEACHING HIGHER ORDER THINKING SKILLS (HOTS) IN THE CLASSROOM</i> .....	
	207
<b>Abstract ID: AIC-2017-GDHEC-493</b> .....	<b>207</b>
<i>GLOBAL CITIZENSHIP EDUCATION TEACHINGS IN THE SECONDARY SCHOOL CURRICULUM OF IRAN</i> .....	
	207
<b>Abstract ID: AIC-2017-GDHEC-494</b> .....	<b>208</b>
<i>THE ROLE OF STUDENT MATHEMATICAL DISPOSITION IN PREDICTING PROBLEM SOLVING ABILITIES</i> .....	
	208
<b>Abstract ID: AIC-2017-GDHEC-497</b> .....	<b>208</b>
<i>EFFECT OF DIALOGICAL PEDAGOGY PRACTICE TO ENHANCE LEARNING QUALITY</i> .....	
	208
<b>Abstract ID: AIC-2017-GDHEC-500</b> .....	<b>208</b>
<i>ANALYSIS OF SILENT LETTER SPELLING ERRORS COMMITTED BY ARAB LEARNERS AT FOUNDATION LEVEL</i> .....	
	208
<b>Abstract ID: AIC-2017-GDHEC-502</b> .....	<b>209</b>
<i>THE IMPACT OF STRESS AND ANXIETY ON STUDENT ACHIEVEMENT IN COLLEGE</i> .....	
	209
<b>Abstract ID: AIC-2017-GDHEC-503</b> .....	<b>209</b>
<i>AVAILABILITY OF TEACHING MATERIALS BASED THE LOCAL WISDOM TO DEVELOPE STUDENT NATIONALISM: A SURVEY FROM INDONESIA</i> .....	
	209
<b>Abstract ID: AIC-2017-GDHEC-505</b> .....	<b>209</b>
<i>GRADE 7 VISUAL STUDENT MISTAKES IN MATHEMATICS PROBLEM SOLVING ABOUT QUADRILATERAL</i> .....	
	209
<b>Abstract ID: AIC-2017-GDHEC-507</b> .....	<b>210</b>
<i>ANALYSIS OF CHARACTERISTICS OF ASSESSMENT MODELS IN LEARNING INDONESIA LANGUAGE BASED ON TEXT IN CURRICULUM OF 2013</i> .....	
	210
<b>Abstract ID: AIC-2017-GDHEC-508 &amp; GDHEC 506</b> .....	<b>210</b>
<i>ANALYSIS OF SOCIAL AND CULTURAL CHANGE DUE TO TRANSFER OF FARMING LAND EXEMPTION TO INDUSTRIAL LAND IN THE DISTRICT OF SUKALUYU, CIANJUR, WEST JAVA</i> .....	
	210



<b>Abstract ID: AIC-2017-GDHEC-509</b> .....	<b>210</b>
<i>REGULAR TEACHERS' ATITUDES TOWARD STUDENTS WITH SPECIAL NEEDS IN INCLUSIVE SCHOOLS: A REVIEW OF THE LITERATURE</i> .....	
	210
<b>Abstract ID: AIC-2017-GDHEC-511</b> .....	<b>210</b>
<i>WRITING WITH EASE: INTEGRATING ONLINE COLLABORATIVE LEARNING TOOLS IN EDMODO</i> .....	
	210
<b>Abstract ID: AIC-2017-GDHEC-518</b> .....	<b>211</b>
<i>CORPORATE GOVERNANCE IN MALAYSIA: ONLY FOR LARGE COMPANIES?</i> .....	
	211
<b>Abstract ID: AIC-2017-GDHEC-524</b> .....	<b>211</b>
<i>A FRAMEWORK FOR QUALITY IMPROVEMENT IN QUANTITY SURVEYING UNDERGRADUATE RESEARCH</i> .....	
	211
<b>Abstract ID: AIC-2017-GDHEC-531</b> .....	<b>211</b>
<i>A LEARNING MODEL FOR DANCE EDUCATION: IMPROVING KINESTHETIC INTELLIGENCE OF EARLY CHILDHOOD EDUCATION STUDENT</i> .....	
	211
<b>Abstract ID: AIC-2017-GDHEC-532</b> .....	<b>212</b>
<i>MORAL DISENGAGEMENT IN MIDDLE SCHOOL STUDENTS: THE ROLE OF GENDER</i> .....	
	212
<b>Abstract ID: AIC-2017-GDHEC-540</b> .....	<b>212</b>
<i>A SYSTEMATIC LITERATURE REVIEW: HUMAN ROLE, COMPETENCIES AND SKILLS IN INDUSTRY 4.0</i> .....	
	212
<b>Abstract ID: AIC-2017-GDHEC-545</b> .....	<b>212</b>
<i>INTERRELATION BETWEEN ACADEMIC SELF-CONCEPT AND ATTAINMENT: A MULTI-LEVEL MULTI-VARIATE ANALYSIS</i> .....	
	212
<b>Abstract ID: AIC-2017-GDHEC-547</b> .....	<b>213</b>
<i>FACTORS INFLUENCING THE SUCCESS OF TEACHING UNIVERSITY STUDENTS PGRI SEMARANG IN INTERNATIONAL PPL PROGRAM IN MALAYSIA</i> .....	
	213
<b>Abstract ID: AIC-2017-GDHEC-549</b> .....	<b>213</b>
<i>STRATEGIC APPROACHES FOR BUILDING WORLD CLASS UNIVERSITIES IN YEMEN: REQUIREMENTS AND INITIATIVES FROM THE PERSPECTIVE OF YEMENI HIGHER EDUCATION EXPERTS</i> .....	
	213
<b>Abstract ID: AIC-2017-GDHEC-550</b> .....	<b>213</b>
<i>THE EFFECT OF MANAGEMENT FOCAL COMPETENCIES ON UNIVERSITIES AND HIGHER EDUCATION INSTITUTIONS QUALITY WARRANTY</i> .....	
	213
<b>Abstract ID: AIC-2017-GDHEC-551</b> .....	<b>214</b>
<i>A BIBLIOMETRIC ANALYSIS OF THE JOURNAL STUDIES IN HIGHER EDUCATION (1990 - 2016)</i> .....	
	214
<b>Abstract ID: AIC-2017-GDHEC-553</b> .....	<b>214</b>
<i>A QUALITATIVE INQUIRY INTO THE LIVED EXPERIENCES OF INTERCULTURAL MARRIED COUPLES</i> .....	
	214
<b>Abstract ID: AIC-2017-GDHEC-556</b> .....	<b>214</b>
<i>ENTREPRENEURSHIP CURRICULUM DEVELOPMENT IN SENIOR HIGH SCHOOL</i> .....	
	214
<b>Abstract ID: AIC-2017-GDHEC-560</b> .....	<b>214</b>
<i>PREDICTING ENVIRONMENTAL LEADERSHIP BASED ON PERSONALITY AND ITS CONSTRUCT VALIDITY</i> .....	
	214
<b>Abstract ID: AIC-2017-GDHEC-561</b> .....	<b>215</b>
<i>MEDIATING ROLE OF TEACHERS INTEGRITY BETWEEN INSTRUCTIONAL LEADERSHIP AND TEACHERS CITIZENSHIP BEHAVIOR</i> .....	
	215
<b>Abstract ID: AIC-2017-GDHEC-562</b> .....	<b>215</b>
<i>UNDERSTANDING SPIRITUAL INTELLIGENCE AND AFFECTIVE COMMITMENT AMONG POLICE OFFICERS IN MALAYSIA: THE MEDIATING ROLE OF WORK ENGAGEMENT</i> .....	
	215
<b>Abstract ID: AIC-2017-GDHEC-568</b> .....	<b>216</b>
<i>THE EFFECT OF MINDFUL BREATHING PRACTICE ON SPEAKING ANXIETY OF ENGLISH AS A FOREIGN LANGUAGE (EFL) UNDERGRADUATE STUDENTS</i> .....	
	216
<b>Abstract ID: AIC-2017-GDHEC-569</b> .....	<b>216</b>
<i>SEXUAL HARASSMENT ON CAMPUS: AWARENESS, RISK FACTOR AND EFFECT AMONG UNDERGRADUATE STUDENTS' IN HIGHER EDUCATION IN MALAYSIA</i> .....	
	216

<b>Abstract ID: AIC-2017-GDHEC-573.....</b>	<b>216</b>
<i>INVESTIGATION OF TEACHER COMPETENCY IN TEACHING AND LEARNING PROCESS OF 6TH GRADE IN SOLTAN ABAD.....</i>	
<b>Abstract ID: AIC-2017-GDHEC-577.....</b>	<b>217</b>
<i>A COMPARATIVE AND NARRATIVE ANALYSIS: EXECUTIVE LEADER AS TEAM BUILDER AT UNIVERSITY LEVEL.....</i>	
<b>Abstract ID: AIC-2017-GDHEC-578.....</b>	<b>217</b>
<i>CURRENT PRACTICES OF READING SKILLS IN THE CLASSROOM OF GOVERNMENT PRIMARY SCHOOLS IN BANGLADESH.....</i>	
<b>Abstract ID: AIC-2017-GDHEC-582.....</b>	<b>217</b>
<i>UNDERSTANDING INDONESIA GENERATION Z.....</i>	
<b>Abstract ID: AIC-2017-GDHEC-584.....</b>	<b>218</b>
<i>DEVELOP PHYSICAL FITNESS INDEX FOR EVALUATE EXPLOSIVE POWER AMONG ARMY RESERVE OFFICER TRAINING UNIT CADET IN MALAYSIA.....</i>	
<b>Abstract ID: AIC-2017-GDHEC-585.....</b>	<b>218</b>
<i>DEVELOPING WEBQUEST 2.0 MODEL FOR PROMOTING COMPUTATIONAL THINKING SKILL.....</i>	
<b>Abstract ID: AIC-2017-GDHEC-588.....</b>	<b>218</b>
<i>LEVEL OF HAPPINESS AMONG WORKING AND NON-WORKING WORKING INDIVIDUALS.....</i>	
<b>Abstract ID: AIC-2017-GDHEC-594.....</b>	<b>219</b>
<i>IMPROMPTU INTERVIEW IN OVERCOMING LANGUAGE ANXIETY.....</i>	
<b>Abstract ID: AIC-2017-GDHEC-600.....</b>	<b>219</b>
<i>EXPLORATION OF SPIRITUAL ELEMENTS IN HOLISTIC-ENTREPRENEUR (HOLISTIC-E) : STUDENT DEVELOPMENT PERSPECTIVES.....</i>	
<b>Abstract ID: AIC-2017-GDHEC-605.....</b>	<b>219</b>
<i>EVALUATING THE USE OF HOT POTATOES IN LEARNING ACADEMIC WORD LIST.....</i>	
<b>Abstract ID: AIC-2017-GDHEC-606.....</b>	<b>220</b>
<i>STRATEGIES TO IMPROVE PROBATION STUDENTS' ACADEMIC PERFORMANCE IN AN AMERICAN DEGREE TRANSFER PROGRAM (ADP) IN MALAYSIA.....</i>	
<b>Abstract ID: AIC-2017-GDHEC-612 &amp; GDHEC 611.....</b>	<b>220</b>
<i>COMPARATIVE STUDY OF CITIZENSHIP EDUCATION OBJECTIVES IN IRAN, FINLAND AND THE UNITED STATES.....</i>	
<b>Abstract ID: AIC-2017-GDHEC-615.....</b>	<b>220</b>
<i>THE CHALLENGES TO THE DIFFUSION OF INNOVATION IN SMALL AND MEDIUM ENTERPRISES: CASE STUDY EVIDENCE OF SMES IN KHYBERPAKHTUNKHWA, PAKISTAN.....</i>	
<b>Abstract ID: AIC-2017-GDHEC-616 &amp; AMOS 592.....</b>	<b>221</b>
<i>A PHENOMENOLOGICAL STUDY ON TEACHER'S VIEW AND PERSPECTIVES ON USING TECHNOLOGY IN TEACHING AND LEARNING.....</i>	
<b>Abstract ID: AIC-2017-GDHEC-623.....</b>	<b>221</b>
<i>GOVERNMENT AS DOCTOR-HEALER: A CRITICAL METAPHOR ANALYSIS ON MALAYSIAN BUDGET SPEECHES.....</i>	
<b>Abstract ID: AIC-2017-GDHEC-628.....</b>	<b>221</b>
<i>THE IMPLEMENTATION OF CLT AT HIGHER SECONDARY EDUCATION IN BANGLADESH: TEACHERS' PERSPECTIVE.....</i>	
<b>Abstract ID: AIC-2017-GDHEC-636.....</b>	<b>221</b>
<i>THEORIES SURROUNDING CORPORATE SOCIAL RESPONSIBILITY (CSR)-A REVIEW OF LITERATURE.....</i>	
<b>Abstract ID: AIC-2017-GDHEC-641.....</b>	<b>222</b>
<i>RELATIONSHIP BETWEEN FISHERMAN KNOWLEDGE ABOUT ENVIRONMENTAL SANITATION, HEALTHY LIFE, AND INCOME ON QUALITY OF FISHERMAN ENVIRONMENTAL HEALTHY HOUSING,.....</i>	
<b>Abstract ID: AIC-2017-GDHEC-645.....</b>	<b>222</b>
<i>IMPROVING THE ABILITY OF MATHEMATIC REPRESENTATION CAPABILITIES AND STUDENTS SKILLS IN FACTORING QUADRATIC FORMS BY USING VARIOUS SOLUTIONS.....</i>	
<b>Abstract ID: AIC-2017-GDHEC-648.....</b>	<b>222</b>

<i>SPIRITUAL WELL-BEING OF ADOLESCENTS THAT ARE DIFFICULT TO MANAGE AT SCHOOL</i>	222
<b>Abstract ID: AIC-2017-GDHEC-657</b> .....	<b>223</b>
<i>VOCABULARY LEARNING STRATEGIES AMONG SAUDI ENGLISH MAJOR STUDENTS: STRATEGY USE AND GENDER</i> .....	223
<b>Abstract ID: AIC-2017-GDHEC-659</b> .....	<b>223</b>
<i>EFFECT OF MORAL WORK, THE TEACHING PROFESSION AND CHARACTER EDUCATION IN SHAPING THE CHARACTER OF THE STUDENTS AT SMAN 9 MANADO</i> .....	223
<b>Abstract ID: AIC-2017-GDHEC-660</b> .....	<b>223</b>
<i>RIGHT TO BREASTFEED: THE NEED FOR ADEQUATE FACILITIES IN PUBLIC INSTITUTION IN TERENGGANU</i> .....	223
<b>Abstract ID: AIC-2017-GDHEC-662</b> .....	<b>224</b>
<i>FLOOD RISK ON HOSPITAL UTILITY AND MITIGATION MEASURES</i> .....	224
<b>Abstract ID: AIC-2017-GDHEC-665</b> .....	<b>224</b>
<i>THE ROLE OF THREE EDUCATION CENTER FOR CHILDREN MOTIVATION IN LEARNING</i> .....	224
<b>Abstract ID: AIC-2017-GDHEC-666</b> .....	<b>224</b>
<i>ROLE OF UNIVERSITIES FOR THE DEVELOPMENT OF ENTREPRENEURIAL INTENTION IN PAKISTAN: EVIDENCE FROM GUESS DATA 2016</i> .....	224
<b>Abstract ID: AIC-2017-GDHEC-668</b> .....	<b>225</b>
<i>INTERACTIVE MULTIMEDIA LEARNING ON THE BASIS OF PROBLEM-BASED LEARNING (PBL) FOR VOCATIONAL HIGH SCHOOL STUDENTS</i> .....	225
<b>Abstract ID: AIC-2017-GDHEC-674</b> .....	<b>225</b>
<i>TO READ OR NOT TO READ</i> .....	225
<b>Abstract ID: AIC-2017-GDHEC-677</b> .....	<b>225</b>
<i>THE STATE AND THE ADMINISTRATION OF ISLAMIC CRIMINAL JUSTICE: COMPATIBILITY WITH FEDERALISM IN MALAYSIA</i> .....	225
<b>Abstract ID: AIC-2017-GDHEC-683</b> .....	<b>226</b>
<i>A CREATIVE DANCE LEARNING MODEL: IMPROVING INTERPERSONAL INTELLIGENCE OF EARLY CHILDHOOD EDUCATION</i> .....	226
<b>Abstract ID: AIC-2017-GDHEC-685</b> .....	<b>226</b>
<i>COMPARATIVE THOUGHT BETWEEN TRADITIONAL AND CONTEMPORARY OF ISLAM NUSANTARA CONCEPT</i> .....	226
<b>Abstract ID: AIC-2017-GDHEC-687</b> .....	<b>226</b>
<i>TRADITIONAL AND CONTEMPORARY THOUGHTS OF ISLAM NUSANTARA: A COMPARATIVE STUDY</i> .....	226
<b>Abstract ID: AIC-2017-GDHEC-691</b> .....	<b>227</b>
<i>RANCANGAN AGAMA DI SALURAN TV3 SEBAGAI MEDIUM DAKWAH</i> .....	227
<b>Abstract ID: AIC-2017-GDHEC-694</b> .....	<b>227</b>
<i>BULLYING AMONG JAVANESE ETHNIC SENIOR HIGH SCHOOL STUDENTS</i> .....	227
<b>Abstract ID: AIC-2017-GDHEC-696</b> .....	<b>227</b>
<i>DIALECTICS OF ISLAMIC SHARIA COMMUNICATION IN BANDA ACEH DAYAH CULTURE</i> .....	227
<b>Abstract ID: AIC-2017-GDHEC-701</b> .....	<b>228</b>
<i>SERVICE QUALITY : A STUDY OF STUDENT SATISFACTION IN HIGHER INSTITUTION</i> .....	228
<b>Abstract ID: AIC-2017-GDHEC-706</b> .....	<b>228</b>
<i>MOOCS MALAYSIA: IMPROVING LOW STUDENTS' RETENTION WITH PREDICTIVE ANALYTIC</i> .....	228
<b>Abstract ID: AIC-2017-GDHEC-707</b> .....	<b>228</b>
<i>ANALYSIS OF TRADITIONAL MALAY HOUSE AS A DESIGN APPROACH FOR VERTICAL DWELLINGS TOWARDS GREEN DESIGN</i> .....	228
<b>Abstract ID: AIC-2017-GDHEC-708 &amp; FMM 703</b> .....	<b>229</b>
<i>DUAL ARCHIVE RECORD TO SUPPORT SCHOOL ACCOUNTABILITY</i> .....	229
<b>Abstract ID: AIC-2017-GDHEC-709</b> .....	<b>229</b>
<i>THE EFFECT OF COMPLEX TRAINING MANIPULATION ON STUDENT SPEED OF SPORT COACHING DEPARTMENT UNIVERSITAS NEGERI YOGYAKARTA</i> .....	229
<b>Abstract ID: AIC-2017-GDHEC-713</b> .....	<b>229</b>

<i>APPLIED ENTREPRENEURSHIP EDUCATION AT UNIVERSITY OF MANADO NORTH SULAWESI INDONESIA</i> .....	229
<b>Abstract ID: AIC-2017-GDHEC-716</b> .....	<b>230</b>
<i>THE IMPACT OF THE POTENTIAL SECTORS UTILIZATION, FOREIGN DIRECT INVESTMENT (FDI), POLITICAL STABILITY AND SECURITY AND EDUCATION TO ECONOMIC GROWTH: A STUDY IN INDONESIA ( PANEL DATA ANALYSIS )</i> .....	230
<b>Abstract ID: AIC-2017-GDHEC-721</b> .....	<b>230</b>
<i>BIOREMEDIATION OF HYDROCARBON OIL USING INDIGENOUS ISOLATE</i> .....	230
<b>Abstract ID: AIC-2017-GDHEC-724</b> .....	<b>230</b>
<i>THE RELATIONSHIP BETWEEN PREDICTOR VARIABLES AND PERFORMANCE IN MANAGING THE IMPLEMENTATION OF CURRICULUM IN CONTINUING EDUCATION CENTERS IN HO CHI MINH CITY, VIETNAM</i> .....	230
<b>Abstract ID: AIC-2017-GDHEC-727</b> .....	<b>231</b>
<i>ROBOTIC PROTOTYPE AND MODULE SPECIFICATION FOR INCREASING THE INTEREST OF MALAYSIA STUDENTS IN STEM</i> .....	231
<b>Abstract ID: AIC-2017-GDHEC-729</b> .....	<b>231</b>
<i>INCREASING CAPACITY / TEACHER'S COMPETENCY IN LEARNING PROCESS FOR CHILDREN'S IN JUVENILE INSTITUTION (LPKA) TANGGERANG, BANTEN, WEST JAVA</i> .....	231
<b>Abstract ID: AIC-2017-GDHEC-730</b> .....	<b>231</b>
<i>IMPLEMENTATION OF CHARACTER EDUCATION MODEL IN DI LEMBAGA PEMBINAAN KHUSUS ANAK</i> .....	231
<b>Abstract ID: AIC-2017-GDHEC-731</b> .....	<b>231</b>
<i>SERVICE LEARNING IN HIGHER EDUCATION: A LITERATURE REVIEW</i> .....	231
<b>Abstract ID: AIC-2017-GDHEC-732</b> .....	<b>232</b>
<i>TRAINING SCHOOL TEACHERS IN THE CONTEXT OF INTERNATIONAL INTEGRATION AND INDUSTRIAL REVOLUTION 4.0</i> .....	232
<b>Abstract ID: AIC-2017-GDHEC-733</b> .....	<b>232</b>
<i>SELF-EFFICACY IN CAREER CHOICE: THEORY COMPARISON PERSPECTIVE</i> .....	232
<b>Abstract ID: AIC-2017-GDHEC-734</b> .....	<b>232</b>
<i>COMPETENCY-BASED-TRAINING AND ASSESSMENT (CBTA) IN IMPLEMENTATION OF PENDIDIKAN ASAS VOKASIONAL (PAV)</i> .....	232
<b>Abstract ID: AIC-2017-GDHEC-736</b> .....	<b>233</b>
<i>SCHOOL VIOLENT BEHAVIOURS AND THE PREVENTION OF SCHOOL VIOLENCE BEHAVIOURS AMONG HIGH SCHOOL STUDENTS</i> .....	233
<b>Abstract ID: AIC-2017-GDHEC-744</b> .....	<b>233</b>
<i>THE USE OF INQUIRY-DISCOVERY METHOD AMONG TAMIL PRIMARY SCHOOL MATHEMATICS TEACHERS</i> .....	233
<b>Abstract ID: AIC-2017-GDHEC-748</b> .....	<b>233</b>
<i>THE VALUED LEARNING EXPERIENCE USING BLENDED LEARNING IN ELECTRICAL COURSES IN HIGHER EDUCATION</i> .....	233
<b>Abstract ID: AIC-2017-GDHEC-751</b> .....	<b>233</b>
<i>ONLINE INTERACTION MODEL FOR MOOC DESIGN</i> .....	233
<b>Abstract ID: AIC-2017-GDHEC-758</b> .....	<b>234</b>
<i>JALAN PENARIKAN: ANALYSIS OF ANCIENT ALTERNATIVE TRADE ROUTE BASED ON EARLIEST CARTOGRAPHIC AND TEXTUAL DATA</i> .....	234
<b>Abstract ID: AIC-2017-GDHEC-759</b> .....	<b>234</b>
<i>THE SUCCESS FACTOR OF ENTREPRENEURSHIP OF THE ORANG KUALA TRIBAL ORANG ASLI</i> .....	234
<b>Abstract ID: AIC-2017-GDHEC-763</b> .....	<b>234</b>
<i>THE DEVELOPMENT OF TEACHERS' ACADEMIC CULTURE TO ENHANCE TEACHERS' PEDAGOGIC COMPETENCE IN JUNIOR HIGH SCHOOL IN DUREN SAWIT SUB-DISTRICT, EAST JAKARTA</i> .....	234
<b>Abstract ID: AIC-2017-GDHEC-767</b> .....	<b>235</b>

<i>PARENTING PATTERN OF DUAL-CAREER PARENTS AND THEIR PARENTING PRACTICE IN IMPROVING EMPATHY TO PREVENT BULLYING ACT AMONG CHILDREN IN SALATIGA INDONESIA.....</i>	235
<b>Abstract ID: AIC-2017-GDHEC-769.....</b>	<b>236</b>
<i>THE CONTENT ASSESSMENT OF KUTTAB CURRICULUM TOWARDS STUDENTS MORAL MATURITY IN CLASS ROOM .....</i>	236
<b>Abstract ID: AIC-2017-GDHEC-776.....</b>	<b>236</b>
<i>THE PRACTICE OF SURYOMENTARAM EMPATHETIC PRETEND PLAY AS MEDIA OF PARENTING IN DEVELOPING EMPATHY TO PREVENT BULLYING ACT AMONG CHILDREN IN SALATIGA INDONESIA.....</i>	236
<b>Abstract ID: AIC-2017-GDHEC-777.....</b>	<b>236</b>
<i>CLAN CULTURE AND SPIRITUAL MOTIVATION TO DEVISE ACADEMICIANS' INTENTION TOWARDS TACIT KNOWLEDGE SHARING IN BUSINESS SCHOOLS OF PAKISTAN .....</i>	236
<b>Abstract ID: AIC-2017-GDHEC-781.....</b>	<b>237</b>
<i>A WIN-WIN APPROACH FOR UNIVERSITY AND SME SECTOR: EVIDENCE FROM APPLIED GERMAN UNIVERSITY FOR DEVELOPMENT OF MARKETING RESEARCH PROJECTS IN KENYA AND GHANA.....</i>	237
<b>Abstract ID: AIC-2017-GDHEC-784 &amp; GDHEC 783.....</b>	<b>237</b>
<i>COST AND BENEFIT ANALYSIS IN THE IMPLEMENTATION OF SMART INDONESIA PROGRAM THROUGH SMART CARD INDONESIA.....</i>	237
<b>Abstract ID: AIC-2017-GDHEC-788.....</b>	<b>237</b>
<i>MALAYSIAN COMPETITION ACT 2010: AN OVERVIEW.....</i>	237
<b>Abstract ID: AIC-2017-GDHEC-789.....</b>	<b>238</b>
<i>DEVELOP THE DIGITAL LITERACY EDUCATION FRAMEWORK TO ENHANCE ACADEMIC PERFORMANCE AND EMPLOYMENT OPPORTUNITIES IN MALAYSIA .....</i>	238
<b>Abstract ID: AIC-2017-GDHEC-799.....</b>	<b>238</b>
<i>STRENGTHENING NATIONAL IDENTITY THROUGH CIVIC EDUCATION FOR YOUNG CHILDREN: A CASE STUDY OF INDONESIA.....</i>	238
<b>Abstract ID: AIC-2017-GDHEC-804.....</b>	<b>238</b>
<i>CONSTRUCT DEVELOPMENT OF ASSESSMENT INSTRUMENT FOR EARLY AGE CHILDREN WITH SPECIAL NEEDS.....</i>	238
<b>Abstract ID: AIC-2017-GDHEC-805.....</b>	<b>238</b>
<i>THE EFFECTIVE DEVELOPMENT TECHNIQUES IN TEACHER WORKING GROUP MEETING TO IMPROVE TEACHER PROFESSIONALISM.....</i>	238
<b>Abstract ID: AIC-2017-GDHEC-808.....</b>	<b>239</b>
<i>EXPLORING THE NEED OF ENTREPRENEURSHIP EDUCATION IN NON-BUSINESS EDUCATIONAL INSTITUTIONS: A STUDY OF NON-BUSINESS EDUCATIONAL INSTITUTIONS OF LAHORE.....</i>	239
<b>Abstract ID: AIC-2017-GDHEC-813.....</b>	<b>239</b>
<i>DEVELOPMENT OF CAPACITY TEACHING COLLEGE STUDENT UNIVERSITI TEKNOLOGI MALAYSIA WITH EXPERIENTAL LEARNING MODEL IN SEMARANG INDONESIA SCHOOLS</i>	239
<b>Abstract ID: AIC-2017-GDHEC-815.....</b>	<b>240</b>
<i>USE OF ICTS IN ENGLISH LANGUAGE TEACHING (ELT) CLASSROOM AT UNDERGRADUATE LEVEL IN BANGLADESH .....</i>	240

Abstracts for ASIA International Conference (AIC 2017)

# AIC 2017

ASIA International Conference

Advances in Managing  
Operations and  
Sustainability  
(AMOS-2017)

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Sustainability  
(AMOS-2017)

**Abstract ID: AIC-2017-AMOS-13**

**ENVIRONMENTAL PROTECTION AS AN ETHICAL REQUIREMENT FOR COMMUNITY HEALTH**

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**Abstract**

*Environmental ethics and sustainable development are inexorably bound together as the decline of environmental conditions affect the population health resulting in increase the morbidity and mortality rates. The objective of this paper is to analyze the different factors contributing to environmental protection identifying the roles and responsibility of government, community and individuals. The methodology used is a literature review and critical analysis showing the environmental factors affecting community health, the socioeconomic conditions and quality of life and the responsibilities for protection of the environment. The different strategies for environmental protection is outlined in this paper. The conclusions of the study is that the main threats to the world health, to stability and even to mankind's existence itself comes from the synergetic interaction of the following three factors: poverty, population and environment. The study recommended the application of some strategies for better environmental protection such as policy, changing organization behavior, education protection, promoting community educator and strengthen individual knowledge and skills.*

**Keywords:** Ethical Environmental Issues.; Governmental Responsibility; Community Responsibility; Individual Responsibility; Governmental Strategy

**Abstract ID: AIC-2017-AMOS-19**

**SUSTAINABLE ENVIRONMENTAL MANAGEMENT IN NIGERIA: AN APPRAISAL**

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**Abstract**

*Sustainable development necessitates that a nation must meet the needs of the present without compromising the ability of future generations to meet their own desired goals. Therefore, there is need by all nations to struggle to maintain a balance between its economic development and the sustainability of its environmental resources. There have been a lot of efforts by Nigeria, since her independence in developing the right framework aimed at protecting the environment, including the marine and coastal environment, the conservation of natural resources, and the management of trans-boundary hazardous wastes. However, issues of environmental degradation occasioned by hydrocarbon production in the Niger Delta area and solid mineral mining still persist. There are also cases of improper waste disposal and unavailability of waste collection services to many households and industries. This has resulted in some severe and diverse environmental problems such as ecological problems, unplanned growth, domestic and industrial waste pollution. In fact, some of these hazards are irreversible, and resulting in loss of lives and means of livelihood of the local communities. This review is an appraisal of the efforts by Nigerian government in attaining sustainable environmental management by examining the Nigerian's Environmental Legal Framework, assess the compliance with the sustainable development standards, identify the challenges and suggest the way forward.*

**Keywords:** Nigeria; Environment; Sustainability; Standards; Legal Frame Work

**Abstract ID: AIC-2017-AMOS-22**

**LOGISTICS COMMITMENT: AN EVIDENCE OF LONG-TERM RELATIONSHIP ON SUSTAINABLE GLOBAL SUPPLY CHAIN**

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UMS

**Abstract**

*Manufactures and all network partners may think that global supply chains are simple and direct. But, in the vast majority of cases, this is not the case. Customer demand is supported by complex and lengthy global supply chain. The transportation activity provides the key success of the connections between global factories and along the supply chain parties. While they provide critical services, each level of transportation will present challenge and difficulty to all parties. This study looks on how logistics commitment can improve operating efficiency among local manufacturers and service providers as they are in global supply chain network. And, how each inter-modal invested improve capabilities, creating reliable and economical port-to-destination delivery services in ensure good relationship with their partners. The study aims is to identify how the service providers can reshape relationship and revise networks to maintain smooth and efficient global logistics flows. This empirical study will use survey questionnaire to get the answer for each question and utilize Partial Least Square (PLS) to analyse the data. Result shows how logistics commitment effort and strategy as to sustain global supply chain relationship.*

**Keywords:** Logistic Commitments; Global Supply Chain; Relationship; Strategies; Sustainability

**Abstract ID: AIC-2017-AMOS-26**

**BOARD CHARACTERISTICS AND CORPORATE ENVIRONMENTAL REPORTING IN NIGERIA**

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**Abstract**

*Issue that revolves around corporate governance and corporate environmental reporting (CER) has always been an essential element deliberated upon globally. A good corporate governance mechanism instills investor's confidence and ensures a transparent process that facilitates more disclosures and quality reporting. Precisely, this study investigates*

*the relationship between corporate governance variables namely board size, board independence, board meeting, risk management committee composition and CER in Nigeria. This study utilized data obtained from the annual reports of twenty-four (24) non-financial public listed companies in the Nigeria Stock Exchange comprising three sectors namely industrial goods, natural resources and oil & gas for the period of 2011 to 2015. The model of this study is theoretically based on agency theory. In analyzing data, this study utilized panel data analysis. Based on Hausman test, random effect model was used to examine the effect of predictors on corporate environmental reporting. The result indicates a positive significant relationship between board independence and CER. Similarly, a positive significant relationship between board meeting and CER is revealed in the study. However, there is no significant relationship between other hypothesis variables and CER. Finally, the study provides suggestions for future research and several recommendations for regulators, government and accounting professional bodies.*

**Keywords:** Corporate Governance; Board Of Directors And Risk Management Committee

**Abstract ID: AIC-2017-AMOS-29**

**INFORMATION MANAGEMENT AND FOOD SECURITY IN JIGAWA STATE, NIGERIA.**

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**Co-Authors:** Isa Ismail Ibrahim

Hussaini Adamu Federal Polytechnic Kazaure

**Abstract**

*The paper focused on the important of information management system in Agricultural sector in Jigawa state, Northwest Nigeria, the target was to identify the various methods used to access agricultural information and marketing agricultural products and also the level at which youths farmers enhancing ICT in their agricultural activities, related literature was reviewed and the use of Google Form drive questionnaire sent to various social media platforms Facebook, WhatsApp to targeted responders and the data was retrieved back, analysed and come up with new knowledge and the use of Mendeley Desktop adopted.*

**Keywords:** Information Management; Agricultural; Food Security; Jigawa Nigeria

**Abstract ID: AIC-2017-AMOS-32**

**CORPORATE ENVIRONMENTAL MANAGEMENT: ECO-EFFICIENCY AND ECONOMICS BENEFITS AMONG MANUFACTURERS CERTIFIED WITH EMS14001 IN MALAYSIA.**

**Corresponding Author:** Ah Suat Lee

**Co-Authors:** Ong Tze San

Universiti Tunku Abdul Rahman

**Abstract**

*The concept of eco-efficiency suggests that firms could gain economic benefits when their environmental protection adds values to stakeholders, and results in enhanced shareholdervalue. A state, scholars denote as the optimum level of environmental protection. In contrary, any environmental protection above the optimum level is unlikely results in economic benefits. This paper articulates eco-efficiency using two major variables of corporate environmental management. Environmental innovation reflects high level of eco-efficiency, as it measures a firm's focus on market and product development within its environmental management, which brings economic benefits. Environmental performance reflects low level of eco-efficiency, as it measures solely on a firm's achievements in reducing adverse environmental impact. This paper hypothesised environmental innovation and environmental performance as antecedents of firms' economic performance. Economic performance was represented by two variables: competitive advantage and financial performance. Simultaneous equation modelling analysis via PLS 3.0 was performed on survey data collected from managers of 85 manufacturers certified with EMS 14001 in Malaysia. Findings indicate conflicting effects of environmental innovation and environmental performance on firms' economic performance, when being analysed simultaneously. Environmental innovation was found to be positively associated to both competitive advantage and financial performance. On the other hand, environmental performance was found to have no relation with competitive advantage and financial performance. This paper provides empirical evidences in support of eco-efficiency concept. The findings indicate that potential for economic benefits are realised when firms' environmental protection actions are targeted at creating value for its stakeholders. These findings contribute to a better understanding of the need for strategic approach to corporate environmental management. Implications are drawn from the study findings and directions for future research are provided.*

**Keywords:** Eco-Efficiency; Environmental Innovation; Environmental Performance; Competitive Advantage; Financial Performance

**Abstract ID: AIC-2017-AMOS-35**

**ANALYZING KEY DRIVERS OF CONSUMERS' ONLINE IMPULSIVE BUYING BEHAVIOR IN THE CONTEXT OF SOCIAL COMMERCE: A STIMULUS-ORGANISM-RESPONSE APPROACH (S-O-R) WITH SOCIAL CAPITAL THEORY PERSPECTIVE**

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University Of Wah, Wah Cantt

**Abstract**

*Purpose - We draw on social capital theory to examine three unanswered questions: (1) the extent to which social factors (i.e. social capital and peer communication) influence consumer response behavior (i.e. urge to buy and impulse*



buying behavior) with moderating effect of internet self-efficacy; (2) establish which psychological influences (i.e. perceived enjoyment and perceived Usefulness) predict consumer's response (i.e. urge to buy and impulsive buying behavior); and (3) test whether organism acts as mediator between stimulus and response behavior (w.r.t Stimulus-Organism-Response approach). Design/methodology/approach – A self-administrated online questionnaires through convenient sampling were collected from universities' students. An empirical research has been conducted on three famous websites of Pakistan. Data were collected to empirically test the measurement and structural model using Smart PLS modeling approach with first order reflective constructs. The study sample included experienced online shoppers who performed shopping via internet medium/mobile devices. Finding - Analyses of cross-sectional data (n = 485) find that consumer's Internet Self-Efficacy strengthens the positive relationship between social factors (social capital and peer communication) and consumer's response behavior (i.e. urge to buy). Similarly, perceived enjoyment and perceived usefulness have significant impact on the development of consumer's urge to buy as well as impulsive buying behavior. Whereas, perceived usefulness has insignificant impact on consumers' urge to buy. Finally, it is also verified that organism acts as mediator between stimulus and response behavior in the context of online impulsive buying. Originality/value - Online impulse buying through mobile also has not been intensely explored in current literature, despite its important implication for managers, marketers, academicians and consumers alike. Moreover, this study contributes to the field of e-commerce marketing, retailing and mobile learning research. The current study also opens new doors of inquiry especially in the context of collectivist societies.

**Keywords:** Social-Capital; Peer-Communication; Perceived-Enjoyment; Internet Self-Efficacy; Urge-To-Buy And Impulsive Buying Behavior

**Abstract ID: AIC-2017-AMOS-36**

### **THE EFFECTS OF ENTREPRENEURIAL MARKETING PRACTICES ON THE GROWTH OF HAIR SALONS IN HOTORON KUDU: EVIDENCE FROM KANO STATE, NIGERIA.**

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#### **Abstract**

The purpose of the study was to assess the role of EM on the growth of the Hair Salons in Hotoro . Growth in any MSE is important, bearing in mind the high level of competition within the industry. Growth was the dependent variable while the independent variable relationship marketing .The general objective of this study was to assess the level of entrepreneurial marketing among the Hair Salons owners in nassarawa local government of Kano state Nigeria. The study sought to establish how the Hair Salons' owners were marketing their Hair Salons and the role the EM played in the growth of the Hair Salons within nassarawa local government of Kano state Nigeria. The target population of the study was the Hair Salons owners and their clients. Simple random sampling method was used as a technique of collecting the data. The goal was to achieve the desired representation from the population. Those who were interviewed were the Hair Salons owners their client so as to get the desired report. A total of about 30 Hair Salons and client in every Hair Salons were taken as the sample population. The research design adopted was descriptive research. It attempts to describe possible behavior attitude values and characteristics. Data was collected using interview method so as to get detailed data which was not possible to get using questionnaire. Structured questions were also used because they were easier to analyzing since they were in an immediate usable form. A pilot study was done to test the validity and reliability of the interview questions. Data collected was both quantitative and qualitative and was analyzed. The results were interpreted and conclusion drawn in relation to the research variables which were entrepreneurial marketing promotion practices, relationship practices and entrepreneurial marketing orientation practices which were also related to the dependent variable which is organizational growth. Summary, conclusion and recommendations were made, in relations to the research findings which showed the relationship between the entrepreneurial practices and the growth of hair Salons. Summary, conclusion and recommendations were made, in relations to the research findings which showed the relationship between the entrepreneurial practices and the growth of hair Salons.

**Keywords:** Entrepreneurial Marketing ; Micro And Small Enterprises; Resource Advantages; Marketing Orientation Salons

**Abstract ID: AIC-2017-AMOS-42**

### **A SWOT-AHP METHOD IN DEVELOPING OPTIMAL DISTRIBUTION STRATEGIES**

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#### **Abstract**

In order to design effective and efficient distribution network, companies need to consider various performance dimensions and product characteristics. Recently, researchers have begun to realize that the decision and integration effort in determining optimal distribution strategies should be driven by a comprehensive decision science model. The purpose of this study is to evaluate the critical factors for developing effective distribution strategies for a company in food and beverages industry. A SWOT analysis will be conducted to identify SWOT factors then analytic hierarchy process (AHP) methodology will be used to find the relative weight of the SWOT factors using structured questionnaires designed based on the nine-fundamental scale of paired comparison as developed by Saaty (1980) to determine their respective contributions in determining effective distribution strategies.

**Keywords:** Swot; AHP; Distribution; Strategies

**Abstract ID: AIC-2017-AMOS-44**

**THE IMPACT OF INSTRUCTIONAL SUPERVISION ON TEACHERS ATTITUDE TOWARDS TEACHING AND LEARNING AT THE TECHNICAL COLLEGES IN KATSINA STATE, NIGERIA**

**Corresponding Author:** Dr. Sada Adamu Maigari

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**Abstract**

*Employment and economic growth of every country is solely depending on its educational system that is why a substantial amount of money is allocated to it in every government budget. The output of this industry greatly and inevitably depends on the efficiency of the teachers as well as others associated with the system such as supervisors. This study investigated the impact of instructional supervision on teachers' attitude towards teaching and learning at the technical colleges. There are Four (4) technical colleges in the state equipped with fifty-six technical teachers and all were used as the sample of this study. Quantitative research design using structured questionnaire containing sixteen (16) items for the teachers and one that contains (10) items for the principals were used for the data collection. The questionnaires were validated by experts in the field of TVET, while the reliability was achieved through a pilot test study. The data comes from those fifty-six technical teachers, and four principals. The data collected were analyzed using such statistical techniques (SPSS version 2.0) as percentages chi-square. The study revealed among other things, that lack of instructional supervision contributed to laxity in both teachers and students, that there is no significant relationship between teachers and supervisors. Those technical colleges are not regularly supervised as outlined in the supervision schedules. Recommendations were made based on the findings of the study.*

**Keywords:** Instructional Supervision; TVET; Technical Colleges

**Abstract ID: AIC-2017-AMOS-47**

**USING CONVERGENT AND DIVERGENT THINKING IN CREATIVE PROBLEM SOLVING IN MATHEMATICS**

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**Co-Authors:** Zaleha Ismail And Yudariah Mohammad Yusof

UTM

**Abstract**

*This paper aims to find out how students using convergent and divergent thinking in creative problem solving to solve mathematical problems creatively. Eight engineering undergraduates in a local university took part in this study. They were divided into two groups. They solved the mathematical problems with the use of creative problem solving skills. Their solutions were collected and analyzed to reveal all the processes of problem solving, namely: problem definition, ideas generation, ideas evaluation, ideas judgment, and solution implementation. The result showed that the students were able to solve the mathematical problem with the use of creative problem solving skills.*

**Abstract ID: AIC-2017-AMOS-53**

**PREVALENCE OF INTESTINAL HELMINTH PARASITES IN CLARIAS GARIEPINUS AND HETEROTIS NILOTICUS FOUND IN MARMA WATER CHANNEL ALONG RIVER HADEJIA, JIGAWA NIGERIA.**

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**Co-Authors:** Nafisa Muhammad Danyaro

Hussaini Adamu Federal Polytechnic Kazaure

**Abstract**

*A study on the prevalence of intestinal parasites of fishes from Marma water channel, river Hadejia in Kirikasamma Local Government Area of Jigawa State was conducted from January to April 2015. A total of 170 fishes comprising of two species of Clarias. gariepinus and Heterotis niloticus were examined during the study. The overall parasites prevalence was (20.6%), while prevalence of infection according to fish species was (18.8%) in C. gariepinus and (22.4%) in Heterotis niloticus respectively. Rate of infection in relation to sex was higher in males Heterotis niloticus (22.4%) and C. gariepinus (22.2%) respectively, than in females C. gariepinus (15.0%) and Heterotis niloticus (22.2%) respectively. C. gariepinus and Heterotis niloticus with standard length ranging from 35cm and above had the highest prevalence of (33.3%) and (35.3%) respectively. In C. gariepinus three classes of helminth parasite namely cestode (13), nematode (2) and trematode (6) were recovered. In Heterotis niloticus four classes of helminth parasites were recovered namely cestode (12), trematode (1), nematode (6) and acanthocephalan (3). The research revealed that cestodes were more predominant with a total number of 25 parasites across all the two fish species. Based on this finding further parasitological investigation is needed in the water channel.*

**Keywords:** Intestinal Parasites; Clarias. Gariepinus; Heterotis Niloticus; Prevalence

**Abstract ID: AIC-2017-AMOS-54**

**THE ROLE OF LIBRARIES AND LIBRARIANS IN ENSURING QUALITY EDUCATION AND PROMOTE LONG LIFE LEARNING FOR ALL: GOALS FOUR OF SDG'S**

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**Abstract**

*The paper highlighted the roles of libraries and librarians in ensuring goals four of SDG's for equitable quality education and promoting long life learning education for all and it showcases the libraries as a pillar educational development and more priority would be given to it toward accessing relevant, accurate information and it served as*

communities access point and support centres that facilitate developmental program for learning for all and come up recommendation and conclusion for sustainability for all ?

**Keywords:** Libraries; Librarians; Education; SDG's Goals Four

**Abstract ID: AIC-2017-AMOS-57**

**HOW DEVELOP TRADITIONAL TEXTILES TO MAKE THEN MODERN TO THE CONTEMPORARY WORLD THROUGH THE USE OF DIGITAL TECHNOLOGY**

**Corresponding Author:** Usaini Aliyu

**Co-Authors:** Usaini Aliyu

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**Abstract**

*Technology has advanced through the age of man which in many ways has been extremely helpful through the production of material and food so to help us as humans move as in an easier textile and fashion through hardships of life that would be met before modernism. Technology can make life easier and meaningful. My paper is an investigation of how development traditional textiles to make then modern to the contemporary world through the use of digital technology. My paper was able to create new concepts or designs of traditional textiles the traditional method of making textiles involves the use of several materials, some of which are bought from the market or made. The processes involved in the making of textile can also be difficult and takes much time. There is also an issue of re-design or modification of design that is difficult using traditional methods.*

**Keywords:** Textile; Motif; Fashion Symbol; Pattern; Design

**Abstract ID: AIC-2017-AMOS-59**

**ELECTRONIC SERVICES AND CUSTOMER SATISFACTION**

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**Co-Authors:**

Balochistan Public Procurement Regulatory Authority

**Abstract**

*The banks are increasing in all cities of Pakistan. The banking industry is encouraging both the Islamic and Conventional banks. Similarly, in Quetta city almost all the major banks have their branches. The aim of this case study is to explore the quality of the electronic services which the banks are providing to their customers. In this regard 300 bank customers including both the Islamic and the Conventional banks were given questionnaires. Convenience sampling was used. All the responses were used to analyze the hypothesis. The IBM SPSS Statistics software was used to analyze the co-relation and mean of five independent variables of electronic services. The study finding shows that only 04 hypotheses proven positive acceptance among the 12 hypotheses. This study also discovered the problems which the customers of both banks are facing. The study evident that conventional banks are performing well than the Islamic banks especially in the field of privacy and fulfillment. Limitation and suggestions are also made for the purpose of future research.*

**Keywords:** Electronic; Electronic Services; Quetta; Banking Sectors; Spss; Pakistan; Pakistan Banking Industries

**Abstract ID: AIC-2017-AMOS-60**

**SELF-REGULATED LEARNING AND DIVERSITY AT HIGHER EDUCATION LEVEL IN PAKISTAN**

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**Co-Authors:** Uzma Quraishi; Afiffa Khanum

Lahore College For Women University

**Abstract**

*Self-regulated learners are those who not only cognitively, but met cognitively, engaged in their own learning experiences. The most reported dimensions of self-regulating learning are Executive functions, Meta-cognitive strategies, time management and academic self-efficacy. Diversity means to understand every individual unique by recognizing their individual differences. The most studied aspects of diversity are race, ethnicity, gender, sexual orientation, socio-economic status, age, physical abilities, and religious beliefs. The present study aimed to examine different aspects of self-regulated learning in terms of two aspects of diversity as Self efficacy and socio economic status. Population of the study comprised of all student teachers in institute of education in a women university. Final year students were purposefully selected in sample. A set of instrument adopted from researches already conducted was adopted. Factor analysis was carried out to examine the research variables. Research reported diversity in all dimensions of self-regulated learning. Research suggest that Teachers and researchers should consider these gender and socio economic differences during their assessment and research.*

**Keywords:** Self-Regulated Learners; Executive Functions; Meta-Cognitive Strategies; Diversity

**Abstract ID: AIC-2017-AMOS-65**

**THE BEST PRACTICES OF ENVIRONMENTAL MANAGEMENT AND GREEN PRODUCT DEVELOPMENT: THE MODERATION OF ORGANIZATIONAL CAPITAL**

**Corresponding Author:** Mir Dost

**Co-Authors:** Muhammad Arshad

Lasbela University

**Abstract**

*The attention of corporate environmental management is shifting from clean technologies and pollution prevention to green products. Therefore, firms consider green product development (GPD) critical for their increased productivity,*

cost reduction, better use of input resources, and mitigation of waste disposal and become environmental friendly. In this connection, current research measures the effects of the best practices of environmental management – pollution prevention technologies, innovation in pollution prevention technologies and early timing – on GPD; and the moderating role of organizational capital. Data were collected from Thai companies which involved in GPD. Careful analysis of the data in hierarchical regression revealed the positive influence of innovation in pollution prevention technologies and early timing on GPD. However, the moderation of organizational capital strengthened the effects early timing had on GPD. Contrary to research hypothesis, pollution prevention technologies did not exert positive influence on GPD. Organizational capital also did not moderate the relationship between pollution prevention technologies and innovation in pollution prevention technologies on GPD. Interestingly, organizational capital exerted positive influence on GPD. The findings also discuss the theoretical and managerial implications.

**Keywords:** Environment; Green Product Development; Pollution Prevention; Innovation; Early Timing

**Abstract ID: AIC-2017-AMOS-66**

### **ENABLING FACTORS OF GREEN ENTREPRENEURSHIP**

**Corresponding Author:** Mir Dost

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#### **Abstract**

The purpose of this research is to investigate the enabling factors of green entrepreneurship in the context of organic agriculture produce in Pakistan. Data was collected through questionnaire survey and in depth interviews from the entrepreneurs involved in the agriculture business, governmental and non-governmental officials. The results identified that the significant majority of respondents were involved in the inorganic and a convincing proportion with organic agriculture practices. And the adoption of organic production highly correlated with provision of required inputs, knowledge and skills. In the environmental context, more than half of respondents moderately and 44% were highly concerned about environmental changes and likelihood to adopt organic agriculture practices. It can be explained that the inorganic inputs seemed to have affected the farmers in all contexts i.e., social, micro-economic and environmental. Consequently, the highest proportion of respondents seemed attractive to apply and invest in organic agriculture produce. Furthermore, results also identified the importance of separate market for organic produce, paying price premiums for extra care and improved production conditions i.e., timely water availability, organic inputs, crop insurance etc., as the key enablers of green entrepreneurship which potentially attract more people in the line of agriculture business to become green entrepreneurs besides sustaining agriculture sector which is key contributor to economic development and unemployment mitigation in the country.

**Keywords:** Green Entrepreneurship; Organic Produce; Agriculture; Knowledge; Environment

**Abstract ID: AIC-2017-AMOS-73**

### **THE ECONOMICAL LIFE OF THE PROPHET HAZRAT MUHAMMAD PEACE BE UPON HIM AND ITS EFFECT OF MODERN SOCIETIES**

**Corresponding Author:** Nazar Hussain Chandio

University Of Sindh Jamshoro

#### **Abstract**

there are two parts of the life of the Prophet Peace be Upon Him . first Before the revelation and second is the after the revelation in this Research Paper I will Discuss both parts of the Life of the Prophet Hazrat Muhammad Peace Be Upon Him which are related to economical Parts only mean financial Life of the Prophet Peace Be Upon Him . In this research paper I will be focus on the Economical Life of the Prophet Peace be Upon Him because Life of the Prophet Peace Be Upon Him is the complete code of life for human being and in the Matter of finance how He Earned it and How He had expedite it , according to my research that the Prophet Peace Be Upon Him was a very good Trader before the Period of Revelation for example Hazrat Bibi Khadijah R A`s business was very famous at that time and married with this first wife of the Prophet Peace Be Upon Him was the reason of good trading after that business the Servant of the Bibi Khadijah R A namely Maseirah explained the ways of trading of the Prophet Peace be Upon Him at Sham(Syria) and the income of which was benefited Hazrat Khadijah R A was a in shape of very good amount . and also after the period of revelation the Prophet Peace be Upon Him how earn and how use it so many examples are available . I will express all these Important things in my research and in last effect of that trading in current period on this modern societies , research Methodology be discussed primary and secondary sources also explained and Last finding and Results are also be expressed and then References also be mentioned in this research paper .

**Keywords:** The Economical Life Of The Prophet Peace Be Upon Him And Its Effect On Society

**Abstract ID: AIC-2017-AMOS-76**

### **DESIGN AND SIMULATION OF 2.5GHZ RECTANGULAR MICROSTRIP PATCH ANTENNA WIRELESS COMMUNICATION**

**Corresponding Author:** Suleiman Babani

**Co-Authors:** Suleiman Babani

Department Of Electrical Engineering ,Hussaini Adamu Federal Polytechnic Kazaure Jigawa State

#### **Abstract**

This paper presents design and simulation procedures of microstrip antenna of rectangular patch shapes. The microstrip antennas are designed on the top of RF-4 substrate with dielectric constant  $\epsilon_r=4.5$  and thickness  $h=0.8\text{mm}$ , with design frequency 2.5 GHz. In addition, inset-fed microstrip line feeding technique is used to excite the patch of antennas.

To analysis and compare the performance of designed microstrip antennas, electromagnetic simulator CST2012 microwavestudio is used. Comparison of the performance is elaborated in terms of reflection coefficient, bandwidth, and radiation pattern.

**Keywords:** Microstrip Antenna; Rectangular Patch; Cst Microwave Studio;

**Abstract ID: AIC-2017-AMOS-78**

**THE MODERATION EFFECT OF EXTERNAL ENVIRONMENT TURBULENCE IN TOURISM: COMPARATIVE ANALYSIS OF PAKISTAN & THAILAND**

**Corresponding Author:** Mirza Waseem Abbas

**Co-Authors:** Masood Ul Hassan

Szabist-Isb

**Abstract**

*The tourism sector in Pakistan is facing a situation of severe crisis, plagued by poor management, lack of infrastructure, weak and ineffective policy and implementation. The looming cloud of terrorism has further diminished the role the sector could play in the country and the region's development. Recent military operations against terrorist elements and the inauguration of China Pakistan Economic Corridor (CPEC) are being hailed as a new phase, bringing more opportunities for business. However, it may also bring new challenges to the existing industry as well. The Thailand tourism industry faced similar kind of situation but it sailed out successfully. Thailand's tourism industry is one of the best performing sectors among Asian economies. This study has tried to examine the moderating influence of external environmental factors on the relationship of Customer Relationship Management Effectiveness with business performance and business innovation. A sample of 382 respondents was selected through a formula derived by Israel (Israel 1992). The respondents belonged to Ministry of Tourism, Tour Operators and staff of leading Hotels in Pakistan and Thailand. The responses were tested and analyzed using Structural Equation Modeling in AMOS. It was observed that Market Turbulence, Technological Turbulence, and Competitive Intensity moderate the relation of Customer Relationship Management Effectiveness (CRMe) with business innovation and business performance. This study is significant as it highlights the consequences of external environmental factors for business performance and innovation. Vis a Vis the effectiveness of an organization's CRM capability. In the tourism industry where these characteristics are dominant, the results of this study hold serious implications for policy makers and stake holders.*

**Keywords:** Crm Effectiveness; Innovation; Performance; Market And Technological Turbulence; Competitive Intensity

**Abstract ID: AIC-2017-AMOS-81**

**THE ADOPTION OF SUSTAINABLE GREEN PRACTICES AMONG MANUFACTURING SMES IN MALAYSIA**

**Corresponding Author:** Peter Yacob

UTAR

**Abstract**

*In recent years, the importance of the environmental agenda for the industry has been rising exponentially at the international level. Additionally, increasing consumers' awareness of the environmental impact of their consumption choices and their willingness to reduce their ecological footprint has created new market opportunities for manufacturers. This study examines the extent of green initiatives within manufacturing SMEs, as well as the mediating effect of the owners/managers intention toward the green and moderating effect of Green Technology policy awareness in building sustainable green practices. A questionnaire based survey collected data from owners/managers of 260 manufacturing SMEs. Results indicate that manufacturing SMEs hold quite different views about green initiatives in regards to sustainable green practices. In addition, owners/managers intention towards green partially mediates sustainable green practices and the influence of Green Technology policy awareness was found to be insufficient in influencing sustainable green practices among manufacturing SMEs. The findings have a bearing on education and policy implications. If a behavior can be identified that promotes manufacturing SMEs, education and policy implications can be developed in line with these results.*

**Keywords:** Manufacturing Smes; Sustainable Green Practices; Green Initiatives; Green Technology Policy; Intention Towards Green

**Abstract ID: AIC-2017-AMOS-84**

**ALGORITHM PLAGIARISM DETECTION USING STRUCTURAL, BLOCK AND SENTENCE SIMILARITIES OF CONTROL FLOW GRAPHS**

**Corresponding Author:** Adamu Isah

**Co-Authors:** Adaimu Isah, Mukhtar Hussaini, Kabiru Abdullahi

UTM, Johor Bahru

**Abstract**

*Plagiarism has been in existence for decades. But the concept of algorithm plagiarism has not been extensively deliberated. The study proposed three methods for detecting similarity in algorithms. The main objective of the research was to detect which method among the three proposed provide best performance in detecting similarity. To achieve this goal, several comparison methods were carried out across different plagiarism aspects. The algorithm is first implemented and then converted into a control flow graph where it subsequently employ structural, block and sentence methods to check similarity. The structural similarity explains the general structures of the program based on the*

concept of causality graph. The block similarity describes the similarity between two or more block of programs separated by two braces that are syntactically similar. The sentence similarity explains similarity that exists between the characters in the sentences. Of all the above mentioned approaches, structural similarity appears to provide best result, detecting similarity up to 100%, while the other methods were able to provide a significant result.

**Keywords:** Plagiarism; Algorithm; Control Flow Graphs; Causality Graph; Program Signature.

**Abstract ID: AIC-2017-AMOS-98**

### **SIX SIGMA ANALYSE PHASE FOR NEW PRODUCT DEVELOPMENT PROTOTYPE PROCESS IMPROVEMENT**

**Corresponding Author:** Ir. Mohd Sabri Mohamad Zin

**Co-Authors:** Ab Rahman Mahmood, Wan Hasrulnizam Wan Mahmood, Fadhur Rahim  
Universiti Teknikal Malaysia Melaka

#### **Abstract**

Many manufacturing companies focus on the innovative product. Prototyping process plays a very important role for the innovative product because prototype helps the company to test the functionality and stability of a product. The popularity of the product on the market also can be done by using the prototype to determine the customer interest on the product. This study is conducted at research and development department of a stationeries products company. The purpose of this study is to reduce the total duration of prototyping process by using Six Sigma phase. This article focusing on analyze phase of this study where the cause and effect diagram, failure mode and effect analysis and Pareto chart were used to determine the major causes of the problem. Once the major causes were identified, a solution plan was proposed in Improve phase. Results and findings from this analyze phase explaining about top level process overview to visualize the whole research and development structure interaction with prototyping process and how cause and effect diagram being further elaborate focusing on poor prototyping process visibility and process duration too long.

**Keywords:** Six Sigma; Prototype Process Improvement; New Product Development; Analyse Phase; Case Study

**Abstract ID: AIC-2017-AMOS-99**

### **IMPORTANCE OF TIME HORIZON TO PREDICT FINANCIAL CRISES CAUSED BY ASSET PRICE MOVEMENTS**

**Corresponding Author:** Zunera Batool

The University Of Lahore, Islamabad Campus, Pakistan

#### **Abstract**

Asset Price movements indicate financial health of an economy. Over the years, it has been argued that asset prices be included in the policy making process because of their serious effects these have on financial indicators. This study is carried out to see the behavior of asset price movements in different time horizons in the presence of leading economic indicators. The objective of this study is to track asset price movements and the impact of key economic indicators on asset prices in different time horizons. The present study intends to find out the appropriate length of time horizon for predicting the asset price buildup that can lead to a potential financial crisis. Uni-variate and Multi-variate Logit Regression Analysis is performed in the present study. Four different time horizons are taken to study the impact of economic indicators on asset price buildup in asset markets. Results show that Real GDP, Credit to private sector, Long Term Interest Rate, Short Term Interest Rate, GDP deflator, Consumer Price Index, Real effective exchange rate and nominal effective exchange rate are the significant early warning indicators for predicting the future financial crisis in the economy of Pakistan in longer time horizon as compared to shorter time horizons as they affect asset price buildup in the long time periods. This study shows that asset prices mature over long run and can be effectively used as a tool to predict financial crises due to asset price misalignments. Therefore, asset prices must be given due importance in the process of policy making by central banks and related authorities.

**Keywords:** Price Bubble; Time Horizon; Gold Prices; Share Prices; Financial Crisis; Asset Price Bust

**Abstract ID: AIC-2017-AMOS-100**

### **DETERMINANTS OF SMES INVESTMENT IN THE GHANAIAN OIL AND GAS SECTOR**

**Corresponding Author:** Michael Appiah

**Co-Authors:** Bayu Taufiq Possumah, Nizam Ahmat  
Universiti Malaysia Terengganu

#### **Abstract**

Abstract This study is conducted to examine the determinants of SMEs willingness to invest in the Ghanaian oil and gas sector. Using binomial logistic regression analysis the researchers analyze data from 147 SMEs from the four main metropolises in Ghana and find that SMEs that have larger business size, large investment capital, better fixed assets, have been in the SME business for long time, have structured business ownership, large customer size, operate within recognized industrial sector and reinvest annual profits are more likely to invest in the Ghanaian oil and gas sector. The study further reveals that legal status and business locations do not significantly influence SMEs investment decision. The study concludes that SMEs in the principal cities in Ghana are willing to invest in the country's oil and gas sector. The implication of this study is that the Ghanaian government is required to strengthen and expedite policy on local content to enhance SMEs participation in the Ghanaian oil and gas sector.

**Keywords:** Determinants; Investment; Oil And Gas; Ghanaian Smes And Value Chain

**Abstract ID: AIC-2017-AMOS-101**

**INSTITUTIONAL SUPPORT IN MANAGERIAL CAPACITY BUILDING AND SMES GROWTH: MEDIATING EFFECT OF MARKET ORIENTATION**

**Corresponding Author:** Michael Appiah

**Co-Authors:** Bayu Taufiq Possumah, Nizam Ahmat  
Universiti Malaysia Terengganu

**Abstract**

*ABSTRACT This study examines the impact of institutional support in managerial capacity building on SMEs comparative advantage and performance by considering the mediating effect of market orientation. The study employs positivist research paradigm which necessitates the use of survey method. The study sample consists of 245 participants across the Ghanaian SMEs sector. The study deploys STATA 13.0 to analyze the survey data and testing of hypotheses. The study finds that institutional support in managerial capacity building has positive and significant impact on SMEs comparative advantage and performance. Furthermore, the study finds that market orientation significantly mediates the relationship between institutional support in managerial capacity building, SMEs comparative advantage and performance. From these discoveries the authors unequivocally argue that SMEs must invest in managerial capacity building to improve their comparative advantages and performance as evident in literature.*

**Keywords:** Capacity-Building; Comparative Advantage; Institutional Support; Market Orientation; Performance And Smes

**Abstract ID: AIC-2017-AMOS-102**

**3D ELECTROSPINNING SCAFFOLD FOR DIRECTING STEM CELL FATE**

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**Co-Authors:** Rabel Talpur, Aqsa, Uzair Abbas

Liaquat University Of Medical Health & Sciences Jamshoro, Sindh

**Abstract**

*Usage of stem cell fat through 3D electrospinning technique, which can regenerate/repair damaged tissue and other body organs. This particular technique mainly encounters the problem that holds back stem cell induce differentiation of stem cells. Improvement of the scaffold through this particular method will further elaborate its quality and expand research parameters. Moreover, developed 3D scaffold will allow the researchers more flexibility with the type and volume of tissues that can be grown. Production in research laboratories and knowledge of stem cell technology will reach on next level. The application of this electrospinning technique is to fabricate biomimetic nanofibers for tuning stem cell fat in the tiny fibrous form which can be used to regenerate and repair damaged tissue and organ.*

**Keywords:** 3D Electrospinning Technique; 3D Scaffolds; Stem Cells; Biomimetic Nanofibers

**Abstract ID: AIC-2017-AMOS-103**

**FPGA BASED CONDITION MONITORING SYSTEM OF INDUSTRIAL MOTOR**

**Corresponding Author:** Uzair Abbas

**Co-Authors:** Saifullah Memon, Rabel Talpur, Sarfaraz Khan Turk, Naveed Ahmed Unar

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**Abstract**

*In modern industry among all rotatory machines induction, the motor is of very importance for the system performance on a production line so their condition monitoring is of very many concerns. Precaution for maintenance of industrial machinery can increase the life and capability of working in the over industrial system interconnected. For the condition measurement and analysis of current in the frequency domain, the required instruments should be low cost and fixed with the motor in order to monitor the system continuously. This monitoring system is beneficial not only in increasing the life cycle of the motor but also save the trained staff to be hired. A noninvasive method like MCSA based on the motor current has been analyzed here. The contribution of this research work presents the efficient methodology for bearing failure fault detection in an induction motor. Signal spectrum of motor current visualizes the signatures of particular electrical and mechanical faults. Online monitoring system i.e. Continuous monitoring in real time required fast processing and high data storage so for this low-cost Field Programmable Gate Array (FPGA) is very suitable for that*

**Keywords:** Field Programmable Gate Array (FPGA); Motor Current Signature Analysis (MCSA); Online Monitoring System. Noninvasive

**Abstract ID: AIC-2017-AMOS-104**

**DESIGN AND IMPLEMENTATION OF HEALTH MONITORING SYSTEM FOR INDUCTION MOTOR BY USING FUZZY LOGIC**

**Corresponding Author:** Uzair Abbas

**Co-Authors:** Rabel Talpur, Sarfaraz Khan Turk, Saifullah Memon, Naveed Ahmed Unar

Liaquat University Of Medical Health & Sciences Jamshoro, Sindh

**Abstract**

*Induction motors are very essential tool for industries. Their operation is mainly dependent on the functioning of these machines. Different types of faults are encountered in these motors such as phase to phase, phase to ground, inter-turn faults, overheating and short circuit. These faults lead to catastrophic failures resulting into shut downs and reduced downtimes. Such fault However, measures can be taken to identify these faults at early stage in order to prevent*

disrupted operation and save the cost involved in rehabilitation. This is why health monitoring of induction motors is performed. This is a process of inspecting the conditions of motor. This comprises of two different approaches that are: Model Based Approach and Signal Analysis Approach. As the world is getting industrialized day by day, it has become significant to supervise the ability of a machine to perform well. Several methods have been employed to control motor speeds that are DTC, VC and Close Loop Feedback Control systems. The MCSA is supposed to be the most feasible fault location technique. Fuzzy Logic may be employed to isolate induction motor faults.

**Keywords:** Fuzzy Logic; Health Monitoring; Direct Torque Control (DTC); Motor Current Signature Analysis (MCSA); Vector Control (VC); Close Loop Feedback Control; Susceptible; Catastrophic

**Abstract ID: AIC-2017-AMOS-105**

### **DESIGN AND IMPLEMENTATION OF ADVANCED WIRELESS TONGUE DRIVE/OPERATED SYSTEM FOR PARALYZED, DISABLED & QUADRIPLEGIC PATIENTS.**

**Corresponding Author:** Uzair Abbas

**Co-Authors:** Rabel Talpur, Sarfaraz Khan Turk

Liaquat University Of Medical Health & Sciences Jamshoro, Sindh

#### **Abstract**

We have got evolved a Wi-Fi, noncontact, unobtrusive, tongue-operated assistive technology called the Tongue controlled device. The TCS affords humans with paralysis, Quadriplegic diseases, minimum or no motion capability of their higher limbs, lower limbs with an efficacious tool for computer access and environmental control. A small permanent magnet secured at the tongue by using implantation, piercing, or tissue adhesives is used as a tracer, the motion of that is detected by way of an array of magnetic sensors established on a headset outside the mouth or on an orthodontic brace interior sent wirelessly to microcontroller by using wireless transceiver. The microcontroller's outputs signals are wirelessly transmitted to an ultraportable personal digital assistant compact computer carried at the user's clothing or wheelchair and are processed to extract the person's instructions. The consumer can then use those commands to get right of entry to a personal digital assistant computer, manage a power wheelchair, prosthetics and home appliances or have interaction with his or her surroundings. Most adult humans have 32 teeth, and several commands can be linked to a combination of teeth or tongue gestures, making the possibilities countless.

**Keywords:** Assistive Technologies; Pda (Personal Digital Assistant) Computer; Environment Manipulate; Information Transfer Rate; Magnetic Area Sensors; Everlasting Magnets; Rehabilitation; Telemetry; Tongue Control; Wireless Transceiver.

**Abstract ID: AIC-2017-AMOS-106**

### **NEXUS BETWEEN ORGANIZATIONAL COMMITMENT AND JOB SATISFACTION; ISLAMIC WORK ETHICS AS A MODERATOR**

**Corresponding Author:** Agha AmadNabi

**Co-Authors:** Shuaib Soomro; Akhtiar Ali; Sarfaraz Shaikh

IQRA University

#### **Abstract**

The study aims to explore moderating role of Islamic Work Ethics (IWE) between the facets of organizational commitment; affective organization commitment, continuous organization commitment, normative organization commitment and job satisfaction among universities and colleges of Pakistan. The present study uses well-structured questionnaire to extract data on Islamic work ethics, three components of organizational commitment and job satisfaction. A complete sample of 438 employees' data has been received. The statistical results support the evidence that there exists positive and significant relationship among three components of job commitment, IWE and job satisfaction. This indicates that highly committed employees are more satisfied with their jobs and IWE moderates the relationship between three components of job commitment and job satisfaction. The results are instrumental for policy makers working at private and government setups to revise their strategies in order to include IWE that enhance their level of commitment. The paper at the end also discusses theoretical and practical implications of the results.

**Keywords:** Affective Organization Commitment (AOC); Continuous Organization Commitment (COC); Normative Organization Commitment (NOC); Islamic Work Ethics (IWE); Job Satisfaction (Js); Higher Education

**Abstract ID: AIC-2017-AMOS-112**

### **INTERPERSONAL CONFLICT MEDIATING BETWEEN TRUST, AMBIGUITY AND BURNOUT IN EMPLOYEES**

**Corresponding Author:** Iram Fatima

**Co-Authors:** Sadaf Waheed

Institute Of Applied Psychology, University Of The Punjab

#### **Abstract**

A cross sectional study aimed to find out relationship of organizational trust, role ambiguity with burnout through interpersonal conflict in employees of mobile franchises. A sample of 200 employees (men=152, women= 48) with age range of 24-50 years ( $M=30.05$ ,  $SD=5.76$ ) was collected from four leading mobile companies. Organizational trust was measured using Organizational Trust Scale (Moye, 2003), Role Ambiguity was assessed using Role Ambiguity Scale (Singh & Rhoads, 2000), Interpersonal conflict by Interpersonal Conflict Scale (Jehn, 1995) and Burnout by Olden Burg Burnout Inventory (Bakker, Demeroutis & Verbeke, 2004). Path analysis was conducted with SEM using AMOS to assess the hypotheses. The findings of the study showed that organizational trust negatively predicted task conflict and



*relationship conflict. Further it revealed that task conflict acts as a mediator between organizational trust and burnout. The findings of present research are important to improve mental health of employees and for better understanding of structure of organization.*

**Keywords:** Organizational Trust; Role Ambiguity; Interpersonal Conflict; Burnout

**Abstract ID: AIC-2017-AMOS-116**

**DOES FLOW EXPERIENCE REALLY MATTER AMONG HOTEL EMPLOYEES IN SARAWAK?**

**Corresponding Author:** Mark Kasa

**Co-Authors:** Zaiton Hassan, Azizan Yatim

Universiti Malaysia Sarawak (UNIMAS)

**Abstract**

*Studies on flow is still very limited in the Malaysian hotel context even though it is an important psychological phenomenon toward developing human resources. This present study aims to investigate the role of flow experience as a mediator between the causes of burnout and its outcomes (turnover intention and work-family conflict) among the hotel employees in Sarawak, Malaysia. In the hotel industry, which has a highly demanding working environment, employee burnout would eventually lead to turnover intention and work-family conflict (WFC). To minimize these causes and outcomes, flow is hypothesised as a possible mediator in this study. The data were collected from 210 full time hotel employees, selected by random sampling method, and analysed using SPSS version 20 and PROCESS version 2.11. The findings revealed that flow played a direct and indirect significant role between the causes of burnout and its outcomes. The findings suggests flow to be an important approach in alleviating the effects of burnout – turnover intention and work-family conflict.*

**Keywords:** Flow; Turnover Intention; Work-Family Conflict; Burnout; Mediator; Hotel

**Abstract ID: AIC-2017-AMOS-118**

**SUSTAINABILITY APPROACH FOR MITIGATING RISKS ASSOCIATED WITH COLD CHAIN LOGISTICS**

**Corresponding Author:** Abdul Salam Khan

NUST & LUMS

**Abstract**

*Vaccines are biologically sensitive cold chain products that require time dependent design for enhancing the therapeutic performance. Cold chain logistics are prone and sensitive to temperature, short product life and calls upon a sustainable approach ensuring controlled and efficient logistics mechanism. Pakistan is marked as one of the three Polio endemic countries in the world; the other two countries being Afghanistan and Nigeria. This study considers the cold supply chain of polio vaccines in Khyber Pakhtunkhwa province of Pakistan and identifies the key logistics mechanism for end-to-end campaign. Considering cost, network time and the existing distribution channel, this study aims at building a logistics model using Operations Research techniques to cater for the wastage (surplus demand), product expiry issues, temperature control and distribution channels and recommend efficient supply chain mechanism with cost reduction. -*

**Keywords:** Cold Chain Logistics; Cost; Temperature Control; Operations Research; Wastage; Distribution Channel

**Abstract ID: AIC-2017-AMOS-119**

**NIGERIA MARITIME ECONOMY FUNCTIONALITY: CHALLENGES AND REMEDIES FOR SUSTAINABLE GROWTH**

**Corresponding Author:** Bamidele Abiona Badejo

**Co-Authors:** Professor Bamidele. A. Badejo

Olabisi Onabanjo University

**Abstract**

*The significance of the Nigerian Maritime sector to sustainable local and international trade is undeniably very great and essentially huge. The maritime sector if well developed, harmonised and synchronized no doubt would have added value to the economic prosperity of the country as it is much larger and greater than the nation's oil and gas sector. Being the principal facilitator of over 95% of the nation's trade (oil and gas inclusive) the sector needs to be repositioned. The nation's maritime sector is at a cross road faced with the complex and numerous dilemma that have combined together rendering the sector underperforming. Again the nations maritime sector is historically noted for its high stakeholder engagement ratio for policy and regulations, as well as its challenging technical principles and applications. Hence, as a result of its decline and non inclusive, the sector has not been able to function satisfactorily within the context of growth and development thereby affecting positive stakeholders engagement. The country covers a total geographical area of 923,768 square kilometres. It is a maritime nation with arable and rich natural resources. These resources are further complimented with enormous deposits of crude oil and gas reserves. All these treasures depend on a functional maritime sector for effective international trade/exchange economy. The focus of this paper is to ventilate on the Nigeria's maritime economy functionality and the challenges inhibiting its growth and development. It further reveals the implications of the observed challenges on the totality of the national economy and concludes by proposing some remedies capable of reviving and re-inventing the positive growth of the sector.*

**Keywords:** Nigeria; Maritime; Economy Functionality; Challenges And Remedies

**Abstract ID: AIC-2017-AMOS-120**

**PAPER RECYCLING NETWORK OPTIMIZATION WITH CARBON EMISSION CONTROL**

**Corresponding Author:** Zurina Hanafi

**Co-Authors:** Dong Li

Universiti Utara Malaysia

**Abstract**

*Human activities associated with industrial activities and households produce a great amount of greenhouse gases, particularly carbon dioxide, and gives significant impact on the environment. The legislation on carbon emissions became an important agenda in order to control the amount of carbon emissions that might affect the future generations. In conjunction to this issue, this study is conducted to investigate the impact of the carbon emission policies on reverse logistics strategies and operations. This study proposes an optimization model of paper recycling industry case in the UK. The way the optimal network design under carbon emission control is formulated using Mixed Integer Linear Programming. From the findings it is observed that the exporting waste paper to Asia is a better option when the pollution of carbon dioxide is unpaid from the recycling activities. On the other hand, the best strategy would depend on the amount of recycling in UK and the differences between the costs of the recycling locally would process and exports to China. The study outcome is significantly contributes to government policy making in carbon emission control.*

**Keywords:** Optimization; Paper Recycling; Carbon Emission; Reverse-Logistics

**Abstract ID: AIC-2017-AMOS-133**

**MANAGING RISK IN CONSTRUCTION PROJECTS AND SUSTAINABILITY: EVIDENCE FROM MALAYSIA.**

**Corresponding Author:** Mazlina Mustapha

**Co-Authors:** Mazlina Mustapha; Adibah Syahirah Nasruddin

UNIVERSITI PUTRA MALAYSIA

**Abstract**

*Prior literature defines risk management as a process of identifying and analyzing the project risks and choosing the appropriate actions to remove the threats on any project. It is claimed that there are many risk involved in construction projects because construction lifecycle is filled with different risks at different stages of project development. Once the risks are identified, it is necessary to develop appropriate risk responses to detect any ordinary causes to deal with them. Thus, this study aims to examine the technical risks involved in property development project. Specifically, this study examines the technical risk implemented by construction companies. In addition, the risk responses taken by the companies are also investigated. The study employs qualitative method where interviews were conducted with contractors and developers of projects in Southern part of Peninsular Malaysia. The findings show that technical risks are important as they can greatly affect the completion of construction projects such as inaccurate project design and delay of projects. This study contributes to the literature related to risk management of construction companies and provides information to related agencies about the necessary training and financial resources needed by the key project participants.*

**Keywords:** Risk Management; Technical Risk; Construction Companies; Malaysia.

**Abstract ID: AIC-2017-AMOS-134**

**RISK AND REWARD OF GREEN BUILDING MATERIAL: A STUDY AMONG SARAWAK CONSTRUCTION PLAYER**

**Corresponding Author:** Dayang Siti Hazimamah Ali

**Co-Authors:** Nadzirah Zainordin

University College Of Technology Sarawak

**Abstract**

*The implementation of Green Buildings in Malaysia by a group of companies introduced a new concept and type of buildings called Green Buildings or Sustainable Buildings. This means buildings that are designed to last a good period of time and are environment friendly. In the rush for the growth and expansion of such buildings, together with the technology and guidelines that come with them, there may risks that have been overlooked. One such risk is the inadequate amount of time needed to test the performance and durability of materials and designs that are specifically manufactured for these new buildings. The untested nature of the materials and designs can lead to the inability to pinpoint problems should they arise. Difficulties in ascertaining if the fault lies with installation, manufacturing or design can cause delays, cost and safety. However, the reward that as a construction player may gain by practising and implementing green materials or product are going to discuss in this research where its can affect the profitability, the sustainability and as well as the maintenance period after the building its fully build. The research objectives for this project its to; first, to identify the risk as a construction player need to be face by using green material in their project and second its to determine the reward that construction players in Sarawak can gain from the usage of green material. This research will be conducting in three selected locations consist of Sibu, Miri, and Kuching. The reason to choose these three locations its because of the role that each location plays in contributing to the economic sector in Sarawak state itself. Methodology to be use to conduct this research its quantitativemethod. Where, 300 sets of questionnaire to be distributing to that stated three locations. In the end of the research, the contribution to the construction practitioners its to maintain and to increase the contribution of this industry in the economy through: reducing cost by saving energy, resources and time; saving environment by reducing waste and pollution; and focusing on increasing profitability through efficient use of resource and most important thing to be highlighted it's to adopting*

*modern methods and technology of green material in their future project which they may have not a bias perception towards that because of the risk and reward the usage of green material are fully highlighted from this research.*

**Keywords:** Green Material; Risk; Reward

**Abstract ID: AIC-2017-AMOS-140**

**CHALLENGES OF SMALL AND MEDIUM SCALE ENTERPRISES IN NIGERIA: A CASE OF TARABA STATE**

**Corresponding Author:** Zaiyanu Danumma

**Co-Authors:** Mohammed Zaiyanu And Luna Madanga

TARABA STATE UNIVERSITY JALINGO

**Abstract**

*This research examines the challenges of small and medium scale enterprises, there is a dearth of precious information regarding challenges of Small and Medium Scale Enterprises in Taraba state, Nigeria. Small and medium scale enterprises regarded as bedrock for poverty reduction and employment generation across the globe, most especially the developing economy like Nigeria. The purpose for this study therefore is to reduce the gap by investigating the challenges of SMEs in taraba state. Survey design was employed for this study using questionnaire as the major instrument. A representative sample of 148 owners-manager of registered SMEs in three geographical zone of Taraba state participated the study. Stratified random sampling also employed to get the representative sample size. Both descriptive and inferential statistics were employed to analyse the data. Base on the four objectives of the study the following findings were made: First Taraba State government are faced with some challenges ranging from inadequacy of funding, inadequacy of infrastructural facilities, inadequacy of managerial skill and government policy among others. base on these findings we recommend that, training workshop to be organize by both state and federal government on entrepreneurship development, business owners /managers should explore cheap way of funding by borrowing from newly micro finance bank and borrowing from friends and relatives with the intention to payback. Finally infrastructural facilities such as good road, electricity, portable water to be provided for rural communities.*

**Keywords:**

**Abstract ID: AIC-2017-AMOS-158**

**INVESTIGATION ON INTEREST OF INTERNET SHOPPING VIA BAYESIAN NETWORK**

**Corresponding Author:** Poh Choo Song

**Co-Authors:** Agnes Lai Jing Xin

Universiti Tunku Abdul Rahman

**Abstract**

*Nowadays, there is a very popular kind of electronic commerce which allows consumers to buy goods or services from a seller over the internet, this is called online shopping. Online shopping is getting more and more popular throughout the world as there is a growing number of people prefer to shop online over traditional shopping. The reason behind the growing popularity of online shopping is still unknown. Therefore, this research aims to investigate the factors that affect people to do online shopping. Online questionnaires are used to collect data in this research. In this paper, we construct the model utilizing Bayesian Network. Bayesian Networks are graphical models used to represent knowledge about an uncertain domain. It represents the causal probabilistic relationship among a set of random variables, and it provides a compact representation of a joint probability distribution. The result of this study is expected to identify the factors that influence people to do online shopping over conventional shopping.*

**Keywords:** Bayesian Network; Online Shopping; Graphical Model; Factor Analysis

**Abstract ID: AIC-2017-GDHEC-167**

**CULTIVATING SUSTAINABLE ENVIRONMENTAL CULTURE AND GREEN SAFETY SIGNS COMPLIANCE AS GLOBAL ETHICS AMONG NIGERIAN YOUTHS: A SOCIOLOGICAL PERSPECTIVE**

**Corresponding Author:** Oludele Solaja

Olabisi Onabanjo University, Ago-Iwoye, Nigeria

**Abstract**

*The main thrust of this paper is to explore the possibilities of using sociological perspectives to promote sustainable environmental culture and green safety signs compliance as a global ethics among Nigerian youths. Building a culture that is friendly with the environment among youths is a monumental responsibility considering the dire need to develop global acceptable environmental culture, regulations and standards for the attainment of sustainable development goals by 2030. Based on this momentum, the paper begins with an overview of country's recent environmental and developmental situations, attitudinal characteristics of Nigerian youths, followed by the conceptual clarification of some concepts. It also explicates the benefits and objectives of sustainable environmental culture, green safety signs, and ethics in relation to economic, attitudinal, political and socio-cultural factors. Multi-disciplinary theories in the field of Sociology (Sustainable development theory and Opportunity-Based theory), Psychology (Basic need theory) and Geography (Ecological modernization theory) were adapted as theoretical framework. Methodology employed includes explanatory survey design. Extensive deskwork was conducted on secondary data retrieved from current and relevant academic publications, official bulletins and reports. Findings from the paper provided detailed knowledge on how youths can help to propagate a culture of care for the environment needed to bring about desirable improvement in people's well-being in Nigeria and Africa at large.*

**Keywords:** Culture; Development; Ethics; Green; Nigeria; Safety Signs; Sustainable Environment

**Abstract ID: AIC-2017-AMOS-171**

**IMPACT OF JOB BURNOUT ON CUSTOMER ORIENTATION; MODERATING ROLE OF SUPERVISOR SUPPORT**

**Corresponding Author:** Sajjad Hanif

**Co-Authors:** Dr. Shuja-Ul-Islam, Mr. Muhammad Waqas

FAST- National University Of Computer And Emerging Sciences

**Abstract**

*The purpose of this study is to consider the impact of job burnout among front line employees and their further impact on customer orientation. It also investigates whether supervisor support moderates the relationship between job burnout and customer orientation. The conceptual model has been drawn after review of some literature and applied it on front line employees, 280 questionnaires have been distributed among 191 were considered and applied different tests. As this study hypothesized the negative relationship between job burnout and customer orientation. The findings suggest that all the dimensions of job burnout have weak negative correlation with customer orientation except emotional exhaustion, with regards supervisor support it influences the impact on employee attitude towards customer, all the variable results are significant, except one variable which is not significant.*

**Keywords:** Job Burnout; Customer Orientation; Supervisor Support

**Abstract ID: AIC-2017-AMOS-172**

**VULNERABILITY INDICES OF A GLOF-PRONE COMMUNITY. A CASE STUDY OF SOSOT VILLAGE, GHIZAR DISTRICT, GILGIT-BALTISTAN PAKISTAN**

**Corresponding Author:** Syed Ali Haider

**Co-Authors:** Syed Ali Haider, Fiza Sarwar

Bahria University, Islamabad

**Abstract**

*One of the major impacts of global climate change, GLOF (Glacial lake outburst flood) has increased in frequency throughout the world due to rise in temperature. Pakistan has also seen this upswing of GLOF in Hindukush-Karakoram-Himalaya region increasing the human and environment susceptibility in affected area. Sosot, a village which has faced some devastating GLOF events in the past, is taken as a case in this study. In 2012, the GLOF event took place which caused monetary damage of around 100 million PKR. The detailed analysis shows that high temperature and heavy precipitation were most important GLOF triggering factors. At present, despite the social cohesion and education, this progress oriented community is unable to strengthen economically. The GLOF proneness and recurrence causes loss of infrastructure, livestock and agriculture. The vulnerability of the village to GLOF is estimated using Flood Vulnerability Index (FVI) based on four components as social component, economic component, environmental and physical factors. The social vulnerability has come out to be 0.506, economic vulnerability is 0.949, environmental vulnerability is 0.613 and the physical vulnerability is 1. The total vulnerability of Sosot village is calculated to be 0.767 which indicates that this village is highly vulnerable to GLOF events. All the components are playing an important role in increasing the vulnerability but the most important components are economic and physical which are making the village highly vulnerable to GLOF event. Therefore, there is a dire need of suggested structural and non-structural measures to be taken for this community to decrease vulnerability to GLOF.*

**Keywords:** Glacial Lake Outburst Flood; Vulnerability; Climate Change; Flood Vulnerability Index; Socio-Economic Impact

**Abstract ID: AIC-2017-AMOS-183**

**INVESTIGATING THE RELATIONSHIP ON CO<sub>2</sub>, ENERGY CONSUMPTION AND ECONOMIC GROWTH: A PANEL DATA APPROACH**

**Corresponding Author:** Sayed Kushairi Bin Sayed Nordin

**Co-Authors:** Siok Kun Sek

Universiti Sains Malaysia

**Abstract**

*In this study, empirical analysis is conducted to reveal the relationship of three variables: CO<sub>2</sub>, energy consumption and economic growth. The analysis is based on 15 oil importing and exporting countries respectively. The main objectives are (1) to investigate the short-run relationship between pairs of variables using VAR Granger causality test; and (2) to reveal the long-run relationship based on three different models using panel unit-root and panel cointegration tests. The panel unit root tests indicate that each variable is integrated of order one, I(1). VAR Granger Causality shows evidence of a short-run relationship between the variables in both groups of countries. Furthermore, based on cointegration tests, the results reveal a long-run relationship in one of the models, which is stronger in export countries.*

**Keywords:** CO<sub>2</sub> Emissions; Energy Consumption; Economic Growth

**Abstract ID: AIC-2017-AMOS-186**

**3D PRINTING: A NEW PACESETTER OF INDUSTRY 4.0 AND REDUCE THE POLLUTION OF LOGISTICS COST**

**Corresponding Author:** Mohan Selvaraju

**Co-Authors:** Prakash Nadarajah; Anbahalagan Ratinam  
University Tunku Abdul Rahman

**Abstract**

*This paper explores the revolution of Industry 4.0 where the 3D printing technology coined as a pacesetter in order to improve the logistics cost pollution. Despite the existence during the third industrial revolution, 3D printing only emerges into extensive manufacturing digitization in the fourth industrialization. With the help of 3D printing technology, it will make the manufacturing and logistics process more lean and agile. However, conventional manufacturing as the alternative to it is opposed to it because it is less flexibility, a lot of wastage only can achieve economies of scale when producing the large quantity of product and the longer time is taken to produce a new product. Breakthroughs in information technology, mobile communications and robotics have led to the growing use of digital technologies in factories around the world. This transformation has come to be known as Industry 4.0 or the Fourth Industrial Revolution. This makes it possible to simulate the results in full by changing the parameters. In other words, the Industrial 4.0 with 3D incorporation would reduce the cost pollution that surfaces in the logistics activities.*

**Keywords:** 3D Printing; Waste Reduction; Manufacturing Digitization; Industrial 4.0; Logistics Cost.

**Abstract ID: AIC-2017-AMOS-187**

**A REVIEW ON PERFORMANCE MEASUREMENTS IN SUPPLY CHAIN RISK MANAGEMENT**

**Corresponding Author:** Muhammad Saeed Shahbaz

**Co-Authors:** Raja Zuraidah Rm Rasi; Md Fauzi Bin Ahmad; Md Fauzi Bin Ahmad; Umol Syamsyul Bin Rakiman5  
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**Abstract**

*The performance is "A set of metrics used to quantify the efficiency and effectiveness of supply chain processes and relationships, spanning multiple organizational functions and multiple firms and enabling supply chain orchestration". According to another view performance measurement is a set of techniques that mirror the objectives of the organization and evaluate the performance, normally performance is based on efficiency, cost and/or the profit. The ultimate goal of every organization is to enhance the performance. The supply chain can provide many ways to reduce the cost and increase the performance. Performance measure has become the subject of great interest after globalization, if an organization wants to compete globally it has to measure performance wisely. Without measuring it is impossible to improve it. So to identify and measure the performance has become essential. For this study, supply chain performance defined as "a systematic process of measuring the effectiveness and efficiency of supply chain operations".*

**Keywords:** Supply Chain Management; Risk Management; Performance Measurements

**Abstract ID: AIC-2017-AMOS-194**

**IMPACT OF ELECTRONIC BANKING USAGE: EVIDENCE FROM EXPECTATION CONFIRMATION MODEL**

**Corresponding Author:** Umar Usman

**Co-Authors:** Maryam Sani Sambo Esq

Department Of Management And Information Technology Faculty Of Management Sciences ATB University,

**Abstract**

*The continuanceintention means one intention to continue using a particular technology and thecontinued usage of technology which is more significant in ensuring thelong-term viability of technology innovations and it also improves the qualityof financial performance of a firm. The purpose of this article is totheoretically and empirically analyze Continuance intention Satisfaction,Perceived usefulness, and Confirmation from the Nigerian Higher EducationInstitution based on the Expectation Confirmation Model. Hence, a field surveyof Academic staff of Nigerian University was conducted using a questionnaire.The data was analyzed using Partial Least Square (PLS) method and the resultsshow a significantly positive relationship between the entire variable in thestudy. The findings of the study are useful for policymakers, academicians andpractitioners in the industry to enhance Nigerian banks customers' satisfactionand continual intention to use the technology. Limitations and suggestions forfuture research are also included.*

**Keywords:** Continuance Intention; Satisfaction; Usefulness; Confirmation

**Abstract ID: AIC-2017-AMOS-195**

**PRIORITY HEURISTIC SCHEDULING FOR THE MULTI-MODE RESOURCE CONSTRAINED SCHEDULING PROBLEM CLASS WITH MULTI-PASS APPROACH**

**Corresponding Author:** Taiba Zahid

Technische University Of Dresden

**Abstract**

*An augmentation of RCPSPP whichfacilitates the activity to be performed in various possible modes is named asMulti-Model Resource constrained project scheduling problem (MMRCPSPP). Existing literature on MMRCPSPP lacks solutionmethodologies particularly suitable to such input models and mainly emphasizeson two loop strategies where*

*scheduler and optimizer work in interaction with each other. However, almost none of the studies proposed have been performed under the category of MMRCPS while searching for the best mode option available in connection with the activity time allocation decision. Priority based heuristics with numerous modifications have been commonly proposed for heuristic solutions in addition to the application of meta-heuristics. The present framework addresses all these issues and proposes a multi-pass simulation framework designed particularly but not limited for the multi-mode problem class. A dynamic heuristic approach for generating schedules ensures that the critical path activities are determined carefully while regarding resource constraints and changing critical path phenomenon. Furthermore, in addition to the minimum make span criteria, the effect of various greedy heuristics on indirect objectives such as maximum slack and minimum number of critical activities is analysed. The results of the proposed simulation algorithms are evaluated with well-known benchmark libraries often used for such purposes in operations research such as PSPLib and MMLib.*

**Abstract ID: AIC-2017-AMOS-196**

**AN INVESTIGATION ON THE EFFECTIVENESS OF HEURISTIC SCHEDULING UNDER MULTI-OBJECTIVE CRITERIA**

**Corresponding Author:** Taiba Zahid

Technische University Of Dresden

**Abstract**

*The addressed problem is resource constrained scheduling that has been discussed often in the field of operations research. For the generation of schedules, numerous variations of greedy heuristics have been proposed with various project characteristics. Studies reveal that there is no single heuristic that may prove to be optimal for every project and outline heuristics which may perform well under a chosen objective function. However, several issues such as transparency of simulators and the effect of these heuristics on multi-objective projects are yet to be tackled. The proposed study provides a comprehensive overview of state-of-the-art literature in this area. The investigation analyses the role of numerous proposed strategies in the light of multiple optimization models. Furthermore, the role of project network complexity is discussed in reference to the heuristics. For instance, project networks such as job shop has many on-going parallel activities while assemble line or flow shop represents project networks with series activities. We analyse the suitability of proposed heuristics with the complexity scale of project network and discuss the visibility, adaptability and applicability of the researches conducted in this area.*

**Abstract ID: AIC-2017-AMOS-199**

**A REVIEW ON PROBLEM IN WELDING ALUMINUM ALLOY**

**Corresponding Author:** Suhaila Yacob

**Co-Authors:** Mohd Amran Ali , Qumrul Ahsan

Universiti Teknikal Mara

**Abstract**

*This paper presents several problems related with welding of aluminum alloys. In narrow sense, aluminum alloy is the most used material in the global. Its applications have been reported across automation industries because demand place on energy saving and cost saving. However, research on welding of materials like aluminum alloys is still critical and ongoing as noticed by previous researcher. The issue related formations of welding defect, less strength of welded joint are highlighted and conventional optimization technique*

**Keywords:** Aluminium Alloy; Welding; Grey Fuzzy Logic

**Abstract ID: AIC-2017-AMOS-207**

**COORDINATION SYSTEM FOR INDONESIAN DISASTER RELIEF DISTRIBUTION OPERATIONS THROUGH INFORMATION SYSTEM**

**Corresponding Author:** Liane Okdinawati

**Co-Authors:** Made Irma Dwiputranti, Liane Okdinawati, Adriyani Oktor

Polytechnic Pos Indonesia

**Abstract**

*Disaster is an event or series of events that threaten and disrupt people's lives and livelihoods caused by both natural and/or non-natural factors and human factors resulting in the occurrence of human casualties, environmental damage, property loss, and psychological impact. One of the challenges in disaster management is how disaster management conducted that include distribution of disaster relief can be done quickly, effectively and efficiently and also channeled to disaster victims. Moreover, when conducting disaster management, the authority often faced several problems such as the process of distributing disaster relief often encountered barriers; disaster victims received late disaster assistance or even cannot receive disaster assistance in accordance with their needs. Therefore, information system application is needed to assist in the process of distribution, coordination, management, and monitoring of disaster relief. Indonesia has several information systems as early warning system to help disaster management run smoothly in preparation stage of disaster management. However, Indonesia government has not used information system in response stage. Therefore, this paper aims to propose information system as coordination system for Indonesian disaster relief distribution operations to help the process of distribution, coordination, management, and monitoring of disaster relief. The information system is designed to improve the performance of disaster management that can be used by all parties including Government, NGO, and private parties, even the public. The coordination system through information system is expected to be used as a coordination medium that can integrate all parties involved effectively and efficiently, and transparently in the process of disaster relief management and captivity.*

**Keywords:** Disaster Management; Disaster Relief Operation; Information System; Coordination; Distribution; Monitoring.

**Abstract ID:** AIC-2017-AMOS-211

**ASSESSMENT OF FOOD SECURITY STATUS AMONG RURAL FARMING HOUSEHOLD IN DAURA LOCAL GOVERNMENT AREA OF KATSINA STATE, NIGERIA.**

**Corresponding Author:** Hadiza Anka

Hassan Usman Katsina Polytechnic.

**Abstract**

*The aim of this research is to assess foodsecurity status among rural farming household in Daura local government area(LGA) of Katsina State in north-western Nigeria. Food security is global publicgoals thus the challenge of security food supplies at local, National andinternational levels are a global common problem that requires a font strategy.Food availability, food utilization and assess are the principle variables thatdefine household food security and should guide intervention's. Primary data were collected from 100households selected through multi-stage sampling procedure. The data wasanalyzed using frequency, percentage, food security gap and square foodsecurity gap. The result of the analysis indicated that 41.24% of therespondents fall within active age of 20-29 years, the same percentage (41.24%)had only secondary Education. Thirty eight percent (38.134%) engaged in cropfarming as a primary occupation. The family size of 41.24% the respondents wasbetween 4-6 persons, majority have an estimated annual income of less than or equal to 101.000-50,000 per annum(37.11%). Also the household with large family size, low income level and lowof Education were mostly affected by food insecurity condition of eating once aday. Letting children to eat first and buying food on credit were among thecoping strategy adopted by the respondents. Based on the result, the studyrecommended that farmers should be given informal education through extensionservice with a view to enhance their understanding of modern agriculturaextension services should be strengthened with a view of educating farmers andrural households on the use of local resources to improve the nutritionalstatus of their households.*

**Keywords:** Analysis; Food; Security; Insecurity; Households

**Abstract ID:** AIC-2017-AMOS-213

**ORGANISATIONAL SUPPORT IN KNOWLEDGE TRANSFER ACTIVITIES TOWARDS ERP SUCCESS: SCALE DEVELOPMENT AND VALIDATION**

**Corresponding Author:** Nur Izzah Muallah

University Of Tun Hussein Onn Malaysia

**Abstract**

*The successes of ERP system in an organisationdepend on knowledge transfer activities being made and the effectiveness of thetransferred knowledge between the parties involved. It is important to determinea set of knowledge transfer activities that need to be done besides effortsundertaken by the organisation in ensuring ERP success. Currently, there is stilllacking of standard knowledge transfer measurement and organisational supportthat impacted ERP system. Previousresearch has reported various factor impacted the transfer of knowledge instrategic alliances and joint venture. Nonetheless, organisational support is the least factor mentioned especially studies from Malaysia.Addresses this gap, the main purpose of this study is to develop a validatedscale of organisational support in supporting knowledge transfer activitiestowards ERP system success. The study has adapted six stages of scaleddevelopment and validation of measurement items according to legitimatemeasures. The measurement scales formed are based on literature review andfield studies conducted to increase the reliability and validity values.Organisational support constructs were divided into Top Management Support,Communication and User Training and Education. A total of 16 items have been successfully established for further validation. Subconstruct User Training and Education getting lower Cronbach's a, 0.333, thusitem OS13 was removed from the study. After deleted item OS13, Cronbach's a increased to0.565 and total remaining item were 15.*

**Keywords:** Erp Success; Knowledge Transfer; Organisational Support; Scale Development

**Abstract ID:** AIC-2017-AMOS-215

**BARRIERS TO DIGITAL MARKETING ADOPTION AT REMOTE RURAL TOURISM DESTINATIONS IN SARAWAK: AN EXPLORATORY STUDY**

**Corresponding Author:** Sharon Cheuk

**Co-Authors:** Azuriaty Atang, Lo May Chiun, T. Ramayah

Universiti Malaysia Sarawak (UNIMAS)

**Abstract**

*Rural tourism hasbeen shown to benefit local communities from the economic perspective. Digitalmarketing allows marketing information to be transmitted directly to potentialvisitors without the need for an intermediary, in a low-cost but effective way.Rural tourism destinations in Sarawak now have an opportunity to benefit from the Sarawak state government'sinitiative, the Digital Sarawak Centre of Excellence, in terms of digitalcontent creation and website maintenance. However, the current level of adoption is zero to minimal in ruraltourism destinations. This study examines the barriers towards digital marketingadoption from the perspective of rural tourism providers. Fieldwork was performed at two sites,Ba'kelalan and Long Lamai, in July 2016 and February 2017 respectively. A total of 19 respondents were interviewedin-depth. The study revealed thattourism providers currently depended on word-of-mouth or direct contact forbookings, but were willing to adopt digital marketing with the assistance ofknowledgeable parties. However, certainphysical, logistical and social constraints may have a detrimental effect onthe community's readiness*

level to entertain tourists on a larger scale and may further impede the overall progress of digital marketing adoption, at both the individual and destination levels.

**Keywords:** Digital Marketing Adoption; Tourism Service Providers; Rural Tourism

**Abstract ID:** AIC-2017-AMOS-221

### **CONSTRAINTS OF E-TOURISM TO THE DEVELOPMENT OF TOURISM IN KATSINA STATE, NIGERIA**

**Corresponding Author:** Zubaida Ammani Malumfashi

Hassan Usman Katsina Polytechnic

#### **Abstract**

*The focus of this paper is to identify the constraints facing e-tourism in developing these products from their present status to national and international standards in Katsina State. Data were collected from 120 respondents using purposive sampling design through both primary and secondary sources. It was identified that with the potentials possessed by tourists sites in the state, e-tourism has the ability to market them globally which will help in attracting tourists to spend and the money be used in developing the sites. But irregular power supply, indifference attitude from stakeholders, lack of funding from government, lack of basic infrastructure and facilities in the sites, religious and believe problems, harsh governmental policies, weather problems; ethnic, political and religious crisis, internet hackers, insecurity, unavailability of ICT network sites, cost of facilities, lack of patronage and low literacy level of the local communities are among the impending factors affecting e-tourism to deliver its expectations. It was recommended that for full benefits to be derived by tourist destinations in the state in form of e-tourism, it is imperative for the government to assist in funding which will help in marketing as well as providing infrastructures and other facilities to the sites.*

**Keywords:** Constraints; E-Tourism; Tourism; Destination

**Abstract ID:** AIC-2017-AMOS-223

### **SOLVING PARALLEL MACHINE SCHEDULING PROBLEM WITH RELEASE DATES USING GENETIC ALGORITHM**

**Corresponding Author:** Yasothei Suppiah

**Co-Authors:** Yasothei Suppiah, Ajitha Angusamy, Noradzilah Binti Ismail, Goh Wei Wei

Multimedia University

#### **Abstract**

*This research deals with a scheduling problem for parallel machines environment to minimize total weighted tardiness with the consideration of sequence-dependent setup times and release dates. There are two research questions that need to be addressed: 1) How to allocate jobs on machines? 2) How to sequence jobs on each machine? Therefore, this research aims to find an efficient solution method that answers the research questions with the goal of minimizing the total weighted tardiness with the presence of sequence-dependent setup times. Due to the complexity of the problem at hand, the authors have developed a genetic algorithm to find a solution to this problem. Furthermore, various dispatching rules were used to enhance the performance of the genetic algorithm in terms of the total weighted tardiness value.*

**Keywords:** Scheduling; Parallel Machine; Genetic Algorithm; Dispatching Rule

**Abstract ID:** AIC-2017-AMOS-246

### **MEASURING CUSTOMERS BRAND LOYALTY IN PAKISTAN**

**Corresponding Author:** Fawad Khan

DHA Suffa University

#### **Abstract**

*The main purpose of this exploratory research is to find out why people are loyal to a specific brand and what are the prominent factors that affect the decision of customers regarding purchase of a product. For this a survey was conducted and there were 300 respondents and the data was entered and analyzed using SPSS. The results of this quantitative research were analyzed using regression, correlation and binary logistic regression. According to different test it is proved that there are various factors that have a great impact on brand loyalty such as gender, age, income, and status. And it is proved that brand loyalty has a positive relation with the purchase decision, means if a person is brand loyal due to any factor he/she definitely considered that brand as the first choice in a particular category when buying that product or service. The main objective of the research was also to identify and describe why people are or become brand loyal either it is because the brand provides satisfaction, or the brand provides such quality that automatically people are attracted towards that brand or its just because of brand's superior name.*

**Keywords:** Brand Loyalty; Satisfaction; Quality; Brand Name; Purchase Intention

**Abstract ID:** AIC-2017-AMOS-253

### **RESOURCE SHARING IN ACADEMIC LIBRARIES IN NIGERIA FOR SUSTAINABILITY**

**Corresponding Author:** Musa Sani

**Co-Authors:** Adamu Haruna Haruna

#### **Abstract**

*This paper examined the past efforts made by Nigerian Libraries towards sharing of resources for sustainability, and highlighted benefits to be derived from such venture. It also identified the necessary conditions for digital*



*resource sharing such as fund, computers, internet availability, constant power supply and up - to - date union catalogue and proper maintenance skills. The poor state of these conditions in Nigeria were identified and the recommendations include generation of funds for digital facilities, review of library school curriculum, staff training, acquisition of computer skills and maintenance of standard.*

**Keywords:** Resource Sharing; Academic Libraries And Sustainability

**Abstract ID: AIC-2017-AMOS-258**

**LINKING ISLAMIC WORK ETHICS AND PRO-ENVIRONMENTAL BEHAVIOUR: A SYSTEMATIC REVIEW.**

**Corresponding Author:** Faiq Aziz

**Co-Authors:** Faiq Aziz

University Teknologi Malaysia

**Abstract**

*Preserving the environment to achieve organizational sustainability only can be done through changing the behaviour of employee to pro-environmental behaviour that the problems of environmental degradation can be addressed. However, the solution to fostering employee pro-environmental behaviour (EPEB) remain unsolved because most of the previous research have been contemplated in both private sphere and general society, but rarely in work setting. Even though Theory of Planned Behaviour (TPB) has been used by several researchers in examining pro-environmental behaviour in workplace, the appropriate antecedents that able to lead towards workplace practicing environmental behaviour still lacking. Parallel to this, Islam play an important role in preserving the environment as what has stated in Islamic thought, but the majority of studies which express the relationship between individual and organizational variables still focus on Western context, which ignored the important role of Islamic work ethics (IWE). Therefore, this study would integrate the role of IWE into the TPB framework in fostering EPEB. This study also examined the relationship between IWE and EPEB based on systematic review of previous literature in the context of IWE and EPEB.*

**Keywords:** Islamic Work Ethics; Pro-Environmental Behaviour; Organization

**Abstract ID: AIC-2017-AMOS-264**

**INNOVATION STRATEGIES AND INNOVATION PERFORMANCE, AN EMPIRICAL STUDY OF MALAYSIAN INDUSTRIES.**

**Corresponding Author:** Muhammad Shafiq

**Co-Authors:** Rosmaini Tasmin, Josu Takala

Universti Tun Hussein Onn Malaysia

**Abstract**

*Innovation research has got a very significant value in modern research. In contemporary galvanized world, supremacy of new innovation strategies has taken over older strategies. Inbound and outbound innovation strategies have moved from resources based closed innovations within the organization to relation based innovations via interaction with outside world of organizations and customers. There have been research on the relationship of these open innovation strategies with organizational performance and innovation performance. But there was a great need of the empirical research on the impacts these strategies make on innovation performance in Malaysian industries. As Malaysia is on slide on world innovation index from 31st to 36th in last five years, an alarm for academics, researchers, industry and government. This endeavor meets that objective. After introduction of the main constructs, a detailed literature review is presented. And a research framework is designed on the basis of the literature. The model of the research is presented to describe the framework of the study. This is an empirical study so the hypothesis are formulated. It is a quantitative research study so data was collected from all over the Malaysian manufacturing and services sector to have a detailed view of the industry. Appropriate different statistical tests are applied to display results considering the requirements of industry, academia and other stake holders. In the end results are presented, and the conclusion is provided for the benefits of Malaysian industries and government. Some insights in the future research area are also provided for the researchers.*

**Keywords:** Inbound Innovation; Outbound Innovation; Innovation Performance

**Abstract ID: AIC-2017-AMOS-269**

**THE ROLE OF QUALITY MANAGEMENT PRACTICES IN FIRM PERFORMANCE OF MANUFACTURING SECTOR IN PAKISTAN**

**Corresponding Author:** Muhammad Sheeraz

**Co-Authors:** Maryum Iqbal Khan; Kanwal Iqbal Khan; Muhammad Sheeraz; Shahid Mahmood

The University Of Lahore

**Abstract**

*The manufacturing sector has become the third most prominent segment of Pakistani economy due to its continuous improvement in performance through implementation of quality management system (QMS). The purpose of this paper is to explore the impact of quality management practices on the performance of manufacturing concerns in Pakistan. The data is collected from randomly selected employees of the top and middle management through questionnaire survey to check their implementation process and effectiveness of QMS. Results show that sample companies strictly following the guidelines of ISO 9001-2008 to improve their performance. Organizations are maintaining proper evaluation, mentoring and measurement process systems. Customer's requirements and perceptions are considered by*

*an adequate feedback system, audits, and management reviews. Overall manufacturing organizations are very much concerned about their performance, so they are continuously improving their product quality.*

**Keywords:** Quality Management Practices; Iso Certification; Manufacturing Organizations; Product Quality

**Abstract ID:** AIC-2017-AMOS-295

**A REVIEW OF KEY FACTORS AFFECTING UNIVERSITY BUILDING MAINTENANCE COST**

**Corresponding Author:** Prescilla Palis

**Co-Authors:** Mohd Saidin Misnan

Universiti Teknologi Malaysia

**Abstract**

*University is one of the very important place where learning process, teaching and research activities are being conducted as our country continues to focus efforts on becoming an education hub choice. University are the main factors of production and the buildings are part of the assets and resources. Hence, in order to prolong the university building life cycle to ensure all the university activities went well, building maintenance management is vital for every university building. The maintenance issue of university building still become a limelight despite several previous studies being conducted. As university building maintenance always seen as an unimportant activity, therefore, the objective of this paper is to critically review the key factors that affecting maintenance cost of university building, to enable the author to propose an approaches to this issue. This paper reviewed related literature from previous studies and publications. As a result from comprehensive review, the studies identified the key factors that affecting university building maintenance cost are fund allocation, users behavior, environmental factor, design complexity and quality of components and materials. Every factors need to be well addressed to ensure that university building are well-maintained.*

**Keywords:** University Buildings; Maintenance Management; Key Factors; Maintenance Approaches

**Abstract ID:** AIC-2017-AMOS-297

**MAINTENANCE MANAGEMENT MODEL: AN IDENTIFICATION OF KEY ELEMENTS FOR VALUE-BASED OF MAINTENANCE MANAGEMENT BY LOCAL AUTHORITY**

**Corresponding Author:** Sylvia Gala Mong

**Co-Authors:** Sarajul Fikri Mohamed; Mohd Saidin Misnan

Universiti Teknologi Malaysia

**Abstract**

*Maintenancemanagement is a crucial element which governs the economic value for theorganisation itself. The maintenance management portrays the practice ofleading and turning the organisation through the deployment and handling ofavailable resources such as financial, human, material, knowledgeable andtechnology. Consequently, the maintenance management needs to be emphasised byany means of planning, directing, implementing and controlling and severalimproving methods to achieve economic aspects for the organisation.This papercovers a part of the study that exploring the current practices of the localauthority in maintenance management of their public facilities. Theineffectiveness and failure in executing the operations and maintenance is aloss in value to the local authority, users and other related stakeholders.There were many issues related to the building maintenance management which hastarnished the image of the local authority as the service provider. Localauthority must have the effective and efficient management to ensure theoperation and maintenance can be carried out. Therefore, this study willpropose a new structure for maintenance management based on a systematicliterature review of a significant number of related articles that wererepublished in a selected journal of maintenance management. The elements will beused as the primary variables to generate the propose maintenance managementmodel for the local authority. A critical review of the literature will becarried out for identifying the said variables. The proposed maintenance management model aimsto align the maintenance objectives with the overall local authority'sorganisation objectives. The proposed model stipulates the operationalperspective and considering the inevitable challenges that might affect theeffectiveness of the management of the local authority. The viable maintenancemanagement will help the local authority's organisation to serve better thecommunity continuously.*

**Keywords:** Maintenance Management; Maintenance Processes; Maintenance Model; Local Authority

**Abstract ID:** AIC-2017-AMOS-298

**FABRICATION AND CHARACTERIZATION OF COPPER AND COPPER SULPHIDE (CU-CU<sub>2</sub>S) PHOTO ELECTROCHEMICAL SOLAR CELL**

**Corresponding Author:** Nura Abdullah Haladu

Hussaini Adamu Federal Polytechnic, Kazaure

**Abstract**

*Until now, photovoltaic,the conversion of sunlight to electrical power has been dominated by solidstate junction devices, often made of silicon. But this dominance is now beenchallenged by the emergence of a new generation of photovoltaic cells. Thispaper discusses the fabrication and characterization of a photoelectrochemical(PEC) solar cell based on a single photo- cathode and metal counter electrode.Copper (i) oxide was prepared by thermal oxidation ofcopper foils at 932° C and sulphide in a 0.05 M concentration of sodiumsulphide (Na<sub>2</sub>S), Copper sulphide (Cu<sub>2</sub>S) was formed andused as photo –cathode while copper foil was used as the counter electrode.Both electrodes were immersed in different concentrations of sodium chloride(NaCl) electrolyte containing 0.1M Ferric chloride redox couples (Fe<sup>3+</sup> /Fe<sup>2+</sup>)in a beaker. The cell was kept under solar illumination. When tested in theopen voltage Vo C and*

short circuit current,  $I_{sc}$  of 90 mV and 105.0 $\mu$ A were obtained for best cell. The fill factor, FF, and the electrical conversion efficiency,  $\eta$  of the cell were found to be 0.63 and 0.08% respectively. The values represent an improvement over the previously reported values using similar material for both photoelectrochemical (PEC) solar cells and non PEC solar cells.

**Keywords:** Redox couples, photoelectrochemical solar cell, photovoltaic

**Abstract ID: AIC-2017-AMOS-301**

**EFFECT OF ATTITUDE AND INDIVIDUAL PERCEPTION ON KNOWLEDGE SHARING: EMPIRICAL STUDY ON PESHAWAR UNIVERSITY**

**Corresponding Author:** Rabia Shah

**Co-Authors:** Wali Rahman

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**Abstract**

The purpose of this research is to construct and investigate the effect of knowledge-sharing factors such as individuals' perception, and attitude as research on knowledge sharing in University of Peshawar is extremely sparse. A research model and hypotheses were based upon individual and organizational factors that were highlighted to affect knowledge sharing. Questionnaire data were obtained from 244 randomly selected academics concerning the identified and selected factors related to knowledge sharing. The responses received from these respondents were tested with the help of structural equation modeling approach to check the individual model of the constructs by confirmatory factor analysis. The regression model was used to determine and test the hypothesized relationships. Findings indicate that individual perception, and attitude of the employees were all positive significant predictors of the knowledge sharing. Furthermore, individuals' perception was the most influential factor within the overall. The research represents that management should ensure that departmental leaders to uphold knowledge sharing and that social individuals' perception, and attitude are linked to sharing within the university departments.

**Keywords:** Knowledge Sharing; TRA; Individual Perception; Attitude; Peshawar University.

**Abstract ID: AIC-2017-AMOS-302**

**INCREASING T-METHOD ACCURACY THROUGH APPLICATION OF ROBUST ESTIMATION**

**Corresponding Author:** Nolia Harudin

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**Abstract**

T-Method is one of the multivariate analysis technique governed under Mahalanobis Taguchi System that developed specifically for predictions. Prediction using T-Method is always possible even with very limited sample size. The theory underlying T-Method consist of unit space concept and zero-proportional linear regression while orthogonal array as part of its optimization. The user of T-Method required to clearly understand the population data trend since this method is really good in dealing with limited sample size data while for higher samples or extremely high samples data it might have more things to ponder. T-Method is not considering the effect of outliers, multicollinearity and heteroscedasticity within it, so dealing with high sample data will put the prediction accuracy at risk. Outliers may cause apparent non-normality and the entire classical methods breakdown. In case of small data samples, regression coefficients become unstable because of multicollinearity thus prediction accuracy is at risk. If a strong non-linearity between object and explanatory variables performed in this zero-proportional theory, it resulted to lower signal to noise ratio and weightage of the prediction value decreases. Considering the risk towards lower prediction accuracy, it is important to increase accuracy of the individual estimates so that the overall prediction accuracy will be increased. Dealing with that intention, there exist several robust parameter estimates that provide satisfactory results when the data contain outliers, multicollinearity as well as heteroscedasticity within it or even when the data are free of them. Embedding this into T-Method individual estimates helps in enhancing the accuracy of the T-Method as well as analyzing the robustness of T-method itself. The analysis result will be compared based on the error percentages of five different case studies and involved data with and without outliers in the samples.

**Keywords:** T-Method; Prediction; Robust Estimations

**Abstract ID: AIC-2017-AMOS-309**

**HEALTH RISK ASSESSMENT OF RAINWATER POLLUTANTS IN JENGA PAHANG, MALAYSIA**

**Corresponding Author:** Siti Nadzifah Ghazali

**Co-Authors:** Fazrul Razman Sulaiman

Universiti Teknologi MARA, Shah Alam

**Abstract**

Rainwater samples were collected in Jengka, Pahang Malaysia from December 2014 to March 2015. The measured parameters were temperature, pH, TDS, EC, Al, Cu, Mn and Zn. The concentration of four heavy metals (Al, Cu, Mn and Zn) in thirty-eight samples were analysed using inductively coupled plasma-mass spectrometry (ICP-MS). Statistical analysis results indicate that only pH, TDS, EC, showed significant seasonally and all HMs parameters showed no significant difference between wet and dry seasons. All parameters except pH meet the Drinking Water Quality Guidelines and the risk assessment for HMs indicates safe levels for drinking used. PCA analysis indicates that HMs in rainwater in Jengka, Pahang were emitted by two different sources.

**Keywords:** PCA; Source Identification; Chronic Daily Intake; Stormwater

**Abstract ID: AIC-2017-AMOS-312**

**PROMOTION OF CLEAN ENVIRONMENT THROUGH SOLID WASTE MANAGEMENT: A SOCIAL RESPONSIBILITY OF ALL**

**Corresponding Author:** Irum Jabeen

**Co-Authors:** Nazia Rafiq

PMAS Arid Agriculture University, Rawalpindi

**Abstract**

*Solid waste management (SWM) is an ecological and economic issue confronting by entire the world especially in developing and underdeveloped countries. Pakistan is experiencing this issue and one of its urban communities Kohat endures severely as well. This paper concentrates on the part and conduct of native's in regards to strong waste administration handle. The study found that absence of familiarity with residents of the Kohat has led the solid waste straightforwardly along the street sides. Open dumps of solid waste in residential areas are making an excessive number of ecological and social issues as well. The study concentrate additionally contributes the way that despicable solid waste management as a natural issue causes ecological debasement for which society is capable on the grounds that environment is shared by all. Common masses don't understand their duty regarding that extremely fundamental ecological issue like solid waste and absolutely accuse government/local authority and municipalities of this furthermore not intrigued to collaborate with them in the administration of solid waste. Furthermore, the study finds that especially females are not aware of such ecological issue. Keeping in mind the end goal to accomplish SWM objectives, powers ought to construct limits of organizers and city authorities for listening to residents and common society by means of procedures of meeting and investment. Utilization of ecological talk to show group individuals that how much these natural issues cause extraordinary interruption can rouse individuals towards solid waste management. It is recommended by the study that routinely exchanges (green speak) on SWM ought to be the part of one life. Greenspeak can be a discourse to tackle with solid waste and will surely lead the community's environment clean and healthy.*

**Abstract ID: AIC-2017-AMOS-316**

**ANALYSING BICYCLE ROUTE POTENTIAL TOWARD SUSTAINABLE TRANSPORT IN IPOH CITY**

**Corresponding Author:** Sharinatol Akmanida Binti Jamaludin

**Co-Authors:** Sharinatol Akmanida Binti Jamaludin

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**Abstract**

*Sustainable transport has become an important goal for urban planning and research in recent decades. Bicycle transportation as a non-motorized transportation is playing an important role in developing sustainable transport. This research presents the bicycle route-choice model developed from Quantum Geographic Information System (QGIS) data for Ipoh town. In this study, a survey was carried out with transportation experts to collect data about the weights of the criteria and sub-criteria considered to prioritize the clusters by using the Analytic Hierarchy Process (AHP). The result of the study reveals that experts gave priorities to accessibility to the road, traffic, facilities and land use characteristics illustrate to rank suitable routes of the bike. The use of bicycle transportation is not only to reduce carbon but also to create the healthy lifestyle by physical activity. These findings would encourage all interested municipalities to implement cycling as a part of transportation planning by determining key designing and planning factors to encourage cycling activities. Keywords:*

**Keywords:** QGIS; Bicycle Transportation; Potential Route; Sustainability; Analytic Hierarchy Process (AHP)

**Abstract ID: AIC-2017-AMOS-327**

**FACTORS AFFECTING TIME OVERRUN IN ROAD CONSTRUCTION PROJECTS IN DISTRICT SWABI: CONTRACTOR'S PERSPECTIVE**

**Corresponding Author:** Muhammad Fayaz Khan

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**Abstract**

*In developing nations most construction projects are characterized by time overrun. Construction sector in District Swabi Khyber Puhtoonkhwa also experiences certain factors which lead to delaying of road construction projects. Literature witnessed enormous causes for road construction project's ineffectiveness. This research was conducted to investigate the impact of the release of funds, site management on time overrun in road construction projects in District Swabi. To achieve the desired objective, contractors from the government as well as private sector in District Swabi were targeted for data collection. A questionnaire survey was conducted and total 150 questionnaires were distributed with a proportion that 90 out of 150 were circulated among private contractors and 60 questionnaires were spread among government contractors. Data were analyzed by applying several statistical tools. After analysis of the data, it was found that there is the statistically significant impact of the release of funds and site management on time overrun in road construction projects in District Swabi. It is recommended to contractors to follow the sequence of the tasks in their respective assignments and should avoid extra workload. Owners and other party members are required to minimize disputes to improve project efficiency and effectiveness.*

**Keywords:** Time Overrun; Road Construction Projects; Site Management; Release Of Funds

**Abstract ID: AIC-2017-AMOS-332**

**EXPLORING DECISION MAKING FOR APPROACHES TO CAMPUS SUSTAINABILITY AT PAKISTAN PUBLIC UNIVERSITIES**

**Corresponding Author:** Bukhari Shah

**Co-Authors:** Syed Kaleem Ullah Shah Bukhari  
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**Abstract**

*This paper aims to explore the decision making for approaches to the campus sustainability with respect to the assistance of these approaches to the academic activities such as teaching and learning, research, and the quality of higher education in Pakistan perspectives. The nature of inquiry to approaches was qualitative that dictated the research questions under the grounded theory approach. The sample was selected based on the purposive sampling technique as the participants, academic administrators, had insightful knowledge on academic and non-academic activities of the campus sustainability. To gain deeper understanding on the approaches to the campus sustainability, nine participants showed interest to voluntarily participate in one-on-one audio recorded interviews. These interviews were transcribed and analyzed based on the thematic analysis that produced four themes: decision making for campus security, decision making for campus maintenance, decision making for campus beautification and cleanliness, and decision making for facilities. The findings showed lack of improvement in security arrangements regarding the prevailing threat of terror to the educational institutions in Pakistan. The findings also highlighted that hostel and transport facilities are supportive to the students but there is a lack of recycling and reusing regarding the meal facilities in hostels. This study was conducted to a limited number of Pakistan Public Universities. Thus, the findings cannot be generalized. However, these findings have the characteristic of transferability to the public universities only and not to the private ones. The findings showed that these approaches can help or hinder the academic activities.*

**Keywords:** Campus Sustainability; Operational Sustainability; Safety And Security

**Abstract ID: AIC-2017-AMOS-333**

**ROLE OF PROJECT MANAGER IN RELATIONSHIP MANAGEMENT**

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**Co-Authors:** Assad Khan

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**Abstract**

*Relationship management assumes to be the next generation of the project management. The construction trade has progressively comprised the concept of the project founded relationship management. On the other side, project managers have grown steadily in prominence. This research explores the involvement of project managers in relationship management of construction industry through quantitative methodology. The adopted questionnaire is used for data collection from targeted population. The questionnaire was distributed among different people working in the building and civil engineering projects. SPSS is used for statistical calculation, regression and correlation analysis is used to find the relationship between dependent and independent variables. From the finding, it is indicated that all the independent variables have a significant impact on the dependent variable.*

**Keywords:** Trust; Motivation; Conflict Resolution; Internal Relationship Management; External Relationship Management.

**Abstract ID: AIC-2017-AMOS-337**

**IMPACT OF PERFORMANCE APPRIASAL POLITICS ON WORK OUTCOME: MULTI-DIMENSIONAL ROLE OF INTRINSIC MOTIVATION AND JOB SATISFACTION. (EVIDENCE FROM BANKING SECTOR)**

**Corresponding Author:** Naveed Saif

**Co-Authors:** Sajid Naseeb

University Of Science & Technology BANNU

**Abstract**

*The current research study is focusing on performance politics regarding appraisal in order to analyze the performance of employees, so that to interpret job satisfaction, organizational commitment, and employee's turnover among the banking sector of Pakistan. At the same time employees intrinsic motivation and satisfaction will be investigated as possible mediators. For this purpose data was collected from the selected sample of various banking employees across different districts in KPK and Islamabad. Data was analyzed through exploratory factor analysis and Structural Equation Modelling analysis through SPSS & AMOS software. Results indicate that Relationship between performance appraisal politics (PALP) and employee's commitment level is negative and significant, while Performance appraisal politics is positive and significantly associated with turnover intentions. But interestingly the relationship between job performance politics and job satisfaction was insignificant. In order to check the relationship for mediating variables impact (Baron & Kenny, 1986) mediational technique was applied. As the relationship between PAP (Performance appraisal politics) and job satisfaction is insignificant. Hence it is concluded that job satisfaction could not mediate the relationship between performance appraisal politics and turnover intention. In proceeding step the relationship between Job performance politics and turnover intention was checked with intrinsic Motivation as a mediator. It was concluded that intrinsic motivation strongly mediated the relationship between (JPP) and (TOI). Based on the findings of the current study, future direction, Managerial implication and limitation are also provided in the last section. .*

**Keywords:** Job Performance Politics; Job Satisfaction; Tri; Intrinsic Motivation; Commitment

**Abstract ID: AIC-2017-AMOS-357**

**RELATIONSHIP AMONG ETHICAL LEADERSHIP, ETHICAL CLIMATE, CORPORATE SOCIAL RESPONSIBILITY AND PERFORMANCE OUTCOMES**

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National Defence University Islamabad

**Abstract**

*The current study seeks to model and empirically test the relationship among determinants and outcomes (i.e. psychological and performance) of corporate social responsibility (CSR), specifically this study probe into relationship between ethical leadership, corporate social responsibility, trust, organizational citizenship behavior (OCB), task performance behavior (TPB) and counter work productive behavior (CWP). Furthermore, this study also examines the role of ethical climate between the relationship of ethical leadership and CSR. A total of 210 responses from the employees of banks and offices of cement factories located at twin cities (i.e. Islamabad and Rawalpindi) were collected with the help of convenient sampling. Data was analyzed through Structural Equation Modeling (SEM) through maximum likelihood method. Finding indicates that ethical leadership had significant positive impact on CSR and ethical climate acts as a moderator between ethical leadership and CSR. The findings and analyses may help in understanding the constructs by academicians, industry leaders, researchers and interest groups. Moreover, limitations and future recommendations are also discussed in the current study.*

**Keywords:** Ethical Leadership; Ethical Climate; Corporate Social Responsibility; Trust; Organizational Citizenship Behavior; Task Performance Behavior; Counter Work Productive Behavior

**Abstract ID: AIC-2017-AMOS-367**

**SENTIMENTAL EFFECT OF SPECIAL ECONOMIC ZONES IN PAKISTAN**

**Corresponding Author:** Shahbaz Khan

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**Abstract**

*A tremendous growth is observed in Special Economic Zones "SEZ's" in last three decades, (ILO, 2010). During 1986, there were total 176 Special Economic Zones in 47 countries, which reached to 350 in 130 countries in 2006. SEZ's is one of the step for the economic development to encourage the international trade and acquire the globalization benefits in the world (Alder, S., et al. 2013). Special Economic Zones are essential for financial development, employment generation and increase the growth of country trade, for this purpose government of Pakistan passed "SEZ's" Act on 13, September, 2012 which initially focus on backward area for development of provincial stability. The objective of this study is to overview the effects and potential of SEZ's for the Pakistan economy and suggest option to solve the problem of existing sick industrial units. To resolve the sick industry problems in Pakistan there were established some industrial estates but however didn't seen much success in this regard (Nawaz et al., 2015). Globally various models are exist about "SEZ's" like Russia, India, Bangladesh and China. Among these china model fully functioning and great success stories in SEZ's are concerned. This study base on descriptive research and comparative analysis of logical development, through understanding from various source like, Journal, Books, Newspaper and Research papers and discuss the political influence, information and incentives problems in progressive of "SEZ's" infrastructure and suggest the policy option for Pakistan to come up on these issues.*

**Keywords:** SEZ's, SEZ's Framework in Pakistan, Opportunities and Policy Option.

**Abstract ID: AIC-2017-AMOS-368 & AMOS-344**

**DEVISING A CULTURE POLICY TO ENHANCE CULTURAL AND CREATIVE INDUSTRIES.**

**Corresponding Author:** Saleem Ullah Jan

**Co-Authors:** Saleem Ullah Jan

Iqra University Islamabad

**Abstract**

*The effectiveness of policies fostering entrepreneurial activities of ethnic minorities. According to their results, policy should focus upon potential of socio-cultural and ethnic network, importance of training and education, availability of information on facilities and access to financial resources Van Delft et al. (2000). The culture policy devised must address the question concerning the determination of nature of culture goods (Throsby, 2014). The last two decades has recorded a phenomenal growth of culture and creative industries. It has been observed that the creative sector is the rapidly growing sector of the economy (UNESCO, 2015). Creative economy means that how people make money from ideas, creative product have an economic goods or services which produce through creative thinking by the artist or artisans which has economic values (John Howkins, 2001 book). Creative economy as "those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property. Creativity refers to formulation of new ideas which are applied together to create an original work of art and cultural products, functional creations, scientific inventions. Cultural policy in the present context should not only firm up views about cultural products of all forms, it should also take into account actions by the state, as well as corporate and the non-profit sectors and societal networks that impact cultural outcomes, to encourage setting up those industries which have comparative cost advantage and market, such industries based on local raw material, skilled labour, local and export markets and to improve infrastructural facilities in the existing cultural estates with therehabilitate the sick industrial units by taking necessary remedial measures.*

**Keywords:** SEZ's, SEZ's Framework in Pakistan, Opportunities and Policy Option.

**Abstract ID: AIC-2017-AMOS-386**

**MEDIATING ROLE OF RISK PERCEPTION BETWEEN COGNITIVE BIASES AND RISKY INVESTMENT DECISION; EMPIRICAL EVIDENCE FROM PAKISTAN EQUITY MARKET**

**Corresponding Author:** Ishfaq Shoukat

**Co-Authors:** Kashif Khurshid; Sanaullah Tariq; Zahid Maqbool  
Riphah International University

**Abstract**

*Investors play a vital role in stock exchange. Sometimes the decisions are based on rational behavior and sometimes these decisions consist of irrational behavior. Traditionally researchers argued that investors behave like a rational agent. This study explores the investor's cognitive biases and how these biases put affect on investor decision. At the same time due to globalization stock market situation is changed day by day even after few seconds. The research examined and explored the impact of cognitive biases on risky investment decision and foremost intention of this study to check the effect of cognitive biases on risky investment decision and more specifically the effect of mediating variable on risky investment decision. There are numerous biases which are putting affect on investor decisions but this study explores the combined effect of two biases i.e. heuristic and overconfidence on risk perception, which is mediating variable and also examined the effect of these cognitive biases on risky investment decision. This study is conducted at Pakistan Stock Exchange. As this study belongs to the behavior of investor so it comprise of primary data. For this purpose adapted questionnaire is used. 250 questionnaires are distributed out of which 215 questionnaires are returned. The data is run on SPSS 20. To check the reliability of questionnaire, Cronbach's alpha is applied and the result of reliability is above than 0.7 which is considered to be fit tool for research. Descriptive statistics are used to check the frequency of each respondent towards their age, business tenure and stock exchange. Process macro is used to check the mediating role of risk perception between cognitive biases and risky investment decision. The study finds a significant relationship between cognitive biases and risky investment decisions. Study also indicates that risk perception have also positive and significant relation with risky investment decisions.*

**Abstract ID: AIC-2017-AMOS-392**

**EFFECT OF PSYCHOLOGICAL CONTRACT BREACH AND JOB SATISFACTION ON WORK ENGAGEMENT; A CASE OF A HIGHER EDUCATION INSTITUTE OF PAKISTAN**

**Corresponding Author:** Malik Saboor

**Co-Authors:** Malik Faisal Azeem; Adil Tahir Paracha; Wajid Shakeel Ahmed; Tamoor Malik  
COMSATS Institute Of Information Technology

**Abstract**

*Purpose: The aim of this paper is to understand the role, Job Satisfaction plays between the relationship of Psychological Contract Breach (PCB) and Work Engagement (WE) in a higher education institute of Pakistan in order to reap maximum engagement through addressing the job satisfaction by avoiding the impact of PCB. Design/methodology/approach: Nature of the relation is understood through sample of 240 employees that was taken from a leading university of Pakistan. The study used random sampling with minimal researchers' interference. Findings: – Results show that Job Satisfaction mediates the relation between Psychological Contract Breach (PCB) and Work Engagement (WE). Confirmation of these relations also compliments Job Demand-Resources model and Social Exchange Theory. Moreover, focus of the said relationships would enable the organizations to be proactive in order to avoid possible damages due to PCB. Practical implications: HR departments should understand the importance of the promises and commitments that are made to the employees. Proactive approach is suggested to minimize the possible damages that could be caused by Psychological Contract Breach.*

**Keywords:** Psychological Contract Breach; Job Satisfaction; Work Engagement; Higher Education Institute

**Abstract ID: AIC-2017-AMOS-399**

**ANALYSIS OF EMPLOYEE WELL-BEING AND TURNOVER INTENTION: MEDIATING ROLE OF ORGANIZATIONAL COMMITMENT**

**Corresponding Author:** Shahid Safdar

**Co-Authors:** Shahid Safdar Piracha; Muhammad Waheed Akhtar  
International Islamic University Islamabad

**Abstract**

*The purpose of the study is to investigate the mediating role of organizational commitment between the relationship of employee well-being and turnover intentions; for which we developed the hypothesis. Employees working in the banking sector in Islamabad constitute population for our research. Our population is finite as it is difficult to count all the employees in all branches of all the banks. For the identification of a reasonable sample size of the present study, we used the formula and our sample size is 325. For data collection, we made use of stratified random sampling method. Data were collected during April 2017. We used SPSS 21 for result analysis and performed reliability test, correlation and regression analysis. The results show that well-being has a negative impact on turnover intentions, and organizational commitment mediates the relationship between employee well-being and turnover intentions. We also discussed the managerial implications, research limitations and direction for future research while concluding our research paper.*

**Keywords:** Employee Well-Being; Turnover Intention; Organisational Commitment; Islamabad

**Abstract ID: AIC-2017-AMOS-403**

**CORPORATE SOCIAL RESPONSIBILITY AND CONSUMER EVALUATIONS WITH MEDIATING EFFECT OF MARKETING COMMUNICATION: A PAKISTANI TELECOMMUNICATION PERSPECTIVE**

**Corresponding Author:** Raja Mazhar Hameed

**Co-Authors:** Kashif-Ur-Rehman; Irfan Ullah; Amira Nageeb-Ur-Rehman Khattak; Nida Zahid Kayani; Abdul Rauf Kashif

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**Abstract**

*The purpose of this paper is to ascertain the relationship between corporate social responsibility (CSR) and consumers' evaluation of CSR (brand evaluations, word-of-mouth (WOM), customer satisfaction, and customer loyalty/retention) with mediating effect of CSR marketing communication to further enhance sustainability, growth, and profitability. This contemporary research was undertaken in five cosmopolitan vicinities of Pakistan (northern region), which includes the cities of Islamabad, Rawalpindi, Lahore, Faisalabad, and Peshawar. The sample consisted of 550 subjects, who were surveyed through a simple random technique. Through empirical findings, the current study revealed that CSR (economic, philanthropic, legal, and ethical) dimensions have positive outcomes if practiced in conjunction with marketing communication and consumers' evaluation of CSR. This study is the first to apply consumers' construct in assessing consumer response towards CSR propositions within the domains of consumer marketing.*

**Keywords:** CSR; Brand Evaluation; Word-Of-Mouth; Customer Satisfaction; Customer Loyalty; Marketing Communication; Pakistan; Telecommunication

**Abstract ID: AIC-2017-AMOS-404**

**EVALUATING THE COST VERSUS BENEFIT OF BEAUTY**

**Corresponding Author:** Misbah Hameed

PIDE

**Abstract**

*Evaluating the Cost Versus Benefit of Beauty Beauty is something most widely traded by women for financial security in marriage. This article focuses on the major costs of beauty in term of cosmetic/plastic surgery, health destruction/malnutrition, workplace discrimination, sexualism, and psychological discomfort, along with the benefits i.e., getting easier loans, higher employment rate, getting mild prison terms, and being treated in a better way as compare to the average looking folks. Primary data has been used by survey. Particular attention is given to the comparison of looks discrimination with the gender, ethnicity and racial discrimination. JEL Classification: J31, J71, J10, J16, J31, D3, J16*

**Keywords:** Attractiveness, Gender discrimination, Beauty, Employment, Racism

**Abstract ID: AIC-2017-AMOS-407**

**WOMEN ENTREPRENEURSHIP "A NEW PARADIGM" - THE CASE OF TWIN CITIES OF PAKISTAN**

**Corresponding Author:** Maryam Nizakat

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**Abstract**

*A holistic picture of the established and emerging women entrepreneurs of the twin cities of Pakistan is presented in this project. The reasons due to which women pursue entrepreneurship, the challenges that they face while opening and running their businesses and also the opportunities available to these women entrepreneurs are covered in this project. The fashion industry of Rawalpindi and Islamabad is studied to meet the aforementioned objectives. The project is a guideline for emerging and aspiring entrepreneurs. These women have different set of demographics so that every woman who desires to be an entrepreneur can relate to and from the success stories of the established women entrepreneurs and how are other emerging women entrepreneurs striving to achieve their goals. A qualitative research is carried out and in-depth interviews are conducted in order to best gauge the concept of women entrepreneurship in the twin cities of Pakistan. In the initial phases of the project, the variables are identified by reviewing the literature. A few motivating factors that are identified include push and pull factors. Opportunities and process of opportunity recognition is also identified. Problems that women face at micro level include raising finances, work-life conflict, lack of required knowledge, skills and prior experience and others. Furthermore, macro level factors that act as barriers include social, economic, legal and cultural factors. The importance of this research is providing the readers with the full depiction of women entrepreneurship in the twin cities of Pakistan. A conference paper and a report to SMEDA are the key deliverables of this particular project.*

**Keywords:** Women Entrepreneurs ; Entrepreneurship ; Emerging Entrepreneurs ; Reasons ; Challenges ; Opportunities ; Qualitative Research ; Micro Level Factors ; Macro Level Factors

**Abstract ID: AIC-2017-AMOS-410**

**EMPLOYEE PRO-ENVIRONMENTAL BEHAVIOUR: A SYSTEMATIC REVIEW AND SUGGESTIONS FOR FUTURE RESEARCH**

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**Co-Authors:** Nomahaza Mahadi And Jihad Mohammad

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**Abstract**

*Changing behaviour towards pro-environment will not only can contribute towards organization sustainability but also will help to prevent further environment destruction. However, empirical research on developing model or solution to*



*foster employee pro-environmental behaviour in workplace is still lacking. Therefore, this paper examines existing literature pertaining employee pro-environmental behaviour in the workplace from year 2008 to 2017 that (1) discussed individuals' pro-environmental behaviour at workplace, (2) identified variables and antecedence that lead to pro-environmental behaviour and (3) theories used towards this behaviour. This paper also provides suggestions for future research to researchers that interested in this research topic. Based on information gathered in this paper, the role of emotion and values of employee would encourage their decision to engage in various types of pro-environmental behaviour in the workplace and provide important implications for organization sustainability*

**Keywords:** Pro-Environmental Behaviour; Employee; Workplace

**Abstract ID: AIC-2017-AMOS-411**

**LEADING THE LEAN WAY: ANALYZING THE ROLE OF HR IN LEAN MANAGEMENT PRACTICES AND SERVICE CENTRICITY AT TELENOR SHARED SERVICES**

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Capital University Of Science and Technology

**Abstract**

*Purpose - Lean management and service centricity work in coherence and augment the impact of one another as the ultimate objective of both approaches is processes efficiency, improved services and hence satisfied customers. The focus of this study is to evaluate lean management practices and service centricity in Telenor Shared Services and to analyze the role of HR as a business partner in actively supporting and enforcing lean practices and service centricity across the organization. Design/methodology/approach – Since the research method used for this thesis is case-study based therefore the empirical part of study was carried out by doing in depth semi structured interviews mainly with managerial level personnel and a few operational level employees, company web-page and informal discussions with the HR generalist at TSS. Convenience sampling was used to collect data as it is better suited to qualitative analysis. Findings – Lean management and service centricity have been a source of waste elimination in TSS. Through the use of these concepts, it accomplishes the goal of 10% reduction in inefficiencies every year. Output is reduced bureaucracy, faster processes, less levels in processes and quicker response to customer. Originality/value –This is the first study in Pakistan which discusses the practical implementation of these practices in a company. Lean and customer centricity both focus towards service mindedness so when we look at the situation of telecom industry in Pakistan, especially with the arrival of 3G and 4G in near future, SDL and lean will have an important part to play in any Telecom corporation.*

**Keywords:** Lean Management; Service Centricity; Process Efficiency; Waste Elimination; Hr Business Partner

**Abstract ID: AIC-2017-AMOS-415**

**THE LINK BETWEEN PERCEIVED SERVICE QUALITY DIMENSIONS AND CUSTOMER SATISFACTION: AN EMPIRICAL STUDY OF PUBLIC HIGHER EDUCATION SECTOR OF KHYBER PAKHTUNKHWA (PAKISTAN)**

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**Abstract**

*Purpose: The purpose of this research study was to explore the link between service quality dimensions and customer (students) satisfaction. Service quality (SQ) is a gateway to customer (students) satisfaction. (SQ) is considered imperative when it comes to define institutional achievement. This is a winning and persuasive strategy to deliver best service quality to students. Service quality dimensions can be improved if the universities direct their improvements efforts on the dimensions which students consider most important when assessing the quality of service. Methodology: A structured questionnaire was adopted and modified for higher education industry. The hypotheses were simultaneously tested on a sample of 245 students of 10 selected universities of Khyber Pakhtunkhwa (Pakistan). Responses of students were examined with the help of SPSS and AMOS software. Structural equation modelling analytical technique was used to investigate the relationship among variable under investigation. Findings: The findings of the present study have shown significant relationship among the variables under investigation. The study suggested that empathy, assurance, responsiveness and reliability dimensions of service quality have more effect on customer satisfaction. It means that students are more conscious and sensible towards these dimensions. Future Research: The current study reveals that students are satisfied from the service quality of their respective universities but still even not a single Pakistani university ranked in top five hundred universities of the world. There is a dire need for further research in this grey area in future to highlight the problem.*

**Keywords:** Service Quality (Sq); Tangibility; Reliability; Responsiveness; Assurance; Empathy; Customer Satisfaction (Cs); Higher Education Institutions / Industry (Hei)

**Abstract ID: AIC-2017-AMOS-420**

**THE IDEAL TH MODEL FRAMEWORK TO PROMOTE KNOWLEDGE TALENT : A MALAYSIAN CASE**

**Corresponding Author:** Masrina Nadia Mohd Salleh

**Co-Authors:** Rahayu Tasnim

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**Abstract**

*Talent is viewed as a competitive issue. Meanwhile, Knowledge Talent is indeed required for shaping an innovative ecosystem sphere. Malaysia is still fighting the "Knowledge Talent" war due to the rising talent and skill gap between*

available graduates and industries' demands. Profound collaboration between the Government, University and Industry known as the Triple Helix (TH) model has been highlighted as the main driver to fill this gap. Providing an exploration of the fundamental conditions and contextual sensitivity that hinder university-industry linkages, this paper suggests the ideal TH model framework to fill the gap and provide a solid basis by considering institutionalism perspective in the Malaysia context. The evolutionary perspective stipulates better understanding of overlay in communications and gap between the Government, University and Industry to reshape the Knowledge Talent pool systems to fill the gap in contributing to the transition of a hybrid TH culture taking root.

**Keywords:** Knowledge Talent; Innovation; Talent & Innovation; University-Industry Linkages; Triple Helix In Malaysia; Scientific And Technical Publications; Global Innovation Index

**Abstract ID: AIC-2017-AMOS-423**

**CAN PERSONALITY BE A PREDICTOR OF PSYCHOLOGICAL CONTRACT: AN EMPIRICAL INVESTIGATION FROM PAKISTAN**

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**Co-Authors:** Muhammad Munir Ahmadani, Hameedullah Kazi

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**Abstract**

*Background:* Psychological contract is very important emerging concept towards understanding how individuals work in organizations. There are many factors which effect the formulation of psychological contract. It was aimed in this study to analyze the influence of personality on psychological contract and psychological contract fulfillment. *Methods:* A survey was conducted from hospitals, banks and universities of Hyderabad, Jamshoro and Tando Jam from 1st August 2014 to 1st October 2015. Data was collected from total of 600 respondents through questionnaires. All variables were recorded through reliable questionnaires. Personality was measured through ('Big Five Inventory (BFI)) designed by John et al. (1991). Psychological Contract was measured by Millward and Hopkins (1998) questionnaire. Psychological Contract Fulfillment measured by Robinson and Morrison (2000). All the responses were recorded on five point likert scale. i.e; 1 = Strongly disagree to 5 = Strongly agree. Data was analyzed by SPSS 23. Multiple hierarchical regression was used to analyze the data. *Results:* Response rate was 83%. Agreeableness, conscientiousness, extravertness and openness to experience significantly formulate relational psychological contract (p).

**Abstract ID: AIC-2017-AMOS-424**

**ORGANIZATIONS, THE MOST HEAVENLY PLACE FOR INCIVILITY BEHAVIOUR UNDER THE UMBRELLA OF RELEVANT FACTORS**

**Corresponding Author:** Javeria Baig

**Co-Authors:** Ng Kim Soon

UTHM

**Abstract**

*Workplace incivility has been emerged as one of the most alarming aggressive behaviors as its unambiguous intent has made it a severe challenge for organizations. Such behavioral incivility urged from various organizational attributes like job strain, employment insecurity and relational injustice. Leadership has been found quite evident in motivating and discouraging of incivility practices depends upon its various styles. This study is aimed to find out the impact of passive leadership and servant leadership on behavioral incivility in mediating role of job strain, employment insecurity and relational injustice. Data has been collected from education sector of Pakistan in which 302 respondents were selected through stratified simple random sampling technique. The responses were further tested on SPSS and Smart PLS by applying statistical tests. The results proved that passive leadership increased workplace incivility while servant leadership cured it by decreasing it. Job strain, employment insecurity and relational injustice proved significant mediators in this regard. This study is unique and significant due to its mediation model which has not been tested before with same variables but suggested in few of the past studies.*

**Keywords:** Workplace Incivility; Passive Leadership; Servant Leadership; Job Strain; Employment Insecurity And Relational Injustice

**Abstract ID: AIC-2017-AMOS-427**

**A RESEARCH OF IMPLEMENTATION LEAN SYSTEM IN INDONESIA'S SMES CREATIVE INDUSTRY**

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**Abstract**

*This research will focus on how to help Indonesia SMEs manufacturing could be more competitive by using the fittest operation management in their plant. It believes that by improving their system it could be boost their productivity. Once the productivity increase means they are also more competitive in the industry. First, it will examine the background of implementation Lean system in some Indonesia SMEs manufacturer. Second, it will investigate whether once they are using one of operation management methods in example lean system, doubting the productivity will be increasing. The research will be taken and collect data at Java and Bali islands as believes the area more concentrated in creative industry rather than other region in Indonesia. The focus in creative industry only chosen due Indonesia currently has significant increment on Creative industry and boost up many young entrepreneur and contribute a lot in*

Indonesia's GDP. The limitation only at time and the big coverage of research area, and also the agreement and the acceptance of the manufacturing to be sampling in this research, hopefully the sampling target could be reach as the cooperation in between parties are really important to finish up this research. And the urgency on how this research result might help Indonesia SMEs creative industry in term of to be more competitive and efficient specially in facing AFTA era.

**Keywords:** Operation Management; Supply Chain; Creative Industry; Entrepreneur; Smes Industry

**Abstract ID:** AIC-2017-AMOS-431

**EFFECT OF USE OF RECYCLED AGGREGATE ON STRENGTH AND LIFE CYCLE COST OF CONCRETE TO IMPROVE SUSTAINABILITY.**

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**Abstract**

Construction and demolition wastes are produced every day around world. Thus, the idea of using recycled concrete aggregate in new concrete production appears to be an effective utilization of concrete waste to improve the sustainability. Use of concrete in structures consumes millions of tons of aggregates. Since earth is source of aggregates then obtaining these amounts would have an adverse effect on the environment. Furthermore, demolishing concrete structures and dumping concrete rubbles would aggravate problem. Therefore, it becomes necessary to recycle crushed concrete and use it as coarse aggregate in new concrete mixes. Recycled aggregate properties have been determined and compared to those of natural aggregates. Except for absorption, there was not a significant difference between natural aggregate and recycled aggregate. Recycled aggregates were introduced in concrete mixes. In these mixes, natural coarse aggregate was partly or totally replaced by recycled aggregates. Results showed that use of recycled aggregates has an adverse effect on the workability of concrete. Such an effect can be easily retained by using plasticizers. Also, concrete strength has been reduced by 5% to 25% depending on percent of normal aggregate replaced by recycled aggregate and water-cement ratio. With respect to tensile strength, recycled aggregate concrete was slightly lower. The cost reduces 2.5% of total research cost by use of recycled aggregates. Although recycled aggregates can be used in a variety of road construction applications, product variability and strength characteristics usually limit their use to road base, backfill, and asphalt pavement. Quality of products containing recycled material is often source dependent, and indiscriminate blending may lead to inferior performance. Careful feed monitoring, testing, and marketing can broaden the use of recycled aggregates into other applications.

**Keywords:** Concrete; Recycled Aggregates; Strength Of Concrete; Sustainability And Life Cycle Cost.

**Abstract ID:** AIC-2017-AMOS-432

**IMPROVEMENT OF SUSTAINABILITY IN CONSTRUCTION THROUGH ENERGY EFFICIENT BUILDINGS.**

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**Abstract**

Pakistan is facing an immense energy crisis and demand of energy is increasing day by day. The sustainable solution for this energy demand is to conserve energy and produce its smaller portions from non-renewable sources and the remaining from renewable sources since Pakistan has more than 300 full light days, wind and a treasure of water sources. Buildings are the prime consumer of energy and there lies a capacity in buildings to conserve energy if designed intelligently. The buildings can be smartly designed to take maximum advantage of natural sources for lighting, heating and cooling purposes inside the building while minimizing the electricity use. The purpose of this paper is to highlight the importance of energy efficient buildings for a better, economical and energy saving sustainable construction. A case study of textile mill is discussed where energy efficient system was installed resulting in a reduced electricity consumption by more than 35%. The investment on transforming a conventional building to an energy efficient building returns in the form of lesser electricity bills and healthier production.

**Keywords:** Energy Efficient Building; Sustainable Construction; Energy Crisis; Passive Design.

**Abstract ID:** AIC-2017-AMOS-433

**IMPROVEMENT OF ENVIRONMENTAL SUSTAINABILITY BY USING INDUSTRIAL WASTE WATER IN CONCRETE.**

**Corresponding Author:** Zeeshan Ullah

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**Abstract**

Concrete is heterogeneous mixture of cement, sand, crush and water in specific proportion. The strength of concrete highly depends upon the strength and properties of its ingredients. Better the quality of all ingredients in concrete more will be strength of concrete and vice versa. Mainly strength of concrete depends of the quantity and quality of mixing water as well as aggregates. The quality and quantity of water matters a lot in the strength of concrete. If greater amount water will add in concrete mixture then it will produce lot of voids in concrete and reduce the strength of concrete. Similarly, the strength of concrete effects by quality of water. Better quality of water will improve strength of concrete and poor quality of water will reduce the strength of concrete. It is good to use drinkable water in the mixing of concrete. The impurities present in mixing water will not allow the hydration reaction to proceed effectively and hence reduce the strength of concrete. Five different quality of mixing water were used in this research to investigate

*their effect on compressive strength of concrete that included tap water, distilled water, canal water, sea water and industrial water. Industrial waste water produces the disaster effects on environment and need to be treated and reuse to reduce its environmental effects. The samples were made by using these qualities of water and then tested in compression testing machine after specific period of time. The compressive of all these samples were compared. The compressive strength of industrial waste water came out to be maximum due to presence of chemical in it that promote the hydration reaction in concrete. So, it is recommended that construction stakeholders should use the industrial waste water in concrete to reduce its environmental effect and to protect the nature.*

**Keywords:** Quality Of Water; Compressive Strength Of Concrete; Effect On Environment; Sustainability.

**Abstract ID: AIC-2017-AMOS-435**

**ETHICAL LEADERSHIP IMPACTS INTELLECTUAL CAPITAL FACETS PAVING WAY TO FOSTER INNOVATIVE PERFORMANCE: A PAKISTANI SOFTWARE HOUSES PERSPECTIVE**

**Corresponding Author:** Irfan Ullah

**Co-Authors:** Muhammad Waqas Raja; Raja Mazhar Hameed; Abdul Rauf Kashif

Iqra University

**Abstract**

*In the contemporary era, the scandals of business leaders have shaken the trust and belief of stakeholders in corporate as well as in public sector organizations. Prior studies have mostly ignored how ethical leadership influences innovative performance and the presence of intellectual capital (human & social capital) and employee voice as mediating variables have not been examined. This study is supported by two prominent theories, i.e. social learning theory and social exchange theory. Forgoing in view, the purpose of this study is to extend research, which has exhibited the role of ethical leadership in the development of employees' innovative performance. Specifically, this study developed and tested a model about the mediating role of intellectual capital in the relationship between ethical leadership and innovative performance. Moreover, this research also developed and tested the theory about the mediating role of employee voice in the relationship between ethical leadership and innovative performance. This study is based on the hypothetical deductive approach. Data was collected through personally administered questionnaire from 457 employees working in software houses of Pakistan located in the cities of Lahore, Rawalpindi, Islamabad, Karachi and Peshawar. The proposed model was tested applying Structural Equation Modeling (SEM) with AMOS. The results concluded that ethical leadership plays a key role in fostering innovative performance. This research also finds the presence of employee voice, social capital and human capital as mediators a causal relationship between ethical leadership and innovative performance. This study is the first attempt in Pakistan towards the given perspective, i.e. ethical leadership, employee voice, and intellectual capital in relation to innovative performance. It will further contribute towards the indigenous academic and commercial arena of Pakistan.*

**Abstract ID: AIC-2017-AMOS-446**

**THE INNOVATION OF TRAFFIC SURVEY APPLICATION**

**Corresponding Author:** Prima Romadhona

Universitas Islam Indonesia

**Abstract**

*In civil engineering, particularly in the field of traffic engineering, it is possible to measure traffic performance by way of surveying the traffic flow, velocity, and density. The current traffic survey is commonly conducted by surveyor who manually calculates the movement of mode of transportation using traffic counter and survey form. Such method was definitely way too costly and time consuming in rendering the traffic data. Therefore, this study aims was to create application design products for technology retrieval and vehicle traffic count calculations, as well as traffic behavior analysis. This research was used Research and Development (R & D) method. The data accuracy was maintained through check and control to make sure that the inputted data were precisely the same with the results of the display on the application. On the basis of the research, it was revealed that some variables and steps in the application concept were definitely needed to determine traffic behavior consisting of traffic flow, capacity, and degree of saturation.*

**Keywords:** Traffic Flow; Degree Of Saturation; Capacity; Application Technology

**Abstract ID: AIC-2017-AMOS-449**

**TOTAL QUALITY MANAGEMENT PLANNING MODEL TO INCREASE HIGH EDUCATION PERFORMANCE AND COMPETITIVENESS**

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**Co-Authors:** Widodo, Utik Bidayati

Ahmad Dahlan University

**Abstract**

*The object of this research is to design total quality management planning model to increase high education performance and competitiveness. The type of this research is descriptive with a qualitative approach. The subject of this research are the private universities in Yogyakarta Special Province. The focus of this research problem is the formulation of strategic planning of the quality management implementation, the formulation of operational planning, the implementation of quality management, and the system of quality control. The results of this study explain that national standard and quality assurance system of higher education are used as the basis for the formulation of quality management strategy. The formulation of the operational planning is greatly assisted by ISO 9001 instrument, accreditation form of National Accreditation Board of Higher Education (BAN-PT), and Independent Accreditation*

Institution (LAM). There are three important components in the implementation of the quality management in higher education. The first is a quality assurance instrument consisting of the Implementation of education standard, the standard of Research, and the standard of community service. After that was formed a unit of quality assurance board. Secondly is the implementation of quality management actors consisting of all levels of leaders, lecturers and administrative, leader and all staff of quality assurance agency. The third is an important factor of quality management consisting of an understanding of the quality management of all leaders, lecturers and administrative staff, the team of quality assurance agency, benchmarking, education and training on quality management, leadership, reward and punishment, evaluation of leader, lecturer and administrative, students, and Integrated Management Information System (TMIS). There are two roles in the quality control system. First is internal quality control. Secondly is the external quality control of the ISO 9001, BAN-PT, and LAM.

**Keywords:** Total Quality Management; Performance; Competitiveness; Higher Education

**Abstract ID: AIC-2017-AMOS-457**

**A VALIDATED LC-MS/MS METHOD FOR QUANTITATIVE ANALYSIS OF QUERCETIN FROM AEGLE MARMELOS IN RAT PLASMA AND ITS APPLICATION IN PHARMACOKINETIC STUDIES**

**Corresponding Author:** Lubna Azmi

**Abstract**

*Abstract* A simple and sensitive validated LC-MS/MS analytical method was used for determination of quercetin obtained from aegle marmelos in rat plasma, using nimesulide as internal standard. Analyses were performed on an Agilent LC-MS/MS system using a Chromolith rod™ and isocratic elution with acetonitrile:10 mM ammonium acetate buffer (pH 3.5) (80:20, v/v) at a flow rate of 1.0 ml/min with a total run time of 5 min and an overall recovery of 75.16%. A triple quadrupole mass spectrometer, equipped with an electrospray ionization interface, operated in the negative mode was used. Calibration curve in plasma spiked with varying concentration of quercetin were linear over the concentration range of 10–2000 ng/ml with determination coefficient >0.99. The lower limit of quantification was 10 ng/ml. Intra and inter-day variability's (RSD) for extraction of quercetin from plasma were less than 10% and 15% respectively and accuracy was 104.35–109.6%. Multiple reaction monitoring was used to monitor the transition for quercetin (m/z; 362/137 [M?H]?). The method was applied for determining quercetin concentration in plasma after peroral administration of 50 mg/kg of free quercetin (Q-S) or quercetin loaded solid lipid nanoparticles (Q-SLNs) to rats. Results established selectivity and suitability of the method for pharmacokinetic studies of quercetin from Q-SLNs.

**Keywords:** Quercetin, LC-MS/MS, Liquid liquid extraction (LLE), Solid lipid nanoparticles (SLNs)

**Abstract ID: AIC-2017-AMOS-458**

**UNIVERSITY-INDUSTRY COLLABORATION FRAMEWORK: INDIVIDUAL BEHAVIORS AND ACADEMIC ENGAGEMENT**

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**Co-Authors:** Kashif-Ur-Rehman

Iqra University Islamabad, Pakistan

**Abstract**

*The study on University- industry collaboration (UIC) extends the qualitative nature of research and literature by investigating the dynamic behavior and evolutionary aspects of University – industry and government linkages. Fifteen in-depth interviews conducted in Pakistan, Bangladesh and Malaysia provide the significance of different level, which University –industry collaboration which progress and relevant measures of achievement. The individual believes, mode of communication and understanding are collective factors, academic and corporate managers must deliberate the deviation in the nature of these factors to confirm the success of UICs. This qualitative study provides individual behaviors, engage in the transfer of technology, innovation and commercialization with the engagement of academia to build effective collaboration. The suggested research base framework also finds out the valuable theoretical and professional implications and stated the policy for institutions and future research guidelines.*

**Keywords:** University Industry Collaboration; Individual Behavior; Commercialization; Trust; Communication

**Abstract ID: AIC-2017-AMOS-460**

**SPIRIT AND INNOVATION AT WORK IN SOFTWARE HOUSES OF PAKISTAN: HOW DOES JOB SATISFACTION INTERVENE THE RELATIONSHIP?**

**Corresponding Author:** Muhammad Wasim Akram

**Co-Authors:** Natasha Ali; Wasim Ul Rehman; Rizwan Qaiser Danish

Universiti Teknologi Malaysia

**Abstract**

*This study seeks to fill the research gap about the relationship of spirit at work with Innovative work behavior of employees using job satisfaction as mediator. This study employs confirmatory factor analysis (CFA) through Structural equation modeling (SEM) to test the overall fitness of measurement model using AMOS graphic. The results of the study postulate that spirit at work has positive effect on innovative work behavior of employees. It is proved through results that job satisfaction has mediating effect on the relationship of spirit at work and innovative work behavior. The mediator has mediating effect through three dimensions of spirit at work. However, Job satisfaction does not mediate the relation of spiritual connection and Innovative work behavior. As the employees are the integral part for the organization so managers should focus on maintaining and lifting up the level of spirit at work among*

employees. This high level of spirit at work will help employees to show more innovative behavior that will help organizations to grow.

**Keywords:** Spirit At Work; Job Satisfaction; Innovative Work Behavior

**Abstract ID:** AIC-2017-AMOS-474

**IMPACT OF SALESPERSONS' SKILLS-SET ON CUSTOMER BEHAVIORS: MODERATING ROLE OF EMOTIONAL INTELLIGENCE IN PHARMACEUTICAL INDUSTRY**

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**Abstract**

*The prime objective of this research study is to check the impact of salespersons' skills-set and their impact on customer behaviors with moderating role of emotional intelligence. The population of this research study is the pharmaceutical industry of Pakistan which includes multinational and national companies. The major companies included in this sector are (GSK (Glaxo Smithclin), Sanofi, Merck, Hilton Pharma, Stand Pharm, Searle, Getz, Abbott, Werrick and Willson. This research was quantitative research and the questionnaires were self-administered. Findings of this research study show a significant positive impact of customer orientation and adaptive selling on customer behavior in terms of repeat purchase, cross buying and word of mouth. Moderation effect of emotional intelligence among customer orientation, adaptive selling and customer behavior has been found. Which concludes that with high level of emotional intelligence salespersons can better identify customer needs and wants. Secondly, he/she will be in a better position to alter their selling techniques. This research shows evidence that emotional intelligence sales professionals, influence sales revenue and retain more customers, which has potential implications for maintaining customer relationships over time. Thus, emotional intelligence can be important to effective customer relationship management and can substantially affect the firm's bottom line.*

**Keywords:** Customer Behavior; Salespersons' Skills-Set; Adaptive Selling; Emotional Intelligence; Pharmaceutical Industry

**Abstract ID:** AIC-2017-AMOS-481

**PROSPECTIVE TEACHERS' ATTITUDE TOWARDS THE IMPROVEMENT OF THEIR COMMUNICATION SKILLS IN PAKISTAN**

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**Abstract**

*Communication is simply the information conveying practice between two ends, i.e. sender and receiver. The transfer of informational material is more complex and challenging task than just communication. Effective teaching is directly dependent upon the effective communication skills. Proficient verbal communication while speaking and listening is the basic prerequisite for learners' success in his educational, private, and professional life. Peer tutoring is also a useful method to improve teaching-learning depending upon useful, meaningful and constructive communication skills of a teacher as mentor as well as peer tutor as a tutor. The study aimed at exploring prospective teachers' attitude towards improving their communication skills in Pakistan. The present research study was descriptive in nature. The prospective teachers' opinions were taken through survey by using a standardized questionnaire. The present research found a general attitude amongst the prospective teachers of Pakistan regardless gender that both do not keep communication skills high in their priorities. Minor variations were there but gender difference did not significantly differentiate their roles on almost all of the variables. Majority of them found less value in refining their communication skills. The study would capture teacher education planners' attention towards reviewing teacher education curricula of Pakistan to bring it in lieu with the growing necessities of the advanced world. A six- legged conceptual model was also devised providing a sound base for the future studies. It will also help in developing a comprehensive questionnaire covering all the possible areas which affect the relationship between teachers' attitude and development of communication skills.*

**Keywords:** Communication Skills; Effective Teaching; Peer Tutoring; Prospective Teachers' Attitudes.

**Abstract ID:** AIC-2017-AMOS-496

**USING CUSTOMER KNOWLEDGE IN NEW IT PRODUCTS PERFORMANCE: MEDIATING ROLE OF CUSTOMER INVOLVEMENT**

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**Abstract**

*The basic purpose of this study is to explore the use of customer knowledge in new IT products performance. The mediating role of customer involvement has been analyzed in this empirical study. Data has been collected from 300 respondents (150 males and 150 females) in Pakistan via online questionnaires. With the help of statistical tools (mean, standard deviation, Cronbach ?, etc.) the findings have been analyzed. The results have proved that the three independent variables i.e. customer knowledge, knowledge management strategy and knowledge management implementation has direct impact on customer involvement (the mediator in our study). The direct and indirect impact of these independent variables i.e. customer knowledge, knowledge management strategy and knowledge management implementation on new product performance (the dependent variable in our study) is mediated through customer involvement. Thus, the new IT products performance is greatly improved by using customer knowledge with customer involvement as mediator.*

**Keywords:** Customer Involvement; Customer Knowledge; Knowledge Management; New Product Development

**Abstract ID:** AIC-2017-AMOS-504

**PRINT VERSUS DIGITAL: A LOCAL EXAMINATION OF CLIENT PREFERENCES IN A POLYTECHNIC LIBRARY**

**Corresponding Author:** Mahmud Nafene Usman

Polytechnic

**Abstract**

*Availability and access to IT facilities and associated library resources in this part of the country are still being hampered by inadequate funding and technical manpower. Despite these challenges, there are common sense views among some stake holders that libraries should join the 'train' of transition from conventional resources to digital ones, given such trends in the developed parts of the world. This study was conducted at the Federal Polytechnic Kazaure, Nigeria to ascertain reader preferences for print and digital resources. Questionnaires were deployed using social media platforms of both the students and the faculty. While results indicated overwhelming preference for e-resources among students, a significant proportion of faculty members want the library to maintain both print and digital resources. The implication of the findings is the library management must employ a pragmatic approach to collection development. The study suggests extension of the geographical scope of a future study with a view to ascertaining an overall situation in similar academic institutions in Northwest Nigeria.*

**Keywords:** Information Technology Facility; Electronic Resources; Libraries

**Abstract ID:** AIC-2017-AMOS-513

**DETERMINATION OF ROUTE DISTRIBUTION PRODUCT DIRECT USED ULTRA LIQUID USING CLARKE & WRIGHT SAVINGS METHOD AND TABU SEARCH METHOD IN PT. ULTRAJAYA MILK INDUSTRY TBK**

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Institut Teknologi Nasional Bandung

**Abstract**

*Distribution system is a bridge between producers and consumers where the level of importance is very high and the need for calculation of time and capacity of the determination of the route to be made. Therefore, it is necessary to propose effective and efficient distribution route determination by using Clarke & Wright and Tabu Search method and application proposal which must be in company. Based on the proposed distribution determination can determine the route of the achieved distribution channels, the efficiency of time and distance by taking into account the capacity, speed, route, and others. The Clarke & Wright and Tabu Search methods are used to determine the route of distribution routes and improvements on the routes route of distribution of ultra-liquid dairy products by considering the capacity aspect, vehicle speed, loading and unloading time, time matrix, distance matrix, distance saving, and iterations Contained in the method. Based on the calculation results can be concluded that the proposed determination of distribution feasible applied to the company because the comparison of time and distance performance resulting savings and improvements in time and distance by reducing the amount of time achieved on each route and tour contained in the applicable time horizon.*

**Keywords:** Distribution Route Liquid Milk; Clarke & Wright; Tabu Search

**Abstract ID:** AIC-2017-AMOS-515

**HEAT TRANSFER MODEL FOR SKIN BURN INJURY AMONG FIRE FIGHTERS**

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**Abstract**

*Burn injury is the most common injury occur in firefighting. The purpose of the study is to assess the effectiveness of fire fighter's personal protective clothing by utilizing heat transfer model in finite element analysis. The model is in 2-dimensional quarter circle geometry representing the human limb as it is the most common area for burn injury. The study found the skin temperature increases significantly with the heat flux intensities. The heat flux of 1200W/m<sup>2</sup> causes to skin temperature 38.3C. Skin temperature will gradually rise at t = 0 second and approaches it's steady at t =198 seconds. The maximum air gap thickness reduces the heat stress effect. The reduction of 1 mm air gap thickness contributes to an increment of 0.2oC of the skin temperature.*

**Keywords:** Heat Transfer; Heat Stress; Fire Fighters; Burn Injury

**Abstract ID:** AIC-2017-AMOS-517

**THE MEDIATING EFFECTS OF ENTERPRISE RISK MANAGEMENT IMPLEMENTATION ON OPERATIONAL EXCELLENCE IN THE MALAYSIAN OIL AND GAS SECTOR; A CONCEPTUAL FRAMEWORK**

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**Co-Authors:** Muazu Hassan Muazu, Rosmaini Tasmin

Bayero University Kano

**Abstract**

*AbstractBusiness enterprises around the world are operating in a highly dynamic environment filled with challenges today. These challenges both from without and within the enterprises are putting a lot of pressure on the firms to*

*perform, adjust or even stop some of their business activities. The challenges in the oil and gas industry are unique because of the nature of their operations. They include risks such as volatile market prices, safety, health and the environment, regulatory, and other hazards of the industry. Again, the pressure from stakeholders has made oil companies to re-strategize for continuous improvement, known as operational excellence. Operational excellence (OE) was needed in this sector more than ever before, as a result many oil firms adopted the strategy, and however some of the challenges still prevail. Even the best OE requires improvement because new risks are emerging, new technologies are been discovered, and regulations are been enacted. It is against this backdrop that this paper developed a conceptual framework for a broader study to be carried out as regards OE in the future. Hence this study is aimed at investigating the effect of enterprise risk management (ERM) determinants on OE in the Malaysian oil and gas industry. The paper also showed the mediating effects of ERM implementation intensity between the determinants (firm characteristics, regulatory framework, information technology and staff capacity) and OE. Theory of Constraint was adopted in explaining the relationship, also the motivation and scope of the study were highlighted in the paper.*

**Keywords:** Operational Excellence; Enterprise Risk Management; Continuous Improvement; Health And Safety; Efficiency; Determinants

**Abstract ID: AIC-2017-AMOS-519**

**EVALUATION OF STRUCTURE AND ACCESSIBILITY OF PUBLIC SPACE NETWORK IN KANO CENTRAL AREA WITH THE BID TO PROMOTE URBAN COHESION AND SUSTAINABILITY**

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**Co-Authors:** Abdulaziz Salisu Ahmed

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**Abstract**

*There have been major concerns in the planning of both public and private spaces in Kano central area. Consequently, the entire urban fabric have been restructured due to uncontrolled developmental growth, population density, high cost of land value, unavailability of business location and poor accessibility to road network. These situations have brought about a physical and social shift in the position of Kano Central Business District (CBD) area, of which not prevented will continue to cause major urban cohesion and sustainability issue. Thus, this paper took a preemptive step to evaluate the existing problems of public space network in Kano CBD with the goal to identify the major sustainability issues and where urban cohesion failed. A qualitative method was employed that does not only consider the study of morphological factors of the public space network in Kano CBD, but also the social, environmental and economic dynamics they generate. Thus, the data were collected through fieldwork (favoring direct contact with the territory), and analyzed using four key dimensions namely 'Form and legibility', 'Access and Connections', 'Uses and Activities', then 'Sociability and Identification'. The findings revealed that the neighborhoods that make up the CBD have lot of abandoned buildings, insufficient access routes, high volume of traffic that cause lot of pollution and proliferation of solid waste that makes road network impermeable. In view of these, the study recommends a set of urban intervention strategy capable of guiding the planning and redesign of public spaces in Kano CBD in order to promote urban cohesion and a sustainable environment.*

**Keywords:** Accessibility; Central Business District; Kano; Public Space Network; Sustainability; Structures; Urban Cohesion.

**Abstract ID: AIC-2017-AMOS-522**

**AN INVESTIGATION INTO RELATIONSHIP OF LEADERSHIP STYLES AND ORGANIZATIONAL COMMITMENT TO CHANGE: TESTING THE MEDIATION OF ORGANIZATIONAL CYNICISM TOWARDS CHANGE**

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**Co-Authors:** Kashif Ur Rehman

Iqra University, Islamabad

**Abstract**

*There are extensive empirical evidences available on the relationship of corporate organizational change and leadership. However, present research investigates the effect of public sector' transformational and transactional leader on organizational commitment to change in Pakistan. Organizational cynicism towards change has been first time tested between two leadership styles and commitment to change. Structural equation modeling (SEM) technique supported with theory driven base were employed on cross-sectional design. Data from 408 employees, managerial and non-managerial, were collected from organizations undergoing organizational change. A survey technique with convenience sampling was used to collect the data. Results suggest that leadership styles have significant effect on organizational commitment to change and cynicism towards change. Moreover, mediating role of organizational cynicism towards change is confirmed between leadership styles and organizational commitment to change. The study contributes in the literature of leadership and organizational commitment to change.*

**Keywords:** Transformational Leader; Transactional Leadership; Organization Cynicism Towards Change; Organizational Commitment To Change



**Abstract ID: AIC-2017-AMOS-525**

**RELATIONSHIP BETWEEN STOCK PRICES AND EXCHANGE RATE IN ASIAN COUNTRIES: A QUANTILE REGRESSION APPROACH**

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**Co-Authors:** Kashif Ur Rahman

Iqra University Islamabad Campus

**Abstract**

*This study utilized the ordinary least square and Quantile regression approach to analyze the relationship between stock prices and exchange rate. Monthly data of exchange rate and stock market of Pakistan, China, Russia and Turkey from March, 2003 to July, 2017 have been used. For data of stock market major stock indices are used and currency exchange rate of country with respect to US dollar are used. The paper utilized the unit root test to check the stationarity of the series through Augmented Dickey–Fuller (Said and Dickey, 1984) test as well as Phillips–Perron test (1988) and Engle and Granger (1987) to check the long run relationship. It is observed that none of the country exhibit long run equilibrium between exchange rate and stock prices. Results are same under two different methods of OLS and Quantile regression. Both models show that coefficient of China is negative, which support the presence of portfolio balance effect in China. Result shows that there is asymmetric relationship between stock prices and exchange rate as coefficients vary under different quantiles.*

**Keywords:** Stock Market; Exchange Rate; Asian Markets; Quantile Regression

**Abstract ID: AIC-2017-AMOS-559**

**MODERATING EFFECT OF SOCIAL SUPPORT ON THE RELATIONSHIP BETWEEN WORKLOAD AND DISENGAGEMENT AMONG THE ACADEMICIANS**

**Corresponding Author:** Faisal Khan

**Co-Authors:** Qaiser Khan, Amran Md Rasli, Muhammad Yasir

University Of Swabi

**Abstract**

*The current study examine the influence of workload on disengagement among academicians. In addition, the researcher explores the moderating effect of social support on the association between the workload and disengagement. The researcher collected data for one time through questionnaire from 159 academicians of universities in KP Pakistan. Regression analysis revealed workload has a positive association with disengagement. Furthermore, the results suggest that academicians disengagement might be minimized by making reasonable demands in the working environment. Moreover, results suggested that social support moderates the relationship between workload and disengagement. From the results of the current study it has been concluded that the level of burnout disengagement will be decreases as the level of resources is increases. The findings of this study are significant for the academicians, researchers and policy makers.*

**Keywords:** Workload; Disengagement; Social Support; Academicsians.

**Abstract ID: AIC-2017-AMOS-564**

**GREEN SUPPLY CHAIN MANAGEMENT PRACTICES AND ENVIRONMENTAL PERFORMANCE: A STUDY OF EMPLOYEE'S PRACTICE IN CHEMICAL MANUFACTURING INDUSTRY**

**Corresponding Author:** Amar Hisham Jaaffar

**Co-Authors:** Zeitney Karmilla Kaman

Universiti Tenaga Nasional

**Abstract**

*This study aims to examine the employee's insight on their firm's green supply chain management practices and environmental performance. Based on the theoretical framework of green supply chain management practices, an empirical study of the green supply chain management practices and environmental performance was conducted. Out of the five variables of green supply chain management practices, only the legislation and regulation have positive significant relationship with environmental performance. This result shows that most employees consider that their firm's environmental performance will be improve by complying to the legislation and regulation rather than proactively develop green supply management practices.*

**Keywords:** Green Supply Chain Management Practices; Chemical Manufacturing Industry; Environmental Performance

**Abstract ID: AIC-2017-AMOS-572**

**TOOLS DESIGN OF BREAD PRODUCTION PROCESS TO MINIMIZE MUSCULOSKELETAL DISORDERS BASED ON OCRA METHOD**

**Corresponding Author:** Ayu Bidiawati

**Co-Authors:** Lestari Setiawati, Yulia Kurnia

Universitas Bung Hatta

**Abstract**

*Less supportive working methods may lead operators inconvenience while working. This discomfort can be caused by a non-ergonomic work environment. Bread baking process is done manually using human energy. This work is done repeatedly for a long time, thereby posing a risk of musculoskeletal disorders. This is at risk of causing pain in some parts of the worker's body. Ergonomic work facilities and equipment are essential to minimize risk at work. The result of NBM (Nordic Body Map) questionnaire indicate that the biggest complaint is on the right back of the worker's arm*

and shoulders. In baking process, the operator must bend almost 90 degrees. This posture can cause health problems, especially musculoskeletal. Based on observations using the OCRA (Occupational Repetitive Action) method, the OCRA index value for the right hand is 8.56 and for the left hand is 7.84, with the red area and the average category of risk. Therefore, a trolley is designed in this study as a tool to minimize musculoskeletal complaints, using workers anthropometric data.

**Keywords:** Musculoskeletal Disorders; Nbm (Nordic Body Map); Ocra; Anthropometric

**Abstract ID: AIC-2017-AMOS-586**

**EFFECT OF BIRTH ORDERS ON PERSONALITY TRAITS OF PAKISTAN HIGHER EDUCATION COMMISSION EMPLOYEES**

**Corresponding Author:** Nighat Gul

**Co-Authors:** Tehseentahir, Mukhtarbibbi And Sajid Mehmod Alvi

Government Postgraduate College For Women

**Abstract**

Birth order is a significant factor in shaping the personality of an individual. The purpose of this study was to explore the effects of birth order or birth position of an individual on his/her personality characteristics. A comparative research design was applied for conduction of the research. There Data was drawn (N=320) from different educational institutes of hazara division by applying purposive sampling technique. Applied scale for measuring personality traits was Big Five Personality Inventory Scale (John, 1999). There was hypothesized that birth order is a significant predictor of personality traits among HEC employees. Study findings showed that participant's personality traits were same according to their birth order, For instance, first born HEC employees possess more agreeableness, and middle born HEC employees possess more extroverted ness, last born possess more openness to experience and only born possess HEC more neurotic ism relative to other birth orders. Findings were significant with p

**Keywords:** Birth Order; Personality Characteristics; Big-Five Personality Inventory Scale; Cross Sectional Research Design

**Abstract ID: AIC-2017-AMOS-591**

**CHANGE SPACE FOR GREEN PRODUCTION IN VIETNAM: THE CASE OF BRICKS**

**Corresponding Author:** Tung Nguyen

Vietnam National University - HCMC

**Abstract**

Green production of bricks need to be promoted to reduce greenhouse emission gas. Nevertheless, best practices of green brick production are being slowly adopted by local brick producers. The paper discusses the emerging adaptive leadership theories for environmental sustainability. A qualitative study employing tools of change space analysis and stakeholder analysis revealed localized barriers to green production. Overall, it is hard to change traditional production processes in all firms. But there is increasing demand for this change from environmental and social consumers and governments are committed to this cause. A strategy for institutional collaboration with identified priority partners has been drawn up to integrate best practices with local knowledge and initiatives for sustainable production.

**Abstract ID: AIC-2017-AMOS-599**

**CONTRACTOR SELECTION CRITERIA: A STUDY ON MALAYSIAN PUBLIC CONSTRUCTION PROJECTS**

**Corresponding Author:** Izwan Rashid

**Co-Authors:** Syuhaida Ismail, Zainai Mohamed, Abdul Latif Saleh

Universiti Teknologi Malaysia

**Abstract**

The complexity of a construction project renders the implementation of a systematic approach in selecting contractors to be of vital importance, as they are the ones who will directly undertake critical project activities, especially the public construction projects that interest the members of public as the taxpayers at large. Nevertheless, public construction projects in Malaysia often suffer from delay, over budget and low-quality issues. These are very much affected by the contractors who tend to manipulate the tender price with the sole intention of getting the contract, thus led to many high-profile issues throughout the public construction projects delivery. Therefore, it is reckoned by this paper that to ensure the public construction projects performance and outcome are not compromised in any way, only capable contractors equipped with critical success criteria should be selected for public construction projects. Hence, this paper is aimed to investigate a list of contractor selection criteria for public construction projects in Malaysia. A total of 43 selection criteria have been identified and categorised into seven categories from an initial review through content analysis. These findings were then verified via a questionnaire survey, which was responded by 276 local Malaysian construction industry practitioners. Data collected were analysed using the IBM Statistical Package of Social Sciences (SPSS) on various statistical analysis tools, namely the reliability analysis and relative important index (RII). The result of the analysis showed that all 43 selection criteria were significant in selecting contractors for public construction projects. It is hoped that the findings of this study would encourage the governing bodies and authorities to consider the use of multi criteria assessment in selecting contractors for public construction projects in Malaysia, rather than being solely reliant on the tendered price.

**Keywords:** Contractor Selection Criteria; Construction; Public Project; Project Management; Procurement Management; Malaysia

**Abstract ID: AIC-2017-AMOS-601****SOCIAL SUSTAINABILITY ASSESSMENT OF THE GAYO ORGANIC COFFEE INDUSTRY IN ACEH PROVINCE, INDONESIA****Corresponding Author:** Mariyudi Mariyudi**Co-Authors:** Suryadi; Hendra Raza; Ikramuddin  
Universitas Malikussaleh**Abstract**

*The main purpose of this study was to assess social sustainability of the Gayo organic coffee industry in Aceh Province, Indonesia. To achieve this purpose descriptive survey research was used. The research was conducted at Bener Meriah and Aceh Tengah Districts, Aceh Province, Indonesia. Sixty-five key actors in the supply chain considered farmers, collectors, agro-industry and exporter were identified for analysis. Based on RAPCOFFEE technique, 10 attributes regarding social sustainability was used for this study. To assess social sustainability level, Morris Inequality Index was used. The result of the research showed that the Koperasi Baitul Qirad Baburayan and the Koperasi PPKGO relatively had the most social sustainability situation among other actors (moderate level)*

**Keywords:** Sustainability; Social; Coffee; Organic; Gayo; Rapcoffee**Abstract ID: AIC-2017-AMOS-602****PROPOSED CORPORATE PERFORMANCE MANAGEMENT USING INTEGRATED PERFORMANCE MANAGEMENT SYSTEM (IPMS) FRAMEWORK AT PT POS INDONESIA (PERSERO)****Corresponding Author:** Eliza Prilianti

Institute Teknologi Bandung

**Abstract**

*The big market shifting in postal industry begun since the physical letter was being substituted by the digitalization technology which also brings new business opportunities, such as e-commerce. The e-commerce industry in Indonesia is expected to grow by approximately 18% annually in the next five years, or increase by USD 16,4 billion in 2020. It triggers an increasing demand for parcel delivery services. PT Pos Indonesia (Persero) as a State Own Enterprise engages in a postal industry begins to transforming its business from mail delivery and financial service to parcel delivery service. The transformation aims to reach the company's vision which is "to be the postal logistics giant from the East." However, in contrast with the market condition, the company's performance shows the declining trend. The volume of parcel delivery declined during the last three years. The company's revenue growth also did not meet the target. The company has not been able to manage its performance due to the incompatibility of performance management system. The purpose of this research is assisting the company to design new performance management system to improve its performance. The Integrated Performance Management System (IPMS) framework is selected because it is able to overcome the issues that occur in the company. It also provides the alignment to all management level of the company that equipped with the variable linkage and benchmark analysis to help the company find the area that needs to be improved. There are five stages of IPMS framework which are foundation, background and information, design process, implementation, and refreshment. Then IPMS framework consist of three perspectives includes organizational output, internal process, and resources availability. This research proposed the performance management system for Pos Indonesia and produces 20 key performance indicator (KPI) that derived from the company's vision, mission, and strategy.*

**Keywords:** Corporate Performance Management; Integrated Performance Management System; Performance Management System**Abstract ID: AIC-2017-AMOS-603****SOCIAL SUSTAINABILITY ASSESSMENT OF THE GAYO COFFEE ORGANIC INDUSTRY IN ACEH PROVINCE, INDONESIA****Corresponding Author:** Mariyudi Mariyudi**Co-Authors:** Suryadi; Hendra Raza; Ikramuddin  
Universitas Malikussaleh**Abstract**

*The main purpose of this study was to assess social sustainability of the Gayo coffee organic industry in Aceh Province, Indonesia. To achieve this purpose descriptive survey research was used. The research was conducted at Bener Meriah and Aceh Tengah Districts, Aceh Province, Indonesia. Sixty-five key actors in the supply chain considered farmers, collectors, agro-industry and exporter were identified for analysis. Based on RAPCOFFEE technique, 10 attributes regarding social sustainability was used for this study. To assess social sustainability level, Morris Inequality Index was used. The result of the research showed that the Koperasi Baitul Qirad Baburayan and the Koperasi PPKGO relatively had the most social sustainability situation among other actors (moderate level)*

**Keywords:** Sustainability; Social; Gayo; Coffee; Organic; Rapcoffee**Abstract ID: AIC-2017-AMOS-613****A STRATEGIC APPROACH TO RESOLVE GLOBAL SUSTAINABILITY ISSUES****Corresponding Author:** Farhat Umar**Abstract**

*Sustainability focuses on what impact the current generation's economic gains has on environment, society and future generations. Post globalization, inequality among countries has decreased, but it has increased to unprecedented levels within countries, leading to conflict and disillusionment in world leadership. Subsequently, global attention is now focused on resolving sustainability issues such as climate change, corruption, poverty, gender inequality and child*

labor. The purpose of this research report is to identify the root causes of global sustainability issues, understand the cause and effect relationships between the issues, and to develop a methodology to prioritize them. A meta-analysis qualitative research methodology has been used in this research report. Qualitative data on global risks, global sustainability issues and solutions were gathered and analyzed. The "5 Why" Lean Six Sigma methodology was applied to a Global Risk Assessment for 2017 to identify the root cause behind global sustainability issues. The analysis establishes that core sustainability issues of corruption and climate change need to be addressed, and a transparent reward and punishment mechanism needs to be implemented, in order for global sustainability goals to be successfully achieved. The report also suggests that by addressing these issues, global inequality of wealth can be reduced.

**Keywords:** Root Causes Of Global Sustainability Issues; Prioritization Of Global Sustainability Issues; Solutions To Global Sustainability Challenges

**Abstract ID: AIC-2017-AMOS-617**

**IMPLEMENTATION PERFORMANCE BASED BUDGETING A PHENOMENOLOGI ( CASE STUDIES ON SMALL AND MEDIUM ENTERPRISE COOPERATIVES )**

**Corresponding Author:** Yana Hendayana

Universitas Widyatama

**Abstract**

This internship aims to understand the implementation of performance-based budgeting at the small and medium enterprise cooperatives. The subjects of this internship report consist of budgeting process included planning, implementation, performance measurement and evaluation, and reporting. Besides, this internship also describes the problem in the budgeting process. Because of qualitative research, data was done by observation, interview and documentation study. Research methods used in this study is the case study, in this study the authors use primary data the process of preparing the budget of income and expenditure, and secondary data consisting of a collection consisting of various literature. The result of data compiler was analyzed by using a qualitative method that developed based on the descriptive paradigm. The approach of phenomenology analysis used to describes the comprehensive meaning of small and medium enterprise cooperatives budgeting process. The finding of this result showed that in general, the idealism of performance-based budgeting is not yet achieved, although there is right in an understanding of performance budgeting meaning by staff and managers. There are many mistakes in budgeting process sequences included planning, implementation, performance measurement, evaluation, and reporting. The less comprehensive communication, integration computerized application system, rewards and punishment system, and ethics of work become the causes of the problem.

**Keywords:** Planning; Implementation; Performance Measurement; Evaluation And Reporting

**Abstract ID: AIC-2017-AMOS-618**

**PRACTICE SUSTAINABILITY IN HIGHER EDUCATION**

**Corresponding Author:** Alia Ariesanti

**Co-Authors:** Eko Ganis Sukoharsono, Gugus Irianto, Erwin Saraswati

Universitas Ahmad Dahlan

**Abstract**

Universities have a significant role in supporting the realization of sustainable development, thus forming the concept of the sustainable university. The concept of the sustainable university emphasizes the importance of economic, environmental and social activities conducted by the college. The college is expected to formulate the curriculum, perform research and community service activities with the topic of sustainability. The purpose of this study was to assess the extent of college considering the environmental, social and economical in their activities. The respondents of this study are the head of a department in Kopertis (Coordination of Private College) Region V Yogyakarta, Indonesia. This study uses a mixed method approach. Quantitative data obtained using a questionnaire, then processed by using the compared group statistical test. Qualitative data obtained using interview, then processed by using data reduction, data display and conclusion and verification. The results of this survey suggest that the head of the departments had considered the aspect of sustainability in formulating the curriculum, implementation of research and community service activities. From the three points of the college Tridharma, which is education, research and community service, the departments give more attention to community service activities.

**Keywords:** Sustainable University; Curricula; Research; Service To The Community

**Abstract ID: AIC-2017-AMOS-624**

**TRANSITION FROM LOGISTICS TO ECO-LOGISTICS**

**Corresponding Author:** Pragya Arya

Management Development Institute, Gurgaon

**Abstract**

Commercial activities have caused large scale degradation of the environment and Logistics is one of them. Logistics function is associated with direct, indirect and cumulative effects on the ecological system. This research tries to identify through qualitative research, the need for logistics function to move from traditional logistics focused on profit improvement to one that creates a perfect balance or harmony between its economic performance and its ecological footprint. The research methodology followed is System Dynamics Modelling. The outcome is a causal loop diagram that identifies causal relations between various factors that can have an affect on this transition.

**Keywords:** Logistics; Eco-Logistics; Environmental Sustainability; System Dynamics Modelling

**Abstract ID: AIC-2017-AMOS-630**

**ENTREPRENEURIAL PERCEPTION AS A VIABLE TOOL FOR CREATION NEW VENTURE**

**Corresponding Author:** Saminu Maiwada

**Co-Authors:** Saminu Maiwada

Hussaini Adamu Federal Polytechnic, Kazaure, Jigawa State., Nigeria

**Abstract**

*Entrepreneurial perception is one of the crucial areas of entrepreneurship that received conceptual and empirical attention from different authors. The relationship between entrepreneurial perception and new venture creation has attracted researchers' attention and resulted to the wide gap of this field. The paper examines the relationships between entrepreneurial perception and new venture creation among the students. A quantitative survey method was used to evaluate the responses from 273 international students in the University Utara Malaysia. Results confirm that entrepreneurial perception had significant positive influence on new venture creation. Suggestions for future researchers are offered to use longitudinal method to study new venture creation. The paper found a positive significance relationship between entrepreneurial perception and new venture creation. Therefore, the paper contributes new evidence to the expectations of creation new ventures among students.*

**Keywords:** Entrepreneurial Perception; New Venture Creation; Universiti Utara Malaysia

**Abstract ID: AIC-2017-AMOS-631**

**THE ROLE OF INSTITUTIONS OF HIGHER LEARNING TOWARDS ENTREPRENEURIAL MINDSET**

**Corresponding Author:** Saadatu Yaya Abubakar

**Co-Authors:** Saadatu Yaya Abubakar

Hussaini Adamu Federal Polytechnic, Kazaure Jigawa State, Nigeria

**Abstract**

*Globally, entrepreneurship is addressing the economic needs through injecting entrepreneurial mindset that have a significant influence on the world economic growth. Government at various levels addressing the problem of unemployment among the youths. Recently, empirical and conceptual research on the field of entrepreneurship development has been made by many scholars. The entrepreneurial spirit among the students in tertiary institutions is very low. Entrepreneurship development does not happen suddenly, it is influence by entrepreneurial mindset to start up. Inclining entrepreneurial programs in the institutions of higher learning has been regarded as a secondary task. The dynamism perspectives have changed the situation, especially among the students. Contemporarily, a positive attempt that improves entrepreneurial activities among the students of higher learning has also addressed. This paper aims to examine the entrepreneurial mindset among the students of higher education in Nigeria. The paper adopts conceptual and exploratory techniques in connecting specific role of higher institutions toward inclining entrepreneurial mindset among the students. The findings of the study find distinct support of institutional roles as the element that influences entrepreneurial mindset among the students. Suggestions for future researches have been made to make comparative studies on entrepreneurial mindset among the students of higher learning through empirical study.*

**Keywords:** Entrepreneurial Mindset; Institutions Of Higher Learning

**Abstract ID: AIC-2017-AMOS-632**

**ENHANCEMENT OF LEARNING OUTCOME QUALITY SMK BUSINESS SKILLS AND MANAGEMENT IN BANDUNG CITY**

**Corresponding Author:** Budi Santoso

**Co-Authors:** Nani Imaniyati, Adman

Universitas Pendidikan Indonesia

**Abstract**

*Abstract: Problem studied is not yet the optimal quality of competency graduate of Vocational High School (SMK) Bandung city. This is evident from the problem of the low graduation rate and the unemployment rate in Indonesia is a phenomenon of the quality of graduate competence that has not been optimal. The purpose of research is to get the concept of Vocational High School in improving the quality of graduate competence so that it can produce skilled workers from qualified graduate school and in line needs of employers. A technique of collecting data using questionnaire with an ordinal scale. While the method used is Explanatory Survey Method. Respondents size 150 teachers, taken randomly from 30 Vocational School Skills. Data processing techniques using path analysis. Conclusion that (1) the leadership of the principal has a strong, positive, and significant influence on teacher teaching performance and teacher work motivation; (2) Principal leadership, teacher teaching performance and teacher work motivation, have a positive and significant impact on the learning process; (3) Headmaster leadership, teacher teaching performance and teacher work motivation, and learning process, have positive and significant impact on the quality of graduate competence. Recommendations proposed that the intervention of the foundation of the principal's policies should be reduced. The principal should strive to foster motivation and teaching standards that have been adapted to the 2013 curriculum, making it easier for teachers to convey the content of learning in teaching and learning activities in schools.*

**Keywords:** School Leadership; Teacher Performance; Teacher Work Motivation

**Abstract ID: AIC-2017-AMOS-634**

**MULTIFACETED MEANING OF CORPORATE SOCIAL RESPONSIBILITY (CSR)**

**Corresponding Author:** Hishan Sanil

**Co-Authors:** Suresh Ramakrishnan, Norhalimah Idris, Ahmad Jusoh  
University Teknologi Malaysia

**Abstract**

*The term CSR is a topic which is being discussed widely among researchers. However, the meaning of the term CSR is not the same for all stakeholders. The present study has explored to understand the meaning of the term CSR for the practitioners as well as the related stakeholders. A qualitative approach was adapted for this study and an in-depth interview was conducted with the CSR consultants, CSR managers of the corporate companies, NGOs and the government representatives. The study used the Nvivo 10 Software for data analysis. The study findings is consistent with the past literature related to CSR and the findings has highlighted that the term CSR is a dynamic term. The meaning of CSR is different for different stakeholders. The findings of the study will help the researchers and CSR practitioners to have a deeper understanding of the term CSR in different perspectives, which in turn will help in efficient implementation of the CSR initiatives.*

**Keywords:** Corporate Social Responsibility; Meaning Of CSR; CSR Definition; Corporate Citizenship; CSR Practitioners

**Abstract ID: AIC-2017-AMOS-637**

**THE IMPACT OF INTERNALIZED STIGMA AT WORKPLACE THROUGH INTERLINKING MECHANISM OF SELF-ESTEEM OF TUBERCULOSIS PATIENTS IN PAKISTAN.**

**Corresponding Author:** Adeeba Khan

**Co-Authors:** S.M.M.Raza Naqvi

Capital University Of Science And Technology Islamabad

**Abstract**

*People living with Tuberculosis (TB) are stigmatized socially. It is the fact that tuberculosis is an infectious disease transmitted through the air and can affect any part of the body, majority people do not know much about its mode of transmission and treatment protocols. Despite being curable, Tuberculosis is still a stigmatized disease, not only because of its clinical manifestations but also due to psycho social behaviors. The objective of this study was to examine the impact of internal stigma on deviant workplace behavior, including the moderating effect of centrality stigma and salience stigma and the mediating effect of self-esteem, among Tuberculosis (TB) patients at workplace. Data were collected from 200 employees diagnosed TB in public and private hospitals in Pakistan. The research found support for the hypothesis that internal stigma is associated with negative workplace outcomes via self-esteem. In addition, centrality and salience stigma moderated the association such that participants with greater magnitude of stigmatized identity were buffered from the impact of stigma on negative self-esteem and leads to negative workplace outcomes. The social identity theory was used to build our theoretical model. We have also discussed theoretical and practical implications of our findings.*

**Keywords:** Self-Esteem; Health Behavior; Stigma; Stigmatization; Deviant Workplace Behavior.

**Abstract ID: AIC-2017-AMOS-640 & AMOS-638**

**ENERGIZING WORKPLACE ENGAGEMENT WITH SPIRITUAL INTELLIGENCE**

**Corresponding Author:** Mazni Saad

**Co-Authors:** Rosita Husain; Nafiza Mahyuddin; Aznita Ahmad; Mokana Muthu Kumarasamy

Universiti Selangor

**Abstract**

*The current study was to examine the mediating role of Spiritual Intelligence (SQ) in engaging employees at the workplace. Particularly, this study aimed to at investigating the SQ in the relationship between practices and business performance among the food handlers. The main objective of this research is to examine the mediating effect of the SQ on the business performance (food, services, and atmosphere). Four main SQ dimensions from the ISIS measurement scale were used as a basis to collect the data. A total of 816 data was collected from the food handlers from different government's off-premises. Analyzed with the Smart PLS, the analysis showed that SQ mediated the relationship between practices and business performance in these three areas. In assessing the structural model estimate, the results of analysis revealed that the direct effect is statistically difference from zero ( $?_c?0$ ). Thus, rejected the null hypothesis  $?_c=0$  with a statistically significance showed that there is a mediating effect on the relationship between practices and business performance. The discussion is made in explanation of these results within the context of other researchers and suggestions for further research.*

**Keywords:** Business Performance; Employee Engagement; Spiritual Intelligence; Malaysia

**Abstract ID: AIC-2017-AMOS-642**

**STATISTICAL STUDY ON ADOPTION OF ECOLOGICAL FOOD CONSUMPTION BEHAVIORS**

**Corresponding Author:** Maryam Kashani Nazari

**Co-Authors:** Rasli, A.

Universiti Teknologi Malaysia

**Abstract**

*Green food consumption is a facet for sustainable development. This article explores and analyses the association of willingness to adopt ecological food consumption on consumers' perception on environmental activities, perception on*

green marketing strategies including eco-label, eco brand and green advertisement and finally the relationship between consumers' willingness and motives on meat reduction and consumption of seasonal and regional vegetables and fruits. With the use of a sample of 450 consumer respondents, a survey questionnaire has been conducted in Klang Valley, Malaysia and in Singapore. The result of Multiple Regressions Analysis demonstrates that consumers' perception on eco-friendly activities significantly affect their willingness. Moreover, motives on meat reduction and motives on increasing consumption of seasonal and regional vegetables and fruits appeared to have positive impact on consumers' willingness. Furthermore, findings suggest that eco-label, eco-brand and green advertisement positively influenced consumers' willingness to consume green food although green advertisement demonstrated lower effect on consumer's willingness comparing to eco-label and eco-brand.

**Keywords:** Ecological Food; Green Food; Consumer Behavior; Sustainable Consumption; Motives; Green Marketing Strategies

**Abstract ID: AIC-2017-AMOS-643**

#### **NGOS AS A DRIVERS FOR EFFECTIVE FLOOD MITIGATION : A CASE STUDY IN MALAYSIA**

**Corresponding Author:** Hishan Sanil

**Co-Authors:** Suresh Ramakrishnan

University Teknologi Malaysia

#### **Abstract**

Many of these social movements have become institutionally non-governmental organizations (NGOs). These are non-profit institutions and not really government institutions. NGOs are private institutions that serve the public interest and unofficial channels, supporting social projects, at local, national, or international levels. The past disasters have demonstrated the invaluable role of NGOs during disaster management. The present study will explore the role of NGOs in flood mitigation. The study was conducted in Malaysia as flood one of the major and frequently occurring natural disasters in Malaysia. The study used the qualitative method and the method of data collection was in-depth interview. The findings shows that NGOs play a vital role in encouraging the government, corporate and the community in focusing on flood mitigation rather than focusing only on the disaster recovery.

**Keywords:** Corporate Social Responsibility; NGO; Flood Mitigation

**Abstract ID: AIC-2017-AMOS-649**

#### **"MANAGEMENT BY EXCEPTION" WELL SURVEILLANCE FOR WELL MANAGEMENT: TO MAXIMIZE OIL PRODUCTION**

**Corresponding Author:** Mohd Hilmi Hasan

**Co-Authors:** Azlinda Abdul Malik, Mazuin Jasamai, Said Jadid A Kadir

Universiti Teknologi PETRONAS

#### **Abstract**

Current economic reality has pushed oil and gas company to produce "more with less". The ever increasing amount of data available to surveillance engineers has caused engineers to spend more time gathering, analyzing them manually which is definitely a daunting exercise and inefficient. Leveraging on data driven surveillance by adopting the principle of management by exception (MBE), the project tries to minimize the manual interaction between data and engineers. The study will focus on monitoring well production performance through pre-determined parameters with each set of rules. A model (with a certain algorithm) will be built to identify any deviations from the pre-set rules and the model will alert user for deviations that occur. Prediction will be done on when the well be offline if the problem keep on persisting without immediate action from user. The primary benefit of the project is it will allow for proactive measure, faster response time for well intervention, minimize well downtime, safeguard the production as well as contribute to cost saving. Other benefits include better use of practitioner's time (focus on analysis rather than identification), elimination of repetitive data gathering and reformatting tasks, consistency and repeatability of evaluation and better knowledge management. This paper presents a literature review on the prediction and management by exception for the above mentioned well management. The results presented in this paper will help in the development of the proposed prediction and management model.

**Keywords:** Management By Exception; Anomaly Detection; Well Surveillance; Prediction

**Abstract ID: AIC-2017-AMOS-663**

#### **TESTING A MODEL OF ETHICAL LEADERSHIP, ORGANIZATIONAL COMMITMENT AND OUTCOMES WITH SOCIAL EXCHANGE AS MEDIATING VARIABLE: A PAKISTANI CORPORATE SECTOR PERSPECTIVE**

**Corresponding Author:** Adil Sheraz

**Co-Authors:** Kashif-Ur-Rehman

#### **Abstract**

*Abstract Purpose* - The purpose of the study is to investigate the relationship of Ethical leadership on organizational commitment with social exchange as mediating variable and further outcomes of organizational commitment in the form of organizational citizenship behavior (OCB). To test this relationship, the study proposes a model to test with Pakistani corporate sector. The study is based on a local prospective, China Pakistan Economic Corridor (CPEC). *Methodology* – Data was collected through self-administrated questionnaire from 412 employees of corporate sector organizations in Pakistan. We used e-survey approach for the study and sample was selected through simple random sampling approach. *Findings* - The findings reveal that ethical leadership is positively associated with affective and normative commitment. Also, the results show that social exchange mediates the positive relation between ethical

leadership and affective and normative commitment. In addition, the results of the study show that committed employees demonstrate voluntary behavior in the shape of organizational citizenship behavior for individuals and organizations.

**Keywords:** Ethical Leadership; Social Exchange; Organizational Commitment; OCB

**Abstract ID:** AIC-2017-AMOS-667

**MODEL IMPLEMENTATION OF QUALITY MANAGEMENT SYSTEM ISO 9001: 2008 STUDY ON MOTIVES, BENEFITS, OBSTACLES, AND SUCCESS FACTORS**

**Corresponding Author:** Fuad Adman

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Universitas Pendidikan Indonesia

**Abstract**

*Abstract. The problems are formulated as follows: ISO 9001: 2008 certification focuses more on proving compliance with standards and has not accommodated the needs of the education world to meet the expectations of stakeholders as well as continuous improvement of organizational performance. The need for implementation of Quality Management System in education sector becomes important. The focus of this research is to describe the condition of motives, benefits, obstacles and success factors of ISO 9001: 2008 Quality Management System. The research method used is explanatory survey method with descriptive analysis technique. The population of research states vocational school in Bandung and the sample is the manager of Quality Management System. The results describe the condition of motives, benefits, obstacles and success factors of implementation of ISO 9001: 2008 quality management. The motives categorical are high, high benefit, medium barriers and factors of high category success. This means that the impetus of the school to apply ISO is very good, the benefits of good ISO implementation and success factors in the application of ISO is very good, while in its application there are still barriers in the medium category. Implementation of ISO 9001: 2008 quality management becomes a very important thing to improve the competitiveness of state vocational school in Bandung. A serious effort is required in implementing the ISO 9001: 2008 Quality Management system.*

**Keywords:** Model; Implementation; Quality Management System; ISO 9001: 2008; Motives; Benefits; Obstacles And Success Factors

**Abstract ID:** AIC-2017-AMOS-671

**INTEGRATING THE IMPROVEMENT OF MAHALANOBIS TAGUCHI SYSTEM (MTS) FOR FEATURE SELECTION THROUGH APPLICATION OF BINARY PARTICLE SWARM OPTIMIZATION (BPSO)**

**Corresponding Author:** Wan Zuki Azman Wan Muhamad

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**Abstract**

*A unified framework for achieving improvement the feature selection process (optimization stage) during implementation of Mahalanobis Taguchi System (MTS) is proposed. The proposed framework exploits the versatility of Binary Particle Swarm Optimization (BPSO) as a tool for feature selection in MTS. Finally the process of MTS as a tool for classification, variable selection and monitoring, is explained and demonstrated using a simulated example.*

**Keywords:** Mahalanobis Taguchi System; Binary Particle Swarm Optimization; Feature Selection

**Abstract ID:** AIC-2017-AMOS-676

**SIGNIFICANCE OF WORD OF MOUTH ON ENTREPRENEURIAL INTENTION; WITH MEDIATION OF KNOWLEDGE SHARING IN HEIS OF LAHORE, PAKISTAN**

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**Abstract**

*The study concerns with the relationship between, and significance of Word of Mouth (WOM) on Entrepreneurial Intentions (EI). Furthermore, it has been discussed that if Knowledge Sharing (KS) among the industrial and academics researchers is created regarding procedures of entrepreneurial business ventures, it will aid both academic and business sectors of economy. The study confers with explanatory examination in nature and seeks to answer the fact that what is the impact of WOM on EI especially when KS acts as mediator among both variables. The current study addresses the behavior of 405 university teachers teaching in various public and private sector universities in Lahore city of Pakistan under applied sciences and social sciences disciplines. Different statistical analyses were used to analyze the data i.e. Descriptive Statistics, Factor Analysis (KMO and Bartlett's test, Eigen values and Total Variance), Regression analysis and Correlation analysis by using SPSS 20.0 to ensure reliability and validity of research contents. The empirical result indicates that WOM has statistically significant impact on EI which is positively mediated by KS.*

**Keywords:** Word Of Mouth (WOM); Knowledge Sharing (KS); Entrepreneurial Intentions (EI)

**Abstract ID:** AIC-2017-AMOS-680

**CONTINUOUS IMPROVEMENT BEHAVIOURS IN MALAYSIAN MANUFACTURING COMPANIES**

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**Abstract**

*In this study, the Bessant's Continuous Improvement (CI) Maturity Model, as a means to measure the presence of continuous improvement culture, was tested for its validity and reliability in the context of Malaysian manufacturing*



companies. The CI Maturity Model has been validated in several different settings before but has yet to be investigated for its applicability in Malaysian manufacturing companies. A total of 321 survey responses were obtained and later analysed by exploratory factor analysis (EFA) and confirmatory factor analysis (CFA). The findings from the analyses suggested that the CI Maturity Model had demonstrated adequate validity and reliability when compared against data from Malaysian manufacturing companies. The CI Maturity Model can be used by Malaysian manufacturing companies as a framework for developing continuous improvement culture.

**Keywords:** Continuous Improvement; Exploratory Factor Analysis; Confirmatory Factor Analysis; Malaysia; Maturity Model

**Abstract ID: AIC-2017-AMOS-681**

**A COMPARATIVE STUDY ON CORPORATE DIVERSIFICATION AND FIRM PERFORMANCE ACROSS SOUTH ASIAN COUNTRIES**

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**Abstract**

*This study has thoroughly studied the previous literature on Corporate Diversification and Firm's Performance in different countries like, USA, EU, China, Malaysia and Bangladesh. To investigate the effects of different factors those affected the diversification decision/Strategy of firms we have taken data of 465 firms of India, Sri Lanka and Pakistan in order to check how different factors affected the diversification decision of manufacturing firms across south Asian countries. Data was collected from financial statements of different firms and stock Exchanges which is available at their websites and also from data banks. Present study is secondary in nature and 16-years data is collected from 2001 to 2016 of different firms. A two stage regression analysis is used with the dependent variable of "MAR, BOR SIZE GROW etc". Results showed that variables i.e managerial ownership, director ownership, size, and grow, debt ratio and firm risk found significant association with corporate diversification and firm performance. We can say that all these variables have significant impact on the corporate diversification and firm performance across south Asian countries. From whole study and results we can say that diversification is deployed as strategy to reduce firm specific business risk. The increased volatility and aggressiveness of the industry has made the industry more endangered to fluctuations in demand, thereby aggravating the situation and making survival more pivotal. In order to survive in such aggressive environment, manufacturing industries must have resonated strategic planning and management frameworks. A firm's survival is dependent upon its ability to adjust successfully to the changing environment, whereas strategic planning and managerial capabilities are tools to survive in such challenging environment.*

**Keywords:** Corporate Diversification; Firm Performance; South Asian Countries

**Abstract ID: AIC-2017-AMOS-686**

**ANALYSIS OF THE ADDITION ENODE B IN 4G LTE NETWORK FOR COVERAGE AREA**

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**Abstract**

*As the number of LTE 4G network subscribers increases, telecom operators must expand their coverage area to be able to serve the telecommunication needs of customers. Research on 4G LTE is still interesting to be studied because 4G LTE network is still developed. This study discusses the effect of the addition of e Node B to the coverage area of 4G LTE network. The research method used is survey, simulation. This research is done by taking data of telecommunication operator in north Balikpapan. From the research results for the 4G LTE network need to add 4 e Node B from 14 to 18 e Node B. By addition of e Node B number increased coverage area of 4G LTE network from 89.108 km<sup>2</sup> to 132km<sup>2</sup>*

**Keywords:** 4G; LTE; E Node B

**Abstract ID: AIC-2017-AMOS-693**

**IMPACT OF QUALITY MANAGEMENT PRACTICES ON FIRM PERFORMANCE: MODERATING ROLE OF INNOVATION-CULTURE.**

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**Abstract**

*In the current era, the decision makers become more concerned about quality and the organizations are more involved, questions are raised about which quality management practice should be implemented to enhance the performance of an organization. The purpose of this study was to investigate the relationship between quality management practice and firm performance through the moderating role of an innovation culture in the textile sector of Pakistan. The study used three quality management practices including top management leadership, employee's management, and training Performance. Data were collected through a cross-sectional survey; Total 150 managers were selected from different textile Organizations. The Proposed model was tested through SMART PLS 3, demographic statistics were tested through SPSS 23. The results show that training and employee's management significantly affect the firm performance. However, the top management leadership insignificantly affects the firm performance. After introducing innovation culture as a moderator, it is found that the insignificant relationship between top management leadership and firm*

performance has become significant. The findings of the study reveal that innovation culture contributes to the firm performance.

**Keywords:** Top Management Leadership; Training; Employee'S Management; Innovation Culture; Firm Performance

**Abstract ID: AIC-2017-AMOS-705**

**BUSINESS EVENT DESTINATION DETERMINANTS: MALAYSIA EVENT ORGANISERS PERSPECTIVE**

**Corresponding Author:** Mung Ling Voon

**Co-Authors:** Stanley Nwobodo And Ngui Kwang Sing

Swinburne University Of Technology

**Abstract**

*The choice of destination for a business event is influenced by a range of attributes, including the event type, location or number of attendees. This paper investigated the factors that influence destination selection for business events in Malaysia. Data, collected from 261 event organisers using a simple random probability method, were analysed to test for significant differences between destination attributes and event characteristics. The findings revealed that the event size, venue and destination have a significant and direct impact on destination attributes; however, contrary to previous studies, event type was insignificant and had no direct impact on destination attributes. The results contribute knowledge on approaches to improve the marketing of destinations to business event organisers in Malaysia. Furthermore, the results imply that marketers, who want to optimise strategies to better meet the needs of the Malaysia business event industry, should align destination attributes with the dimensions of event characteristics.*

**Abstract ID: AIC-2017-AMOS-710**

**INFLUENCE OF SUPPLY CHAIN INTEGRATION AND JUST IN TIME METHOD TO SMOOTHLY PROCESS PRODUCTION AT ASSEMBLY COMPANY IN BATAM RIAU ISLANDS**

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**Co-Authors:** Shinta Wahyu Hati; Bambang Hendrawan

Batam State Polytechnic

**Abstract**

*This research aims (1) to know the influence of supply chain integration to the smoothness of production process of manufacturing company in Batam, (2) to know the influence of just in time method toward the smoothness of production process in Batam, (3) to know the influence of supply chain integration and just in time to smooth manufacturing process of manufacturing company in Batam. Samples were taken as many as 100 manufacturing companies engaged in various assembly fields such as electronics, textiles, pipes, printers, soft lens, construction, and others. The sampling technique used is purposive random sampling and using the questionnaire as data collection method. Technique Analysis of data used is multiple linear regression. The results showed that there is a positive influence between the variables of Supply Chain Integration (X1) partially to the smoothness of production process at the manufacturing company in Batam, there is a positive influence between the variables of the method just in time (X2) partially to the smoothness of production process in the manufacturing company in Batam, and there is a positive and simultaneous influence between the supply chain integration variables (X1) and the just in time (X2) method for the smoothness of the production process (Y).*

**Keywords:** Supply Chain; Just In Time; Smooth Production Process; Manufacturing Company

**Abstract ID: AIC-2017-AMOS-722**

**IMPACT OF GREEN MARKETING ON SUPPLY CHAIN MANAGEMENT - A CASE OF MANUFACTURING COMPANIES IN PAKISTAN**

**Corresponding Author:** Bushra Mahmood

**Co-Authors:** Erum Fatima

DHA Suffa University

**Abstract**

*This purpose of this study is to examine the overall impact of green marketing and its underlying strategies on the supply chain function in the manufacturing companies operating in Pakistan. The study of previous literature shows that research gap exists in this area in Pakistan and this practice is poorly understood even in this age. Findings from this study found that lifecycle inventory management has significant impact on the supply chain function of manufacturing companies like Unilever and P&G; however the other independent variables of reverse logistics and green product strategy had no significant impact on the overall supply chain. Considering the findings, companies operating in manufacturing industry are recommended to focus primarily on sustainability and eco-friendliness, while ensuring significant reduction in inventory management along with other aspects of supply chain for the attainment of desired improvements, which could ultimately result in improved performance and productivity.*

**Keywords:** Green Marketing; Supply Chain Management; Sustainable Development; Pakistan; Manufacturing Companies

**Abstract ID: AIC-2017-AMOS-725**

**IMPACT OF ORGANIZATIONAL FACTORS ON BANKERS' HEALTH, TURNOVER INTENTIONS AND PERFORMANCE. AN EVIDENCE FROM THE PRIVATE SECTOR BANKS OF PESHAWAR (KP).**

**Corresponding Author:** Syed Gohar Abbas

**Co-Authors:** Wasal Khan; Kamal Badar

Sarhad Univesity Of Science And IT (SUIT)

**Abstract**

*Financial institutes are considered the main key players in the overall economy of the country and in recent years, Pakistan has observed a high growth rate in banking in terms of numbers of banks, products they have offered and quality services because of strict regulations by the controlling authorities e.g. State Bank of Pakistan, Securities & Exchange Commission of Pakistan etc. This study aims to shed light on the impact of organizational factors e.g. Workplace Conflict, Boss Support, Work Over Load, Work-life Imbalance, and Role Conflict on banker's health issues, Depression, Emotional Exhaustion, Turnover Intentions and Performance. A sample of 117 bankers from two different private sector banks of Peshawar (Pakistan) completed a structured questionnaire. We divided our conceptual model in two phases to test it accordingly using SPSS. In phase 1, the results show that work-life imbalance and work overload have highly significant positive impact on most of the dependent variables. In phase two, Depression and Emotional Exhaustion with a significant impact on Turnover Intentions and Organizational Commitment. Based on the results, some recommendations have been suggested for the bankers to reduce the negative impact of work over load and work-life imbalance on their health, augment the performance and reduce the turnover intentions.*

**Keywords:** Work Overload; Work-Life Imbalance; Depression; Emotional Exhaustion; Performance; Turnover Intentions; Banks

**Abstract ID: AIC-2017-AMOS-735**

**THE APLICATION OF WHATSAPP MESSENGER TO ENGGAGE PARENTAL INVOLVEMENT AT KINDEGARTEN**

**Corresponding Author:** Sri Nuraini

State University Of Jakarta

**Abstract**

*This research aims to describe the use of WhatsApp (WA) Messenger to parent involvement at Kindergarten. Research methods used was survei. Research subject was 20 parents at Group B Kindergarten in Serang. Research time conducted from February to October 2017. Research finding revealed that WhatsApp (WA) Messenger can enhance the parents' role in parent involvement at kindergarten, especially in the aspect of communication between parents to teachers and parents to parents. It can be seen by some pictures that sent by parents about children's activities, parents' discussion*

**Keywords:** Parent Involvement; Kindergarten; Childhood Education; Social Medium; Whatsapp (WA) Messenger

**Abstract ID: AIC-2017-AMOS-737**

**IMPACT OF GREEN SUPPLY CHAIN PRACTICES ON PERFORMANCE OF PAKISTANI FIRMS**

**Corresponding Author:** Erum Fatima

**Co-Authors:** Emaad Ahmed, Bushra Mahmood

DHA Suffa University

**Abstract**

*Green supply chain management (GSCM) is a term used to portray a production network arranged for enhanced execution of manageability, cost reduction, emanation lessening though the measure of the carbon impression and different measurements. The purpose of this paper is to explore the impact of green supply chain practices on supply chain output in Pakistan. The approach used for this study was exploratory in nature. The data was collected from supply chain professionals with the help of an adapted questionnaire and SPSS 20.0 was used to analyze the data to validate the research hypothesis. Multiple Regression and Correlation analysis was done to see the impact of three major independent variables – Internal practices, External practices and Eco Design practices on Supply chain performance of the firm. These variables were found to be highly and positively correlated. All the three independent variables have a positive impact on the performance of the firm and on the environment of the country as well. The organizations should move towards adopting these eco friendly practices. The green supply chain concept is relatively new and therefore not largely practiced in many of the firms operating in Pakistan. This was the major limitation in collection of primary data. Although there are many studies on green supply chain management but research on GSCM in Pakistan is very limited. This research adds significant value by dissemination of knowledge on the subject area for academicians and practitioners.*

**Keywords:** Green Supply Chain Management; Environmental Management; Sustainability; Pakistan.

**Abstract ID: AIC-2017-AMOS-753**

**COMPARISON OF PERFORMANCE OF REINFORCED CONCRETE BUILDINGS AND BRICK MASONRY BUILDINGS IN MUZAFFARABAD DURING 8TH OCTOBER 2005 EARTHQUAKE IN PAKISTAN.**

**Corresponding Author:** Zeeshan Ullah

National University Of Science And Technology, Islamabad, Pakistan

**Abstract**

*On October 8, 2005 at 08:52PST an earthquake of 7.6 Richter scale struck mountainous areas of Pakistan including Narran Valley, Neelam Valley, Jhelum Valley Mansehra, Muzaffarabad, Battal, Allai, Garhi Habib Ullah, Balakot,*

Bagh, and also Islamabad and Lahore. The epicenter of the earthquake was located near Muzaffarabad. As per the official figures, about 75000 people were dead, 70000 people were injured and 2.6 million families had been displaced. The most destructive and severe damage was observed in Muzaffarabad, Bagh, allai and Balakot areas where the entire villages and towns were ruined. In Muzaffarabad buildings were mostly constructed by local traditional stones, brick masonry and block and obviously not properly designed to resist such a high earthquake. The major effects of earthquake have been seen in brick masonry buildings most probably due to the meager construction of the load bearing walls. Few reinforced buildings (properly designed) existing in these areas suffered lesser damage as compared to the brick masonry buildings. Distance from the fault surface governs the level of failure in buildings. The villages adjacent to the rupture zone was completely destroyed during this earthquake and those which laid over full intensity of earthquake observed negligible vertical and shear motions. This paper attempts to evaluate the difference in performance of local brick masonry buildings and reinforced buildings and the material used in the construction of buildings in the affected areas particularly Muzaffarabad. It is found that some of the reinforced buildings and brick masonry buildings had much earthquake resistance such as corner reinforcements and lintel bands. This paper will discourse cracking and damages in wrecked buildings of the affected areas and the recommendations for the future construction will also be given to educate the community to adopt the proper and suitable type of structure that will resist the high value of earthquake.

**Keywords:** Earthquake; Seismic Activity; Reinforced And Brick Masonry Structures; Structural Damages; Failure And Crack Pattern.

**Abstract ID: AIC-2017-AMOS-755**

### **INTEGRATED APPROACH TO SOFTWARE BASED RISK ASSESSMENT AND MANAGEMENT OF DASU HYDROPOWER PROJECT**

**Corresponding Author:** Zeeshan Ullah

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#### **Abstract**

*In the present global economic recession context, many governments throughout the world especially developing countries are now seeking to attract private financing due to their limited resources constraints. The main deviation between Public & Private perception is treatment of risks. Public entities rarely bother about risks whereas Private investors focus on risks. In addition to this there might be land ownership and water right problems. Uncertainties, is the lack of sureness about an outcome or quantity which creates risks. In Hydropower Project like Dasu uncertainties surrounds uncertain about water flow rate, estimated project costs, future annual costs, escalation rate and future value of energy. Since these quantities are not known with certain, which results unfavorable outcome to the project stakeholders are possible. These risks should be analyzed and minimized to the feasible extent. Various methods are available to analyze uncertainties in the energy related investment. However, two are most popular and highly use in practice means the Sensitivity & Risk Analyses.*

**Keywords:** HPP; PMI; Hydropower Project; Risk Assessment; Analysis And Risk Management

**Abstract ID: AIC-2017-AMOS-757**

### **TWO SIDES OF A COIN: EFFECTS OF PERCEIVED AND ACTUAL FINANCIAL LITERACY ON INVESTMENT DECISION MAKING BEHAVIOUR MEDIATED BY FINANCIAL RISK TOLERANCE**

**Corresponding Author:** Zaheer Ahmed

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#### **Abstract**

*Investment decision making is a complex phenomenon driven by the behavioral dimensions of investors, based on both the objective and subjective grounds, since investors are the humans. This is a qualitative research based on extensive literature review and develops a framework useful for future investors. This study explores the impact of perceived and actual financial literacy on financial risk tolerance and investment decision-making behavior of individual investors. The study also identifies the role of financial risk tolerance between the relationship of financial literacy (perceived and actual) and investment decision-making behavior. In addition, on the basis of past literature, this study has concluded that harmonization among perceived and actual financial literacy of investors is necessary for making accurate decisions with minimum risk. Similarly, this research has identified that level of financial literacy (actual and perceived) leads to better financial risk tolerance ability, therefore investors invest in risky securities confidently. Further to this, study is a guideline for investors, professionals, and households for improving their financial literacy. Also, it helps the investor to identify that what level of financial literacy they require to deal with risky financial conditions and for making healthy investment decisions. To the end, study will help investors to make true evaluation of their actual financial knowledge to refrain from overconfidence, a negative predictor of investment decision-making behavior.*

**Keywords:** Financial Risk Tolerance; Investment Decision-Making Behaviour; Actual Financial Literacy; Perceived Financial Literacy

**Abstract ID: AIC-2017-AMOS-766**

**THE POTENTIAL OF OIL PALM WASTE AS A SOURCE FOR SUSTAINABLE ENERGY : CASE STUDY OF MALAYSIA**

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**Co-Authors:** Pusparini Dewi, Rapidah Othman  
Universiti Kuala Lumpur

**Abstract**

*The Potential of Oil Palm Waste as a Source for Sustainable Energy: Case study of Malaysia* Abstract Biomass is one of renewable energy that promises potential local economic and global environmental benefits from its utilization as electricity generation. Malaysian's goal to utilize the generate 5% of its electricity from renewable energy has encouraged many researchers to explore the biomass resources. Towards achieving this objective, one of biomass resources that available in Malaysia is agricultural wastes. It will be the most potential resources since Malaysia is well known for its agricultural activities. This project is about biomass potential energy from agricultural wastes. The focus is on Sarawak agricultural activities, where the study begins with recognizing the potential agricultural resources in this state. The main objective of this project is to determine the relation energy content and moisture content in the potential biomass resources. Thus, the laboratory works are carried out to determine the calorific value and also the moisture content in the agricultural wastes. The analysis of the effect of moisture content on the calorific value is included in the laboratory works. The result provided useful data to design an optimum process conversion of biomass to energy and implications of the oil palm waste as the renewable source of energy

**Keywords:** Biomass; Green Technology; Sustainable Energy; Oil Palm Waste

**Abstract ID: AIC-2017-AMOS-770**

**MODELING ASSIGNMENT OF LAND-SIDE FACILITIES TO IMPROVE SUSTAINABILITY OF A CONTAINER TERMINAL**

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**Abstract**

*Sustainability in a container terminal has been the industries' focus point to maintain benefits of global economy. Gained by improving port's handling systems, configurations, and strategies, the outcome of this design shows a decrease in energy waste, an eco-friendly and cost-saving operations, and therefore a better life's quality. Sufficient energy for a container movement differs based on the type of port's facility. Yard cranes (YCs) as a port facility, has a critical role in energy saving. Therefore, a suitable energy-based scheduling is vital. Managing traveling distances can also save lots of energy that can be conducted by vehicle routing (VRP) and layout configuration. This problem can be formed as a Quadratic Assignment Problem (QAP) in which cost is depended on distances of facilities and their movements. The problem is modeled as a multi-objective Mixed integer programming (MIP) model. As the problem is NP-hard, Genetic Algorithm may provide near optimal answers. The proposed approach is performed on a sample size respect to show the efficiency of the algorithm.*

**Keywords:** Yard Crane; Vehicle Routing; Quadratic Assignment Problem

**Abstract ID: AIC-2017-AMOS-782**

**IMPLEMENTATION OF VALUE STREAM MAPPING TO IDENTIFY WASTES ON CEMENT POUCH PRODUCTION**

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Universitas Bung Hatta

**Abstract**

*In the experiment, some wastes are identified in the packing factory. The wastes like waiting time and product defect take place in the mapping of value flow because of the high level of wastes on production floor. The mapping stage is done to map all activities with added-value and without added-value in stocking chain of the company relating to waiting time and product defect, so that the activities without added-value can be eliminated. In the mapping stage the method of VALSAT (Value Stream Mapping Tools) is used by preceding the selection of tools based on the high relationship between the wastes to be mapped and tools to be used. The selected tools are Process Activity Mapping, Supply Chain Response Matrix, and Quality Filter Mapping. To prevent the re-emergence of wastes, it is proposed an application of poka yoke on the production floor.*

**Keywords:** Waste; Added Value; Poka Yoke

**Abstract ID: AIC-2017-AMOS-785**

**SCM PRACTICES DO COUNTRY FACTORS MATTER?**

**Corresponding Author:** Zuraidah Jamrin

**Co-Authors:** Sidah Idris  
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**Abstract**

*Sabah state is adopting and promoting business-friendly environment. The purpose of this study is to examine the importance of country factors and relation towards the supply chain (SC) practices by focusing on Sabah's major manufacturing industries, namely; the palm oil based manufactures, non-metallic mineral manufactures, chemical and*

chemical product industry, food manufacturing, basic and fabricated metal product manufactures, wood and wood products manufactures, and transport equipments industry. These industries are going through a period of enormous change involving the production system as a whole in consequence to improve the Sabah economic condition. In particular, this study is identifying the country factors involve as a driver towards the supply chain practices amongst manufacturers in Sabah. The methodology of this quantitative study is through developed survey questionnaire which is supported by resource base theory and transaction cost theory. The constructs and instruments are developed based on literature research for national country factors view. The data collected by conducting the face-to-face interview with the managers in the factory and key suppliers for the industry. The outcome for this study firstly indicates that the country factors play main role in attracting industry players to practice supply chain in Sabah.

**Keywords:** Supply Chain; Practices; Manufacturing; Country Factors

**Abstract ID: AIC-2017-AMOS-786**

### **AN EMPIRICAL INVESTIGATION OF OCB TOWARDS JOB SATISFACTION, TRUST IN SUPERVISOR AND ORGANIZATIONAL COMMITMENT**

**Corresponding Author:** Khairol Anuar Ishak

**Co-Authors:** Rajoo Ramanchandram; Karu Selvamani Karuppiah  
Universiti Utara Malaysia

#### **Abstract**

Retaining employees in the organization is very crucial, especially to those organizations that require large pool of employees like manufacturing plant where 85% of their workforce are manufacturing operators. Retaining the lower level employees like manufacturing operators is very challenging as the employees leave the organization at any time due to various external and internal factors. There're not much focus and attention given on the importance of organizational citizenship behaviour towards manufacturing operators. Thus, it is important to understand the factors that will influence in reaching organizational citizenship behaviour among the manufacturing operators. The main objective of this study is to analyse the relationship between job satisfaction, trust in supervisor, organizational commitment towards of organizational citizenship behaviour among the operators in manufacturing organization. Findings of the research revealed that all the three variables, job satisfaction, trust in supervisor and organizational commitment having significant relationship with the organizational citizenship behaviour.

**Keywords:** Job Satisfaction; Trust In Supervisor; Organizational Commitment; Organizational Citizenship Behaviour; Manufacturing Operators.

**Abstract ID: AIC-2017-AMOS-791**

### **SUSTAINABILITY AND BOARD ATTRIBUTES IMPACT ON SHARE PERFORMANCE**

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#### **Abstract**

The conceptual study is focused on the importance of Corporate Sustainability, Board attributes and its impact on Share Performance. The efficient implementation of corporate sustainability practices allows the management of the firm to balance the interests of different stakeholder groups without compromising on the future viability and performance (Padgett, 2011). Organizations nowadays giving importance to the society and its surrounding environment by looking at firm's future opportunities (A.Mallin, 2010). The board member's and CEO qualification, knowledge, and expertise in the field can become a resource to achieve the sustainable development. The challenge faced by the management is to balance company's profitability, its engagement in surrounding society, and interest of the stakeholders and shareholders (Laskar & Maji, 2016). Companies are finding new ways to improve environment and surroundings by improving its product, production, and processes which makes it greener and cost-effective. But at the same time, Research and Development (R&D)/Innovation expenditures will reduce the firm's profitability. The capital market investors will respond in two ways; first, it could lead to an opportunity with more benefit to the firm in maintaining the competitive advantage of being an innovator for such green and cost-effective practices which will be reflected positively on the share price. Secondly, these R&D investments to maintain corporate sustainability practices will be reflected negatively on the share price (Nicol?escu, Alpopi, & Zaharia, 2015). The middle income trap is prevailing problem for Malaysia's economy which is caused by lower wage workers from other developing countries and innovation advancement from developed countries which restrict potential of Malaysia to come out of the this situation (Flaen, 2015). Malaysian economy is experiencing economic downturn which is visible in country's economic indicators like GDP, Exchange rates, and Inflation rates etc. The initiative for the advancement in technology especially green/eco innovation in product or process will help company to save cost (Aguilera-Caracuel & Ortiz-de-Mandojana, 2013; Schiederig, Tietze, & Herstatt, 2012). If investors respond to these changes positively it will help to generate sustainable development and attract foreign investment which in turn become a major contributor for the economy. The research will be conducted on Bursa Malaysia Stock Exchange Listed Companies. The data will be collected from 263 listed companies from 2012-2018 to capture the recent reforms in Malaysian corporate governance code (MCCG 2012, 2017). The analysis from the study will provide beneficial information to managers, analyst, investors and researchers regarding shareholders behaviors on green innovation to promote sustainability.

**Keywords:** Sustainability; Board Attributes; Green Innovation

**Abstract ID: AIC-2017-AMOS-792**

**ANALYSIS OF THE AGRIBUSINESS COMPETENCY THAT HAS IMPACT IN SUPPORTING AGRIBUSINESS ACTIVITIES: A CASE STUDY OF AGRIBUSINESS IN CILEMBU VILLAGE**

**Corresponding Author:** Sri Herliana

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**Abstract**

*Cilembu Village is one of the villages located in Pamulihan Subdistrict, Sumedang Regency, West Java Province, Indonesia. The majority of villagers are engaged in agribusiness or agriculture. Agricultural Products in the village Cilembu not only about Ubi Cilembu yet progressed to other agricultural products, both crops and processed products. It cannot be denied that not all agribusiness owners have all the skills and access that qualified. The aim of this research is to illustrate how the relation of competence of human resources, natural resources, and social relation influence the activity of agribusiness activity in Cilembu, and to know what factors support agribusiness activity in Cilembu, thus making Cilembu village become one of the famous productivity village in agricultural and agribusiness products in West Java. From the results of discussions and analysis conducted, there is a balance of competence that occurs such as competence in the management of natural resources, competence in human resources owned, and social competence. Although the villagers of Cilembu have limited or low formal education backgrounds, they are able to develop their village into one of the most famous villages with its agribusiness products, the most famous of which is cilembu yam products.*

**Keywords:** Cilembu Village; Natural Resources Competency; Human Resources Competency; Social Capital Competency

**Abstract ID: AIC-2017-AMOS-794**

**ANTIDIABETIC EFFECTS OF THE AQUEOUS SEED EXTRACT OF WATER MELON (CITRULLUS LANATUS) ‘KANKANA’ IN RATS**

**Corresponding Author:** Haruna Danyaya Abubakar

Hussaini Damu Federal Polytechnic Kazaure

**Abstract**

*AbstractDiabetes mellitus is currently one of the most common causes of death, afflicting people of different races across the continents of the world. Its rate of occurrence is threatening and commonly associated with individual's lifestyle and genetic factors. Based on the defect causing the disease, cost effective anti-diabetic or hypoglycemic drug are rightly available for its remedy. However, such drugs are often costly and unaffordable due to poverty and usually present undesirable side effects. It is therefore imperative to undertake scientific investigations to find an alternative and safe effective herbal medication which will be readily available, easily accessible and affordable for the management of the disease. The LD50 test carried out shows no sign of toxicity and the animals were found healthy and active in phase, onebut two of the experimental animals died in phase two when administered with 3750and5000mg/Kg body weight of the extract as presented in table 1 and 2 of page 7. The test of Blood glucose level conducted after the animals were treated with 50, 100 and 200mg/kg of aqueous seed extract of Citrullus lanatus, for the period of 3, 6, 9 and 12days indicated that, the seed of the planthas anti diabetic properties.*

**Keywords:** Anti Diabetes; Phytochemical Analysis; Toxicity; Citrullus Lanatus.

**Abstract ID: AIC-2017-AMOS-795**

**PROMOTING RENEWABLE ENERGY TECHNOLOGIES FOR RURAL DEVELOPMENT IN NIGERIA**

**Corresponding Author:** Abubakar Ahmad

Hussaini Damu Federal Polytechnic Kazaure

**Abstract**

*Currently a high proportion of the world's total energy output is generated from fossil fuels such as oil and coal. In general, the quest for an option to conventional power schemes for extension to remote and rural locations of developing countries like Nigeria arises from the high costs associated with the extension, as well as maintenance, of the power grid system to rural areas. It is universally accepted that fossil fuels are finite and it is only a matter of time before their reserves become exhausted. The need for supplementary or even alternatives that ideally will be non-depletable energy sources have since been recognized. These non-depletable energy sources are replenishable and are also referred to as renewable energy sources as they are available in cyclic or periodic basis. These include: Solar Energy which has estimated world wide average power potentials of 24 W /m<sup>2</sup> of the earth's surface; Hydropower, major sources which are still under developed, has an estimated potential of the range of 2-3 TW. Available also in limited areas of the world are Wind energy and Biomass. This paper reviews the availability of renewable energies and their current level of usage in rural communities of Nigeria with a view to put forward necessary policy measures that are essential in order to promote the use of these technologies.*

**Keywords:** Rural Communities; Fossil Fuels; Biomass; Energy Consumption; Man-Hour

**Abstract ID: AIC-2017-AMOS-798**

**BALANCED SCORECARD FOR SUSTAINABILITY OF MALAYSIAN HIGHER EDUCATION INSTITUTIONS: MYTH OR FACTS?**

**Corresponding Author:** Hairuddin Mohd Ali

**Co-Authors:** Hairuddin Mohd Ali & Lasisi Abass Ayodele

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*The purpose of this study is exploring the relationship of Balanced Scorecard initiatives (BSCI) and organizational climate (OC) on the sustainability of higher education institutions (SHEI). For the higher education institution (HEI),*

*the concerns of BSCI are four major perspectives that translate a higher education institution's strategic management into a comprehensive set of highly performance through organizational climate consist of administrative system. This was based on comprehensive number (272) top administrators at eight selected universities in Malaysia peninsula based on purposive sampling and full-fledged Structural Equation Modeling (SEM) Software Analysis of Moment Structures (AMOS) version 20.0 was used on psychometric properties and hypothesis test of Balanced Scorecard Initiatives, Organizational climate on the Sustainability of Malaysian higher education institutions (SMHEI) variables. Using a comprehensive Balanced Scorecard Initiatives theory suggested by Kaplan and Norton (2004), this paper argues that Balanced Scorecard Initiatives provide a systemic strategy for the achievement of sustainability in Malaysian higher education institutions. It shows administrators fully understand the complexity of BSCI but adopting in MHEI not exists. However, finding reveal that organizational climate has no relationship with sustainability consistent with previous literature due to communication challenges and decision-making in HEI that needs further attention among the selected eight higher education institutions in Malaysia. This study provides a basis for the future study while the result cannot be generalized. This is because the study is limited to peninsular Malaysia that needs further investigation from both private and other public higher education institutions. The framework presented in this study can be used as the basis for the development of general framework of the Balanced Scorecard (BSC), organizational climate and in the sustainability of higher education institutions perspectives. This paper indicates the preliminary findings on the Balanced Scorecard Initiatives through the basis of its source – the Kaplan and Norton, as it first kind of research on the SMHEI through examine various literatures and validation of fit model.*

**Keywords:** Balanced Scorecard; Sustainability; Organizational Climate; Higher Institution; Strategy; Performance; Malaysia

**Abstract ID: AIC-2017-AMOS-800**

**DETERMINATION OF LIQUID PRODUCT DISTRIBUTION ROUTE USING CLARK AND WRIGHT SAVING AND TABU SEACRH ALGORITHM FOR A MILK INDUSTRY IN INDONESIA**

**Corresponding Author:** Hari Adianto

**Co-Authors:** Hari Adianto

Institut Teknologi Nasional Bandung

**Abstract**

*Distribution system is a bridge between producers and consumers where the level of importance is very high and the need for calculation of time and capacity of the determination of the route to be made. Therefore, it is necessary to propose effective and efficient distribution route determination by using Clarke & Wright and Tabu Search method and application proposal which must be in company. Based on the proposed distribution determination can determine the route of the achieved distribution channels, the efficiency of time and distance by taking into account the capacity, speed, route, and others. The Clarke & Wright and Tabu Search methods are used to determine the route of distribution routes and improvements on the routes route of distribution of ultra-liquid dairy products by considering the capacity aspect, vehicle speed, loading and unloading time, time matrix, distance matrix, distance saving, and iterations Contained in the method. Based on the calculation results can be concluded that the proposed determination of distribution feasible applied to the company because the comparison of time and distance performance resulting savings and improvements in time and distance by reducing the amount of time achieved on each route and tour contained in the applicable time horizon.*

**Keywords:** Distribution Route; Liquid Milk; Clarke & Wright; Tabu Search

**Abstract ID: AIC-2017-AMOS-801**

**THE INFLUENCE OF ENTREPRENEURSHIP CAPABILITY TO MICRO AND SMALL BUSINESS GROWTH IN FISH PROCESSING INDUSTRY**

**Corresponding Author:** Sudrajati Ratnaningtyas

**Co-Authors:** Yogi Makbul

Institut Teknologi Bandung

**Abstract**

*This study aims to measure the entrepreneurship capability and its influence on business growth in the fish processing industry which is a supporter of the culinary industry. There are three dimensions of entrepreneurship capability included in the model: entrepreneurial skills, management skills, and technical skills, with each respective factor. The research was conducted in fish production center in West Java Indonesia, in 2017. The research method used was survey method by conducting sampling with Two Stage Cluster Random Sampling technique, the data used were primary and secondary data. Data analysis technique used Compound Annual Growth Rate (CAGR) to measure business growth, while to analyze the influence of entrepreneurship on business growth is used SEM (Structural Equation Model). The results showed that entrepreneurship capability significantly influenced to business growth at 95 percent confidence level.*

**Keywords:** Entrepreneurship Capability; Business Growth; Processing Industry; Fish; West Java.



**Abstract ID: AIC-2017-AMOS-802**

**BUSINESS MODEL ON FASHION BUSINESS STARTUP IN BANDUNG CITY, INDONESIA**

**Corresponding Author:** Sudrajati Ratnaningtyas

**Co-Authors:** Bambang Rudito; Wawan Dhewanto; Eko Agus Prasetyo  
Institut Teknologi Bandung

**Abstract**

*This research is descriptive research, with qualitative and quantitative approach. The data used are secondary and primary data. Primary data is derived from 8 start-up business in Bandung city chosen intentionally, that is fashion business owned by ITB alumni in Bandung city. The data used is 2017 data. The main study is done by analyzing each business using Business Model Canvas that was initially proposed by Alexander Osterwalder, and reviewed about business process based on business model process according to Timmons & Spinelli.*

**Keywords:** Business Model Canvas; Startup; Fashion; Bandung

**Abstract ID: AIC-2017-AMOS-811 & FMM-394**

**A QUALITATIVE STUDY REGARDING THE LEADERSHIP TRAITS AND STYLES OF THE MILLENNIAL GENERATION IN THE MANUFACTURING INDUSTRY**

**Corresponding Author:** Nga Do Thi Huynh

**Co-Authors:** Nguyen Van Phuong

International University, Vietnam National University - HCMC

**Abstract**

*In human-resource management, the motivations, expectations, strengths and weaknesses of employees are important factors in an organization. For these factors, the Millennial is a generation that awaits higher expectations than previous generations. The currently problems of leadership traits and styles are not well understood, especially businesses in Vietnam. This study deals with the behavior of the leaders in the place where they are working, Millennial take over the leadership role. The qualitative study aims to understand and explore key characteristics and styles of Millennial leaders. Interest groups are affected by advanced technology, new perspectives on teamwork, professional requirements among peers, and their management. This is of particular interest to researchers as it transforms into a leadership role within the company. The data analysis showed good saturation and supported some key characteristics of Millennial when employees move in to reach out to their leaders. Companies can measure the success of a group through established accountability. By example, commitment to positive reinforcement as a primary motivation is the current widespread tendency.*

**Keywords:** Millennial Leadership Styles And Traits; Transformational Leadership

**Abstract ID: AIC-2017-AMOS-819**

**ECO-INNOVATION AND FIRM PERFORMANCE: IS LEADERSHIP THE GAME CHANGER?**

**Corresponding Author:** Russell Tatenda Munodawafa

**Co-Authors:** Satirenjit Kaur Johl

**Abstract**

*Environmental concerns have become more prominent than ever. There is a strong need to find solutions to manage the earth's natural resources including water as well as release of CO<sub>2</sub> gases, as a matter of urgency. Stakeholders' failure to effectively engage in climate change mitigation results in many other global risks. There is a strong need for organizations to immediately shift from the current business as usual attitude. Organizations, as the driving vehicles of economic growth, are expected to lead this new era. Technological, social and institutional innovations were identified as being the pillars of change towards sustainable development. The Application of future innovations with sustainability in mind (eco-innovation) will be a crucial factor in achieving sustainable development in industries. Eco-innovation has the ability to help organizations tackle rising environmental issues. Eco-driven innovation should be in full motion if organizations are to remain relevant in tomorrow's hyper competitive market place. Despite the increased popularity of eco-innovation, there is a lack of literature of level of eco-innovation practices and its impacts. How firms might develop and embed eco-innovations has received little attention. As research concerning eco-innovation converges, there is need for holistic models that go beyond understanding what the enablers or barriers companies face towards implementation. There is a strong need for eco-innovation models that can be related to organizational factors. Models that deal with strategic, structural and management factors are needed. Most of the current developed models are highly generalized and only few have been adapted to specific markets, segments or industries. Furthermore, models should also factor in the interaction of internal and external variables in context of eco-innovation. Hence this paper, through quantitative means, aims to present a conceptual model of eco-innovation that factors addresses the above shortfalls in current literature. Furthermore, this paper discusses future directions regarding eco-innovation model development.*

**Keywords:** Eco-Innovation; Firm Performance; Environmental Sustainability; Board Characteristics;

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**Abstract ID: AIC-2017-EIEF-7**

**BOARD CHARACTERISTICS AND DIVIDEND POLICIES AMONG PUBLIC LISTED COMPANIES: PRIOR AND POST NIGERIAN CODE OF CORPORATE GOVERNANCE REVISION**

**Corresponding Author:** Awaisu Adamu Salihi

**Co-Authors:** Awaisu Adamu Salihi , Mohammed Haliru Beri  
Kano State Polytechnic, Nigeria

**Abstract**

*Dividend is a reward for providing finances to a firms and failure to pay it may lead to decrease in the share value of such firm. Moreover, sharing dividend to shareholders is an effective mechanism that minimizes agency problems between managers and shareholders. This study aims at examining the relationship between board characteristics and dividend payout among the Nigerian consumer goods listed companies. A sample of 11 Nigerian listed companies for the periods of ten (10) years (prior and post CCG revision) from Nigerian Stock Exchange is used. The paper examines the relationships between board size; non-executive directors; proportion of women directors on board, proportion of family members on board and dividend payout ratio among the Nigerian listed companies in the consumer goods sector of the Nigerian stock exchange. Data is solely collected from the secondary sources; using annual reports and accounts of the sampled firms. Also, the data collected was analyzed using Statistical Package for Social Science (SPSS) version 21. The study finds that, out of four (4) board characteristics variables. Three (3) are significantly related to dividend payout ratio. Thus: Board Size is found with significant and negative relationship with dividend payout ratio. While non-executive directors on board is found with significant but positive relationship with dividend payout ratio. Similarly, family members on board are also found significantly and positively related to dividend payout ratio, but women directors on board is found with insignificant and positive relationship with dividend payout ratio. Consequently, the study suggests that revision of corporate code of governance has increased the payment of dividend and reduced the retention of earnings in the consumer sector of the Nigerian stock exchange. Therefore, the study recommends that other sectors of the Nigerian stock exchange or the whole sector should be explored.*

**Keywords:** Dividend; Family Members; Non-Executive Director; Women Directors

**Abstract ID: AIC-2017-EIEF-9**

**AVOIDING INTEREST-BASED REVENUES WHILE CONSTRUCTING SHARIAH-COMPLIANT PORTFOLIOS: FALSE NEGATIVES AND FALSE POSITIVES**

**Corresponding Author:** Muhammad Wajjid Raza

**Co-Authors:** Kris Boudt  
VRIJE University

**Abstract**

*Shariah law prohibits investments in equities of companies for which interest income is a considerable source of revenue. In practice this is often enforced by prohibiting investments in firms for which the reported interest-based revenues exceed a predetermined percentage of the firm's total revenue. We investigate an alternative approach that consists of avoiding firms that are expected to have interest-based revenues exceeding the acceptable threshold over the investment horizon. We compare the traditional backward looking approach with the proposed forward looking analysis for the sample of S&P 500 firms over the period 1984-2015. Our results show that the forward looking approach outperforms the backward looking approach in terms of both less false positives (firms classified as compliant, when they are not) and false negatives (firms classified as not compliant, when they are compliant).*

**Keywords:**

**Abstract ID: AIC-2017-EIEF-10**

**TREASURY SINGLE ACCOUNT**

**Corresponding Author:** Hajara Abdulkadir

**Co-Authors:** Hajara Abdulkadir  
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**Abstract**

*A treasury single account (TSA) is an essential tool for consolidating and managing governments' cash resources, thus minimizing borrowing costs. In countries with fragmented government banking arrangements, the establishment of a TSA should receive priority in the public financial management reform agenda. Drawing on the lessons of the fund's work in several countries in establishing a TSA, this paper explains its concept, essential features and potential benefits. It also presents alternative models and approaches for designing a TSA that take into account specific country contexts as well as the preconditions and desirable sequencing for its successful implementations. Finally the paper mentioned some countries with examples from different regions in support of the analysis and recommendations.*

**Keywords:** Concept; Design; Implementation Issues; Potential Benefits

**Abstract ID: AIC-2017-EIEF-17**

**EFFECT OF (OPERATING AND FINANCIAL) LEVERAGE ON THE PROFITABILITY OF CHEMICAL SECTOR OF PAKISTAN**

**Corresponding Author:** Ammara Mujtaba

**Co-Authors:**  
Bahria University

**Abstract**

*Economic condition of a country depends on how well its industries and businesses perform, due to which the factors affecting the profitability are always under the scope. This study aims to analyse the effect of DOL, DFL and DCL*

values of 28 chemical companies of Pakistan for the years 2007 to 2013 on ROA, ROE and EPS. Using the correlation and regression analysis, the results show that operating and combined leverage have positive relationship with the profitability, while the financial leverage has negative relation. However, none of these relationships are statistically significant.

**Keywords:** Profitability, Leverage, DOL, DFL, DCL, Chemical, ROA, ROE, EPS

**Abstract ID: AIC-2017-EIEF-20 & EIEF 15**

**ASSESSMENT OF GOVERNMENT INTERVENTION PROGRAMME TOWARDS POVERTY REDUCTION AT THE GRASSROOTS: EVIDENCE FROM NIGERIA**

**Corresponding Author:** Ibrahim Musa

**Co-Authors:** Ibrahim Bakari Hassan; Ibrahim Danjuma

The Federal Polytechnic Mubi, Nigeira

**Abstract**

Poverty as a global phenomenon is said to manifest more at the grassroots of many nations. In Nigeria, Governments at both Federal and State levels develop programmes aimed at poverty reduction. Skills development has been reckoned as an effective method of reducing poverty, albeit at the grassroots levels. This study examines the effectiveness of a Government-Linked skills acquisition programme referred to as Local Apprenticeship Scheme (LAS) aimed at reducing poverty in Adamawa State, Nigeria. The study surveyed 352 respondents who were drawn using purposive random sampling technique from selected Local Governments Areas in Adamawa state, Nigeria. Structured questionnaire was administered to the sampled respondents and the data collected was analyzed using descriptive statistics and structural equation modeling (SEM) with the aid of AMOS version 20. The study reveals amongst others, that Local Apprenticeship Scheme contributes significantly to employment generation at the grassroots. Thus, it is recommended that Local Apprenticeship Scheme should target the real disadvantaged people in the society rather than politicizing the selection of beneficiaries. The Scheme should also be funded through statutory budgetary provisions.

**Keywords:** Poverty; Apprenticeship; LAS; Adamawa; Nigeria

**Abstract ID: AIC-2017-EIEF-28**

**DEBT CONSTRAINT AND DEBT FACILITATE EXPROPRIATION TO PERFORMANCE MODERATED BY ASSET UTILIZATION EFFICIENCY**

**Corresponding Author:** A.A Gde Satia Utama

**Co-Authors:** Fitri Ismiyanti, Putu Anom Mahadwartha, A.A Gde Satia Utama

Airlangga University

**Abstract**

This research purposed to test debt constraint expropriation (DCE) and debt facilitates expropriation (DFE) condition when firm has higher or lower asset utilization. The use of debt in debt constraint expropriation (DCE) condition has a significant positive effect on company's market performance and it is higher for companies with high asset utilization efficiency than companies with low asset utilization efficiency. The use of debt in debt facilitate expropriation (DFE) condition has positive non-significant effect on the company's market performance and it is higher for companies with low asset utilization efficiency compared to companies with high asset utilization efficiency. This research uses moderated regression analysis (MRA) to examine the hypotheses, to test the moderating effect to the model, and Wald coefficient test to get the strength differences effect between moderating variable. The uses of debt in debt facilitate expropriation (DFE) condition has a negative effect on the company's market performance. The use of debt in debt constraint expropriation (DCE) condition has a significant positive effect on company's market performance and it is higher for companies with high asset utilization efficiency than companies with low asset utilization efficiency. This research contributes on rules of debt (capital structure) to firm's motivation of transferring wealth among shareholders and debt holders, vice versa.

**Keywords:** Debt; Expropriation; Asset Utilization Efficiency; Market Performance; Moderated Regression Analysis

**Abstract ID: AIC-2017-EIEF-34**

**THE IMPACT OF DIVIDEND POLICY ON SHARE PRICE VOLATILITY IN THE CONTEXT OF BANKING SECTOR OF PAKISTAN**

**Corresponding Author:** Waheed Rehman

**Co-Authors:** Syed Gohar Abbas & Muhammad Imran Qureshi

Sarhad University Of Science & Information Technology, Peshawar

**Abstract**

The study was conducted with a purpose to examine the relationship between dividend policy and share price volatility in the context of banking sector of Pakistan. Sample of 10 banks was selected from Pakistan Stock Exchange through convenient sampling. The panel data of ten banks for three years ranging from 2014-2016 has been used for analysis. Share price volatility (SPV) was used as dependant variable of the study. Dividend policy is used as an independent variable, whereas dividend yield (dy) and dividend payout (dpo) were used as proxy of dividend policy. Growth and size were used as control variable while analyzing the impact of dividend policy on share price volatility. The empirical results of the study showed significant negative relationship between dividend yield and share price volatility in the context of banking sector of Pakistan, while dividend payout showed insignificant relationship with dependant variable of the study. Growth has significant negative relationship with share price volatility, whereas size has insignificant relationship with share price volatility.

**Keywords:** Share Price Volatility; Dividend Yield; Dividend Payout; PSX

**Abstract ID: AIC-2017-EIEF-39**

**VALUE CREATING DETERMINANTS OF ENTERPRISE RISK MANAGEMENT AND ITS ECONOMIC VALUE ADDED**

**Corresponding Author:** Fong Woon Lai

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Universiti Teknologi Petronas Malaysia

**Abstract**

*The aim of this paper is to gain insights into the value creating determinants of enterprise risk management (ERM) implementation and its economic value added (EVA). Data for this study was collected using questionnaire survey and published reports of public listed companies. Empirical examination of the pertinent value creation hypotheses involves bivariate correlation and regression analysis in examining the association and impact of ERM implementation towards various factors of EVA measurement as well as value maximization elements. The results of the study reveal that ERM implementation significantly enhances the net operating profit after tax, return on invested capital; whilst reduces the cost of financial distress, cost of external financing, informational asymmetries, agency problem and the weighted average cost of capital of the companies. Nevertheless, the findings show insignificant relationship between ERM implementation and its impact on lowering the tax burden of the companies. This study contributes to the current literature on the value maximization theory of ERM by linking it with the measurement factors for economic value added analysis.*

**Keywords:** Value Maximization Theory; Enterprise Risk Management; Economic Value Added.

**Abstract ID: AIC-2017-EIEF-41**

**BOARD GOVERNANCE AND CAPITAL STRUCTURE: THE CASE OF DEVELOPING ECONOMICS**

**Corresponding Author:** Zaitul Zaitul

**Co-Authors:** Desi Ilona  
Universitas Bung Hatta

**Abstract**

*The objective of this research is to investigate whether the Board's Independent and Board size affect the capital structure. Unlike famous previous studies such as U.S., the current study is conducted in the developing country and adapting a Continental European Governance System. This study employs panel data analysis for 1981 observations of 283 Indonesian listed companies in the 2004-2010 periods. Beside governance structure, this study also employs several control variables: company profitability, company age, company size, company growth and audit quality. This paper finds that there is no role of governance structure in company capital structure. However, if the sample is split into pre and post revision of Indonesia's code corporate governance, there is a positive effect of Board Size on Capital Structure post-revision of Indonesia's code of corporate governance. Further, company profitability has a consistent effect on capital structure in three models. This study provides an empirical evidence on the effect of Board Size on capital structure in unique Continental European Corporate Governance system.*

**Keywords:** Board Independent; Board Size; Capital Structure

**Abstract ID: AIC-2017-EIEF-50**

**CONTRARIAN STRATEGIES IN DEVELOPING ASIAN COUNTRIES: DOGS OF THE DOW THEORY (DOD) VERSUS PUPPIES OF THE DOW THEORY (POD)**

**Corresponding Author:** Siti Hajar Nadrah

**Co-Authors:** Siti Hajar Nadrah Mohamad Ghouse; Noryati Ahmad; Norhana Salamuddin  
Universiti Teknologi Mara

**Abstract**

*This paper tries to test the ability of Dogs of the Dow Theory (DoD) and Puppies of the Dow Theory (PoD) to outperform the market returns of the four developing Asian countries from 2000 until 2014. Although empirical findings indicate that these two strategies appear to outperform the individual markets respectively however the results of the t-test do not show them to be statistically significant. This paper further tests the capability of these trading strategies in beating the market return during economic crisis of 2002, 2008 and 2011. Empirical results across these developing Asian countries revealed that in long run, both DoD and PoD portfolios are still applicable despite of mixed performance throughout the economic crisis period. DoD and PoD trading strategies are able to beat the market returns in Malaysia and Thailand during those crises but not in the Chinese share market. In the case of the Indonesian share market, these two strategies outperform the market only during the year 2002 and 2008 crises. Results of the t-test between the abnormal returns of the two strategies appear to be insignificant. This implies that the effectiveness of two strategies remain inconclusive.*

**Abstract ID: AIC-2017-EIEF-51**

**HAVE SENTIMENTS INFLUENCED MALAYSIA'S STOCK MARKET VOLATILITY DURING 2008 CRISIS?**

**Corresponding Author:** Nathrah Yacob

**Co-Authors:**  
Taylor's University

**Abstract**

*This paper examines the effects of both macro-economic fundamental and non-macroeconomic fundamental factor (investor sentiment) on the volatility of the Malaysian stock market, emphasising on the effects of the global financial*

crisis. As the measurement for investor sentiment is unavailable, we constructed a composite index from a number of proxies: the stock market turnover, number of Initial public offerings (IPO) and its initial returns, advance decline ratio, and consumer sentiment index by employing strict process of Factor analysis with Principal component analysis (PCA) extraction. The findings are interesting where, by employing Autoregressive Distributive Lags (ARDL) model, we observed that failure of macroeconomic fundamental factors to significantly predict the Malaysian stock market volatility during the crisis period while investor's sentiment was a significant factor. This finding supports the notion that investors tend to behave irrationally during crisis periods and these findings may assist practitioners in formulating specific investment strategies during those crucial periods in order to gain abnormal returns.

**Keywords:**

**Abstract ID: AIC-2017-EIEF-68**

**THE PRECEDING DIVIDEND SERVE AS SIGNAL FOR CURRENT DIVIDEND: EVIDENCE FROM BANKING INDUSTRY OF PAKISTAN**

**Corresponding Author:** Agha Nabi

**Co-Authors:** Akhtiar Ali, Sarfaraz Shaikh, Zubair Ali Shahid

IQRA University

**Abstract**

The present study aims at to find the impact of preceding dividend on current dividend. The study has taken all listed commercial banks of Pakistan and uses extended model based on Lintners (1956), Dickens (2002) and Fama and French (2001) to analyze ten year data from 2005 to 2014. Multiple regression model indicates that Dividend paid last year (LNDPLY), shareholding by institutional investors (SHBII), total assets (LNTA), market capitalization to GDP ratio of listed firms (MCGDP), and provisioning against non-performing loans (LNP/NPL) significantly affect the dividend policy of banking sector in Pakistan. However, among significant causal relationships, MCGDP and LNP/NPL are significant at 10 percent significant level others are significant at 1 percent and 5 percent significant levels. The empirical evidence suggests that commercial banks of Pakistan uses preceding year dividend as yardstick to decide current year dividend. The findings are instrumental for both short-term and long-term investors.

**Keywords:** Dividend Policy; Pakistan; Banking Industry; Signaling Theory

**Abstract ID: AIC-2017-EIEF-75**

**CORPORATE GOVERNANCE AND BANK PERFORMANCE: GLOBAL FINANCIAL CRISIS 2008**

**Corresponding Author:** Zaitul Zaitul

**Co-Authors:** Zerni Melmusi; Desi Ilona

Universitas Bung Hatta

**Abstract**

This research tries to examine the role of Corporate Governance on bank performance; pre and during global financial crisis 2008. Using 2006 to 2009 data of 27 banks listed in Indonesia Stock Exchange is as research sample. Board, Family and Foreign Ownership as an internal Corporate Governance mechanism and Audit Quality is a proxy for the external mechanism. Moderated Regression Analysis is applied. The result shows that there is no role of Corporate Governance in pre-global financial crisis. In addition, this study documented that the role of Corporate Governance practices is poor during global financial crisis 2008, especially 2009. Internal Corporate Governance mechanism does not use board or audit committee characteristics, such as board independence and audit committee financial expertise. Implication: Bank should strengthen Corporate Governance system while financial crisis come and uniqueness of Indonesia Corporate Governance system enrich Corporate Governance literature. Originality: this research is a significant addition to Corporate Governance literature because of using data from the unique business environment and Corporate Governance system as well as in global financial crisis.

**Keywords:** Corporate Governance; Bank Performance And Global Financial Crisis

**Abstract ID: AIC-2017-EIEF-82**

**DETERMINANTS OF OPERATIONAL RISK AND THEIR IMPACT ON MICROFINANCE BANKS IN PAKISTAN**

**Corresponding Author:** Saghir Ahmed

**Co-Authors:**

Institute Of Cost And Management Accountants Of Pakistan

**Abstract**

This study presents the analysis of determinants of Operational Risk and their impact on Microfinance Banks selected from the Punjab province with list of 24 factors, perceived by regulators which impede the ability to achieve their desired objectives. Staff salaries, employee education, technical support, employee training and consumer education were the most important factors. Overall Ordinal Logistic Regression results show that Internal control system is the major source of operational risk and has high positive impact on Microfinance Banks while intensity of impact was low in case of Human resource.

**Keywords:** Operational Risk; Ordinal Logit Model; Microfinance Banks; Internal Control System; Consumer Financial Literacy; Pakistan

**Abstract ID: AIC-2017-EIEF-83**

**INFLUENCE OF PROJECT MANAGEMENT PERFORMANCE ON PROJECT SUCCESS**

**Corresponding Author:** Imran Naseem

**Co-Authors:** Muhammad Shakeel Meer; Muhammad Saad Aslam

COMSATS Institute Of Information Technology

**Abstract**

*Project Management (PM) research evidence depicts that despite transformations in project management enactments, tools, techniques and systems, still there is dire need of comprehending influencing pronominal & reformed projects success. Thus, the question mark against strength of project management & project management ideology still awaits researched answer. Purpose of this study is to inquire the interrelationship of project management performance & project success deducting from objective explorations for project management Practitioners working in Pharmaceutical sector from SAARC countries. Multidimensional framework was substantiated and explored in this study to understand the accomplishment of project success through standardized project management methodologies. This research brings forth experimental affirmation of the relationship between project management performance and project success and summarize how determinants of project management performance can boost success rate of the project.*

**Abstract ID: AIC-2017-EIEF-87**

**CURRENT ISSUE IN TOURISM: DISEASES TRANSFORMATION AS A POTENTIAL RISKS FOR TRAVELLERS**

**Corresponding Author:** Alaa Abukhalifeh

**Co-Authors:** Erwin Martinez Faller

Management And Science University

**Abstract**

*According to statistics of the World Tourism Organization (WTO), International tourist arrivals up 4% reach a record 1.2 billion in 2015. In the same year the majority of international tourist arrivals were for the purposes of leisure, recreation and holiday, about 55%. However, travel is a potent force in the emergence of disease since the migration of humans has been the pathway for disseminating infectious diseases throughout recorded history and will continue to shape the emergence, frequency, and spread of infections in geographic areas and populations. The current volume, speed, and reach of travel are unprecedented. The consequences of travel extend beyond the traveller to the population visited and the eco system. International travel and tourism can pose various risks to health, depending on the characteristics of both the traveller and the travel. Traveller's may encounter serious health risks that may arise in areas where accommodation is of poor quality, hygiene and sanitation are inadequate. The purpose of this paper is to highlight the details and impact of significant infectious diseases that can pose a risk to tourists and threaten public health. The paper also seeks to raise awareness of the issues outlined and thereby increase efforts to enhance travel safety.*

**Keywords:** Tourism; Risks; Diseases Distribution; Health

**Abstract ID: AIC-2017-EIEF-89**

**IMPACT OF EXCHANGE RATE RISK EXPOSURE AND DERIVATIVE USAGE ON FIRM VALUE, EVIDENCE FROM NON-FINANCIAL FIRMS OF PAKISTAN**

**Corresponding Author:** Jawaria Sohrab

**Co-Authors:** Saba Haider

University Of Gujrat

**Abstract**

*This paper investigates the association between derivative usage and value of firm. A sample of non financial firms listed at Pakistan stock exchange, is taken to examine this relationship. Researchers took two industries of export oriented firms and seven industries of import firms, contributing 62.7 to the total export and 69% of total import of Pakistan respectively. The data is taken from the financial statements of these firms on annual basis for the period of ten years from 2007 to 2016. The variables that researcher has chosen to investigate the relation, are greatly inclined by prior studies. Firm value is dependent variable and exchange rate exposure and derivative usage are independent variable. The firm value is measured through Tobin's Q. For Derivative user and non user firms a dummy variable is created. Firstly the association between exchange rate risk exposure and firm value is analyzed then association between risk exposure and derivative is studied and finally the relationship between derivatives and firm value is examined. The relationship between exposure and firm value, and between derivatives and firm value is analyzed using EGLS model with cross section weights. However, the association between derivatives and risk exposure is measured through ML -Binary Probit. The analysis was performed separately for import and export oriented firms. However, the combine analysis is also executed to study a general association. The results suggested that there exists a positive association between derivative usage and firm value in the case of both export and import oriented firms. However, results suggested that there exists a positive association between risk exposure and firm value in export industries but this association is negative for import sector. On the basis of these findings it can be concluded that exchange rate risk effects import and export sector differently, if companies are using derivatives it can create a positive impact on the firm's value. Therefore, the researcher suggests that all the firms that are involved in international transaction can minimize the effect of FX risk exposure through the use of derivatives.*

**Keywords:** Derivatives; Exchange Rate Risk; Firm Value

**Abstract ID: AIC-2017-EIEF-97**

**THE EFFECT OF INTERNALLY GENERATED REVENUE (IGR) ON TOTAL INCOME (TI) OF ADAMAWA STATE, NIGERIA**

**Corresponding Author:** Usman Sulei Muhammad

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**Abstract**

*The need for internally generated revenue (IGR) in Nigeria cannot be over emphasised as the country relies heavily on oil revenue. More so states and local governments depend on monthly statutorily allocations from the central government to execute their statutory responsibilities. The main objective of this study is to evaluate the effect of IGR to the total income (TI) receipt of Adamawa state for a nine-year period (2005-2013). Data sourced from the annual reports and accounts of the Accountant General of Adamawa state for the same period were used. Descriptive statistics and regression analysis were used to analyse the data collected and it was found that IGR and TI were highly positively correlated with a correlation coefficient of 0.923. And 85.2% of the variation in the TI over the years can be explained by revenue from IGR. It was also found out that earnings and sales contributed the highest percentage to the IGR of Adamawa state with correlation coefficient of 0.867 and coefficient of determination of 75.2% among other IGR variables. The researchers recommend among others that right parameters should be instituted in order to identify the tax payers and the types of businesses they engaged in. so also other sources of revenues like Stamp Duties, Levies and Fees should be enhanced.*

**Abstract ID: AIC-2017-EIEF-128**

**OIL PRICE PASS-THROUGH ON DOMESTIC INFLATION: OIL IMPORTING VERSUS OIL EXPORTING COUNTRIES.**

**Corresponding Author:** Jenq Fei Chu

**Co-Authors:** Jenq Fei Chu ; Kivanç Halil Ariç

UNIVERSITI SAINS MALAYSIA

**Abstract**

*Previous studies have evident the effects of oil price changes on domestic inflation. However, such effects may vary due to oil dependency factor. This paper extends the examination on two panel groups, namely the oil importing and oil exporting countries. Each group consists of ten countries. Besides, we also compare the relative effects of oil price with other shocks (domestic output, exporter's production cost and real exchange rate) on domestic inflation (consumer price and producer price). Our results capture significant pass-through effect from oil price changes on domestic inflation at producer and consumer levels. However, oil price is not the main determinant to domestic inflation. The oil price pass-through effect differs between oil importing versus oil exporting groups across consumer and producer levels. Higher oil price causes to higher production price inflation but does not lead to higher consumer price inflation in both groups of countries. The oil price effect together with exchange rate, foreign cost production and GDP have significant long-run impact on domestic inflation in both groups of countries. The joint effects are small and not significant in the short-run. Oil dependency and effective monetary policy matter on determining the effect of oil price changes on domestic inflation.*

**Keywords:** Oil Price Pass-Through; Consumer And Producer Price; Inflation; Monetary Policy

**Abstract ID: AIC-2017-EIEF-130**

**MALAYSIAN PUBLIC PRIVATE PARTNERSHIP PROJECTS: SUCCESS DEFINITION AND CRITERIA**

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**Abstract**

*Many governments have been using Public Private Partnership (PPP) as a tool to provide infrastructure and public services. However, many projects around the world are underachieved and for PPP projects prior literature unable to provide robust definition of success and the clear criteria to measure the success or failure. The nature of PPP projects differs from other projects due to the involvement of both public and private partners. Although, previous literature explains the general criteria of measuring success of a project and success as variable but due to the distinct nature of PPP there is a need to redefine it. Therefore, this study aims to provide robust definition of the success of PPP project and to reconstruct the success variable for PPP project based on distinct nature of PPP project. To achieve the objective, this study has adopted phenomenological research method and conducted semi-structured interviews. The interviewees were selected from both public and private sectors. Thematic analysis has been carried out by using Atlas-ti to arrange interviews' data. Based on interviews, arrangements of two types of PPP projects, Build Lease Maintain and Transfer (BLMT) and Lease Maintain and Transfer (LMT) have been explained that leads to development of the success criteria for PPP projects. The results reveal that one of the dimensions of success i.e. preparing for future is not valid to measure success for PPP projects. These results will help the practitioner to gauge the success of PPP projects and to focus more on factors that affect the success. The new definition and criteria of success will also help the researchers to examine factors, risks and management technique based on their empirical affect on the success of PPP projects.*



**Abstract ID: AIC-2017-EIEF-135**

**THE DAY-OF-THE-WEEK EFFECT IN TRADING ACTIVITY: EVIDENCE FROM ASIA-PACIFIC COUNTRIES**

**Corresponding Author:** Mushtaq Khan

**Co-Authors:** Sobia Quayyoom; Syed Zulfiqar Ali Shah; Biagio Simonetti  
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**Abstract**

*This study aims to explore the daily seasonality in trading activity from a sample of three emerging countries for the period of 2005 through 2015. The distribution of our data shows the leptokurtic behavior relative to the normal for all weekdays, hence the use of linear regression model is not valid estimation. We therefore use nonparametric Kruskal-Wallis (KW) test to confirm a widely held belief that stock trading activity is significantly different on some days of the week. In addition, we use Wilcoxon rank sum test to identify which particular weekday is different from other weekdays. The significant test results of KW leads to the conclusion that there is strong evidence of day-of-the-week effect in trading activity for Malaysia and Philippines. Moreover, empirical results of Wilcoxon rank sum test show that there exists difference in stock trading activity when Monday and Thursday are compared with Friday for Malaysia and Philippines. While in case of Pakistan, difference in stock trading activity is found when Monday is compared with Thursday.*

**Keywords:** Asia-Pacific Countries; Day-Of-The-Week Effect; Market Efficiency; Trading Activity

**Abstract ID: AIC-2017-EIEF-136**

**CRITICAL COMPARISON BETWEEN CONVENTIONAL BANKING AND ISLAMIC BANKING FINANCIAL PERFORMANCE AND ITS ROLE ON MALAYSIA ECONOMIC GROWTH**

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**Co-Authors:** Gip Soong Wing Kim; Mahmoud Khalid Almsafir  
Alzaytoonah

**Abstract**

*In every country's economy, the financial institution or bank to be precise are undeniably an imperative or influential element in the economy, and without a doubt a driving engine for economic growth. At a time when the global financial crisis strike, several organization whether it is small or big was not given mercy and was greatly affected, nevertheless the banks are one of the causes that created the global financial crisis. However, the banks are not spared from the global financial crisis, but the degree of effects varies to the different type of banking system for instance conventional banking and Islamic banking. Therefore, the primary goal of this research paper is to examine the financial performance of both conventional and Islamic banking system as well as its contribution towards the Malaysian economic growth. There are several performance indicators that take into consideration for this research to gauge and compare the bank's performance which is the profitability, operational efficiencies, liquidity and business growth, whereas the Gross Domestic Product (GDP) growth represent the economic growth. In this research paper, two statistical software were utilized, the Statistical Package for the Social Sciences (SPSS) version 20.0 as well as EVIEWS 6.0 to analyze quantitative data extracted from World Bank database for GDP growth rate together with annual report of banks representing conventional banking and Islamic banking spanning from the year 1999 to 2014 in Malaysia. The result from the studies suggested that in short, the Islamic banking does have the similar competitiveness as the conventional bank in general financial performance wise. Furthermore, there is a linkage between banking performance and economic growth. Plus, the Islamic banking performance was a better indicator to explain economic growth compared to conventional banking.*

**Keywords:** Islamic Banking; Conventional Banking; Malaysia; Economic Growth; Global Financial Crisis.

**Abstract ID: AIC-2017-EIEF-143**

**QUALITY OF INFORMATION AND THE MODERATING EFFECT OF BOARD SIZE ON SME FINANCIAL STRUCTURE: MALAYSIAN EVIDENCE**

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**Co-Authors:** Azhar Abdul Rahman And Mohd Diah Hamdan  
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**Abstract**

*This study examines whether the quality of financial statement information affects the financial structure of small and medium-sized enterprises (SMEs). We also make the first attempt to test the moderating effect of board size on the relationship between quality of information and leverage decision. Malaysian SMEs are used because there are important differences in the magnitude of disclosure requirements among them. In contrast with the traditional view that asymmetric or incomplete information restricts access to external funds, our results indicate that the quality of financial statement information is not significantly related to SME leverage. Board size does not exert any influence on the relationship between quality of information and leverage decision. However, we find that leverage is negatively related to total assets and profitability.*

**Keywords:** Financial Structure; Board Size; Sme; Information Asymmetry; Quality Of Information.

**Abstract ID: AIC-2017-EIEF-145**

**THE INFLUENCE OF SOCIAL FACTORS AND ORGANISATION CULTURE IN INFORMATION SECURITY COMPLIANCE BEHAVIOUR: AN EVIDENCE OF SAAS CLOUD USERS**

**Corresponding Author:** Hanifah Abdul Hamid

**Co-Authors:** Mokhtar Mohd Yusof, Nuradli Ridzwan Shah Mohd Dali  
Universiti Sains Islam Malaysia

**Abstract**

*The emerging phenomenon of cloud computing has changed the landscape of information systems. Its tremendous capability of handling big data nevertheless has issues with security. Despite an abundance of technical solutions, security incidents still occur. This is due to humans whose behaviour are the weakest link of security chain. Security breaches have cost organisations substantial losses tangibly and intangibly and failure to rectify the root cause impedes the cloud adoption in the long run. Hence this article took it from the socio-organisational perspective as a potential solution. From the lens of social cognitive theory and Wallach Organisation culture model, a study of information security behaviour was conducted to the employees working in the SaaS cloud environment in Malaysia. 396 useful data were obtained from the survey. Descriptive analysis employed SPSS 20 while exploratory factor analysis used PLS-SEM algorithm. Result shows that personal values and environment have significant influencing impact towards employees' security behaviour in the context of SaaS environment. Theoretical and practical contributions as well as recommendations for future studies are discussed.*

**Keywords:** Compliance; Behaviour; Information Security;

**Abstract ID: AIC-2017-EIEF-148**

**RISK TAKING BEHAVIOR OF ISLAMIC BANKS: DO DEMOGRAPHIC ATTRIBUTES OF UPPER ECHELONS MATTER?**

**Corresponding Author:** Mushtaq Hussain

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**Abstract**

*The impact of demographic attributes of upper echelon such as age, gender, and education on risk taking in Islamic banks is scant. However, Islamic banks have unique risk attributes that differs from conventional banks as they use equity finance instead of interest-based debt finance. This paper aims to explore the impact of demographic attributes of upper echelon on risk-taking in Islamic banks for 10 developing and emerging countries during 2001–2014. Using fixed effects panel data estimation technique we find that younger executives and those with postgraduate qualifications are more likely to consider the risky decisions. In contrast, we also find that banks run by female executives face low risk than similar banks run by male counterparts.*

**Keywords:** Bank Risk Taking; Islamic Banks; Upper Echelon's Demographic Attributes; Developing And Emerging Countries

**Abstract ID: AIC-2017-EIEF-160**

**DETERMINANTS OF DIVIDEND POLICY OF BANKS: EVIDENCE FROM PAKISTAN**

**Corresponding Author:** Adnan Bashir

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**Abstract**

*This study examines the determinants of dividend policy of Pakistani banking sector from 2005 to 2015. By employing panel data techniques, the results of this study reveal that profitability, investment opportunities and last year dividend have significant positive effect on dividend payouts of Pakistani banks whereas growth and loan deposit ratio have significant negative influence. Moreover the results of this study also highlight that last year dividend paid is the most significant factor affecting the dividend payout ratio of the banks. The results also reveal that there is no significant difference in the factors affecting dividend payout ratio before and after the financial crisis. More oversight from Basel II to Basel III also did not have significant effect on the dividend policy of the Pakistani banks. Findings of the study support the dividend smoothing hypothesis, life cycle theory, signaling theory and pecking order theory.*

**Keywords:**

**Abstract ID: AIC-2017-EIEF-168**

**ASYMMETRIC BEHAVIOR AND ROLE OF TERRORISM IN FINANCIAL MARKET: EMPIRICAL EVIDENCE FROM PAKISTAN**

**Corresponding Author:** Sobia Quayyoom

**Co-Authors:** Muhammad Husnain, Ahmad Fraz,  
Capital University Of Science & Technology Islamabad

**Abstract**

*We examine volatility spillover, asymmetric behavior and standing of terrorist activities in currency and equity market of Pakistan on a daily dataset from January, 2000 to February, 2017. We further divide the sample into three subsamples. The efficiency of financial markets in terms of calendar anomalies is also tested. Well liked GARCH & EGARCH model confirms the presence of volatility spillover in both of the markets. Further we find that terrorism has significant effect on the volatility of Pakistani financial market, but its influence is strictly depending on the sub-samples of our study. We*

recommend to foreign investors and policy makers that they should be vigilant about such volatility spillover and asymmetric behavior in financial market of emerging equity market of Pakistan.

**Keywords:** Exchange Rate; Stock Market; Terrorism; Volatility Clustering; Calendar Anomalies

**Abstract ID:** AIC-2017-EIEF-188

**THE ROLE OF CORPORATE GOVERNANCE IN COST OF EQUITY: A STUDY OF FAMILY FIRMS**

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**Abstract**

Family businesses dominate all over the world from east to west. The current study focus on the nexus of corporate governance and cost of equity. The study uses panel data approach collected from different sources of family firms ranging from the period 2006 to 2015. Ordinary least square model applied to estimate the coefficients of explanatory variable i.e. corporate governance index. Cost of equity used as a dependent variable. A significant impact of corporate governance on cost of equity. Increase in one index of corporate governance causes to decrease the cost of equity about 3.15%. This is innovative approach to control the cost, a detrimental factor of any business. The study recommends improve the corporate governance index of family firms.

**Keywords:** Family Business; Corporate Governance; Cost Of Equity; Panel Data

**Abstract ID:** AIC-2017-EIEF-192

**FINANCIAL CONTROL TECHNIQUES SERVICES COMPANY WITH FUZZY MAMDANI**

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**Co-Authors:** M.Kom & Muhammad Reza Putra, M.Kom & Guslendra, M.Kom & Yosi Yulia, Se, Mm, Akt UNIVERSITAS PUTRA INDONESIA YPTK PADANG

**Abstract**

Service Company is a business activity that provides products in the form of services to its customers. Micro service business is in great demand by SMK graduates because it is very easy to live according to their ability. Such as micro service Counter service, Taylor, Reflexology, and others. But the problem that arises is their lack of knowledge of the business finances they live. So many of their businesses are experiencing an emergency because they do not have the financial statements of the business they are living. Along with current technological advances, most problems can be solved by utilizing technology. One of them with the application of accounting information system with fuzzy mamdani technique. The process of calculating the system is done with 4 stages mamdani namely: Formation of fuzzy set, Implication rules, Composition rules and Defuzzyfikasi. From the results of trials conducted, obtained an error in determining the price of services that have been determined. So the high price of services can reduce the number of service requests and the low price of services may experience losses to the company. With the system to be built this can determine the best service prices and the best service for consumers.

**Keywords:** Accounting Information System; Service Company; Fuzzy Mamdani

**Abstract ID:** AIC-2017-EIEF-202

**DIVERSIFICATION NEXUS CORPORATE PERFORMANCE AND RISK ASSESSMENT: EMPIRICAL EXAMINATION FOR PAKISTAN**

**Corresponding Author:** Asif Mehmood

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**Abstract**

Diversification is considered as an important strategy for getting economies of scale and better financial performance. This study intends to analyze empirically the relationship between diversification, corporate performance and risk in case of Pakistan. For the accomplishment of the purpose of this study, a sample of 60 non-financial firms listed in Karachi Stock Exchange was collected over the period 2011-2015, which was further fiber gated into diversified firms (DF) and non-diversified firms (NDF). The data of this study was evaluated on the basis of risk and return, and the factors which determine this risk and return are average return on assets (AAR), average of the return to equity (AER), average market to book value of equity (ABVE), average Tobin's q (ATOQ) and average of the leverage (ALGE). Hence, the Standard Deviation (SD) and Coefficient of Variance (CV) have been used as the measures of risk. Paired sample T-test and General Linear Multivariate Model (GLMM) are applied to achieve the aim of this study. However the empirical findings of this study reveal that the non-diversified firms out performs the diversified firms, which means that the non-diversified firms have better performance as compared to the diversified firms. Since this study also verify the fact that higher the returns, higher will be the risk; as the empirical findings assesses that the higher risks are associated with non-diversified firms along with the higher returns. The empirical results of this study are based on market and book values related to the variables included in the model. At bottom line this study concludes that the diversified firm's didn't got economies of scale as compared to the non-diversified firms, as it hold more market share but didn't outperform in profitability and performance.

**Keywords:** Diversification; Corporate Performance; Risk Management; Tobin'S Q; Pakistan.

**Abstract ID: AIC-2017-EIEF-205**

**EXAMINING THE THRESHOLD EFFECT OF EXCHANGE RATE CHANGES ON MONETARY POLICY REACTION FUNCTION OF ASEAN-5: A PANEL THRESHOLD APPROACH**

**Corresponding Author:** Lavaneesvari Manogaran

**Co-Authors:** Siok Kun Sek  
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*In small open economies, the connection between exchange rate and monetary policy function is well-recognised either in the form of theoretical concept or empirical literature. Unlike others, this paper revisits the study by utilising the panel threshold approach of (Hansen, 1999) to investigate how the monetary policy function of ASEAN-5 responding to exchange rate changes in two different policy regimes, pre-crisis (1980Q1-1996Q4) and post-crisis (1999Q1-2015Q4). The results exhibit asymmetric effect of exchange rate changes on monetary policy function in both sub-periods. The double threshold effect in the pre-crisis, showing exchange rate changes influencing the policy function in a limited threshold value. Conversely, in the post-crisis, the single threshold effect illustrating exchange rate changes having stronger effect on the policy function in various magnitudes at all threshold values. Although claiming the execution of flexible exchange rate system aftermath crisis, there exist policymakers' intervention in stabilising the exchange rate changes with respect to 'fear of floating' behaviour in ASEAN-5. Lastly, in each sub-period, the threshold effect of exchange rate changes relative to inflation variation is highly significant while trivial to output gap in triggering the policy function. This witnessing, by and large, the ultimate goal of ASEAN-5 is to achieve price stability.*

**Keywords:** Panel Threshold; Asymmetric Effect; Fear Of Floating

**Abstract ID: AIC-2017-EIEF-206**

**PREDICTING FINANCIAL DISTRESS COMPANIES IN THE MANUFACTURING AND NON-MANUFACTURING SECTORS IN MALAYSIA USING MACROECONOMIC VARIABLES**

**Corresponding Author:** Mohd Norfian Alifiah

**Co-Authors:** Mohd Norfian Alifiah; Muhammad Sohail Tahir  
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**Abstract**

*This paper attempts to predict financial distress companies in the manufacturing and non-manufacturing sectors in Malaysia using financial distress companies as the dependent variable and financial ratios and macroeconomic variables as the independent variables. Logit Analysis was used as the analysis procedure because ratios do not have to be normal if it is used. It is also suitable when the dependent variable is binary in nature. Furthermore, it can also provide the probability of a company being financially distressed. This study found that the independent variables that can be used to predict financial distress companies in the manufacturing sector in Malaysia were total assets turnover ratio, current ratio, net income to total assets ratio and money supply (M2). However, the independent variables that can be used to predict financial distress companies in the non-manufacturing sector in Malaysia were debt ratio, working capital ratio, net income to total assets ratio and money supply (M2). This study provides the prediction models of financial distress companies in the manufacturing and non-manufacturing sectors in Malaysia using financial ratios and macroeconomic variables as its independent variables.*

**Keywords:** Macroeconomic Variables; Financial Ratios; Financial Distress; Manufacturing Sector; Non-Manufacturing Sector; Malaysia

**Abstract ID: AIC-2017-EIEF-209**

**DEMOGRAPHICS, ECONOMICS AND PSYCHOGRAPHICS DETERMINANTS OF LIFE INSURANCE CONSUMPTION AMONG SCHOOL TEACHERS IN KAMPAR, PERAK**

**Corresponding Author:** Juliana Abu Bakar

**Co-Authors:** Thavamalar A/P Ganapathy, Chitrah A/P Krishnan  
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*Life insurance has emerged as a stable and progressive industry, standing tall becoming one of the key financial pillars in Malaysia. However, current penetration rate of 55.5% is considered low and there were more opportunities for life insurance companies to reach out to suburban and rural areas as the concentration now is more in urban areas. Thereby, there is a need to reach out the remainder uninsured population of which high percentage to be concentrated on both suburban and rural areas. This study aims to determine demographics, economics and psychographics factors that influence consumer purchasing decisions of life insurance among 1,256 school teachers in Kampar district. The stratified random sampling technique applied in order to select the respondent for this study and the data has been analyzed by using multiple regression model. The justification for selecting this technique is to ensure that all schools in Kampar district have its representative. This study will be significance towards growth of insurance industry, whereby it will benefit governmental or non-governmental agencies.*

**Keywords:** Life Insurance; Demographic; Economic; Psychographics; School Teachers

**Abstract ID: AIC-2017-EIEF-216**

**INVESTIGATING THE PPP THEORY AND LONG-RUN ESTIMATES FOR FIVE ASIAN COUNTRIES**

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UNIVERSITI SAINS MALAYSIA

**Abstract**

*Using monthly panel data for five Asian countries, from the period 1996M01-2016M08, this paper examines the long-run movement of the real exchange rates. The purchasing power hypothesis is examined by utilizing robust methods of*

panel unit root and cointegration (Pesaran and Westerlund) tests that put into consideration cross-sectional dependence. The panel unit root test results show that all the variables considered are not stationary at levels but stationary at first difference (i.e. all variables are  $I(1)$ ). Since all the variables are integrated of order one the cointegration test was carried out. Results of the cointegration tests show the presence of long-run relationship among the nominal exchange rates, domestic prices and the foreign price implying that the purchasing power parity theory exists in the long-run. Furthermore, the long-run relationships were estimated using the dynamic ordinary least squares (DOLS), fully modified ordinary least squares (FMOLS) and the mean group (MG) estimator. Surprisingly, all these estimators gave almost the same magnitude of estimates, they show that the domestic prices cause the nominal exchange rates to depreciate while the foreign price causes the nominal exchange rate to appreciate in the five Asian countries. Generally, the effect of nominal exchange rate appreciation is more than depreciation in the five Asian countries.

**Keywords:** Cointegration; DOLS; FMOLS; MG; Purchasing Power Parity; Panel Unit Root Test.

**Abstract ID:** AIC-2017-EIEF-217

**BAD FRIDAY, MONDAY EFFECT AND POLITICAL ISSUE: APPLICATION OF ARCH-GARCH MODEL TO ANALYZE SEASONAL PATTERN OF STOCK RETURN**

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**Abstract**

The aim of this study is to test the week day pattern in Indonesia Stock Exchange (IDX) using LQ-45 stock during selected observation period of August 2016 - January 2017. In this paper, the distributional properties of LQ-45 stock price movements are examined. Then an ARCH - GARCH model is used to re-investigate the presence of week day pattern in the stock market. Therefore, the ARCH - GARCH model is able to describe observed statistical characteristics of many time series of financial assets return. The test results show that there is a difference in average stock return during the trading day. The lowest and the highest return are observed on Monday and Wednesday, respectively. Meanwhile, the average negative return on Friday is not proven to significantly drive the occurrence of Monday effect. Return on Monday is influenced by the frequency of trading, not by trading volume. It is suggested to conduct this research model to stocks with moderate or low liquidity. Is there anything to do with the performance of the issuer or not? Is there anything to do with the psychological aspect of investors in assessing risk acceptance to stocks? Research agenda related to this is very relevant to do in the future.

**Keywords:** The Week Day Pattern; Monday Effect; Trading Volume; Trading Frequency; ARCH; GARCH

**Abstract ID:** AIC-2017-EIEF-219

**GOLD INVESTMENT IN MALAYSIA: REFUGE FROM STOCK MARKET TURMOIL OR INFLATION-PROTECTOR?**

**Corresponding Author:** Mohd Fahmi Ghazali

**Co-Authors:** Hooi Hooi Lean, Zakaria Bahari

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**Abstract**

In spite of the universal agreement of gold as a safe asset against stock and inflation, studies relevant to this issue to date are usually separated, particularly in the context of Malaysia. In addition, only a few studies focus on the inflation safe haven, particularly during times of extreme inflation. Therefore, this study primarily aims to analyse the characteristics of gold, whether it acts as a diversifier, a hedge or a safe haven against stock; and as a hedge or a safe haven against inflation simultaneously. Based on the constant relations, this study demonstrates that gold, generally, displays little evidence of the strong hedge property against the stock market and inflation in the full sample (2001-2014). Nevertheless, this study documents some strong hedging role for local gold, but not international gold, in the shorter sample (2010-2014), the period when special attention is given to the European debt crisis. For the quantile relations, although we can find some evidence of a strong safe haven in some quantiles, gold, at best, tends to be a weak safe haven during extreme movements in stock return in both periods. Concerning gold-inflation relationships, this study reveals that gold, at best, is a less viable safe haven instruments against inflation. This study also finds that different types of gold are important in determining the hedge and safe haven effects while gold in various weights only play a minor role. In conclusion, these results demonstrate that gold plays only a minor role during stock market slumps and inflationary episodes in Malaysia. Thus, investors should hold a well-diversified portfolio to earn sustainable and reasonable returns, since gold investment may seem riskier from a stand-alone perspective.

**Keywords:** European Debt Crisis; Gold; Hedge; Safe Haven; Stock; Inflation

**Abstract ID:** AIC-2017-EIEF-220

**ENCOURAGING A REGIONAL AUTONOMY IN INDONESIA: AN ANALYSIS OF FACTORS AFFECTING THE OWN SOURCE REVENUE OF CENTRAL JAVA PROVINCE**

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Budi Luhur University

**Abstract**

A provincial financial independence is one of indicators to implement regional autonomy. The sources of financial independence are derived from the Own Source Revenue (PAD). In order to reduce the fund dependency, local

governments should seek potential alternatives to increase its own source revenues. Therefore, the purpose of this study is to analyze the effect of capital expenditure, special allocation fund, inflation and financing expenditure on own source revenue in Central Java Province. Until recently, its the general allocation fund increases annually even though its own source revenue increases. The type of data applied is secondary data from 2010 until 2014. An observation method was employed to collect data from the budget realization report published by the Ministry of Home Affairs, Ministry of Finance, and Central Statistics Agency of Central Java. Data processing was carried out by employing multiple regression analysis. The findings indicated that significant factors affecting own source revenue of Central Java were capital expenditures (? 1%; coeff. = 0.690), inflation (? 5%; coeff. = 0.095), special allocation fund (? 10%; coeff. = -0.093), and financing expenditure (? 1%; coeff. = 0.424). Further managerial implications were discussed.

**Keywords:** Decentralization; Regional Autonomy; Local Revenue; General Allocation Fund

**Abstract ID: AIC-2017-EIEF-225**

### **IMPACT OF GLOBAL FINANCIAL CRISIS ON BRIC ECONOMIES: A POST CRISIS ANALYSIS**

**Corresponding Author:** Saira Ashfaq

**Co-Authors:** Ghulam Mujtaba Kayani, Muhammad Ali Saeed

Bahria University

#### **Abstract**

Understanding the volatility transmission of US financial crisis on BRIC economies are of significant interest for market participants and policy makers. This study uses Generalized Autoregressive Conditional heteroskedasticity GARCH (1, 1) model and daily data of stock returns from 2nd January 2009 to 30th April 2016 for Brazil, Russia, India and China was collected. Data was analyzed for the after crisis period. We found interesting evidence of volatility transmission from US to these economies. Result shows that all the countries except Brazil were affected by the US financial crisis. Which means the volatility in one market can be transmitted to other economy as markets are integrated with each other. A high degree of time varying volatility among variables illustrates that investors will highly unlikely to benefit from diversification

**Keywords:** Volatility Transmission; BRIC Economies; Global Financial Crisis

**Abstract ID: AIC-2017-EIEF-229**

### **IMPACT OF INVESTOR'S SENTIMENTS ON INVESTING DECISION**

**Corresponding Author:** Farah Naz

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Kinnaird College For Women, Lahore

#### **Abstract**

Human being is considered as an iceberg, substantial portion of which is submerged beneath water while its insignificant part is visible to the world. In case of human being; submerged portion is his subconscious mind. We humans are complex beings driven by emotions and sentiments which can have great impact on our decision making. Investor's decision making is also influenced by his emotions. The main purpose of this study is to determine the impact of sentiments on the decision making of investors. Data is collected through interview of investors actively trading on Pakistan stock exchange. Findings reveal that effect of sentiments is significant on investor whose nature is emotional and sentimental. This study provokes Government to arrange regular training session for investor to enhance their financial literacy and competence.

**Abstract ID: AIC-2017-EIEF-243**

### **DEVELOPMENT OF PARTNERSHIP MODEL BETWEEN FARMERS AND SUGAR INDUSTRY AND DETERMINATION OF FARMER'S BENCHMARK SUGAR PRICE (HPP) TOWARDS NATIONAL SELF-SUFFICIENCY OF SUGAR**

**Corresponding Author:** Asep Darmansyah

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Institut Teknologi Bandung (ITB)

#### **Abstract**

The National Sugar Industry Revitalization Program, cannot solve the problem immediately because the human resources of farmers are not paid attention to the economic certainty in their business, and the management of the sugar industry is not addressed especially the strategic management and accounting management information system. The short-term objective of this study is to produce a partnership pattern and determine the price of farmer's benchmark sugar (COGS) that provide economic certainty of farmers in sugarcane cultivation. The long-term goal of the study is to achieve national self-sufficiency in sugar. The research used survey method with descriptive and eksploratif research type. The analysis unit is sugarcane farmers and sugar mill companies. Frequency distribution analysis is performed to produce partnership pattern model. Farmers' production cost approach, namely production cost plus the profit margin, is an approach to calculate the minimum Farmers' Sugar Price. The results showed that the application of applied partnership principles amounted to 55.48%, the implementation level of the role of the sugar factory in the partnership was applied equally to 71.82%, the level of achievement of farmer benefit in partnering equal to 56.39%. Furthermore, the cost of sugarcane agribusiness production is Rp. 4,550 per kg of sugar, and with a profit rate of 10% resulting in the cost of goods sold (COGS) of Rp. 5,005 per kg. It is the minimum sugar price of farmers benchmark. The COGS is above the minimum COGS set by the government of Rp. 4,900 per kg. Research

recommendation, need to increase the role of the sugar factory in partnering, that is becoming the founder of farmer capital and guarantee the purchase of farmer production result according to the agreement. To produce the effect of COGS apply import tariffs and import restrictions in accordance with domestic supply shortages.

**Keywords:** Revitalization; Partnership; Farmer; COGS; Sugar Cane; Sugar

**Abstract ID:** AIC-2017-EIEF-244

**THE INFLUENCE OF TAX AGGRESSIVENESS AS INTERVENING VARIABLE ON THE RELATIONSHIP BETWEEN MANAGERIAL OWNERSHIP AND FIRM VALUE**

**Corresponding Author:** Ari Budi Kristanto

**Co-Authors:** Ari Budi Kristanto

Satya Wacana Christian University

**Abstract**

Agency problems can pose a threat to company value. However, such threats can be anticipated by managerial ownership. Manager's decisions are considered to affect the relationship of managerial ownership as corporate organs to corporate value. Managers are motivated to behave aggressively in tax planning, to optimize the profit. But, too aggressive tax planning can also result in inefficiency. The study aims to show empirical evidence of the effect of managerial ownership on firm value, using tax aggressiveness as an intervening variable. The study examines manufacturing companies listed on the Indonesia Stock Exchange during 2012-2014. The samples were taken using purposive sampling method, resulting 63 firm-years observations. Furthermore, the hypotheses are tested using panel data analysis, and Sobel test to test the influence of intervening variable. The hypotheses testing conveys the result that managerial ownership has a significant positive effect toward firm value. Managerial ownership has no significant effect on tax aggressiveness. Tax aggressiveness has a significant negative effect on firm value. The tax aggressiveness has no intervening effect on the positive relationship between managerial ownership and firm value. The results of this study provide the implications for management to apply tax management wisely since tax aggressiveness proved to have a negative effect on the value of the company. For shareholders, this information is useful in management control behavior planning, utilizing management ownership and tax avoidance behavior control.

**Keywords:** Managerial Ownership; Tax Aggressiveness; Firm Value

**Abstract ID:** AIC-2017-EIEF-257

**CEO POWER, BOARD SIZE AND FIRM PERFORMANCE: EVIDENCE FROM PAK, CHINA, USA AND INDIA BANKING SECTOR.**

**Corresponding Author:** Muhammad Baig

**Co-Authors:** Nazima Ellahi, Mutee Ur Rahman, Zulqarnain Khan

University Of Sargodha

**Abstract**

The purpose of this study is to examine the impact of CEO power and Board size on firm performance in Pakistan, USA, China and India. This study used panel data set of 10 banking companies from each country over period of 5 years from 2011 to 2015. Random and fixed effect regression model is applied to check the relationship between CEO power, Board size and firm performance. CEO power can be measure by CEO duality and CEO tenure while firm performance can measure by ROA, ROE, NP margin and EPS. In Pakistan our empirical results showing that Board size and CEO duality have significant relationship with net profit margin in banking sector, while CEO tenure not effecting the performance of banks in Pakistan. The results shows In India Banking sector CEO tenure have significant relationship with performance (ROA, ROE, EPS, NP) in banking sector, while CEO duality have significant relationship with EPS and NP margin in banks selected in study while board size have no relationship with performance in banking sector of India. USA banking sector result showing that there is no significant relationship among the corporate governance and firm performance. In china results showing that CEO turnover have significant relationship with ROE, EPS and NP margin while with ROA have no relationship and CEO duality have significant relationship with ROA in banking sector of china. This study fills the gap in knowledge in Emerging Asian countries India, Pakistan and developed country of Asian China and USA governance literature on the corporate governance and firm performance. Further this is the first study which comparing the Four Emerging and developed economy banking sector. The scope of this research can be extended by including other sectors or more banks because this study included top 10 banks of each country. l>

**Keywords:** Corporate Governance; Board Size; CEO Duality; CEO Tenure; Firm Performance; Pakistan; India; China; USA

**Abstract ID:** AIC-2017-EIEF-261

**IMPACT OF LEVERAGE ON SYSTEMATIC RISK BASED ON CAPITAL SSET PRICING MODEL: A COMPARISON OF HIGH AND LOW CAPITAL INTENSIVE FIRMS OF PAKISTAN**

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**Abstract**

This paper investigates the impact of degrees of leverage on systematic risk for high and low capital intensive firms. Impact of leverage is analyzed on systematic risk and found that degree of operating leverage (DOL) and degree of combined leverage DCL are significant while degree of financial leverage (DFL) has insignificant impact on systematic risk. Secondly, the core intention of the study is to evaluate the outcomes of high and low capital intensive firms with study variables. Hence, it is found that in case of high capital intensive firms, the results of degrees of operating (DOL) and financial leverage (DFL) are positively significant on systematic risk (beta) but on the other hand, by compelling

*low capital intensive firms, the outcomes are insignificant. Management of a company can consider the interpretations of the outcomes to make wiser decisions while they are evaluating debt ratios for capital change and distribution of fixed and variable costs. The empirical evidence showed that capital intensity does impacts on leverage due to which leverage has consistent impact on systematic risk.*

**Abstract ID: AIC-2017-EIEF-266**

**IMPACT OF INTELLECTUAL CAPITAL ON FINANCIAL PERFORMANCE AND INVESTMENT DECISIONS; EVIDENCE FROM NON- FINANCIAL SECTOR OF PAKISTAN**

**Corresponding Author:** Asif Khan

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**Abstract**

*Various models have been introduced to measure the numerous facts of IC, including the Skandia navigator, Tobin's Q and Valued Added Intellectual Coefficient (VAICTM) developed by Ante Pulic (1998). In this paper VAICTM method is applied to check the significance of the intellectual capital on financial performance and investment decisions of non-financial sector of Pakistan. The back bone of this study is the secondary data comprised of financial statements of 396 companies of non-financial sector in Pakistan. The hypotheses show that the intellectual capital has significant impact on the financial performance and investment decisions. Data was collected from financial statements from 2006 to 2015 for this purpose.*

**Keywords:** Knowledge Economy; Intellectual Capital; Value Added; Vaic; Investment Decisions.

**Abstract ID: AIC-2017-EIEF-270**

**THE DETERMINANTS OF DISTRICTS/ CITIES SPENDING IN ACEH PROVINCE: AN ANALYSIS OF ELECTORAL DISTRICTS**

**Corresponding Author:** Ghazali Syamni

**Co-Authors:** Ichsan

Universitas Malikussaleh

**Abstract**

*The objective of the study is to examine the determinants of districts/cities spending in Aceh province. The study uses secondary data taken from the realization report of revenues and expenditures of districts/cities in Aceh Province for the period 2011 to 2015. The data are obtained from the official websites of the Indonesian Central Bureau of Statistics, the Financial and Wealth Management Office of Aceh and the Indonesian Ministry of Finance. The results of the study show that all variables of Gross Domestic Regional Product (PDRB), Local Government Revenues (PAD), General Allocation Funds (DAU) and Special Allocation Funds (DAK) influence districts/cities expenditures. However, there is difference in PDRB, PAD, DAU and DAK based on the electoral districts 1 and 2. Another finding is the possibility of the occurrence of flypaper effect in the districts/cities, which should be analyzed in the future research.*

**Keywords:** Determinants; Government Spending; Aceh'S Districts/Cities.

**Abstract ID: AIC-2017-EIEF-274**

**RICARDIAN LAND VALUATION THEORY: SPATIAL AND TEMPORAL INVESTIGATION IN PAKISTAN**

**Corresponding Author:** Shumaila Sadiq

**Co-Authors:** Abdul Saboor And Maaz Javed

Government Sadiq College Women University, Bahawalpur

**Abstract**

*Unequivocal phenomenon of climate change has caused significant impacts on water and energy resources, agriculture sector and consequently human livelihood particularly in developing countries. This study is a pioneer attempt to quantify quasi-dynamic trends and impacts of climate change on Pakistani farms by using interpolated climate data and incorporating spatial autocorrelation in Ricardian analysis. Ricardian estimates found that climate change has significantly decreased farm revenues in Pakistan over time. Significant losses in 2010-11 were found to be more in comparison to 1998-99. Likewise, more elastic farm revenues in 2010-11 confirmed the growing negative impacts of climate change on farm revenues. Threshold levels for mean temperature and minimum temperature are already met since further increase in mean (minimum) temperature will decrease (increase) farm revenues in Pakistan. The study suggested mix cropping system instead of crop only farming, use of climate resilient seeds and introduction and implementation of cooperative farming that may prove a good step towards betterment of Pakistani farmers in changing climate settings.*

**Keywords:** Climate Change; Pakistan Agriculture; Ricardian Analysis; Spatial Analysis; Interpolation; Land Valuation Theory

**Abstract ID: AIC-2017-EIEF-282**

**THE LONG-RUN AND SHORT-RUN ANALYSIS BETWEEN STOCK MARKET INDEX AND MACROECONOMIC VARIABLES IN JORDAN: BOUNDS TESTS APPROACH**

**Corresponding Author:** Raed Al-Smadi

Irbid National University

**Abstract**

*This paper investigates the long-run and short-run relationship between stock market index and the macroeconomic variables in Jordan. Annual time series data for the 1978–2016 periods and the ARDL bounding test are used. The*



results identify long-run equilibrium relationship between stock market index and the macroeconomic variables in Jordan.

**Keywords:** Stock Market Index; Macroeconomic Variables; ARDL Bounding Test; Amman Stock Exchange.

**Abstract ID:** AIC-2017-EIEF-286

**SYARIAH PRODUCT INVESTMENTS AND RELIGIOSITY: WHY ARE THE RESEARCH RESULTS INCONCLUSIVE?**

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**Co-Authors:** Marwan Asri

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**Abstract**

*For the last few years, research on religiosity attributed to investment decisions has begun to flourish. This is in line with the development of the Islamic economy in the global market. Nevertheless, the results of the studies are inconclusive. Some studies support the viewpoint that religiosity affects investment decision making, while others do not. Therefore, this study would like to answer why the results of the previous reviews are inconclusive through a literature study, which has found that the different measurements of the religiosity construct have made the results of the research to be not in line. Furthermore, previous research has not included some other variables such as self-interest, financial literacy, and risk preferences as additional variables that can moderate the relationship between religiosity and investment decisions. Meanwhile, those variables influence the decision making that is done by investors. This research found some propositions that the dimension of religiosity influences investors to invest in syariah financial products, while others propose that the dimension of religiosity, self-interest, financial literacy, and risk preference have unique relationships in terms of investment behavior for syariah financial products.*

**Keywords:** Religiosity; Investment Decisions; Self-Interest; Financial Literacy; Risk Preference

**Abstract ID:** AIC-2017-EIEF-287

**THE IMPACT OF CHANGE IN OIL PRICES ON THE EQUITY MARKETS OF OIL IMPORTING AND EXPORTING COUNTRIES**

**Corresponding Author:** Sadaf Zahid

**Co-Authors:** Najam-Us-Sahar

Riphah International University, Rawalpindi

**Abstract**

*This research work examines the extent of the integration of the equity markets of both oil importing and exporting countries on the basis of the change in the oil price attained by using the daily stock index data and oil price. The sample consist of three oil importing countries Pakistan, India and Bangladesh and three oil exporting countries Saudi Arab, Oman and UAE. For the purpose of analysis, the econometric technique mean and volatility spillover (ARMA 1, 1 and GARCH in Mean) is employed. The analysis proceeds in two steps. First, the effect of the economic shock in the oil prices on the returns of the equity markets of both oil importing and exporting countries is studied and in the second step the effect of the same shock on the volatility of equity market of the sample countries is measured. The mean spillover impact from the change in the oil price is positive for all the oil importing and oil exporting countries except for India. The volatility spillover impact are negative and significant for two oil importing countries Pakistan, Bangladesh, and two oil exporting countries e.g. Saudi Arab and UAE but positive for Oman and India, one oil importing and one oil exporting country. The negative correlation between the change in the oil price and the equity returns of Pakistan, Bangladesh, Saudi Arab and UAE indicate the presence of portfolio divergence opportunities for foreign investors and portfolio managers. Due to these opportunities they can increase the noteworthy value through investment in these equity markets. India is the only country for which the equity returns and their volatility are not affected by the change in the oil price. There is weak relationship between the change in oil prices and Indian equity markets. There are insignificant mean and volatility spillover effects from the change in oil prices. Finally it is concluded that the oil prices are the source of mean and volatility spillover in the oil exporting countries more significant than in oil importing countries is in line with the study of Wang, Wu, & Yang (2013).*

**Keywords:** Mean And Volatility Spillover; Equity Markets; Oil Importing Countries; Oil Exporting Countries.

**Abstract ID:** AIC-2017-EIEF-290

**CO-MOVEMENT AMONG EXCHANGE RATE AND STOCK MARKET; EVIDENCE FROM SELECTED ASIAN COUNTRIES.**

**Corresponding Author:** Ahsan Ahmed

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**Abstract**

*This paper examines the short term as well long-term relationship of ASIAN countries namely Pakistan, India, Sri Lanka and Hong Kong with the exchange rate (FOREX) and stock indices. The period of the exchange rate is from 2008 to 2015, weekly, while the period of stock indices is from 2003 to 2015 daily by using Co-Integration analysis, Granger Causality test, Vector error correction model, impulse response function and variance decomposition analysis. In FOREX series, Co-integration analysis shows that two countries are co-integrated with each other. Impulse response analysis shows that Pakistan has significant relation with India and Hong Kong while insignificant relation with Sri Lanka. In INDICES series, impulse response function indicates that Pakistan has insignificant relation with India, Sri Lanka, and Hong Kong.*

**Keywords:** Co-Integration; Variance Decomposition; Impulse Response; Asian Stock Market; Exchange Rate.

**Abstract ID: AIC-2017-EIEF-291**

**EFFECT OF BIG 4 ON EARNING RESPONSE COEFFICIENT (ERC) (EVIDENCE FROM PAKISTAN)**

**Corresponding Author:** Wahid Raza

**Co-Authors:** Anjum Ihsan, Shahid Jan Kaka Khail

Islamia College Peshawar

**Abstract**

*This study investigates the effect of Big 4(Audit Expertise/ Audit Quality) on Earning Response Coefficient. The sample consists of 250 firms enlisted in Pakistan Stock Exchange(Previously known as Karachi Stock Exchange) comprising 2000 firms years observations over the time span of 2008 to 2015. The study examines that after controlling the established determinants of ERC (Beta, Growth, Size and Earning Persistence), Does Big 4(Audit Expertise /Audit Quality) can affect the Earning Response Coefficient. Secondary data was collected from State Bank of Pakistan and firms own Sites. Eview Software and STATA have been used while analyzing the data. The finding of the results shows that the Big4 (Audit Expertise/Audit Quality) has the positive and significant effect on Earning Response Coefficient. This means that the corporate governance facet (Audit Expertise/Audit Quality) can greatly influence the Earning Response Coefficient (ERC). An important contribution of this study is that the evidence comes from Pakistan which is Emerging Economy, but a lot of existing literature and evidence is available in developed countries.*

**Keywords:** Audit Expertise And Erc Relationship; Erc; Audit Quality (Big 4)

**Abstract ID: AIC-2017-AMOS-299**

**AN EVALUATION OF THE MAJOR DETERMINANT FACTORS AFFECTING EXCHANGE RATE VOLATILITY: A COMPARISM OF THREE MAJOR CURRENCIES.**

**Corresponding Author:** Isah Mohammed Damagum

**Abstract**

*The movements of exchange rate overtime can be determined by certain factors. These factors remain significant as they are associated with macroeconomic variables used to explain and determine the rate of change or movements of exchange rate which impacted on the overall macroeconomic situation in countries around the world. Therefore, identification of the factors that determine exchange rate levels is an important theoretical task, having great practical significance. The main objective of this study is to evaluate the extent to which the Determinants of the exchange rate impact on US dollar to Nigerian Naira, the US dollar to UK pound sterling and US dollar to Euro over the last thirty years. To achieve the objective, research methods like literature review, comparison of statistical data as well as regression analysis was used.*

**Keywords:** Exchange Rate; Factors Affecting Fluctuations In Exchange Rate Levels

**Abstract ID: AIC-2017-EIEF-308**

**THE RELATIONSHIP OF WORKING CAPITAL TO CORPORATE PROFITABILITY AND STOCK PRICE: EVIDENCE FROM THE MANUFACTURING SECTOR OF PAKISTAN**

**Corresponding Author:** Noheed Khan

**Co-Authors:** Muhammad Bilal

Beijing Institute Of Technology China

**Abstract**

*The management of working capital is an essential to the smooth running of business organizations. The purpose of this research is to evaluate the impact of working capital management on corporate profitability and stock price. This research is based on the manufacturing sector of Pakistan. Thirteen manufacturing sectors were selected for this research. For analyzing the results, a univariate test was performed under a generalized linear model. The findings of this study show that cash has a negative impact on net operating profitability. The Construction & Materials, Automobiles & Parts, Forestry & Paper, and Food Product sectors experience negative impacts on operating profitability. The Pharma & Bio-tech and the Chemicals sectors see highly negative impacts on operating profitability. A company's current ratio has a positive impact on stock price and an average payment period has a negative impact on stock price. Working capital management insome sectors have positive and some have negative impacts on stock price.*

**Keywords:** Current Ratio; Cashnet Operating Profitability; Stock Price; Average Collection Period; Inventory Turnover Ratio; Average Payment.

**Abstract ID: AIC-2017-EIEF-317**

**USERS' PERCEPTIONS ON TAX DISCLOSURE IN MALAYSIAN COMPANIES ANNUAL REPORTS**

**Corresponding Author:** Noraza Mat Udin

**Co-Authors:** Nurul Afza Abd Rashid

Universiti Utara Malaysia

**Abstract**

*Annual report is an important document that provides key information fordifferent range of stakeholders to understand a company's performance in order to make decisions. This paper reports the results of an exploratory studyon users' perceptions pertaining to the importance of tax disclosure, current stateof tax disclosure and usefulness of more tax disclosure in the annual reportsof listed companies in Malaysia. Survey questionnaire was used for datacollection using convenience sampling techniques which elicit 207 usablequestionnaires for analysis. Respondents includes professionals, tax officers,management executives, academics and post-graduate students attending a taxseminar. The*

*findings show that users of annual reports agreed that tax disclosure section is an important part in the annual report and more tax information is needed to be disclosed. They believe that tax disclosure is beneficial in facilitating decision making and assisting tax authorities in handling tax audit. Nevertheless, users perceived that tax disclosure is limited and too technical to be interpreted. Users also agreed that more tax disclosure would be useful for stakeholders to comprehend companies' tax matters. This study recommends for more research on tax disclosure to be conducted besides examining the disclosure behaviour among companies from various industries in Malaysia.*

**Keywords:** Tax Disclosure; Annual Report; Users' Perceptions

**Abstract ID: AIC-2017-EIEF-319**

**SLIPPERY SLOPE FRAMEWORK AND ENVIRONMENTAL TAX REGULATIONS COMPLIANCE OF NIGERIAN MULTI-NATIONAL OIL COMPANIES**

**Corresponding Author:** Noraza Mat Udin

**Co-Authors:** Rabi Yusuf

Universiti Utara Malaysia

**Abstract**

*Oil and gas industry contributes about 90% of Nigeria's national income. However, the extraction activities have caused a great pollution to the environment whereby the land, water, and air in the area have been seriously polluted. As a result, there have been constant conflicts between the oil companies and the communities who are prone to respiratory diseases, skin ailments, loss of trees, farmlands, fishes and lack of clean water due to the toxic effects of the pollutions. Taxation is a monetary mechanism that governments use to discourage citizens from practices that damage the environment. Thus, environmental tax regulations had been introduced in Nigeria to eliminate the negative impacts of activities by relevant parties on the environment. This paper discusses the use of slippery slope framework (SSF) in explaining the compliance behaviour of Nigerian multi-national oil companies (MOC) towards the environmental tax regulations. Power of authorities and trust in authorities are discussed from the perspective of enforced and voluntary compliance as suggested by SSF. This paper suggests an extension of the SSF stipulations by incorporating regulations as another element of enforced compliance. The discussions in this paper provide a basic framework for further empirical research related to environmental tax regulations compliance especially by MOC in Nigeria.*

**Keywords:** Environmental Tax; Compliance; Power Of Authorities; Trust; Regulation

**Abstract ID: AIC-2017-EIEF-320**

**ASIAN EMERGING MARKET PERSPECTIVE OF MACROECONOMIC FACTORS, STOCK RETURN AND VOLATILITY**

**Corresponding Author:** Raja Nabeel-Ud-Din Jalal

**Co-Authors:** Najam Us Sahar

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**Abstract**

*Macroeconomic factors and events affects the asset prices. This study has incorporated multiple macroeconomic factors to determine their impact on stock market return and volatility in Asian emerging economies. These factors were further categorized in economic, political, disaster and global and regressed against stock market return and volatility by using panel data analysis technique. Results indicates that GDP, Inflation, imports and exports, Political instability, disaster, oil prices, world market index and VIX were related to returns. However, in stock market volatility case disaster, political instability, gold and oil prices and world market index are significantly impacting the stock volatility in Asian emerging markets.*

**Keywords:** Macroeconomic Factors; Stock Return; Volatility; Asian Emerging Economies.

**Abstract ID: AIC-2017-EIEF-324**

**THE RELATIONSHIP BETWEEN THE STOCK MARKET AND FOREIGN DIRECT INVESTMENT(FDI) IN SRI LANKA –EVIDENCE FROM VAR AND CO-INTEGRATION**

**Corresponding Author:** Champa Rajapakse

University Of Sri Jayawardenepura

**Abstract**

*The low level of savings in developing countries like Sri Lanka is a major reason for the slow economic growth. In order to enhance domestic investment and accelerate growth a country needs to find the capital required. Consequently most of the countries turned to foreign sources of financing during the transition from a centrally planned to a market economy. The dominant form of foreign capital inflows was foreign direct investments (FDI), which, due to their characteristics, may have many positive effects on the host economy. The objective of this study is to explore the existence and characteristics of both the long- and short-term relationships between FDI and the stock market in Sri Lanka. The main hypothesis is that, in the long run, trends in FDI should determine the movement of the stock market through the channel of economic growth. However, in the short run, upward movement on the stock market positively affects Sri Lanka's FDI stock, as events on the stock market signals the liveliness and investment environment of the domestic market to foreign investors. The long-term connection will be tested by two co-integration approaches. The short-run relationship will be investigated by a two-variable VAR model.*

**Keywords:** VAR; Cointegration; Foreign Direct Investment; Stock Market

**Abstract ID: AIC-2017-EIEF-330 & EIEF-329**

**IMPACT OF CORPORATE GOVERNANCE ON PROFITABILITY OF THE SUGAR INDUSTRY IN PAKISTAN**

**Corresponding Author:** Muhammad Zulqarnain Safdar

**Co-Authors:** Muhammad Muddassar Khan

Abbottabad University Of Science And Technology, Abbottabad

**Abstract**

*This paper examines the relationship between corporate governance and profitability of the Sugar Mills in Pakistan. Corporate Governance has an extensively arguable topic for researchers, corporate managers, financial analyst, academicians, and strategists. This study has measured corporate governance dimensions in terms of board size, independent director, board committees, board remuneration, and firm size. whereas, the profitability of the Sugar Mills is measured in terms of return on assets and return on equity. The result of this study exhibits that that corporate governance has a strong significant impact on the profitability of the Sugar Mills in Pakistan.*

**Keywords:** Corporate Governance; Profitability; Roa; Roe; Sugar Industry

**Abstract ID: AIC-2017-EIEF-331**

**DEBT SUSTAINABILITY IN PAKISTAN**

**Corresponding Author:** Maaz Javed

**Co-Authors:** Shumaila Sadiq

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**Abstract**

*Accumulation of public debt has been the leading problem of developing as well as developed countries. Whereas developing countries face this issue more intensely as they need to borrow internally and externally to facilitate the development process, augment growth, improvement of living standards and also and also to repay debt with interest amount. Debt sustainability conditions of Pakistan and other developing countries (SAARC) are studied and comparative analysis is done about where these countries stand today. All of the focused countries don't fulfill debt sustainability conditions and also facing the problem of increasing debt. A significant portion of government tax and non-tax revenues is spent for debt servicing and which causes to deteriorate the resources for other purposes like development or social sector improvement. One principal factor of low growth of these developing countries is high public debt and huge interest payments. Like many other economies of the world, developing countries also adopt the regime of deficit financing through internal as well as external borrowing and had different experiences in achieving growth. Many researchers believe in different solutions for developed and developing countries. For developed countries, the promotion of economic growth could be enhanced by investing in innovation, research, and development, tax reduction, cutting health care costs etc. These policies can be opted as developed countries already overcome the basic issues like poverty, education and basic health care but developing countries are still confronting such issues. So, in this regard, the allocation of debt is very crucial element for developing economies to achieve debt sustainability.*

**Keywords:** Debt Sustainability; Growth; Internal And External Debt.

**Abstract ID: AIC-2017-AMOS-336**

**IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON ORGANIZATIONAL PROFITABILITY**

**Corresponding Author:** Muhammad Zulqarnain Safdar

**Co-Authors:** Humaira Naz, Muhammad Muddassar Khan

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**Abstract**

*This paper tries to examine the relationship between corporate social responsibility and organizational profitability. Regression is used to measure the impact of corporate social responsibility on organizational profitability. The proxies used to measure profitability are return on assets. Secondary data was taken from cash outflows for purpose of corporate social responsibility. The results showed the insignificant relationship between return on equity and corporate social responsibility. The return on asset appears to be more closely related to the corporate social responsibility than the return on equity. Study is only focusing only on Sugar mills listed in Karachi stock exchange 100 index. However, further research is needed at large scale to identify how it can be used as a long-term investment opportunity. This study will make it easier for organizations to take a decision rather pay for society in this fierce competition of globalization or not.*

**Keywords:** Corporate Social Responsibility; Business Ethics; Competitive Advantage; Company'S Profitability; Innovation; Sales; Pakistan

**Abstract ID: AIC-2017-EIEF-338 & AMOS-30**

**THE EFFECTS OF CAPITAL STRUCTURE ON FIRM'S PROFITABILITY (A CASE STUDY OF SAMSUNG COMPANY LIMITED)**

**Corresponding Author:** Naveed Saif

**Co-Authors:** Sana Amin, Shumaila Hashim, Naveed Saif.

University Of Science & Technology Bannu

**Abstract**

*From many decades the issue of capital structure is under study. The firms' capital structure constitutes a difficult decision it may involves several factors, such as risk and profitability. Capital structure refers to the various financing options of firms' assets. A business concern goes for different mixture of debt and equity. The main purpose of this*

research study was to re-investigate the effects of capital structure on firm's profitability of Samsung Company Limited. The semi-annual time series data from 1995S1 to 2004S2 has been used. ROA (Return on Asset) is taken as measure of profitability. Three debt ratios, STD (short term debt ratio) calculated by dividing the short term debt by total assets, LTD (long term debt ratio) calculated by dividing the long term debt by total assets, TD (total debt ratio) calculated by dividing the total debt by total assets, while Growth and Size are taken as control variables. This study utilized the secondary data of Samsung Company Limited taken from the annual reports of Company available at the website of Company. A multiple linear regression model is developed to test the hypothesis. Three hypotheses are developed to test the effects of capital structure on profitability. Multiple regression models were tested to check the effects on profitability. This study employed descriptive statistics and regression analysis to get the desired results. In order to estimate model, stationarity level for data is measured which is done through unit root test. Next the co. integration is done and then Johnson co. integration test was applied to show the long run effects of capital structure on profitability. Result showed the negative relation of debt ratio and positive relation of growth and size on firm's profitability.

**Keywords:** Capital Structure; ROA (Return On Assets); Profitability; Short Term Debt Ratio; Long Term Debt Ratio; Total Debt Ratio; Size; Growth;

**Abstract ID: AIC-2017-EIEF-341**

### **RELATIONSHIP BETWEEN ASIAN STOCK MARKETS: A CO INTEGRATION APPROACH**

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#### **Abstract**

Today's world capital markets are becoming closely interdependent with each other. This paper examines the interdependency and long term relationship among five Asian financial markets. The result suggests that investors can make their investment portfolio between these financial markets because risk can be diversified in these financial markets. Granger causality test result indicates SSE, HSE and BSE have interdependency on PSE but CSE has not interdependency on PSE. PSE has not interdependency on SSE and BSE but PSE has interdependent on HSE and CSE. Granger causality results suggest investor can get the short run benefit for international investment portfolio. Cointegration result indicates PSE has long term relationship between BSE, HSE, CSE, and SSE. The findings suggest that long term benefit is limited.

**Keywords:** Granger Causality; Co Integration; Asian Markets; Cointegration

**Abstract ID: AIC-2017-EIEF-343**

### **THE RINGGIT-DOLLAR EXCHANGE RATE AND MONETARY FUNDAMENTALS DURING THE U.S. CONVENTIONAL AND UNCONVENTIONAL MONETARY POLICY PERIODS**

**Corresponding Author:** Noor Zainab Tunngal

**Co-Authors:** Hock-Ann Lee

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#### **Abstract**

During the period of zero lower bound (ZLB) interest rates, the U.S. unconventional monetary policy (UMP) has led to increased level of volatility in emerging markets' currencies including Malaysian ringgit via its effects on market expectations, the flows of capital and global liquidity. While most studies have focused on the monetary model of exchange rate determination during the U.S. conventional monetary policy period, only a handful of studies investigate the issue during the unconventional monetary policy period. Furthermore, previous studies typically employ either the U.S. market interest rates or Federal Funds rate as a proxy for the U.S. monetary policy stance. In theory, a change in the relative interest rates will affect the equilibrium level of exchange rate. That said, when interest rates are at ZLB during the UMP period, utilising these interest rates as proxy for monetary policy stance is not a suitable strategic. The present study argues that the role of market expectations has largely been ignored. Therefore, the present study aims to address the gap in the literature using the shadow Federal Funds rates as a transmission channel to Malaysian ringgit. This study analyses the relationship between the ringgit-dollar exchange rate and monetary fundamentals, based on an estimated Autoregressive Distributed Lag (ARDL) model over the January 2000 – December 2016 period. This study expects that the relative interest rate is one of the exchange rate (RM/USD) determinants, implying that the exchange rate movements are affected by the changes in the market expectations. Therefore, policymakers need to pay particular attention to the expected change in the U.S. interest rate and balance sheet in coming years.

**Keywords:** Exchange Rate; Monetary Fundamentals; U.S. Unconventional Monetary Policy Jel: F31

**Abstract ID: AIC-2017-EIEF-345**

### **ASYMMETRIC BEHAVIOUR AND ROLE OF TERRORISM IN FINANCIAL MARKET: EVIDENCE FROM PAKISTAN**

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**Co-Authors:** Muhammad Husnain, Ahmad Fraz

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#### **Abstract**

We examine volatility spillover, asymmetric behavior and standing of terrorist activities in currency and equity market of Pakistan on a daily dataset from January 2005 to February 2017. We also tested the financial markets efficiency in term

of seasonal anomalies. Well-liked GARCH & EGARCH model confirms the presence of volatility spillover in Pakistani markets. Further, we find that terrorist activities has statically significant impact on the instability of financial market in Pakistan, but its influence is strictly depending on the sub-samples of our study. We suggest that the overseas investors and strategismakers should be vigilant about such volatility spillover and asymmetric behavior in the financial market of Pakistan.

**Keywords:** Terrorist Activities; Volatility Spillover; Anomalies; Foreign Exchange Rate; Stock Market; Pakistan

**Abstract ID: AIC-2017-EIEF-346**

**MEASURING UNIVERSITY-INDUSTRY-GOVERNMENT LINKAGES OF TEXTILE SECTOR OF SINDH**

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**Abstract**

The main aim of this study was to identify the linkages between university and textile industry in Sindh province. This study focuses on the modes of collaborations between both the stakeholders, motivations and barriers factors and proposes effective mechanism for establishing relationship between university and textile industry in future. This study has examined the type of linkages exist between university and textile industry into three major type including TYPE I, TYPE II, TYPE III. The result showed that the type of linkages existed between university and textile industry in TYPE I, summer training and internship are most in practice activity, however sponsoring Ph.D. students and endowment chairs sponsored by industry in the university are least in practice activity. The most in practice has hardly achieved the level of 50% and the least in practice activity have achieved the level of 5%. As far as Type II of linkages is concerned, shows a selection of industrial problem as a research question is the most practice activity; however joint patent and joint research are least in practice activity. For TYPE II of linkages, the maximum occurred practices are in the range of 0-20% and minimum at the range of 0-5%. In TYPE III of linkages shows almost no existence of such practice, the invention originated in university taken up by existing industry are most in practice activity and setting up industrial park closer to university is least in practice activity, however, all the practice are in the range of 0-2%. Overall, the result shows that linkages between university and textile industry are relatively high in TYPE I with a relatively low in TYPE III. This research found same viewpoints of both the stakeholder in terms of types of linkages in practices, the motivation behind establishing linkages, barriers causing obstacles, and proposed effective mechanisms to be implemented in future for economic development and innovation.

**Keywords:** Innovation; Entrepreneurship; University And Industry Linkages; Economic Development

**Abstract ID: AIC-2017-EIEF-358**

**INVESTMENT IN INTELLECTUAL CAPITAL AND ITS IMPACT ON FINANCIAL PERFORMANCE OF PSX LISTED NON-FINANCIAL FIRMS; A PANEL DATA ANALYSIS INVESTIGATION INVESTMENT IN INTELLECTUAL CAPITAL AND ITS IMPACT ON FINANCIAL PERFORMANCE OF PSX LISTED NON-FINANCIAL FIRMS;**

**Corresponding Author:** Muhammad Kashif Khurshid

**Co-Authors:** Hazoor Muhammad Sabir, Mohsin Bashir, Mubeen Abdur Rehman

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**Abstract**

This study investigates the impact of investment in intellectual capital on financial performance of non-financial firms listed on Pakistan Stock Exchange during the period of 2011 to 2015. Methodology / Sample – Panel data analyses are applied to explore the impact of intellectual capital on non-financial firm's financial performance. Simple random sampling is used to choose the sample for the study. Panel data of 86 firms is collected for the period of five years i.e. 2011-2015. So there were 430 observations for the collected data. Findings – Results of the study, give the conclusion in a fashion that value added intellectual capital (VAIC) and its components i.e. capital employed efficiency (CEE), human capital efficiency (HCE) and structural capital efficiency (Muscettola) are positively correlated with four measures of financial performance i.e. return on assets (ROA), return of equity (ROE), return on capital employed (ROCE) and earnings per share (EPS). It is also found structural capital efficiency give high impact on financial performance as compared to other two components of IC. Practical Implications – This study will be useful for the managers, board of directors, shareholders and all other stakeholders to focus not only on the tangible assets of the firms but also the intangible assets of the firms. They can also analyze the importance of intellectual capital efficiency, and its impact on financial performance. Furthermore, these stakeholders can focus on the most important component of IC i.e. capital employed efficiency (CEE).

**Keywords:** Intellectual Capital (IC); Human Capital Efficiency (HCE); Structural Capital Efficiency (SCE); Capital Employed Efficiency (CEE); Financial Performance (FP).

**Abstract ID: AIC-2017-EIEF-359**

**IMPACT OF FINANCIAL CONSTRAINTS ON FIRM'S INVESTMENT DECISION AND STOCK RETURNS; EVIDENCE FROM MANUFACTURING SECTOR OF PAKISTAN**

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**Co-Authors:** Muhammad Ans Hafeez, Muhammad Iltaf, Muhammad Asif Rashed Khan

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**Abstract**

The purpose of the study is to analyze the impact of financial constraints on investment and stocks returns. The data have been taken from 103 firms listed in the Pakistan Stock Exchange under non-financial sector for the time period

2011 to 2016 on annual basis. Panel data used and multiple regression analysis has been done to examine the relationship among financial constraints and investment & stock returns. Fixed effect model used among common effect model, random effect model and fixed effect model. Variables used as proxies for financial constraints are debt ratio, sales ratio, cash flow ratio, Tobin's Q, dividend payout ratio, size and age. Findings of the study showed that there are positive and significant relationship between debt ratio, sales ratio and cash flow ratio with investment of sample firms while Tobin's Q, dividend payout ratio, firms' size and firm's age having negative significant relationship with investment of sample firms. These findings explain that with the increase in debts, sales and cash flows of sample firms, there investment also increases and with the increase in Tobin's q, dividend payouts, size of the firm and age of the firm investment decreases. On the other side findings showed that there is positive significant relationship between Tobin's q, cash flow ratio and debt ratio with stock returns while sales ratio, firm's size, firm's age and dividend payout ratio with stock returns of the sample firms. These findings explain that with the increase in Tobin's q, cash flows and debts of sample firms, stock returns increases and with the increase in sales, size of the firms, age of the firm and dividend payouts stock returns of sample firms decrease.

**Keywords:** Investment; Financial Constraints; Stocks Returns; Debt Ratio; Sales Ratio; Cash Flow Ratio; Tobin'S Q; Dividend Payout Ratio; Firm'S Age; Firm'S Size

**Abstract ID:** AIC-2017-EIEF-360

### **THE IMPACT OF OWNERSHIP AND BOARD STRUCTURE ON DIVIDEND PAY-OUT UNDER HIGH AND LOW GROWTH OPPORTUNITIES; EVIDENCE FROM TEXTILE SECTOR OF PAKISTAN**

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**Co-Authors:** Muhammad Iltaf, Muhammad Ans Hafeez, Muhammad Kashif

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#### **Abstract**

*The purpose of this study is to analysis the impact of board structure and ownership structure on dividend pay-out under high and low growth opportunities. The data have been taken from the non-financial sector of Pakistan during the time period of 2011 to 2016. As the dependent variable of the study is dividend, therefore we taken the firms that have paid dividend consistently from 2011 to 2016 as a sample of the study. On the bases of this criteria, the data of 82 firms was used for analysis. Panel regression model has been used to examine the relationship among dependent and independent variables. Fixed effect model was used among common, random, and fixed effect models. The median value of Tobin's Q was used to divide firms in low and high categories. The empirical findings showed that there is a positive and significant impact of foreign ownership and board independence on the dividend pay-outs, while the impact of minority ownership was negative. After dividing the firms in two categories, the impact of ownership and board characteristics on dividend pay-outs under high growth opportunities was more as compared to the low growth firms. The results suggest that the code of corporate governance is more relevant to the dividend policies of high growth firms as compared to low growth firms.?*

**Keywords:** Dividend Pay-Out; Institutional Ownership; Managerial Ownership; Minority Ownership; Foreign Ownership; Board Independence; Ceo Duality

**Abstract ID:** AIC-2017-EIEF-361

### **TEACHING PHYSICS WITH INTERACTIVE COMPUTER SIMULATION AT SECONDARY LEVEL**

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**Co-Authors:** Farhana

FATIMA JINNAH WOMEN UNIVERSITY RAWALPINDI

#### **Abstract**

*Recent years, due to rapid development in technology. It has been progressively integrated into the teaching and has contributed significant improvements in the teaching-learning process. In education system due to integration of technology in the classrooms, many teaching tools have been developed and available that helped the teachers and students in teaching learning process (Coffman, 2006). In the recent years, interactive computer simulations have been progressively integrated into the teaching science subjects and have contributed significant improvements in the teaching-learning process. An interactive computer simulation is a tool that provides realistic experience to the students. Interactive computer simulation provides opportunities to interact with the things that are not possible in the real situation. In Pakistan, the interactive computer simulation program is not used for teaching Physics at the secondary level and no research has been found in Pakistani context in best of my knowledge, so this study will be the pioneer. This experimental study focused on investigating the effect of interactive computer simulation on students' Physics concepts. Two sections of pre-ninth grade were chosen as experimental and control group. The experimental group was taught with interactive computer simulation program, and the control group was taught with traditional teaching method. Pre and post-test were designed for both experimental and control group. Independent sample t-test showed that the difference was highly significant between mean scores of experimental and control group after the experiment ( $p=0.00$ ). paired-sample t-test showed that there was a highly significant difference in the mean scores of pre-and post-test of the experimental group ( $p=0.00$ ). The effect size was also found out to determine the magnitude of the difference through Pearson's correlation coefficient  $r$  and a very large effect was identified. Apart from quantitative data interviews from teachers and focus group discussion were held to get the teachers and students views. Qualitative data concluded that teachers and students appreciated the simulation program for teaching Physics complex concepts. Research implications, contribution to the field and future research opportunities provided thought-provoking results that will help to improve the situation of ICT in Pakistan and reduce the culture of rote memorization among students.*

**Abstract ID: AIC-2017-EIEF-363**

**PROFIT GROWTH IN INDONESIAN ISLAMIC BANK: THE IMPACT OF RGEC**

**Corresponding Author:** Ghazali Syamni

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**Abstract**

*The purpose of this study examines the effect of RGEC implementation on the growth of Islamic Banking profit in Indonesia. The research used 11 financial statements of Indonesian Islamic banking during 2012-2014. This research uses panel regression model in testing RGEC factor on profit growth. Based on data showing that Islamic banking is still at risk, but GCG, ROA, and CAR are still in a maintained position. Statistically, this study found that NPF, CAR, inflation and Islamic bank types affect the profitability of the bank. This indicates that Islamic banking is still at risk and profitability issues, macroeconomic variables are also being a trial also for Indonesian Islamic banks, it is seen from the level of profitability and inflation levels are not much different from each other.*

**Keywords:** Implementation; RGEC; Profit; Islamic Bank

**Abstract ID: AIC-2017-EIEF-365**

**CIRCUIT BREAKERS, SIGNALING, AND OVERREACTION: A CASE OF THE PSE.**

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**Abstract**

*The study aimed to shed light on the post event impact of circuit breakers on investor behavior, more precisely, it hypothesized that the event of a circuit breaker being hit communicates an information asymmetry to the investors thus giving rise to a signal to the investors, and that signal perpetuates the same irrationality as that which caused the circuit breaker in the first place, thus negating the *raison d'être* of the circuit breakers. The study used daily stock returns and instances of circuit breakers being hit for the largest 30 stocks of the PSE for a period spanning 7 years and 10 months. OLS Regression analysis was then applied to the daily stock return and the one day lagged value of the circuit breaker instances variable to compute the statistically generalizable sensitivity of the average stock return on the day next to the circuit breaker instance. The results showed that on average the stock exhibited 7.43% return (1.48 times the circuit breakers threshold for these sample stocks) on a trading day following an instance of a circuit breaker being engaged, and more importantly this return was in the same direction as that of the circuit breaker causing it. This simple single variable model was able to explain 70.3% of the change in the stock return (on days prior to which that stock hit a circuit breaker). Also the results showed that investor response to negative circuit breakers is not significantly (statistically speaking) greater in magnitude than to instances of positive circuit breakers as the prospect theory's results would have the academics believe. The study's results also showed that the disposition effect does indeed manifest itself in the trading volume of scrips when circuit breakers are hit. Implications for circuit breaker design were discussed and future avenues for research were highlighted.*

**Keywords:** Circuit Breakers; Investor Behavior; Stock Returns; Prospect Theory; Disposition Effect

**Abstract ID: AIC-2017-EIEF-370**

**EFFECT OF FAMILY CONTROL ON FIRM VALUE AND FINANCIAL PERFORMANCE; EVIDENCE FROM NON-FINANCIAL SECTOR OF PAKISTAN**

**Corresponding Author:** Muhammad Zulfiqar

**Co-Authors:** Muhammad Kashif Khurshid, Muhammad Asif Rashed Khan, Shahnawaz Saqib

National University Of Modern Languages (NUML) Islamabad, Pakistan

**Abstract**

*This study is conducted to analyze the impact of Ownership Structure on Firm's Financial Performance and Value in non-financial companies listed at Karachi Stock Exchange during the period 2008 to 2013. The basic focus in this study was related to the performance of family firms as compared to non-family firms. The distinction between both types have been explained in literature review with the help of definitions given by different authors and scholars. Keeping in view the research aims and objectives the study has taken non-financial sector of Pakistan as population. Afterward, the study has adopted simple random sampling technique in accordance to research requirements and extracted a sample of 120 firms for analysis purpose. All these firms are listed on Karachi Stock Exchange (KSE). Tobin's Q and ROA have been used as a proxy variable to explore the firm value and firm's financial performance. The researcher has incorporated 8 independent variables i.e. firm type (family/ non-family), ownership concentration, founder/ descendent firm, age, size, growth, leverage, and interest coverage ratio. Sophisticated data analysis techniques such as descriptive, correlational, panel data regression analysis have been used. Panel Data technique has also been employed to identify the significant relationships among the variables. Results showed that Family firms are negatively correlated and Non-Family firms gives better performance. Whereas Concentrated Ownership has shown significant relationship but negative correlation with proxy variables (ROA = -0.1627; Tobin's Q = -0.0938). On the basis of results obtained through data analysis it is explored that Performance of firm censoriously depends on Managerial Ownership. Panel data analysis has shown that firm leverage and size has no relationship with proxy variables while remaining independent variables have significant relationship with performance variables. Agency problems get up when Managerial Shareholdings increased in Pakistani context, which eventually affects the firm performance.*

**Keywords:** Family Firms; Non-Family Firms; Family Control; Firm Value; Roa; Tobin'S Q



**Abstract ID: AIC-2017-EIEF-371**

**EMPIRICAL INVESTIGATION OF RELATIONSHIP BETWEEN INTELLECTUAL CAPITAL AND FIRM VALUE: THE ROLE OF MANAGERIAL OWNERSHIP AND FIRM PERFORMANCE**

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**Abstract**

*Rapidly changing dynamics of globalization and increasing market competition, companies all around the world confronting several new challenges and opportunities. In order to be competitive and successful apart from relative importance of physical sources, companies have to adapt modern strategies and policies regarding market flexibility and development. The purpose of this study is to empirically investigate the relationship between Intellectual Capital and Firm Value. Furthermore, the moderating role of managerial ownership and mediating role of firm performance has been evaluated with the help of regression analysis. The sample included the panel data taken from non-financial firms listed on Pakistan stock exchange (PSX) covering the period 2010-2015. 79 firms out of 384 firms have been selected with the help of purposive sampling technique. VAIC (Value Added Intellectual Capital) model has been used for the calculation of Intellectual capital. Tobin's Q has been taken as a measure of firm value while, ROA and ROE have taken as measures of financial performance. Managerial ownership has been tested as moderator. Study hypotheses are developed on the basis of agency theory and resource-based theory. On the basis of data analysis, it is concluded that the relationship between VAIC and Firm Value is positive significantly. Moreover, the relationship between VAIC and firm value is partially mediated by firm performance. It is also concluded that managerial ownership moderates the relationship between VAIC and firm value negatively while, it does not moderate the relationship between VAIC and firm performance.?*

**Keywords:** Intellectual Capital (IC); Human Capital Efficiency (HCE); Structural Capital Efficiency (SCE); Capital Employed Efficiency (CEE); Financial Performance (FP).; Firm Value (FV)

**Abstract ID: AIC-2017-EIEF-372**

**THE IMPACT OF OPERATIONAL EFFICIENCY ON FUTURE PERFORMANCE: EMPIRICAL EVIDENCE FROM PAKISTANI MANUFACTURING FIRMS**

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**Abstract**

*Operational performance points out the importance of financial performance and future performance for the companies at national and international level. The purpose of this study is to investigate the impact of changes in operational efficiency on changes in future performance of manufacturing firms of Pakistan. Secondary data collection were used to conduct the study. A sample was selected of 104 Pakistan manufacturing firms listed on the Pakistan Stock Exchange (PSX) for a period of 11 years (from 2006-2016). For the determination of sampling, the data is used of 104 companies in this research work. The data is taken from the financial statements of the selected sampled firms. In this study, it is used to examine the degree of correlation between operational efficiency and future performance of non-financial listed firms. Panel data regression techniques are utilized to calculate the variation in percentage change in dependent variables due to any percentage change in independent variables. The findings show that there is positive association between percentage change in operational efficiency and percentage change in future performance. Coefficient of percentage change in cash conversion cycle, operating cash flows, Firm size, Total assets turnover, return on assets and earnings per share are positively correlated with the percentage change in future performance, while percentage change in total debt to total assets has negative influence on percentage change in future performance. There is not necessarily a causal relationship between the two, although the study provides some conjectures to the findings. The findings of this study may only be generalized to firms similar to those that were included in this study. This study contributes to the literature on the factors that improve the efficiency of business operations and in particular on the association between several features of operational efficiency and the efficiency of future performance. ?*

**Keywords:** FP; CCC; OCF; ROA; TAT; EPS; FS; TDTA

**Abstract ID: AIC-2017-EIEF-373**

**IMPACT OF CREDIT RISK MANAGEMENT ON BANK PERFORMANCE: AN EMPIRICAL STUDY ON COMMERCIAL BANKS OF PAKISTAN LISTED AT PAKISTAN STOCK EXCHANGE (PSX)**

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**Abstract**

*The purpose of the study is to investigate the relationship between the credit risk management and its impact on banks performance of commercial banks listed at Pakistan Stock Exchange (PSX). This study is primarily based on Secondary (panel data) and data was collected from various sources such as the commercial banks annual report for the period of 2006-2015. Of the 31 commercial banks in Pakistan according to the State Banks of Pakistan report 2015, full data was attained from 27 banks. The data were analyzed by using descriptive, correlation and panel data regression model by using Eview-9. The result concluded that in the absence of control variables, the Non-Performing Loan (NPL) has negative and significant effect on bank performance (ROA, ROE & NIM). In the same, capital adequacy ratio (CAR)*

has positive effect on bank performance while loan & advances (LA) has negative impact on banks performance (ROA, ROE, & NIM). Furthermore, in the presence of control variables, the result also showed that non-performing loan (NPL) has also negative effect on ROA, ROE & NIM. Result has revealed that bank liquidity (BL) variable has significant positive impact on ROA & ROE but significant negative impact on NIM. Capital adequacy ratio (CAR) has significant positive impact on ROA but insignificant positive impact on ROE and significant and negative impact on NIM. On the other hand, findings revealed that interest income (II) and interest rate spread (IRS) have positive significant impact on the bank profitability ROA, ROE & NIM. Moreover, the result of loan and advance (LA) and market profit opportunity (MPO) have negative impact on bank's profitability ROA, ROE, & NIM.

**Keywords:** Credit Risk Management; Non-Performing Loans; Profitability; Interest Rate Spread; Capital Adequacy Ratio; Market Profit Opportunity.

**Abstract ID:** AIC-2017-EIEF-375

**ROLES, RESPONSIBILITIES AND HINDRANCES OF CHIEF RISK OFFICER IN THE RISK MANAGEMENT FRAMEWORK FOR THE BANKING INDUSTRY OF PAKISTAN: A QUALITATIVE APPROACH**

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**Abstract**

The role of Chief Risk Officer (CRO) and CRO's risk management department are grown globally but not evolved locally due to lack of focus on the CRO's role by the regulator and hindrances from executive management of the Pakistani commercial banks. The purpose of this study is to conduct an in-depth analysis of the existing risk management framework to explore the roles, responsibilities and hindrances of CRO to better manage the risk governance issues of commercial banking industry of Pakistan. A qualitative research design was adopted for this study to carry out the in-depth evaluation of the existing risk management framework. A case study based research strategy was adopted in which in-depth interviews were conducted from the CROs/Heads of Risk of commercial banks of Pakistan. Data analysis was done using a technique called thematic analysis using QSR-Nvivo 11. In thematic analysis, the data collected through interviews were coded under relevant nodes. Then themes are extracted from the nodes using word cloud and word trees. The thematic analysis reveals that there are certain deficiencies in the existing risk management framework which are incorrect positioning of CRO, lack of maturity of risk management capabilities; weak risk culture; e-risk software solutions; advanced risk techniques and tested risk models for effective risk assessment & analysis. It is recommended that the SBP should increase their risk training programs so that the adoption of new risk standards like Basel III will become smooth. Furthermore, it is suggested that the BoDs design policies to create a risk culture in the bank so that every person in the bank will understand the importance of risk management that could lead to correct the positioning of CROs in the banks so that the CROs can play their part in the most effective way.

**Keywords:** Chief Risk Officer (CRO); Risk Management Framework; CRO Positioning; Risk Culture

**Abstract ID:** AIC-2017-EIEF-378

**ANALYZING EXPORTS' EFFICIENCY OF PAKISTAN WITH ECO REGION: AN APPLICATION OF THE STOCHASTIC FRONTIER GRAVITY MODEL**

**Corresponding Author:** Naila Gul

**Co-Authors:** Hira Liaquat, Asmara Irfan, Abdul Sami

**Abstract**

Rapid Economic growth is one of the foremost objectives of developing countries and international trade is considered an important pillar for economic growth. Trade among regions and countries also improves the welfare of peoples. The exports from Pakistan are considered best in the world so Pakistan has good trade relations with many countries. Pakistan trades with many countries but its exports are focused few countries. The objective of the present study is to examine the export efficiency of Pakistan and to investigate the trade potential and actual trade of Pakistan with Economic Cooperation Organization (ECO) countries. In addition, the study also evaluates the main determinants of trade efficiency of Pakistan with sample countries by applying stochastic frontier gravity model using panel data for the period 2003 to 2015. The study will also observe the technical efficiency score for sample countries.

**Keywords:** Exports' Efficiency, Pakistan, ECO Region, Stochastic Frontier Gravity Model

**Abstract ID:** AIC-2017-EIEF-385

**IMPACT OF CASH FLOW ON FIRM PERFORMANCE UNDER CAPITAL MARKET IMPERFECTIONS: EVIDENCE FROM PAKISTANI LISTED MANUFACTURING FIRMS**

**Corresponding Author:** Muhammad Kashif

**Co-Authors:** Muhammad Kashif Khurshid, Mubeen Abdur Rehman, Shahid Mahmood

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**Abstract**

This study explored the impact of cash flow on financial performance under capital market imperfections of 120 Pakistani non-financial manufacturing firms listed in the Pakistan Stock Exchange (PSX) during the span 2006-2015. Such impact is examined twice, firstly without capital market imperfections and secondly in the presence of capital market imperfections. Market imperfections are measured through the use of three proxies such as firm size, firm

liquidity and number of shares held by institutions. Return on assets (ROA) and return on equity (ROE) are taken as predictors. A panel data regression is used to investigate the relation of cash flow and capital market imperfections on financial performance. In case of without capital market imperfections, the impact of cash flow on performance is affirmative and significant while the presence of market imperfections such impact of cash flow on performance is also affirmative and momentous with higher sensitivity under all three proxies used for measurement of capital market imperfection. These results indicate that when market is imperfect large number of firms rely mostly on internally generated cash flow.

**Keywords:** Cash Flow; Return On Assets; Return On Equity; Market Imperfections; Firm Size; Liquidity And Institutional Ownership

**Abstract ID: AIC-2017-EIEF-387**

**IMPACT OF OWNERSHIP STRUCTURE AND BOARD COMPOSITION ON FINANCIAL DISTRESS OF PAKISTAN STOCK EXCHANGE (PSX) LISTED MANUFACTURING FIRMS**

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**Co-Authors:** Hazoor Muhammad Sabir, Safdar Hussain Tahir, Muhammad Abrar

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**Abstract**

Financial distress prediction acts very important role in valuation and future growth of the firms in competitive environment of globalization. If financial distress is not handled timely without any recovery strategy, it can lead the company to bankruptcy. Since independence, Pakistan has witnessed numerous cases of financial distress and bankruptcy among non-financial firms. This has been evidenced by some firms undertaking financial restructuring and others have been merged and some of them delisted from Pakistan Stock Exchange. This study sought to investigate the impact of ownership structure and board composition on financial distress. In this regard study found the effect of board structure, ownership structure on financial distress of non-financial companies listed in PSX during 2009 to 2016. The period of 2008 is assumed financial crises period throughout the world. So keeping in view that crises period can super seed the results of the study, we limit the study period from 2008 to latest available tenure i.e. 2016. The financial distress is measured by the use of well-knowns measure i.e. Emerging Markets Score (EMS). In accomplishing this overall objective, the study sought to establish the effect of board structure, ownership structure, financial and macro-economic factors on financial distress of non-financial firms. A census of all the 384 non-financial companies listed in PSE as at December 2016 constituted as target population. Descriptive statistics and panel regression analysis techniques were used to analyze the data. F-test used to determine the significance of the overall models; while significance of individual variables determined by t-statistics. The results of the study indicate the board composition and ownership structure have positive and significant impact on Altman's Z Score. The study sheds light on the overall and individual effect of board structure and ownership structure on the financial distress of non-financial firms.?

**Keywords:** Financial Distress; Board Structure; Ownership Structure; Managerial Ownership; Institutional Ownership

**Abstract ID: AIC-2017-EIEF-388**

**ROLE OF CORPORATE GOVERNANCE IN MANAGING AGENCY CONFLICTS IN FAMILY OWNED FIRMS**

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**Abstract**

The tool of the corporate governance is used to create harmony among all the stakeholders of the firm including top management, shareholders, members of the board of directors and others involved. In Pakistan the good corporate governance practices are contributing a lot in the betterment of financial and economic position of- the firms, especially working as family owned firms. Good Corporate governance practices are a source of growth and development of the business and the economy of the country. In Pakistan there are more than 90% business working as family business and they are working over generations. They are enormously contributing in the economic growth of the country and are helping the economy to create more opportunities of employment. It is possible to ignore this important form of business organization. Many challenges are faced by their firms regarding their working, Promotion, existence and longterm survival. Mostly these firms are unable to survive after fourth generation due to agency confliction and lack of good corporate governance practices. For the their longterm survival and existence, it is necessary to adopt good corporate governance structure including professional members in the board, management control, family interaction, transparency, creation of trust, avoiding opportunistic behavior and alignment of business objectives. Corporate governance practices are guarantor of minimizing of agency confliction keeping in view the agency and steward behavior. This paper examines the behavior of different family owned firms while employing different corporate governance practices in Pakistan. Primary Data from different family owned firms listed in Pakistan stock Exchange Karachi, is collected through questionnaires and is analyzed. It is concluded that family owned firms must adopt good corporate governance structure to minimize agency confliction and for their long-term survival. The paper underlines various multifaceted situations and dimensions.

**Keywords:** Family Owned Firms; Corporate Governance; Agency Conflict; Business Governed By Family

**Abstract ID: AIC-2017-EIEF-393**

**THE IMPACT OF ISLAMIC GOVERNANCE MECHANISMS ON CORPORATE GOVERNANCE COMPLIANCE AND DISCLOSURE**

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COMSATS Institute Of Information Technology

**Abstract**

*Purpose-* This study aims to inspect the impact of Islamic Governance Mechanisms (IGM) on the magnitude of Corporate Governance (CG) compliance and disclosure. Moreover, impact of several ownerships and CG structures have also been examined on the level of CG compliance and disclosures. *Design/Methodology-* This study aims to specifically construct an index by utilizing 160 Pakistani listed firms over the period of eleven years. Multivariate regressions are carried out to analyze the impact of IGM on CG disclosure. The study is largely robust to endogeneities, alternative measures, fixed effect and to other firm level characteristics. *Findings-* The findings of the study indicate that higher level of commitment headed for incorporation of IGM in the day to day operations via greater IGM disclosure index rating engross in higher level of CG disclosure as compared to those which do not imply this. Furthermore, it is found that presence of audit firm size, audit committee, government ownership, institutional ownership and board size show a positive association with extent of CG compliance and disclosures. Block ownership depicted a negative nexus with CG compliance and disclosure. *Practical Implications-* This research has wide ranging real-world implications for upcoming researchers. Empirical demonstration shows that the companies which adopt IGM willingly are probably fairer regarding their corporate governance practices hence, providing with unique insights of IGM and CG disclosure. *Originality-* To the extent of researcher's knowledge, it is primary attempt in Pakistani CG facet to scrutinize the influence of IGM on CG compliance and disclosure. The evidences of traditional CG and ownership structure with CG compliance and disclosure provided by the empirical analysis of the study are distinct and explicit.

**Keywords:** Islamic Governance Mechanisms; Corporate Governance; Compliance And Disclosure; Ownership Structures; CG Structures And Endogeneities.

**Abstract ID: AIC-2017-EIEF-396**

**EFFECT OF SALES GROWTH, TURNOVER WORKING CAPITAL AND LIQUIDITY RECEIVABLES TURNOVER ON THE VARIOUS INDUSTRIES COMPANY LISTED ON THE STOCK EXCHANGE**

**Corresponding Author:** Muammar Khaddafi

**Co-Authors:** Falahuddin  
Universitas Malikussaleh

**Abstract**

*The purpose of this study was to determine the effect of sales growth, turnover of receivables and working capital turnover to liquidity at various industrial companies listed on the Indonesian Stock Exchange (BEI). The method used is quantitative research methods, has a hypothesis, and using secondary data. The sampling method used was purposive sampling technique. The method used to analyze the relationship between the dependent variable and the independent variable is the method of multiple linear analysis. By t-test to see the effects of the individual and the F test to see the effects together. The results of this study indicate that sales growth variable has no effect on liquidity, working capital turnover affect the liquidity and receivables turnover has no effect on liquidity. Simultaneously, sales growth, working capital turnover and accounts receivable turnover effect on liquidity.*

**Keywords:** Growth In Sales; Accounts Receivable Turnover; Turnover Working Capital; Liquidity

**Abstract ID: AIC-2017-EIEF-397**

**EFFECT OF PERCEPTION OF FACILITIES, THE INTENSITY OF CONDUCT AND SATISFACTION OF TAXPAYERS TO SUBMISSION OF LETTER BY E-FILING NOTICE ON TAX SERVICE**

**Corresponding Author:** Muammar Khaddafi

**Co-Authors:** Falahuddin  
Universitas Malikussaleh

**Abstract**

*This study aims to determine the effect of perceived ease, intensity of behavior, and user satisfaction in using the e-filing system, especially in the city of Lhokseumawe. The data used in this study are primary data using questionnaires. Respondents are individual taxpayer who reported using e-filing tax returns in the town of Lhokseumawe. Sample collection method used in this study was Convenience Sampling with a total sample of 96 people. Analysis of the data in this study using multiple linear regression. The results showed that (1) Perceived Ease positive significant effect on the use of e-filing, (2) Intensity Behavior positive significant effect on the use of e-filing, (3) User Satisfaction positive significant effect on the use of e-filing, (4) Perception ease, intensity Behavior and User Satisfaction positive significant effect on the use of e-filing.*

**Keywords:** E-Filing; Perceived Ease; Intensity Behavior; Satisfaction Taxpayer

**Abstract ID: AIC-2017-EIEF-398**

**THE EFFECT OF OFF AND ON BALANCE SHEET LEVERAGE RATIO TOWARDS SYSTEMIC RISK OF BANKS IN ASEAN COUNTRIES FROM 2009-2016**

**Corresponding Author:** Althea Nabila

**Co-Authors:** Viverita,

Universitas Indonesia (University Of Indonesia)

**Abstract**

*This research tries to find the correlation between on-balance sheet and off-balance sheet leverage ratio towards systemic risk. We use Marginal Expected Shortfall (MES) calculation proposed by Acharya (2010) that using*

**Abstract ID: AIC-2017-EIEF-402**

**'BANK LENDING (CREDIT) CHANNEL OF MONETARY TRANSMISSION MECHANISM'**

**Corresponding Author:** Quratulain Ezam

**Co-Authors:**

Dow University Of Health Sciences, Karachi

**Abstract**

*The significance of channel of bank lending for the process of transmission of monetary policy is examined employing the model of ARDL (Auto-regressive-distributed lag). This recently established bound test is used in order to determine the description of this model. The data that has been used for this research is based on secondary data of 7 years. The results appear to be constant with the hypothesis that providing by banks with comparatively weak capital responds great to the modification in the stance of monetary policy than provided by improved capitalized banks.*

**Keywords:** Bank Lending; Monetary Policy; ARDL

**Abstract ID: AIC-2017-EIEF-406**

**IS DEFENSE EXPENDITURE PRO OR ANTI INFLATION IN PAKISTAN? AN EMPIRICAL INVESTIGATION**

**Corresponding Author:** Fouzia Jamshaid

**Co-Authors:** Muhammad Ilyas

Allama Iqbal Open University Islamabad

**Abstract**

*Present study intends to seek the relation between defense expenditure and inflation along with gross domestic product, exchange rate and gross fixed capital formation in Pakistan for the period 1980- 2016. The problem to be addressed is that whether defense expenditure is pro-inflation or anti-inflation in Pakistan. The methods of this study include co-integration and Granger causality tests. Moreover, error correction mechanism (ECM) has been applied to examine the stability among the said variables ultimately requires short run adjustment of the variables under examination. The empirical results confirm the long-run relationship among the mentioned macroeconomic variables. Results show that there is a negative association between inflation and defense expenditure, gross fixed capital formation and exchange rate and positive association with defense expenditure and gross domestic product. This study has not established any causality between inflation and defense expenditures during the selected time period. Keeping in view the results of the technical analysis, it is suggested that the funding of the defense sector should be continual in terms of its volume and quantity to achieve the target of low or moderate inflation in Pakistan.*

**Keywords:** Defense Expenditures; Pro Inflation; Anti Inflation; Pakistan; ECM

**Abstract ID: AIC-2017-EIEF-414**

**FINANCIAL REGULATIONS AND BANKING EFFICIENCY: A STUDY OF BANKING SECTOR IN PAKISTAN.**

**Corresponding Author:** Shakeel Sajjad

**Co-Authors:** Syed Haider Ali Shah, Abdul Sattar, Muhammad Ali Saeed, Adnan Bashir, Khizar Zar, Adnan Shoaib

Bahria University

**Abstract**

*Financial regulations are vital source for progress the liquidity and solvency of financial institutions for every country across the globe. The study empirically investigated the effect of financial regulations enforced by state bank of Pakistan (SBP) on individual banks and their banking efficiency. This study employed a sample size of nine commercial banks operating in Pakistan during the period of 2010 to 2014 on a quarterly basis. For categorization of banks, this study applied new approach of taking commercial banks based on the total assets structure of commercial banks, the range is from small, medium to large banks. The novelty of this study lies in using the Data Envelop Analysis (DEA) to compute the banking efficiency of commercial banks in Pakistan. This study filled the gap by applying the Panel data analysis to describe the relationship between financial regulations and banking efficiency of selected commercial banks. The findings of this study portrayed that high reserve ratio guide to reduce the banking efficiency of small and large commercial banks. Moreover, another interesting finding of this study is that the capital adequacy ratio is originated to be unimportant with banking efficiency. Empirical evidences showed that liquidity ratio and nonperforming loans to total loans and loan to deposit ratio and reserve ratio have been found to be significant for large commercial banks. Adding to this, the capital adequacy ratio is found to be significant for medium and small banks in Pakistan. Findings of this study confirms that dissimilar financial regulations influence dissimilar to the diverse groups of commercial banks. The government and the regulatory bodies should recognize the systematic and*

*non-systematic financial institutes inside the state. Keeping in view the financial and regulatory ratios for systematically and non-systematically significant commercial banks must be dissimilar.*

**Keywords:** Financial Regulations; Banking Efficiency; Data Envelop Analysis

**Abstract ID: AIC-2017-EIEF-416**

**WHY NOT PROFITABLE: LESSONS FROM CHINA AND INDIA**

**Corresponding Author:** Neng Jiang

The University Of Sheffield

**Abstract**

*Even though there have been numerous studies on profitability and its behaviour, the asymmetric nature between profit and unprofitable companies has been largely omitted. This study attempts to fill the gap here investigating loss making in the emerging market setting. Our findings from China and India suggested that three groups of company attributes were significantly associated with loss making: 1) Financial attributes including dividends, sales, gearing and current ratios, 2) Operations attributes including capital productivity, capital and labour intensities, 3) Generic attributes such as ownership and age. Additionally, external factors were also influential, particularly in the emerging market setting. Institutional and environmental changes had affected the systematic risk of loss making over time in both countries. Considerable heterogeneity in sectors was also observed.*

**Keywords:** China; India; Financial Distress; Industry; Performance; Profit.

**Abstract ID: AIC-2017-EIEF-418**

**KEY CREDIT FACTORS FOR PUBLIC PRIVATE PARTNERSHIP (PPP) PROJECT FINANCING IN MALAYSIA**

**Corresponding Author:** Yati Md Lasa

**Co-Authors:** Norizan Ahmad; Roshana Takim

Universiti Teknologi MARA

**Abstract**

*Public Private Partnerships (PPPs) have been implemented by many governments around the world as an innovative procurement for development of economic and social infrastructure projects. PPP approaches have benefited the governments through the transfer of some of their duties to capable private sector actors to plan, design, finance, build, operate, and maintain project assets. Since the PPP projects involve large amounts of investment and long contractual concession periods, the projects are associated with high credit risk, which is the likelihood that the private company as a borrower fails to meet its debt services obligations. PPP projects demand large capital investments particularly at initial stages during project formulation, design, and construction. Usually, debt portion is between 70% and 95% of project costs. Hence, banks are exposed to credit risk when they involve in lending to these large projects with long gestation periods. Banks evaluate the creditworthiness of the private company based on quantifiable financial indicators and qualitative elements of the company's strength. To ensure success in securing project financing, the project must be economically viable that is able to generate cash flow and pass the bankability test. The private company that is lack of financial capacity, inexperienced in construction, and weak in management capabilities, face a high probability of failing to secure PPP financing. Therefore, this study aimed to identify and critically assess the key credit factors in PPP project financing. Multiple methods were conducted including comprehensive literature review, case study investigation, and document analysis to achieve the research objective. Data collected were analysed using computer-assisted ATLAS.ti. Five groups of key credit factors were identified consisting of project's financial credit strength, strength of sponsor, contractual foundation, transaction characteristic, and security package. The findings contribute to the current knowledge of PPP financing that is to succeed in obtaining funding for PPP projects, it is imperative for the private company to understand the risk profile of the projects from debt-financing perspective. The success in project financing can never be guaranteed, but an understanding of key credit factors will increase its chances of success.*

**Keywords:** Credit; Factor; Finance; Project; PPP

**Abstract ID: AIC-2017-EIEF-421**

**UNDERSTANDING ONLINE BANKING USERS' BEHAVIOURAL ACCEPTANCE OF LOCAL PRIVATE UNIVERSITY STUDENTS**

**Corresponding Author:** Tan Seng Huat

**Co-Authors:** Goh Mei Ling; Ooi Bee Chen

MMU

**Abstract**

*Online banking has been recognized as a key path to profitability to bank operators. The continuous advancement of internet technology has led online banking becoming one of the popular commercial activities. The increasing competitive business environment together with growing use of online banking in society, demand banks to establish better understanding on this emerging e-commerce tool. Thus, this study aims to investigate the determinants that influence users' acceptance towards online banking in the perspective of Technology Acceptance Model (TAM). A total of 150 respondents were recruited using convenience sampling. Data collected was analysed based on Structural Equation Modelling (SEM) using Smart PLS software. Perceived credibility, perceived ease of use, perceived usefulness and quality of internet connection were examined whether these variables are responsible to explain online banking adoption. The findings reveal that three out of four sub-hypotheses (with exception of quality of internet connection) are*

supported with R2 value of 70.2%. This study adds to theoretical and practical implications relating to online banking future studies in Malaysia.

**Keywords:**

**Abstract ID: AIC-2017-EIEF-422**

**A STUDY OF INTERNAL CONTROL OF FIRMS IN THAI NGUYEN, VIETNAM**

**Corresponding Author:** Ha Nguyen Thi Le

**Co-Authors:** Anh Tran Thi

Hanoi University of Technology and Science

**Abstract**

*Purpose: The main objective of the study is to investigate the state of internal control of firms in Thai Nguyen, Vietnam. Design/methodology/approach: A sample of 336 firms in Thai Nguyen, Vietnam was gathered using structured questionnaires. Data was analyzed using descriptive statistics. In the study, internal control was reflected by five interrelated elements including control environment, risk assessment, control activities, information and communication and monitoring. Findings: The study results indicated that internal control of firms in Thai Nguyen, Vietnam was rated at an average level. Among the five components of internal control, control activities had the highest score by the participated respondents. Originality/value – The study made a contribution to the academic research activities regarding to internal control of firms in Thai Nguyen, Vietnam. Limitations – Generalization of the research results should be made with cautions as the study used convenient sampling technique to collect data due to the sensitivity of the subject.*

**Keywords:** Internal Control; Internal Control System; Thai Nguyen; Vietnam

**Abstract ID: AIC-2017-EIEF-429**

**E-GOVERNMENT IN MAURITIUS: A PRINCIPAL COMPONENT ANALYSIS**

**Corresponding Author:** Chintamanee Sanmukhiya

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**Abstract**

*E-government has enabled citizens to access government information; removed the forty-hour workweek restriction; improved provision of public services; lead to higher customer satisfaction through client orientation; inspired greater trust in the government; made the public sector more accountable, transparent, cost-effective and responsive to grievances; and it also opened up to citizen scrutiny. This paper investigated into these aspects through the principal component analysis in an attempt to make interpretations of several variables easier for policy makers by reducing them into some related sub-components of e-government. A random survey among 244 e-government users was conducted across all districts of Mauritius. The Kaiser Meyer Olkin measure of sample adequacy is 0.86. The determinant of R-matrix exceeds 0.00001 and the Barlett's test is highly significant (p*

**Keywords:** E-Government; Principal Component Analysis; Oblique Rotation

**Abstract ID: AIC-2017-EIEF-434**

**FIRST TIME REPORTING OF KEY AUDIT MATTERS (KAM) BY MALAYSIAN AUDITORS**

**Corresponding Author:** Hashanah Ismail

**Co-Authors:** Asna Atqa Abdullah; Hamimah Hassan

Universiti Putra Malaysia

**Abstract**

*This paper reports on the early first cohort of Audit Reports issued by external auditors in response to the requirement of ISA 701, Communication of Key Audit Matters (KAM) in the Auditor's Report, which became effective for audits of financial statements on or after 15 December 2016. Based on 15 Audit Reports of financial statements for year ending 31 December 2016 available in early 2017, this paper reports that only one out of 15 had a disclaimer and no KAM reported for the audit as ISA 701 specifies that no KAM should be reported following a disclaimer. The other fourteen audit reports were all clean reports with the number of KAMs reported ranging from one to five. The highest most significant audit matter reported was revenue recognition and inventory valuation followed by asset impairments of both tangible and intangible assets. Justifications by auditors of matters considered most significant ranged from no additional information (it is most significant because it is material) to articulate explicit link with the business model and industry-specific factors thus compliance with disclosure of KAM may be compliance de jour rather than compliance de facto. Despite the additional requirement to disclose KAM, this study finds no evidence of audit delays. All KAMs disclosed are elaborations of and related to a client's significant accounting policies choice. From KAM disclosures, readers of audit reports now are informed of the audit risk areas where estimates were made and judgments prevailed challenging auditors to exercise greater skepticism. This preliminary finding provides pointers for greater research into the cost benefits and communicative value of KAM disclosure in the Audit Reports of Listed companies in Malaysia.*

**Keywords:** Key Audit Matters; Professional Skepticism; Revenue Recognition; Asset Impairment

**Abstract ID: AIC-2017-EIEF-436**

**THE EFFECT OF CAR, NPL, LDR, BOPO, TOTAL ASSET, BI RATE AND EXCHANGE RATE TOWARD ROA OF BANKS LISTED IN INDONESIA STOCK EXCHANGE DURING 2011-2016**

**Corresponding Author:** Muhammad Ikhsan

**Co-Authors:** Muhammad Ikhsan

Indonesia College of Economics (STEI) Jakarta

**Abstract**

*The objective of this research is to examine the effect of CAR, NPL, LDR, BOPO, Total Asset, BI Rate and Exchange Rate toward ROA of Banks listed on the Indonesia Stock Exchange during 2011-2016. A sample of 24 banks is used in this study. Moreover, a multiple regression based on the ordinary least square method is employed. The result shows that, based on the t-test, CAR, LDR and BOPO significantly affect ROA of Banks. However, NPL, Total asset, BI Rate and Exchange rate do not have a significant effect. Nevertheless, based on the f-test, all independent variables influence significantly ROA of Banks listed on the Indonesia Stock Exchange.*

**Keywords:** Car; Npl; Ldr; Bopo; Total Asset; Bi Rate; Exchange Rate; Roa.

**Abstract ID: AIC-2017-EIEF-451**

**ASSESSMENT ON LIQUIDITY MANAGEMENT OF ISLAMIC BANKS USING LIQUIDITY RISK MANAGEMENT (LRM) INDEX**

**Corresponding Author:** Nisful Laila

**Co-Authors:** Himmatul Kholidah, Muhammad Madyan, Imron Mawardi

Universitas Airlangga

**Abstract**

*Islamic Rural Bank (Bank Pembiayaan Rakyat Syariah /BPRS ) is one of the financial institutions which is profit oriented and has a lot of risk. Liquidity is one of the main risk on Islamic Rural Bank. Islamic Rural Bank should maintain the effectiveness and efficiency of their assets, liabilities, and policy assessment in order to have the optimum quality of liquidity risk management. The research aims are to study assessment on asset side, liability side and liquidity management policies that reflect the quality of liquidity risk management on Islamic Rural Bank in Sidoarjo. The research method used is quantitative approach, using Risk Management Quality Index Model. The data was collected by questionnaire for liquidity management Manager of BPRS Baktimakmur Indah, BPRS Annisa Mukti and BPRS Unawi Barokah. The results are that BPRS Baktimakmur Indah has an excellent quality of liquidity risk management, while BPRS Annisa Mukti and BPRS Unawi Barokah have a good quality of liquidity risk management.*

**Keywords:** Islamic Rural Bank ; Liquidity Risk Management ; Liquidity Risk Management (LRM) Index

**Abstract ID: AIC-2017-EIEF-459**

**ASSESSING THE MEDIATING ROLE OF MANUFACTURING COMPETITIVE STRATEGIES IN THE RELATIONSHIP OF QUALITY MANAGEMENT SYSTEM AND FINANCIAL PERFORMANCE**

**Corresponding Author:** Muhammad Wasim Akram

**Co-Authors:** Faryal Jalil, Muhammad Shafiq, Wasim Ul Rehman

Universiti Teknologi Malaysia

**Abstract**

*The purpose of this paper is to investigate to what extent Quality Management System (QMS) impact the manufacturing competitive strategies – low cost, high quality, delivery time, flexibility and innovation - which consequently mediates the effect of QMS on financial performance. The cross-sectional data was collected from 189 Pakistan's manufacturing companies, by using questionnaire. Structural Equation Modeling was used to determine the relationship between proposed research model. The findings show that the manufacturing strategies of competitiveness strongly mediate the effect of QMS implementation on financial performance. Moreover, the operational index of quality has the strongest relationship and innovation scored relatively least strong. This paper significantly contributes in literature by providing an empirical evidence from an under researched country like Pakistan. In terms of practical implications, the study provides guidelines for practitioners about the key performance indices that need to be introduced to quantify the impact of a QMS for attaining competitive advantage.*

**Keywords:** Qms; Manufacturing Competitiveness Priorities; Financial Performance;

**Abstract ID: AIC-2017-EIEF-471**

**ANALYSIS OF LOCAL GOVERNMENT CHARACTERISTICS, NON-COMPLIANCE WITH LAWS AND AUDIT OPINIONS ON LOCAL GOVERNMENT PERFORMANCE: A STUDY IN SULAWES**

**Corresponding Author:** Ratna Anggraini Zr

**Co-Authors:**

Universitas Negeri Jakarta

**Abstract**

*The purpose of this research is to analyze the relationship between local government characteristics, non-compliance with laws and audit opinions on local government performance using value for money analysis: economical, efficiency, and effectiveness. The data used in this research were 46 local government from 3 provinces in Sulawesi: South Sulawesi, Central Sulawesi and North Sulawesi. The data were analyzed using multiple regression. The results showed that: (1) local government characteristics, non-compliance with laws and audit opinions not affect the economical performance of local government, (2) local government characteristics, non-compliance with laws and audit opinions*



not affect the efficiency performance of local government, and (3) local government characteristics, non-compliance with laws and audit opinions not affect the effectiveness performance of local government.

**Keywords:** Local Government Characteristics; Non-Compliance With Laws; Audit Opinions; Local Government Performance

**Abstract ID: AIC-2017-EIEF-480**

**OBSTACLES TOWARD ADOPTING ELECTRONIC GOVERNMENT IN AN EMERGING ECONOMY: EVIDENCE FROM KUWAIT**

**Corresponding Author:** Abdullah Al-Mutairi

**Co-Authors:** Kamal Naser; Fatema Fayeze

Gulf University For Science And Technology, Kuwait

**Abstract**

*Purpose*–The current study provides assessment to the current system of e-government in Kuwait. It also identifies possible obstacles towards promoting effective e-government and what should be done to alleviate these obstacles. *Design/methodology/approach* – A questionnaire survey has been used to achieve the aim of the study. During January and April 2017 the questionnaire was distributed to 275 public sector employees. Of which 200 returned completed resulting in 72% usable response rate. Descriptive statistics was performed together with Mann Whitney test to identify significant difference in the participants' answers due to their managerial occupation. *Findings* –The study revealed that Kuwait has the required financial resources to adopt an effective e-government system. The participants in the survey indicated that Kuwait lacks an effective infrastructure of information technology and a major proportion of the participants demonstrated that they acquire a low or average level of knowledge and experience in information technology. They consider the current information technology system adopted by the Kuwaiti government is not secured enough to protect public data and information. They consider lack of staff proper training programs, inefficiency in allocating financial resources, lack of policy and regulation of e-usage and lack partnership and collaboration are the main obstacles towards introducing effective e-government in Kuwait. Although the participants either agreed or strongly agreed with steps to be taken, included in the questionnaire, to promote effective e-government in Kuwait, the participants expressed their highest agreements with providing necessary technical support to insure effective electronic work, maintaining electronic equipment and programs regularly, simplifying managerial procedures to enable its electronic use and providing electronic services to the users anywhere they exist. *Research limitations* – The questionnaire survey employed in this study is limited only to public sector personnel at various managerial levels. To draw a full picture about how to introduce an effective e-government in Kuwait, the public (users) needs to be included in future survey. *Practical implications*– The outcome of this study is expected to assist decision makers in the public sector in formulating their future strategy of e-government in Kuwait. By offering effective e-government, trust between governments and their citizens would improve and this will result in better use of the country's resources and promote the national economic and social development.

**Keywords:** E-Government Services; Technology Adoption; E-Government Implementation; Kuwait

**Abstract ID: AIC-2017-EIEF-488**

**FACTORS AFFECTING STUDENTS' INTENTION TO INVEST: EXPECTED INCOME AS A MEDIATOR**

**Corresponding Author:** Dewi Fadila

**Co-Authors:** Hendra Sastrawinata, Mariskha Z, M Rizka Maulana

State Polytechnic Of Sriwijaya

**Abstract**

*This research aims to find the internal factors that influence students' intention to invest. Sample in the study amounted 130 student from business students in Palembang City South Sumatera Indonesia that investor in stock market. The analytical technique used Regression Equation. The results obtained show that knowledge, capital market training, lifestyle, and risk perception have an effect on student interest to invest in capital market. Expected returns is a mediator variables that reinforce the influence of knowledge, capital market training, lifestyle and risk perceptions of student interest in stock market investments.*

**Keywords:** Intention To Invest; Expected Income; Life Style; Risk Perceive

**Abstract ID: AIC-2017-EIEF-492**

**A STUDY OF FACTORS AFFECTING INVESTMENT DECISIONS IN FINANCIAL SECTOR OF PAKISTAN USING SEM APPROACH.**

**Corresponding Author:** Adeel Mumtaz

**Co-Authors:** Adeel Mumtaz

Preston University, Islamabad Campus, Pakistan

**Abstract**

*Behavioral finance studies analyze the affect of behavioral factors on investment decisions in the stock market under uncertain conditions. This paper analyzes the behavioral factors such as heuristics and risk aversion as well as financial techniques and tools and corporate governance affect investors' decisions while investing in the stock market. In this study, we analyze the variations in behavioral factors while determining the investment decisions. We used 700-structural questionnaire for collecting primary data from a variety of investors (commercial banks, insurance company, equity investment companies, mutual funds and individual investors). This study used the stratified random sampling technique. The analysis shows that Heuristics, risk aversion, financial tools and corporate governance positively and*

significant affect on investment decisions. This study shall be usefull for creating awareness in varities of stakeholders for investing in stock exchange. The study will increase the confidence of the investors.

**Keywords:** Investment Decisions; Behavioral Factors; Institutional Investors; Individual Investors.

**Abstract ID:** AIC-2017-EIEF-495

**THE IMPACT OF FINANCIAL FLEXIBILITY ON DEBT MATURITY STRUCTURE FOR AUSTRALIA AND MALAYSIA FIRMS**

**Corresponding Author:** Huey Chyi Ng

**Co-Authors:** Ng Huey Chyi And Cheng Fan Fah

UPM

**Abstract**

*Corporate failure during crisis shows that the optimum capital structure may possibly ineffective due to the high uncertainty in the market. Firms' leverage level and the debt maturity structure play an important role in the survivability. During crisis, firms cannot survive due to inability to pay back the debts as the asset and liability mismatch. These firms also unable to roll over their debts for longer maturity. Firms which able to survive or less affected by the crisis are firms with lower debts level and with longer debt maturity. Firms' financial flexibility is important here to sustain during crisis. Financial flexibility represents the ability of a firm to respond in a timely manner to unanticipated any uncertainty in the firm's cash flows or investment opportunity. Financial flexibility could contribute a better capital structure decision and reducing company risk. This paper is an attempt to investigate in details on the firms' financial flexibility and it impact on the firms' debt maturity structure. This is important as firms' debt maturity structure decisions are affected by the availability of the firms' financial flexibility. In addition, here study of the impact of financial flexibility in two countries namely Malaysia and Australia with different market structure and country's characteristic. The general results obtained suggested that Malaysian firms are following the pecking order theory where profitable firms reduce their leverage level. Australian firms are following the trade-off theory where profitable firms are increasing debts to enjoy tax shield. Financial flexibility firms are generally less leveraged and have higher internal cash. Financial flexibility firms were found to have lesser long term debts in both countries since these firms have stronger borrowing power and payback ability. These firms tend to hold more cash and able to access financing resources at a low cost due to their lower default risk. Thus, they would prefer short term debts rather than long term debts. Nonfinancial flexibility firms need to be cautious and go for long term debts because they have lower capability to pay back in short term and roll over risk is higher if they hold short term debts. Investor should be more cautious on the firms' financial status and debts structure to avoid losses if the firms go to bankruptcy.*

**Keywords:** Capital Structure; Debt Maturity; Financial Flexibility

**Abstract ID:** AIC-2017-EIEF-501

**GRANGGER INTERRELATIONSHIP BETWEEN LEVEL OF SBIS RETURN AND SBI INTEREST RATE TO THE AMMOUNT OF MONEY SUPPLY**

**Corresponding Author:** Eko Cahyono

**Co-Authors:** Vienca Delia Sofiana, Nisful Laila

Airlangga University

**Abstract**

*This study aims to determine the interrelationship between SBIS rate and SBI interest rate to the variable of money supply in Indonesia. The methods in this study using Granger causality test and for the initial stage is to stationary test for SBIS () and SBI variables to find the relationship of both with money supply. The research cover data from 2011 January to 2015 July and assisted using eviews 8.0 software. The result of this study, indicates that there is a two-way relationship between the rate reward of SBIS with the money supply and the two-way relationship between the SBI interest rate and the money supply. The implication of this study for the government is to maintain the two monetary instrument, namely SBIS and SBI conjunction of them have a relationship with money supply.*

**Keywords:** Sbis Rate Reward; Sbi Interest Rate; Money Supply

**Abstract ID:** AIC-2017-EIEF-510

**COMPARISON OF AMENDMENTS TO THE VALUE ADDED TAX LAW BETWEEN INDONESIA AND MALAYSIA IN ORDER TO REGULATE MURABAHAH TRANSACTIONS**

**Corresponding Author:** Thesa Adi Purwanto

Universitas Indonesia

**Abstract**

*Islamic banking in theirs activity base on Islamic principles, that is agreement regulation on Islamic Law between Bank and others to saving and or financing an activity or business which suit with Islamic role. There are several forms of financing, such as financing on sharing profit principle (mudharabah), financing on participation principle (musyarakah), transaction goods principle which get profit (murabahah), financing capital goods on rent principle without choice (ijarah), or with transfer authority over the rent goods from bank to others (ijarah wa iqtina). Furthermore, development of Islamic banking either in Indonesia or Malaysia must be followed with new law and regulation from their government, especially for rules on taxation over transaction on Islamic banking. This is critical because there is difference interpretation and argumentation between practitioners of Islamic banking and the government about subject of Value Added Tax on murabahah transaction. This research used qualitative approach, by means of literature study, which emphasize books as an object and field study with collecting data by interviewing and*

also using secondary data. As a result, both Indonesia and Malaysia has undergone important steps to provide Islamic finance with appropriate banking and tax regulations. These regulations have succeeded in presenting the Islamic financial system as a strong competitor to the conventional financial system.

**Keywords:** Islamic Banking; Murabahah; Indonesia; Malaysia; Value Added Tax

**Abstract ID:** AIC-2017-EIEF-512

### **RISK AND RETURN FROM STOCK INVESTMENT THAT LISTED ON THE INDONESIA STOCK EXCHANGE**

**Corresponding Author:** Eko Budi Santoso

Sekolah Tinggi Ilmu Ekonomi Indonesia Jakarta

#### **Abstract**

People in every activity in their life seeks to increase the life prosperity. Prosperity is measured if someone gets more wealth than ever before. By increasing the ability of science someone will make a profitable with his investment. Investment is buy some assets or make a company. The real investment is like to build some company while the financial investment is to buy securities assets such as stocks, bonds or mutual funds. If we buy stocks can happen a positive return or negative return if this investment failure. There are some risks in investment like a systematis risk and unsystematis risk. In capital market known as systematis risk because some events in that country will affect all stocks price in the capital market such as inflation or interest rates central bank. Risks are unrelated or unexpected events of what we predict before, for example, stocks return can be above or below our predict. The meaning of the return is a income from stock investment that the result of selling shares by investors minus the purchase price the share. In this paper will be discussed whether there is a significant influence and relationship between stock investment risk with the stock returns from shares on Indonesia Stock Exchange. The sample data that will be used in this research is taken from the stock price data that listed in the Indonesia Stock Exchange on year 2017 from different companies. The result of this research is there is a significant relationship and influence from stock risk to the stock return.

**Keywords:** Risk Of Stock ; Investment; Stock Return On Indonesian Stock Exchange.

**Abstract ID:** AIC-2017-EIEF-514

### **WORKING CAPITAL PRACTICES ACROSS MANUFACTURING SECTOR OF PAKISTAN**

**Corresponding Author:** Anwar Hussain

**Co-Authors:** Ahmed Imran Hunjra

Pir Mehr Ali Shah Arid Agriculture University Rawalpindi

#### **Abstract**

Present study investigated the working capital practices through questionnaire by using leopard courier service, personal reference and direct contact with relevant employees across manufacturing sector of Pakistan. In this regard, researcher found that mostly firms used informal working capital policy and firms are making their budget whenever they fell that is necessary. Although, major decision took by top management regarding working capital but lower level management involve in managing working capital at their own risk. In this context, researcher found that mostly firms owners have conservative mind to managing working capital and they focus to keep cash in locker or happy to keep in financial institution. Mostly respondents said that firms are not worry about losing the opportunity cost of working capital and they are not comfortable to invest the excess cash in market or expansion their own business. Eventually, first, researcher found that firms have excess cash in their accounts but they are not ready to use that cash or invest in marketable securities or other profitable projects. Second, research extract from respondents response that inventory management system is better as compare to account receivable and payable. Third, firms are not using any statistical tool or technique to managing their receivable and payable.

**Keywords:** Working Capital Management; Working Capital Practices; Discussion Analysis

**Abstract ID:** AIC-2017-EIEF-516

### **PREDICTING PRIVATE SAVING AMONG MALAY COMMUNITIES**

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#### **Abstract**

Saving behaviour in recent economic condition has called many issues including difficulties to save due to financial constraint of increase in prices. Furthermore, a lot of attention has been placed on financial literacy by neglecting others factors that relate closely to individual. Few reports have indicated that Malay remain less saving compare to other races in Malaysia. Based on Bandura (1977) theory, financial behaviour closely related to personal factors such as individual characteristic, cognitive ability, self-efficacy, and religion faith. Therefore, this study aims to examine all the factors to predict private saving. Using 224 samples from Malay communities, logistic regression analysis was conducted. This study found that parents and religion faith significantly predict the likelihood of private saving. This study recommends using parents and religion officer to guide Malay communities in private saving.

**Keywords:** Saving Behaviour;

**Abstract ID: AIC-2017-EIEF-521**

**ENVIRONMENTAL PERFORMANCE INDICATORS OF OLEO-CHEMICAL BASED INDUSTRIAL PARK IN INDONESIA : THE CONCEPTUAL MODEL**

**Corresponding Author:** Esther Nababan

**Co-Authors:** Delvian ; Nelson Siahaan  
Universitas Sumatera Utara

**Abstract**

*The aim of this research is to identify environmental performance indicators of oleochemical based industrial park and to describe them as a clearly defined concept, with a clearly defined structure of distinguishable sub-concepts, with logic relationship between these sub-concepts and with unambiguous information and data items. One of the purposes of this report is to provide guidance during the development of environmental performance measurement system for oleo-chemical based eco-industrial park within ISO 14031 and Indonesian Sustainable Palm Oil (ISPO) standard in Indonesia. The study case was Sei Mangkei Special Economic Zone (SM-SEZ), the largest Oleo Chemical based Industrial Park in Indonesia. There are 45 main components of indicator identified within the SM-SEZ. Four objectives are viewed holistically as one system in which there is an interaction between each component in a system. Intervention is added to the component to increase environmental performance of SM-SEZ. The inclusion of environmental quality in a industrial park's management objectives results in an increase in environmental performance*

**Keywords:** Environmental Performance; Oleo-Chemical Based; Interrelationship

**Abstract ID: AIC-2017-EIEF-526**

**AN EMPIRICAL INVESTIGATION ABOUT THE SUITABLE FINANCIAL DISTRESS PREDICTION METHODS: A CASE FROM PAKISTAN'S MANUFACTURING SECTOR**

**Corresponding Author:** Muhammad Naeem Akhtar

**Co-Authors:** Kashif Ur Rehman  
Iqra University

**Abstract**

*This study investigates about the most suitable financial distress prediction method for manufacturing sector companies of Pakistan. Matched paired research design is used for this purpose. Out of total 517 manufacturing units, 134 were finally matched and selected for analysis purpose. The financial statement data relating to manufacturing sector companies for the years from 1999 to 2013, twenty-five widely used financial ratios were calculated and analyzed. Financial distress prediction methods based on MDA, Logit and Probit models were tested for the efficiency of prediction. The results of this research study indicate that Logit and Probit models are more in predicting the financial distress for manufacturing sector Companies of Pakistan.*

**Keywords:** Financial Distress; Logit Model; Probit Model And Z-Score

**Abstract ID: AIC-2017-EIEF-528**

**IMPACT OF TERRORISM ON THE VOLATILITY OF DAILY STOCK RETURNS OF PAKISTAN**

**Corresponding Author:** Ghulam Mujtaba

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**Abstract**

*Since the last decade, terrorism has drawn the attentions of the world. After 9/11 the number of terrorist incidents round the globe has increased extensively. Terrorist activities do flow a negative sentiments in the market. We all know the fact that negative news creates more impact than positive news. In the present study, we discuss how terrorism affects the volatility of daily stock returns in Pakistan. The data of daily stock returns has been taken from 1st January 2000 to 31st December 2015. In order to meet the object GARCH model has been applied. The study concludes that terrorist activities do create a strong significant impact on the market volatility. Those terrorist activities where only injuries have been involved also leave a significant impact on the returns*

**Abstract ID: AIC-2017-EIEF-530**

**ROLE OF BEHAVIOURAL FACTORS IN ASSET PRICING: THEORY AND EVIDENCE FROM MALAYSIA**

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**Co-Authors:** Zamri Ahmad  
Faculty Of Business And Management, Universiti Teknologi MARA

**Abstract**

*This research focuses on theorizing, modeling, and testing behavioural asset pricing according to philosophical lenses of behavioural finance which is believed to be more practically relevant but has been theoretically and empirically doubted and practically neglected in investment practice and policy. In behavioural asset pricing theory, behavioural risks are argued to be the main driver of mispricing of stock prices that induced inefficiency in stock market particularly in emerging Asia stock markets. However, since its development in the 1980s, the theoretical foundation is still incomplete which causes the theory to be neglected in practice costing massive investment losses and unpredicted financial crisis. Based on philosophical lenses of behavioural finance, this thesis provides theoretical, model, and empirical contribution to behavioural asset pricing theory and tests. In theory, an alternative theoretical perspective is suggested from unified interdisciplinary perspectives to incorporate both rational and irrational decisions element in*

investor decision-making. The psychoanalysis approach is used as a theoretical basis to understand the holistic picture of human decision and behaviours. This enables the researcher to pool perspectives from modern finance, behavioural finance, psychology, sociology, and neuroscience to develop the unified theoretical framework for this research. In modeling, an alternative multifactor asset-pricing model based on APT theoretical frameworks is proposed that combined rational and irrational sources of systematic risks. Firm (i.e. EPS, DY, PE) and economic (i.e. CI, LEI, LAI) fundamentals are identified as a source of rational risk factors in asset pricing. While the irrational forces represented by cognitive heuristics (i.e. seasonality) and affective biases due to sentiment (i.e. BCS, CSI, FKL) and emotion (i.e. VOL). In empirical test, the researcher proposed to test the proposed asset-pricing model by combining the statistical and psychology insights to choose the suitable methods and testing design to understand the heterogeneity role of behavioural risks. In this regards, panel data regression is used due to its advantages in capturing the heterogeneity components in the model. This method has also been suggested as more efficient compared to the existing approach. In the analysis stage, the data is segmented into similar size and industry groups to ensure homogeneity of the group as suggested in psychology literature. The results show that all fundamental and behavioural risks proxies considered are significant in influencing firm stock returns. The findings are in line with behavioural finance perspectives that investors behaviour are bounded rational in the sense that their decision to trade stocks are influenced by both rational (fundamental) and irrational (behavioural) risks. However, the risk-return relationships are heterogeneous given different firm characteristics, industry group, market states, as well as gains and losses prospects. This is in line with the theoretical believe of behavioural finance that bounded rational investors causes the adaptive behaviour of stock prices and consequently induced changing patterns of market efficiency. In general, the empirical evidences of dynamic risk-return relationships in Malaysian stock market lend supports to theoretical perspectives of behavioural finance. Collectively, this thesis not only provide testimonial for the validity of behavioural finance paradigm but offering new insights that are practically relevant to investment practice and financial markets policy making to understand asset prices behaviour in a dynamic bounded rational financial markets.

**Keywords:** Behavioural Finance; Behavioural Asset Pricing; Emerging Equity Markets

**Abstract ID:** AIC-2017-EIEF-533

**IMPACT OF FINANCIAL LIBERALIZATION ON CORPORATE INVESTMENT AND CAPITAL STRUCTURE DURING DEMOCRATIC AND NON-DEMOCRATIC GOVERNMENT STRUCTURE A STUDY OF SMALL AND LARGE SIZE MANUFACTURING FIRMS OF PAKISTAN**

**Corresponding Author:** Salman Ali Qureshi

**Co-Authors:** Syed Muhammad Amir Shah; Muhammad Munir Ahmad

Iqra University

**Abstract**

Previous studies at macro level resultantly favor the financial liberalization and growth of a country. On the other side the studies conducted at the micro level show mixed results and there is a dearth of literature for accepting/rejecting the notion of financial liberalization at the micro level. The present study examines the impact of Financial Sector Reforms on the Corporate Investment and Capital Structure of Manufacturing Sector Firms listed at Pakistan Stock Exchange during democratic and non-democratic government structure. A unique index for measuring the Financial Liberalization is developed obtaining the data from year 1991-2014. Separate analyses were made on different manufacturing sectors that includes Textiles, Food, Chemicals, Other manufacturing, Motor Vehicle, Fuel & Energy, Communication, Refined Petroleum, Paperboard, and Electrical Machinery. By taking the sample of 294 companies from 1993-2014 the results of fixed effect model describes that financial liberalization has significant impact on the leverage, investment, and cost of debt of manufacturing firms. Results drawn from the interaction of firm specific factors and liberalization index reveal that financial liberalization improves the access of external funds for the financially constrained firms. The results further reveal that small size firms gained the most from liberalization in terms of access to capital. Research also unveils that reforms were beneficial during democratic government structure in Pakistan and it also concludes that investment level of firms is raised in democratic government structure.

**Keywords:** Financial Liberalization; Firm Level Investment; Capital Structure; Profitability; Tangibility; Liquidity; Risk; Growth

**Abstract ID:** AIC-2017-EIEF-534

**THE ROLE OF MEDIA IN FRAMING POLITICAL IMAGINARIES: COMPARATIVE ANALYSIS OF MEDIA RESPONSE TO 9/11**

**Corresponding Author:** Saima Batool

**Co-Authors:** Zia Obaid , Mehnaz Gul , Abdul Qaiyum Khan , Amir Hussain , Shahid Ali Khan

QUSIT

**Abstract**

Immediately after the sad incident of 9/11, world witnessed war hype in the mainstream media of US and UK and the captions like “war on America”, “America’s new War”, and the likes were beamed by major news channels. The narrative, thus created, portrayed the war as the sole option as the attacks were portrayed as an act of war. This study explores, compare and contrast the role of the US and the British media in the aftermath of 9/11 terrorist attacks. The question that has been investigated is whether the imaginary of War was constructed in the media of both these countries? The news headlines and talk shows of two months period starting immediately after the 9/11 incident are collected from the major US media (CNN, Fox News, New York Times, Washington Post) and also news headlines of UK newspapers (The Times London, The Independent UK) by using Lexus Nexus and are analyzed using interpretive analysis. The post 9/11 responses of media is analyzed in the light of framing theory and the domination of war rhetoric

*seems a direct repercussion of the forthwith framing of the events in terms of war by the administration. The political imaginaries thus created shifted the balance of power towards the executive with the military bureaucracy with its technical prowess and excess to all information attaining a pivotal role.*

**Keywords:** War On Terror; Political Imaginary; Framing; 9/11; Media Response

**Abstract ID: AIC-2017-EIEF-535**

**THE PROFITABILITY OF PUBLIC COMPANIES IN IDX: THE EFFECT ESOP, LEVERAGES, AND SIZE**

**Corresponding Author:** Husaini Sulaiman

**Co-Authors:** Husaini; Said Musnadi; Mira Ayu Silvia; Iswadi

**Abstract**

*This study aims to analyze the influence of Employee Stock Ownership Program (ESOP), Leverage and Company Size on Profitability at Public Companies Listed in Indonesia Stock Exchange (IDX). The data used in this study is secondary data as many as 60 observations during the period 2013 to 2015. Sampling technique employed is purposive sampling technique. To analyze the relationship between the independent variables and the dependent variable is used multiple linear regression method and test of classical assumption. The results show that partially, Employee Stock Ownership Program has a positive and significant effect on Profitability, leverage has a negative and significant effect on profitability, firm size has a negative and significant effect on Profitability. Simultaneously, Employee Stock Ownership Program, leverage and company size have significant effects on Profitability.*

**Keywords:** ESOP; Leverage; Company Size; Profitability

**Abstract ID: AIC-2017-EIEF-539**

**PREDICTION OF FINANCIAL DISTRESS BY USING MULTIVARIATE DISCRIMINANT ANALYSIS: AN EMPIRICAL STUDY ON MANUFACTURING SECTOR OF PAKISTAN**

**Corresponding Author:** Muhammad Akhtar

**Co-Authors:** Kashif Ur Rehman

Iqra University

**Abstract**

*This study develops a multivariate discriminant analyses model of financial distress prediction for manufacturing sector companies of Pakistan. Utilizing the financial statement data relating to manufacturing sector companies for the years from 1999 to 2013, twenty five widely used financial ratios were calculated and analyzed. Stepwise multiple discriminant analysis was used for the identification of the best performed financial ratios for the development of the Z-Score Pakistan model for five years prior to distress. The results of this research study indicate that MDA model for the distressed and non-distressed companies show dissimilarity with the results of the non-distressed companies.*

**Keywords:** Multivariate Discriminant Analyses; Financial Distress; Z-Score

**Abstract ID: AIC-2017-EIEF-542**

**CORPORATE BOARD ATTRIBUTES AND DIVIDEND PAYOUT LIKELIHOOD**

**Corresponding Author:** Adamu Idris Adamu

**Co-Authors:** Adamu Idris Adamu, Rokiah Ishaka, Nor Laili Hassan

Federal University Dutsin-ma, Nigeria

**Abstract**

*Extant literature has shown that corporate governance influences dividends policy. However, the effect of diversity on the likelihood to distribute cash dividends is scarce in the literature. Therefore, this study is aimed at exploring the influence of gender diversity and financial expertise on the likelihood of dividends payout. Pooled logistic regression is used on a sample of data from non-financial listed firms in Nigeria spanning from 2009-2015. The study documents gender diversity and financial experts on board to have a significant effect on the firm's likelihood to distribute cash dividends. The results remain unchanged after adjusting the standard errors for clustering at firm. The overall finding suggests that corporate attributes play an important role all things being equal in determining the decision to pay cash dividends to shareholder in Nigeria.*

**Keywords:** Nigeria; Likely To Pay Dividends; Gender Diversity; Financial Expertise; Corporate Attributes.

**Abstract ID: AIC-2017-EIEF-543**

**ADOPTION OF FINANCIAL TECHNOLOGY (FINTECH) IN MUTUAL FUND/ UNIT TRUST INVESTMENT AMONG MALAYSIANS: UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY (UTAUT).**

**Corresponding Author:** Engku Mohamad Engku Abdullah

**Co-Authors:** Aisyah Abdul Rahman; Ruzita Abdul Rahim

Universiti Kebangsaan Malaysia

**Abstract**

*Disruptive innovation is related to financial technology and known as FinTech which includes design, delivery, and provider of financial investment services such as payments, real estate, investment, insurance/ takaful, deposits, financing, banking, saving and capital market. This study is about Adoption of Financial Technology (FinTech) in mutual fund/ unit trust investment among Malaysians: Unified Theory of Acceptance and Use of Technology (UTAUT). This study aims to identify the level of financial technology consumption in mutual fund/ unit trust among investors in Malaysia. The objectives of this research are: 1) to determine the level of awareness on FinTech*

application in mutual fund/ unit trust investment; 2) to examine the adoption of FinTech in mutual fund/ unit trust investment. The objectives will explore how FinTech changes the customers in terms of to what extent the Malaysians have adopted FinTech so far. The research methodology in an adoption of FinTech service in mutual fund/ unit trust was conducted through questionnaires survey. This study helps participants in financial service management to take advantage of the opportunities offered by FinTech services. Developing the effective and systematic framework is a must for FinTech service especially in mutual fund/ unit trust investment. Implementation of FinTech will provide service improvement and transformation for investment management services in future.

**Keywords:** Financial Technology (Fintech); Mutual Fund; Unit Trust; Unified Theory Of Acceptance And Use Technology (Utaut)

**Abstract ID:** AIC-2017-EIEF-552

**THE EFFECTS OF CORPORATE OWNERSHIP STRUCTURE AND BOARD SIZE ON EARNINGS MANAGEMENT: A CASE OF PSX LISTED MANUFACTURING FIRMS OF PAKISTAN**

**Corresponding Author:** Ijaz Haider

**Co-Authors:** Muhammad Kashif Khurshid,  
Superior University Lahore

**Abstract**

This research is related to the examination of the impact of Corporate Ownership Structure and board size on earnings management for 100 Pakistani non-financial manufacturing firms listed in the Karachi Stock Exchange (KSE) during the period 2001-2015. It includes four definite objectives: 1) To investigate the impact of managerial ownership on earnings management of non-financial manufacturing firms listed on KSE for the period 2001 to 2015. 2) To investigate the impact of institutional ownership on earnings management of non-financial manufacturing firms listed on KSE for the period 2001 to 2015. 3) To investigate the impact of block-holding on earnings management of non-financial manufacturing firms listed on KSE for the period of 2001 to 2015. 4) To investigate the impact of board size on earnings management of non-financial manufacturing firms listed on KSE for the period of 2001 to 2015. ROA, Leverage and firm size are taken as control variable. A panel data regression model is used to investigate the relationship of corporate ownership structure and board size on earnings management. When corporate ownership structure is measured through managerial ownership the relationship of managerial ownership and earnings management is positive and significant. When corporate ownership structure is measured through institutional ownership the relationship of institutional ownership and earning management is negative and significant. When corporate ownership structure is measured through block holding the relationship of block holding and earning management is positive and significant. Whereas the impact of board size on earnings management is negative and significant. The results of this research work can give helpful information to investors in assessing the ownership structure and board size effects on earnings management in Pakistan. The findings can also help policymakers to design policies that decrease uncertainty in revealing the results of a firm's financial and economic performance.

**Keywords:** Earnings Management; Managerial Ownership; Institutional Ownership; Board Size

**Abstract ID:** AIC-2017-EIEF-558

**PREDICTING THE PERFORMANCE OF THE PLAYERS IN THE NBA BY DIVIDED REGRESSION ANALYSIS**

**Corresponding Author:** Yann Ling Goh

**Co-Authors:** Yann Ling Goh, Weng Hoong Chee  
Universiti Tunku Abdul Rahman

**Abstract**

A divided regression model is built to predict the performance of the players in the National Basketball Association (NBA) from year 1997 until year 2017. The whole data set is divided into five groups of sub data sets and multiple linear regression model is employed to model each of the sub data set. In addition, the relationships among independent variables are checked by using variance inflation factor (VIF) to identify the risk of having multicollinearity in the data. Moreover, non-linearity of regression model, non-constancy of error variance and non-normality of error terms are investigated by plotting residual plots and quantile-quantile plots. Finally, a divided regression model is built by combining the results obtained from the sub data sets and the performance of the divided regression model is verified.

**Abstract ID:** AIC-2017-EIEF-567

**THE RELATIONSHIP BETWEEN FINANCIAL INTERMEDIATION AND FINANCIAL INCLUSION IN WEST JAVA PROVINCE INDONESIA 2010 – 2015**

**Corresponding Author:** Nur Azmi Karim

Sekolah Teknologi Creative Bandung

**Abstract**

**ABSTRAK**Nur Azmi Karim, *The Relationship Financial Intermediation and Financial Inclusion in West Java Province, Indonesia.*The purpose of this study was analyze factors that influence the Financial Inclusion in West Java Province of Indonesia on period 2010 – 2015.This study uses secondary data and panel data from 2010 – 2017, where to see the influence of independent variable Financial Determination (Deposit, Infranstructure, and Literacy) on dependent variable Finanacial Inclusion (dimensional acces) and influence of independent variable Financial Determination ( Account, Credit, and literacy) on dependent variable Finanacial Inclusion (dimensional usage) using Panel Regression analysis. Data collection techniques used method of observation and literature about Financial Intermediation and Financial Inclusion.Result from this study is that the deposit has a positive but not significant

*relationship to financial inclusion, infrastructure has a positive and significant to financial inclusion, and literacy has negative and not significant to financial inclusion in West Java Province. In usage dimensional variable account and credit has a positive and significant relationship to financial inclusion but for literacy has a positive relationship but not significant to financial inclusion*

**Keywords:** Financial Intermediation; Financial Inclusion

**Abstract ID: AIC-2017-EIEF-575**

### **DETERMINANS OF SUKUK PERFORMANCE IN INDONESIA PERIOD 2013-2016**

**Corresponding Author:** Amir Machmud

**Co-Authors:** Fury Khristianty Fitriyah

Universitas Pendidikan Indonesia

#### **Abstract**

*This study aims to analyze the factors affecting the performance of sukuk in Indonesia. Factors suspected to affect the performance of sukuk include company size, age of sukuk and auditor reputation. The study method used the explanatory survey, with data retrieval technique sourced from historical data the sukuk rating registered at PT Pefindo and the financial statements of the publication of 8 sukuk issuers during the period 2013-2016. The data that has been collected is then analyzed using ordinal logistic regression. The results show that the performance sukuk in Indonesia is influenced successively by company size, sukuk age and auditor's reputation. This result implies that to improve the performance of sukuk it is necessary for the role of government and business actors in determining company size and age of sukuk, in addition to the auditor's reputation.*

**Keywords:** Sukuk; Performance; Company Size; Sukuk Age And Auditor'S Reputation

**Abstract ID: AIC-2017-EIEF-583**

### **PROPORTIONS OF INDONESIAN FUND CAMPAIGN ACCOUNTING COMPARE TO OTHER COUNTRIES**

**Corresponding Author:** Lita Kusumasari

**Co-Authors:** Shita Lusi Wardhani

STIE YKPN School Of Business

#### **Abstract**

*Indonesia made general election reformation in 1998. The fund campaign rules had been enacted since then. Indonesia rules on fund campaign include the obligation to disclose to source of fund campaign. Based on the data collected and published publicly, it enhances the transparency and comparability. In ASEAN countries, there is no obligation to disclose the donation except in Thailand. It is quite common in many countries. Accurate information about fund campaign is rarely available to the public. Corruption related to fund campaign poses a threat to development of democracy in the world. It is revealed that personal risk of bankruptcy may happen to certain candidates. The reasons are they need to raise money for campaign to be elected. The source of the campaign fund majority comes from personal funding. National Democratic Institute for Indonesia Affairs had research on political fund campaign in 22 countries in 2005. It divided into African countries and non African countries. Fund campaign source in Indonesia based on the public financial report on General Election Commission (KPU) website. The research goal is to see whether any differences between fund campaign source proportions in Indonesia compare to the world, non African and African countries. It is analyzing by chi square (non parametric). Critical value with  $\alpha = 5\%$  is 9.488. The calculated value is 43.36 (world), 70.74 (non African), and 35.43 (African). It could be concluded that Indonesia fund campaign source proportions are different with the world, non Africa and Africa countries. The difference may come from the personal candidate funding that is around 40%-50% in the world, while in Indonesia is 85%. The result and research could be more explore to see the relationship between proportions of fund campaign funding to the corruption.*

**Keywords:** Proportion Of Fund Campaign; General Election; Indonesia Election

**Abstract ID: AIC-2017-EIEF-587**

### **A RELATIONAL STUDY ON THE PERSONALITY TRAITS AND VOCATIONAL INTERESTS AMONG YOUNGESTERS**

**Corresponding Author:** Nighat Gul

**Co-Authors:** Tehseentahir, Mukhtairbibi, Sajid Mehmod Alvi And Mehwish Munsif

Government Postgraduate College For Women

#### **Abstract**

*Intend of the study was to co relate the personality traits with vocational interests among youngsters. Sample was (N=200) drawn from district Haripur by applying probability stratified random sampling. There were (n=100) males and (n=100) females. The sample was draw from universities and colleges. Correlational research design was applied in the current study. In study were used two scales one was big five personality traits scale. (Oliver, John & Benet, 1998) and Career Assessment Scale was developed by Schutte (1998). There were assumed personality characteristics predict the vocational interest in youngsters. There to be more likely predict the openness to experience personality characteristic in artistic and conventional vocational interest youngsters. There to be more likely predict the conscientiousness personality characteristic in enterprising and conventional vocational interest youngsters. Agreeableness positively co related with investigating and conventional. There to be more likely extroversion in social vocational interest individuals. Neuroticism has inverse relationship with all vocational interests. The statistical technique applied for findings were t-test and regression. Study findings indicated that level of personality trait and*



vocational interest among youngster. Findings are significant with  $p < .01$ ,  $.05$  and  $.005$ . Results of the investigation were proved to be true the all research hypotheses. This study was pave that way for others to explore beneficial findings in exist study phenomena at large scale. Researchers in future conduct a research in the same topic find the effect of other personality features on vocational interest in broader area. This study finding was very beneficial for recruitment agencies, employers, career counselor, health psychology, community psychology etc.

**Keywords:** Vocational Interest; Youngsters; Personality Trait; Probability Stratified Random Sampling Technique; Correlational Research Design; Career Assessment; Recruitment Agencies; Employers; Career Counselor; Health Psychology And Community Psychology.

**Abstract ID: AIC-2017-EIEF-589**

**IMPACTS OF ONE BELT ONE ROAD TOWARDS ECONOMY GROWTH IN PARTICIPATED COUNTRIES: PANEL DATA ANALYSIS**

**Corresponding Author:** Ai Yee Ooi

**Co-Authors:** Kit-Yik Teoh

Universiti Malaysia Sabah

**Abstract**

*One Belt, One Road (OBOR) has been proposed by president of China in 2013, as the purpose of boosting developments and trade activities in China, Asia, Europe, Middle East and Africa. Thus the study focuses on examining the impacts of OBOR strategy towards the economic growth of 60 participated countries by using panel data analysis. The sample period is divided into pre- and post-OBOR covering from 2011-2013 and 2014-2016 respectively. The impacts of government expenditure, foreign direct investment, international trade, exchange rate, and inflation on the economy growth are tested. The fixed effect model is found to be more appropriate for both samples. Our findings show that all the variables are significantly related to the economy growth except trade.*

**Keywords:** One Belt One Road, economy growth, panel data

**Abstract ID: AIC-2017-EIEF-608**

**IMPACT OF REAL EFFECTIVE EXCHANGE RATE ON UNEMPLOYMENT IN PAKISTAN: AN EMPIRICAL INVESTIGATION**

**Corresponding Author:** Atif Ali Jaffri

**Co-Authors:** Haleema Amreen, Rooma Asjed And Moniba Sana

University Of Gujrat

**Abstract**

*This paper estimated impact of real effective exchange rate (REER) on unemployment rate in Pakistan for the period 1991-2015. Based on results of stationarity tests, Autoregressive Distributive Lag (ARDL) Model technique was applied. Bounds test applied on ARDL model confirmed cointegration among variables. Long run results showed that the money supply, trade openness and REER appreciation reduced unemployment in the long run, whereas, GDP growth had insignificant impact on unemployment. In short run model, negative and significant coefficient of lagged ECM term reconfirmed existence of long run relationship and high convergence speed of 67% was estimated. The crucial finding of the study is that positive relation between REER appreciation and unemployment does not hold in Pakistan instead appreciation affects unemployment negatively and growth in Pakistan does not affect unemployment significantly during the data period of this study. Based on findings of the study, policy implication is that monetary and fiscal policies designed towards realignment of REER towards equilibrium are although necessary to achieve macroeconomic goals but REER depreciation does not reduce unemployment.*

**Abstract ID: AIC-2017-EIEF-614**

**EFFECT OF RECORDING AN ANNUAL TAX REPORTING ON THE RATIO OF TAX COMPLIANCE ENTREPRENEURS**

**Corresponding Author:** Yana Hendayana

**Co-Authors:** Yana Hendayana

Universitas Widyatama

**Abstract**

*The aim of this study is to determine how significant the influence of the annual tax recording is on the reporting entrepreneurs. This study used the descriptive method in the form of case studies by making a detail of a particular object and then interpreting and analyzing it, in order to provide information and solve the problems. The method used in this research is descriptive research in the form of case studies, by making a detail of a particular object and then interpreting and analyzing it in order to provide information to solve the problems. The data analysis techniques with a few steps aimed to calculate the independent variables and the dependent variable. The results show when recording an annual increase of the notification, it will increase the compliance rate of the entrepreneur obligation to pay taxes. The influence on the process of recording annual notification has a very close relationship with the ratio of tax compliance of employers. This study discussed the ratio of the taxpayer for entrepreneurs who have made the annual report notification letter. The expected impact of this research is to improve compliance of entrepreneurs in paying taxes to the state.*

**Keywords:** The Recording Process; Annual Notification Letter; Entrepreneur Obligation

**Abstract ID: AIC-2017-EIEF-621**

**ROLES OF INSTITUTIONAL QUALITY ON THE RELATIONSHIP BETWEEN TOURISM AND ECONOMIC DEVELOPMENT IN MALAYSIA**

**Corresponding Author:** Sin Yee Lee

**Co-Authors:** Hui Shan Lee, Sin Yee Lee, Wai Mun Har  
Universiti Tunku Abdul Rahman

**Abstract**

*This research intends to examine the roles of institutional quality on tourism-led growth and growth-led tourism hypothesis in Malaysia in both short run and long run analysis. This study uses yearly data from 1996 to 2015 to verify whether institutional quality significantly affects the relationship between tourism and economic growth in Malaysia. It provides a comprehensive dataset by investigating all the institutional quality dimensions including control of corruption, government effectiveness, regulatory quality, rule of law, voice and accountability, political stability and absence of violence in addition to the aggregate value and average value of these dimensions. The findings provide empirical supports that institutional quality does play important roles in the tourism and economic growth in Malaysia. In this essence, any policy planning that enhances the institutional quality of Malaysia could promote the tourism development and economic growth in Malaysia.*

**Keywords:** Institutional Quality; Tourism; Economic Growth; Tourism-Led Growth; Growth-Led Tourism

**Abstract ID: AIC-2017-EIEF-633**

**SUNSET POLICY AND ITS EFFECT ON TAX COMPLIANCE : CASE STUDY INDONESIA**

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**Abstract**

*Indonesia has several times conducted Tax Amnesty as an effort to pursue the target of increasing tax revenue. One of the Tax Amnesty ever conducted by Indonesia is Sunset Policy which is giving the elimination of administrative sanction in the form of interest on the delay of paying the shortage of tax payment. It cannot be denied that Sunset Policy will result in an increase in tax compliance in the short term. This research will look at the long-term impact of Sunset Policy ever applied in Indonesia by using Seasonal Autoregressive Integrated Moving Average (SARIMA). The approach used by the authors in this study is a quantitative approach that is descriptive analysis. The data obtained is secondary data in the form of monthly data receipt of Personal Income Tax from 2004 to 2012 which can be used as a review and researcher base to analyze the effect of Sunset Policy on tax compliance level in Indonesia. Based on the data processing, the results obtained that Sunset Policy only affected tax compliance in the year of the issuance of Sunset Policy. However in the following years after the Sunset Policy is no longer valid, the policy has no significant effect on tax compliance. Post-Sunset Policy the government does not issue a special policy in order to enforce the law.*

**Keywords:** Tax Amnesty; Sunset Policy; Tax Compliance

**Abstract ID: AIC-2017-EIEF-639**

**EMPIRICAL ANALYSIS OF SHADOW ECONOMY OF PAKISTAN: CAUSES, CONSEQUENCES AND CURES**

**Corresponding Author:** Muhammad Ibrar

**Co-Authors:** Muhammad Ibrar, Nadeem Iqbal  
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**Abstract**

*This study is primarily focus on the fresh calculation of the Shadow Economy through tax evasion in Pakistan over the time period 1972-2014. The indirect monetary approach is applied in order to estimate the shadow economy. Under monetary approach, we take care of the issue of the stationarity of variables and use autoregressive distributed lag (ARDL) model. Also we explore the causes and consequences of Shadow Economy in this study. Finally, an Ordinary Least Square (OLS) Model is applied in order to estimate the impact of the Shadow economy on Gross Domestic Product of Pakistan for a selected time period. The estimated result shows that shadow economy increased enormously from 39% in 1990 to 54% in 1991. Although it decreased for next few years but in 2008 it was again increased to an alarming point and its ratio was 86.6%. Although the estimated result detect the presence of large number of Shadow economy and Tax Evasion in Pakistan.*

**Abstract ID: AIC-2017-EIEF-646**

**AN ANALYSIS OF STOCK MARKET DEVELOPMENT INDICATORS: EVIDENCE FROM ASIA PACIFIC EXCHANGES**

**Corresponding Author:** Kalava Ramesh

**Abstract**

*Abstract: A good measurement of financial development is very crucial to assess the development of the financial sector and understand the impact of financial development on economic growth and poverty reduction. Stock market development plays an important role in facilitating the financial assistance to the respective entities from the public. The study focused the evaluation of stock market development indicators of 16 Asia Pacific Region Stock Exchanges from 14 countries, associated with World Federation of Exchanges. It investigated FSDI framework indicators in terms*

of four dimensions i.e., Depth (Size), Access, Stability and Efficiency. To analyze the rankings, relative score values assessed by adopting H.B.J. Stone and A. Ranchhod (2006) calculations. Of all stock markets, the study conclude that Shanghai Stock Exchange (SSE) and Shenzhen Stock Exchange (SZSE) are well developed, whereas, Hochiminh Stock Exchange (HOSE) and Colombo Stock Exchange (CSE) are under-developed stock exchanges. However, Shenzhen Stock Exchange (SZSE) and Shanghai Stock Exchange (SSE) secured top two ranks in Size dimension and underperformed as 11th and 12th ranks in Stability dimension. NZX Limited (NZX) underperformed in Depth (15th Rank), Access (14th Rank) and Efficiency (12th Rank); whereas, in Stability dimension it got 1st rank.

**Keywords:** Asian Pacific Region Stock Markets; Stock Market Development Indicators; Depth (Size); Access; Stability; Efficiency;

**Abstract ID: AIC-2017-EIEF-661**

### **MAJOR CHALLENGES AND OPPORTUNITIES FOR ISLAMIC BANKING AND SMES IN PAKISTAN**

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#### **Abstract**

The objective of this study is to investigate the major challenges and opportunities for Islamic Banking and SME's sector in Pakistan. International Finance Corporation in 2014 reveals that there is a huge financing gap between Islamic banking and SME's in nine countries including Pakistan. The primary data collection method is used in this study. Structured interviews have been conducted with 50 Islamic banking representatives and 40 SME's owner. Quota sampling technique has been used for collection of data from Islamic Banking and SME sector. NVIVO 11.0 software was used for analysis of qualitative data to analyze the major opportunities and challenges and to fill the financing gap. During interviews, Islamic banking and SME's owners highlighted many constraints. A list of most repeating and major opportunities as well as challenges have been given in the results. These challenges and obstacles can be removed by taking the appropriate measures for achieving the opportunities of both sectors. This research is helpful for the policy makers who can use it for revising the current policies regarding SME's financing in Pakistan. Based on data collected it is necessary for Islamic banks to provide fast track services and special services counter for SMEs. The Islamic banking sector should reduce the documentation requirements and reduce the transaction cost to attract the more SMEs. There is huge gap between demand and supply of finance between SMEs and Islamic banking sector. This research attempts to provide the list of major challenges and opportunities of both sectors on the basis of interviews from respondents.

**Keywords:** Islamic banking; SMEs; Challenges for SMEs & Islamic Banks; Opportunities for SMEs & Islamic Banks

**Abstract ID: AIC-2017-AMOS-664 & FMM 466**

### **PERSONALITY TRAITS AND JOB PERFORMANCE IN BANKING SECTOR**

**Corresponding Author:** Shumaila Hashim

**Co-Authors:** Shumaila Hashim, Nida Habib, Bela Kundi, Sana Amin

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#### **Abstract**

Personality traits & its effect on job performance in banking sector ( case study of dera Ismail khan). Personality traits have a very significant effect on job performance. In this study five personality trait including( neuroticism, extraversion, openness to experience, conscientiousness, agreeableness) are use in which neuroticism have slightly effect on job performance & others are highly significant. In this study regression, correlation & ANOVA is used.

**Keywords:** Personality Traits; Job Performance; Openness To Experience ; Conscientiousness; Neuroticism

**Abstract ID: AIC-2017-EIEF-673**

### **INTEGRATING OF SHARIA COMPLIANT TENANCY MANAGEMENT FOR WAQF PROPERTIES: A CONCEPTUAL FRAMEWORK**

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#### **Abstract**

This paper seeks to propose a conceptual framework (CF) of Integrating Sharia Compliant Tenancy Management (SCTM) for waqf properties. This framework was based on the best practice tenancy management while integrating sharia compliance with waqf need and waqf philosophy. This CF is triggered due to the vulnerability of income generated by the waqf properties. The literature reviewed found that there are three (3) contributing factors identified to the issues namely rental, enforcement and tenants. A further breakdown of the 3 contributing factors included rental rate, waqf manager, tenancy agreement, rental collection, penalty for non-compliance, tenant selection and tenant business. Best practices of tenancy management are being adopted and adapted in this CF to influence and innovate in ways which help all waqf managers deliver the tenancy management of waqf properties with embedded Sharia principles. A special references shall be made to support in development of CF namely State Waqf Enactments, Manual for the Management of Waqf Land (2006), Manual for the Management of Waqf Accounting (2007), Malaysian Property Management Standards issued by BOVAEA, Strata Management Act, 2013 (Act 757) and other relevant legislature, policies and guidelines. The CF of SCTM for waqf properties will be presented as a way forward for value

*sustenance and enhancement waqf properties. Moreover, the better management of waqf properties will definitely improve the philanthropy concept of waqf as a whole.*

**Keywords:** Tenancy Management; Waqf Properties; Best Practices; Sharia Compliance; Waqf Philosophy

**Abstract ID:** AIC-2017-EIEF-678

### **AN EMPIRICAL STUDY OF RELATIONSHIPS BETWEEN ISLAMIC INSURANCES AND ECONOMIC GROWTH IN INDONESIA**

**Corresponding Author:** Karin Amelia Safitri

#### **Abstract**

*This study aims to examine simultaneous relationships between Islamic insurance demand and economic growth in Indonesia during the period of 2002 - 2015. This study will also evaluate statistical models by incorporating other variables such as gross premium income, GDP, the percentage of poverty, dependancy ratio and rate of inflation. The relationships among those variables were analyzed using the simultaneous equation model whereas the parameters have been estimated using the two-stage least squares technique. The result shows that for the economic growth model, there are only two variables i.e. gross domestic product and Islamic insurance demand which contribute significantly to the economic growth. On the other hand, the inflation variable and poverty rates do not affect the growth since the p-values are equal to 0,61 and 0,76 respectively. Moreover, the variables affecting the Islamic insurance demand are the economic growth and dependancy ratio with p-values equal to 0,04 and 0,02 respectively. The simultaneous model gives the result that significant Islamic insurance demand affects the economic growth at  $\alpha = 10\%$ , but economic growth does not affect Islamic insurance premium income.*

**Keywords:** Economic Growth; Islamic Insurance; Simultaneous Equation Model

**Abstract ID:** AIC-2017-EIEF-679

### **GROUNDING THEORY APPROACH FOR ASSESSING LOSS OF ECONOMIC WELL-BEING DUE TO ABANDONED SHOPPING CENTRE DEVELOPMENT PROJECT**

**Corresponding Author:** Nurul Faiezah Ngadimin

**Co-Authors:** Nurul Faiezah Ngadimin; Abdul Hamid Mar Iman; Fauziah Raji  
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#### **Abstract**

*A shopping centre development project and its physical environment enhances the community's economic well-being. However, when it is abandoned, all of the potential benefits were lost. Economic well-being is defined as material living condition and the indicators such as employment and earnings, income and wealth, and housing. In the context of shopping centre development project, employment is very significant in contributing to the life's productivity of the community; persons employed have income and recognition, and the community gets better. Due to the abandoned shopping centre development project, employment opportunity is lost. The aim of this paper is to propose a suitable method for assessing and measuring the loss of employment opportunity by way of economic-based measurement with focus on the development of theoretical and analysis framework. This study employed a grounded theory methodology using both deductive and inductive approaches to conceptualize the method. We applied deductive approach by implementing and applying the theory of employment densities and market competition, while inductive approach is used in determining the employment density ratio and in the calculation of opportunity loss of employment. A constant comparative method is used in the grounded theory approach. In the context of this study, the abandoned shopping centre project identified is a case study and operational shopping centres act as a set of comparable properties. The findings will demonstrate the methodological framework to provide direction or steps in assessing and measuring opportunity loss of employment by economic-based measurement in the context of abandoned shopping centre development project. Besides, the study indicates a few significant variables that must be considered in the context of opportunity loss of employment, so that the methodological approach is more reliable and verifiable. The identification of variables requires that the researcher to come out with a few analysis and technique of collecting the data needed, and that is one of the important parts for theoretical framework development.*

**Keywords:** Abandoned Project; Shopping Centre; Economic Well-Being; Opportunity Loss Of Employment

**Abstract ID:** AIC-2017-EIEF-688

### **REVIEW OF CORPORATE GOVERNANCE PRACTICES AND FINANCIAL DISTRESS PREDICTION**

**Corresponding Author:** Syed Muhammad Ahmad Hassan Gillani

**Co-Authors:** Suresh Ramakrishnan, Hamad Raza, Humara Ahmad  
Universiti Teknologi Malaysia (UTM)

#### **Abstract**

*Abstract Good corporate governance practices play an important role in increasing the firm value. Based on the agency theory related to corporate governance, if an agent (management) does not protect interest of principal (shareholders) then, agency cost is occurred and this creates a bad impact on the corporate performance. Therefore it is necessary to address bad corporate governance practices in early stages otherwise firms can go in financial distress and eventually become bankrupt. The objective of this current study is to conduct a nonsystematic review of literature on theories and models related to corporate governance and financial distress. In the light of thorough review of literature it is found that corporate governance variables (i.e. ownership concentration, board size, board composition, CEO duality, level of independence of board from management and managerial ownership) are good predictors for predicting financial distress. Moreover it is also found that these corporate governance variables were not only used separately for*

*predicting financial distress but also used along with others variables (firm level and country level) for the purpose of enhancing quality of financial distress models.*

**Keywords:** Corporate Governance; Nonsystematic Review; Financial Distress; Agency Theory

**Abstract ID:** AIC-2017-EIEF-689

**DIVIDEND POLICY AND ITS AFFECT ON SHARE PRICE: A CONCEPTUAL REVIEW**

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**Abstract**

*In today's modern finance, one of the most debatable issues is dividend policy, which is one of the areas of corporate finance. The academic literature on dividend policy and its affects on share price have grown promptly over the previous decade, due to its puzzling phenomena. The present study intends at conducting a non-systematic review of literature on the empirical and theoretical studies on corporate dividend policy in order to understand its nature and dimensions. In this concern, an extensive review of existing literature has been performed and it is found that there are three different approaches or schools of thought as discussed by finance theorists. First, believes that a rise in dividend payout will increase the firm value (share price). Second thinks that a rise in dividend payout will reduce the firm value (share price) and third supports Miller and Modigliani (1961) argument that firm value or share price are not affected by dividend policy. Although after several years of research on dividend policy, yet no consensus has appeared and results are inconclusive. This article also attempts to cover key empirical studies on dividend policy across countries, which shows that the phenomena of dividend policy differ from one country to another. The continuing nature and wide array of discussion on dividend policy has formulated a massive volume of literature that increase day by day. Therefore, it not feasible to do a full-fledge reviews of all debates.*

**Keywords:** Share Price; Dividend Policy; Non-Systematic Review; Firm Value; Dividend Policy Theories

**Abstract ID:** AIC-2017-EIEF-695

**FISHERMEN POVERTY TRAP AND COMMUNITY EMPOWERMENT: FIELD STUDY IN PUGER COASTAL, JEMBER- INDONESIA**

**Corresponding Author:** Dwi Endah Prasetyowati

**Co-Authors:** Siswoyo Hari Santosa  
Jember University

**Abstract**

*Poverty is a common condition encountered in coastal areas, such as in Puger Puger Jember District. The condition of poverty of fishermen, from one period to the next period is not much changed. Fishermen can be caught in poverty. Seeing the phenomenon, the government has done the empowerment strategies for fishermen, but has not managed to alleviate fishermen from poverty. This paper will attempt to examine the poverty trap that traps fishermen, and evaluates existing fishermen empowerment programs. The results of this study are expected to formulate ways to overcome the poverty of fishermen. This research was conducted in Puger Coastal, targeting coastal communities and fishermen. This research is qualitative using phenomenology approach. The result of this study can be seen (a) the existence of fishermen poverty circle caused by poverty trap. The poverty of fishermen is caused by unequal institutional governance. (b) This fishermen empowerment program actually exists, but the fishermen community is not involved in the empowerment. The absence of fishermen in the empowerment as a result they do not have enough time to interact in society. Keywords: poverty;fisherman;coastal areas*

**Abstract ID:** AIC-2017-EIEF-697

**AN INVESTIGATION ON THE FACTORS OF INFLATION IN PAKISTAN: EMPIRICAL EVIDENCE**

**Corresponding Author:** Sayed Irshad Hussain

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**Abstract**

*Price stability and sustainable economic growth are the most desirable macrocosmic goals. The nature and cost of the inflation can have a significant impact on the life of a common man and economy. This study is an attempt to empirically investigate the impact of various factors on inflation in Pakistan by using ordinary least squares (OLS) method and Granger non-causality test in the time series framework for the period of 1973-Q3 to 2012-Q2. The empirical results based on the OLS method indicate that real GDP, imports, money supply, government expenditure and adaptive expectation have significant positive effects on inflation (measured by the consumer price index), while money market interest rate showed a negative impact on inflation. Moreover, the results based on Granger non-causality test showed a bidirectional causality between imports and inflation. In addition, the study establishes a unidirectional causality from government expenditure, money market interest rate and money supply to inflation, while no causal relationship is found between inflation and real GDP, and exchange rate in either direction. These results signify that inflation is not only a monetary phenomenon in Pakistan but imports and fiscal policy have also a significant influence on inflation. The study concludes that central authority would not accomplish the stabilize prices through changing the monetary policy until and unless the government will not fix the fiscal deficit.*

**Abstract ID: AIC-2017-EIEF-699**

**THE DEVIL MADE ME DO IT: ENVIRONMENTAL FACTORS LEADING TO CORPORATE FINANCIAL FRAUD**

**Corresponding Author:** Sohail Rizwan

**Co-Authors:** Junaid Ahmed

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**Abstract**

*The study aimed to settle on differing characteristics of fraud and no-fraud firms based on a fraud-triangle model, literature on corporate illegal activity and governance mechanisms. Seventy seven companies where fraud was committed and detected, as determined through the Securities and Exchange Commission of Pakistan, were tested against a matched sample of companies of equal number based on size, industry, and time period where fraud was not either committed or not detected. The data were collected for three years before the fraud revelation. There were thirty environmental factors undertaken in the model, of which eight were internal antecedent factors, five were external antecedent factors and seventeen were monitoring variables. Bivariate probit regression, post probit regression model, data-mining techniques and related descriptive statistics were used in the study. The core findings revealed that monitoring variables play more intense role relative to conventional antecedent factors in creating a favorable environment for fraud happening. The study advances understanding of the role executives play in financial fraud and suggests managerial, governance and strategic implications.*

**Keywords:** Financial Fraud; Antecedent Factors; Governance Mechanisms

**Abstract ID: AIC-2017-EIEF-700**

**LEVERAGE, PERFORMANCE, SIZE AND RESERVE MANAGEMENT: EMPIRICAL EVIDENCES IN MALAYSIAN ISLAMIC BANKS**

**Corresponding Author:** Noor Fadhzana Mohd Noor

University Of Selangor

**Abstract**

*This study examines the relationship between leverage ratio, bank's performance, size and profit equalisation reserve. Using GMM estimators, both difference and system, we find significant relationship between current leverage ratio and previous leverage ratio and profit equalization reserve. Overall, our results are consistent with the several past literatures with addition of determining impact of profit equalization reserve on leverage ratios of Islamic banks in Malaysia*

**Keywords:** Leverage Ratio; Bank'S Performance; Bank'S Size; Profit Equalisation Reserve

**Abstract ID: AIC-2017-EIEF-702**

**EARNINGS SMOOTHING AND BANKRUPTCY RISK FOR PRIVATE FIRMS**

**Corresponding Author:** Nor Afifah Shabani

**Co-Authors:** Saudah Soffian

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**Abstract**

*Smooth earnings are preferred by managers and creditors because they represent a stable business operations as well as low loan default risks. Creditors rewards private firms which have smooth earnings with better loan covenant terms. Nonetheless, recent literature shows that earnings smoothing in public firms is associated with stock price crash. This study examines the association between earnings smoothing and bankruptcy risk in the private firms setting and finds that earnings smoothing significantly positively affecting firms' bankruptcy risk.*

**Keywords:** Earnings Smoothing; Private Firms; Bankruptcy Risk

**Abstract ID: AIC-2017-EIEF-711**

**DETERMINANTS OF CAPITAL STRUCTURE: A CASE OF LISTED PHARMACEUTICAL AND CHEMICAL FIRMS OF PAKISTAN**

**Corresponding Author:** Zia Rehman

**Co-Authors:** Zia Ur Rehman, Bilal Afsar, Mian Shakeel Ahmed, Asim Rahman

University Of Haripur

**Abstract**

*Financing decision by the firm is considered to be an important decision because of its influence on the riskiness of the firm and firm value. Financial researchers around the world have shown deep interest in finding out what determines firm capital structure. The aim of the paper is to analyse the critical factors that influence the financing decisions of the firms listed in the chemical and pharmaceutical sector of KSE, Pakistan. Financial data from 2008 to 2015 was used in this study. Fixed effects model was used to analyse the influence of independent variables on the dependent variable. The findings of the study revealed that taxes, non-tax debt shields and tangibility of assets significantly influence capital structure decisions. Moreover, taxes, growth opportunities and non-tax debt shields are positively related to leverage whereas profitability, liquidity, firm size and tangibility of assets are negatively related to leverage.*

**Keywords:** Capital Structure; Leverage; Firm Size; Taxes; Liquidity

**Abstract ID: AIC-2017-EIEF-714**

**HOUSING ASSISTANCES UNDER THE ZAKAT DISBURSEMENT SCHEMES IN MALAYSIA**

**Corresponding Author:** Azila Ahmad Sarkawi

**Co-Authors:** Srazali Aripin

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**Abstract**

*Housing assistances such as rental, repair, deposit and construction have been part of the zakat disbursement schemes in Malaysia. Majority of the fourteen States in Malaysia do provide this kind of assistances under their zakat disbursement schemes though the practice varies from one State to another. At the Federal level however, the proposal for standardization has been made by the Department of Awqaf, Zakat and Pilgrimage (JAWHAR), Malaysia. Thus, it is the objective of the paper to document the practice of providing housing assistances to the eligible asnafs (zakat recipient) using the Manual of Zakat Disbursement Administration by JAWHAR as the basis. The study employed content analysis method to unveil the practices of providing housing assistances taking the state of Perak practices as an example. The study confirms that the zakat fund is used for housing assistances stemming from the principle that accommodation is one of the human necessities other than food, costumes, medication, education and transportation, but it is not on the large scale of housing development. These housing assistances are aimed to provide a better living environment for the wellbeing of asnafs.*

**Keywords:** Zakat; Disbursement Scheme; Asnaf; Housing

**Abstract ID: AIC-2017-EIEF-715**

**ANALYSIS OF TRADE, UNEMPLOYMENT, GOVERNANCE CONTRIBUTION TO POVERTY IN THREE POOREST COUNTRIES IN THE WORLD**

**Corresponding Author:** Stevani Adinda Nurul Huda

**Co-Authors:** Ratih Juwita, Nicky Handayani, Stevani Adinda Nurul Huda

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**Abstract**

*Poverty is one of the basic problem which became government main attention in any country. One of the main aspect which support the poverty alleviation strategy is the availability of accurate and targeted poverty data. The trusted measurement of poverty can become a formidable instrument for policy maker on focusing attention on the poverty condition. Good poverty data can be used to evaluate government policies against poverty, comparing poverty across time and region, as well as determining targets of the poor with the aim to improve their position. The aim of this study is to determine the factors that affect poverty in the world such as trade, unemployment rate, governance of poverty in three countries with highest poverty rate in the world (Central Africa, Congo, and Malawi). This study use secondary data, which is accessed through <https://id.tradingeconomics.com> in the period 2012-2016. The analytical tool used in this study using multiple linear regression (using SPSS) and to analyze the simultaneous influence of the variables used (F Test) and partially for research variable (t test). The results of this study there is a significant influence of the unemployment variable on poverty of 0.000 under 5%, while the results are different there is no significant influence of government variables and trade against poverty respectively by 30% and 6.7% well above the profitability of 5%. The test results simultaneously from three independent variables are F-Stat equal to 8.691 with probability 0.003, because the probability is much smaller than 0.05 then the regression model can be used to predict trade, unemployment rate, and governance collectively affect poverty.*

**Keywords:** Poverty; Trade; Unemployment; Governance

**Abstract ID: AIC-2017-EIEF-717**

**DETERMINANTS OF FISHERMEN INCOME IN REGENCY OF WEST SERAM, MALUKU INDONESIA (STUDY IN 3 VILLAGE IN WEST SERAM REGENCY)**

**Corresponding Author:** Restia Christianty

**Co-Authors:** Teddy Christianto Leasiwal ; Restia Christianty

Pattimura University

**Abstract**

*Fishing prospects in West Serum regency from year to year more and more promising. It can be seen from the results of fisheries production is increasing. Fish production in 2009 increased by 1,828 tons or 9.5 percent from the previous year, with the potential of fish resources around 592,008.7 tons of new and utilized approximately 2.71 percent. This condition is caused by a lack of such infrastructure is supported by a fishing vessel, which is still dominated by boats and outboard motors around 99 percent. This may reflect that most fishermen in West Serum still relatively fishermen. In an effort to increase the income of fishermen, fishery businesses rurehe (pole And Line) in the District of West rurehe (pole And Line) in the District of West Serum District of West Serum belong in household scale industries (home industry) and the efforts of hereditary existed long ago. Based on the results of research in the field, until now rurehe industrial fisheries (pole and line) has yet to show the maximum results it can be seen from the amount of production obtained are still below the average in the amount of 482.8 tons / year. This condition is a portrait of the ability of the fishermen are still far in producing tuna in the District of West Serum District of West Serum, this is because in addition to lack of knowledge about ways of catching (experience at sea, the low level of education of fishermen, thus affecting the mindset of fishermen in the arrest, as well as the low level of wages of fishermen, lack of technologically which is used also affects tuna arrest method used in this study is a descriptive and quantitative methods. By using Data Analysis panel. The results showed the variables Age does not have an influence on the*

increase fishermen's income, variable production has a very strong influence on the increase in the income of fishermen. Technology variables also have a strong influence on the increase in revenue.

**Keywords:** Income; Age; Production ; Technology

**Abstract ID: AIC-2017-EIEF-718**

**GROUP DIVERSIFICATION AND FIRM PERFORMANCE-EVIDENCE OF LISTED FIRMS IN PAKISTAN**

**Corresponding Author:** Waseem Ullah

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**Abstract**

*This paper unfolds diverse operations of business groups and provides empirical evidence in the field of corporate finance and firm strategy. The study examines the potential performance implications of the group diversification strategy in an emerging market during a time when economic and institutional environment has changed in the country. The study employs 'Chop Shop' methodology having widely used in the finance literature. Both univariate and regression analyses confirm a group diversification discount in Pakistan. The Excess value is significantly lower for diversified groups firms relative to their counterpart standalone firms. The results suggest that group firms diversified at different levels (least diversified, intermediate diversified and most diversified) are trading at discount (underperform) than focused standalone firms. Although, group diversification discount is present yet it is not homogeneous across all business groups: group discount for firms affiliated with least diversified business groups is relatively higher than firms affiliated with intermediate diversified and most diversified business groups. The findings are consistent with the market failure argument and agency theory. Group diversification is used as a device of expropriation of firm resources at the cost of external shareholders by the ultimate controllers of the group firms. The study employs a relatively large, contemporary and time varying database of Pakistani listed firms. Despite the historical success in the past, the findings suggest that business groups evolve differently in the post financial reforms and privatization programs era.*

**Keywords:** Group Diversification; Firm Performance; Chop Shop Methodology; Excess Value; Market Failure Theory; Agency Theory

**Abstract ID: AIC-2017-EIEF-719**

**BUSINESS GROUPS, 'CONTROLLING SHAREHOLDERS' AND EXPROPRIATION OF MINORITY SHAREHOLDERS IN PAKISTAN**

**Corresponding Author:** Waseem Ullah

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**Abstract**

*This paper attempts to answer a question 'why group firms tend to decline in performance' in emerging markets? The study investigates the strength of ownership structure in affecting the performance of group firms relative to standalone firms in Pakistan. The study employs a sample of 292 non-financial firms (consisting 184 group firms and 108 standalone firms) listed on the Karachi Stock Exchange (KSE). The multiple regression models are applied using Generalized Method of Moments (GMM) to test the significance of the relationships. The results show that ownership structure is a strong influential factor in affecting firm performance in Pakistan. The findings show that ownership disparity (divergence between ownership and control) adversely affects group firms' performance (although, it affects positively the performance of standalone firms) consistent with the both incentives effect and entrenchment effect. Institutional ownership strongly positively affects group firms' performance. The institutional ownership positively affects standalone firms' performance also but the strength of positive relationship is stronger for group firms. The findings suggest that group firms face the problems of 'controlling minority structure' (divergence between ownership and control). The ultimate controllers use cross shareholdings and pyramidal structures to achieve an ultimate control over many firms simultaneously with least cash flows investments. Such ownership structure motivates the controlling shareholders in expropriating the firm resources for their personal benefits at the cost of external shareholder. Thus, it is the root cause of severe agency conflicts among the controlling shareholders and external shareholders. More importantly, the findings confirm that institutional investors play a vital role in monitoring the entrenched ultimate controllers in group firms. They possess the ability and motivation in monitoring of the activities of the ultimate controllers and thus are helpful in mitigating the agency conflicts among the controlling shareholders and external shareholders in the group firms. These results highlight the internal corporate governance problems faced by the group firms and suggest the need for strengthening the corporate governance mechanism particularly focusing the institutional investors' role in Pakistan.*

**Keywords:** Agency Conflicts; Corporate Governance; Controlling Shareholders; External Shareholders; Controlling Minority Structure; Divergence Between Ownership And Control Institutional Ownership

**Abstract ID: AIC-2017-EIEF-720**

**BEHAVIORAL FACTORS AND INVESTORS' DECISION MAKING IN MALAYSIAN STOCK MARKET**

**Corresponding Author:** Marlina Md Ali

**Co-Authors:**

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**Abstract**

*This paper aims to highlight the use of behavioural factors despite the use of Efficient Market Hypothesis (EMH) that claims that investors are rational and have the same access to information. As an emerging market, Malaysian stock*



market can be seen as inefficient. Evidences of stock mispricing and market anomalies were found and previous literatures found that individual investors are partly rational. The use of information and behavioural factors added more evidences to the theory of bounded rationality. Hence, the use of adaptive market hypothesis (AMH) in the modern finance. The context of this study is Malaysian stock market where the issue of market efficiency are raised. This study focuses on individual investors of Bursa Malaysia as they are prone to using psychological factors in making an investment decision. There are limited studies regarding the use of heuristics, prospect factor and market information towards individual investor's decision making in Bursa Malaysia. This paper will discuss the use of representativeness, anchoring, mental accounting, loss averse and possible interactions between those behavioural factors and market information.

**Keywords:** Efficient Market Hypothesis; Representativeness; Anchoring; Loss Averse; Mental Accounting

**Abstract ID: AIC-2017-EIEF-728**

**OWNERSHIP STRUCTURE AND FIRM PERFORMANCE: POLITICALLY-LINKED COMPANIES IN BURSA MALAYSIA**

**Corresponding Author:** Sio Hing Chong

**Abstract**

Corporate governance is a form of leadership and control of a firm with reference to the interest of shareholders. Corporate governance system focuses on board composition, board size, CEO or Chairman duality, board education level and working experience, board compensation, board ownership, composition of independent directors and non-independent directors. There is vast literature to study the nexus between corporate governance and firm performance. This paper intends to study the firm performance and its ownership structure with political connected companies in affiliation. The theoretical framework is built based on agency theory and resource based theory. It is believed that the political ties will enhance the firm performance and different ownership structure will benefit the firms from the leverage level, and contracts of business.

**Keywords:** Ownership Structure; Political Connection; Firm Performance

**Abstract ID: AIC-2017-EIEF-739**

**BNM TAWARRUQ STANDARD: REVISITING WAKALAH OPERATIONAL ISSUES**

**Corresponding Author:** Akhtarzaite Abdul Aziz

**Co-Authors:** Mohd Fuad Md Sawari, Mohamad Sabri Zakaria

International Islamic University Malaysia (IIUM)

**Abstract**

Bank Negara Malaysia (BNM) had introduced a standard on tawarruq comprising both Shariah and operational standards and guidelines for the application of tawarruq in Islamic Financial institutions (IFI) in Malaysia. The standard has been made a law regulating tawarruq application in Malaysia since 2016. This paper revisits the issue of wakalah within tawarruq mechanism as it is considered as one of the controversial issues in tawarruq application within the framework of banking system. Modern scholars had dissenting views with regards to tawarruq itself, some disallow and many others allow with some conditions. Those allow also differs on the conditions imposed for the validity of tawarruq. This paper found that BNM sets the minimum requirements for tawarruq which must be implemented by institutions by taking into consideration other opinions when it comes to wakalah within tawarruq.

**Keywords:** Tawarruq; NAH; Fiqhi; MUA; AM; WAK; LAH

**Abstract ID: AIC-2017-EIEF-741**

**DETERMINANTS OF INTERNAL CONTROL DISCLOSURE AND ITS IMPACT ON COMPANY VALUE**

**Corresponding Author:** Rusmawan Wahyu Anggoro

**Co-Authors:** Andi Tri Jati

STIE YKPN

**Abstract**

The aims of this study were to examine the factors that affect the disclosure of the Internal Control System (ICS) and its impact on Corporate Value. Factors tested in this study were the size of the board of commissioners, the proportion of independent board of commissioners, board of commissioner's meetings, the size of the audit committee and the audit committee meetings. This study was conducted using content analysis from the annual report of manufacturing companies in Indonesia from 2012-2016. The study found that the size of the board of commissioners, the proportion of independent board of commissioners, board of commissioner's meetings, audit committee size had a positive effect on the extent of ICS disclosure. Furthermore, the disclosure of ICS has been shown to increase the value of the company. Another finding is that audit committee meetings negatively affect the extent of ICS disclosure. Based on the above findings, it can be concluded that the board of commissioners and audit committees encourage companies to conduct ICS disclosure as a means of reducing agency problems. ICS disclosure proves to be used as a monitoring mechanism used by stakeholders in decision-making related to the company. **Keywords:** internal control, corporate governance, corporate value

**Abstract ID: AIC-2017-EIEF-750**

**FUNDAMENTAL APPROACH TO DEVELOP A QUADRUPLE HELIX MODEL FOR SUSTAINABLE COLLABORATION FOR FLOOD MITIGATION IN MALAYSIA.**

**Corresponding Author:** Hishan Sanil

**Co-Authors:** Suresh Ramakrishnan, Muhammad Imran Qureshi  
University Teknologi Malaysia

**Abstract**

*The frequency and the severity of the flood in Malaysia have increased over a period of time which in turn will hinder the economic development of the country. Strengthening resilience against climate change and natural disasters is one of the key focus areas in the 11th Malaysia plan 2016- 2020. This is one of the focus areas under pursuing green growth for sustainability and resilience which is one of the six strategic thrust. Furthermore, Over reliance on the government and international aids might be a constraint to effective flood risk management. Especially in developing countries, this will lead to more instability because they may not have the funds and expertise to handle such disasters. The private sector organisations have enough funds to partner with the NGOs to help the government in implementing flood risk management. The present study focused on the role of NGOs and listed GLC companies for flood mitigation. The main objective of this study was to develop a quadruple helix model for flood mitigation in Malaysia. The second objective was to develop a CSR index to analyse the level of CSR in insurance sector. This research was a mixed method study which involved content analysis on the secondary data collected from semi structured interview with the experts in flood risk management from academia, government, NGOs and the CSR experts from the industry, project reports, government documents, sustainability reports and websites. Furthermore, the findings of the initial qualitative data collection were converted into a survey questionnaire to be answered by the NGO representatives along with the CSR representatives of the listed Insurance companies. Based on the responses from the survey questionnaire, CSR Index was developed and the practices level of CSR constructs was identified. The research findings will help in efficiently managing the expenditure on the flood risk management initiatives by choosing the right collaboration for maximum business and societal outcomes. The budget announced by the government for 2017, the Malaysian government plans to spend RM450 Million expenditure on the flood mitigation projects; hence this research becomes more relevant in the present scenario in Malaysia.*

**Keywords:** Corporate Social Responsibility; Insurance Company; Climate Change; Flood Mitigation; Disaster Management

**Abstract ID: AIC-2017-EIEF-768**

**THE STUDY OF ENTITY CONCEPT IN WAQF IMPLEMENTATION**

**Corresponding Author:** Ikhyanuddin Ikhyanuddin

Malikussaleh University

**Abstract**

*The potential of waqf in Muslim culture is very large, but in reality the wealth of Waqf has not fully prospered most people. Entity is one of the issues that should be the focus in the implementation of waqf. Entity is one of the general accepted accounting principles. This paper aims to discuss the issue of entity concept in the Waqf implementation by using literature study approach.*

**Keywords:** Entity; Waqf; Waqf Implementation

**Abstract ID: AIC-2017-EIEF-772**

**SUSTAINABLE DEVELOPMENT AND 21ST CENTURY'S ECONOMIC CHALLENGES IN BANGLADESH: AN OVERVIEW**

**Corresponding Author:** Shamima Akhter

**Co-Authors:** Shamima Akhter, Touhidul Islam

Assistant Professor , Jagannath Universty

**Abstract**

*Bangladesh economy suffers from the problems of both the supply and demand side issues. It is one of the least developed countries in the world as it suffers from poverty, imperfection in factor and product market, continuous disequilibrium in the economy, defective administrative structure, and inappropriate tax structure, heavy dependence on external sector, lack of capital stock, infrastructure bottlenecks, high unemployment rate, low standards of living, low level of savings and investment, unskilled labor market, acute balance of trade deficit and low gross domestic growth rate are prevailing in the economy. The country is not only technologically and managerial inefficient but also underdeveloped in the areas of key infrastructure such as transport, telecommunication, and energy sectors. This paper will reviled the numerous underlying social problems that have been threatened the nation which remain unsolved. These problems include overpopulation and inadequate nutrition, health, illiteracy; a low standard of living, scarcity of land, vulnerability to natural disaster-floods; virtual absence of valuable metals; and inadequate government and bureaucratic structures. The agricultural and the industrial sector are still in infancy stage. Public and private sector investment is inefficiently utilized, due to the presence of bureaucratic delay and corruption. Government policies have been somewhat effective in stimulating the economy however, resulting in government failure as well as market failure.*

**Keywords:** Sustainable Development; Macroeconomics; Savings & Investment; Remittances

**Abstract ID: AIC-2017-EIEF-773**

**THE IMPACT OF THE MINING SECTOR ON ECONOMIC GROWTH IN THE CONTEXT OF PUBLIC POLICY CRISIS: EVIDENCE FROM LUMAJANG REGENCY, INDONESIA**

**Corresponding Author:** Silvi Asna Prestianawati

**Co-Authors:** Sebastiana Viphindartin, Zainuri  
Jember University

**Abstract**

*The aims of this paper is to uncover the impact of the mining sector on economic growth as the part of public policy implication effect. Qualitative method with Miles and Huberman approach is used in this research. The research result is Lumajang has 60.000 hectare of mining area or 34% of the total Lumajang Regency. The mining sector should has high contribution towards Lumajang economic growth, but otherwise condition is the mining sector's contribution to economic growth only as much as 39,3% that is the probability value of mining sector on economic growth reach 26% (not significance) in 2012-2016. Abandoning the illegal mining existence, tax managed by private company and weak law enforcement become public policy decision crisis. So, a major impact of those public policies crisis in managing mining resource sector is as the absolute advantage of Lumajang Regency, mining sector has failed become the Lumajang economic backbone .Keywords : Economic growth;public policy;mining;absolute advantage*

**Abstract ID: AIC-2017-EIEF-774**

**FINANCIAL BEHAVIOR AND PROBLEMS AMONG COLLEGE STUDENTS IN INDONESIA: THE ROLE OF FINANCIAL KNOWLEDGE**

**Corresponding Author:** Marcellia Susan

Maranatha Christian University

**Abstract**

*There has been a lot of research on financial literacy that has been done in many countries, but the particular research on the topic has a very high relevance while being conducted in Indonesia, considering the low financial literacy level in Indonesia. The results of national survey on the level of financial literacy in 2016 showed that only 29.66% of Indonesian society has decent financial literacy.This research is conducted with the purpose of illustrating description of financial knowledge, financial attitude, financial behavior, and financial problem of college student in Bandung, West Java, Indonesia. The research makes use of primary data obtained from the distribution of questionnaires on associated variables. This research also analyzes the effect of financial knowledge to financial attitude, and its impact to financial behavior and financial problem. Structural Equation Modeling is used in order to determine the causal relationship of related variables. The result of this research indicates the effect of financial knowledge to financial attitude, and its impact to financial behavior and financial problem of college student.*

**Keywords:** Financial Knowledge; Financial Attitude; Financial Behavior; Financial Problem

**Abstract ID: AIC-2017-EIEF-787**

**EMPLOYERS' PERSPECTIVES ON DIPLOMA SUPPLEMENT TO ENHANCE GRADUATE EMPLOYABILITY**

**Corresponding Author:** Mita Adhisti

Universitas Ahmad Dahlan

**Abstract**

*The youth unemployment rate remains high in Indonesia. Many unemployed youths are facing few job opportunities and are more likely to accept employment that is not well matched to their skills. Skill mismatches occur when workers have either fewer or more skill than jobs require so that many employers address difficulties in finding suitably skilled workers. The Indonesian government has designed the Indonesian Qualification Frameworks (IQFs) to improve the quality, efficiency, relevance, and competitiveness of national education and skill formation to meet the business needs. Refers to IQFs, the government has set up national education standards that make this information available to the public by publishing a diploma supplement for graduates. This document is issued to graduates to provide information to labour markets about their learning outcome includes attitudes, knowledge, and their general and specific skills of graduate competency standards. This research explores employers' perspectives on diploma supplement to measure the effectiveness in providing transparency of graduate competencies to enhance graduate employability. For further analysis, we collected data by conducting semi-structured interviews with 16 employer representatives from Yogyakarta. The findings show that mismatch skills have less found in the hotel and telecommunication industries rather than manufactured and retail sectors since many hotels and a telecommunication firm have implemented competency-based for their employees that it affects better job performances. Therefore, the employers do agree that a diploma supplement helps to discover new graduates' competencies and will impact in enhancing their employability.*

**Keywords:** Skill Mismatch; Indonesian Qualification Frameworks; Diploma Supplement; Graduate Employability

**Abstract ID: AIC-2017-EIEF-790**

**BRIDGING THE MALAYSIAN SMES FUNDING GAP: THE CASE OF LEVERAGING ON FINTECH (FINANCIAL TECHNOLOGY)**

**Corresponding Author:** Raymond Ling Leh Bin

**Co-Authors:** Lim Chee Seong; Cham Tat Huei; Aye Aye Khin; Low Suet Cheng

**Abstract**

*The changing landscape of finance and growing prevalence of financial technology (FinTech) firms are opening up new sources of funding for Malaysian small and medium enterprises (SMEs). Despite being widely recognised as the*

*backbone of Malaysian economy, SMEs find it difficult to secure working capital from banks. The reasons range from a lack of credit history and poor financial backing to insufficient business experience and low business diversification. The overall potential, capability of FinTech for small business and thus the entire economy seems positive. Opportunities prevail for local governments, financial institutions, investors and entrepreneurs to sustain, and simultaneously succeed from this trend. Incumbents have the option to collaborate with new entrants, innovate from within or strategically acquire the firms. The search for the SMEs that highly capitalized on alternative financing from FinTech will be the main objective and motivation of this case study, simultaneously appraise their recent successful stories of securing the source of alternative financing from FinTech in line with their business expansion planning and strategies that can be adopted by other SMEs as well. Amidst the search of alternative financing platforms, by taking into account the business expansion and future growth concerns, this case study shall provide insightful information for other credible SMEs (that may not have much track records to seek other forms of formal financing) to aim for the greater access to finance, provided the cybersecurity features are enhanced and cases for cyber-crimes are minimized at the lower phase. Subsequently, the outcomes of this case study shall motivate the respective authorities to promote multiple regulatory frameworks for these alternative avenues, to address the emergence of FinTech forces and enhancing public-private partnerships in terms of finance providers and assistance from government agencies, for instance the SME Corp.*

**Keywords:** Financial Technology (FinTech); Small and Medium Enterprises (SMEs); Financing Alternatives; Equity Crowdfunding (ECF); Peer-to-Peer (P2P) Financing

**Abstract ID:** AIC-2017-EIEF-793

### **THE RELATIONSHIP BETWEEN CAPITAL STRUCTURE, OWNERSHIP STRUCTURE AND FIRM EFFICIENCY, EMPIRICAL STUDY OF PAKISTAN**

**Corresponding Author:** Muhammad Nisar Khan

**Co-Authors:** Mohammad Daud Ali , Mohammad Ilyas

AWKUM Scholar

#### **Abstract**

*The aim of the study is to examine the importance of efficiency in order to measure the performance of an organization. The efficiency of the firm is very important for development and existence of organization. This study further examines the relationship of capital structure, ownership structure and firm efficiency. In order to measure efficiency of firm a very important model of Data Envelopment Analysis (DEA), constant return to scale (CRS) is used to get the accurate figure of technical efficiency. The inputs variables are total assets and total equity and outputs variables are total sales and net profit before tax are used to measure technical efficiency. This study further studied the relationship of technical efficiency with capital structure and ownership structure and found significant relationship between them. To obtain the accurate results this study used different techniques such as correlation analysis, ordinary least square regression analysis on a panel data of 100 non-financial companies listed on Karachi Stock Exchange (KSE-100) covering a time period of six years (2010-2016). The research study examine a significant positive relationship between leverage, ownership concentrations, family owned ownership and firm efficiency (technical). On the other the study found a negative relationship between managerial ownership, institutional ownership and firm technical efficiency. On the bases of results and finding of this study it can be argue that a significant relationship exist between capital structure, ownership structure and firm technical efficiency in the context of Pakistan.*

**Keywords:** Firm Efficiency; Leverage; Ownership Structure And Pakistan Stock Exchange

**Abstract ID:** AIC-2017-EIEF-796

### **THE IMPACT OF INTELLECTUAL CAPITAL, CREDIT RISK AND CORPORATE SOCIAL RESPONSIBILITY ON BANKS' PROFITABILITY: EMPIRICAL ANALYSIS OF THE SELECTED MALAYSIAN ISLAMIC BANKS**

**Corresponding Author:** Peong Kwee Kim

**Co-Authors:** Norseri Nadia Mahfuz, Kwee Peng Peong

Multimedia University

#### **Abstract**

*The present research provides new empirical evidence on the impact of bank-specific characteristic factors (ie: intellectual capital, credit risk and corporate social responsibility) and macroeconomic indicators (ie: nominal GDP growth rate and inflation rate) on the profitability of Islamic banks. The empirical analysis concentrates on the Malaysian Islamic banking industry over the period of nine years, from 2008 to 2016, by applying correlation analysis and multiple regression analysis. The paper finds that greater intellectual capital positively affects the profitability of Islamic banks operating in Malaysia. It means that intellectual capital is the main determinant effects on Malaysian Islamic banks' financial performance. A high intellectual capital exhibits the higher profitability level of Islamic banks. Whereas, credit risk, corporate social responsibility and nominal GDP growth rate have a strong positive impact on return on equity (ROE) but not return on assets (ROA). Interestingly, there is no positive correlation between the inflation rate and the financial value of Malaysian Islamic banks. Thus, the success of Islamic banks in Malaysia relies on its efficiency of employing resources and profitability.*

**Keywords:** Islamic Banks; Intellectual Capital; Corporate Social Responsibility; Profitability; Macroeconomics

**Abstract ID: AIC-2017-EIEF-803**

**AR-RAHNU - ISLAMIC PAWN BROOKING SYSTEM: IDENTIFYING DRIVERS FOR ITS SUCCESS**

**Corresponding Author:** Rashidah Kamarulzaman

**Co-Authors:** Azlan Ali, Amirul Syafiq B Mohd Ghazali, Zainal Azhar Zainal Azim, Nor Azilah Husin, Astri Yulia, Juliza Mohamed, Hafezali Iqbal Hussain  
University College Of Technology Sarawak

**Abstract**

*To facilitate its Muslim citizens in micro finance, the Malaysian government established Ar-Rahnu as a system for Islamic pawn booking. Ar-Rahnu functions as an alternative to micro credit instrument for short term collateralized borrowing. It was first introduced in January 1992 by the Muasasah Gadaian Islam Terengganu (MGIT) and later followed by others. However, the effectiveness of such Islamic micro finance institutions was still arguable. For this reason, the Islamic community turns to illegal money lender or Ah-Long whenever they need to borrow money. This issue could lead Ar-Rahnu to suffer loss and trust of customers. This research, therefore, was study the factors that could lead Ar-Rahnu to reach and restore its effectiveness in Islamic micro finance. This study collected data from 100 respondents residing in Selangor. Using a smartPLS as a tool for the analysis, it was observed that availability of information and also accessibility to the locations that provide Ar-Rahnu system were the key drivers for customers to utilize Ar-Rahnu services. These aspects could be used by policy makers in the planning for Ar-Rahnu establishments in the future*

**Keywords:** Ar-Rahnu; Availability Of Information; Accessibility To Locations; Effectiveness.

**Abstract ID: AIC-2017-EIEF-807 & EIEF-775**

**DETERMINANTS OF BANKING CAPITAL AND IT'S IMPACT ON FINANCIAL INTERMEDIATION (STUDY IN REGIONAL DEVELOPMENT BANK IN INDONESIA)**

**Corresponding Author:** Herry Achmad Buchory

Ekuitas Business School

**Abstract**

*The aim of this study is to analyze the determinants of banking capital including assets growth (AG), credit growth (CG), credit risk, loans losses reserve (LLR), profitability and net interest margin (NIM). And its impact on financial intermediation. Banking capital is measured by capital adequacy ratio (CAR), credit risk is measured by non performing loans (NPLs), profitability is measured by return on assets (ROA) and financial intermediation is measured loans to deposit ratio (LDR). The methods used are descriptive and verification methods, with secondary data from financial statements of 26 Regional Development Bank in Indonesia period 2012 – 2016. The data analysis technique used is multiple linear regression, while hypothesis testing uses T - test to examine the effect of partial independent variables and F - test to examine the effect of independent variables simultaneously. Based on the research results, it is concluded that partially, AG, CG, NPLs, LLR, have negative and significant effect on CAR; NIM have positive and significant effect on CAR; While ROA has positive effect but not significant on CAR; Simultaneously, AG, CG, NPLs, LLR, NIM and ROA have significantly effect on CAR. And CAR has positive and significant effect on LDR. Keywords : assets growth, credit growth, financial intermediation, loans losses reserve, non-performing loans, net interest margin, return on assets.*

**Abstract ID: AIC-2017-EIEF-809**

**ANALYSI GROWTH POLE SUNGAI PENUH CITY JAMBI- INDONESIA**

**Corresponding Author:** Alvia Santoni

**Co-Authors:** Alvia Santoni

Sekolah Tinggi Ilmu Ekonomi Sakti Alam Kerinci

**Abstract**

*The result of analysis economic growth pole in Autonomous City of Sungai Penuh Jambi Province is in three sub-districts of Sungai Penuh, Sungai Bungkal and Pondok Tinggi. This growth center is capable of benefiting the surrounding area because the three districts are located in the middle, so that all districts can be reached by the service of these growth centers. This is also indicated by the value of the centrality index or the availability of facilities more than other districts of 50, 47.41. Facility variation with index value of centrality of 669, 664, 661. This means that greater public facilities are concentrated in these three districts, so it is hoped that the autonomous city government in the future can consider the development of facilities in other districts to grow new growth centers in the effort of acceleration and even distribution of economic growth. While interaction between sub-districts that acts as the center of economic growth with the supporting area (hinterland) is for the growth center of Sungai Penuh district has a hinterland area of Hamparan Rawang and Kumun Debai sub-district, the highest value in Kumun Debai sub-district with gravity index interaction of 77,112 .234.2. The growth center of Sungai Bungkal sub-district has the hinterland of Pesisir Bukit sub-district and Koto Baru sub-district with the highest gravity index value of Bukit Pesisir sub-district with 6,324,554,7. Meanwhile, Pondok Tinggi sub-district has the highest interaction with Kumun Debai sub-district with a Graviation Index value of 6,887,621.1.*

**Keywords:** Growth; Center; Economy; Gravity; District; Hinterland

**Abstract ID: AIC-2017-EIEF-816**

**IMPLEMENTATION OF WAQF IN TRADITIONAL ACEHNESE SOCIETY**

**Corresponding Author:** Ikhyanuddin Ikhyanuddin

**Co-Authors:**

Malikussaleh University

**Abstract**

*The majority Muslim community has a huge potential for Waqf. Nevertheless it has become a culture in the traditional society that Waqf wealth is well managed by village officials. Officials experience a change in certain time period while the method of recording used is very weak, people only rely on memory. Sometimes large families who give also intervene to take care of the Waqf's wealth. Various problems arise so that the wealth of Waqf that so many have not been able to prosper the local community. Changing a culture that has been hereditary is a difficult job. Therefore, this study aims to describe the reality of Waqf implementation in the traditional community in Aceh village. Three officials from three traditional villages in Aceh Utara, Aceh Besar and Pidie were selected as research subjects. Data collection using in-depth interviews, observation and documentation analysis. The results described the reality of Waqf implementation in traditional Acehese society besides discussing ways forwards toward the sustainability of traditional society Waqf so that they can prosper the community.*

**Keywords:** Waqf; Waqf Implementation; Traditional Society; Aceh

**Abstract ID: AIC-2017-EIEF-818**

**THE IMPACT OF NATURAL DISASTERS ON SECONDARY SCHOOL ENROLLMENT**

**Corresponding Author:** Harpaljit Kaur

**Co-Authors:** Harpaljit Kaur; Muzafar Shah Habibullah

Taylors University

**Abstract**

*This paper examines the impact of five types of natural disasters (floods, storm, drought, landslide and earthquake) on secondary school enrollment rates using panel data for 104 countries over the period 1970 to 2014. For robustness check, each natural disasters was measured using four proxies; the number of occurrences, number of deaths, number of people affected and total damages. The analysis is then extended by including a measure of the one-period lagged natural disaster whereby all the natural disaster variables are re-estimated with a lag to capture the delayed effect of these variables on the enrollment rates. Employing the system Generalized Method of Moment (GMM) model, we find that the number of occurrences of natural disasters and disaster related losses (number of deaths, number of people affected and total damages) decreases the enrollment rates. The magnitude of these effects differs significantly across the types of natural disasters and disasters like storm and floods have a delayed effect on secondary school enrollment.*

**Keywords:** Natural Disasters; Enrollment Rate; Gmm; Panel Data

# AIC 2017

ASIA International Conference

## Future of Marketing and Management (FMM-2017)

(FMM-2017)  
Management  
and  
Future of Marketing

**Abstract ID: AIC-2017-FMM-8**

**IMPACT OF CUSTOMER RELATIONSHIP MANAGEMENT AND SERVICE INNOVATION ON BRAND LOYALTY IN HOTEL INDUSTRY**

**Corresponding Author:** Jalal Hanaysha

DRB-HICOM University Of Automotive Malaysia

**Abstract**

*This paper aimed to test the impact of customer relationship management and service innovation on brand loyalty in hotel industry. Only few scholars examined the link between customer relationship management and service innovation with brand loyalty in hotel sector, particularly in Malaysia. The data were gathered using an online survey method from several customers of large hotels in Kuala Lumpur. To analyse the data, SPSS and PLS were employed. The results showed that customer relationship management plays an important role in developing brand loyalty among the hotel visitors. Additionally, the outcomes indicated that service innovation has a significant positive relationship with brand loyalty. These results provide useful implication for the management in hotel industry with regard to the linkages between customer relationship management strategy and service innovation with brand loyalty with empirical evidence from Malaysian context.*

**Keywords:** Brand Loyalty; Customer Relationship Management; Hotel Industry; Service Innovation.

**Abstract ID: AIC-2017-FMM-12**

**EXPLORING THE ROLE OF FOUNDER-ENTREPRENEUR IN ENTREPRENEURIAL MARKETING CASE STUDIES FROM SMES IN PAKISTAN**

**Corresponding Author:** Mudassir Husnain

**Co-Authors:** Fouzia Syed & Waheed Akhtar

International Islamic University

**Abstract**

*This study explores relatively emerging phenomenon regarding the relationship between entrepreneurship and small-and medium sized enterprises (SMEs). Business founders are classified as entrepreneurs and non-founding executives are classified as small business managers. The purpose of this paper is to determine the importance and role of entrepreneurial marketing in SMEs. To reach this goal, a qualitative approach was adopted, with three case studies (Pakistani SMEs) selected. As data-collecting instruments, interviews and documentary analysis were used, and the data-treatment technique was content analysis. Findings indicate that (a) importance of entrepreneurial marketing is recognized, but that it differs considerably according to firm size; (b) In the SMEs studied, marketing is informal and reactive to market opportunities and the founder-entrepreneur has an influence on the decision-making process. The study contributes to the existing research about the role the founder entrepreneur can have in the firm's ability to develop entrepreneurial marketing activities. From a practical viewpoint, the study has found that entrepreneurial marketing is based on networking to build and support marketing activity and it is associated with the use and development of the marketing management competencies of their entrepreneurs. The study is innovative because the authors are able to outline empirically new issues for future investigation in this area of scarce research. Second, an integrative and holistic model is proposed for entrepreneurial marketing in SMEs and this represents the primary contribution of the study.*

**Keywords:** Communication; Smes; Entrepreneurial Marketing; Pakistan; Founder-Entrepreneur; Networking

**Abstract ID: AIC-2017-FMM-16**

**GENDER-BASED ANALYSIS OF BUYING BEHAVIOUR OF UNIVERSITY EMPLOYEES TOWARDS CAR PURCHASE DECISIONS: EVIDENCE FROM NIGERIA**

**Corresponding Author:** Ibrahim Danjuma

**Co-Authors:** Mohammed Dahiru Yola; Murtala Ibrahim; Dahiru Dauda Hammawa

MAUTECH, YOLA

**Abstract**

*This study examines whether gender as a main demographic factor influences the car purchase decisions of university employees. The main objective is to determine the role of gender in the customer decision making process relating to car buying behavior of university employees in Nigeria. A survey of 285 sampled employees of Modibbo Adama University of Technology, Yola- Nigeria was conducted by administering structured questionnaire on them. The sampled respondents were drawn using convenience sampling technique. Data was quantitatively analysed by means of independent sample t-test to determine whether males' car buying behaviour differ from those of females and also whether they exert different level of influence on purchase decisions. The study reveals significant differences in car purchase decision across gender. Specifically, Males are found to exhibit utilitarian buying behaviour as compared to females' hedonic buying buyer for car purchase decisions. Also, women had higher levels of brand commitment and impulse buying in comparison to men. A key recommendation from this study was the need for car marketers to propagate car brand love in the minds of female customers more than male customers with a view of encouraging more hedonic and impulse purchases to enjoy more market share and favourable word-of-mouth reference.*

**Keywords:** Gender; Car; Buying; University; Hedonic; Nigeria



**Abstract ID: AIC-2017-FMM-24**

**THE ATTITUDE OF MOBILE USERS ON MOBILE MARKETING : CASE STUDY ON FAST FOOD RESTAURANT AT BUKIT BINTANG**

**Corresponding Author:** Norwani Mohd Nazari

**Co-Authors:** Mohd Faiq Bin Abdul Fattah; Zalina Binti Zainuddin; Haslina Binti Yusoff

UNIKL

**Abstract**

*Mobile marketing is increasing popularity despite, it is not fully utilized in fast food restaurant. This study objectives are, firstly to examine customer attitude toward mobile marketing, secondly to assess the perceptions that influence attitude towards mobile marketing, thirdly to identify significant relationship between attitude and mobile marketing promotional tools, and forth, to evaluate the effectiveness of mobile marketing as promotional tool. The study area is in Bukit Bintang, Kuala Lumpur over sample of 384 respondents. Triangulation methodology of qualitative and quantitative methods such as survey questionnaire, field observation, telephone and face to face interview used. The finding shows, favorable attitude towards mobile marketing in the population. The factors influencing the attitude are Perceived Usefulness (PU), Perceived Ease of Use (PEU) and Mobile Phone Self-Efficacy (MSE). The underlying motives influencing actual use of mobile marketing of fast food restaurant are Speed, Functionality, Customer Friendly and Hospitality. Ranges of promotional tools have significance relationship with attitude, inducing actual use of mobile marketing of fast food restaurant and effective to achieve marketing goal such as increase sales and market growth*

**Keywords:** Mobile Marketing; Fast Food Restaurant; Theory Reason Action

**Abstract ID: AIC-2017-FMM-25**

**SELF-ESTEEM IMPACT ON ORGANIZATIONAL AFFECTIVE AND NORMATIVE COMMITMENT AMONG CIVIL SERVANTS**

**Corresponding Author:** Siti Sarawati Johar

Senior Lecturer, Universiti Tun Hussein Onn Malaysia

**Abstract**

*Employees' commitment cannot be denied contributing to organizational effectiveness. However, commitment can be affected if no emphasis is placed on psychological factors such as self-esteem. This study aims to investigate how self-esteem factor can influence the commitment by testing the impact of self-esteem on employee commitment to the organization. A total of 162 civil servants serving the Local Authority (PBT) in the southern zone of Peninsular Malaysia were chosen as respondents. Measuring tools used in this study were Rosenberg Self-Esteem Scale (RSES) and Employee Commitment Survey Revised Version (ECS-R). The data was then analyzed using a simple regression analysis in SPSS. The results of the analysis showed that the self-esteem had a significant impact on affective and normative commitment. From the findings, it also shows that there is an influence relevant self-esteem on the two commitments to the organization namely affective and normative commitment. Hence, organizations need to realize that self-esteem is one of the basic toward formation of attitudes, behavior, personality and psychological reactions in the organization. In conclusion, efforts to help reinforce positive self-esteem among employees need to be addressed in the organization.*

**Keywords:** Self-Esteem; Commitment; Affective; Normative; Civil Servant;

**Abstract ID: AIC-2017-FMM-40**

**GREENWASHING ISSUE IN AUTOMOTIVE INDUSTRY**

**Corresponding Author:** Muhamad Syakir Shukor

**Co-Authors:** Zuraidah Sulaiman, Too Ai Chin, Adaviah Mas'Od

Universiti Teknologi Malaysia

**Abstract**

*This study investigate the concept of greenwashing and its application in automotive industry. Until today, some automaker had fabricated few information to gain market attention. However, there is still lacking of review for greenwashing and regulation to restrain it. Due to increasing concern on climate change, lot of automaker took it as a chance to attract the market by offering unverified claim environmental sensitive product. This issue has relevant consequence toward automotive industry and whole society. Some action had been taken to create awareness among consumer about greenwashing.*

**Keywords:** Greenwashing; Demarketing; Environmental Movement; Green Marketing

**Abstract ID: AIC-2017-FMM-43**

**APPLICATION OF AHP MODEL IN DETERMINING OPTIMAL MARKETING MIX FOR COMPETITIVE ADVANTAGE IN FOOD AND BEVERAGES INDUSTRY**

**Corresponding Author:** Bobboi Umar

**Co-Authors:** Ismaila Abubakar

Adamawa State Polytechnic, Yola

**Abstract**

*One of the major areas that required robust model for decision making is marketing mix element. This is because decision on one ultimately affects the activities related to other elements, and ineffective combination of these elements will create not only a successful marketing system but also achievement of firm's overall objectives. However, a variety of marketing models have been developed and applied but only to specific marketing decisions. Some of these*

models include pricing models, sales force allocation models and media selection models. In this paper, the authors proposed the application of Analytical Hierarchy Process (AHP) Model. The aim is to use the proposed model to determine optimal marketing mix of a Company in food and beverages industry. A case study of Adama Beverages Limited (ABL) Producers of Faro Brand of Fruit juice and table water was used. At the end of the analysis, we expect to find that AHP is an appropriate model for this kind of decision because it allowed for a combination of all the marketing mix elements and put all the people involved in company's marketing planning and implementation.

**Keywords:** Ahp; Criteria; Alternative; Marketing Mix; Models

**Abstract ID: AIC-2017-FMM-52**

### **A REVIEW ON MALAYSIAN WOMEN'S LEISURE AND PERCEPTIONS TOWARDS SOLO TRAVELLING.**

**Corresponding Author:** Khairil Awang

**Co-Authors:** Khairil Wahidin Awang, Toh Jen Ying

Universiti Malaysia Kelantan

#### **Abstract**

The female travel market has shown an increase in leisure travel especially in Asia. Global travel is meant for men in the past yet women travel phenomenon has gradually emerged. Malaysia is one of the South East Asia countries which experiences sturdy growth in tourism. The aim of this study is to explore Malaysian women viewpoints towards solo travelling. This study addresses the activeness of Malaysian women in leisure and provides an insight of women from the Asian perspective. A qualitative approach is employed in this study. Malaysia is a pluralist country and thus it is ideal to understand the country's social and culture influences on women's perception on solo travel. Data was collected from Malaysian women aged 19 to 33 years old. An in-depth interview technique was conducted to identify the perceptions of Malaysia women on solo travelling and subsequently the travelling pattern. The findings indicate that the women possessed positive determinations in overcoming the constraints of solo travelling. Furthermore individual's social and cultural identities did not restrict them to undertake leisure travel. However, Malaysian women preferred to travel in group instead of solo travel. This paper provides academics, tourism marketers and policymakers a glimpse of Asian perspectives, particularly Malaysia women, and hence can better prepare the industry in tapping the lucrative solo travelling market

**Keywords:** Consumer Behaviour; Decision Making; Malaysian Women; Solo Travelling

**Abstract ID: AIC-2017-FMM-56**

### **EXAMINING THE ANTECEDENTS OF AMBIDEXTROUS BEHAVIOURS IN PROMOTING CREATIVITY AMONG SMES IN MALAYSIA**

**Corresponding Author:** Wai Chuen Poon

**Co-Authors:** Osman Mohamad

Multimedia University, Cyberjaya

#### **Abstract**

This study explores whether organisational context and entrepreneurial orientation as antecedents of ambidextrous behaviours and how ambidextrous behaviours go on to shape creativity among Malaysian owners and managers small and medium enterprises (SMEs). Data were collected from 183 owner-managers SMEs and analysed using SmartPLS 3.2.3. The data reveals the positive relationship between organisational context and entrepreneurial orientation with ambidextrous behaviours. Moreover, ambidextrous behaviours are found to be positively influencing creativity. This study recommends that development of ambidextrous behaviours be crucial among SMEs in Malaysia.

**Keywords:** Organisational Context; Entrepreneurial Orientation; Ambidextrous Behaviours; Creativity; Smes Malaysia

**Abstract ID: AIC-2017-FMM-64**

### **IMPACT OF PERCEIVED INTRINSIC AND EXTRINSIC REWARDS ON INDIVIDUALS' ENTREPRENEURIAL INTENTIONS: A COMPARATIVE STUDY OF MALE AND FEMALE GRADUATES**

**Corresponding Author:** Muhammad Arshad

**Co-Authors:** Sadia Afzal, Omer Farooq

The University Of Lahore

#### **Abstract**

The purpose of this study is to examine the impact of intrinsic (intrinsic interest & community feeling aspirations) and extrinsic (perceived relative income and occupational prestige) rewards on individuals' entrepreneurial intentions. To develop the theoretical model, we integrated goal content theory with theory of planned behavior and proposed that intrinsic interest, community feeling aspirations (intrinsic rewards), perceived relative income and occupational prestige (extrinsic rewards) influence positively the attitude toward entrepreneurship which in turn develop the entrepreneurial intentions of individuals. We further proposed the moderations of gender in our theoretical model. Data are collected from graduating students of South Asia's largest university. Structural equation modeling technique is applied to test our proposed model. Our findings suggest that intrinsic interest, community feeling aspirations (intrinsic rewards), perceived relative income and occupational prestige (extrinsic rewards) influence positively the attitude toward entrepreneurship which in turn stimulate the entrepreneurial intentions of graduates. In addition, gender moderates the positive effect of these intrinsic and extrinsic rewards in such a way, the effect of intrinsic interest (intrinsic reward) and perceived relative income (extrinsic reward) on attitude toward entrepreneurship is higher for male individuals. Conversely, the entrepreneurial attitude of female individuals is developed by the community feelings

aspirations (intrinsic reward) primarily. On the other hand, the positive effect of occupational prestige on attitude toward entrepreneurship does not vary across male and female individuals. This study explored the differentiated role of intrinsic and extrinsic rewards in stimulating the entrepreneurial intentions of male and female individuals. The integration of goal content theory with theory of planned behavior provides an insight about the determinants of individuals' entrepreneurial intentions in south Asia. Current study brings a fresh perspective through its setting in a developing country of South Asia.

**Keywords:** Intrinsic Interest; Community Feeling Aspirations; Perceived Relative Income; Occupational Prestige; Attitude Toward Entrepreneurship; Entrepreneurial Intentions; Goal Content Theory; Gender

**Abstract ID: AIC-2017-FMM-69**

#### **THEMATIC REVIEW FOR MODELING OF OUTSOURCING THEORIES**

**Corresponding Author:** Kashif Latif

**Co-Authors:** Mohd Nazari Ismail, Mohammad Nazri, Mohd Roslan Mohd Nor, Muhammad Imran Qureshi

University Of Malaya

#### **Abstract**

This study explained various theories by comparing their phases for modeling of outsourcing theories. This research based on extensive literature reviews, which direct to the classification of different outsourcing theories for its modeling. All these models, theories with respect to its outsourcing phases have their own advantages and disadvantages, thus a critical analysis is required in order to achieve useful conclusions for the organizations who intend to implement such theories. The review of the Outsourcing theories is based on preparation, vendor(s) selection, transition, management of relationship, and reconsideration phases.

**Keywords:** Outsourcing Theories; Preparation Phase; Vendor(S) Selection Phase; Transition Phase; Management Of Relationship Phase; Reconsideration Phase

**Abstract ID: AIC-2017-FMM-70**

#### **EXPLORING UNDERPINNING OF OUTSOURCING SUCCESS: A CASE OF MULTINATIONAL AUTOMOTIVE GROUP IN MALAYSIA**

**Corresponding Author:** Kashif Latif

**Co-Authors:** Mohd Nazari Ismail, Mohammad Nazri, Mohd Roslan Mohd Nor, Muhammad Imran Qureshi

University Of Malaya

#### **Abstract**

This study explored underpinning of outsourcing success by analyzing different theories of outsourcing. This study is unique in its nature as it used interpretive paradigm to explore, analyze outsourcing success theatrically by comparing different phases of outsourcing, then the case of Boeing analyzed in the context of outsourcing and after that come up with real time case study of one big automotive group operating in Malaysia through using semi structured interview by developing and comparing themes of this study. This study figured out that cost reduction and efficiency can be attained by creating economies of scale, using and managing vendors appropriately with the combination of efficient strategic alliance.

**Keywords:** Exploratory Underpinning; Outsourcing Success; Interpretive Paradigm; Cost Reduction; Efficiency; Economies Of Scale

**Abstract ID: AIC-2017-FMM-74**

#### **PERSONALITY TRAITS AND SITUATIONAL MOTIVATION OF BANKERS IN PUBLIC SECTOR**

**Corresponding Author:** Shazia Khalid

**Co-Authors:** Shama Mazahir

University Of The Punjab

#### **Abstract**

This research was conducted to identify association in personality traits and situational motivation of Bankers in public sector. It was assumed that personality trait would be related with components of situational motivation. It was also hypothesized that personality traits are likely to be a predictor of situational motivation of the bankers in public sector. Cross-sectional research design was used to conduct this research. Purposive sampling technique was used to collect a sample of N=100 Bankers, from different Banks of Lahore. Ten Item Personality Inventory (Gosling et al, 2003) and The Situational Motivation Scale (Guay et al, 2000) were used to study the variables. Data was analyzed using SPSS version 21. Results of Pearson Product moment correlation showed that extraversion has significant positive relationship with intrinsic motivation. Conscientiousness has positive relationship with external regulation. Extraversion and conscientiousness showed significant negative relationship with amotivation. It is also found out that there is significant gender difference on identified regulation of bankers. Hence, it is concluded that different personality traits determined different motivation factors in a person. This study has implication in human resource management to assess personality of their workers and enhance their motivation for work, as per their personality traits.

**Keywords:** Personality Traits; Situational Motivation; Bankers

**Abstract ID: AIC-2017-AMOS-80****DOING WELL BY DOING WELL? : EVIDENCE FROM MANUFACTURING SECTOR OF PAKISTAN.****Corresponding Author:** Asma Khan

Pakistan Institute Of Fashion And Design, Lahore

**Abstract**

*According to the Value enhancement and agency cost theory, corporate voluntarily contribution has a positive or negative impact on the overall performance of the firm. In contrast to these theories sometimes corporate giving have no impact on the firm's performance. This article will provide insight about the impact of corporate giving on Pakistan's publically traded manufacturing companies. This article will also focus on the impact of ownership structure on corporate giving. This research aims to spot light on different type of ownership structure and their voluntarily contribution. The variable of corporate giving is measured by the total value of corporate giving to total sales revenue. Corporate performance will be measured by return on assets and equity. Whereas different types of owner structures are measured by number of shares owned by family, managers and Institution. Empirical results will offer valuable insights for the manufacturing sector*

**Abstract ID: AIC-2017-FMM-90****AN EMPIRICAL INVESTIGATION OF WORKLOAD, EMPLOYEE-SUPERVISOR RELATIONS AND REWARD SYSTEM ON JOB SATISFACTION****Corresponding Author:** Arslan Aslam**Co-Authors:** Hammad Bin Azam Hashmi

Institute Of Quality And Technology Management, University Of The Punjab, Quaid-i-Azam Campus Lahore

**Abstract**

*This paper examined the effects of employees and supervisor interactional fairness, workload and reward system on employees' job satisfaction. Supervisor support has received an increasing amount of attention recently due to the positive effects it can have in the workplace. It can increase job satisfaction and has been found to help reduce work stress. The reason of conducting this research is to identify those variables which have a direct impact on employee satisfaction towards job. To study this relationship a questionnaire was developed which consisted of three variables, those variables are workload, reward system, supervisor and employee relation. The random sampling technique was used and the sample size of 300 respondents was taken. Data was analyzed using hierarchical regression analysis to check the impact of variables on employee satisfaction towards the job. The results reveal that workload, reward system, and supervisor and employee relation, are significantly associated with employee satisfaction towards job. Further, managerial contribution and study limitations are discussed*

**Keywords:** Satisfaction; Workload; Rewards; Recognition; Employee And Supervisor Relation; Research; Loyalty; Dissatisfaction; Turnover; Absenteeism.

**Abstract ID: AIC-2017-FMM-93****MEASURING THE IMAGE OF FAST-FOOD RESTAURANTS IN LABUAN USING ANALYTICAL HIERARCHY PROCESS: AN INTRODUCTORY IDEA****Corresponding Author:** Siew Lin Yeap**Co-Authors:** Anath Rau Krishnan And Hamid Rizal

Universiti Malaysia Sabah

**Abstract**

*People's hectic routines have now led to mushrooming of fast-food restaurants (FFRs), especially in urban areas. Therefore, FFR owners need to find ways to control the demand of the market. Image is one of the drivers that influences customer satisfaction, behavior intention, trust, and loyalty. This paper mainly aims to propose a proper analytical hierarchy process (AHP) based methodology as to evaluate the four most-visited FFRs in Labuan Island, Malaysia. The paper begins by justifying the need for an empirical study for evaluating FFRs in Labuan. Some crucial attributes that could influence the image of a FFR are then reviewed based on the marketing mix perspective. A short survey on AHP is provided as well. Lastly, the phase-by-phase implementation of the proposed methodology is clearly illustrated. The implications of this study from the academic and practical viewpoint are summarized in the conclusion section.*

**Keywords:** Restaurant Image; Fast-Food Restaurants; Analytical Hierarchy Process

**Abstract ID: AIC-2017-FMM-107****IMPACT OF CSR ACTIVITIES ON CUSTOMER LOYALTY WITH MEDIATING ROLE OF BRAND TRUST IN BANKING INDUSTRY OF PAKISTAN****Corresponding Author:** Haider Muhammad Imtiaz**Co-Authors:** Abdul Qayyum

Capital University Of Science And Technology

**Abstract**

*In today's world, the trend of Corporate Social responsibility (CSR) initiatives in the corporate world are increasing quickly, but still it is not clear which types of CSR activities would have greater impact on the customer's attitude. The objective of the study is to examine the effect of various CSR activities (i.e., customers, local community and environmental support) conducted by various organizations on customer loyalty in the banking industry of Pakistan. The intervening effect of brand trust between facets of CSR and customer loyalty is also investigated. Sample data*

consists of 278 customers from various banks in the twin city (Islamabad and Rawalpindi) of Pakistan. The results of research suggest that CSR activities made in the interest of customers and the local community have a significant and positive impact on customer loyalty. The study also reveals that brand trust plays an integral role to increase customer loyalty as being a mediator between the CSR local community and CSR customers. Moreover, the environmental support related CSR attempts do not have a significant and direct impact on buyer's loyalty. The significance of this study develops positive recognition towards a firm that leads to different optimistic outcomes.

**Keywords:** Social Responsibility; Customer Loyalty; Brand Trust.

**Abstract ID: AIC-2017-FMM-113**

**LINKING PERCEIVED QUALITY ON ATTITUDINAL AND BEHAVIORAL LOYALTY: AN EVIDENCE FROM INDONESIAN APP-BASED TRANSPORTATION**

**Corresponding Author:** Leonnard Leonnard

**Co-Authors:** Leonnard, S.E, M.Comm

Sekolah Tinggi Manajemen IPMI

**Abstract**

This study investigated app-based transportation customers' perception of quality, and its effect on satisfaction, attitudinal, and behavioral intention in the means-end theory perspective. A causal design survey was applied out of 90 customers from South Tangerang City, Province of Banten, Indonesia and the data were analyzed by using Partial Least Square (PLS). The research finding indicates that the links between perceived quality, satisfaction, attitudinal and behavioral intention were confirmed. There was a positive significant relationship of perceived quality and customer satisfaction. Moreover, satisfaction also had a positive relationship on attitudinal and behavioral intention. This condition is worthwhile not only for companies, but also for the welfare of local drivers who mostly come from low income groups. For the company, positive attitudinal and behavioral intention will increase market profitability and market share in the long run. As for drivers, this condition will provide job security and welfare guarantee.

**Keywords:** App-Based Transportation; Perceived Quality; Satisfaction; Attitudinal Loyalty; Behavioral Loyalty

**Abstract ID: AIC-2017-FMM-115**

**THE MEDIATING ROLE OF WOM (WORD OF MOUTH) BETWEEN ANTECEDENTS AND PURCHASE INTENTION AMONG HOTEL GUESTS IN SARAWAK, MALAYSIA**

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**Co-Authors:** Pressca Negin, Azizan Yatim

UCSI University Sarawak Campus

**Abstract**

Word-of-mouth (WOM) is interpreted as communication between consumers regarding their personal experiences of a product or service. WOM Marketing becomes an important communication strategy and tool to promote brands and products which may be either positive or negative. The objective of this study is to investigate the influence of WOM on purchase intention as well as to examine WOM as the mediating effect in associating the antecedents (service quality, trust, utilitarian value and hedonic value) and purchase intention among hotel guests in Sarawak. Studies have proven that WOM to be rather persuasive compared to advertising in transferring positive or negative information and is set to be one of the most relevant and important strategies to promote hotel's products. This cross-sectional paper, using self-administered questionnaires, is one of the few papers to examine the prominent factors on word of mouth and purchase intention in the context of Sarawak hotel industry. The targeted population sample consisted of 400 respondents who stayed in the hotels in Kuching. Quantitative study, random sampling method, descriptive and inferential statistics were used in the data collection and analysis, of which SPSS version 23 and PROCESS Model 4 were utilized. The results indicated that there was a significant mediating effect between all the four antecedents and purchase intention.

**Keywords:** Word of mouth; WOM; Antecedents; Mediator; Purchase Intention; Hotel

**Abstract ID: AIC-2017-FMM-117**

**STRATEGIC HR PRACTICES AND SUSTAINABLE COMPETITIVE ADVANTAGE IN SMES AND LARGE MANUFACTURING COMPANIES IN BAHRAIN**

**Corresponding Author:** Hashem Almuslamani

**Co-Authors:** Salina Daud

Universiti Tenaga Nasional

**Abstract**

Recently, the strategic human resources (HR) practices have increasingly been recognized as sources of sustainable competitive advantage and main contributors to implement the business goals and objectives. Based on the theoretical perception of the resource-based view, this article conducted to examine the effects of strategic human resource practices on the sustainable competitive advantage in small, medium, and large-sized manufacturing companies in Bahrain. A cross-sectional survey was utilized in this study using a self-administered questionnaire to collect the data. The total number of usable questionnaires were 159 with response rate 75.4%. The findings indicated that the strategic HR practices have significant and positive effects on the sustainable competitive advantage either in small manufacturing companies or medium and large companies. These findings could help these manufacturing companies to gain the sustainable competitive advantage by improving and supporting the strategic HR practices.

**Keywords:** Sustainable Competitive Advantage; Strategic Hr Practices; Resource-Based View. Small; Medium; And Large-Sized Companies

**Abstract ID: AIC-2017-FMM-123**

**ORGANIZATIONAL SILENCE, JUSTICE PERCEPTION, ORGANIZATIONAL CITIZENSHIP BEHAVIOR AND COMMITMENT IN BANKING SECTOR EMPLOYEES**

**Corresponding Author:** Mujeeba Asharf

**Co-Authors:** Mujeeba Ashraf, Phd (Uk), Arifa Siddiqui  
University Of The Punjab, Lahore, Pakistan

**Abstract**

*This research will investigate the relationship between organizational silence with organizational commitment and organizational citizenship behavior. The sample would comprise of 200 men and women banking sector employees age ranging above 25 years of Lahore through purposive sampling. The questionnaires for collecting data would include Employee Silence Measure (ESM) (Brinsfield, 2009), Three-Component Organizational Commitment Questionnaire (Meyer & Allen, 1997), Organizational Citizenship Behavior Checklist (OCB-C) (Spector & Fox, 2001), and Organizational Justice Perception Scale (Niehoff & Moorman, 1993) in addition to a demographic questionnaire. It is expected that there is likely to a significant negative relationship of organizational silence with organizational citizenship behavior and organizational commitment. Moreover, organizational justice perception moderates the relationship of organizational silence and organizational citizenship behavior and organizational commitment.*

**Keywords:** Organizational Silence; Justice Perception; Organizational Citizenship Behavior And Commitment

**Abstract ID: AIC-2017-FMM-132**

**THE RELATIONSHIP BETWEEN JOB AUTONOMY AND SOCIAL SUPPORT WITH TURNOVER INTENTION AMONG ACADEMICIANS OF PRIVATE HIGHER EDUCATION INSTITUTIONS: BOREDOM AT WORKPLACE AS MEDIATOR**

**Corresponding Author:** Michael Teng

**Co-Authors:** Zaiton Hassan, Mark Kasa  
Universiti Malaysia Sarawak

**Abstract**

*Boredom at workplace is a negative well-being displayed by employees who had lost their control and value towards jobs. It has been found to spread on blue and white collar employees. Yet, there are limited studies in this area. Scholar had constantly associated boredom with negative working performance such as job dissatisfaction, high absenteeism, poor health condition and low organizational commitment. But, the association with turnover intention remain unknown. In Malaysia, the turnover intention among academicians of private higher education institutions (PHEIs) is in critical stage ever since year 2013. Although the Ministry of Higher Education (MOHE) Malaysia recognize the potential of PHEIs in supporting Malaysia to be the Asia educational hub, this issue remain unsolved which may jeopardize the success. Therefore, this study put forward the antecedents and consequence of boredom at workplace under a single model which includes the investigation of job autonomy, social support, and turnover intention among academicians. A quantitative study was conducted to obtain the data from 279 academicians working for 20 private higher education institutions (PHEIs) in Sarawak. The results showed that job autonomy was insignificantly associated with turnover intention because job autonomy has no association with boredom at the first place. In contrast, social support was negatively associated with boredom which led to positive association with turnover intention. The result confirmed the presence of boredom as mediator upon bootstrapping. PHEIs are encouraged to establish subject rotation among academicians for every semester to promote job autonomy apart from minimizing work repetition. Moreover, PHEIs shall motivate academicians to actively participate in trainings, conferences, and seminars as the opportune time can be used to build strong rapport among them.*

**Abstract ID: AIC-2017-FMM-138**

**PERCEIVED CAREER OPPORTUNITIES AND TURNOVER INTENTIONS: STUDY OF EMPLOYEES IN TELECOM SECTOR OF PAKISTAN**

**Corresponding Author:** Yasir Mansoor Kundi

**Co-Authors:** Yasir Mansoor Kundi And Malik Ikramullah  
Comsats Institute Of Information Technology, Islamabad

**Abstract**

*This study investigates the role of perceived career opportunities, organizational commitment and perceived organizational prestige in explaining turnover intentions of supervisory level employees in telecom sector of Pakistan. Data for the study were collected from 179 supervisory level employees working in the cellular companies. Results of the study were found to be unique hence, provides valuable insights into understanding the significance of perceived career opportunities in retaining employees working in the telecom sector.*

**Keywords:** Perceived External Prestige; Perceived Career Opportunities; Affective Commitment ; Turnover Intentions.

**Abstract ID: AIC-2017-FMM-142**

**PATIENT ENABLEMENT AND SATISFACTION – PRIMARY HEALTHCARE SERVICE OUTCOME**

**Corresponding Author:** Norzaidahwati Zaidin

**Co-Authors:** Nurul Jamilah Muhamad, Rohaizat Baharun, Faruk Muhammad  
UTM

**Abstract**

*Healthcare services nowadays are no longer concomitant to what it supposedly is. The service is just being delivered without knowing either the patients acknowledge about their illness or not. This has brought some effects on the patients*

themselves when they are not aware and take this matter easy. Hence, it will result to the increasing number of people with serious illness. The service of doctor professionalism, doctor interpersonal care and doctor-patient relationship aims to evaluate the healthcare services delivered by the doctor that could contribute to patient enablement and satisfaction. In addition, medical centre that applies these kinds of services can have a better impact on patients after the consultation session with the doctor. A total of 200 questionnaires were distributed among the patients that received treatment at PKUTM (Pusat Kesihatan UTM). The findings showed that doctor professionalism, doctor interpersonal care and doctor-patient relationship are significant and positively related to patient enablement and patient satisfaction. The findings also show that doctor-patient relationship is the best predictor in the services that led to patient enablement as well as patient satisfaction. The results somewhat can be useful to be applied for outpatient healthcare so that it can be beneficial to the physicians so that they could understand patient's enablement as it effects the result of the treatment.

**Keywords:** Patient Enablement; Patient Satisfaction; Doctor Professionalism; Doctor Interpersonal Skills; Doctor-Patient Relationship

**Abstract ID: AIC-2017-FMM-144**

#### **THE NEW SEGMENT OF BEAUTY PRODUCT CONSUMERS USING VALS AND E-LIFESTYLE DIMENSION.**

**Corresponding Author:** Norzaidahwati Zaidin

**Co-Authors:** Rohaizat Baharun, Khairiah Soehad, Hapriza Ashaari, Adaviah Mas'Od UTM

#### **Abstract**

Based on the increasing popularity of the beauty and wellness trend and the growing numbers of health conscious consumers in the market, it is crucial for beauty industry experts to understand the ever-changing desires of consumers. The study aims to segment the value and lifestyle dimensions of research-based beauty products consumers and to profile each segment based on their psychographic, e-lifestyle and beauty interest characteristics. The study adopts a quantitative approach to segmenting research-based beauty product consumers by VALs, interest and e-lifestyle. 200 respondents were involved in this research and data were analysed using smart-pls. The results of the psychographic, interest and e-lifestyle segmentation revealed five clusters of consumers. The segments are "health conscious and intellectual", "average", "family focused", "pleasure oriented", and "carefree". It is found that the majority of research-based beauty product consumers are health conscious and intellectual.

**Keywords:** Vals; E-Lifestyle; Dermags; Skin-Care Products; Utm Research

**Abstract ID: AIC-2017-AMOS-147**

#### **THE IMPACT OF DESTRUCTIVE LEADERSHIP ON JOB OUTCOMES**

**Corresponding Author:** Quratulain Quratulain

University Of Central Punjab

#### **Abstract**

This research examined perception of destructive leadership, job performance organizational citizenship behaviour and turnover intention. This research hypothesized that perception of destructive leadership was positively related with turnover intention and negatively related with job performance and organizational citizenship behaviour. Data (N=206) were collected from employee's working in various public and private sector of Pakistan. Findings of the research suggested that destructive leadership was negatively related with job performance and organizational citizenship behaviour. Findings also suggested that perception of destructive leadership increase employee turnover intentions. Authors suggested future research directions in the area of dark side of leadership.

**Abstract ID: AIC-2017-AMOS-149**

#### **SOCIALLY RESPONSIBLE HUMAN RESOURCE MANAGEMENT AND ORGANIZATIONAL PERFORMANCE: EXAMINING THE MEDIATING EFFECTS OF ORGANIZATIONAL IDENTIFICATION**

**Corresponding Author:** Kamran Iqbal

**Co-Authors:** Sarwar Zahid; Muhammad Arif

Bahria University, Islamabad

#### **Abstract**

This article draws upon social identity theory and social exchange theory to examine whether Organizational identification is the pathway through which three dimensions of socially responsible human resource management (SRHRM), namely legal compliance HRM, employee-oriented HRM and general CSR facilitation HRM influence organizational performance. Based on survey, data were obtained from 250 employees working in banking sector of Pakistan. The bootstrap procedure suggested by Preacher and Hayes (2008) is employed to estimate the indirect effects of legal compliance HRM, employee-oriented HRM and general CSR facilitation HRM on organizational performance through organizational identification. The test results show that of legal compliance HRM, employee-oriented HRM and general CSR facilitation positively related to organizational performance via the mediation of organizational identification.

**Keywords:** Socially Responsible HRM; Organizational Identification; Organizational Performance

**Abstract ID: AIC-2017-FMM-150**

**TEAM BUILDING AND PROJECT SUCCESS : THE MEDIATING ROLE OF TRANSFORMATIONAL LEADERSHIP**

**Corresponding Author:** Muhammad Qasim Shabbir

Mirpur University Of Science & Technology

**Abstract**

*The project management is an emergent arena used progressively by different organizations. Project managers should have the vibrant vision and leadership qualities to route a successful project. In this era of technological advancement and global competition, the project success rate is a key element for the survival of national and multi-national organizations. This research study is carried out to draw a logical framework for project success. The competitive environment has forced many organizations to increase levels of flexibility and adaptability in their operations. In particular, the strategic application of leadership appears to be significantly influential in organizations dealing with projects. In this study, the impact of transformational leadership on the relationship of team building and project success is analyzed in the organizations working in the region of Azad Kashmir. By using structural equation modeling technique, it is found that transformational leadership fully mediates the relationship between team building and project success. The results revealed in this study will provide strapping foundations for the success of projects and create a roadmap for every organization dealing with projects in the different sector.*

**Keywords:** Team Building; Transformational Leadership; Project Success ; Non-Governmental Organizations

**Abstract ID: AIC-2017-FMM-152**

**CONCEPTUAL STUDY OF LOW COST MARKETING STRATEGIES THROUGH INNOVATION, VALUE CREATION AND VALUE CAPTURE – AN INDIAN CONTEXT.**

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**Co-Authors:** Rupesh Pais

Ramdeobaba College Of Engineering And Management, Nagpur 440013

**Abstract**

*India is characterized by ever increasing competition, saturation of the markets and need for deep market penetration and bottom of the pyramid marketing strategies. Low cost marketing strategies in developing nations like India are necessary for sustained growth and development of a brand. The research paper begins with the basic concept of marketing activities that lead to creation and capturing of values that needs to be communicated to the prospective buyers with differentiation in order to achieve competitive advantage. The differentiation is created through product innovation and promotion, which requires a substantial budget that makes marketing, an expensive affair. A low cost marketing strategy therefore is crucial in terms of establishing a sustainable competitive advantage for companies. The research paper further explores a hypothetical scenario where all firms decide not to invest in marketing activities in general and communication in specific. The paper elaborates the role of frugal and value innovation as a low cost strategy and how brands have successfully adopted these strategies. Further, the paper discusses the concept of disruptive innovation as a low cost strategy and its importance. Finally the research paper highlights the concepts of ambush marketing, buzz marketing and experiential marketing and discuss how these can be adopted to market products and services at a low cost.*

**Keywords:** Low Cost Marketing; Value Creation; Value Capture; Innovation; Ambush Marketing; Buzz Marketing; Experiential Marketing

**Abstract ID: AIC-2017-AMOS-153**

**WORK RELATED STRESS AND PSYCHO SOCIAL PROBLEMS AMONG SHIFT WORKERS: A CASE STUDY ON PAKISTAN RAILWAY LAHORE, PAKISTAN**

**Corresponding Author:** Afshi Yahya

**Co-Authors:** Saadia Zakia Talib

Centre For Clinical Psychology, University Of The Punjab

**Abstract**

*The current research was carried out with the objective to investigate the occupational stress and psychosocial problems in shift workers of Pakistan Railway Lahore. The shift worker's form a community that has been under the wake of insecurities, fears etc. due to the nature of the job threats that they tend to face. The current research hypothesized that shift workers are likely to have greater occupational stress and psychosocial problems than night shift workers. The research has been laid out through cross sectional research design. The sample comprised of 300-day shift and night shift workers who were equally divided across work shift type and gender referent groups. The participants were taken from Railway Department. The measures comprised of The Dyadic Adjustment Scale (DAS; Spanier, 1976), The Depression Anxiety and Stress Scale (DASS; Lovibond & Lovibond, 1995) in addition to a demographic questionnaire. The analyses were conducted with the help of SPSS version 21.00. The findings revealed through independent sample t-test the systematic differences existed in the perceived stress, anxiety and depression as night shift workers being exposed to greater occupational stress, anxiety, and levels of depression. The findings also revealed that there were greater psychosocial problems being faced by the night shift workers than day shift workers. The findings carry significant implications for the health professional deputed in Railway Headquarter Hospital for devising efficacious management strategies for such workers so that their performance at the workplace can be enhanced.*

**Keywords:** Work Related Stress; Psycho Social Problems; Shift Workers; Pakistan Railway



**Abstract ID: AIC-2017-FMM-154**

**WHAT IS THE PROCESS OF CONSUMERS BEHAVIORAL CHANGE? SOME INSIGHTS IN SPIRAL MODEL**

**Corresponding Author:** Fazal Ur Rehman

**Co-Authors:** Fazal Ur Rehman, Rosman Bin Md Yusoff , Fadillah Binti Ismail, Mohammad Saeed Shahbaz, Altaf Hussain  
UTHM

**Abstract**

*The pace of change in consumer behavior is the eyes catching topic in today's business environment. This study intends to understand the process of change in consumer behavior along with a spiral model of behavioral change. This study is based on the secondary sources and searched important, relevant databases to get the frontier of knowledge and clarify the process of consumers' behavioral change. The study has noted that spiral model (stages of change model) has widely used by clinicians and marketing practitioners to build desired behavioral change in a society. This study addresses an overview of spiral model and thoroughly sheds light on its dimensions; pre-contemplation, contemplation, decision or preparation, action, maintenance and termination stages of change. This study presents a comprehensive outline to increase understanding in the process of behavioral change based on the spiral model.*

**Keywords:** Change Process; Consumer Behavior; Spiral Model

**Abstract ID: AIC-2017-FMM-157**

**THE RELATIONSHIP AMONG JOB INVOLVEMENT, AFFECTIVE COMMITMENT, AND PERFORMANCE WITH JOB SATISFACTION AS THE MODERATOR VARIABLE**

**Corresponding Author:** Wisnu Prajogo

STIE YKPN School Of Business

**Abstract**

*This research aims to examine the relationship among job involvement, affective commitment, and performance with job satisfaction as the moderator variable. The main argument is that employee job satisfaction will influence the strength of the relationship among job involvement, affective commitment, and employee performance. 399 employees from various organizations participated in this research. Data was processed using path analysis with AMOS 24 program for the non-moderated model. The moderated model was tested using sub-group analysis. This research found several results. First, job involvement has a positive influence on affective commitment. Second, employee affective commitment has positive influence to performance. Third, the influence of job involvement to affective commitment will be stronger in employees with higher job satisfaction. Fourth, the influence of employee affective commitment to performance will be stronger in employees with higher job satisfaction.*

**Keywords:** Job Involvement; Affective Commitment; Performance; Job Satisfaction.

**Abstract ID: AIC-2017-AMOS-159**

**IMPACT OF SERVICES QUALITY ON CUSTOMER LOYALTY: A STUDY OF ISLAMIC BANKS CUSTOMERS**

**Corresponding Author:** Anum Wali

**Abstract**

*The purpose of this paper is to identify determinants of customer loyalty in Islamic banks in Pakistan. As product and service offered by banks are largely homogenous, customer loyalty is mostly associated with quality of certain tangible and intangible dimensions of services. Hence it is extremely important for banks to understand factors that lead to higher satisfaction and subsequent loyalty among customers. More than 372 respondents were surveyed to understand factors that lead to continuing a relationship with Islamic banks. Data for this study were collected by using a structured questionnaire containing two sections, where section one deals with demographic and social profile of respondents and section two contain questions related to empathy, compliance, reliability, satisfaction and loyalty for response measure Likert scale is used. Data is analysed by using The Statistical Program for Social Sciences (SPSS) following tests were applied, reliability, normality, correlation and stepwise regression. Findings of the study showed that Islamic banks' customers are satisfied and give more importance to compliance related factors such as determinedly obedience to Shariah law. The study focuses only on customers of Islamic banks excludes those who deals with both Islamic as well as conventional bank. In future researcher can consider both customers of Islamic as well as conventional banks. The results of this study hold important implications by showing the partial mediating effect of customer satisfaction, depicting that in order to achieve success managers should not directly focus on enhancing customer loyalty but also on customer satisfaction. This research investigates the individual impact of all three characteristics of service quality i.e. reliability, compliance and empathy. The framework used for the research has not been exactly studied before thus adding value to the growing body of knowledge.*

**Keywords:** Customer Loyalty; Customer Satisfaction; Service Quality; Reliability; Compliance And Empathy

**Abstract ID: AIC-2017-FMM-161**

**PROBLEM-SOLVING AND DECISION-MAKING FRAMEWORK TO IMPROVE THE PERFORMANCE OF TECHNICAL ESCALATION MANAGERS AT PEGASUS TECHNOLOGIES ENTERPRISE**

**Corresponding Author:** Ali Husen Sumantoro

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**Abstract**

*There has been ongoing concerns on the Technical Escalation Management (TEM) organization's performance, specifically on the ability of Escalation Managers to work on and resolve Customer's issues in timely manner. The Escalation Managers have not been able to meet the targeted baseline and there has been no significant improvement in the last 30 months. Further analysis reveals major causes impacting performance – People, Process, Product Quality and External Factors. This study will focus on understanding issues and developing solution from Process perspective. The methodology being used in the study is qualitative research with interviews, observations and literature studies. The study shows that Escalation Managers are primarily relying on their intuition, experience and knowledge to manage Customer's escalations. There is no formal approach to problem-solving and decision-making processes in the TEM organization. This study aims to propose an innovative framework that can guide Escalation Managers in resolving customers' problem effectively. The framework is developed based on existing norms and processes, synthesized with the Kepner-Tregoe methodologies. It consists of 3 phases: escalation triage/review, formal escalation and escalation closure. Each phase consists of multiple iterative steps which will enable Escalation Managers to manage escalated cases in a structured and consistent manner.*

**Keywords:** Kepner-Tregoe; Problem-Solving; Decision-Making; Problem Analysis; Escalation Management

**Abstract ID: AIC-2017-FMM-163**

**QUALITATIVE STUDY ON COMPLEMENTARY RESOURCE INTEGRATION**

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**Abstract**

*Digital transformation of firms needs to be brought inharmony with the pace at which technology is disrupting the industry. The initiative for technology adoption can better be taken with a commitment to develop the capability of reshaping the organizational resources. This competency is likely to influence successful conversion of such innovative technologies (InT) into business value. In developing countries, Enterprise Resource Planning (ERP) adoption is on rise; organizations are confronting technological, cultural and social factors which affect their capacity to succeed or fail in ERP adoption. The said factors are likely to influence organizational capability of integrating their resources into complementary relationships. To understand this, present study reports a qualitatively investigation of the cascading effect of these contextual factors which impacts the effectiveness of ERP implementation (hereafter ERPi) across its life cycle in two service organizations from private sector of Pakistan. Researchers took a grounded theory approach following critical realist paradigm to perform this study and found that resources, if integrated in complementary relationships, interact as a transformative measure and facilitate the intermediary outcome to function as a part of the value chain of technology adoption. The explored CSFs were found influencing some important intermediary outcomes – functional alignment of ERP with business processes, users' motivation to use ERP - which can reduce technical, analytical and operational risk factors at ERP post implementation stage. This paper has undertone of currently debated influence of micro-foundations on the macro foundations of organizations.*

**Keywords:** Key Words: Erp Life Cycle; Cascading Effect; Resources; Complementary; Interactive; Intermediary Outcomes; Transformative

**Abstract ID: AIC-2017-FMM-165**

**PROPOSED GROWTH STRATEGY FOR PT ANGKASA PURA II TO IMPROVE PERFORMANCE OF SOEKARNO-HATTA INTERNATIONAL AIRPORT**

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**Abstract**

*In 2016, Soekarno-Hatta International Airport has operated for 58,195,484 passengers while terminal capacity could only accommodate 33 million passengers and it affects to the airport growth. The objective of study is to analyze internal and external situation and formulates corporate strategy fits to PT AP II. Resources analysis, Value Chain analysis, PESTLE analysis, and Porter's Five Forces are used to assess external and internal environment. Directional Strategy is analyzed through Grand Strategy Matrix. Portfolio strategy is formulated by using BCG matrix and GE business screen. Parenting strategy is formulated using Parent-Fit Matrix by assessing three aspects: parenting opportunities, critical success factors, and parenting characteristics. PT Angkasa Pura II is suggested to implement strategy of (a) concentric growth for directional strategy because the company belong to quadrant I (b) prioritize investment to PJP2U and APS business (c) moderate investment for PJP4U and Food & Beverages, (d) harvesting Advertising and retail business so the resources can be allocated to the Question Marks businesses. Aeronautical and APS should be priority for investment because the businesses are categorized as heartland. Non-*

aeronautical business is categorized as edge-of-heartland and parents should understand more of business critical success factors and parenting opportunity and move them into heartland.

**Keywords:** Corporate Strategy; Directional Strategy; Portfolio Strategy; Parenting Strategy; Aviation Industry

**Abstract ID:** AIC-2017-FMM-166

### **AN EMPIRICAL ANALYSIS OF NON-PRICE VARIABLES IN PREDICTING THE PURCHASE INTENTION OF COUNTERFEIT PRODUCTS: SOME IMPLICATIONS FOR MANAGERS**

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#### **Abstract**

Counterfeits are the clone products, which appear identical to the original legitimate branded products in appearance; including packaging, labeling, logo and trademark. Since more than last two decades counterfeiting of various products has been observed in many countries around the globe. Therefore, study of counterfeits and consumers who purchase them is attracting the attention of the academic researchers and managers. This study offers some insights about the non-price variables, which may help marketers in predicting the consumers' intention to purchase counterfeit products in the event of non-deceptive counterfeiting. This research analyzes the significance of: 1) product knowledge, 2) product involvement and 3) consumer attitude in discriminating between the three groups of consumers, each group having a different level of purchase intention of counterfeits of branded products. The dependent variable; intention to purchase counterfeited product is measured as a categorical variable in this study. This research selected the counterfeited versions of "SAMSUNG" smart phones as sample counterfeit product for carrying out a survey research. The counterfeits of "SAMSUNG" smart phones are being sold to people in all the big commercial markets of Lahore, Pakistan. The survey questionnaire was distributed online to consumers; residents of Lahore, Pakistan. 154 usable responses were obtained. Exploratory factor analysis was performed on the collected data to determine the reliability and validity of the variables. All the variables of study are reliable and hold convergent validity. Results of discriminant function analysis performed on the data show that all the independent variables are significant predictors of intention to purchase counterfeit of "SAMSUNG" smart phones in future. There may exist many other non-economic variables that might affect the purchase intention of counterfeit products. Marketers must take into account such variables whilst designing a marketing mix, so it highlights the unique benefits of the original product.

**Keywords:** Counterfeit; Trademark; Product Involvement; Product Knowledge; Branded Products; Purchase Intention; Attitude

**Abstract ID:** AIC-2017-FMM-170

### **A REVIEW OF THE FACTORS AFFECTING WORKPLACE DEVIANCE**

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#### **Abstract**

Deviant behaviors have become an important issue because of the recent revelation of numerous high-profile corporate scandals. Scholars and practitioners view that deviant workplace behaviors can be controlled when the factors that affect workplace deviance are properly understood. For this reason, this study provides a review of the various conceptualizations of deviant workplace behaviors and the factors that affect workplace deviance, thereby showing its significance and how it can affect deviant workplace behaviors. Therefore, this study searched for workplace deviance related articles available at the academic research databases such as Web of Science and Scopus. The keywords that were used for searching articles were "workplace deviance", "organizational deviance", "deviance" and "deviant behaviors". This study outlines twenty-three factors that affect workplace deviance. Lastly, implications for future research and practice are provided.

**Keywords:** Workplace Deviance; Counterproductive Work Behavior; Anti-Social Behavior

**Abstract ID:** AIC-2017-FMM-174

### **THE IMPACT OF TRANSFORMATIONAL LEADERSHIP ON TURNOVER INTENTIONS DIRECTLY AND THROUGH TALENT ENGAGEMENT IN THE BANKING SECTOR OF TWIN CITIES OF PAKISTAN**

**Corresponding Author:** Syed Haider Ali Shah

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#### **Abstract**

Employees play the major role in achieving the organizational goals and competitive edge in today's dynamic working environment. Those organizations which are retaining employees are the more successful in the long run. The aim of the study was to investigate the relationship of transformational leadership on turnover intentions among the managers in the banking sector in the twin cities of Pakistan. This study filled the gap by exploring the talent engagement (job engagement and organization engagement) role in between the relationship of transformational leadership and turnover intentions among banking sector employees. The novelty of this study is that it explored talent engagement in two dimensions (job engagement and organization engagement), especially in the banking sector of Pakistan. A total of 450 questionnaires were distributed among top five banks (by Capital) branches operating in twin cities of Pakistan. Structural Equation Modelling (SEM, AMOS) was applied to test the hypotheses. Results of the study portrayed that transformational leadership had a significant negative relationship on turnover intentions. An interesting finding of the

study is in mediation analysis, the organization engagement mediated the relationship between transformational leadership and turnover intentions but the job engagement did not mediate the relationship. The finding of this study has a significance for a top management of banking to implement talent engagement in two dimensions properly. Management of banking sector should implement transformational leadership along with talent engagement (job engagement and organization engagement) to reduce the turnover intentions of managers.

**Keywords:** Transformation Leadership; Talent Engagement; Turnover Intentions; Sem; Banking Sector

**Abstract ID: AIC-2017-FMM-180**

#### **DIMENSIONS OF CUSTOMER VALUE CO-CREATION BEHAVIOR IN A SERVICE SETTING**

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**Co-Authors:** Syed Karamatullah Hussainy

KASBIT

#### **Abstract**

*The service-dominant logic (S-D Logic) is comparatively a new term in marketing and since last decade practitioners and researchers have increased their interest into this area. One of the elaborations of S-D logic recognized that the consumer is always a co-producer that help companies develop a better fit of his/her needs. The study re-validates the scale developed on customer value co-creation behavior in the service settings. Moreover, the study also provides the inter-linkages between the variables of customer value co-creation behavior particularly in the service settings and how they can be cashed by the companies. Finally the study also helps identify the dimensions of customer value co-creation behaviors that helps companies realize the nature and behavior of the customers in the process of value co-creation. Customer participating behavior and customer citizenship behavior were taken as the dimensions of customer co-creation behaviors. The research opens many gates for the researchers to dig into the area and contribute to the service marketing literature on S-D logic.*

**Keywords:** Service-Dominant Logic; Service Co-Producer Customer Value Co-Creation Behavior; Customer Participating Behavior; Customer Citizenship Behavior

**Abstract ID: AIC-2017-FMM-181**

#### **GAUGING CONSUMER PURCHASE DECISIONS FOR GREEN PRODUCTS**

**Corresponding Author:** Eesar Khan

**Co-Authors:** Mahjabeen Nasir

KASBIT

#### **Abstract**

*This study intends that how environment can be converted for green product environment. A green product is a product toxic free product which is environmentally friendly without using any damaging ingredients to mankind. The purpose of this research is to identify the consumer purchase decisions in Pakistan which give insights of green consumer behavior in the country. The research has taken independent variables i.e. supporting environment protection; drive for environmental responsibility, green product experience, social appeal, environmental friendliness of companies that effect on green product purchase decision. The instrument was distributed among 300 green consumers, out of which 189 questionnaire were returned successfully. The sample was selected as per the convenience of the researcher. The instrument used in the study was adopted from various prestige academic journal articles and made a little change as per the requirements of local settings. On statistical part, the research was divided into two parts, first the confirmatory factor analysis was run to identify the validity and reliability of the adopted instrument, secondly, for the purpose of testing the hypotheses, the research has applied structural regression modeling (SRM). For various parts of data, the research has taken the help of Excel, SPSS and AMOS. Since the study is at the testing phase, therefore the actual results cannot be stated however a generalization could be possible that most of the variables taken in the study were found positive and significant in green marketing context. Hence, it is suggested to companies that they should focus on green marketing products to support the environment which may also help them achieve the competitive advantage. Future researcher in the area may apply the model on various industries; moreover, if demographic variables are taken in the study settings like green marketing area, the results could be informative.*

**Keywords:** Green Consumer Behavior; Green Marketing; Environment Protection; Environmental Responsibility; Environmental Friendliness

**Abstract ID: AIC-2017-FMM-189**

#### **COMPARATIVE STUDY OF TOTAL FACTOR PRODUCTIVITY BETWEEN PUBLIC AND PRIVATE SECTOR TELECOM COMPANIES IN INDIA: A MALMQUIST INDEX AND DATA ENVELOPMENT ANALYSIS (DEA) APPROACH**

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#### **Abstract**

*This study attempts to measure productivity change of Telecom companies in the private and public sector in India for a period of four years (2013-2016). In this study the nature and productivity change is probed using the Malmquist Productivity Index (MPI). This index has the constituents which are used for performance measurement in terms of change in Scale Efficiency, change in Technical Efficiency, change in Technological Change and Total Factor Productivity. The paper compares efficiencies for the companies in public and private telecom sector. Eight Leading*

telecom companies are included in the study. The Total Factor Productivity change in the telecom sector depends upon the change in the efficiency and productivity of the companies. From the study it is evident that 66% of the telecom companies under study have shown positive Efficiency Change and Scale Efficiency where as Technical Efficiency has been less than desired in all the years under study for all the companies. There is observed no significant change in the pure technical efficiencies of these companies. Overall total factor productivity has been below the desired level for all telecom companies under study. Further the study reveals that the two public sector telecom companies under study viz. MTNL and BSNL have shown no significant change in the total factor productivity. It is interesting to note that the Total Factor Productivity of all the private telecom companies under study has been less than desired which is primarily due to loss in Technical Efficiency of these companies during the period of study.

**Abstract ID: AIC-2017-FMM-193**

### **TRUST, PERCEIVED SUPPORT AND ORGANIZATIONAL CITIZENSHIP BEHAVIOR AMONG UNDERGRADUATE STUDENTS IN LEADING UNIVERSITIES**

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**Co-Authors:** Nickson Anak Jampang

Universiti Sains Malaysia

#### **Abstract**

In most management research, Organizational Citizenship Behavior (OCB) is considered one most important aspect by contributing in ways that benefits the employer. The paper explores the concept of OCB in relation to undergraduate students in the leading universities. This paper investigates the link between trust, perceived support and OCB. This paper proposes that students engage in high quality social exchange relationship with their lectures, course mates and university, tend to manifest OCB as a function of these relationships. From the perspective of social exchange theory, the relationship between student trust to their lecturer perceived organizational support, perceived supervisory support and OCB should depend on the quality of the relationship in university. This paper also posits that students who already feel appreciated in the context of high-quality relationship may exhibit more OCB compared to those students who are relatively new in university. This paper advances the understanding of OCB by suggesting an additional moderator, tenure (number of years in university). This paper also discuss the literature review on the relevant factors that are predicting students' OCB. Finally, the implication for the management of students are presented.

**Keywords:** Organizational Citizenship Behavior; Trust; Perceived Support; Tenure; Educational Setting

**Abstract ID: AIC-2017-FMM-198**

### **DRONE STRIKES AND STOCK MARKET BEHAVIOR: EMPIRICAL EVIDENCE FROM PAKISTAN**

**Corresponding Author:** Muhammad Naveed

**Co-Authors:** Osman Bin Saif

Bahria University Islamabad

#### **Abstract**

*Purpose:* This study aims to examine the effect of US drone strikes on stock returns in the context of Pakistan. The sample of the study consists of pro-active drone strikes, executed by the US forces against terrorists operating in Pakistan. *Design/Methodology/Approach:* The study use event methodology to determine the impact of each drone strike on the Pakistani equity market. The theoretical underpinning of the study is provided by the recent behavioral finance literature on stock market anomalies. The study incorporates twelve major drone strikes during the period of 2004-2015. The event has been selected on the basis of significant media coverage, including leading national and international news channels. *Findings:* On average the findings of the study exhibit a statistically significant positive equity market reaction to prominent successful drone strikes. The initial market response to most drone strike remains negative and then revives according to the event specific characteristics and expected ramification. *Originality:* Unlike the various previous studies expounded in the literature on terror effects, this is the first study to examine the market reaction to prominent drone strikes as counter-terrorism operations.

**Keywords:** Drone Strikes; Event Study; Psx-100 Index; Counter Terrorism

**Abstract ID: AIC-2017-FMM-201**

### **WHAT IS ADVERTISEMENT? SOME INSIGHTS IN THE HISTORICAL DEVELOPMENT**

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**Co-Authors:** Rosman Bin Md Yusoff 2, Shafie Bin Mohamed Zabri 3, And Fadillah Binti Ismail 4

UTHM

#### **Abstract**

The aim of this study is to understand the philosophy of advertisement along with its historical development around the world. Its main purpose is to clarify the origination of advertisement, paper and printing phase, digital phase and the future of advertisement. This study is based on the secondary sources to clarify the gap of knowledge, understand the thought of advertisement and its historical development such as "Journal of Historical Research in Marketing" and others. The study has noted that advertising is the best practice to present business information (paid form non-personal communication) in painting, paper, printing, and dominantly in digital form around the world. It has anticipated that the technique of digital advertisement to spread business information in a personal way is rapidly growing around the world. There has been little research to present a comprehensive overview of the philosophy of advertisement along with its wide historical development (origin, paper and printing phase, digital phase, future phase) around the world.

**Keywords:** Advertisement; History Of Advertisement; Forms Of Advertisement

**Abstract ID: AIC-2017-FMM-203**

**THE LONGITUDINAL IMPACT OF INTELLECTUAL CAPITAL ON INNOVATION PERFORMANCE IN SMES**

**Corresponding Author:** Yasmin Kamall Khan

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**Abstract**

*In the 1980's, many economists emphasize on the importance of innovation in promoting the country's economic growth. The issue of innovation performance has received considerable critical attention among SMEs. Scholars have long debated the impact of Research and Development (R&D) on the creation and diffusion of innovation in companies. The key drivers of firms' innovations should be explored beyond R&D. To date, most public policy still relies on the assumption of the number of patents and the amount of investment made on R&D. Recently, a significant literature on the theme of intangible assets such as skills, knowledge management and intellectual capital has been developed around innovation performance. In fact, several researchers proposed that intellectual capital can benefit innovation performance in several ways. This study investigated from various industries of SMEs in Australia using data from the Business Longitudinal Database (BLD) from the Australian Bureau of Statistics (ABS). The enduring outcomes of this study emphasize several possibilities which would help SME managers and policy makers to better foster innovation performance.*

**Keywords:** SMEs; Intellectual Capital; Organizational Innovation; Australia

**Abstract ID: AIC-2017-FMM-204**

**ROLE OF UNIVERSITIES IN ATTITUDE DEVELOPMENT TOWARDS ENTREPRENEURSHIP IN DEVELOPING COUNTRIES: A CASE OF PAKISTAN**

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**Abstract**

*Seeking for the word entrepreneurship, the first thing that comes up in the mind is "Setting up a New Enterprise", but it is something more. Entrepreneurship is a broad term that defines the jeopardize attitude of people for value creation in terms of employment generation, making profits, and optimal use of limited resources that are available in the most creative way to maximize the benefits. So, for creating jobs and supporting the economy for the continually growing population, there is an immense need to go towards the last resort of enterprising of economies. In enterprising only our educational institutions can play a vital role by dynamically participating through their efficient and proficient curricula, skilled and experienced faculty, and locus of control by offering a blend of their curricular and co-curricular activities.*

**Keywords:** Entrepreneurship; Higher Education; Attitude Development; Curriculum

**Abstract ID: AIC-2017-FMM-226**

**MEDIATING ROLE OF ORGANIZATIONAL COMMITMENT BETWEEN THE RELATIONSHIP OF PERCEIVED SUPERVISOR SUPPORT AND TURNOVER INTENTION IN CLERICAL STAFF**

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**Co-Authors:** Mohsin Atta; Maria Khurshid

University Of Sargodha

**Abstract**

*Present study was an empirical attempt to examine the impact of perceived supervisor support on turnover intention. Study was also intended to find out the mediating role of organizational commitment in relationship of perceived supervisor support and turnover intention. A sample of clerical staff (N = 155) of the public sector schools, colleges and university of Sargodha was approached through convenient sampling technique. Perceived Supervisor Support (Hammer et al., 2009), turnover intention scale (Vigoda-Gadot & Kupan, 2005), and organizational commitment scale (Meyer & Allen, 1991) were used to operationalized the constructs of present study and to measure them. Mediation analysis depicted that overall organizational commitment, affective commitment, continuance commitment, and normative commitment were found to be significant mediators in the relationship of perceived supervisors support with turnover intention.*

**Keywords:** Organizational Commitment Perceived Supervisor Support; Turnover Intention.

**Abstract ID: AIC-2017-FMM-228**

**WORKLIFE BALANCE ON WOMAN WITH FLEXIBLE AND NON FLEXIBLE WORKING ARRANGEMENT**

**Corresponding Author:** Rosaly Franksiska

**Co-Authors:** Nugraheni Bomba

Universitas Kristen Satya Wacana

**Abstract**

*The purpose of this study is to analyze the differences of work-life balance between women working with flexible working hours and women working with non-flexible working hours. The objects of this research are the working and married women with two different time management groups; the flexible group and the rigid/fix group. The data collection method applied in this study is the purposive sampling method with the samples consisting of the women working as lecturers, insurance employees, bank employees and civil servants. The data used in this study are the primary data*

collected from the questionnaires. This study used the independent sample t-test and the results show that there are differences of worklife balance between women working with flexible working hours and women working with inflexible working hours. The dimension that differentiates these two groups is on work interference with personal life (WIPL) dimension in which the women in the flexible group could freely choose and use their time to work so that they can balance their time used for their family and for their job since their job is not strict.

**Keywords:** Work-Life Balance; Flexible Working Arrangement; Non- Flexible Working Arrangement; Working Women

**Abstract ID: AIC-2017-FMM-230**

### **THE IMPACT OF PERFORMANCE APPRAISAL ON EMPLOYEE JOB PERFORMANCE IN PUBLIC SECTOR UNIVERSITIES OF KHYBER PAKHTUNKHWA, PAKISTAN**

**Corresponding Author:** Asad Khan

**Co-Authors:** Rosman Md Yousoff, Fadillah Binita Ismail, Altaf Hussain, Ali Zeb

Universiti Tun Hussein Onn Malaysia

#### **Abstract**

The purpose of this research is to investigate the relationship of performance appraisal and employee job performance and also to get empirical findings that how performance appraisal system affects employee job performance in higher education institutions of Pakistan. The focus of this study was faculty members of public sector universities of Khyber Pakhtunkhwa, Pakistan. Performance appraisal system needs and often contain different kinds of data that are clear, complete and objective. This study is comprised of a survey based questionnaire. The data was collected from 150 respondents of Agriculture University Peshawar via a self-administered questionnaire. A sum of 300 questionnaires was distributed among the faculty members of the public sector universities of Khyber Pakhtunkhwa, Pakistan out of which 150 were returned back to the response rate is 50%. In this study, such a performance appraisal has been developed which is not only meant for administrative decisions but also highlights the developmental aspects of this system regarding employee performance. Results of this study showed that there was a significant and positive relationship between performance appraisal, fairness and employee job performance in public sector universities of Khyber Pakhtunkhwa, Pakistan. In other words, it means that if performance appraisal of the universities is fair enough, accurate then the employee will be satisfied and get motivated to enhance their performance in particular and organizational performance in general. This is an empirical study which has been done on the faculty members in Khyber Pakhtunkhwa province of Pakistan. Such research has utilized large sample size and has not been done before, to the best of researcher's knowledge. This study has significance for both the policymakers and researchers. The higher education commission of Pakistan can also take advantage of this study in order to implement the performance appraisal system in overall universities of Pakistan.

**Abstract ID: AIC-2017-FMM-232**

### **THE SOCIAL MEDIA ADVERTISING MODEL (SMAM): A THEORETICAL FRAMEWORK**

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#### **Abstract**

Social media has not remained a phenomenon, it has reshaped into an approach, an attitude. It is just not a fad but a process that is here to stay, empowering the daily lives of the diverse individuals of all ages, religion and caste. Over the period of time, the strategies used for interacting with the customers have changed drastically. Social media now serves as a vital component of any company's Integrated Marketing Communication (IMC) program and acts as a hybrid element of its promotional mix. The research paper aims to enhance the theoretical body of knowledge and provide a conceptual social media advertising model (SMAM). The model is backed and supported by two popular theories of consumer behavior known as Theory of Reasoned Action (TRA) and Uses and Gratification Theory (U&G). Moreover, the proposed model conceptualizes a series of consumer beliefs and motivational constructs that have an impact on consumer attitudes and their underlying behavioral intentions. The paper concludes with pragmatic insights for both the researchers and policy makers in making their promotional strategies more engaging and appealing through the use of social media.

**Keywords:** Social Media Advertising Model (Smam); Theory Of Reasoned Action (Tra); Uses And Gratification Theory (U&G); Consumer Attitudes; Behavioral Intentions.

**Abstract ID: AIC-2017-FMM-239**

### **INVESTIGATION STUDY TOWARDS HOUSING ATTRIBUTES EFFECT HOUSES BUYERS**

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**Co-Authors:** Mohd Wira Mohd Shafiei, Muneera Esa

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#### **Abstract**

A house is valued as the basic need for every individual (Aragonés, 2002). It is not considered as just a place-keeping people safe from dangers, it is also considered as a shelter that humans can find themselves in and personal behavior can create (Betchel, 1997; Aragonés, 2002). It is defined as a place where most of the events happen in which community relations are created and developed (Aragonés, 2002). In addition, a house presents cultural and social principles where the thoughts of people and culture are created and improved. A house has vital importance for people; therefore, it is significant for a household to discover an appropriate and comfortable house for the living (Spetic et al.,

2005). To develop a housing unit that accommodates the requirements of customers, it is necessary to recognize the house buyers' characteristics. In order to understand the process of consumer housing purchase choice, it is important to understand the meaning of housing attributes in details and survey the previous literature related to houses purchasing.

**Keywords:** Housing Attributes; Extrinsic Housing Attributes; Intrinsic Housing Attributes; Consumer Housing Decision.

**Abstract ID: AIC-2017-FMM-241**

### **DEMOGRAPHIC FACTORS AND POLITICAL LIMITATION AFFECTING HOUSING SECTOR IN GAZA STRIP**

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#### **Abstract**

Market segmentation depends on many factors, such as the demographic, geographic, behavioural and psychologic factors. But in Gaza Strip above the demographic factors that can be seen easily in unemployment and economic conditions, we have to add the political limitation in order to consider the unique political situation. These political limitations includes returnees, restricted areas, donor regulation, displacement and damaged housing units due to wars. This paper highlights and discusses the demographic factors and political limitations which is affecting housing sector in Gaza Strip.

**Keywords:** Market Segmentation; Demographic Segmentation; Political Limitation And Gaza Strip.

**Abstract ID: AIC-2017-FMM-242**

### **THE EFFECT OF ONLINE CUSTOMER EXPERIENCE TOWARDS REPURCHASE INTENTION**

**Corresponding Author:** Yusepaldo Pasharibu

**Co-Authors:** Gea Stephani; Eristia Lidia Paramita

Satya Wacana Christian University

#### **Abstract**

Internet users develop rapidly in developing country, such as Indonesia, and subsequently, it will change the consumer behavior mainly the way of transaction, which is from conventionally become electronically through e-commerce. One of the objective that all business either conventional or online want is to achieve loyal consumer particularly repurchase intention that can be chasing while they can give their customers a positive experience. This study aimed to observe the effect of customer experience toward repurchase intention in one of a favorite e-commerce site in Indonesia that called as Tokopedia. A quantitative method with 200 respondents conducted in this research, thus the data were analyzed using multiple linear regressions technique. The findings of this study showed that customer experience variables, including sense, feel, act and relate positively influenced to repurchase intention, whereas, variable think had no affected to the repurchase intention.

**Keywords:** E-Commerce; Customer Experience; Repurchase Intention

**Abstract ID: AIC-2017-FMM-245**

### **ESTABLISHMENT OF SHARE UNIT FORMULA FOR STRATA RESIDENTIAL BUILDINGS AND ITS IMPLICATION TO BUYER AND UNIT OWNER**

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#### **Abstract**

Stratified development has become a trend nowadays and still expanding to suit with the scarcity of land. During the implementation of the early Strata Titles Act, there are many issues and disputes raised in terms of its legislation, rule and regulation, implementation, management and maintenance. One of the issues is the establishment and implementation of share unit formula to strata building. Recently, the government of Malaysia has formulated and approved the new Act which is called the Strata Management Act 2013 whereby several amendment has been made to strengthen and improve the current exercise and give a new breath to strata building development. The objective of this paper is to study the establishment of Share Unit Formula for strata residential building in Klang Valley and the implication of the new provision to house buyers and unit owners. A quantitative survey has been done by conducting interviews with the professionals in the industry. The findings of the research revealed that there are many advantages obtained by the house buyers and unit owners due to the latest enforcement. Besides promotes transparency and accountability in the housing development industry, it is also help to encourage an efficient application of simultaneous vacant possession of Strata Title to the unit buyers.



**Abstract ID: AIC-2017-FMM-249**

**ONLINE IMPULSIVE BUYING BEHAVIOR: A MODEL AND EMPIRICAL INVESTIGATION**

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Shaheed Zulfikar Ali Bhutto Institute Of Science And Technology, Islamabad, Pakistan

**Abstract**

*Impulsive buying in the online setting has become an epidemic as it represents a noteworthy proportion of online shopping. Impulsive buying behaviors with upcoming avenues for future research are under the constant considerations of research scholars. Additionally, it also gains the intentions of online sellers as it accounts for the significant amount of profits for the firm. It is, therefore, the particular necessity to examine impulsive buying behaviors in an online setting. For this reason, this study seeks to model and empirically examine key website use variables (website communication style, informativeness, ease of use, merchandise attractiveness and entertainment) on impulsive buying behavior through web browsing in the online context. A total of 372 survey responses from shoppers of online stores were used to empirically test the measurements and propositions by structural equation modeling model. On the bases of data from online shoppers a significant model emerged. In general, results were in support of the assertions that website use variables lead toward web browsing that ultimately contributes in developing impulsive buying behaviors. This study offers valuable insight and solid grounds to academicians as well as practitioners concerning online impulsive buying behavior by presenting empirical findings and important implications.*

**Keywords:** Web Site Communication Style; Informativeness; Ease Of Use; Merchandise Attractiveness And Entertainment And Online Impulsive Buying Behavior

**Abstract ID: AIC-2017-FMM-251**

**CNFU FOR CONSUMERS OF KARACHI-A SECOND ORDER CFA MODELING APPROACH**

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**Co-Authors:** Syed Muhammad Fahim;

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**Abstract**

*In the consumer realm, it has been established that high NFU individuals have stronger preferences for unique products relative to low NFU individuals. The CNFU scale used in this study was originally developed by Tian et al (2001) comprising 31 items using 5-point Likert scale (1 = strongly agree to 5 = strongly disagree). The three constructs underlying CNFU are Creative Choice counterconformity (CC); Unpopular Choice counterconformity (UC); and Avoidance of Similarity (AS). The latent causal structure was a second-order factor model in which these three constructs of CNFU are first-order latent factor models all converging to a second-order factor model termed as CNFU. The convergence of observed variables into latent constructs was found to be plausible. All respective hypotheses were accepted that respective observed variables converge to their latent respective variables. The final hypothesis related to the second-order CFA was also found to be acceptable that the latent variables viz. Creative Choice counterconformity, Unpopular Choice counterconformity, and Avoidance of Similarity have a considerable bearing on the second-order latent variable, Need for Uniqueness (NFU). This shows that self-esteem driven need for uniqueness exists in Karachi implying need of consumers for differentiated products offered by marketers.*

**Abstract ID: AIC-2017-FMM-259**

**A WEEKLY INVESTIGATION OF POS, AFFECTIVE COMMITMENT AND WELL-BEING AT WORK**

**Corresponding Author:** Ishfaq Ahmed

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**Abstract**

*Past studies have conceptualized perceived organizational support (POS) as a constant variable, but it could vary over period due to change in perceptions regarding organizational care and value for one's contribution (Caesens, Stinglhamber & Ohana, 2016). Against this backdrop, this study values the weekly POS and assumes its relation with weekly commitment and well-being of the employees. Data collected through 18 employees of service organizations for 16 weeks reveals the fact that POS varies at week levels. Moreover, it is also observed that weekly POS significantly predicts both affective commitment and well-being. This study adds value to the existing body of knowledge on POS and outcomes by providing evidence that POS varies with the passage of time and leads to change in attitudinal and behavioral outcomes. Limitations and future directions are also discussed.*

**Abstract ID: AIC-2017-AMOS-262**

**PURCHASE INTENTION TOWARDS SMARTPHONES AMONG YOUNG CONSUMER IN KUCHING SARAWAK**

**Corresponding Author:** Irene Kho Lee Sa

**Co-Authors:** Pang Wei Chao; Ting Hui Bun; Mark Edmund Kasa;

Ucsi University

**Abstract**

*The vast development technology such as smartphone has been widely accepted by young consumer through the switching of new smartphone. This scenario posing a challenge to the Smartphone operators in order to retain the existing smart phone user; while at the same time, attracting young potential consumer. Hence, this study investigates the relationship between the antecedents (features, brand, price, social influence and advertising) and purchase intention*

towards smartphone, from the young consumer perspective. 200 questionnaires were distributed and multiple linear regression was applied for the data analysis. The results revealed that features, social influence, advertising related with purchase intention. On the contrary, brand and price are not related with purchase intention. Hence, industry practitioners especially these smartphone providers can consider these antecedents and aid in sales effort for future business sustainability.

**Keywords:** : Purchase Intention; Brand; Features; Price; Social Influence And Advertising; Purchase Intention

**Abstract ID: AIC-2017-AMOS-265**

**EFFECT OF TRAINING AND DEVELOPMENT ON THE TURNOVER INTENTION OF ACADEMIC STAFFS IN PUBLIC SECTOR UNIVERSITIES OF PAKISTAN**

**Corresponding Author:** Altaf Hussain

**Co-Authors:** Rosman Md Yusoff, Mohd Lizam Bin Mohd Diah, Muhammad Asad Khan

UTHM

**Abstract**

This study examined the effect of training and development on turnover intention of academic staffs in public sector universities of Pakistan. Self-administered questionnaire was used to collect data from 306 academic staffs of these universities. Confirmatory factor analysis using structural equation modeling (SEM) was applied to validate the relationships among the variables. The results of the study indicated that training and development is an important tool which not only improves the knowledge, skills, and abilities of the academic staffs but also reduce their turnover intention. This study further highlighted that all the three dimensions of training and development, that is, perceived availability of training, motivation to learn from training and perceived benefits of training were found statistically significant with turnover intention thereby validating the previous studies in the field. The results of the study are consistent with social exchange theory. The results of the study have practical implications for both academicians and policy makers respectively. Moreover, this study will help augment the existing body of knowledge on HR practices in developing countries like Pakistan.

**Keywords:** Training And Development; Turnover Intention; Higher Education Sector; Pakistan

**Abstract ID: AIC-2017-FMM-276**

**NEOPHOBIC ATTITUDE AND VISITOR'S INTENTION TO REVISIT 'RAINFOREST WORLD MUSIC FESTIVAL': A SEQUENTIAL EXPLANATORY MIX MODE RESEARCH**

**Corresponding Author:** Dileep Kumar Mohanachandran

**Co-Authors:** Normala S Govindarajo

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**Abstract**

Rain-forest World Music Festival (RWMF), is a unique festival, not only bring together artists from various continents but also the indigenous musicians from the interiors of the legendary island of Borneo. This festival attracts high volume of international and local visitors in the Sarawak region of East Malaysia. A short study was conducted in a period of one week, to explicate the factors interrelated to consumer food choices, in order to clarify neophobic behavior of international tourist. The international tourist's neophobic attitudinal factors are further associated into their intention to revisit Rainforest World Music Festival. The study followed purposive sampling with a population of 378 international visitors. The data collection was done during as well as post festival time period. Triangulations and in-depth interviews were strictly adhered into in qualitative data gathering and analysis. Quantitative analysis was done with PLS SEM. The findings of the quantitative research were corroborated with qualitative research. The study extends better insight into the neophobic behavior of international consumers their food choices, and intention to revisit in the Rainforest World Music Festival (RWMF). The findings will benefit to the organizers to look into the neophobic attitude and food choices of international tourists who will be visiting RWMF in the coming years for better event management.

**Keywords:** Consumer Attitude; Neophobia; Perceived Visitor Satisfaction; Intention To Revisit

**Abstract ID: AIC-2017-FMM-284**

**INVESTIGATION STUDY TOWARDS CONSUMER BEHAVIOUR AND PURCHASING DECISION.**

**Corresponding Author:** Bissan Sbakhi

**Co-Authors:** Mohd Wira Mohd Shafiei, Muneera Esa

Universiti Sains Malaysia (USM)

**Abstract**

Studies of buyers purchase choice dealt with buyers as consumers through several activities such as selecting, purchasing and benefiting from the products. Most of the studies defined the buyers as consumers and focused on purchase decision making. Several studies reported that purchasing decisions always respond to questions related to how, where, when and why consumers buy their products. This paper explains the consumer behaviour theory through explaining different literature review then explaining the meaning of decision-making process and defining the basic factors influencing purchasing decision-making.

**Keywords:** Consumer Behavior; Purchase Decision Making; Factors Affecting Purchase Decision Making.

**Abstract ID: AIC-2017-FMM-285**

**ASSESSING THE STAKEHOLDER MANAGEMENT STRATEGIES IN THE BEVERAGES SECTOR OF KHYBER PAKHTUNKHWA**

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**Co-Authors:** Shahid Jan Kakakhel

Qurtuba University Of Science And Information Technology Peshawar

**Abstract**

*This study was conducted in a sample of 10 Beverage Industries of Khyber Pakhtunkhwa. Purpose of the study was to find out the strategies of the Management of these industries to deal, coordinate and engage their key stakeholders under CSR. The top management of the organizations was interviewed by using a close ended questionnaire. The qualitative case study research methodology was used. Data was collected, analyzed and tested through using the three-stage process approach proposed by Miles and Huberman (1994). It was found that the organizations have somewhat understanding of their stakeholders however they lack proper strategies for management of permanent relationships with their stakeholders. Moreover, it was also found that the main agenda in their relationships with the stakeholders revolve around the interests of the organizations and not the society.*

**Keywords:** Corporate Social Responsibility (CSR); Stakeholders; Shareholders; Small And Medium Sized Enterprises (SMES); Strategies

**Abstract ID: AIC-2017-FMM-289**

**THE EFFECT OF RELATIVE PSYCHOLOGICAL CONTRACT FULFILLMENT AND EMPLOYEE VOICE BEHAVIOR: THE MODERATING EFFECT OF POWER DISTANCE**

**Corresponding Author:** Sehrish Bukhari

**Co-Authors:** Ghulam Ali, Khalil Channa

Sukkur IBA

**Abstract**

*The former incorporations of psychological contract fulfillment and voice behaviors literature have not elucidated how within group PCF differentiation may change employee voice behavior. This study has explored how PCF working at group level (relative PCF, or RPCF) influenced the organizational identification and both employee voice behaviors (constructive and aggressive). The study has explored the mediating effects of OID in the linkage between RPCF and EVB and moderating effects of PD between OID and EVB. Two hundred and fifty supervisors-employees dyads in different NGOs of Pakistan were the part of study. Results showed positive relation between RPCF and constructive voice behavior and negative relationship of RPCF with aggressive voice behavior was found. The moderated mediation was proved relationship between RPCF and aggressive voice only. Moreover OID showed mediation between RPCF and Constructive voice and RPCF and aggressive voice behavior. Limitations and implications are discussed.*

**Keywords:** Psychological Contract; Relative Psychological Contract Fulfillment; Power Distance; Organizational Identification And Employee Voice Behavior

**Abstract ID: AIC-2017-FMM-292**

**AN INVESTIGATION INTO THE DETERMINANTS AFFECTING GREEN PURCHASE INTENTION: A PERCEPTUAL STUDY OF CONSUMERS IN KHYBER PAKHTUNKHWA (INSIGHTS FROM A DEVELOPING COUNTRY)**

**Corresponding Author:** Kauser Hayat

**Co-Authors:** Shahid Jan Kakakhel, Aamir Nadeem

Islamia College University Peshawar, Pakistan

**Abstract**

*The purpose of the current study is to investigate the determinants affecting green purchase intention of working consumers. The current study investigated the issue of green marketing in the context of working consumer of the public sector universities residing in Khyber Pakhtunkhwa, Pakistan. The study mainly focused on identifying the determinants affecting green purchase intention of consumers. The research study was based on the quantitative method to test the developed hypothesis and validity of the instruments. A simple random sampling technique is used to distribute questionnaire amongst selected sample size. Principle component analysis was used to test the unifactoriality of the constructs. The results of all the tests showed that all items of each factor are correlated with each other, moreover it also provides enough confirmation of the construct validity. Structural Equation Modeling (SEM) Technique was used to check the relational hypothesis. The finding of the study shows that consumer awareness, health consciousness, behavioral gap, green price sensitivity, and promotion are positively correlated with green purchase intention.*

**Keywords:** Green Marketing; Awareness Aspect; Marketing Aspect; Social Aspect

**Abstract ID: AIC-2017-FMM-293**

**CREATING INNOVATIVE WORK BEHAVIOR: THE ROLES OF SELF EFFICACY AND LEADER'S PROFICIENCY**

**Corresponding Author:** Henny Santoso

Binus University

**Abstract**

*Innovation is the only way to win (Steve Jobs, CEO of Apple Inc. (1976 – 2011)). The market condition of telecommunication industry in Indonesia has reached saturation stage. Innovation is a key word in the*

telecommunications industry, where technology development can change market demand and change the habits of telecommunication service users. Therefore, the question how to create an innovation becomes highly relevant and significant to be examined. The focus of this research is to investigate the relationship between employee self-efficacy and perceived leader's proficiency into innovative work behavior. After conducting a survey to 238 employees in telecommunication companies in Indonesia, we found that employee innovative work behavior is strongly related with their self-efficacy and how they perceive their leader's proficiency. These results support prior studies conducted in other countries. Furthermore, we propose some theoretical and managerial implications for future research.

**Keywords:** Human Resource Management; Innovative Work Behavior; Perceived Leader's Proficiency; Self-Efficacy; Strategic Management

**Abstract ID: AIC-2017-FMM-300**

**THE ROLE OF SELF-EFFICACY, VALUE CONGRUENCE, AND WORK WELL-BEING ON EMPLOYEE COMMITMENT: AN EMPIRICAL STUDY ON MILLENNIAL GENERATION IN INDONESIA**

**Corresponding Author:** Rizal Nangoy

**Co-Authors:** Mohammad Hamsal

Binus University

**Abstract**

Employee commitment plays an important role in determining job performance. Besides that, the joining of millennial generation with their different characteristics and values in the workforce has brought new challenges to strategic human resource management. Therefore, it becomes urgent and important to understand and increase employee commitment, especially for millennial employees. Nevertheless, studies related to the influence of value congruence, self-efficacy, and work well-being on commitment at work are still difficult to find in Indonesia. This study aims to examine the role of value congruence, self-efficacy, and work well-being on employee organizational commitment, especially on millennial generation in Indonesia. Data were collected through a survey of 256 millennial employees in Jakarta, Indonesia. By using structural equation modeling, we found that value congruence and self-efficacy were positively related with employee work well-being and organizational commitment, while employee work well-being mediates the association between value congruence and self-efficacy toward employee organizational commitment. The theoretical and practical implications of the findings and issues for future research were discussed in the paper.

**Keywords:** Human Resource Management; Millennial Generation; Organizational Commitment; Self-Efficacy; Value Congruence

**Abstract ID: AIC-2017-AMOS-310**

**THE FUTURE OF INDONESIAN PALM OIL MARKET DEMAND: THE PORTER FIVE FACTORS APPROACH**

**Corresponding Author:** Said Achmad Kabiru Rafie

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**Abstract**

This paper aims to look at potential Indonesian market demand for palm oil based on previous consumption and predicted future Indonesian palm oil demand. Domestic consumption has been strongly sustained by the growing Indonesian middle class, as well as the growth of small and medium enterprises. Since 1980, consumption has grown from 561 thousand metric tons to 9.1 million metric tons in 2016. With the fourth largest population in the world, Indonesia is also the biggest economy in South East Asia and estimated to be the seventh largest economy in the world (McKinsey 2012). Due to its economic prominence, it is essential to make projections about the market demand for Indonesian palm oil. The research used in-depth interviews with palm oil stakeholders along with secondary data from relevant institutions to enrich the research data. In addition, Porter Five Factors analysis was used to study an industrial analysis of Indonesian palm oil demand for the purposes of crafting a strategy for palm oil businesses entering the Indonesian market. The research attempts to identify future Indonesian domestic demand from households and industry.

**Keywords:** Indonesian Palm Oil Demand; Porter Five Factors; Domestic Consumption

**Abstract ID: AIC-2017-FMM-313**

**CAREER COMMITMENT; A MEDIATING LINK BETWEEN EI AND CAREER SUCCESS**

**Corresponding Author:** Razia Sultana

**Co-Authors:** Jihad Aldehayyat

Alyamamah University

**Abstract**

This research aspired to investigate the relationship between emotional intelligence (EI), objective career success (OCS) and subjective career success (SCS). In addition, it also probes the mediating effect of career commitment (CC) on EI-OCS and EI-SCS relationship. 200 faculty members from five major Pakistani universities were surveyed by means of a close-ended questionnaire. Data was analyzed by running CFA and structural equation modeling (SEM). The study results showed a positive relationship between EI and OCS-SCS. However, the relationship was stronger with OCS than SCS. Contrary to our expectations, CC did not fully mediate the relationship; however partial mediating effects were reported. Study results specifically bring fresh insight to HR researchers to consider EI as a pivotal predictor of career success and further investigate its role in shaping employees' career development.

Moreover, study results will facilitate HR practitioners to consider EI as an important element of devising career policies, training, and development activities as EI will not only yield positive career outcomes of objective and subjective success but also augment employees' CC which is integral for organizational performance and growth. This research extends career success literature by studying EI as one of the pivotal career success predictors. In addition, CC as a mediator of career success has been given little attention so far and can be considered as a key contribution to this study.

**Abstract ID: AIC-2017-FMM-315**

**SHAREHOLDER REMEDIES AGAINST THE MANAGEMENT OF A COMPANY: AN APPRAISAL RELATING TO ANNUAL GENERAL MEETING**

**Corresponding Author:** Shamsuddeen Magaji

**Co-Authors:** Nurli Yaacob, Zuryati Mohamed Yusoff

Universiti Utara Malaysia

**Abstract**

*The Companies and Allied Matters Act 1990 provides certain remedies to shareholders in the event the company violates any of their personal right. This include the right to receive notice and vote at the meeting. Personal action as a remedy entitled the shareholders to either an injunction or declaration against the company in addition to monetary fine. However, enforcement of shareholder remedy in Nigeria takes very long time in court and the monetary fine is grossly inadequate. Therefore, this study seeks to examine various shareholder remedies relating to general meeting with a view to introduce strict provisions that will protect the right of shareholders against violation. The study employed doctrinal method which is library based and fieldwork, in form of qualitative interview. The findings indicate that the court are reluctant to interfere in the management of company affairs in recognition of corporate personality principle. Additionally, shareholders are not enlightened about their remedies. The study suggests for upward review of fines as well as the introduction of other avenues that will facilitate quick enforcement of shareholder remedies. Similarly, the regulators in Nigeria should be responsible to educate shareholders about their right and remedies.*

**Keywords:** Enforcement Of Remedies; Fine; Shareholder Remedy

**Abstract ID: AIC-2017-FMM-318**

**SOCIAL MARKETING MODEL TO INCREASE FINANCIAL INCLUSION IN INDONESIAN BANKING SECTOR**

**Corresponding Author:** Hendra Winata

University Of Brawijaya

**Abstract**

*In general, low of financial inclusion could indicate the existence of social problems in Indonesia which caused by the behavior of people who do not have the desire to enter into banking access. Therefore, a program of behavior change of Indonesian people in banking access is needed to improve financial inclusion of banking sector in Indonesia. This study aims to investigate how the role of social marketing in improving financial inclusion in the banking sector in Indonesia. Data from the national literacy in financial inclusion survey of the Financial Services Authority (OJK) in 2016 shows that the financial inclusion of banking products in Indonesia is 63.6% of the target of 75%. The research method is qualitative with case study research to know more deeply the role of social marketing as well as the most optimal form of social marketing in increasing financial inclusion in banking sector in Indonesia. The result of this study led to the creation of a social marketing model to improve the financial inclusion of the banking sector in Indonesia.*

**Keywords:** Financial Inclusion; Social Marketing; Indonesian Banking Sector

**Abstract ID: AIC-2017-FMM-328 & FMM-326**

**THE IMPACT OF RAW MATERIAL AND SITE HANDOVER ON TIME OVERRUN IN ROAD CONSTRUCTION PROJECTS IN DISTRICT SWABI: A CONTRACTOR'S PERSPECTIVE**

**Corresponding Author:** Muhammad Fayaz Khan

**Co-Authors:** Farzand Ali Jan; Muhammad Mudassar

Abbottabad University Of Science And Technology, Abbottabad

**Abstract**

*Most construction projects in developing countries are characterized by time overrun. Past record of District Swabi in the road construction sector shows that maximum construction projects were not completed in time due to several factors. Literature in this area pointed out massive reasons for time overrun. This study was conducted to find out the impact of raw material and site handover on time overrun in road construction projects in Swabi. The data was collected from both government and private contractors in Swabi in order to investigate the effect of raw material and site handover on the dependent variable. 90 out of 150 questionnaires were distributed among the government contractors and 60 out of 150 were spread among private contractors. Different statistical tools were applied to analyze the data. The results obtained after analysis of data showed that the raw material and site handover has statistically significant impact on time overrun.*

**Keywords:** Time Overrun; Raw Material; Site Handover; Road Construction Projects

**Abstract ID: AIC-2017-FMM-334**

**THE EFFECT OF DIGITAL LEADERSHIP AND INNOVATION MANAGEMENT FOR INCUMBENT TELECOMMUNICATION COMPANY IN THE DIGITAL DISRUPTIVE ERA**

**Corresponding Author:** Leonardus Wahyu Wasono

**Co-Authors:** Asnan Furinto

Bina Nusantara University

**Abstract**

*Digital technology is driving the changing of industry more exponential across all industry. Telecommunication industry is one of industries that having significant impact of digital disruption. Thus, it become the issue for incumbent telecommunication company to sustain their future business. The incumbent company require to re-inventing its strategy to anticipate the rapid changing in digital disruption. Two big challenges for incumbent are : first, how to take the opportunity in digital disruption through management innovation? and how to accelerate the internal digital transformation lead by digital leadership capability?. This study aims to examine the effect of digital leadership and innovation management for incumbent telecommunication company in Indonesia in facing the digital disruption and transform the existing business to become Telco digital company. This study is done by quantitative method in unit of analysis incumbent telecommunication in Indonesia with sample of 50 senior leader respondents. The statistical test used is Partial Least Square (PLS). Based on the result of hypothesis testing found that both digital leadership and innovation management effect to sustainable competitive advantage in the future, where the digital leadership have a greater influence in driving innovation management. This research has implication for the management of incumbent telecommunication company in Indonesia in its effort to transform to become digital telco and increase sustainable competitive advantage in disruptive era through strengthening the digital leadership and innovation management.*

**Abstract ID: AIC-2017-FMM-335**

**A STUDY ON THE MOTIVATIONAL FACTORS OF IT PROFESSIONALS IN ISLAMABAD**

**Corresponding Author:** Muhammad Fayaz Khan

**Co-Authors:** Muhammad Fayaz Khan

Abbottabad University Of Science And Technology, Abbottabad

**Abstract**

*Organizations consider employees as a vital asset and as the main contributors and actual factors for production. The aim of the proposed study is to investigate employee motivation in the IT sector of Islamabad based on extrinsic and intrinsic factors that boost or reduce employee motivation. The study was cross-sectional and causal in nature. The data was collected through self-administered questionnaire by using convenience data sampling technique of non-probability sampling. A total of 350 questionnaires were distributed among the employees of different IT companies out of which 139 were completely and correctly filled with a total response rate of 39.7%. The data was analyzed in SPSS (Statistical Package for Social Sciences) version 20. The study analyzed the data through reliability, correlation and regression analysis. The findings of the study indicated a positive and significant association of almost all three indicators of the extrinsic determinant with employee motivation. The data was collected through convenience data sampling technique as the sampling frame was not available. A probability of biases might also exist in the study, therefore, additional surveys can also be conducted.*

**Keywords:** Employee Motivation; Monetary Compensation Or Salaries; Leadership; Job Enrichment.

**Abstract ID: AIC-2017-FMM-339 & FMM-33**

**INVESTIGATING ESCI AMONG HIGHER EDUCATION INSTITUTIONS (HEI'S) FACULTY MEMBERS.**

**Corresponding Author:** Naveed Saif

**Co-Authors:** Hamid Khan; Aziz Javed; Naveed Saif

University Of Science & Technology BANNU

**Abstract**

*For more than 20 years emotions was not consider as an integral part of intelligence as discussed by earlier philosophers from Greek and Romans. They consider emotions as rationality based on unpredictable nature. Hence it arise many questions about employees emotional intelligence feeling across the world. In the current research study ESCI construct will be validated among faculty members of KP varsities. As ESCI is not used so far in educational institutions, hence it validations will open new ways of understanding the concept related to employees emotional intelligence in Higher education sector. For this purpose data is obtained from 500 faculty members from different universities and the response was assessed by CFA via AMOS software. Results indicate that ESCI construct consist of four important clusters with multi dimensions having number of items. In the first stage CFA was run on each cluster having specific items, and on the basis of model fit results were deducted during unidimensional CFA the item having lower factor loading were removed, while in multi-dimensional CFA cluster having problematic (poor fit indices) dimensions were also removed. Results show that from each cluster some of the items were removed. Whereas during CFA run for relationship management, full dimension named (conflict management competences) was removed. In the final stage convergent and discriminate validity of ESCI was checked with 11 factors having total 44 items. Results of the current study suggest that the newly adapted version of ESCI with 11 factors (44 items) applied in Pakistan HEI having good results related to psychometric attributes and to assess employees' emotional intelligence level.*

**Keywords:** Emotional Intelligence; ESCI; CFA; HEIs; Faculty Members

**Abstract ID: AIC-2017-FMM-340**

**INVESTIGATING THE RELATIONSHIP BETWEEN LEADERSHIP STYLES AND LEADERS EFFECTIVENESS, WITH MEDIATING ROLE OF EMOTIONAL INTELLIGENCE. (EVIDENCE FROM THE BANKING SECTOR OF ISLAMABAD)**

**Corresponding Author:** Naveed Saif

**Co-Authors:** Nafees Jamal

University Of Science & Technology BANNU

**Abstract**

*The current research study focus on investigating the model of leadership, its effectiveness and emotional intelligence level among the banking sector employees proposed by (Badru-Harun, Zainol, Amar and Sheri.,2016). The current study is innovative in nature that no single study yet investigate the mediating role of Emotional intelligence with leadership styles and leaders effectiveness in a single Model. In order to get appropriate response data was obtained from banking sector employees located in Islamabad through random sampling technique. Total 600 questionnaires were distributed among the selected head office employees of different banks. After removing missing item constructs finally 390 questionnaires were used for further analysis. In order to validate the model (Barron and Kenny,1986) mediational technique through regression analysis was performed. Results indicate that direct relationship between (Transformational and Transactional Leadership) with effectiveness (Dependent Variable) and Emotional Intelligence (Mediating Variable) was significant. That leads to acceptance of the hypothesis relating direct relationship among these variables. In the next stage mediating variables findings show that emotional intelligence fully mediate the relationship between Transformational leadership style and leader's effectiveness, while EI partially mediate the relationship between Transactional Leadership and leader's effectiveness. Result indicate that emotional intelligence act as a good mediator between transformational leadership and leader effectiveness. The possible role of emotional intelligence actually enhance the attributes of transformational leadership. For instance if the branch manager have the tendency to help worker, motivate them, guide them, influence feelings of inspiration and neglect any negative attitude of employees. It will result in creativity such as social bond that will leads toward satisfied worker. But if the branch manager have lack to control stressful situation and exhibit such a behavior that leads to sown the moral of employees. The result will be unsatisfied employees, having lack of passion and motivation for their work place. One of the interesting finding of the study shows that contingent reward was associated with transformational leadership during factor loading. Finding of the study shows novel results in the field of leadership as leader's effectiveness and styles was assessed for the first time. Which reveals that from employee's prospective effectiveness refer to the kind and humble approach of leaders, while from leaders prospective effectiveness means workers expertness in their field job.*

**Abstract ID: AIC-2017-AMOS-342**

**IMPACT OF HUMAN RESOURCE EXPENDITURE ON PROFITABILITY OF BANKING SECTOR OF BANGLADESH**

**Corresponding Author:** Bishawjit Deb

**Co-Authors:** Arupa Sarker, Fahimul Kader Siddique.

**Abstract**

*The aim of this paper is to explore the impact of human resource expenditure on profitability of banking industry of Bangladesh. The data were collected randomly from annual reports of 21 private commercial banks out of 40 listed private commercial banks in DSE. Four financial parameters i.e. Return on Assets (ROA), Return on Equity (ROE), Earnings Per Share (EPS), Net Profit After Tax (NPAT) are used to measure the financial performances of selected banks. Human resources expenditure includes salary and allowances, recruitment, training, internship, seminar, workshop etc. of the listed banks that are disclosed in financial statements. A multiple linear regression analysis is used to analyze data and to test the hypotheses. The empirical result indicates that there is a statistically significant relationship between human resource expenditure & return on assets (ROA) and human resource expenditure & net profit after tax (NPAT). Moreover, there is no significant relationship between human resource expenditure & return on equity (ROE) and human resource expenditure & earnings per share (EPS). The result suggests that human resource expenditure does not effectively explain changes in profitability of firms.*

**Keywords:** Human Resources Expenditure; Profitability; Commercial Bank

**Abstract ID: AIC-2017-FMM-348**

**COMBINING SELF-EFFICACY AND EMPLOYEE FRIENDLY WORKPLACE TO GENERATE INNOVATIVE WORK BEHAVIOR. EVIDENCE FROM TELECOMMUNICATION INDUSTRY**

**Corresponding Author:** Henny Santoso

**Co-Authors:** Asnan Furinto

Binus University

**Abstract**

*In this current knowledge-intensive economy, especially for technology based companies, it is very important to understand what determines employee creativity since it is a primary source for corporate innovation. Innovation is a key word in the telecommunication industry, where technology development can change market demand and change the habits of telecommunication service users. We focus on innovation work behavior as an antecedent of job satisfaction. Based on personal/ individual factor and environmental factor, we propose two determinants of innovative work behavior that help us to understand how self-efficacy and employee friendly workplace can evolve to facilitate job satisfaction outcomes. We propose that self-efficacy and employee friendly workplace positively affect job satisfaction by creating an innovative work behavior. A 245-employee sample is used to analyze the theoretical model variables'*

*relationship to innovative work behavior that can change its values to create job satisfaction. The results support the theoretical model, and lead to some implications for the management practice.*

**Keywords:** Employee Friendly Workplace; Human Resource Management; Innovative Work Behavior; Self-Efficacy; Strategic Management

**Abstract ID:** AIC-2017-FMM-351

**PERSONALITY AND PSYCHOLOGICAL CONTRACTS: DOES UNCERTAINTY AVOIDANCE MATTER?**

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**Co-Authors:** Sajid Bashir

Capital University Of Science & Technology, Islamabad

**Abstract**

*While examining whether the big five personality traits could be used to predict the formation of psychological contracts from employees perspective, this study aimed to investigate the moderating effects of uncertainty avoidance on the relations between selected personality traits and psychological contracts. Time lagged data were obtained from 469 respondents representing the cross-sector corporate workers of Pakistan, to ensure theoretical generalization. Results suggested the positive prediction of transactional contracts by the Openness to Experience, Conscientiousness and Neuroticism whereas these contracts were found to be negatively related with Agreeableness and Extraversion. On the other hand, relational contracts were positively predicted by the Extraversion and Agreeableness and were negatively related with Openness to Experience, Conscientiousness and Neuroticism. The results further suggested the significant moderating effects of individual level uncertainty avoidance on the relations between personality traits of employees and their perceived psychological contracts with respective employers. These results have profound implications for the researchers' fraternity as well as for practitioners with a view of personality-job fit. The HR and Training managers should know what type of personalities are expected to form what type of psychological contracts and how individual level of uncertainty avoidance plays its role in these relations. With these findings, the managers would be able to ensure personality-job fit and would craft such policies which would be beneficial for the organization.*

**Keywords:** Big Five Personality Traits; Psychological Contracts; Uncertainty Avoidance; Personality-Job Fit

**Abstract ID:** AIC-2017-FMM-352

**THE EFFECT OF DARK SIDES OF LEADERSHIP ON MANAGERS' PERFORMANCE AND ENGAGEMENT AS VARIABLE INTERVENING IN MANUFACTURING COMPANIES**

**Corresponding Author:** Ita Mariza

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**Abstract**

*This study aims to identify leadership success factor to enhance productivity in manufacturing companies. Empirical research has been conducted on senior managers' and employees' perception of the impact of dark sides of leadership as a variable intervening factor on managers' engagement and performance in Manufacturing Companies in Tangerang Indonesia. The dark side of leadership has manifested in one-way communication, uncompromising, harsh and coercive, limited tolerance behavior, in the hope for achieving target in the work place. The purpose of this paper is to investigate and explore the effect of negative and dysfunctional traits and behavior of leaders on managers' engagement and performance. This study examines three hypotheses, and empirical research has been conducted in manufacturing companies. Data has been collected through surveys directly to the respondents (the plant head, senior managers and employees in manufacturing companies). This research involved 119 senior managers as respondent from 2 manufacturing companies in Tangerang, Indonesia. The research method is field survey with convenient sampling, and the data analyzed by Structural Equation Modeling (SEM), Lisrel program 9.2. The findings are as follows: a) dark side of leadership positively and significantly effect on employee engagement (H1); b) Engagement positively and significantly effect on employee performance (H2); c) dark side of leadership positively effect on employee performance directly but it is not significant. However, the limitations of this research are a) characterized by cross sectional and perceptual analyzes; b) the location all of the companies involved is in Tangerang, Indonesia. The managerial implication of this research, for certain conditions and situation, the dark traits and behavior of leaders are needed or can be accepted because have a positive effect in order to influence the behavior of employees and strengthen their engagement and improve the performance. In other words that to influence the behavior of employee (strengthen engagement, increase performance) a leader in manufacturing company can apply their methods to lead by combining charismatic, inspiring others, providing individualized support and serving as a role model combined with dark side of their leadership. The theoretical implications of this research is we provide evident to the concept developed by Manderscheid & Freeman (2012), that there is a paradox of leadership that not only the bright or positive side of leadership but also research on the dark side of leadership behaviors.*

**Keywords:** Dark Sides Of Leadership; Engagement; Performance.

**Abstract ID:** AIC-2017-FMM-355

**FAMILY OWNERSHIP AND FIRM PERFORMANCE OF MALAYSIAN MANUFACTURING SMES: THE MEDIATING ROLE OF INNOVATION**

**Corresponding Author:** Aamir Iqbal Umrani

**Co-Authors:** Satirenjit Kaur Johl; Mohd Yusoff Ibrahim

Universiti Teknologi Petronas

**Abstract**

*Family-owned firms are the most common type of firm around the globe. In Malaysia, 97.3% of total business establishments are SMEs, and most of the SMEs are family owned. Firms' innovativeness is essential for higher firm*



performance. Family firms are less inclined toward innovation, and it has a negative influence on firm performance. Therefore, this paper intends to investigate the mediating role of innovation in the relationship between family ownership and firm performance. Data was collected from 293 manufacturing SMEs of Malaysia. Multiple regression was applied to analyse the data. The results indicate innovation as a critical for SMEs to increase firm performance and a survival tool in the marketplace. Furthermore, innovation completely mediates the relationship between family ownership and firm performance.

**Keywords:** Family Ownership; Firm Performance; Manufacturing; Malaysia; Smes; Innovation;

**Abstract ID: AIC-2017-FMM-366 & AMOS-356**

**IMPROVING E-COMMERCE CONSUMER PURCHASE INTENTION THROUGH ENJOYMENT, FINANCIAL TECHNOLOGY AND DISCOUNT PERCEPTION IN INDONESIA**

**Corresponding Author:** Rudy .

**Co-Authors:** Rudy

Bina Nusantara University

**Abstract**

The growth of internet users in Indonesia has reached 132.7 million in 2016, this growth has great potential for the e-commerce players in Indonesia, and especially with 63.5% of internet users in Indonesia have experience with online transactions. The value of e-commerce transactions in 2015 reached 3.22 billion dollars, and in 2016 reached 4.89 billion dollars, the growth of transactions experienced an increase of more than 60% but nevertheless the increase in transaction is still small compared to retail transactions in Indonesia, only 0.85% of total retail transactions in Indonesia. The sustainability of e-commerce in Indonesia can occur if e-commerce players can build and improve purchasing intentions. In previous research the intention of repurchase is influenced by the satisfaction, trust and value obtained by consumers when making transactions. Nowadays, e-commerce actors rely heavily on technology in running their business, but still run the business strategy and innovation, in order to remain competitive. Researchers try to research the intention of repurchase that can be influenced by technology in this case financial technology associated with payment method, and data security. Business strategy is measured by, pricing strategy (low price / discount), and pleasure (enjoyment). The research questionnaires will be conducted to B2C (business to consumer) consumers, who have conducted repeat transactions, and conducted in several cities in Indonesia. The research data will be processed using SEM-PLS.

**Keywords:** E-Commerce; Repurchase Intention; Enjoyment; Discount Perception; Financial Technology

**Abstract ID: AIC-2017-AMOS-369**

**PREVALENCE RATE AND PREDICTORS OF WORKPLACE TRADITIONAL AND CYBERBULLYING AT WORKPLACE OF SELECTED SERVICE SECTORS OF PAKISTAN**

**Corresponding Author:** Mehwish Iftikhar

**Co-Authors:** Beh-Loo See

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**Abstract**

There found a scarcity of academic research on understanding of both the traditional and cyber bullying jointly at workplace of organizations. As an emerging field of research area, detailed understanding about the predictors of cyber bullying has yet not been fully established. Drawing on the sample of 285 officials working in 4 service sectors (banking, telecom, hotel and education) of Pakistan, this research endeavored to investigate about prevalence rate, extent and frequency of both the traditional and cyber bullying and predictors responsible for causing bullying among workers of service sectors of Pakistan. Using NAQ-21 and NAQ-R on the basis of the layman's cut-off criteria for measuring bullying and cyber bullying prevalence, results highlighted that 36%, 55%, 50% and 59% of the respondents were categorized as bullied traditionally and 18%, 30%, 27% and 49% were cyber bullied in education, banking, telecom and hotel service sectors respectively. Overall bullied (traditionally) percentage was 50 and cyber bullied was 31. Multiple dimensions of organizational climate were found to be the predictors of workplace bullying, while technology (social networking and ICT's) is significantly related to the prevalence of cyber bullying at workplace of service sector organizations.

**Keywords:** Workplace Traditional Bullying; Cyberbullying; Organisational Climate; Technology; Social Networking.

**Abstract ID: AIC-2017-FMM-376**

**CHANGING DEFINITIONS OF MARKETING: AN ANALYSIS ON IMPACT OF MARKETING THOUGHT**

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**Abstract**

Marketing has been undergoing through changes from its very beginning. These changes were reflected not only in the definitional aspects of marketing but also in terms of the role played by marketing in an organization. Each change in definition highlighted the state of the marketing theory and practice and reflected our understanding of the nature and progress of the domain as well as highlighted the continuous nature of changes in the marketing thought as well. Changes in marketing thought have affected how the organization relates itself to the market in general and to the customers specifically. These thought changes were not only theoretical in nature, they also had a huge impact on organizational practices, philosophy, structure and activities. These changes transcended organizational boundaries and

*lives of the people and stakeholders as well and brought change that affected both the conduction of business and how society interacts with businesses and each other. An overview of changes in marketing thoughts is a pre-requisite to understanding the domain and sheds light to the important milestones to the journey of marketing. The aim of the article is also to bring to light the challenges the marketing domain is facing in the current era.*

**Keywords:** History of Marketing Thought, SD Logic, Capabilities, Challenges

**Abstract ID: AIC-2017-FMM-377**

### **MARKETING CAPABILITIES REQUIRED FOR CO-CREATION: AN ORGANIZATIONAL PERSPECTIVE ON SD LOGIC**

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#### **Abstract**

*The concept of co-creation requires the active participation of customer in the process of value creation. Most of the studies have looked at the process from the customer point of view. However, since SD Logic is challenging the existing GD logic paradigm, therefore it can be argued that new SD logic proposes new marketing processes will be required in an organization to effectively transform itself to adopt the SD logic. In line with the argument, the paper seeks to propose new capabilities that will be required to implement SD logic-based activities in any organization. Qualitative methodology. In-depth, unstructured interviews have been used to conduct the research. This conceptual paper looks at the SD Logic from the organizational point of view and seeks to put forward propositions regarding new capabilities required to practice co-creation.*

**Keywords:**

**Abstract ID: AIC-2017-FMM-381**

### **CRITICAL FACTORS AFFECTING EMPLOYEE TURNOVER: AN EMPIRICAL STUDY OF THE UNIVERSITY TEACHERS**

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#### **Abstract**

*In human resources context, turnover is the rate at which an employer/organization loses or acquires employees. High turnover can be harmful to an organization's productivity. Education is considered as the backbone of a country's educational institutions. Then teachers are one of the important pillars. But there are many problems faced by university administrations and main problem of today's university administration is to hire, train and retain talented teachers. Due to different reasons, teachers leave universities, which create impact on universities' functioning & reputation. A sample of 120 was taken to dig out the reasons of teachers' turnover. The researcher used questionnaire to collect data. Three structural variables, one Psychological variables and one environmental variable were selected to measure the impact. Surprisingly among all the variables, emotional intelligence was found to be the most important element. Two hypotheses got accepted but three were not proved to have significant impact.*

**Keywords:** Employee Turnover; Emotional Intelligence; Autonomy

**Abstract ID: AIC-2017-FMM-383**

### **WORKING WOMEN'S DILEMMA IN BALANCING PERSONAL AND WORK LIFE**

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#### **Abstract**

*Due to globalization and concept of "global village", the organizations are creating a unified system for diminishing the role of gender and creating harmony in their work practices. Women Micro entrepreneurship is considered as the emerging term in the 21st century as women are actively seen in offices, business places and they are even stimulated to start up their business activities through financial assistance by any way like self-funding, government funds or loans. Women in cities or at macro level are taking advantages and getting opportunities concerning business activities up to some extent but women at micro level are still lacking behind in business entrepreneurial approach. There are some hurdles still which hinder the direction of these women towards success. The challenge of, and opportunities for, women micro entrepreneurship with balancing work and personal life related to dual paradigm has been highlighted in this research. This research establishes the relationship of women entrepreneurship by highlighting the certain hurdles dimensions in work includes; lack of confidence, lack of motivation for achievement of their goals due to less encouragement from family and society, focusing on funding and resources, stereotyping, glass ceiling, job lose threat and challenging jobs, performance appraisal system, less support by family, ineffective leadership and personal hurdles likewise social injustice, affect of marital and parental status, physical strength, soft corner nature and attitudes and male dominating world. This is qualitative research (interview technique) based on the sample size of 30 working women in Kashf Foundation. The results indicate that all these factors adversely impact in balancing of work and personal life of women.*

**Keywords:** Women Micro Entrepreneurship; Personal Life; Work and Social Life; Small And Medium Enterprises (SME'S); Kashf Foundation

**Abstract ID: AIC-2017-FMM-389**

**ACADEMIC ENTREPRENEUR VS EXTERNAL ENTREPRENEUR: HOW THEY APPLY CUSTOMER DISCOVERY**

**Corresponding Author:** Wahab Azrin

**Co-Authors:** Aniza Othman, Umar Haiyat Abdul Kohar, Kamariah Ismail  
Universiti Teknologi Malaysia

**Abstract**

*Customer discovery is a foundation of startup development and is increasingly important in other fields, such as university research commercialization. Research in marketing has identified the characteristics of customer-oriented organizations. However in university research commercialization, how startups apply customer discovery has received less attention. In this article, the authors conduct an in-depth, case study, multifirm investigation of firms that have successfully applied a customer discovery. Grounded by this in-depth understanding, they develop a theoretical model to explain how university startups apply a customer discovery. The model identifies the proactiveness of the lecturer himself to initiate the customer discovery and talk to industries. The authors find that proactiveness of lecturers existed both in academic entrepreneur-led firms and external entrepreneur-led firms. The findings offer new insights into how organizations develop a greater customer discovery, organizational change, and the nature of customer discovery, including the role of trust power and organizational learning in creating and sustaining university technology startups.*

**Keywords:** Innovation; Customer Discovery; Entrepreneurship; Marketing; Market Orientation

**Abstract ID: AIC-2017-FMM-390**

**BRAND EQUITY AND HUMAN RESOURCE IMAGE: DO CUSTOMER REALLY CARE ABOUT HRM IMAGE AND EMPLOYER BRAND?**

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National College Of Business Administration And Economics Lahore

**Abstract**

*Previously, the literature of Human resource image and Brand equity is well established but there is not a study which explained the relationship of Human resource image and Brand equity. This study aims to fill this gap by the moderating role of trust in this relationship. To test this relationship, data was collected from the students which are recently enrolled in different degree programs offered by different universities of Lahore, Pakistan. Researcher distributed 400 questionnaires, out of them 320 were received back and from those 320, only 240 were useable so the response rate of this study is 60%. Results shows that Human resource image is positively related to brand equity and willingness to pay price premium and trust also moderate these relationships. This study also includes managerial implication and direction for future research.*

**Keywords:** Human Resource Management Image; Brand Equity; Willing To Pay Price Premium; Trust

**Abstract ID: AIC-2017-FMM-401**

**ROLE OF MOTIVATION ON EMPLOYEE JOB SATISFACTION IN BANKING SECTOR OF KARACHI, PAKISTAN – A COMPARATIVE ANALYSIS FOR LOWER MIDDLE AND MIDDLE INCOME GROUP**

**Corresponding Author:** Quratulain Ezam

**Co-Authors:** Amir Firoz Shamsi

Dow University Of Health Sciences, Karachi

**Abstract**

*The emerging trends of Human Resource Management (HRM) are changing the mechanics of devising strategies. There is a lot of scope for research in this field. Organizations' management is finding ways to achieve employee job satisfaction. HRM is important because humans that our organization's employees can be a source of success or failure of an organization. This study focuses on exploring two aspects of this field that are motivation and employee job satisfaction in the context of different income groups. The relationship between motivation and job satisfaction is examined through a comparison between lower middle and middle-income groups with the help of 177 questionnaires that were filled by the employees of banks in Karachi, Pakistan. Results of this study enrich managers for decision making in Pakistan's banking sector. It is clear from the results that they only believe in monetary benefits to get satisfied from their jobs. Moreover, the limitations to be kept in mind are mentioned. The scope for future research and implications of the study are also provided.*

**Keywords:** Hrm; Motivation; Job Satisfaction; Lower Middle Income Group And Middle Income Group

**Abstract ID: AIC-2017-FMM-408**

**A STUDY ON KUALA LUMPUR CUSTOMER'S ACCEPTANCE OF RESTAURANT MOBILE APPLICATIONS (RMA) TO ACCESS RESTAURANT INFORMATION**

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Taylor's University

**Abstract**

*The purpose of this study on Mobile restaurant application is to know the customer acceptance on mobile restaurant applications. Consequently, the study covered the area of accessing the content of the restaurant marketing information*

among the customers in Kuala Lumpur Malaysia. The mobile application marketing channel is well accepted among the customers because they always allow customers to stay connected and are able to well inform about restaurants marketing information's anytime. People are very much attached to their smartphones and with the usage of applications in it, there are immense potential to integrate the smart phone applications. It was identified that that the degree of trust and risk acceptance to access restaurant information through mobile restaurant application was not significant, whereby it is significant with the relationship between personal attachment and accessing restaurant information. It is found that most of the respondents in Kuala Lumpur city found it easy to order food through the smart phone restaurant apps compared to ordering food online. It is interesting to know that majority respondent have agreed that the smart phone restaurant apps provide quick access to order food compare to ordering food online. The results identifies that the customer acceptance is possible through a three ways by considering trust, risk acceptance and personal attachments to access restaurant information, suggesting that when the access is increasing will have a positive impact on customer acceptance of using Restaurant Mobile Applications (RMA).

**Keywords:** Restaurant Mobile Applications; Restaurant Marketing; Customer Acceptance; Smart Phone Marketing Activities

**Abstract ID:** AIC-2017-FMM-419

#### **PSYCHOLOGICAL RESPONSE DURING FIRE EVACUATION USING BAYESIAN NETWORK MODEL**

**Corresponding Author:** Nurulhuda Ramli

**Co-Authors:** Nurulhuda Ramli, Noraida Abdul Ghani, Nazihah Ahmad And Irdayu Ibrahim  
Universiti Sains Malaysia

#### **Abstract**

Human behavior during an emergency event such as fire much depends on miscellaneous factors, one of them is individual psychological response. In this paper, a conceptual model of important psychological response during a fire event is developed based on three phases, namely the perception phase, fire cues validation and definition phase, and movement phase. A case study example using Bayesian Network (BN) with expert elicitation approach is presented to illustrate the practical application of the conceptual model. Results show that the proposed psychological response model is not only in line with the theory of human behavior in fire safety but can also quantitatively measure the likelihood of outcomes of possible scenarios. Hence, it is able to identify the most influential factors or prioritize the root causes of unsuccessful safe evacuation.

**Keywords:** Psychological Response; Human Behavior; Bayesian Network; Expert Judgment; Evacuation

**Abstract ID:** AIC-2017-FMM-425

#### **BRIEF LIFESTYLE OF MALAY ADOLESCENTS**

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**Co-Authors:** Zurilawati Binti Salleh  
Prince Sultan University

#### **Abstract**

The research is to explore briefly the lifestyle of Malay adolescent in terms of buying habits, fashion, time management and self-perception. The previous literature found that Adolescent age is the time when these young people shaping their behavior as a consumer. The activities that they have inculcated and nurture during this period will determine the future character of them as an adult consumer. The knowledge of their behavior is vital for marketers. We have conducted self-administered survey for data collection. Approximately one hundred (100) respondents have completed the questionnaires. The findings revealed that Malay adolescents love to socialize with friends and do shopping. They only bought the things that they can afford based on their family income. They have varied interests, respect the culture, love and concern for the family and belief in God. In addition, it is interesting to note that Malay adolescents have good healthy lifestyles. **Keywords:** Life Style; Malay ;Adolescents

**Abstract ID:** AIC-2017-FMM-428

#### **A NEW WAY OF LOOKING JOB INSECURITY WITH THE ROLE OF PCB AND BCR AS A MEDIATING VARIABLES TO EXPLAIN APPRAISAL THEORY.**

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**Co-Authors:** Shadi Ullah  
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#### **Abstract**

The aim of the study is to find out the association between job insecurity and its negative consequences. Based on the previous literature, it is perceived that two important attributes of Appraisal Theory (Psychological Contract Breach and Perceived control) were selected as a possible mediators in a single model. Outcome variables for the study consist of (Vigor and need for recovery), general Strain was measured by (Mental and Health complaint of the employees), Behavioral Coping Reaction (BCR) were instigated via (Self rated Performance and IWB), while Psychological Coping Reaction (PCR) was predicted by lower level of Commitment and Satisfaction. Data was collected from the pharmaceutical sector employees and total 480 participant's response was finalized for data analysis after removing missing values. For the sake of data analysis simple and multiple mediation via Preacher and Hayes (2008) bootstrapping was performed. Results indicates that PCB mediate the relationship between Job Insecurity and both job related strain attributes (work related Strains and general Strains). On the other side the relationship between Job Insecurity and coping reactions among the selected sample is mediated by both mediators i.e.(Behavioral and

*Psychological). Perceived control act as a stronger mediator in comparison to PCB directing the path relationship between Job insecurity and PCR. The current study explain the inter relationship between Job Insecurity and outcome variables with the role of two mediators and open new way of looking at Appraisal theory. Future studies may use other variables to strengthen the underpinning mechanism behind Job insecurity.*

**Keywords:** Job Insecurity; PCB; Psychological Coping Reaction; Appraisal Theory;

**Abstract ID: AIC-2017-FMM-430**

### **EXPLORING CREDIBILITY OF ISLAMIC BANKS IN INDONESIA: AN EXPLORATORY FACTOR ANALYSIS APPROACH**

**Corresponding Author:** Naufal Bachri

**Co-Authors:** Abdul Rahman Lubis; Nurdasila; M. Shabri Abd Majid  
Universitas Malikussaleh

#### **Abstract**

*This study attempts to explore the antecedents of credibility of full-fledged Islamic banks in Indonesia. The sampling technique in the study is purposive random sampling with criteria; each respondent has a bank account in full-fledged Islamic bank for at least one year. The data were collected from respondent using the structured questionnaires. A total of 250 questionnaires were distributed in different of six major Islamic banks (PT. Bank Muamalat Indonesia, PT. Bank BRI Syariah, PT. Bank BNI Syariah, PT. Bank Syariah Mandiri, PT. Bank Mega Syariah, PT. Bank Maybank Syariah Indonesia, and PT. Bank Tabungan Pensiunan Nasional Syariah) operating in Aceh Province, Indonesia. The result showed that credibility refers to a multidimensional construct composed of three factors: reliability, concern and knowledge. A scale of overall credibility in Islamic Bank was obtained, composed of three factors and represented by 21 indicators that are significant for their measurement. The factor of concern refers the key to establishing and maintaining long-term relationships between companies and customers. In addition, knowledge can increase responsiveness to customers; improve work efficiency and ability to innovate. However concern and knowledge are new factors in the theory of credibility that can be applied in Islamic Banking.*

**Keywords:** Credibility; Reliability; Concern; Knowledge; Islamic Banks

**Abstract ID: AIC-2017-FMM-437**

### **IDENTITY REPRESENTATION IN CUSTOMIZATION. A CASE OF NIKE SHOES**

**Corresponding Author:** Kiet Nguyen

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International University VNU-HCMC

#### **Abstract**

*Customization has been well-studied in perspective of manufacturers in the context of developed countries, however, are not well-explored in developing countries like Vietnam. The present research was conducted to address customization as a value creator, associated with particular case of Nike's shoes, for consumers in Vietnam. Based on prior studies, a model was built to examine customization through the meaning of customized products. This research aims to determine important factors influencing the product meaning that young consumers evaluate Nike's products. Following survey-based quantitative approach, Partial Least Square-Structural Equation Model (PLS-SEM) was used to analyze 227 participants, who have used Nike's products. The findings showed that personal identity-based motivation, social identity-based motivation, need for uniqueness, and aesthetic impressions were important predictors of customized Nike's shoes' meaning, which has influences on consumer evaluation of the products.*

**Keywords:** Customer Behavior; Customization; Product Meaning; Identity Representation; Identity-Based Motivation

**Abstract ID: AIC-2017-FMM-440**

### **USING ADVERTISING VALUE AS THE STIMULUS CONSUMERS TO CHANGE FROM TRIAL ACTION TO REPURCHASE ACTION**

**Corresponding Author:** Quynh Phan

**Co-Authors:** Quynh Thi Diem Phan , Phuong Van Nguyen, Khoa Ngoc Anh Le, Ngan Tuyet Vu  
International University

#### **Abstract**

*The advertising value has become an integrated part of every business. Although numerous research has explored the effectiveness of advertising, the perceived online advertising value has not been explored completely in terms of consumers' awareness and stimulatory behaviors in the emerging market like Vietnam. By using Partial Least Squares-Structural Equation Model (PLS-SEM) approach, this study aims to investigate the roles of advertising value in stimulating consumers to repurchase action. Based on the data analysis of 209 correspondents, the findings showed that most of the key antecedents to advertising value, such as informativeness, irritation, credibility, personalization, involvement and interactivity have a positive impact on the online advertising value. However, other factor, entertainment, was negatively associated with the online advertising value. Finally, in turn the advertising value has both direct and indirect effects on repurchase action via trial action and customers' awareness. The results eventually lead to the improvement in creating an appealing online advertisement.*

**Keywords:** Advertising Value; Customers' Awareness; Trial Action; Repurchases Action.

**Abstract ID: AIC-2017-FMM-441**

**THE EFFECT OF BUSINESS CHARACTERISTICS ON TAX COMPLIANCE**

**Corresponding Author:** Popi Fauziati

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Universitas Bung Hatta

**Abstract**

*Taxes are the largest source of state income but the level of tax compliance is still low. Research on tax compliance is still interesting to be studied in small medium enterprise (SME) because SME is the financial contributor to state development in Indonesia. The study examined the effect of business characteristics (age, size, sector and risk management) on tax compliance. The research design adopted in this study is survey design. The questionnaires were distributed to the members of Department of Cooperatives and Micro Small-Medium Enterprises in Padang City. There were 92 respondents participated in this research. Non-probability sampling was used as the sampling method. The data obtained were analyzed using Statistical Package for Social Sciences (SPSS). The research findings indicate that age, size and sector have no effect on tax compliance while risk management has an effect on tax compliance.*

**Keywords:** Tax Compliance; Age; Size; Sector; Risk Management

**Abstract ID: AIC-2017-FMM-452**

**THE CHALLENGES FACED BY MALAYSIAN SMES COMPANIES IN OBTAINING LOAN**

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Universiti Teknikal Malaysia Melaka

**Abstract**

*SMEs companies can be considered as a back bone of national economy. Same goes to SMEs companies in Malaysia where the SMEs companies play an important role in the economic development of Malaysia. Malaysian government has provided numerous schemes for training to boost up SMEs companies. Finance is one of the important aspects for the growth of SMEs companies and has always been an obstacle for SME companies to continue growing. Most financial institution hardly approves SMEs loan application because SMEs companies are considered risky. Besides that, most of SMEs cannot fulfill requirement asked by financial institution such as the collateral, good business banking history, the complete support document and etc. To date various studies have been conducted about SMEs challenges with extensive perspective. By analyzing previous literature review on the topic of SMEs challenges found that one of main challenges to Malaysian SME is accessing credit.*

**Keywords:** SME Challenges, SME financing, Financial Institutions

**Abstract ID: AIC-2017-FMM-456**

**EMPLOYEE ENGAGEMENT-BEST PRACTICES OF SUCCESSFUL COMPANIES- STUDY OF GALLUP GREAT WORKPLACE AWARD**

**Corresponding Author:** Ghulam Yaseen

**Co-Authors:** , Ghazanfar Bozai

Institute Of Business Management (IoBM)

**Abstract**

*In current age, human resource is not only subject of Human Resource Management team but canvas is wider and it needs involvement of top level leadership. People/worker/employee engagement terms frequently used by practitioners and researchers for involvement of people (physically and emotionally) during performing their roles for improved results in organization goals. Current paper provides the best practices of the successful companies which received higher financial, organizational growth and employee satisfaction results with employee engagement initiatives. The finding indicates the policies, practices, trends and involvement of senior leadership for employee engagement. Applications of selected best practices of employee engagement will save the time and research cost, replication can provide an opportunity of achieving paramount results without spending any additional cost in human resource and trainings and facilitate to condense employee turnover, provide effect in saving hiring and training expenses. These practice also reduced the number of actively disengaged employees (workplace prisoners), who are instrument of dissatisfaction at organization. A "Workplace Prisoner" is someone who indicates they will stay at their organization despite a lack of motivation to give their best effort and a lack of positive things to say about their organization.*

**Keywords:** Employee Engagement; Employee Assistance Programs; Work Engagement; ; Workplace Culture; Employee Recognition And Well Being

**Abstract ID: AIC-2017-FMM-462**

**KNOWLEDGE SHARING TOOLS AND STUDENTS' EXPLICIT KNOWLEDGE IN HIGHER EDUCATION INTUITIONS: MEDIATION MODEL IN CASE OF LAHORE**

**Corresponding Author:** Muhammad Wasim Akram

**Co-Authors:** Muhammad Khyzer Bin Dost; Prof. Ch. Abdul Rehman

Universiti Teknologi Malaysia

**Abstract**

*Globalization typically has been occupied by knowledge economies. From knowledge less to knowledgeable economy, knowledge based economy is the only way to avoid becoming dependent on knowledgeable economies. Knowledge management (KM) is mostly discussed phenomena in literature which attracts most attention to management the*

knowledge. Education sector is also a key player to run the economy, that is why, education sector has received attention as well as investment. The current study was conducting to examine the impact of knowledge sharing tools i.e. trust, technology, and teacher role on students' explicit knowledge with the mediating role of competence, relatedness, and autonomy. Self-administered questionnaire on five point Likert scale was distributed among 500 students of public and private sector higher education intuitions (HEIs) in Lahore, Pakistan. Data was analyzed by applying multiple regression. The empirical findings of current study demonstrate that knowledge sharing tools are the significant drivers for students' explicit knowledge in HEIs. The study also indicated that competence and autonomy in students help them to increase their knowledge outcomes. The practical and theoretical implications for implementation are also provided.

**Keywords:** Knowledge Sharing Tools; Explicit Knowledge; Knowledge Management; Students; Higher Education Intuitions

**Abstract ID: AIC-2017-FMM-463**

### **THE IMPORTANCE OF STRATEGIC PLANNING AND TRANSFORMATIONAL LEADERSHIP IN ACHIEVING ORGANIZATIONAL PERFORMANCE**

**Corresponding Author:** Sarminah Samad

Princess Nourah Bint Abdulrahman University

#### **Abstract**

*Abstract*Organizational performance has been established as a crucial criterion that determines the survival of organizations. Having sparked a significant concern among corporate managers, a myriad of approaches and theories have been applied to address performance. This study attempts to integrate expectancy theory and organizational capability in explaining the important factors that influence organizational performance. This study investigated the importance of strategic planning and transformational leadership in achieving organizational performance. 246 managerial staff members from various private banks in Yemen participated in this study. A drop-off survey was employed for data collection. The obtained data were analyzed using Partial Least Squares (PLS), which indicated that strategic planning dimensions and transformational leadership provide support on the important factor of organizational performance achievement. The study also recognized the robustness of expectancy theory and organizational capability in explaining the important factor of bank performance. The results, therefore reflect that strategic planning and transformational leadership are profoundly needed in this sector. The results draw several pertinent implications for decision makers that will certainly help enhance the performance of the banking sector

**Keywords:** Strategic Planning; Transformational Leadership; Performance

**Abstract ID: AIC-2017-FMM-464**

### **THE MEDIATING ROLE OF SOCIAL CAPITAL ON THE RELATIONSHIP BETWEEN HUMAN CAPITAL AND INNOVATIVE FIRM PERFORMANCE**

**Corresponding Author:** Sarminah Samad

Princess Nourah Bint Abdulrahman University

#### **Abstract**

*Abstract*For the past decade, human capital has been recognized as one of the crucial assets of firm performance. Previous studies have widely advocated the linear link between human capital and innovative firm performance. Scholars argued that there are a variety of factors that could be examined to unravel the relationship between human capital and innovative firm performance. This study therefore investigates the effect of social capital on the relationship between human capital and innovative firm performance. It also examined the relationship between human capital and social capital. Accordingly, it examined the relationship between human capital and firm performance. 294 questionnaires were obtained from selected companies in Malaysia to address the research objective, and the obtained data was analyzed using Partial Least Squares (PLS) method. The results of direct effect indicated that human capital possesses significant relationship with social capital. Further, the results revealed a significant relationship between social capital and innovative firm performance, indicating the ability of social capital to improve innovative firm performance. Finally, innovative firm performance could be enhanced via human capital through the role of valuable social capital. The results provided pertinent implications for academia, policy makers and market players while contributing to the existing body of knowledge in strategic management, human capital, social capital, and performance

**Keywords:** Social Capital; Human Capital And Performance

**Abstract ID: AIC-2017-FMM-465**

### **MEASURING CONSPICUOUS CONSUMPTION BEHAVIOR USING PARTIAL LEAST SQUARE**

**Corresponding Author:** Nur Liana Kori

**Co-Authors:** Azmi Bin Mat, Zarina Abdul Munir, Norliza Saiful Bahry

#### **Abstract**

*For centuries, people worldwide have satisfied themselves with the possession of beautiful goods. In 2016, the luxury market has sustained constant growth. Today, the luxury product market has increased manifold. These reflect the desires and fantasies that are conditioned by the social environment and associations with well-being, comfort, quality, and self-image. Hence this study aims to investigate the four factors of attitude, brand image, patrons status and quality influence on conspicuous consumption behavior among 400 customers that mostly visit and spend to shop at Suria KLCC, Pavilion and Starhill Gallery in Kuala Lumpur, Malaysia. The survey was conducted to collect the data and*

further had been analyzed using Partial Least Square (PLS). The result concluded that all the factors tested statistically significant to conspicuous consumption behavior. The implications of this finding contributed to strategize in managing customer behavior and understand the changes trend and purchasing power of young generation.

**Keywords:** Conspicuous Consumption Behavior; Attitude; Brand Image; Patrons Status Quality.

**Abstract ID: AIC-2017-FMM-473**

**MODEL OF VALUE PROPOSITION : CUSTOMER INTERVIEW AND DEVELOPMENT PROCESS FOR STARTUP BUSINESS PRODUCT**

**Corresponding Author:** Qorri Aina

**Co-Authors:** Wardah Naili Ulfah, Sri Herliana, Sri Hartati

**Abstract**

*This study aims to determine how the value proposition can be used as a tool to create product value for consumers. For that created a value proposition of the model using the business model canvas in particular by applying the value proposition associated with a canvas model of customer development. So then with communication and interview on potential consumers can be created products that are expected to be useful for solving the problems faced by consumers. And the product is also expected advantage product value for consumers and companies. This simple research using descriptive method, by conducting direct interviews on prospective customers (customer interview) who will use the products offered as a product of the startup business.*

**Keywords:** Value Proposition; Customer Interview; Customer Development; Startup Business

**Abstract ID: AIC-2017-FMM-475**

**MODEL COMMERCIALIZATION OF CHIPS PRODUCT AT CLUSTER OF CHIPS AT POJOK CIMAH: A PRELIMINARY STUDY**

**Corresponding Author:** Donald Crestaful Lantu

**Co-Authors:** Sri Herliana, Mia Rosmiati, Qorri Aina, Nur Lawiyah

ITB

**Abstract**

*Pojok Cimahi is well known as a chips industry in Cimahi City and famous for its various chips products. The cluster that is the main attraction for researchers to further investigate the commercialization model and its business is the chips cluster in Pojok Cimahi. Commercialization is a process that begins with technological insights that end with products that are marketed in a sustainable manner. This study uses qualitative methods and exploration research to SMEs in Pojok Cimahi Clusters, through in-depth interviews of 10 SMEs. The purpose of this research is to know the commercialization model of cluster chips, how the current cluster condition, and what can be recommended for better cluster improvement in the future. Based on the findings, SMEs in the cluster chips in Pojok Cimahi are in the comfort zone. Although in terms of product commercialization through product innovations based on suggestions from customers show a positive and effective in sales, but viewed from the business side there is no further innovative marketing strategy.*

**Keywords:** Commercialization; Cluster; Smes; Model Commercialization; Chips Cluster

**Abstract ID: AIC-2017-FMM-477**

**DREDGING IMPACT TOWARDS MARINE ECOSYSTEM AND FISHERIES ACTIVITY AT PENANG COASTAL AREA**

**Corresponding Author:** Fauziah Ab Rahman

**Co-Authors:** Azman Ismail, Bakhtiar Ariff Baharudin

Universiti Kuala Lumpur, Malaysian Institute Of Marine Engineering Technology

**Abstract**

*The increase of land reclamation project in Penang due from interest for advancement and frameworks of housing, businesses and commercials. However, from the dredging activities and reclaimed land will create anxiety to the country especially among fishers because it will directly impact to the fishermen livelihood in term of their economy, activities, environment and health. So this research was conducted to analyze fishers perspective about dredging problems. Besides that, the researcher wants to identify from fishermen perception on how far the dredging activities will affect the ecosystem at surrounding area. Data were taken by using questionnaire instrument that was distributed into five areas in Penang. The questionnaire was classified into various factors including factor of development, economy, living organism and plant, production, authority, air and water pollution. Data has been analyzed by using IBM SPSS to know the strength relation under each part of the questionnaire in both variables. The result shows that there are no significant differences between factor development, living organism and plant, and production in overall perception level among fishers about dredging problem. Air pollution is the main factor from fishermen perception about the effects from land reclamation and dredging activities toward ecosystem disturbance. It is because most of the fishermen give negative feedback about the loss of wetlands as air filtration give adverse impact on health and increase potential spreading of disease. Hazard in the coastal area caused by environmental change and human actions. As conclusion majority of the respondent vigorously protest against land reclamation and dredging activities within Penang coastal area that adversely impacted the environment and fishing activities.*

**Keywords:** Land Reclamation; Dredge; Coastal Development



**Abstract ID: AIC-2017-FMM-483**

**THE IMPACTS OF SOCIAL PRESENCE ON CONSUMER PURCHASE INTENTIONS BY MEDIATING THE EFFECTS OF TRUST**

**Corresponding Author:** Muddasar Ghani Khwaja

**Co-Authors:** Ahmad Jusoh

Universiti Teknologi Malaysia

**Abstract**

*Social presence on the online forums is one of the most anticipated notions in the current arena. The social commerce endeavours are on the rise over the years and it remains important to understand that how social commerce has been tilting the paradigms in the buying and selling mechanisms. The social exchange on the online platforms has been on zenith and it is therefore vital to extract purchase intentions. The creation of trust in the sellers is another vital aspect to be explored therefore the mediation effect of trust among social commerce and purchase intentions has been determined. Structural Equation Modelling on AMOS has been conducted in this regard on the data of 327 respondents. The results attained manifestly suggest that there is a positive mediation among the constructs.*

**Keywords:** Social Presence; Trust; Purchase Intentions

**Abstract ID: AIC-2017-FMM-484 & FMM-442**

**PARADIGM OF MEDIATING EFFECT OF NOVELTY-SEEKING TENDENCIES IN TOURISTS' VISIT AND OR RE-VISIT INTENTION**

**Corresponding Author:** Ayodele Abubakar

**Co-Authors:** Mohamad.Shah Kassim, Farrah Merlinda Binti Muharam

Universiti Teknologi Malaysia

**Abstract**

*The researcher points out the most significant current discussions in tourism and marketing management philosophy which is Novelty-Seeking; Perceived Value; Satisfaction; Destination image; tourist revisit intention is the focus. These concepts show a link that enables tourists to decide on revisiting a destination. However, a gap exists in the significant tendency approach which stands to show novelty and the sought for satisfaction, the perceived value coupled with the image of the destination. The research study is intended to address these gaps by extending previous research providing novelty-seeking tendencies as mediating role between perceived value; satisfaction and destination image for tourist revisit intention with Singapore as the unit of analysis. The research adopts a survey approach in which sample was selected from tourists at a major tourist destination in HarbourFront Center in Singapore. A 2-part, a 27-item survey instrument was distributed to a convenient sample of 377 respondents out of which 324 responses met the requirement of the study based on a lower age limit of 18 years. Four (4) main hypotheses were tested using SmartPLS 2.0 and descriptive analysis with SPSS version 20. Findings show a significant effect on perceived value, satisfaction and destination image on novelty-seeking tendencies. Further results show that though perceived value, satisfaction, and destination image has no direct relationship with tourist revisit intention, they have an indirect relationship in mediating with novelty-seeking tendencies. Satisfaction stands out as a concept in direct relationship with revisit intention. We conclude that novelty-seeking mediates the relationship between perceived value and destination image to revisit intention even though there is no mediation found on novelty-seeking tendencies between satisfaction and revisit intention. Theoretical and practical implications for general tourism management and specific implications for Singapore tourism management was provided in addition to recommendations for future research.*

**Keywords:** Novelty-Seeking; Perceived Value; Satisfaction; Destination Image; Tourist Revisit Intention.

**Abstract ID: AIC-2017-FMM-487**

**THE INFLUENCE OF CUSTOMER PERCEIVE VALUE AND COMPLIANCE MARKETING COMMUNICATION TO CUSTOMER LOYALTY: TRUST AS A MEDIATOR**

**Corresponding Author:** Dewi Fadila

**Co-Authors:** Diah Natalisa, Syamsuridjal Ak, Zakaria Wahab

State Polytechnic Of Sriwijaya

**Abstract**

*This article aims to find the influence of customer perceive value and compliance marketing communication to customer loyalty. Independent variables in this research were customer perceive value and marketing communication, that influenced customer loyalty through trust as a mediator. Sample in this study are 110 customer of Islamic Bank in Palembang City at South Sumatera Province Indonesia. The analytical technique used AMOS Program in Structural Equation Method. This research find that marketing communication in Islamic Bank is different from conventional bank, that namely compliance marketing communication. Customer perceive value and compliance marketing communication that influenced customer loyalty. Customer trust as mediator that reinforce the influence of customer perceive value and compliance marketing communication to customer loyalty.*

**Keywords:** Customer Perceive Value; Compliance Marketing Communication; Customer Loyalty; Trust

**Abstract ID: AIC-2017-FMM-490**

**EENTREPRENEURSHIP LEARNINGMODEL OF BUSINESS INCUBATOR IN AN EFFORT TO REDUCE FAILURE START-UP BUSINESS IN INDONESIA**

**Corresponding Author:** Sri Hartati

**Co-Authors:** Melia Famiola, Amir Mahmud  
Bandung Institute Of Technology

**Abstract**

*Abstract*Development of the number and quality of entrepreneurs can be done in various ways. One way to do is through a business incubator. The role of business incubator be located because it can create new jobs, foster new entrepreneurs, and to be a forum in implementing various innovations produced by the various parties are generally collage. Business incubator is one form of strategic alternatives in the printing of new entrepreneurs as coaching techniques integrated , it is more individualized and appropriate operational stages of development faced by new entrepreneurs during the start-up (Ani Siwi Agustina, 2011). This aimed to know how the process of entrepreneurship learning methode,courses,couching and consulting).Methodology used descriptive analisys and data colleted from qestionare.Activities undertaken by the business incubator tenants consist of three stages: pre-incubation, phase of incubation and post-incubation.The stage is carried out by the incubator so that the tenant after following the incubation process can run its business independently .Succesful of tenants become independent entrepreneurs do not regardless of the state incubator businesses that provide guidance and consultation. Some of factors supporting the success of the incubator in some countries are: 1) government policy and operational strategies for the development of incubators. 2) Support local governments / regional development funding in the form of physical incubator facilities, and long-term soft loans for the management of the incubator. 3) Support for financial institutions both private and public in the form of business loans for tenant . 4). Commitment universities and research institutes for technology weapons development and technology transfer for the tenant 5.) Synergism with science park or technology park being built simultaneously with the construction of the incubator. 6.) The establishment of a clear legal entities incubator with Tim business incubator full working, professional, and efficient and are given deserved recognition. 7.) The choice of the location of the incubator in the central business district or in the middle of the park science or technology park. 8.) Support Information Technology infrastructure is complete for incubator tenants. 9 supply. Office facilities, business support incubator tenants under one roof ,information market, venture capital and bank.

**Keywords:** Business Incubator; Learning; Entrepreneurship; Star-Up Business

**Abstract ID: AIC-2017-FMM-499**

**PERCEIVED ROLES OF ETHICS AND SOCIAL RESPONSIBILITY, INTERNAL CORPORATE SOCIAL RESPONSIBILITY AND EMPLOYEE ENGAGEMENT AMONG ACADEMICIANS.**

**Corresponding Author:** Mei Peng Low

**Co-Authors:** Lau, Teck Chai; And Choe, Kum Lung  
Universiti Tunku Abdul Rahman

**Abstract**

*The echo of Corporate Social Responsibility (CSR) is often heard in the contemporary business management since the last four decades. CSR continuously getting attention due to the ever changing business landscape. As CSR marks its notion of importance in the business context, its roles, and values among academicians who are entrusted to educate the future generation remains ambiguous. Current research aims to look into the impact of perceived roles of ethics and social responsibility (PRESOR) and Internal CSR on the Employee Engagement among academicians in the education setting. Judgemental sampling method is used to locate the targeted respondents and data collected is analysed using Partial Least Squares Equation Modeling. The results reveal that PRESOR has a positive impact on Internal CSR. Internal CSR has no significant impact on Employee Engagement among academicians and its' indirect effect between PRESOR and Employee Engagement is also found to be insignificant. The findings contribute by providing some insights on the role of ethics and social responsibility among academicians in the education sector. Education institutions may wish to look into other means to increase academicians' employee engagement instead of ethics and social responsibility*

**Keywords:** Perceived Role Of Ethics And Social Responsibility; Internal Corporate Social Responsibility; Employee Engagement; Academician

**Abstract ID: AIC-2017-FMM-520**

**HUMANIZING THE STIGMATIZED PLACES: INTER-GROUP CONTACT AND ATTITUDE CHANGE TOWARDS PAKISTAN AND IRAN AT 'HUMANS OF NEW YORK' FACEBOOK SPACE**

**Corresponding Author:** Salman Yousaf

**Co-Authors:** Prof. Fan Xiucheng  
Fudan University, Shanghai.

**Abstract**

*The conventional characterization of Pakistan and Iran in terms of terrorism and violence cultivates an irrational fear among the Western audiences for the dwellers of these countries and the religion they practice and has consequently dehumanized these places. This research study is contextualized around the contact hypothesis, self-disclosure principle, similarity-attraction paradigm and social identity theory set in the backdrop of Humans of New York (HONY) Facebook page. The results reveal that putting a human face on a stigmatized group like Pakistan and Iran, enables people to relate to them in a more humane way. The HONY blog makes people realize that the prevailing media images*

may not be truly representative of the other countries. The positive and the compassionate reception evident from the comments of the people across the globe in the virtual space of HONY mitigated the self-doubts of Pakistanis and Iranians. Overall this research advocates that humanizing a stigmatized place, even while being consistent with its societal realities, makes people go beyond traditional stereotypes associated with that place and allow them to develop more emotional connectivity and relatability regardless of the differences in the culture, the religion or the status. The current research offers far-fetched implications for the destination marketers and the academic scholars especially in the case of countries suffering from sustained crisis.

**Keywords:** Facebook; Humanization; Contact-Hypothesis; Social Identity; Similarity-Attraction Paradigm; Self-Disclosure Principle

**Abstract ID: AIC-2017-FMM-523**

**PREDICTION OF FINANCIAL DISTRESS BY USING MULTIVARIATE DISCRIMINANT ANALYSIS: AN EMPIRICAL STUDY ON MANUFACTURING SECTOR OF PAKISTAN**

**Corresponding Author:** Muhammad Akhtar

**Co-Authors:** Kashif Ur Rehman

Iqra University

**Abstract**

*This study develops a multivariate discriminant analyses model of financial distress prediction for manufacturing sector companies of Pakistan. Utilizing the financial statement data relating to manufacturing sector companies for the years from 1999 to 2013, twenty five widely used financial ratios were calculated and analyzed. Stepwise multiple discriminant analysis was used for the identification of the best performed financial ratios for the development of the Z-Score Pakistan model for five years prior to distress. The results of this research study indicate that MDA model for the distressed and non-distressed companies show dissimilarity with the results of the non-distressed companies.*

**Keywords:** Multivariate Discriminant Analyses; Financial Distress; Z-Score

**Abstract ID: AIC-2017-FMM-527**

**THE INTERNAL BRANDING PRACTICES AND EMPLOYEE BRAND CITIZENSHIP BEHAVIOR: THE MEDIATING EFFECT OF EMPLOYEE BRAND FIT**

**Corresponding Author:** Lawi Adamu

**Co-Authors:** Noor Hasmini Abd Ghani, Mariya Abdul Rahman

UUM

**Abstract**

*Abstract ID: AIC2017-AMOS-001 The Internal Branding Practices and Employee Brand Citizenship Behavior: the Mediating Effect of Employee Brand fit School of Business Management, College of Business, Universiti Utara Malaysia Lawi Adamu, Noor Hasmini A.G, and Maria Abdul rahman College Of Business, Universiti Utara Malaysia Corresponding mail: lawiadamu1727@yahoo.com Abstract This study integrates equity theory and social exchange theory to explore the impact of internal branding practices on employee BCB through the mechanism of employee brand fit. Self-administered questionnaires were randomly distributed to 377 employees of Nigeria telecommunication. However, only 254 were found to be useful in the present study giving the response rate of 68%. The empirical results shows that brand training and brand leadership have a significant impact on employee BCB. In the same vein, significant relationship was revealed between brand leadership and employee brand fit and insignificant impact was established between brand training and brand fit. Moreover, it was discovered that employee brand fit have significant impact on employee BCB. Employee brand fit was found to mediate the relationship between brand leadership and employee BCB while it does not mediate the relationship between brand training and employee BCB. Practically, our study has provided the management of telecommunication with the importance of internal branding for employee's outcome such brand fit and BCB. Therefore, management of telecommunication should prioritize, promote and improve internal branding in their organization. Implications and directions for future study were discussed.*

**Keywords:** Internal Branding; Brand Citizenship Behavior; Employee Brand Fit

**Abstract ID: AIC-2017-FMM-529**

**READINESS FOR CHANGE: A LITERATURE REVIEW**

**Corresponding Author:** Mohd Hafis Ahmad

**Co-Authors:** Syuhaida Ismail, Abd. Latif Saleh And Ainarull Assikin Abdul Hadi

Universiti Teknologi Malaysia

**Abstract**

*The advancement in market environment complexities has led to the rise of significant awareness amongst the organisations on the need for change. Yet, with vague strategies on how this change should be managed has increased the resistance amongst employees due to their lack of readiness for change. This paper thus reviews the extensive literature on these employees' readiness for change within the organisation, where readiness is defined as the organisational members' belief, attitudes and intentions regarding the extent to which changes are needed and the organisations' capacity to successfully make those changes. Although the issues of resistance and lack of readiness for change come hand-in-hand, it is crucial for an organisation to understand the employees' readiness for the organisational change instead of focusing merely on resistance to change since it can be more useful for implementing effective human resource practices and organisation development interventions. Therefore, in this paper, via content analysis, the concept of individual readiness for organisational change as well as its relationship with the four*

categories of antecedents, which are internal context, change-specific content, process and individual attributes are critically reviewed. Each of these antecedents are further consisting of 8, 3 and 7 factors, respectively. This paper also highlights some of the issues on readiness for change and research areas that can be considered for future studies. It is hoped that this paper can be an eye-opener for the organisations in Malaysia to start embarking on the change management amongst their employees towards assisting the government in achieving the aspiration of becoming a globally competitive nation by 2020.

**Keywords:** Change Management; Readiness For Change

**Abstract ID: AIC-2017-FMM-536**

**IMPACT OF MANAGERIAL COACHING BEHAVIOR (MCB) ON JOB PERFORMANCE: ANALYZING THE ROLE OF ORGANIZATION COMMITMENT AND ROLE CLARITY**

**Corresponding Author:** Sidra Akhtar

**Co-Authors:** Zia Ur Rehman

AIR University

**Abstract**

*From the past two years, managerial coaching is also becoming very popular in many organizations. Regardless of its popularity, there is a scarcity of its research. The study investigates the impact of managerial coaching behavior on job performance and role of organizational commitment and role clarity. Structured questionnaires are used as an instrument, which consist of different items with high reliability and validity. Total 283 employees from different banks of Rawalpindi and Islamabad are selected as sample. Probability sampling technique is used to gather data. Different hypotheses are made to check association among different variables such as managerial coaching and job performance, managerial coaching and organizational commitment etc. Corelational analysis is used to check association between different variables. Regression analysis is also conducted for hypothesis testing, results shows a positive relationship of managerial coaching with role clarity, job performance and organizational commitment, similarly positive relationship between role clarity and organizational commitment and role clarity and job performance while there exist a mediating role of role clarity and organizational commitment between the relationship of managerial coaching and job performance.*

**Keywords:** Managerial Coaching Behavior; Job Performance; Hrd; Role Ambiguity

**Abstract ID: AIC-2017-FMM-537**

**THE YOUTH CUSTOMER INTERFACE ASSESSMENT TOWARDS AROUND JAKARTA ECOTOURISM DESTINATION WEBSITE DESIGN**

**Corresponding Author:** Rudy Aryanto

**Co-Authors:** Rudy Aryanto

Binus Bandung School Of Creative Technology

**Abstract**

*Purpose – This study to examine the youth tourist assessment toward ecotourism destination websites. 58 respondents participated in this study. The design of customer interfaces' ecotourism destination website at DKI Jakarta province have guided the stimulant design of this study test. Design/methods/approach – The paper reviews consumer behavior in tourism, to identify the value consumers place on ecotourism destination and their specific features or attributes. Therefore, the research utilized conjoint analysis to predict the youth tourists' preferences. Findings – Results indicate that specific features and attributes of web site personalization preferred by youth tourist. The research has recommended the most effective customer interface design of destination web site based on 7 Cs Framework, ie, context, content, community, customization, communication, connection, and commerce. Practical implications – The marketers of tourism destinations can focus on the recommended customer interface design of ecotourism destination website in order to promote the ecotourism destination development in DKI Jakarta province.*

**Keywords:** Web Site; Ecotourism; Destination; Youth Tourist; Customer Interface; Conjoint Analysis

**Abstract ID: AIC-2017-FMM-541**

**THE ROLE OF E-SATISFACTION IN MEDIATING THE EFFECT OF E-SERVICE QUALITY ON E-LOYALTY**

**Corresponding Author:** Wayan Santika

**Co-Authors:** I Wayan Santika

University Udayana

**Abstract**

*This research is backed by the easiness of consumers in the online business to make switching from an online site to other sites and the ease of consumers in comparing the purchase of a similar product between different online sites. This study aims to determine the role of e-satisfaction in mediating the effect of e-service quality on e-loyalty on users of online travel sites in Bali. Sampling method in this research is non probability sampling with purposive sampling technique. Data collected from 100 respondents who meet the criteria of ever doing online transactions on online travel sites at least twice. The analytical method used is path analysis and test of Sobel to test the significance of e-satisfaction role in mediating e-service quality relationship with e-loyalty. The results showed that e-service quality has a positive and significant effect on e-satisfaction; e-satisfaction has a positive and significant effect on e-loyalty; e-service quality has a positive and significant effect on e-loyalty; and e-satisfaction is significantly able to mediate the effect of e-service quality on e-loyalty.*

**Keywords:** E-Satisfaction; E-Service Quality; E-Loyalty; Online Travel

**Abstract ID: AIC-2017-FMM-544**

**SELF-EFFICACY CAN MEDIATE EMPLOYEE PERFORMANCE USING K-STAT**

**Corresponding Author:** Dina Sarah Syahreza

**Co-Authors:** Syamsul Bahri; Naufal Bachri

Universitas Negeri Medan

**Abstract**

*A study of 240 middle-aged hotel workers, including productive age until retirement age, proves that self-efficacy variable can mediate relationship variable of training and development on employee performance. The analysis method in this study uses K-Stat. The result of study show that self-efficacy functions as full mediator. The research also proves the theory that training and development has a positive and significant impact on the self-efficacy and the performance of middle hotel workers in the City of Medan, Indonesia.*

**Keywords:** Self-Efficacy; Training And Development; Employee Performance

**Abstract ID: AIC-2017-FMM-546**

**DETERMINATION OF BRAND LOYALTY IN TELECOMUNICATION INDUSTRY: A LITERATURE REVIEW**

**Corresponding Author:** Ikramuddin Ramli

**Co-Authors:** Muhammad Adam; Hizir Sofyan; Faisal

Universitas Malikussaleh

**Abstract**

*This study focuses on the concept of "brand loyalty". The concept of brand loyalty is an important issue in the telecommunication industry and is one of the strategies in relationship marketing. This paper reevaluates the comprehensive determinants of brand loyalty, by testing the model proposed in previous research as a determinant of brand loyalty. The determinants of brand loyalty are service quality, customer satisfaction and brand trust. Several previous studies have addressed the relationship between service quality, customer satisfaction and brand trust with brand loyalty and the study also presents various current research shortcomings and trends for future studies in the telecommunications industry.*

**Keywords:** Strayegies; Marketing; Brand Loyalty; Telecommunication

**Abstract ID: AIC-2017-FMM-554**

**TESTING EFFECT OF CREDIBILITY ON CUSTOMER LOYALTY IN REGIONAL SHARIA BANK**

**Corresponding Author:** Naufal Bachri

**Co-Authors:** Abdul Rahman Lubis, Nurdasila, M. Shabri Abd Majid

Malikussaleh University

**Abstract**

*This research aims to know and test on the credibility effects on commitment and loyalty as well as to test whether the commitment mediates the credibility effects on sharia bank customer loyalty in Aceh. The sample collection technique was purposive sampling approach with the number of sample by 160 respondents. The research results show that the credibility variable presents significant effects on the company commitment, the commitment variable presents significant effects on the customer loyalty, the credibility variable presents significant effects on the customer loyalty and the customer commitment variable can mediate the credibility effects on sharia bank customer loyalty in Aceh Province.*

**Keywords:** Credibility; Commitment; Loyalty; Sharia Bank

**Abstract ID: AIC-2017-FMM-557**

**CONSPICUOUS CONSUMPTION: YOUTH MESSAGE AFTER CONSUMING RELIGIOUS PRODUCT**

**Corresponding Author:** Hera Rachmahani

**Co-Authors:** Nurdin Sobari

Universitas Indonesia

**Abstract**

*Massive usage of social media has changes several areas of our life. Before, people are using traditional media to show that they "have" something. Now, with the access to the social media people are easily show their activities to present their status. This "show off" activities through social media with the purpose to impress audients are called as conspicuous consumption. Conspicuous consumption happens when people are consuming product and show their consumption activities to state their status or social class. Normally, for a religious product or activities consumers are prohibited to extensively show the activities mostly when it related to religious sacred rituals. But, with the existense of social media, religious sacred rituals are easily found in social media, mostly in younger generation. Using phenomenological approach, this research seeks to explore the reason of younger generation posting their religious activities in social media. Through in-depth interview this research also explores the various religious products posted in social media and its characteristic. Purposive convenience data sampling is used to recruit informants. The recordings are transcribed through verbatim transcription and analysed using thematic analysis. The result found that there are several reasons for young generation to post their religious sacred rituals and not all religious products are consumed conspicuously. There are specific characteristics for the products to be shown off.*

**Keywords:** Conspicuous Consumption; Religious Product; Social Status; Social Media

**Abstract ID: AIC-2017-FMM-563**

**RESEARCH FRAMEWORK FOR THE IMPACT OF INNOVATIVE MINDSET, INNOVATIVE BEHAVIOUR, AND INNOVATION PERFORMANCE ON COMPETITIVE ADVANTAGE: AN APPLICATION FOR HALAL SMES OWNER-MANAGER**

**Corresponding Author:** Amar Hisham Jaaffar

**Co-Authors:** Mohd Nur Ruzainy Alwi  
Universiti Tenaga Nasional

**Abstract**

*The purpose of this paper is to apply a more accurate competitive advantage construct in order to study the impact of innovative mindset, behaviour, and performance on Halal SME's competitive advantage in the context of the challenging Halal's worldwide market. This study uses iterative methodology by reviewing, analyzing, synthesizing, and refining the current state of the literature and propose a research framework which allows for overcoming the limitation encountered in previous empirical research. The use of innovative mindset and behaviour which enable the researchers to have a better explanation about innovative performance and its relationship with competitive advantage. This study is seeking to contribute to the practice of the competitiveness of Halal SMEs area of research. Specifically, this study emphasises that Halal SMEs owner-manager should have innovative mindset that can stimulate innovative behaviour which translated in innovation performance and subsequently competitive advantage.*

**Keywords:** Halal Smes Owner-Manager; Innovative Mindset; Innovative Behaviour; Innovation Performance; Competitive Advantage

**Abstract ID: AIC-2017-FMM-574**

**ENTREPRENEURIAL CAPABILITY SMES IN INDONESIA**

**Corresponding Author:** Riyandi Sumawidjaja

**Co-Authors:** Amir Machmud And Suryana  
Universitas Pendidikan Indonesia

**Abstract**

*This study aims to analyze the factors that influence the entrepreneurial capability of SMEs in Indonesia. Factors that allegedly influence entrepreneurial capability of SMEs are low marketing capability and networking capability. The method used in this study is an explanatory survey, with data collection techniques using questionnaires, interviews and documentation studies on the perpetrators of SMEs in the area of Bandung Raya, West Java Indonesia. The collected data is then analyzed using descriptive and SEM analysis. The results showed that simultaneously two independent variables of marketing capability and networking capability have significant effect on entrepreneurial capability. This study implies that in order to improve entrepreneurial capability, the SMEs in Indonesia need to optimize marketing capability through the ability to process market information, develop business strategy and organizational structure, and optimize networking capability through the ability to initiate relationships, the ability to develop relationships and the ability to terminate relationships.*

**Keywords:** Entrepreneurial Capability; Marketing Capability; Networking Capability; Smes.

**Abstract ID: AIC-2017-FMM-576**

**THE EFFECT ISLAMIC ENTREPRENEURSHIP ON SUSTAINABLE COMPETITIVE ADVANTAGE IN INDONESIA**

**Corresponding Author:** Dini Lisnawati

**Co-Authors:** Amir Machmud And Eeng Ahman  
Universitas Pendidikan Indonesia

**Abstract**

*This study aims to analyze the factors that influence Islamic entrepreneurship to sustainable competitive advantage to Muslim entrepreneurs in Indonesia. Factors suspected of affecting Islamic entrepreneurship are business ethics, social responsibility, principles Islamic entrepreneurs in serving consumers, as well as Islamic principles to create prosperity and competitive advantage. The study method used an explanatory survey with data collection techniques with technical questionnaires and interviews to 50 knitted muslim entrepreneurs in Bandung-West Java. The collected data is then analyzed by using Structural Equation model analysis. The result from the study shows that simultaneously Islamic entrepreneurship has a positive effect on sustainable competitive advantage. This finding implies that in order to improve Sustainable competitive advantage, employers should pay attention to factors contained in Islamic entrepreneurship.*

**Keywords:** Islamic Entrepreneur; Sustainable Competitive Advantage; Fashion; Business Ethics; Social Responsibility;

**Abstract ID: AIC-2017-FMM-579**

**ENTREPRENEURSHIP INTEREST YOUNG GENERATION INDONESIA**

**Corresponding Author:** Agus Setyopranowo

**Co-Authors:** Amir Machmud And Hari Mulyadi  
Universitas Pendidikan Indonesia

**Abstract**

*This study aims to analyze the factors that influence the young generation entrepreneurs in Indonesia. Variables that allegedly affect entrepreneur interest are aspects of personality, confidence, social environment and family. The research method used is an explanatory survey with data collection technique through interview and spreading of the*

questionnaire to 200 students of vocational business management in Bogor city, West Java Indonesia. The collected data is then analyzed by using multiple regressions. The results show that partially and simultaneously there is a positive and significant influence between personality, confidence and social environment and family in the interest of young generation entrepreneurs. This finding implies that to increase the entrepreneurial interest of the family environment, and the social environment in addition to the level of personality and confidence

**Keywords:** Entrepreneurships Interest; Personality Aspect; Confidence; Social Environment And Family

**Abstract ID: AIC-2017-FMM-580**

#### **ANALYSIS OF SMES PERFORMANCE BASED ORGANIZATIONAL CAPACITY : CASES IN INDONESIA**

**Corresponding Author:** Erna Herlinawati

**Co-Authors:** Amir Machmud

Universitas Pendidikan Indonesia

#### **Abstract**

*This study aims to analyze the performance of SMEs in Indonesia based organizational capabilities. Organizational capabilities include marketing capabilities, finance and accounting, managerial skills, and production. This study is motivated by the problems faced by SMEs in Indonesia. The method used in this study is an explanatory survey, with data collection techniques through questionnaires, interviews and documentation studies. Population in this research is SMEs in West Java Indonesia which have got financing from Micro Finance Institution especially Bank with sample size is 150 responden. The data has been collected, then analyzed by using descriptive statistics, Importance Performance Analysis and Structural Equation Model (SEM). The results of the study show that organizational capability has a significant effect on the performance of UMKM. Based on the level of importance, marketing capability is an important factor in improving the performance of SMEs, followed by finance and accounting, managerial skills, and production. This finding implies that in order to become a successful, SMEs should pay more attention to marketing strategy, capital strengthening, management capability and innovate in production of course with support from Government through mentoring involving banking, academics, community and other parties interested in supporting the success of SMEs in Indonesia.*

**Keywords:**

**Abstract ID: AIC-2017-FMM-581**

#### **THE RELATIONSHIP OF GREEN WORK LIFE BALANCE AND GREEN HUMAN RESOURCE PRACTICES ON EMPLOYEE SATISFACTION**

**Corresponding Author:** Azlinzuraini Ahmad

**Co-Authors:** Azlinzuraini Ahmad, Nik Hazimah Nik Mat, Yusliza Mohd. Yusoff, Khatijah Omar, Ahmad Munir Mohd. Salleh, And Nor Fatini Kamaruddin

#### **Abstract**

*One of the sustainable livelihood challenges is to educate and enlighten more environmental friendly spirits among employers and employees in heavy industry. The term "green HR" is often used to refer to the contribution of HR policies and practices towards the broader corporate environmental agenda of protection and preservation of natural resources. Nonetheless, how far that employee satisfaction are influenced by green HR practices at their workplace and also shaped by their green work life balance (GWL) perceptions? Therefore, this study aims to examine the relationship of GWLB and Green Human Resource Management practices towards employees' satisfaction at Kemaman Supply Base (KSB), Terengganu. To gather empirical evidence, questionnaires were distributed among 350 employees of KSB. Only 336 usable responses have been employed in multiple regression analysis in order to determine which green WLB and green HR practices are the strongest influence towards employee satisfaction. The findings of this study reveal that all green HR practices and green work to life interface are significant towards employee satisfaction except another domain of GWLB which is green life to work interface.*

**Keywords:** Green Work Life Balance (GWL); Green Human Resource Management (GHRM) Practices; green work to life interface; green life to work interface; green recruitment; green training and development; green rewards and compensation; green safety and health manage

**Abstract ID: AIC-2017-FMM-590**

#### **COMPASSIONATE DESIGN AS A COMPETITIVE ADVANTAGE FOR THE SUSTAINABILITY OF INDONESIAN MSMEs**

**Corresponding Author:** Titik Endahyani

Bina Nusantara University

#### **Abstract**

*Indonesian Micro Small Medium Enterprises (MSMEs) is a major contributor to the socio-economic development that faces challenges with its sustainability in the current and future market. As a majority of total enterprises in Indonesia, MSMEs has contributed significantly to interconnecting local community empowerment with local economic and business development, resulting in various outcomes for both the business and the community. This research demonstrates that there are still gaps in our knowledge concerning the interaction of creative processes in daily MSMEs business, and in understanding how MSMEs' creative production can be harnessed to add value and grow their potential for increasing competitive advantage alongside benefits to social welfare. This paper argues that a new approach is needed to support the sustainability of Indonesian MSMEs during the design development process, one that supports and facilitates innovative practice. The study explores how principles in creative process and social life found*

*to be essential to innovation in MSME sector could be integrated within the MSME production cycle holistically using a newly proposed Compassionate Design approach. The new model serves as an overarching framework for establishing and fostering dynamic collaboration among key stakeholder groups and offers a holistic integrated approach of new model be engaged in future direction of local businesses and market opportunities.*

**Keywords:** Micro-Small-Medium Enterprises (Msmes); Creative Economy; Creative Industries; Social Entrepreneurship; Sustainability; Design Development; Competitive Advantage; Holistic Design

**Abstract ID: AIC-2017-FMM-593**

### **SMES ENTREPRENEURSHIP ORIENTATION IN INDONESIA**

**Corresponding Author:** Yayan Hendayana

**Co-Authors:** Amir Machmud And Hari Mulyadi

Universitas Pendidikan Indonesia

#### **Abstract**

*This study aims to analyze the factors that influence the entrepreneurship orientation of SMEs in Indonesia. This study is motivated by the phenomenon of low SME entrepreneurship orientation in Indonesia. Factors suspected to affect the entrepreneurial orientation of SMEs are Innovation, autonomy, risk taking and proactive. The method used in this study is an explanatory survey with data collection techniques using questionnaires and interviews to 50 shoe entrepreneurs in Bandung, West Java Indonesia. The data that has been collected is then analyzed using the Structural Equation Model. The results show that the entrepreneurship orientation of SMEs in Indonesia is influenced successively by entrepreneurship orientation. This study implies that in order to improve the Orientation of Entrepreneurship, it is necessary to improve innovation, to take risks and be proactive in facing the changes that occur in the business.*

**Keywords:** Entrepreneurship Orientation; Innovation; Autonomy; Risk Taking And Proactive; Smes

**Abstract ID: AIC-2017-FMM-596 & EIEF-595**

### **BLIND LEADERS : LEADERSHIP BLIND SPOTS INFLUENCE SUBORDINATES WORK PERFORMANCE AND DEVELOPING 21ST CENTURY MARA'S WARRIORS**

**Corresponding Author:** Nurul Aidha Mohd Tarimizi

Majlis Amanah Rakyat (MARA)

#### **Abstract**

*Basically, blind leaders may increase the risks of organisational failures and trigger office political issues. The aims of this study is to discuss factors that leadership blind spots disrupt subordinates work performance and developing 21st century MARA's warriors in this challenging era. Investigations on propose study will involve 10 higher level institution of MARA that covers 6 Kolej Profesional MARA (KPM) in Seri Iskandar, Beranang, Ayer Molek, Bandar Melaka, Bandar Penawar, Indera Makhkota and 4 Kolej MARA (KM) in Kuala Nerang, Kulim, Banting and Seremban. A total of 1000 samples were selected in the survey by using stratified random sampling. A self-administered questionnaire and Causal Bayesian Network will be used to analyse the relationship between leadership blind spots and subordinate work performance. Eight different structural learning algorithm will be applied which are Grow-Shrink, Incremental Association Markov Blanket, Fast Incremental Association, Interleaved Incremental Association, Hill-Climbing, Tabu Search, Max-Min Hill-Climbing and General 2-phase Restricted Maximization. In this study, bnlearn package from R programming language will be used in order to perform the structural learning algorithms. The network scores and arc strength will be applied in the final network to examine the most influential relationship in this study. In order to develop 21st century MARA's warriors, ADIB theory will be introduced in neo-leadership style. ADIB theory can be subdivided into four categories: attraction, direction, innovation and balanced. The results of this study are valuable in promoting conducive working environment and proposed improvements amongst leaders to adopt practical approach in MARA's educational institutions.*

**Keywords:** Causal Bayesian Network; Leadership; Blind Spots; Work Performance; Adib Theory

**Abstract ID: AIC-2017-FMM-597**

### **LEADING FROM ANY CHAIR: AN EXAMINATION OF LEADING WITHOUT POSITION PRACTICES AND PERCEPTION IMPACT ON MARA EMPLOYEES WORK INTEGRITY**

**Corresponding Author:** Nor Bazlinda

**Co-Authors:**

Kolej Profesional MARA Seri Iskandar

#### **Abstract**

*Leadership is traditionally thought of as associate within the domain of formal positions in organizations. The dominance of command and control is having devastating impacts which demonstrate increasing in number of worker disengagement, reducing work-voluntary, misconduct, silence rebellious, and at the end potential leaders are being scapegoated and fired. The needs of this study as refer to Sharma (2011) states that the new model of leadership (leadership 2.0) is all about every single stakeholder showing leadership in the work they do as he describes leadership as a "philosophy" and an "attitude," not a position, which should be possessed by every employees within the organization. These study are also aligned with the need of MARA as the newly appointed MARA chairman, Dato' Awang Adek Hussin mentioned that the way forward for MARA was through a transformation plan which would include restructuring of MARA to offer better services to stakeholders as he pledged to strengthen the governance and integrity of the agency to make sure it will be clean, transparent and follow procedures. The study had an exploratory descriptive design which incorporated both quantitative and qualitative methods. Semi structured interviews were*



conducted with key informants namely: executive position and non-executive position. Qualitative thematic content analysis was used to analyze the transcribed responses of ten leaders and twenty managers to open-ended questions relating to the study's research questions. Three thematic categories emerged namely: 1) Conceptualization of Leading without Position (Make suggestions and Take initiative; Challenge the status quo to improve the organization; Ability to Solve problems and Implement change); 2) Needs of High Integrity Leader (Walk the talk; Honesty and Selflessness; Consistency and Moral Courage); and 3) Perception and Practice of Leading without Position. For this study there are ten higher level institution of MARA been selected which six are from Kolej Profesional MARA (KPM) in Seri Iskandar, Beranang, Ayer Molek, Bandar Melaka, Bandar Penawar, Indera Makkhota and four are from Kolej MARA (KM) in Kuala Nerang, Kulim, Banting, Seremban with a total of 1000 samples were selected in the survey by using cluster sampling. Questionnaires with Likert type rating scales were employed to investigate employee's perception on leading without position and their level of practicing it in their work life and SPSS been used to analyze the gathered data. Moreover, by using observation method, the researcher refers to the Hawthorne effect to investigate the current level of practicing 'leading from any chair' in MARA Higher Institution. The study concluded that employees who able to practice leading without any position without any formal authority within the organization will actually have high integrity rather than allowing themselves to just be a follower or waiting to be promoted before they make move to lead. These would benefit the organizations, personnel employed in them and persons served. Finally, this study provides some important suggestions for the management and leadership of MARA to implement. It also highlights interesting variables and potential hypotheses for future research.

**Keywords:** Self-Leadership; Leadership Styles; Integrity; Transformation Plan

**Abstract ID:** AIC-2017-FMM-598

**PERCEIVED PRODUCT QUALITY: ROLE OF EXTRINSIC CUES**

**Corresponding Author:** Anam Javeed

Universiti Utara Malaysia

**Abstract**

*Purpose – The aim of this study is to probe into the impact of extrinsic packaging cues (brand name, price, country of origin and precautionary label) on the quality perceptions of the consumers when the intrinsic qualities are not experienced yet. Design/methodology/approach – Survey was conducted using mall intercept method (n= 478) using a self-administered questionnaire. Findings – Precautionary label came out to a strong extrinsic in contributing to the formation of product quality perceptions. Country of origin as an extrinsic cue turned out to cast no impact on the quality perceptions in Pakistani consumer market. Brand name and Price are also considered as important quality determining extrinsic cues. Research limitations/implications – This study comprises .f number of research limitations. The mall intercept method was utilized in which sample control is difficult. The data was collected from Rawalpindi and Islamabad which might pose a problem for generalizability. Practical implications – The research revealed that, the schema of extrinsic packaging cues cast a deep impact on the product quality perceptions. The results imply that practitioners need to embed the extrinsic cues much intelligently as they tend to produce prior to the usage quality perceptions regarding the product. Originality/value – This study puts forth a significant understanding regarding the utility of extrinsic packaging cues in the determination of product quality perceptions. The paper provides insights from Pakistani market.*

**Keywords:** Product Packaging Cues; Signaling Theory; Perceptions; Perceived Product Quality

**Abstract ID:** AIC-2017-FMM-604

**FACTORS CONTRIBUTING TO CREDIT CARD ADOPTION AMONG MALAYSIAN CONSUMERS**

**Corresponding Author:** Yuen Yee Yen

**Co-Authors:** Shalini Devi Pillay, Yuen Yee Yen, Devinaga Rasiah, Suganthi Ramasamy

Multimedia University

**Abstract**

*This research examines factors that contribute to credit card adoption among Malaysian consumers. This study investigates factors that lead to credit card adoption to provide useful insights to various parties such as marketers and policy makers. A total of 250 responses were collected from targeted sample by using pen and pencil questionnaires and Google form questionnaires. The research model contains the credit card adoption experience being the dependent variable test against six independent variables; credit card choice, alternative form of payment, available credit card information, credit card attributes, economic, demographic and socio-economic factors and attitudes towards credit card. Based on this framework, consumers' credit card adoption experience will be investigated. This research discovers that alternative form of payment, credit card attributes and attitude towards credit card have significant influence towards credit card adoption experience. Credit card choice, available credit card information and economic, demographic and socio-economic factors were found to be not significant in this study. The output of this study provides basis for future research in this area and provides crucial recommendations to credit card marketers and policy makers to promote credit card adoption in Malaysia.*

**Keywords:** Credit Card Adoption; Consumer Attitude; Economic; Demographic And Socio-Economic Factors.

**Abstract ID: AIC-2017-FMM-607**

**KEY DETERMINANTS OF SMART PHONE BRAND LOYALTY**

**Corresponding Author:** Yuen Yee Yen

**Co-Authors:** Wan Mohd Fahmy; Liew Tze Wei

Multimedia University

**Abstract**

*Consumer behavior have changed over the years due to the technological advancements of smart phone. There is a high competition between the brand of the smart phone manufacturers, so it is necessary to develop customer trust in order to increase brand loyalty. This research project is an quantitative study of factors influencing smart phone brand loyalty of Generation Y in Malacca. The model studies the effect of different independent variables (brand image, perceived brand quality, brand experience, customer satisfaction and switching cost) that determines brand loyalty. A survey questionnaire is used as the data collection method, using the Likert scale measurement, and the sample size is 250. This study concludes that customer satisfaction and switching cost are the 2 most significant factors that influence smart phone brand loyalty of Generation Y in Malacca.*

**Keywords:** Smart Phone; Generation Y; Brand Loyalty; Perceived Quality; Brand Image; Brand Switching Cost; Customer Satisfaction; Malacca.

**Abstract ID: AIC-2017-FMM-609**

**FACTORS CONTRIBUTING TO MOBILE COMMERCE IN SME**

**Corresponding Author:** Yuen Yee Yen

**Co-Authors:** Loh Ying Yi, Devinaga Rasiah, Suganthi Ramasamy

Multimedia University

**Abstract**

*Mobile commerce is growing at a faster rate in nowadays as consumer tend to purchase at home rather than going out. This research is important to mobile users as once the business owner understand the factors affecting adoption of mobile commerce, they can design and implement an improved version of mobile commerce application that suit consumer needs. This study aims examine factors contributing to mobile user acceptance. Questionnaires were distributed to these 200 employees from 10 to 15 SMEs using purposive sampling method. Four independent variables are found by this study to have significant impact on the intention to adopt mobile commerce which are perceived usefulness (PU), perceived ease of use (PEOU), trust and social influence.*

**Keywords:** Mobile Commerce; Perceived Usefulness (Pu); Perceived Ease Of Use (Peou); Trust

**Abstract ID: AIC-2017-FMM-610**

**I WILL REMAIN SILENT! LET THE PROJECT FAIL**

**Corresponding Author:** Ahmed Ali Qureshi

**Co-Authors:** Sayed Muhammad Mehdi Raza Naqvi

Capital University Of Science And Technology, Islamabad

**Abstract**

*In this research, Employee Silence (ES) has been studied which, according to research, is a work deviant behavior and has been the cause of many negative outcomes for the employees and the organization including poor project performance. For this research data was collected with time lag of one month, using purposive sampling from 300 project employees using survey method. Questionnaires for variables were adapted except for Intentions to remain silent, which was developed. Supported by the Theory of Planned Behavior (TPB), using SEM, it was found that Project Managers Attitudes towards silence, and lack of communication opportunities leads to employees intentions to remain silent. Finally, it was found that the employee intentions to remain silent have a positive affect on employee exhibition of remaining silent. Future research directions and implications for researchers, project managers and organizations involved in project management are also discussed. Critical Variables of the Study Organizational Climate which includes 1) Project Manager's Attitude (PMA), and 2) Communication Opportunities (CO), Intentions to Remain Silent (IRS) and Employee Silence (ES) are the critical variables of the study.*

**Keywords:** Project Management; Employee Silencen; Theory Of Planned Behavior; Communication Opportunities; Project Manager Attitude; Intentions To Remain Silent

**Abstract ID: AIC-2017-FMM-619**

**AN ETHICAL EVALUATION OF ONLINE CONSUMER REVIEWS AND ITS IMPACT OF CONSUMER BEHAVIOR**

**Corresponding Author:** Aqeel Shahzad

**Co-Authors:** Asif Khurshid

Riphah International University

**Abstract**

*This paper highlights the importance of ethics and religiosity in online retailing environment and role of online consumer reviews in electronic commerce. Consumers seek information to aid their purchase decision making process. However, engineered posts by anonymous reviewers give rise to consumers' skepticism. Manipulation in online reviews through own employees or through paying someone is highly unethical. While marketers may do it for their own benefits, it may leave a bad impression on the consumers as they weigh such communications from ethical perspective.*

*Impact of such practices has been discussed in the light of past literature and in the light of Islamic teachings. In the end of paper, recommendations have been made for academicians and marketing practitioners.*

**Keywords:** Online Consumer Reviews; Ethics; Skepticism; Brand Image

**Abstract ID:** AIC-2017-FMM-620

**DOES GOOGLE DISPLAY NETWORK AND SEARCH ADWORDS AFFECTED CUSTOMER LOYALTY IN INDONESIA ONLINE MARKETPLACE: MEDIATING ROLES OF BRAND AWARENESS**

**Corresponding Author:** Dony Saputra

**Co-Authors:** Didiet Gharnaditya, Naila Alisanty Munaf, Claudia

Binus University

**Abstract**

*This article investigates the effect of Google Display Network (GDN) and search AdWords to customer loyalty in Indonesia online marketplace that use mediating variable of Brand Awareness. It compares the use of direct effect and indirect effect of Google Display Network and search AdWords to customer loyalty. Methodology used is a quantitative approach; the authors analyze data from 400 customer of one Indonesia online marketplace, data analysis technique using structural equational modeling (SEM). Empirical findings imply that Google Display Network and search AdWords have strong indirect effect to customer loyalty through mediating role of brand awareness rather than its direct effect. It shows that to gain customer loyalty for an online marketplace in Indonesia, the industry need to repeatedly raise and educate the customer brand awareness using ads in GDN and Adwords. Customers are aware of the existing of online ads but not the term of GDN and Search AdWords.*

**Keywords:** Google Display Network; Search Adwords; Brand Awareness; Customer Loyalty; Online Marketplace

**Abstract ID:** AIC-2017-FMM-622

**BUYING INTENTION AND FACTORS INFLUENCING BUYING BEHAVIOR : A STUDY OF DOMESTIC AIRLINES IN TANZANIA**

**Corresponding Author:** Yamunah Vaicondam

**Co-Authors:** Halima Abdallah Migoko

Binary University, IOI Business Park, 47100 Puchong, Selangor, Malaysia

**Abstract**

*This study attempts to determine the factors that influenced passengers' airline selection for domestic airlines in Tanzania. This is because of persistent rise and decline of some airlines companies in Tanzania. The objectives of this study are to examine factors influencing the buying intention of airlines passengers' selection, to examine the relationship between buying intention and buying behavior of airlines passengers in Tanzania and to investigate the mediating effect of buying intention on the relationship between factors influencing and buying behavior. This study employed the quantitative method based on the questionnaire survey. The targeted population for this study was airlines passengers departing and landing at Julius Nyerere International Airport and sample size of this study is 367. Data was collected using closed-ended questionnaire and analyzed using SPSS. The analyzed findings depicted that social acceptability, service quality, and airline reputation had the significant effect on the factors influencing airline passenger's selection. It also revealed that price, service quality; social acceptability, airline reputation and frequent flier, could be used to predict buying intention, where this influence the buying behavior of airline passengers for chosen flights. This implies that airline managers need to be adaptive by improving passengers' expectation through providing quality service, based on the result overall of the respondents consider other factors than price and frequent flier which influences their buying behavior. Most of them value how societies accept airlines companies, service quality and goodwill of the companies in the market.*

**Keywords:** Buying Behaviors; Buying Intentions; Airline Selection

**Abstract ID:** AIC-2017-FMM-625

**THE IMPACT OF LEADERSHIP STYLE ON GROUP EFFECTIVENESS: THE MEDIATING ROLE OF COUNTERPRODUCTIVE BEHAVIOR**

**Corresponding Author:** Asim Shahzad

**Co-Authors:** Dongjun

North China Electric Power University

**Abstract**

*Abstract This study is an attempt to solve the dilemma of leadership behavior of managers towards subordinates. Most of the line past literatures refers to the fact that the heads should be separated from their behavior depending on the needs of the subject and the level of maturity. But the current study demonstrates that the behavior of the leader's segregation hampers the effectiveness of the group. Moreover, this differentiation also leads to an increase in the harmful behavior of workers. Research data is collected by structured questionnaires from 71 working groups. The study tested a model, which dealt with a group of key leadership and differentiated targeted individual leadership. The research findings revealed that differentiated individual focused leadership is negatively associated with group efficiency by increasing countermeasures, while group-centered leadership is positively associated with group efficiency by lowering counterparty productivity. There will also be discussions about the management of the research and the future impacts.*

**Keywords:** Leadership; Differentiated Individual Focused Leadership; Group Focused Leadership; Group Effectiveness; Counterproductive Work Behaviors; Leaders And Subordinates.

**Abstract ID: AIC-2017-FMM-626**

**SHORT RUN AND LONG RUN INTERACTION BETWEEN FIRM SPECIFIC AND MACROECONOMIC VARIABLES IN PAKISTAN, CHINA AND INDIA**

**Corresponding Author:** Abdul Rauf Kashif

**Co-Authors:** Abdul Rauf Kashif; Muhammad Ayub Siddiqui

Iqra University Islamabad

**Abstract**

*The security price movements are closely related to economic activity level. According to the Efficient Market Hypothesis (EMH), an efficient capital market is one in which stock prices change rapidly as the new information becomes available. Several studies have found relationship between changes in economy world and macroeconomic variables. However, previous studies also provide evidence of significant relationship between firm specific variables and stock prices. Therefore, this study was conducted to test the long run and short run relationship between firm specific & macroeconomic indicators and stock prices for Pakistan, China and India. The selected firm specific and macroeconomic variables including Assets, Inflation, Exchange Rate, Interest Rate, National outcome (IPI), Money Supply M2, Taxes paid by firms and Stock Prices. Quarterly data from 2000Q1 to 2016Q4 of firm specific and macroeconomic variables of Pakistan, China and India was used in this study. Moreover, quarterly data of firm specific variables was collected from Data Stream (data source of Thomson Reuters) and quarterly data of macroeconomic variables was collected from website of IMF. Panel Cointegration tests including Kao Residual Cointegration Test and Augmented Dickey-Fuller Test Equation. Vector Error Correction Model (VECM) and Vector Autoregressive (VAR) Models were also employed after Cointegration tests. Present study finds that there is long run relationship among variables (Assets, Inflation, Exchange Rate, Interest Rate, National outcome (IPI), Money Supply M2, Taxes paid by firms and Stock Prices) in case of Pakistan and China; therefore, VECM was employed on data of Pakistan and China. However, in case of India, present study is unable to confirm long run relationship among variables; therefore Vector Autoregressive (VAR) was employed. Co-integration test is also applied for on data on all three countries including Pakistan, China and India. In present study, Vector Error Correction Model (VECM) is applied to test redundancy of variables for China and Pakistan while VAR is applied in case of India. Ordinary least squares (OLS) method is used for estimating the unknown parameters in a linear regression model, with the goal of minimizing the sum of the squares of the differences between the observed responses in the given dataset and those predicted by a linear function of a set of explanatory variables.*

**Keywords:** Total Assets; Inflation; Exchange Rate; Interest Rate; National Outcome (Ipi); Money Supply M2; Taxes Paid By Firms; Stock Prices; Cointegration; Var; Vecm; Ols

**Abstract ID: AIC-2017-FMM-627**

**JOB STRAIN, EMPLOYEE GREED, AND EMPLOYEE ENVY: MODERATING ROLE OF SELF-MONITORING IN THE BANKING SECTOR OF PAKISTAN**

**Corresponding Author:** Qlander Hayat

**Co-Authors:** M. M. Raza Naqvi

Capital University Of Science & Technology Islamabad

**Abstract**

*The purpose of this study was to analytically analyze the relationships among the variables of Job Strain, Employee Greed, and Employee Envy, along with moderating role of Self-Monitoring. Six hundred forty-five employees of the banks provided the data for analysis. A process procedure was used to analyze the data proposed by Andrew F, Hayes (2013). The analysis did reveal a significant mediating role of Employee Greed in the relationship of Job Strain and Employee Envy, and the significant moderating role of Self-Monitoring on the relationship of Employee Greed and Employee Envy. The study bridges the gap in the literature of person-environment fit theory, by incorporating the mechanism of employee greed and employee envy. In the practical milieu, the study explains greed phenomenon in a novel cultural context, suggesting human resource managers to better understand employee psychology.*

**Keywords:** Employee Greed; Employee Envy; Person-Environment Fit Theory

**Abstract ID: AIC-2017-FMM-629**

**THE EFFECT OF PRODUCT QUALITY ON CUSTOMER SATISFACTION IN JA'IZ ISLAMIC BANK NIGERIA**

**Corresponding Author:** Bashir Baba

**Co-Authors:** Bashir Baba & Shafie Mohamed Zabri

UTHM

**Abstract**

*Islamic banking is important in today's competitive banking markets. Research in Islamic banking worldwide is largely focused on how distinct is Islamic banking from the conventional banking. This study is aimed at investigating the factors responsible for the satisfaction of Islamic banking customers. The objective of the study is to investigate the level of customer satisfaction, the factors influencing the level of customer satisfaction, and to identify the relationship between selected influencing factors and the level of customer satisfaction on Islamic banking product in Nigeria. Three research questions and four hypotheses are formulated to guide the study. The methodology to be employed will be a quantitative approach using a questionnaire as an instrument for data collection. The target population for this study is the customers of Ja'iz bank Nigeria PLC the major Islamic bank in Nigeria. A convenient sampling method will be adopted to draw the respondents from the customers of the Ja'iz bank PLC in Northern Nigeria. Hence self-*

administered questionnaire will be used to gather the data. The survey findings will be analyzed using Statistical Package for Social Sciences (SPSS) 20.0. The study also seeks to propose a framework for the proper understanding of customers' perception towards patronizing Islamic banking products. It is expected that the study will help to enhance understanding of how customer involvement may influence the adoption of Islamic banking products among the customers. It is hopeful that upon validating the framework, findings from the study will provide useful insight and first-hand information on the role of customer involvement. Thus, would be useful to the service providers in gaining and retaining the existing customers and to the policymakers, regulators and other relevant stakeholders to strategize by their respective roles toward development and sustainability of the Islamic banking industry in Nigeria.

**Keywords:** Jai'Z Bank; Mudarabah; Murabahah; Ijarah; Customer Satisfaction

**Abstract ID:** AIC-2017-FMM-635

### **FLOOD MITIGATION AS A CSR AGENDA FOR THE INSURANCE COMPANIES - A CASE STUDY IN MALAYSIA**

**Corresponding Author:** Hishan Sanil

**Co-Authors:** Suresh Ramakrishnan, Muhammad Imran Qureshi

University Teknologi Malaysia

#### **Abstract**

*This paper explored the prospect of flood mitigation as a CSR agenda for the insurance companies. A qualitative method of in-depth interview was adapted for this study. The in-depth interview was conducted with the insurance company CSR managers and other stakeholders involved in the flood mitigation. The study findings has concluded that the insurance companies investment on flood mitigation through their CSR initiatives is advantages to insurance companies as well as the other stakeholders affected by flood disaster. Insurance industry is the second largest industry in the world in terms of financial assets and is well placed to realise potential investment opportunities from climate change. This study is an attempt to encourage the insurance sector to get involved in the flood mitigation through their CSR initiatives.*

**Keywords:** Corporate Social Responsibility; Insurance Company; Climate Change; Flood Mitigation; Disaster Management

**Abstract ID:** AIC-2017-FMM-647

### **AN EMPIRICAL STUDY ON GREEN CONSUMPTION BEHAVIOUR IN MALAYSIA**

**Corresponding Author:** Noor Aswani Mohd Ghani

**Co-Authors:** Noor Aswani Mohd Ghani, Associate Professor Yusniza Kamarulzaman, Farrah Dina Yusop3

Universiti Malaya

#### **Abstract**

*This paper investigates the factors that influence Malaysian consumers' Green Consumption Behaviour using Theory of Planned Behaviour as the foundation of the framework. It adds on consumer novelty seeking and environmental knowledge to measure how it will effect green consumption behaviour. In was found that Consumer Novelty Seeking ranked as the most significant predictor to the green consumption behaviour. On the contrary to the previous literatures, social influence does not make a significant impact to the behaviour. The paper discussed how these findings are able to help businesses and policy makers tailor made and customized their marketing approach so that it will be relevant and effective to lead to green consumption behaviour which will benefit the country and society in the long run for future sustainability.*

**Keywords:** Green Consumption; Sustainability ; Environmental Marketing

**Abstract ID:** AIC-2017-AMOS-650

### **THE INFLUENCE OF ORGANIZATIONAL COMMITMENT IN CLIMATE FOR INNOVATION AND EMPLOYEE RETENTION RELATIONSHIP: AN EMPIRICAL STUDY IN HIGHER EDUCATION INSTITUTIONS**

**Corresponding Author:** Fatimah Pa'Wan

**Co-Authors:** Rosmini Omar, Farzana Quoquab Habib, Jihad Mohammad.

Universiti Teknologi Malaysia

#### **Abstract**

*Organizational commitment is one of the most widely used variables in the research of management and Organizational Behaviour (OB). However, lapses examine its mediating role, specifically between climate for innovation and employee retention relationship. This research sets out as a cross sectional study that incorporates several theories, namely Social Exchange Theory (SET), Three Component Model (TCM) of organizational commitment, and Life-span theory. Judgemental nonprobability sampling was adopted as the method for data collection. A total of 444 academics from both public and private Higher Education Institutions (HEIs) all over Malaysia participated in this research. Data was analyzed using SmartPLS 3.25. Bootstrapping procedure was used to test the mediating effect of climate for innovation. One of the major findings of this research expressed a positive significant association of climate for innovation, organizational commitment, and employee retention. On top of that, climate for innovation was discovered to have a mediating effect on this relationship. This research is significant in terms of theoretical and practical contribution. This study adds to the growing body of research by making up for the absence of reliable evidence in the literature particularly the mediating role of organizational commitment. Hence, it assists practitioners in employee retention planning.*

**Keywords:** Climate For Innovation; Organizational Commitment; Employee Retention; Higher Education Institutions (Heis); Academics.

**Abstract ID: AIC-2017-FMM-651**

**FACTORS AFFECTING BRAND AWARENESS IN CENTRAL REGION OF MALAYSIA: A STUDY ON FPTT**

**Corresponding Author:** Mohd Fazli Mohd Sam

**Co-Authors:** Kerk Xin Ling

**Abstract**

*Brand awareness is the ability of potential consumers to recognize or recall of the certain brand from a certain product category. Brand Awareness has been infiltrated in service sectors across the world as well as education sector. In fact, creating brand awareness in universities is much more difficult than a product as the complexity of marketplace has increased tremendously. This research is to study the factors affecting brand awareness of higher education institution. The study obtained data from 243 respondents including students, parents and workers from central region of Malaysia. In this study, the research design used by the researcher was descriptive research design. The results indicate that service quality, advertising and promotion, reputation and employability have significant relationship with brand awareness of Faculty of Technology Management and Technopreneurship (FPTT).*

**Keywords:** Brand Awareness; Accreditation; Service Quality; Advertising And Promotion; Reputation; Employability; International Recognition.

**Abstract ID: AIC-2017-FMM-652**

**IDENTIFYING SUCCESS FACTORS OF MAMAK RESTAURANTS IN MALAYSIA**

**Corresponding Author:** Mohhidin Othman

**Co-Authors:** Tachaini Kandasamy, Ainul Zakiah Abdul Bakar And Bee Lia Chua

UNIVERSITI PUTRA MALAYSIA

**Abstract**

*The foodservice industry can be considered as one of the largest industry that contributes significantly to Malaysia's economic growth. The restaurant businesses are operating as a highly competitive market environment as many food operators are trying to compete with each other in attracting customers. Mamak restaurant is one of the well established ethnic based restaurants in Malaysia which is usually seen fully packed with customers most of the time. At recent time Mamak-culture has evolved in terms of the elements it signifies and it become a phenomenon in Malaysia. Despite, the popularity of Mamak restaurant has been acknowledged by few scholars in previous studies, there is no attempt done to explore factors that enable Mamak restaurant to be successful. Therefore, this paper intended to explore success factors of Mamak restaurant in Malaysia as compared to other restaurants based on the restaurant customers' perspective and the managerial practices of the restaurant operators that contribute to the success of the business. This paper also aimed to create a business model of success factors of the Mamak restaurants. The data was collected using in depth interview with customers and restaurant operators as well. The huge data transcription was analyzed in detail to classify codes and categories that summarize and describe the success factors of Mamak restaurant. This study found that location, environment, product, facilities, service and price of Mamak restaurant have positively contributed to the success of Mamak restaurants. Findings from this study provide a source of new knowledge to the food service industry which can be used to develop successful management strategies that help the future entrepreneur to survive in the challenging restaurant business.*

**Keywords:** Foodservice Industry; Mamak Restaurant; Success Factors; Management Practices; Restaurant Operators

**Abstract ID: AIC-2017-FMM-653**

**ASSESSING THE EFFICIENCY OF WATER AND SANITATION AGENCIES OF PUNJAB, PAKISTAN: A BENCHMARKING APPROACH.**

**Corresponding Author:** Irfan Ali

**Co-Authors:** Mohsin Bashir, Muhammad Munib, Shah Nawaz Saqib

Government College University, Faisalabad

**Abstract**

*The current era is about competition and stay up to date with remarkable performance. Pakistan is a third world country and many of the services provided by Public organizations to the public lack in performance. WASA is one of the Public organizations, which operate in Punjab and provide one of the basic necessities of the life to the public i.e. water and sanitation. The review of the previous literature before 2011 suggests that this conception of low productivity is also true about WASA. By analyzing that data, it is learned that after 2011 this organization is making progress. Four units are under consideration (Faisalabad, Multan, Rawalpindi, and Lahore). Data envelopment analysis was applied in order to measure the performance of the units. Analysis showed that 3 units are performing well and are efficient. These units are: (1) Faisalabad, (2) Multan, and (3) Lahore. Whereas, right now Rawalpindi is not performing well and an inefficient one. It is improving by time and showing progress in the collection system to make efficiency better.*

**Keywords:** Dea; Public Organizations; Efficiency Measurement; Wasa Punjab

**Abstract ID: AIC-2017-FMM-654**

**EVALUATING THE EFFICIENCY OF MAJOR LOCAL GOVERNMENTS OF PUNJAB (PAKISTAN) IN REVENUE GENERATION BY USING A YARDSTICK APPROACH**

**Corresponding Author:** Irfan Ali

**Co-Authors:** Waqas Riaz, Sajjad Ahmad Baig, Shahnawaz Saqib  
Government College University, Faisalabad

**Abstract**

*From the past thirty years, there is a major change in the management of public sector. The execution of policies of decentralization where significant amount of decision making and public spending has been given to local governments the relevance of the expenditures of local government has been raised high in the public administration agenda. Pakistan is a third world country and many of the services provided by Public organizations to the public lack in performance. Local governments are responsible for public service delivery. While delivering services, local governments use different resources and charge against these services and generate own source revenue. The main aim of the study was to analyse the efficiency of four major local governments of Punjab (Pakistan) Lahore, Faisalabad, Multan and Rawalpindi respectively in generating own source revenue. Data used in the current study was gathered from the variety of sources like local governments Annual reports, Budgetary documents and from the website's visits of local governments. The non-parametric technique named DAE used to evaluate the data. DEAP software used to conduct analysis. The results showed that Metropolitan Corporation of Lahore was the most efficient local government while the local government of Rawalpindi ranked as a least efficient local government in own source revenue generation.*

**Keywords:** Dea; Technical Efficiency; Efficiency Measurement; Punjab

**Abstract ID: AIC-2017-FMM-655**

**TRUST INFLUENCE ON MOBILE COMMERCE ADOPTION**

**Corresponding Author:** Yuen Yee Yen

**Co-Authors:** Moc Yow Shin, Devinaga Rasiah, Suganthi Ramasamy  
Multimedia University

**Abstract**

*Mobile commerce adoption in Malaysia is becoming more and more common and popular due to its convenience and accessibility. However, mobile commerce has also become the avenue for criminals to carry out scamming activities to accept orders and payment from customers without delivering the goods. This study is therefore carried out to figure out possible factors that will influence the development of trust in mobile commerce, such as vendor characteristics, website characteristics, technology of wireless services and technology of mobile devices. 300 respondents were selected using quota sampling to participate in a questionnaire in central region in Malaysia. The outcome of this study will increase the sales of the mobile businesses and directly increase in the competitive advantage of the businesses.*

**Keywords:** Mobile Commerce; Trust; Vendor And Website Characteristics.

**Abstract ID: AIC-2017-FMM-656**

**KEY FACTORS AFFECTING KNOWLEDGE TRANSFER SUCCESS IN MULTINATIONAL COMPANIES**

**Corresponding Author:** Yuen Yee Yen

**Co-Authors:** Leong Wai Hin, Devinaga Rasiah; Suganthi Ramasamy  
Multimedia University

**Abstract**

*Knowledge is recognised as significant component in organizations today. Unfortunately, many organizations are not so concerned on the keys factors that believed will influencing the knowledge transfer success in the organization. The objective of this study was to determine the key factors that affect knowledge transfer success in multinational companies. This study use both quantitative survey approach to achieve this research objective. Questionnaires was created by online survey software, this set of questionnaire was sent to 300 employees from renowned multinational firms that meet the criteria as at 10 percent in international sales. The data analysed by using SPSS software. this study enable organization to minimize the employee's issues which are related to knowledge sharing. The study reminds knowledge worker to understand the importance of knowledge management especially knowledge transfer among each organization partner.*

**Keywords:** Knowledge Transfer; Factor; Multinational Companies

**Abstract ID: AIC-2017-FMM-658**

**THE EFFECT OF DEMOGRAPHIC FACTORS, E-FILLING USAGE ON TAX COMPLIANCE**

**Corresponding Author:** Popi Fauziati

**Co-Authors:** Siska Yulia Defitri  
Universitas Bung Hatta

**Abstract**

*Tax compliance is the most important factor of all factors affecting tax revenues. Tax compliance is influenced by economic and non-economic factors. The study examined the effects of demographic factors (age and education) and e-filling usage on tax compliance. The research design adopted in this study is survey and sample selection is done by purposive sampling method. Data collection was done by distributing questionnaires and samples of 90 people with*

*SME businesses. Multiple regression were used to test the hypotheses. From analysis, we found that demographic factors and e-filling usage have no effect on tax compliance.*

**Keywords:** Tax Compliance; Age; Education; E-Filling Usage

**Abstract ID: AIC-2017-FMM-669**

### **DESIGNING FRANCHISE SYSTEM OF COFFEE SHOP IN INDONESIA**

**Corresponding Author:** Dony Saputra

**Co-Authors:** Toto Edrinal Sebayang

Binus University

#### **Abstract**

*This research is motivated by development of h new demands and lifestyle as an alternative opportunity for entrepreneurs in the field of coffee shop as franchise business. The purpose of this study is to analyze the business strategy of a coffee shop franchise as well as designing a franchise model of a coffee shop in Indonesia. The research method we use is quantitative descriptive method and case study approach. Data Collection method using interview to three coffee shop franchise owner, Data Analysis used are SWOT analysis, while model design using feasibility study. The result of this study is broad description of strength, weakness, opportunity and threats of coffee shop in Indonesia as well as a franchise model of coffee shop that can be implemented in Indonesia.*

**Keywords:** Franchise; Coffee Shop; Franchise Model; Business Strategy; Swot Analysis; Feasibility Study

**Abstract ID: AIC-2017-FMM-670**

### **THE EFFECTS OF CONSUMERS' BEHAVIORAL INTENTIONS ON SERVICE RECOVERY SATISFACTION IN 4 AND 5 STAR HOTELS IN KUALA LUMPUR, MALAYSIA**

**Corresponding Author:** Ashkan Nikandish

**Co-Authors:** Behrang Samadi; Irina Khmeleva

Azman Hashim International Business School / University Technology Malaysia

#### **Abstract**

*The purpose of this research is to examine the effect of service recovery approaches on consumers' behavioral intentions. The research instrument employed for this research was a questionnaire. A total of 376 questionnaires were collected from the target population of four and five-star hotels located in Kuala Lumpur, Malaysia. The published questionnaire was formulated with 29 questions regarding the impact and effect of different service recovery methods, such as communication, empowerment, feedback, atonement and tangibles on the service recovery satisfaction of guests in the luxury sector of the Malaysian hotel industry. The analysis of the collected data in this research affirms that among all the different dimensions of service recovery and approaches, one predictor of tangibles illustrates a negative significant correlation with the service recovery satisfaction of guests in four and five-star hotels. In addition, the findings show a positive correlation for four approaches with service recovery satisfaction, which are communication, feedback, empowerment and atonement. The results of this research can offer a direction for hotel managers in that they can choose communication, feedback, empowerment and atonement as effective service recovery approaches rather than spend capital and time on employing tangibles as a service recovery method at the time of service failure.*

**Keywords:** Customer Satisfaction; Hotel Management; Hospitality Management; Service Failure; Service Recovery; Service Marketing

**Abstract ID: AIC-2017-FMM-672**

### **USING COMMUNITY MEDIA TO DIFFUSE SUSTAINABLE ENERGY PRODUCTS IN THE RURAL AREA: A STRUCTURAL EQUATION MODELLING APPROACH**

**Corresponding Author:** Md Shahzalal

Begum Rokeya University, Rangpur

#### **Abstract**

*The use of sustainable energy in rural areas is one of the major solutions for the increasing local, national, and global environmental problems [1]. However, to diffuse the use of sustainable energy products among the rural communities, the active communication channel is a key. To the countryside people, community media is the most contextualised, easily accessible, and trustworthy [4]. The motto of this research is to assess how communications through community media can change rural people's motivation to use sustainable energy products utilising theoretical and empirical approach. An intensive literature review is done, an extended theoretical model by adding unique characteristics of community media and acceptance of sustainability messages to the 'ability, motivation and opportunity theory' [2] is developed. The study is done in an underrepresented country (i.e. Bangladesh) in the literature on sustainable energy and community media interdisciplinary research. A structural equation modelling technique is applied to test the hypotheses. The values for the model fit index are found perfect [3]. This study concludes that the unique characteristics of community media can enhance the acceptance of sustainable energy promotions by the rural people that motivate them to use sustainable energy, also facilitate to explore opportunities and improve abilities to use, and thus quickly diffuse sustainable energy in the rural area. Brief References: 1. Berhe, et al. Biogas Plant Distribution for Rural Household Sustainable Energy Supply in Africa, Energy and Policy Research, 2017.2. Hughes. The Ability – Motivation - Opportunity Framework for Behavior Research in IS. Proceedings of the 40th Hawaii International Conference on System Sciences, 2007.3. Hooper, et al. Structural Equation Modelling: Guidelines for Determining Model Fit. The Electronic Journal of Business Research Methods. 2008.4. Algiül. An Internet Radio from Turkey as an Example of Community Radio: Nor Radyo. Online Academic Journal of Information Technology. 2013.*



**Keywords:** Sustainable Energy Products; Community Media; Structural Equation Modelling; Environmental Sustainability; Developing Country.

**Abstract ID:** AIC-2017-FMM-675

**EFFECTIVE FACEBOOK MESSAGE STRATEGIES FOR GLOBAL/LOCAL BRANDS AND PRODUCT/RETAILER BRANDS**

**Corresponding Author:** Kamisah Kormin

**Co-Authors:** Rohaizat Baharun

UTM

**Abstract**

*The main aim of this research is to explore Facebook message strategies most likely to promote consumer engagement for local versus global brands as well as product versus retailer brands. Using content analysis and moderated multiple regression, the authors measure the impact of post types and media types on number of 'likes' by analyzing 792 brands posts of 90 Food and Beverages (F&B) brands. Research findings suggest that product awareness and promotional type of posts increase number of likes, while no effect found for media types. However, the use of promotional post is likely to reduce number of 'likes' for global brands. Findings also suggest that product awareness, CSR and brand awareness posts should be avoided by product brands. This research advances the knowledge of social media and consumer engagement behaviors, as well as global/local brands and product/retailer literatures, by exploring the relationship of type of posts and media types on consumer engagement. In terms of practical implication, this research provides a guide to marketing managers regarding Facebook message strategy that should be adopted or avoided.*

**Keywords:** Social Media; Consumer Engagement; Global Brands; Local Brands; Product Brands; Retailer Brands

**Abstract ID:** AIC-2017-FMM-682

**PERCEIVED VALUES AND PERSONAL VALUES: STUDY ON CONSUMERS REPURCHASE INTENTION OF ECO-FRIENDLY HOME APPLIANCES PRODUCT**

**Corresponding Author:** Siti Nor Bayaah Ahmad

**Co-Authors:** Nabila Mohd Nadzri

UNITAR International University

**Abstract**

*Focus of the study is to look into two main factors namely perceived value and personal values on consumers' repurchase intention on Eco-friendly home appliances. Perceived values was represented by functional value, social value, financial value, whilst personal values were the consumer's perceived environmental consciousness and health consciousness. The data was collected among the users of green home appliances in Malaysia. In total 193 respondents' feedback were used for further analysis. The result indicated that only functional value, environmental consciousness, and health consciousness were the constructs that directly influenced consumer decision to re-purchase the green home appliances with ( $\beta=0.533, p=0.00$ ) ( $\beta=0.325, p=0.00$ ) and ( $\beta=0.143, p$*

**Keywords:** Perceived Value; Personal Value; Re-Purchase Intention; Green Product

**Abstract ID:** AIC-2017-FMM-684

**THE RELATIONSHIP BETWEEN INFLUENCE OF CONSUMPTION VALUE ON USER BEHAVIORAL INTENTION TOWARD AN ALTERNATIVE PRODUCT: CASE STUDY ON HERBAL PRODUCT – DAUN MANIS**

**Corresponding Author:** Norzaidahwati Zaidin

UTM

**Abstract**

*In 2014, Malaysia had recorded 2.6 million people with diabetes and according to the Diabetes Research Association of Malaysia and Obesity Prevention Council, it was found that the number of diabetics involve individuals aged 30 years old and above. This is due to unhealthy lifestyle that become common tradition among many people nowadays. The researcher took Daun Manis product from Daie Global Solution as the case study and the Theory of Consumption Value on User Behavioral Intention, application of the purpose of this study is to investigate the influence of the consumption values towards the user behavioral intention of Daun Manis. The researcher used functional value price and quality to study which value effect most on behavioral intention, which are repeat purchase and positive word-of-mouth (PWOM). This study used quantitative method by distributing questionnaires to 240 consumers of Daun Manis in Johor Bahru. the findings show that there is a positive relationship between all independents variables and dependents variables. Besides that, The findings show that quality influenced most of consumers' repeat purchases and PWOM.*

**Keywords:** Functional Value-Quality; Functional Value-Price; Repeat Purchase; Pwom; Daun Manis

**Abstract ID:** AIC-2017-FMM-690

**THE RELATIONSHIP BETWEEN BIG FIVE PERSONALITY TRAITS AND COUNTERPRODUCTIVE WORK BEHAVIOUR**

**Corresponding Author:** Muhammad Ashfaq

**Co-Authors:** Fadillah Ismail, Muhammad Ashfaq, Siti Aisyah Panatik, Lutfan Jaes, Wee Mee Yan

UTM

**Abstract**

*Employees are a group that plays an important role in determining the quality, reputation, and performance of an organization. Personality traits within them were seen to predict employees' behavior towards organizations. This*

research aims to examine the relationship between big five personality traits and counterproductive work behaviour (CWB) among employees in the manufacturing industry. This study also intends to determine the personality traits that is most related to CWB. Five research hypotheses were examined while considering the Big Five dimensions of personality, which are extraversion, agreeableness, conscientiousness, neuroticism and openness, which are believed to influence the employees' CWB. Present research specifically focuses on organizational (CWB-O) and individual (CWB-I). There are 93 employees that work in the furniture manufacturing industry at Muar, Johor who were randomly selected to complete the Big Five questionnaire (NEO-FFI). Software SPSS 22.0 was used to analyze the data collected. For CWB-O, the result showed positive relationship between employees with neuroticism and conscientiousness, whereas negative relationship with extraversion, openness and agreeableness. As for CWB-I, the result showed positive relationship between neuroticism and conscientiousness, whereas negative relationship with extraversion, openness and agreeableness. On the other hand, the research finding also revealed that agreeableness was the trait of personality that was more closely related to counterproductive work behaviour.

**Keywords:** Counterproductive Work Behaviour; Big Five Personality Traits

**Abstract ID:** AIC-2017-FMM-692

**THE ROLE OF HR PRACTICES ON TURNOVER INTENTIONS DIRECTLY AND THROUGH ORGANIZATIONAL CITIZENSHIP BEHAVIOR IN THE BANKING SECTOR OF MALAYSIA.**

**Corresponding Author:** Rab Nawaz

**Co-Authors:** Syed Haider Ali Shah, Aftab Haider, Shakeel Sajjad, Saleh Ahmed Salem Alyafei  
Bahria University

**Abstract**

*In the recent years, the banking industry of Malaysia has grown rapidly and the role of employees are undeniable. In today's dynamic environment banking industry is striving hard to retain the employees in the organization because it is the employees which enable the organization to gain competitive advantage. The aim of this paper was to investigate the role of motivation enhancing practices on turnover intentions directly and indirectly through organizational citizenship behavior. This study filled the gap by examining the organizational citizenship behavior in two dimensions, which previously has not been investigated in banking sector of Malaysia. This study has taken the two dimensions of organizational citizenship behavior and along with motivational enhancing practices in order to reduce the turnover intentions, especially in banking sector of Malaysia. 510 questionnaires were distributed among top five banks (by Capital) branches in Kuala Lumpur, Malaysia. In order to investigate the hypotheses, this study applied Structural equation modelling (AMOS). Finding of this study portrays that motivational enhancing practices had negative effect on turnover intentions while the interesting finding is that indirect effect of motivational enhancing practices through organizational citizenship behavior benefiting individuals in organization were insignificant. The organizational citizenship behavior benefiting organization were significant. The results are beneficial for top management of banking sector of Malaysia in order to keep motivating employees and to retain them through proper implementation of organizational citizenship behavior in two dimensions.*

**Keywords:** Motivational Enhancing Practices; Organizational Citizenship Behavior; Sem.

**Abstract ID:** AIC-2017-FMM-698

**DEVOLVEMENT OF HRM TO THE LINE MANAGERS AND ITS IMPACT ON HRM EFFECTIVENESS: THE MODERATING ROLE OF PERCEIVED ORGANIZATIONAL SUPPORT**

**Corresponding Author:** Muhammad Waseem

**Co-Authors:** Abdulmajid  
Hazara University, Mansehra

**Abstract**

*In today's dynamic and complex business environment HRM is considered as an important source of achieving competitive advantage. The strategic nature of HRM calls for establishing an effective partnership between HR manager and line managers. There are many HR issues which require an active involvement of line managers such as controlling absenteeism, maintaining discipline, recruitment and performance appraisal etc. Therefore, a close collaboration between HR manager and line managers is required and both have to play a different role in managing their day-to-day activities. The role of line managers is now considered vital in achieving not only their departmental goals but also the HRM goals. To perform the dual role, line managers need different kinds of support from their organizations. Their contribution in the overall effectiveness of HRM function will be enhanced, when they perceive that their organization is more supportive. In this study, the focus was on exploring the moderating role of perceived organizational support in the relationship of devolvement of HRM to the line managers and HRM effectiveness. The survey data was collected from the line managers of leading commercial banks of Pakistan. The results indicated that the HR role performance of line managers can be enhanced by improving the level of organizational support they receive in different kinds, either from their supervisors, coworkers or subordinates.*

**Keywords:** Devolvement Of Hrm; Perceived Organizational Support And Hrm Effectiveness

**Abstract ID: AIC-2017-FMM-712**

**USAGE BEHAVIOURS OF MOBILE PHONE AMONG TEENAGERS AND ITS IMPLICATIONS TO TEENAGERS IN KUALA LUMPUR, MALAYSIA**

**Corresponding Author:** Yann Ling Goh

**Co-Authors:** Yeh Huann Goh

Universiti Tunku Abdul Rahman

**Abstract**

*The mobile phone has become a regular feature in the Malaysian society. Besides making calls, mobile phones are used to send text messages, listen to music, play games, take photographs, surf the net, etc. For teenagers in particular, the mobile phone is an indispensable thing that must be brought along all the time. From the point of view of parents, mobile phone is a means for them to be able to keep in touch with their children when their children move away from their parental home. But, schools and educational settings reported that mobile phones have caused lots of discipline issues in schools and mobile phones should be banned in schools. A survey was conducted to explore the usage behaviours of mobile phone among teenagers and its implications to teenagers in Kuala Lumpur, Malaysia. The data were collected through survey questionnaires filled by 512 teenagers, aged between 13-18 years old in Kuala Lumpur, Malaysia. The findings revealed that misuse of mobile phone will lead to negative consequences to teenagers. The study recommends a provision of guidance and counselling services to teenagers on the use of mobile phone.*

**Keywords:** Misuse; Videoing; Gaming; Entertainment; Text Messages

**Abstract ID: AIC-2017-FMM-723**

**CUSTOMERS' EXPECTATION, PERCEIVED PERFORMANCE AND DISCONFIRMATION TOWARDS SMES HALAL FOOD PRODUCTS IN KLANG VALLEY, MALAYSIA**

**Corresponding Author:** Siti Soleha Abdul Salam

Universiti Putra Malaysia

**Abstract**

*In tandem with the global growth of the halal industry, abundant choices of halal products will be available in the market. Therefore, in order to be dominant and able to compete with other brands in the halal marketplace, domestic halal food producers need to revise their strategies and produce superior products that are able to meet customer expectation. In order to find out the extent to which customers' expectation had been met, expectancy-disconfirmation theory (EDT) was utilized to examine the disconfirmation between customer expectation and perceived performance on halal food products. Halal confectionery products produced by small and medium-sized enterprises (SMEs) were chosen as the product of analysis. Questionnaires consisted of 45 determinants measuring expectation and perceived performance were then administered using convenience sampling within Muslim consumers in Klang Valley area. A total of 403 usable questionnaire forms were collected and subjected to data analysis. The finding revealed that all the attributes listed experienced negative disconfirmation, which point toward the conclusion that SMEs halal confectionery products were unable to meet customers' expectation. This study is expected to broaden the insights of Halal food manufacturers and related parties in understanding Muslim consumer preferences in halal food products.*

**Keywords:** Halal Food; Sme; Consumer Satisfaction

**Abstract ID: AIC-2017-FMM-726**

**ASSESSING THE PREPAREDNESS OF INDONESIAN ICT SMES ENTERING THE GLOBAL MARKET**

**Corresponding Author:** Evy Rachmawati

**Co-Authors:** Amilia Wulansari

SBM ITB

**Abstract**

*One of the business sectors affected by the implementation of the ASEAN free market is the small and medium entrepreneurs who run the ICT business. With the opening of boundaries between countries, the positive benefits that can be gained are the increasing market opportunities. The ability to survive and win the competition in the global market is determined by the preparedness/readiness of the small and medium entrepreneurs concerned in drafting its internationalization strategy. Observation shows that despite an increase number of entrepreneurs who doing the ICT business for over the last 5 years, but many of them are ultimately not continuing their activities. This research is a quantitative research involving 25 SMEs. Sample obtained by using snowball sampling. Assessment is done by using six dimensions, which are competencies of management, heritage, relationships, offerings, means, and engagement. The result indicates that most of Indonesian ICT SMEs still have low score in some dimensions.*

**Keywords:** Preparedness; Global Market; Indonesian Ict Smes

**Abstract ID: AIC-2017-FMM-738**

**IMPACT OF BEHAVIORAL FACTORS ON ENTREPRENEURIAL INNOVATIONS: EVIDENCE FROM NON-FINANCIAL SECTOR OF PAKISTAN**

**Corresponding Author:** Sajjad Baig

**Co-Authors:** Muhammad Zia-Ur-Rehman; Faisal Rizwan; Zaheer Abbas; Muhammad Hashim; Nayab Iqbal

National Textile University

**Abstract**

*Behavioral finance try to better understand and elaborate how attitude and cognitive errors affects investors as well as entrepreneurs or other decision makers. The main objective of this study is to find those behavioral biases which impact*

*the firm's performance and managerial financial decision making process through the mediating role of entrepreneurial innovations. This study predominantly focused on four biases that entrepreneurs apparently exhibit in their decisions. This study also directed the extension of conjunction of the innovations in the non-financial corporate industry and the firm performance in the behavioral heuristics existence. Survey questionnaire technique was used to collect data for research and analysis; data were collected from 109 respondents which include entrepreneurs and managers from non-financial firms of Pakistan. SEM-AMOS 21 was used to analyze the structural model. The finding shows that innovative organizations often predict low tendency of overconfidence and usually are risk averse in their financial decision, which hesitate to take the risk and prefer low risk and low profit scenario. But the current study show that innovative organizations can enhance the profitable performance of the firm with behavioral biases.*

**Keywords:** Entrepreneurial Innovations; Firm Performance; Cognitive Biases; Financial Innovations; Organizational Innovative Culture

**Abstract ID:** AIC-2017-FMM-740

### **THE IMPACT OF ORGANIZATIONAL LEARNING ON INNOVATION AND COMPETITIVE ADVANTAGE: THE MEDIATING ROLE OF ORGANIZATIONAL CULTURE**

**Corresponding Author:** Sharjeel Saleem

**Co-Authors:** Mohsin Bashir, Muhammad Shahid Tufail, Tamkeen Ali Jaffry

Government College University Faisalabad

#### **Abstract**

*Purpose - This research investigated the relationship among organizational learning, innovation and competitive advantage in consideration of organizational culture mediating the relationship between organizational learning and innovativeness of the organization. The learning environment facilitates the organization to reach a competitive advantage. Methodology/Design/Approach - This research study is based on the positivist paradigm and is quantitative in nature. The survey was conducted to collect the data from the selected banking and multinational firms located in Faisalabad and Lahore (Punjab province, Pakistan). A questionnaire consisting of 57 items adapted from the previous research studies was used for data collection. Sample respondents were selected through convenience sampling. Total 360 questionnaires were distributed to the respondents and 270 of them were returned back. Analyses have been performed using SPSS version 20 and LISREL 9.1. Findings and Results - The results show that reliability of variables ranged between 0.68 – 0.85 which shows satisfactory reliability of the instrument. The model results are significant and show that the learning culture has a positively significant impact on innovation and competitive advantage. Implications and Limitations - Main limitations are small sample size, the use of cross-sectional study design and a structured questionnaire. Longitudinal study design and larger samples should be employed in future. There is still much to be explored regarding causal relationships suggested by the results of this paper. Practical Implications - The findings of this study are of interest to the administrators and policy makers; whereas, it will also serve as a basis of reference for future studies and investigations. Originality/Value - This study examines the impact of organizational learning on innovation and competitive advantage mediated with organizational culture. This study analyzes how organizational learning assists the organizations to boost their practices and performance of an individual as well as an organization. Organizational learning not only facilitates the organizations to flourish in the dynamic and viable environment but also upgrades the processes and practices.*

**Keywords:** Organizational Learning; Organizational Culture; Innovation; Competitive Advantage

**Abstract ID:** AIC-2017-FMM-742

### **LEADERSHIP STYLES AND BURNOUT IN PUNJAB POLICE: A CASE STUDY OF FAISALABAD DIVISION**

**Corresponding Author:** Irfan Ali

**Co-Authors:** Mohsin Bashir, Sharjeel Saleem, Hafiz Ghulam Muhtada, Shah Nawaz Saqib

Government College University, Faisalabad

#### **Abstract**

*This study aims at analyzing the relationship among leadership styles, burnout and organizational commitment with the sample (n=98) of executive branch, Punjab police department. Sample is selected randomly. The data are primary and research is quantitative in nature. Required data are collected from Faisalabad District police. Correlation and multiple linear regression are performed to analyze the data. Reliability of survey instruments is assessed using Cronbach's alpha. Correlation analysis provides the preliminary support for the hypotheses; and correlations among burnout, organizational commitment and leadership styles are found significant. Furthermore, the results of regression analysis indicate that transformational leadership show insignificant effect and no direct impact on burnout. Transactional & Laissez faire leadership show significant effect on burnout. The results also establish that leadership in Punjab Police Department is frequently using transactional & Laissez faire leadership styles due to which turnover rate is increasing year by year in said department. In the light of said result, the top leadership should design and implement such policies that may increase transformational leadership styles in the supervisors' dealing with their subordinates as it is required to reduce the level of burnout and to enhance the level of organizational commitment that result in a significant impact on overall police working.*

**Keywords:** Leadership Styles; Burnout Syndrome; Organizational Commitment; Punjab Police

**Abstract ID: AIC-2017-FMM-743**

**MEDIATING ROLE OF CITIZENS PARTICIPATION BETWEEN PUBLIC SERVICE MOTIVATION, POLITICAL INTERFERENCE AND LOCAL GOVERNMENT PERFORMANCE: A CASE STUDY OF MUNICIPALITIES OF PUNJAB**

**Corresponding Author:** Irfan Ali

**Co-Authors:** Sharjeel Saleem, Mohsin Bashir, Waqas Riaz  
Government College University, Faisalabad

**Abstract**

*The main aim of the study was to examine the impact of public service motivation and political interference on Local Government performance in Pakistan with special focus on Punjab province. The study also focused on citizens' participation in local government affairs. The research was supported by the prior studies on the mentioned variables and the hypotheses of this research framework are constructed keeping in view the previous literature. The population for the study was employees of the local governments of Punjab, Pakistan (four local governments of Punjab (Pakistan) Lahore, Faisalabad, Rawalpindi and Multan in particular). Questionnaire survey method was used for data collection. Total 135 questionnaires were circulated among the respondents from the four local governments and 105 were returned back and found complete; thus, response rate was 77.77%. SPSS 20 software was used to conduct the analysis. In this study, the relationship among public service motivation, political interference, and local government performance had been evaluated with the mediating effect of citizens' participation. The results indicated positive mediating effect of the variables on local government performance.*

**Keywords:** Public Service Motivation; Political Interference; Citizen'S Participation; Local Government Performance

**Abstract ID: AIC-2017-FMM-745**

**WORKPLACE INCIVILITY, SERVICE SPIRIT AND GOSSIPS AT WORKPLACE: PERCEPTION OF NURSES WORKING IN THE PUBLIC SECTOR HOSPITALS OF PAKISTAN**

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**Co-Authors:** Sharjeel Saleem, Shahnawaz Saqib  
Govt: College University Faisalabad

**Abstract**

*Bullying is a type of mental torture and should be considered as the violation of human rights. Verbal or nonverbal communicative behavior indicating disrespect for another person can bring drastic consequences for the organizations. This study was planned to dig out such consequences in the shape of low service spirit and gossips. For data collection female nurses working in the public sector of Pakistani Hospitals were considered as population of the study, and total 302 respondents participated in the survey. Data were analysed using Smart PLS (2.0) software. The values of reliability, convergent validity and discriminant validity were within the acceptable range. Path coefficients values showed that workplace incivility positively and significantly predicted job related gossips whereas its impact on non-job related gossips was insignificant. Furthermore, the results showed that due to increase in incivility the service spirit of female nurses decreased. Average respondents reported that they experienced incivility from doctors, patients and their attendants. From theoretical perspective this study contributed in the literature and proposed that in Asian culture, which is dominated by patriarchal culture, female nurses can experience incivility at work; and, thus, may engage in negative gossips. Limitations and future directions are also given.*

**Keywords:** Workplace Incivility; Service Spirit; Job Related Gossips; Non-Job Related Gossips; Nurses

**Abstract ID: AIC-2017-FMM-746**

**THE EFFECT OF TAX SYSTEM AND DISCRIMINATION ON TAX EVASION**

**Corresponding Author:** Popi Fauziati

**Co-Authors:** Musdalifah Dimuk  
Universitas Bung Hatta

**Abstract**

*This paper presents a study to investigate the effect of tax system and discrimination on tax evasion in Riau Province. The population of this investigation consists of all taxpayers registered in the Primary Tax Office in Riau Province. The sampling was done using purposive sampling technique and proportional sampling. Total sample in this research is 222 respondents. The study designs a questionnaire in Likert scale to study the effects of two independent variables (tax system and discrimination) on tax evasion. Using regression technique, the study has determined positive and meaningful relationships between discrimination and tax evasion while tax system have no effect on tax evasion.*

**Keywords:** Tax Evasion; Tax System; Discrimination

**Abstract ID: AIC-2017-FMM-747**

**BARRIERS TO JOB PLACEMENT FOR PERSONS WITH DISABILITIES**

**Corresponding Author:** Muhammad Ashfaq

**Co-Authors:** Nurfarhani Farah Anuaruddin, Rabeatul Husna Abdull Rahman, Salwa Abdul Patah, Azra Ayue Abd Rahman, Muhammad Ashfaq  
UTM

**Abstract**

*People often fail to realize that the disabled population is an important but largely untapped human resource. Prejudices and misconceptions about PWDs' ability to perform and compete in the open market are likely to be the*

cause. This research endeavor provides an overview of some of the factors that contributes for low ratio of job placements for persons with disabilities. Study about such factors is imperative so as to improve understanding regarding this phenomenon and increase employment opportunities for people with disabilities. Some of the barriers highlighted in this study are the attitude of the employers towards hiring of persons with disabilities, employment demand, work performance of disabled persons and attitude of disabled persons. Review of literature is carried out to highlight the main barriers to job placement for persons with disabilities. This paper concludes that training and equal employment opportunities should be given to persons with disabilities, so as to integrate them into the mainstream workforce. This research will have useful implications for the policy makers for incorporating untapped human resource in the form of persons with disabilities.

**Keywords:** Persons With Disabilities; Employer Attitude; Job Demand.

**Abstract ID:** AIC-2017-FMM-749

### **CONTRIBUTIONS OF WOMEN DIRECTORS IN MALAYSIAN LISTED COMPANIES TOWARDS COMPANY'S FINANCIAL PERFORMANCE**

**Corresponding Author:** Sarina Othman

**Co-Authors:** Suhaila Zainal Abidin

Universiti Teknologi MARA

#### **Abstract**

*In Malaysia, the number of women directors on corporate boards has slowly growing and improved. The '30% Club' introduced by Datuk Seri Najib Tun Abdul Razak, is an initiative to increase the presence of women directors on the corporate boards. As the growing numbers of literature acknowledged the importance of women directors in enhancing the company's performance, either financially or non-financially, the number of women directors apparently is still minimal on the board's seats. Not only women boards are minority in terms of number, but their significant contributions are also still controversially debated. To answer this call, this study was conducted to strongly emphasize the importance of women directors by making known a few significant contributions that have the ability to enhance the company's financial performance. Thus, this paper aims to examine relationship between the contributions of women directors as stakeholder representatives, good decision maker and in corporate social responsibility with the company's financial performance. Questionnaires were constructed and delivered to 200 company secretaries of public listed companies. The results depicted that stakeholder representatives ( $r= 0.039$  and  $p= 0.651$ ), good decision maker ( $r= 0.101$  and  $p= 0.235$ ) and corporate social responsibility ( $r= 0.345$  and  $p=0.00$ ) have a mixed significant relationship with company's financial performance. The initial relationships outcomes showed that only the corporate social responsibility was found to have a significant positive relationship with the company's financial performance. Further, the multiple regression analysis strengthened the findings when it was proven that the most significant contribution of women directors towards company's financial performance is the corporate social responsibility ( $B= 0.348$  at  $p$*

**Keywords:** Women Directors; Company'S Financial Performance; Public Listed Companies; Gender Diversity; Corporate Governance

**Abstract ID:** AIC-2017-FMM-752

### **USE OF SOCIAL MEDIA SITES BY MALAYSIAN UNIVERSITIES AND ITS IMPACT ON UNIVERSITY RANKING**

**Corresponding Author:** Asmara Irfan

**Co-Authors:** Amran Rasli, Abdul Sami, Hira Liaquat

University Technology Malaysia

#### **Abstract**

*Social Media is not just for photo sharing and status update, it can also be used by students for university selection. In the current era of high competition among higher educational institutes, many universities are focusing on online marketing. Most of the students are using social media sites to search their universities has increased the importance of social media marketing and online presence of universities. Local and international students prefer to choose those universities that are online available and share their activities on social media. Higher number of national and international students boosts up the research activities and ultimately increases the ranking of that particular university. In this article, we review the Malaysian universities efforts and capabilities to use social media sites to attract the national and international students.*

**Keywords:** Social Media; University Ranking; Online Marketing

**Abstract ID:** AIC-2017-FMM-760

### **FRAMEWORK OF ARCHITECTURAL MARKETING CAPABILITIES IN REGIONAL DEVELOPMENT BANK**

**Corresponding Author:** Nizar Alam Hamdani

**Co-Authors:** Toto Susanto ; Galih Abdul Fatah Maulani

Universitas Garut, Indonesia

#### **Abstract**

*The ability of regional development banks in Indonesia is quite capable with the amount of assets that are very large. Regional Development Banks although most of the capital is owned by the region or province but need to apply the right marketing strategy in order to have the ability to attract customers, create customer satisfaction and maintenance consumers. Therefore it is very important to make architectural marketing capabilities in order to compete with other*

national banks. The research method used is descriptive method with the type of qualitative research and use case study at 2 regional development banks located in the area of West Java and Banten Province. While data collection by in-depth interview and observation. Based on the results of research can be obtained findings that the Regional Development Bank Architectural Marketing Capabilities built by a comprehensive marketing plan and based on the analysis of the environment of competition, in addition marketing information becomes very important for the development of architectural marketing capabilities in a sustainable manner. If applied well then this architectural marketing capabilities can improve business performance.

**Keywords:** Architectural Marketing Capabilities; Business Performance.

**Abstract ID: AIC-2017-FMM-761**

#### **DETERMINANT OF UNIVERSITY COMPETITIVENESS IN INDONESIA**

**Corresponding Author:** Nandang Nandang

**Co-Authors:** Amir Machmud And Hari Mulyadi

Universitas Pendidikan Indonesia

#### **Abstract**

*This study aims to analyze the factors affecting the competitiveness of universities in Indonesia. Factors suspected to affect such competitiveness are risk taking, supervision, control, and provide direction for the organization. The method used explanatory survey method with data collection techniques through questionnaires and interviews to the leadership of universities in Indonesia. The collected data is analyzed using Structural Equation Model. The results show that the competitiveness of universities in Indonesia is successively influenced by the management functions. This study implies that in order to improve the competitiveness of universities it is necessary to increase the competitive advantage of the organization through the ability of university managers in applying management functions in their positions to make their own decisions doing lots function such as plan, organizing, staffing, budgeting, coordinate control.*

**Keywords:** Competitive Advantage; University; Indonesia

**Abstract ID: AIC-2017-FMM-762**

#### **APPLICATION OF INFORMATION SYSTEMS TECHNOLOGY AND LEARNING ORGANIZATION TO PRODUCT INNOVATION CAPABILITY AND ITS IMPACT TO BUSINESS PERFORMANCE OF LEATHER TANNING INDUSTRY**

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**Co-Authors:** Wati Susilawati

Universitas Garut, Indonesia

#### **Abstract**

*Information Technology System Applications and Learning Organizations have a strategic role for the development of small leather industry performance, although most of leather small industry in Garut assume that technology is a big investment and can not give direct impact to business performance even though the meaning of technology is more to the application of information systems technology that does not cost big and has an important role to the formation of innovation. This research is a quantitative research with explanatory survei method, with 95 samples of tanners both formal industries and home industries that are in Sukaregang region Garut regency of West Java province. To perform data processing used SEM-PLS. Based on the results of data processing, it can be concluded that the application of information technology gives a positive impact on the innovation ability of leather tanning products while learning organizations have no effect on product innovation capability in the leather tanning industry. Nevertheless both the application of information technology systems and learning organizations directly affect business performance.*

**Keywords:** Information System Technology; Learning Organization; Innovation

**Abstract ID: AIC-2017-FMM-764**

#### **PHYSICIANS' ACCEPTANCE OF HOSPITAL INFORMATION SYSTEMS IN TUNISIA**

**Corresponding Author:** Noomene Elkadri

**Co-Authors:** Noomene Elkadri, Harcharanjit Singh, Nur Naha Abu Mansor

University Tunis El Manar

#### **Abstract**

*The aim of this study was to identify the significant factors of physicians' acceptance of hospital information systems in Tunisia. A survey of 197 Tunisian physicians working in more than 21 (out of 35) public teaching hospitals was realized in March-April 2017. SmartPLS was used to perform measurement model analysis, structural model analysis and multigroup analysis. The findings were supported by significance and effect sizes of three relationships in the research framework. Performance Expectancy (PE) and Effort Expectancy (EE) were significant predictors, while Social Influence (SI) was not significant predictor of the Behavioral Intention to use HIS (BI), explaining 54.9% of the variance of the BI. The effect size was large for PE and medium for the EE effect on BI. Indirect effects of SI on BI through PE and EE were strongly significant. There were significant differences in groups according to gender, specialty, team culture, and hospital location and vocation. In Tunisia, managers of Hospital Information Systems implementation must spend most effort in providing the best solution that meet the physicians' activities and practices in order to convince them of adoption and continuous use. They should spend effort in providing suitable information and training for the physicians, before, during and after the implementation of the system. Adjustment according to individual, team and hospital attributes would be useful.*

**Keywords:** Hospital Information System (His) ; Unified Theory Of Acceptance And Use Of Technology (Utaut)

**Abstract ID: AIC-2017-FMM-765**

**THE COLOURS OF SPORTS ORGANIZATION FRINGE BENEFIT IN MALAYSIA**

**Corresponding Author:** Hafezali Iqbal Hussain

**Co-Authors:** Rashidah Kamarulzaman; Zulkifleeabd Rahim; Abu Dzarr Muhammad Rus; Halimi Bin Poniran; Mohd Reza Abdolghani; Azlan Ali; Hafezali Iqbal Hussain

Universiti Kuala Lumpur

**Abstract**

*Fringe benefit is a tool to retain an employees and a factor that contribute to job satisfaction. Wondering this issue, a study was conducted to determine the relationship between the types of fringe benefit and job satisfaction in a sports organization. A total of 100 respondents were selected from the National Sports Council of Malaysia to become the respondents for this study. Questionnaire method was used for data collection by using purposive random sampling. The finding shows, job satisfaction has a positive relationship with the pension plan, allowance, flexible working hours and vacation pay. In addition, flexible working hour and allowance were the dominant types of fringe benefit to achieve job satisfaction among the employees of the National Sports Council of Malaysia. The implication of this study indicates that non monetary and monetary types of fringe benefit influence the job satisfaction.*

**Keywords:**

**Abstract ID: AIC-2017-FMM-771**

**EFFECTS OF JOB STRESS ON EMPLOYEE PERFORMANCE: A COMPARATIVE STUDY OF MALE AND FEMALE EMPLOYEES IN THE NGOS SECTOR OF HAZARA REGION IN PAKISTAN)**

**Corresponding Author:** Zia Rehman

**Co-Authors:** Fizza, Mian Shakeel Ahmed

University Of Haripur

**Abstract**

*This study was carried out to find how stress effects the performance of male and female employees in the NGO sector in Pakistan. The authors have used a case study approach. The data was collected using in-depth interviews of the employees of Sungi foundation in district Abbottabad of Khyber-Pakhtunkhwa province in Pakistan. Our results suggest that stress differentially impacts both male and female employees in the NGO sector in Pakistan. Although both males and females experience a drop in performance due to stress, the female employees were found to be effected more. This is due to their family responsibilities in addition to job duties. The study does not seek to generalize to all the other settings and the authors strongly suggest further studies to replicate the findings. the use of rigorous quantitative methodologies will lend more rigor to the results.*

**Keywords:**

**Abstract ID: AIC-2017-FMM-778**

**ASSESSING THE RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMER LOYALTY: EVIDENCE FROM TAKAFUL INSURANCE CUSTOMERS IN PAKISTAN**

**Corresponding Author:** Muhammad Kashif Khurshid

**Co-Authors:** Muhammad Tayyab Kashif; Adeel Anjum; Muhammad Ashfaq; Muhammad Azeem (Correspondence Author)

National University Of Modern Languages (NUML) Islamabad, Pakistan

**Abstract**

*The present was done to check the impact of service quality on customer loyalty in the context of Takaful Insurance sector of Pakistan. The main objective of the research was to empirically examine the impact of service quality on customer loyalty and also to check the effect of customer satisfaction and trust on customer loyalty. The study was conducted in Faisalabad Region. 204 customers of efu Insurance, were selected as sample to complete the study. Response Rate was 100%. Data was analyzed through statistical analysis 20.0 in which histograms, scatter Plots, correlation, and regression analysis were applied to the data. The empirical evidences of correlation analysis show that service quality has strong correlation with the customer satisfaction, trust and customer loyalty. The results also confirm the correlation between customer satisfaction and trust. The results of regression analysis show that the service quality, trust, and customer satisfaction have strong and positive relationship with the customer loyalty. Further the benefits and limitations of the study are discussed. This study fulfills a research gap in the area of customer loyalty and its relationship with the service quality, satisfaction, and trust in the Takaful Insurance sector of Pakistan.*

**Keywords:** Service Quality; Satisfaction; Trust; Customer Loyalty; Takaful Insurance; Efu Insurance; Faisalabad; Pakistan

**Abstract ID: AIC-2017-FMM-779**

**IMPACT OF PRODUCT PRICE AND MARKETING COMMUNICATION ON CONSUMER ATTITUDE WITH MEDIATING EFFECT OF BUYING DECISION**

**Corresponding Author:** Muhammad Kashif Khurshid

**Co-Authors:** Adeel Anjum; Muhammad Tayyab Kashif; Muhammad Azeem; Muhammad Amjad

National University Of Modern Languages (NUML) Islamabad, Pakistan

**Abstract**

*Cause-related marketing is considered as a strategic tool for studying consumer connectivity with organizations. This study investigated product prices, marketing communications, and consumer attitude in the design of effective*



marketing strategies. Quantitative data was collected from 204 brand customers using CRM (Rose Petal, Shezan & Kashmir Banaspati). The results showed that product prices and market communication are the most important factors affecting consumer purchasing behavior. Consumers are more concerned about supporting local / national social welfare organizations than with international NGOs. All in all, we can conclude that the CRM strategy is a good tool for organizing sales, promoting goodwill and developing long-term revenue. From the managerial Perspective CRM is a win-win strategy for both parties (a commercial organization and a non-profit organization) and the customer feels happiness when they serve the better of society. This study also highlights the importance of NGOs' choice, as it involves a lot of customers.

**Keywords:** Cause Related Marketing; Business Organization; Strategy

**Abstract ID: AIC-2017-FMM-780**

### **A STUDY OF CAUSAL RELATIONSHIP BETWEEN COUNTERFEIT PRODUCTS AND CONSUMER PREFERENCES**

**Corresponding Author:** Muhammad Kashif Khurshid

**Co-Authors:** Khalid Jamil

National University Of Modern Languages (NUML) Islamabad, Pakistan

#### **Abstract**

The reason of this research study is to develop a model and test this model also that are about the extraction of major experiences of the consumers which they got from intentional arrogance and readiness to purchase of the substitutes of the luxury fashion products. The watching and investigation of the effects of different many socio-psychological and socio-economic appearances are done in this research study. Theoretical framework is constructed which describes the estimating factors intentions to buy the substitutes of the fashion products after studying previous experiential work and available literature. Covetousness, tendency to avoid risk, monetary and personal benefits, veracity, and social standing symbols, arrogance towards substitutes and readiness to purchase substitutes tells about some details but extravagant spending and tendency to avoid risk were the double determinants of the paradigm. The hypothesis are developed in sound relation with previous literature. Substitutes has created serious challenges for all countries of the globe. The problem has been experienced by the original brand's authentic products manufacturing companies. The intake of the substitutes is studied in this research. To fill the gap in literature for the readiness to buy substitutes of the luxury fashion products in Pakistan, for extracting determining factors study is done. Found south of East Asia as hub for trading and consuming the substitutes. The study was done with 257 samples from three big markets (Katchery Bazar, Satyana Road, and D-Ground) of Faisalabad. Questionnaires are used for data collection in all days (weekends and weekdays) from people come with intention to buy substitutes. To check the relation between variables (independent, dependent and mediating) and testation of the hypothesis SEM (structure equation modeling) technique was used. Study closed with these results; Tendency to avoid risk was negative but trivial, Peer Effect, Previous Outing, arrogance and monetary arrogance towards substitutes were found significant and positive, Tendency to avoid risk insignificant and negative, appealing characteristics of purchase of substitutes and readiness to buy resulted positive and insignificant. This study found after studying previous researches and theories available in the field of marketing and consumer behavior successive to explore the major determining factors after testing a wide range model. These major determining factors are arrogance towards substitutes and users readiness to purchase the substitutes of the luxury fashion products.

**Keywords:** Counterfeit Products; Consumer Preferences

**Abstract ID: AIC-2017-FMM-797**

### **CONSTRUCTION OF FEMININE IDENTITIES IN WORKS OF MARQUEZ**

**Corresponding Author:** Attia Saman

**Co-Authors:**

NUML

#### **Abstract**

Magic realism offers to the writers wishing to write against totalitarian regimes as a means to attack the definitions and assumptions which support such systems (e.g. Feminism) by attacking the stability of the definitions upon which these systems rely. (Bowers 04) Either written by male or female, magic realism is so far the most appropriate mode to exhibit real conditions of women in this patriarchal society. The research aims to analyze selected texts written by Garcia Marquez. The analysis of the texts has been intended to explore the reasons for magic realist texts as fundamental to understand feminism and help to redefine our ideas about power and women. The analyses will show how power is unfixed and unstable. For the purpose of the research a deconstructive analysis of the texts has been taken up. I will analyze the texts on two levels to reveal the ways through which Marquez has shown women's concerns as powerful, not as pointless and superficial waste of time. The second concern of the research will be to highlight the ways through which magic realist texts rework upon old and tried stereotypes of the evil woman and offer alternatives to imagine ways of being a woman which include all the possible positions. The texts selected for the study reveal a wide variety of women from high class powerful women like Ursula, Fermina and Fernanda to highly rebellious one like Reneta Remedios and Erendira. The characters of the text range from self-identified to those who would rather remain introvert.

**Keywords:** Feminism; Magic Realism; Identity Construction.

**Abstract ID: AIC-2017-FMM-806**

**TRANSFORMATIONAL LEADERSHIP INFLUENCE ON INNOVATION DIRECTLY AND INDIRECTLY THROUGH AFFECTIVE COMMITMENT IN HOTEL INDUSTRY OF MALAYSIA.**

**Corresponding Author:** Abdullah Qadir

**Co-Authors:** Saleh Ahmed Alyafei Syed Haider Ali Shah Abdullah Qadir Buksh Abdul Basit Bahria University

**Abstract**

*In order to be innovative in hospitality industry the role of leadership style on employees is very crucial. Leaders are in direct contact with employees and their encouragement and support can trigger the employees to be innovative in delivering the service. In hospitality industry the front-line employees need most attention as this industry totally depends on the service of employees especially front-line employees who set the first impression of the hotels. There is strong link between the leadership style and employees' innovation. The aim of this study was to investigate the influence of transformational leadership on innovation in hotel industry of Malaysia. Novelty of this study lies in investigating the transformational leadership style on the front-line employees, which has not been given the due attention. This study filled the gap by examining the transformational leadership style impact on innovation in frontline employees. Total 480 questionnaires were distributed among the employees of 5 stars hotels which were located in Kuala Lumpur, Malaysia. To examine the hypotheses, this study applied the SEM (AMOS). The results of the study showed that transformational leadership had a significant positive effect on employees' innovation. Interesting finding came in mediation analysis, in which affective commitment did not mediate the relationship between transformational leadership and innovation. Findings of this study is beneficial for management of hotels to understand the role of transformational leadership style, affective commitment on employees in order to be innovative in delivering services*

**Keywords:** Transformational Leadership; Innovation; Affective Commitment; Sem

**Abstract ID: AIC-2017-FMM-810**

**RISK IDENTIFICATION TECHNIQUES IN VALUATION AND INVESTMENT APPRAISAL.**

**Corresponding Author:** Jibril Jibril

**Co-Authors:** Jibril Danazimi Jibril & Zainab Toyin Bayero University, Kano

**Abstract**

*This study investigated the risk analysis in property valuation and investment appraisals in Nigerian estate firms, this was carried out through the risk identification techniques. Risk and uncertainty are the inherent part of the valuation and appraisal process. Self-administered questionnaire was employed using likert scaling to collect the data from 95 estate surveying and valuation firms, while the data was analysed using descriptive statistic. The study revealed that the most peculiar risk to real estate valuation and investments is legal risk based on the ranking. Investment appraisal reports however indicated that sensitivity analysis is the most used technique. In view of the above, the certainty equivalent and Monte Carlo stimulation was recommended if all things are equal in respect of availability of data and a stable economic situation. The study identified legal risk is the major risk found in valuation and investment appraisal, thus the result indicated that, Surveyors in the study area have very little knowledge of risk and uncertainty as revealed in their reports. Finally it was recommended that a lot need to be done on the level of awareness and understanding valuers toward incorporating risk and uncertainty in property valuation and investment appraisal.*

**Keywords:** Appraisal; Risk; Techniques; Uncertainty; Valuation;

**Abstract ID: AIC-2017-FMM-817**

**LOVE IT OR HATE IT? SHARING TOURISM INFORMATION ON SOCIAL MEDIA FROM PERSPECTIVES OF MALAYSIAN FEMALE MILLENNIALS**

**Corresponding Author:** Syarifah Hasanah

**Co-Authors:** Nabeelah Naeem, Aizul Nahar Harun, Akbariah Mohd Mahdzir University Technology Of Malaysia

**Abstract**

*Point often overlooked that the technological change has revolutionized the tourism industry over the last 40 years. Consequently, in present scenario, the most affected segment under this circumstance is Millennials (aged 15-34 years), who deeply engaged with social media. Moreover, the Millennials are estimated to represent 50% of all travelers by 2025. The purpose of this study is to explore on the subject matter of social media as platform in sharing tourism-related information, from the perspective of the Millennial travelers specifically females who are provenly believed to play a key role in travel decisions. This study will adopt qualitative methods. It uses interview to collect data from ten young female travelers. Results of the study would include significant values perceived and issues faced by millennial travellers using social media for tourism-related information sharing. The findings are expected to lead towards better contents featured in the social media and strategy executed by travel operators to approach the Millennials segment. After the introduction of the background problem, this paper will present the literature review on the tourism, millennial travellers, social media, tourism social media, and information sharing on tourism social media. The expected results of the research will contribute to better understand the problem encountered by Millennial travelers on tourism social media, besides to provide useful insights for practice and future research in social media and tourism.*

**Keywords:** Tourism; Millennial Travellers; Social Media; Tourism Social Media; And Female Perspective

**Abstract ID: AIC-2017-FMM-829**

**GREEN HUMAN RESOURCE MANAGEMENT PRACTICES IN MANUFACTURING INDUSTRY: CASES OF FIRMS IN THE SOUTHERN PART OF MALAYSIA**

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**Co-Authors:** Ameer Farhane

Universiti Tun Hussein Onn Malaysia

**Abstract**

*Green Human Resource Management (Green HRM) is vital in improving the management and productivity of organization. Green HRM is a new approach which is implemented in the organizations in order to improve the environmental management. There are several studies about green HRM and they are not adequate to provide guidelines to the organization. This paper focuses on the awareness of HR Manager about Green Human Resource Management in Manufacturing Industry. There are three objectives of study. The first objective is to determine to what extent HR managers in Manufacturing Industry aware about the green HRM and second, to identify perceived challenges of adopting green HRM in manufacturing industry. The third objective is to identify perceived benefits of adopting green HRM in manufacturing industry. This study was conducted in Manufacturing Companies in the Southern Part of Malaysia. The methodology employed is qualitative inquiry as it able to generate deeper understanding of underexplored social phenomenon of the study. The technique adopted is in-depth interview with the managers of HR department in manufacturing companies in Johore. The data analysis adopted for this study is thematic analysis. The result had shown that most of HR managers were not aware about what the meaning of the term of green HRM but surprisingly their companies have already implement and adopt several elements of green HRM. The study has articulated the benefits of adopting green HRM but also attentive to the challenges in adopting the green HRM in their firms. In conclusion, this study provides a deeper understanding to the managerial perspectives on the benefits and challenges of green HRM.*

**Keywords:** Green Hrm; Manufacturing

**Abstract ID: AIC-2017-FMM-823**

**WOMEN ENTREPRENEURS' NETWORKS AND INNOVATION: MULTIPLE CASES OF FOOD MANUFACTURING INDUSTRY**

**Corresponding Author:** Siti Sarah Omar

**Co-Authors:** Nawal Senun, Umi Kartini Rashid

Universiti Tun Hussein Onn Malaysia

**Abstract**

*The purpose of this study is to explore the social network that lead to innovation among women entrepreneurship in small and medium-size enterprises (SMEs). This paper is to identify the most important networks that helped women entrepreneurs in business deal and determine the way networks contribute to innovation in entrepreneurs' businesses. Insights were derived through a qualitative, in-depth, interview-based study of five women entrepreneurs operating Food Manufacturing Industry in Selangor. There is an urgent need to explore the social network that lead to innovation among women entrepreneurs. Moreover, with complex social phenomenon where relationships of entrepreneurs is prominent, this method is the most suitable to uncover the scenario. Interviews conducted with women entrepreneurs Bumiputera (Indigenous) of small manufacturing of food and beverages firms located in Selangor. Hence, the findings indicate that these micro-entrepreneurs have successfully innovate their business, with the helped by two main networks that become their strong supporter that are Personal Network and Business Network. In addition, this paper reveal the reasons entrepreneurs were not involved in all networks at once. Besides, they provide explanations for not being involved in the other three networks, which are Professional, Reputation, Competition Network, and Community Network. Therefore, from the ideas, comments, and supports from both main network, they have been successful in creating product innovation, process innovation and marketing innovation but not being able to make organizational innovation. Finally, this study provide recommendations to SMEs, government agencies and future researchers.*

**Keywords:** Women Entrepreneurs; Network; Innovation

**Abstract ID: AIC-2017-FMM-831**

**EVOLUTION OF CORPORATE SOCIAL RESPONSIBILITY (CSR) AND COMMUNITY ENGAGEMENT-UNIVERSITY MODEL: SUSTAINING PUBLIC RELATIONS EDUCATION AND PRACTICE IN MALAYSIA**

**Corresponding Author:** Hasmah Zanuddin

University Of Malaya

**Abstract**

*In recent years, the term corporate social responsibility (CSR) has emerged as an inclusive and global concept to embrace corporate social responsibility, responsiveness, and the entire spectrum of socially beneficial activities of businesses. The focus on social performance emphasizes the concern for corporate action and accomplishment in the social sphere. Blending in the CSR practicality within the Public Relations curriculum public relations has been a challenge as business and corporate entity not always cooperative to get students involves in their CSR project due to so many reason mainly financial obstacles. However, creative and fun tools for community engagement include innovative like visual-arttechniques, storytelling, social-networking technology, exhibits, music, performance, festivals, and community gatherings can be awesome learning strategies for students. Incorporating real audience and classroom learning are not always easy but the immense benefit to learning Public Relations proves significant. When lecturer and students use these tools, it allows the receptive to feedback, genuine in their acknowledgment of others' viewpoints, and*

committed to making participation and the development of relationships as easy as possible. This study used Carroll's CSR pyramid to examine their public relations skill and CSR knowledge and at the same time replicated and extended Werder and Strand's 2011 research by framing service-learning within the larger context where we used public relations students of University Malaya and their overall community engagement involvement and the impact towards their perception and skills of public relations. This study examined the usefulness of real community engagement as a basis for public relations learning tools. For this study students were involved with two community engagement and PR campaign program; one at Kuala Gandah Elephant Sanctuary and the other was a CSR program at Orang Asli Village at Pos Betau, Pahang, Malaysia. Students planned and executed this program in April 2017. Classroom-community engagement proves potent in the students learning process and was fun too. The findings supported a general service-learning assessment instrument measuring students' perceptions of their development of key public relations skills, along with citizenship and social responsibility mindsets, as a result of their participation in community-based projects in a public relations capstone course. The community engagement improved students' awareness and usefulness of responsibility and ethics of CSR. While the results, overall, were consistent with Werder and Strand's study, where community involvement, strategic planning skills, and ability to work with others scored the highest mean. The findings contribute to the collective understanding of community engagement, public relations education and practice, and the lasting impact of public relations learning skills. Students reported that community engagement and social responsibility "stick" after graduation is a key consideration for public relations.

**Keywords:** Public Relations, Service-Learning, Community Engagement, Citizenship, Student Outcomes

**Abstract ID:** AIC-2017-FMM-832

### **MUSEUM INSTITUTIONS IN THE DIGITAL AGE: THE INSIGHTS OF MALAYSIAN MUSEUMS' USE OF FACEBOOK**

**Corresponding Author:** Hasmah Zanuddin

**Co-Authors:** Shafinaz Ahmad Shaharir

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#### **Abstract**

Media, entertainment, and other forms of popular culture play a significant role in shaping our perceptions of others. For many of us, popular culture is the primary way we learn about people who are different from us. The problem, though, is that many representations are based on cultural stereotypes, which tend to marginalize and caricature members of nondominant groups. Through these representations, we see a limited, and distorted, view of others. Both entertainment and news media are powerful forces in creating and perpetuating negative cultural stereotypes, especially about racial and ethnic groups. In television and film, characters from nondominant racial and ethnic groups often fall into formulaic tropes, and their storylines easily follow cliché narratives. The consistency of these representations reinforces stereotypes and makes them more readily available in our minds. Over the last decade, museums have experienced a strong cultural shift from object-oriented towards audience-oriented strategic approaches. The new approaches need to be addressed due to social change and the advent of communication technology as a result of the establishment of new forms of community. This research paper examines the relevant literature on this transformation and presents supportive evidence of the impact that social media have upon the relationship between museum institutions and their audiences. The Department of Museums Malaysia's Facebook page provides a comprehensive evaluation of the museum's general social media strategy. Given the widespread and dominance use of Facebook and other social media, the degree of engagement of museum institutions and social media seem to have become an inseparable factor on the scale of effectiveness of the relation with museum audiences and the levels of visitor attendance. The purpose of this research aims to provide an initial comprehensive set of insights into the use of social media by museum institutions by using one of the most prestigious museums in Malaysia as a case study.

**Keywords:** Museum; Digital Age; Representation; Facebook

**Abstract ID:** AIC-2017-FMM-833

### **THE IMPACT OF ONLINE SHORT AND MOTIVATIONAL VIDEOS BY ISIS ON TWITTER TOWARDS THE SAUDI YOUTH?**

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**Co-Authors:** Yazeed Alyousef

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#### **Abstract**

Social Media tools especially Twitter and YouTube are helping ISIS spread their promulgation and philosophy to a great many online sympathizers over the world. For sure, the gathering has effectively been utilizing online networking destinations, for example, Twitter, Facebook and YouTube to enroll new would be individuals. This is being done through pictures and the spilling of fierce online viral recordings shot and professionally altered that are focusing on youthful and susceptible individuals. Depicting a glamorized and 'cool' picture, Isis contenders are starting to go about as the new demigods of worldwide digital jihad. The Internet in this way is turning into the virtual play area for fanatic perspectives to be strengthened and go about as a resound chamber. This examination dissected 100 distinctive Facebook pages and 50 Twitter client accounts which produced more than 2050 outcomes and helped the writer make a typology of seven key conduct attributes and inspirations. The discoveries in this examination affirmed the creator's unique speculation, i.e. online detest is being utilized by gatherings, for example, Isis for an assortment of reasons, for example, enlistment and publicity. In addition, this material is composed and controlled by Isis as a method for

distributing and conveying key messages. While these activities may make the figment of wellbeing, physical obstructions may not be a match for ISIS's innovatively smart techniques. Utilizing online networking and scrambled informing applications is an approach to for all intents and purposes manage homegrown fear based oppressors that are a great many miles away. Training and guidance towards the right can restrict youth from getting influenced by such activities and this paper will work on finding such solutions for the Saudi Youth. To gather data and analysis, interviews will be used as the instrument for data collection and the focus will be on assessing the impact of motivational videos on youth through Twitter in Saudi Arabia.

**Keywords:** ISIS Propaganda; Twitter; Social Media.

**Abstract ID:** AIC-2017-FMM-834

### **TERRORIST GROUPS ONLINE NETWORKING TACTICS: WHY TWITTER MAGNETIZE THE YOUTH OF SAUDI ARABIA?**

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**Co-Authors:** Yazeed Al-Yousef

University Of Malaya

#### **Abstract**

*In July 2013, the European Parliament distinguished Wahhabism as the fundamental wellspring of worldwide fear mongering, but then the Grand Mufti of Saudi Arabia, censuring IS in the most grounded terms, has demanded that "the thoughts of fanaticism, radicalism and psychological warfare don't have a place with Islam in any capacity". Different individuals from the Saudi decision class, be that as it may, look all the more sympathetic on the development, commending its staunch restriction to Shiaism and for its Salafi devotion, its adherence to the first practices of Islam. IS's abuse of online networking and computerized system assumes a key part in its worldwide scattering of promulgation, radicalization, and enlistment. Be that as it may, deliberate research on Islamic fear monger correspondence by means of online networking is constrained. Our examination researches the inquiry: How do IS individuals/supporters utilize Twitter for fear based oppression correspondence: publicity, radicalization, and enrollment? Hypothetically, we drew on microeconomic system speculations to build up a hypothetical structure for multi-sided Twitter organizes in the worldwide Islamic psychological militant correspondence condition. Exactly, we gathered 3,039 tweets posted by @shamiwitness who was recognized in earlier research as "a data disseminator" for the IS cause. Methodologically, we performed interpersonal organization investigation, pattern and substance examinations of the tweet information. We find solid proof for Shamiwitness-intermediated multi-sided Twitter systems of worldwide broad communications, territorial Arabic broad communications, IS warriors, and IS sympathizers, supporting the structure's utility. The paper will focus on probing solutions that can guide the youth in using Twitter for a more positive approach and how can this influence be eradicated. The interview approach will be used to gather data and make the implications.*

**Keywords:** Terrorist, Online Tactics; Twitter, Youth; Wahhabism, Shiaism; Saudi Arabia.

**Abstract ID:** AIC-2017-FMM-835

### **PERCEIVED EFFECTS OF KOACI.COM HEALTH CAMPAIGN TARGETING MOTHER-CHILD WITH HIV/AIDS IN COTE D'IVOIRE**

**Corresponding Author:** Hasmah Zanuddin

**Co-Authors:** Ousmane Koffi Abdoulaye

University Of Malaya

#### **Abstract**

*The advent of developing media landscape, such as Internet, social network sites) has been adopted by different groups and populations across the world. Through a diversity of media, many health care practitioners and health departments have employed mass media to disseminate public health information to the general population and to raise awareness of HIV/AIDS, because media representations are deemed able to sway public perceptions and opinions, advocate behaviour change, and influence policy and campaign strategies (Sern & Zanuddin, 2015). The aims of this study, is the access to health information, and able to reach the public through online newspaper services, in that context, the analysis of HIV/AIDS awareness campaign through the daily online newspaper effective, such KOACI.COM targeting mother-child within the Ivorian people. Koaci.com, an independent Pan-African online newspaper created since 2008 and based in Abidjan, which gathers every day on its supports (web, mobile and application) nearly 100,000 readers per day (unique visitors, ed), it achieved the highest score at the time; all press focal points with a superb trophy. The media was recognized by the jury best press focal point relayed in real time, the information of the state-sector consultation committee private (Koaci.com, 2017). The national AIDS Indicator Survey (AIS) find out that the HIV/AIDS epidemic in Côte d'Ivoire has changed in gender, age, and geographic distribution. Female HIV prevalence declined from 6.4% to 4.6%, still much higher than male HIV prevalence, which remained almost unchanged at 2.7%. Prevalence dropped dramatically among women ages 30-34 (from 14.9% to 6.8%) and women are the HIV-positive partner in about 50% of serodiscordant couples now, down from about 67% in 2005. Geographically, HIV prevalence remains highest (5.1%) in Abidjan and high (4.3%) in the Southwest, but other higher-prevalence zones have shifted to the Center- North (4.4%) and the West (3.6%), where civil and ethnic conflict displaced populations, disrupted social networks, and increased rates of gender-based violence (GBV) (Sessions, 2014).*

**Keywords:** Health Information; Online Newspaper; Awareness Campaigns; Mother-Child, HIV/Aids

**Abstract ID: AIC-2017-FMM-836**

**ONLINE NEWSPAPER ROLES ON HIV/AIDS CAMPAIGNS IN COTE D'IVOIRE: A CASE STUDY ON FRATMAT.INFO**

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**Co-Authors:** Ousmane Koffi Abdoulaye

University Of Malaya

**Abstract**

*The study of media awareness campaigns and health communication tools considered to promote health and preventable of disease, particular HIV/AIDS prevention. Transmissions of this virus depend largely on human behaviour related to sexuality and drug use. Communication plays an important role in this process because it disseminates information that may prevent risk and spread awareness. AIDS prevention programs disseminated through media or community awareness campaigns, are directed towards changing sexual practices and the use of intravenous needles. Most theories and models applied in HIV/AIDS awareness campaign are derived from social psychology, communications family planning and population (Hanan, 2009). The aim of this paper is to examine the initial role of online newspaper, in case of Fratmat.info in health communication awareness campaigns related to HIV/AIDS prevention in Cote d'Ivoire. Thus, Fratmat.info is an Ivorian daily newspaper controlled by the state and published in about 25,000 copies and publishes an online version of its newspaper since 1997. Fratmat.info has the largest daily sale, it sold between 13,000 and 16,000 copies per day in the first half of 2010. Concerning the media readership, a survey conducted by the marketing firm Media, revealed that 27% of all regular newspaper readers read Fratmat.info (Infoasaid, 2011). It has the largest circulation of any newspaper published in Cote d'Ivoire. The newspaper traditionally reflects official views. But of all the state media, Fratmat.info is the most moderate and balanced in its news coverage (Infoasaid 2011). The quantitative content analysis was conducted for data collection, which was retrieved from online newspaper, such as Fratmat.info's article relating to public healthcare coverage, particular on HIV/AIDS in Cote d'Ivoire. The coding instruments were developed for analysis of the 94 items of the online newspaper. For the inter-coder reliability, two independent coders were used to test the instrument. Therefore, the inter-coder reliability testing was calculated by using Holsti Test Format, it showed: 81%. In terms of the publication, which varies from January 2016 (1.4%) to December 2016 (12.9%), depending on monthly activities and health programs. However, in mass media campaigns actions, seeing that they are effective at increasing public awareness of the harms of HIV/AIDS, the campaigns that are sustained over long periods are more likely to result in long-term behavioral change, mass media campaigns can reach large populations more quickly and efficiently than other communication programmes in preventing HIV/AIDS and behavior changes.*

**Keywords:** Online Newspaper; Awareness Campaigns; HIV/Aids, Case Study; Fratmat.Info

**Abstract ID: AIC-2017-FMM-837**

**CNN AND BBC NEWS COVERAGE OF VIOLENT WAR BETWEEN HAMAS AND ISRAEL IN 2014**

**Corresponding Author:** Hasmah Zanuddin

**Co-Authors:** Wesam Almahallawi

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**Abstract**

*The dispute between Israel and Palestine on the ownership of land, according to New York Times (2009) that after the Arab-Israeli War of 1947 -1948, Palestine was divided into three areas. Jewish Israelis, whose ancestors began migrating to the area in the 1880s, as they claimed that the land is based on a promise from God, and also for the need for a safe haven from widespread hostility toward the Jewish people (known as anti-Semitism). The Palestinian Arabs say they are the rightful inhabitants of the land because their ancestors have lived there for hundreds of years. However, this conflict has evolved over time and has become more violent and brutal. Also, media coverage for this conflict show different roles during the time. Media reports on the issue are almost on daily basis with casualties on increase by the day and oppressions compel attention. The media reports of the issue vary between local and international media as well as within international mass media depending on the ownership structure of the media. This study will only focus on variations in the television coverage of the issues among some selected international television stations. Regarding media framing of conflicts, each of the television stations uses different frames to build news around the issue based on the interest the media are trying to protect. Therefore, this study uses the case study of two television stations to examine the extent to which the media differ in their coverage of the conflict. This study will also assess how the media stations portray the conflict and such assessments will be compared to the mass media (CNN, BBC Arabic). The news items which reported daily in the online version of those TV's during the last war between Israeli and Hamas which established in 8 July and continued until 26 August, 2014 will be considered as a sample content. Therefore, there is 91 news items from BBC Arabic and 86 news items from CNN. The news items will sum up to 177. A content analysis will be conducted of news broadcasted on those TVs. This study will investigate two major frames (thematic and episodic) which proposed by Iyengar (1991), further more two generic frames (conflict and responsibility) frames which proposed by Semetko and Valkenburg (2000), as dependant variables. The news coverage will be the independent variable. Holsti Inter-coder reliability and validity test value is 0.988 or 98% agreement. The results showed that thematic frame counted as much as episodic frame in both TV's. the conflict frame used in BBC news coverage more than CNN news coverage. For Attribution of Responsibility frame both TV's didn't mention it as much enough, but in general BBC counted more than CNN in this issue.*

**Keywords:** CNN, BBC; News Coverage; Violent War; Hamas; Israel

**Abstract ID: AIC-2017-FMM-838**

**AL JAZEERA ARABIC NEWS COVERAGE ON PALESTINE AND ISRAEL WAR AND AGGRAVATE CONFLICT OF 2014**

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**Co-Authors:** Wesam Almahallawi

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**Abstract**

*The ongoing conflict between Palestinian and Israeli has begun from the early of twentieth century when Britain gave a promise to the Jews to establish a national home for them on Palestine (Tesseler, 1994). The period followed that specific time have witnessed many war that changed the interface of the Middle East. In this study the researcher will focus on the last war between both Israel and Palestine in 2014 which considered as the most violent war between them. Indeed, after 50 days of war in Gaza, it found that 2143 Palestinians were dead (including 577 children, 263 women and 102 elderly), and 11230 were injured, 10800 buildings had been destroyed and 8000 partially destroyed, 40000 homes had been damaged, and more than 350000 people had been displaced from their homes (Sathar, 2014). This study aims to explore the media coverage for this conflict between Palestine and Israel during the last war which established between parties in 8 July until 26 August 2014. Considering that mass media sometimes act as a mediator during conflicts thereby report crises in a way that a lasting solution is projected or redress is sought to ameliorate tense conflicts until final resolution is achieved (Burnett, Johnston, Corlett, & Kearney, 2014). On the other hand, mass media create or aggravate conflicts by being partial while reporting the issues. Media roles before, during, and after conflicts therefore are determined by how the issues are framed to reflect the interest that the mass media are protecting. Every mass media reports are pregnant of different focuses and meanings. The content of the online news on the conflict within the period specified will cover news items on the issue and how they were structured by the media while reporting the issue. News items reported daily in the online version of Al Jazeera TV during the last war between Israeli and Palestine which started in 8 July and continued until 26 August, 2014 will constitute the sampled content. Therefore, this study will examine 213 news items from Al Jazeera online version. A quantitative content analysis was employed to examine the news published during the war using five generic frames developed by Semetko and Valkenburg (2000). Holsti Inter-coder reliability and validity test value is 0.988 or 98% agreement. The results showed that bombing of civilian area and loss of life issues were significantly visible compared to other frames in Al Jazeera news coverage. The cost of war and the daily survival income for Palestinian didn't appear enough compared with other frames in Al Jazeera coverage.*

**Keywords:** Al-Jazeera Arabic; News Coverage; Palestine, Israel; Aggravate Conflict

**Abstract ID: AIC-2017-FMM-849**

**IMPACT OF WORK ENVIRONMENT FACTORS ON EMPLOYEE PERFORMANCE; EMPIRICAL EVIDENCE FROM MANUFACTURING INDUSTRY OF PAKISTAN**

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**Abstract**

*The purpose of this study is to examine the impact of the workplace environment factors on employee performance at manufacturing industry. In this study different elements of the organization environment / work environment are discussed and check their impact on the employee performance. Employee Performance is dependent variable in this study and independent variables are physical work environment, supervisor support, employee willingness and job aid. The population of the study is elected from manufacturing sector of sunder industrial estate Lahore. The data collection process completed through adapted questionnaire. A quantitative analysis with a sample of 352 respondents is performed using correlation and regression analysis in order to test the research hypotheses. Hypotheses of the study test by the statistical technique correlation and regression. The results of the studies show that all the variables are positively correlated with each other and all variables have the positive effect on each other's. Furthermore, result shows that physical environment can disturb the level of performance of the employees.*

**Keywords:** Employee Performance, Physical work environment, Supervisor support, Employee willingness and Job Aid

**Abstract ID: AIC-2017-FMM-950**

**THE IMPORTANCE OF SPIRITUAL LEADERSHIP AND SPIRIT AT WORK AS INTANGIBLE RESOURCE CAPABILITIES IN THE SERVICE INDUSTRY: A RESOURCE BASED VIEW FRAMEWORK**

**Corresponding Author:** Amelia Naim Indrajaya

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**Abstract**

*Despite the increasing interest in the research of Spirit at Work (SW), empirical research on the SW from a resource based view (RBV) framework is still lacking. This study takes an empirical examination with 530 data taken from a leading telco service company in Indonesia on the impact of organizational intangible resource (in the form of integrated spiritual leadership (SL) variables: Vision, hope/faith, altruistic love, meaning/calling and membership) toward SW, showing that SL is organized into employees experiencing SW. Further, SW is tested toward Job Satisfaction (JS) and Organizational Commitment (OC) as competitive advantages, where both JS and OC are valuable and directly influence service excellence. Findings show that all work related SL variables are significant toward SW, while one variable of spiritual leadership, namely Altruistic Love, is not significant toward SW. The SW is also significantly and positively impacting JS and OC. SL and SW conforms to valuable, rare, inimitable resource and organized VRIO framework which leads to sustainable competitive advantage.*

**Keywords:** Resource Based View; Spirit at Work; Spiritual Leadership; Workplace Spirituality; Competitive Advantage; Service Industry

**Abstract ID:** AIC-2017-FMM-951

**IMPLEMENTATION OF PSAK 13 (AFTER IFRS ADOPTION) ON INVESTMENT PROPERTIES USING COST MODEL AND FAIR-VALUE MODEL VALUATION  
(CASE STUDY: PT SEMEN INDONESIA TBK AND PT ELNUSA TBK 2013-2016)**

**Corresponding Author:** Wiwiek Mardawiyah Daryanto

**Co-Authors:** Chesilia Risqita, Novita Rizky Sukrianingrum

*Sekolah Tinggi Manajemen Ipmi, Indonesia*

**Abstract**

*PSAK 13 (after IFRS adoption) allows firms to choose between cost model and fair-value model with impairment testing for property, plant and equipment (PPE). The research aimed to analyze the implementation of PSAK 13 on property investment and the effect for the company. This research uses company data of PT Semen Indonesia Tbk and PT Elnusa Tbk as a company listed on Indonesia Stock Exchange. The data used is secondary data based on the company's financial statements in 2013-2016. The method used in this research is descriptive, and the focus are the value of investment property, accumulated depreciation, the difference between cost model and fair-value model, profit before tax, income tax expenses and profit after tax. The results of this research are the difference value of investment property valuation especially for tax expense and profit after tax and its effect to investor's confidence towards the company.*

**Keywords:** PSAK 13, Investment Properties, Cost Model, Fair-Value Model.



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**Abstract ID: AIC-2017-GDHEC-14**

**GLOBAL DEVELOPMENT IN THE CONCEPT OF RACISM: TURN OF THE CENTURY AMERICA**

**Corresponding Author:** Humaira Riaz

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**Abstract**

*Race and racism as a dominant concept of sociology and anthropology are recognized by the name of Islamophobia in the contemporary world carrying religious implications. Transgression of Islam has been a Western and global agenda reiterated through media. The present study attempts to explore the development of racism and Islamophobia as interconnected phenomena. It unravels racism manifested in Islamophobia in the literary work of Don DeLillo's Falling Man. Written within the context of 9/11 disaster, the narrative piles up memories of those Americans who survived. It reenacts the horrors of attacks on Twin Towers. Fredrickson concept of racism as 'scavenger ideology' is used to situate the study arguments. The concept views racism as an ideology that gains its power from its ability to pick out and utilize ideas and values from other sets of ideas and beliefs in specific socio-historical context. Runnemedede Trust Report strengthened the concept of Islamophobia far more in public and political spheres. Islamophobic assumptions about Islam as a single monolithic system and dangers created or exacerbated by Islamophobia for Muslim communities in the West are the twofold intentions of the Trust Report, also countered by the present study. Taken as subject matters, writers scavenge Islamic beliefs and manipulate these to rationalize their superficial knowledge. Literary texts possess eternal quality and according to Derrida, these outlive their authors to 'become' sets 'of cultural habits that are equivalent to, if not exceeding, the value of authorial' intentions' (1966). The text is deconstructed to identify binaries in the text. My research will contribute to the existing philosophies of racism and Islamophobia and highlight that a bunch of fanatics exist everywhere. Blaming Islam for terrorism and having racist attitude towards its followers is mere transgression that cannot be justified.*

**Keywords:** Racism; Islamophobia; Deconstruction; Scavenging; Binary

**Abstract ID: AIC-2017-GDHEC-18**

**TOWARDS INCLUSIVE EDUCATION IN MALAYSIAN UNIVERSITIES: ADDRESSING BARRIERS AND CHALLENGES OF SPECIAL EDUCATIONAL NEEDS STUDENTS**

**Corresponding Author:** Roslinda Alias

**Co-Authors:** Nor Aziah Alias, Johan Eddy Luara, Rosilawati Sueb, Mahadi Kamaludin

Universiti Teknologi MARA

**Abstract**

*This study explored the experiences of the students with disabilities (SWDs) at one of the public universities in Malaysia. Twenty-one SWDs from the selected university participated in this study. Most of them are first year and second year university students during the study conducted. The study revealed that most of the participants faced barriers and challenges at their respected university particularly in teaching and learning processes. In addition, the participants also suggested that facilities, infrastructure and services should be SWD-friendly to support them so that inclusive environment could be created at their respected university.*

**Keywords:** Inclusive Education; Special Educational Needs; University; Malaysia; Barriers; Challenges

**Abstract ID: AIC-2017-GDHEC-21**

**EFFECTS OF GENDER DISCRIMINATION ON EMPLOYEE PERFORMANCE: EVIDENCE FROM A NIGERIAN HIGHER EDUCATION INSTITUTION**

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The Federal Polytechnic Mubi, Nigeira

**Abstract**

*This study examines the effect of gender discrimination on employee performance in a mid-sized Higher Education Institution in Yola, Nigeria. To achieve this objective, 246 copies of the questionnaire were administered to employees of Adamawa State Polytechnic, Yola, Nigeria to gather quantitative data for the study. A total of 236 valid responses were obtained and treated as the sample for the study. Pearson correlation and linear regression were used to analyse the data with the help of SPSS version 21. Findings from the study revealed that gender discrimination in managerial role and gender discrimination on promotion affect the performance of employee in the Polytechnic in a negative manner, such that productivity was at low ebb. Other variables such as recruitment and training have no effect or relationship with employees' performance in the institution. The study recommended among others that promotion and appointment into managerial positions should be based on additional qualifications, merit and job performance in the polytechnic. Management of the polytechnic should make conscious effort not to allow gender discrimination concept creep deep into policies such as promotion and appointment into managerial positions or higher offices.*

**Keywords:** Gender; Discrimination; Positions; Polytechnic; Nigeria

**Abstract ID: AIC-2017-GDHEC-27**

**FACTORS AFFECTING STAFF'S JOB SATISFACTION AND PERFORMANCE: A CASE STUDY AT UNIKL**

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Universiti Kuala Lumpur

**Abstract**

*Academics are often saddled with heavy workload that impedes efficient performance. This workload not only includes the core business of teaching but also additional tasks. Some of these tasks, though related to academic matters for example supervising students' projects beyond the acceptable quantity, are still burdening to the staff. If the teaching staff do not enjoy working due to the burden, they may not be driven or committed to their work. The objective of this study is to identify the factors that determine job satisfaction and performance among the academics at UniKL and also to analyse the relationship between job satisfaction and job performance. A survey was administered to 98 academics at the institution. The findings indicated that there are several factors that determine job satisfaction among the academics among which are working hours and the rights to express their opinions. The respondents were also found to rate themselves as above average performers. However, it is also shown that there is no correlation between workload and performance as perhaps the shortcomings, if any, were supplanted by other benefits provided by the organisation.*

**Keywords:** Job Satisfaction; Job Performance; Workload; Academics

**Abstract ID: AIC-2017-GDHEC-31**

**THE FUNCTION OF POTTERY IN THE IBAN COMMUNITY IN SIBU'S LONGHOUSE, SARAWAK.**

**Corresponding Author:** Fujica Anggo

**Co-Authors:** Fujica Anak Anggo, Rohana Binti Abu Bakar And Louis Laja

Institute Of Design And Innovation, UNIMAS

**Abstract**

*Tajau or more commonly known as pot is an inherited heritage for generations by the Iban in Sarawak. It is made of clay and each tajau has its own uniqueness in terms of sculpture, height, size, shape and color. Tajau also become a symbol of wealth in the family. Owners who have a lot of tajau are often associated with wealth and generosity of the food especially when tajau filled with rice. Moreover, tajau have a variety of functions in everyday life Iban use. The research is based on the function, beliefs, taboos and other types of tajau.*

**Keywords:** Function; Beliefs; Taboos And Types Of Tajau.

**Abstract ID: AIC-2017-GDHEC-37**

**SUSTAINABILITY ASSESSMENT FOR HIGHER EDUCATION INSTITUTIONS: A CRITICAL SUCCESSFUL FACTOR OF IMPLEMENTATION**

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**Abstract**

*Sustainability assessment for Higher Education Institutions starting to be implemented worldwide. Apart from the implementation, a study on how this implementation can be successfully implemented is not deeply and critically discussed. Therefore, the aim of this research paper is to critically discuss numbers of factors that should be considered to implement sustainability assessment towards Higher Education Institutions regardless of the country implemented that assessment. This research paper strictly discusses on critical factors that should be referred from any background of Higher Education Institutions who intend and already implemented those assessments. In order to answer those statements, a detailed study on existing research papers has been used. By the end of this research, the contribution is on updating the existing knowledge on factors that may lead to the successful implementation of sustainability assessment in Higher Education Institutions.*

**Keywords:** Sustainability Assessment; Higher Education Institutions; Critical Successful Factors

**Abstract ID: AIC-2017-GDHEC-48**

**EDUCATION FOR ALL: THE CASE OF EDUCATION SYSTEM IN WONOSARI DETENTION CENTER, DI. YOGYAKARTA**

**Corresponding Author:** Maria Angelica Christy Aka

**Co-Authors:** Farahita Nandini; M. Dimas Ponco Wirianto

Universitas Gadjah Mada

**Abstract**

*In 2017, the crime rate by teenagers in Yogyakarta has increased significantly which led them to end up in prison. This situation led to an evaluation that government apparatus needs to overcome through education in the detention center. However, the condition itself is not supporting, as in minimum facilities, infrastructures, and the absence of the teacher in class. Moreover, they only do activities for the sake of formality and this does not make them useful when returning to the society. Based on those findings, it can be concluded that education system inside the detention center has not fulfilled the teenagers' right to get decent education. They supposed to receive extra guidance to develop better mindset.*

*but formal school is not quite a solution either, so the only option is a better education in prison. This research focuses on the implementation of the education system in the institution of special education (LPKA) in Wonosari, Yogyakarta, as a manifestation of education for all. We also provide a recommendation for government by involving education community in Yogyakarta which emphasizes on fun and friendly learning. For the methodology, we will use qualitative approaches with data triangulation techniques that combine data, observation, and interview.*

**Keywords:** Detention Center; Education System; Community

**Abstract ID: AIC-2017-GDHEC-55**

#### **DISASTER MANAGEMENT FOR CHILDREN PROTECTION**

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Universitas Muhammadiyah Yogyakarta

#### **Abstract**

*Recognizing Indonesia as a country prone to disasters and the potential to reduce the risk necessary preventive measures for all citizens, including children living in disaster-prone areas. There are the highest vulnerable disasters to children in times of disaster victims in Indonesia. A child is someone having no 18 years old yet; including those still having in the mothers' womb and those unmarried ones. The United National Treaty, a Convention on the Right of Children Retrieved 2009 every child has the seven rights, one of which is that to the fulfillment of all requirements including safety needs of the disaster and rights protection. On the other side of the Convention on the rights of children, it must uphold the rights of children and the survival of the principle of non-discrimination. Disaster management of child protection in this article is a concept of planning and market which are easily applied consisting of: 1) preventive planning by describing the potential environmental hazard; the potential for serious harm to the child who starts from the learning to the prevention, giving the preparedness of the child in facing catastrophic events, Management of mitigation is readily accepted by the children and can be done or undertaken by the organized children with the plot to the prevention, preparedness and emergency response of each child, Recovery and rehabilitation of children at all age levels with a variety of directions to minimize the crisis they encounter are realized within the framework of post-disaster rehabilitation and reconstruction easily to do, fun without any pressure. This article is devoted to the children under normal conditions, meaning that any knowledge, experience, and skills contained in this article do not apply to children with special needs.*

**Keywords:** Disaster Management; Disaster; Child Protection.

**Abstract ID: AIC-2017-GDHEC-58**

#### **SUSTAINABILITY ASSESSMENT FOR HIGHER EDUCATION INSTITUTIONS: CRITICAL SUCCESS FACTORS FOR IMPLEMENTATION**

**Corresponding Author:** Nadzirah Zainordin

**Co-Authors:** Syuhaida Ismail

Universiti Teknologi Malaysia Kuala Lumpur

#### **Abstract**

*Sustainability assessment for Higher Education Institutions has been implemented around the globe. Apart from the implementation, studies on how this implementation can be successfully implemented are not deeply and critically discussed. Therefore, the aim of this paper is to investigate the barriers factors leading to the unsuccessful implementation of sustainability assessment in Higher Education Institutions and transform those barriers into critical success factors and strategy. 30 research papers published within the timeline of 2007 to 2017 are critically reviewed. Abstracting all the relevant literature, analyzing and coming out with the findings of what strategy can be used to enhance the critical success factors in implementing sustainability assessment in Higher Education Institutions are important to help to achieve the aim of this paper. The findings of this paper are expected to enhance the existing knowledge of critical success factors that may lead to the successful implementation of sustainability assessment in Higher Education Institutions.*

**Abstract ID: AIC-2017-GDHEC-61**

**Corresponding Author:** Abdul Samad Korai

**Co-Authors:** Anees Hussain

#### **Abstract**

*Welfare organisations playing vital role in upraising the standards of living in Pakistan. These crews not only helping poor financially, but are also keen in equipping them skills without any charges. Not one, there are plenty of such groups working namely Selani, Edhi, Ansar Burni. Access to clean water, healthy food and other necessities seem in reach than they used to be. A recent survey report suggests that around 1.2 million tubewells were installed in the poorly developed remote areas of Pakistan. As a consequence, the agriculture production peaked and provided wealth enough to spend a good life. Lack of support from Government doesn't seem to stop such Godly organisations from working. They are pure example of 'Helping ourselves'.*

**Abstract ID: AIC-2017-GDHEC-62**

**COMPARATIVE ANALYSIS OF COMMUNICATION CLIMATE AND SELF-EFFICACY OF TEACHERS AT UNIVERSITY LEVEL**

**Corresponding Author:** Fozia Fatima

**Co-Authors:** Sabir Ali

National University Of Modern Languages

**Abstract**

*The main focus of the current study was to comparatively analyzed communication climate and self-efficacy of teachers in both public and private universities in Islamabad. The objectives of the study were; to explore the teachers' opinions regarding communication climate at the university level; to assess the level of self-efficacy among teachers at the university level and to explore the relationship between communication climate and self-efficacy of the teachers at university level. All the teachers of Islamabad Universities where the population of the study. Random sampling technique was used for this study. In the sample, 508 teachers were selected from both public and private universities of Islamabad. This study was descriptive in nature. The researcher used the survey method and data were collected through two questionnaires. Communication climate questionnaire was developed by researcher and the questionnaire regarding Self-Efficacy of the teachers developed by Ralf Schwarzer in 1999. Data were analyzed through mean, percentages, Regression and t-test by using SPSS. Findings of this study showed that teachers generally expressed defensives communication instead of supportive communication climate and they have a low degree of self-efficacy at the university level. The communication climate (Supportive & Defensive) and Self-Efficacy of the teachers were highly correlated with each-others.*

**Keywords:** Communication Climate; Self-Efficacy; University Teachers

**Abstract ID: AIC-2017-GDHEC-63**

**EFFECT OF DEMOGRAPHIC FACTORS OVER THE ACHIEVEMENT MOTIVATION OF THE STUDENTS AT UNIVERSITY LEVEL IN ISLAMABAD**

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National University Of Modern Languages

**Abstract**

*This study was undertaken to find the extent of Students' opinions towards Achievement Motivation and also measured the effect of demographic factors (gender, qualification & organization) on the Achievement Motivation of the Students at University level. Descriptive and Survey method was applied through multilevel mixed method sampling technique. All Public and Private University students of Islamabad were taken as the population of this study. 622 university teachers were considered as the sample of this study. A standardize research inventory about achievement motivation contained three dimensions in the form of social, mastery and performance goal lines was used. Findings of this study showed that students generally expressed a high degree of achievement motivation at the university level. There were no significant mean differences in gender and academic qualification of university students while there were significant mean differences in public & private organization, disciplines, and universities of students regarding achievement motivation.*

**Keywords:** Achievement Motivation; Social Goal; Mastery Goals; Performance Goals; University Students

**Abstract ID: AIC-2017-GDHEC-67**

**GLOBAL NETWORK DEVELOPMENT ON KOREAN HUNTINGTON'S DISEASE ASSOCIATION INCREASED GOVERNMENT HEALTHCARE CIVILIZATION WITH EDUCATION NATION-WIDE.**

**Corresponding Author:** Manho Kim

**Co-Authors:** Wooseok Im

Seoul National University

**Abstract**

*Huntington's disease (HD) is autosomal dominant, neurodegenerative disorder showing abnormal progressive movement that leads to death. It is a rare disorder in south Korea with prevalence of 1-2/100,000 based on national insurance data. However, predicted incidence is expected higher and approximately more than 2000 subjects- however, most family members do not want to be exposed having such inheritable situation. As a result, Huntington's disease has been neglected by government health benefit, even the basic care. To overcome these situation, authors and known members have tried efforts for the following activities. First, to provide information and facilitate the communication, development of Korean HD was established. Multimedia material, personal website (2005), on-line family site (2010), registration as one of rare disease in the government (2015), broadcast family members (2016) and Band activity as a SNS tool within HD community. For each activities, the increasing rate of members had improved for only 2-3 months and returned to the steady state. However, translating Korean HD Buzz, -a global network HD information system- still increasing number of members currently, which has provided recent clinical research activities as well as updated European HD network news. Increased members and educated Korean HD society now ask their own humanity care from the government, Health and welfare department, as well as being acknowledged as one of international clinical trial center. In conclusion, global online networking system is one of the most efficient way of strategies for changing concept on Huntington's disease in Korea*

**Keywords:** Huntington's Disease; Global Network; Humanity

**Abstract ID: AIC-2017-GDHEC-71**

**PALESTINE CONFLICT: AN ANOTHER PERSPECTIVE FROM THE REALM OF CONFISCATION OF LAND AND LEGITIMIZATION**

**Corresponding Author:** Kashif Latif

**Co-Authors:** Kashif Latif, Mohd Nazari Ismail, Mohammad Nazri, Mohd Roslan Mohd Nor, Muhammad Imran Qureshi  
University Of Malaya

**Abstract**

*This paper seeks out the historical background of Palestine conflict over the years with its respective stages from the perspective of defining who are Israelis, Jewish and Judaism. How they came and made Israel from historical events and what lure them to occupy this land and developed it for themselves. This paper also sketches a number of geographical patterns pertaining to the ongoing process of confiscation of Palestinian-Arab land in Israel. It points out a geographical pattern and course of action of "enclaving" and "exclaving", a form of spatial apartheid and exclusionary zoning which was espoused during the pre-state period of Jewish settlement and has continued down to the present day. By having findings on the conflict, paper suggest legitimization from the realm of psychological repertoires by following Kurt Lewin model of change for peaceful resolution of Palestine conflict on concluding notes.*

**Keywords:** Palestine Conflict; Jews And Judaism; Land Confiscation; Legitimization; Psychological Repertoire; Kurt Lewin Change Model

**Abstract ID: AIC-2017-GDHEC-72**

**AN ANALYTICAL REPERTOIRE APPROACH FOR REVIEW OF BDS CAMPAIGN AND PALESTINIAN SOLIDARITY**

**Corresponding Author:** Kashif Latif

**Co-Authors:** Kashif Latif, Mohd Nazari Ismail, Mohammad Nazri, Mohd Roslan Mohd Nor, Muhammad Imran Qureshi  
University Of Malaya

**Abstract**

*This paper analyzes and reviews the Boycott, Divestment, Sanctions (BDS) campaign against Israel. First, it adumbrates the different conflicts with emergence and prominence of the BDS campaign. Then, it explains the BDS strategy, particularly the boycott. Next, the paper convolutedly recognized the campaign's power and promise with relation to the discourse of Palestinian-Israeli politics. More explicitly, the campaign is powerful because it is a networked contestation of the discursive rules that entails symmetry be posited between Palestinians and Israel. In this stratum by portraying analytical repertoire, paper also discussed the academic boycott of Israel. Despite its limitations, paper findings by analyzing literature that the campaign's diplomacy of boycotts, divestment and sanctions open, for Palestinians and supporters of their rights and international law, multitudinous and varied points of political struggle.*

**Keywords:** Bds; Discourse Of Palestinian-Israeli Politics; Networked Contestation; Analytic Repertoire; Academic Boycott Of Israel; Campaign'S Diplomacy

**Abstract ID: AIC-2017-GDHEC-77**

**INTEGRATION OF MOBILE SMARTPHONES IN SELECTED TERTIARY INSTITUTIONS IN JIGAWA STATE, NIGERIA AS A VIABLE TOOL FOR RESEARCH AND DEVELOPMENT**

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**Co-Authors:** Abdullahi Aminu Kazaure  
Hussaini Adamu Federal Polytechnic Kazaure, Jigawa State.

**Abstract**

*The greatness of any nation depends largely on the system of education that is used to nurture its talent from within. Information technology helps in promoting opportunities of knowledge sharing, communication and exploration to strengthen the teaching and learning process throughout the world. The study investigated how mobile smartphones have been used for teaching and learning process in selected higher institutions of learning in Jigawa State, Nigeria. Specifically the study assessed how mobile smartphones facilitated the teaching and learning process, identified the mobile phones applications used for teaching and learning activities facilitated through mobile phones and assessed common limitations of smartphones usage. The study employed a survey where teaching staffs and students from faculties and institutes hosting academic programmes were involved. In-depth interviews, observations and questionnaire were used for data collection. It was found that majority of the respondents used mobile phones for teaching and learning process, it was found that most respondents reported to use traditional mobile learning applications including text messages and calls. Few respondents that had smartphones and they were able to create upload, download and share academic resources through their smartphones while others recorded and stored files in their phones. It was also found that among the teaching staffs many were not aware of the capacity of their mobile phones such that they underutilised them. Cost associated with downloading multimedia content was another constraints which limited some respondents especially students for using smartphones. Key word: Information Technology; Smartphones; E-learning; Computer; Knowledge Exploration.*

**Keywords:** Information Technology; Smartphones; E-Learning; Computer; Knowledge Exploration

**Abstract ID: AIC-2017-AMOS-79**

**GLOBAL DEVELOPMENT IN HUMANITIES, EDUCATION AND CIVILIZATION**

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**Abstract**

*Development in Global Humanities, Education, and civilization all of them meet the challenges in the past and trying to keep its position as a developed factor and remain constant, although it still facing the challenges. Education basically itself a very big and prominent factor for the development. Without education, someone won't be able to call itself a civilized human being in any field of life. In Asia particularly, we are facing problems and difficulties in all these three factors. My paper will meet the challenges and the possible remedies to overcome these difficulties, and how to move forward for the achievements and prosperity. As today's world is a global village and we need to face different challenges of the world in the area of Humanities which is leading and connect with the Education and as well civilization.*

**Keywords:** Global Development; Challenges; Remedies; Way Forward.

**Abstract ID: AIC-2017-GDHEC-85**

**IMPACT OF TRADITIONAL INSTITUTION ON NATIONAL INTEGRATION: A NIGERIAN PERSPECTIVE**

**Corresponding Author:** Bello Mukhtar

**Co-Authors:**

Federal Polytechnic Kaura Namoda

**Abstract**

*Nobody can debunk the fact that in any war turn area communities play an August role not only in conflict resolution, conflict transformation but also conflict management. Hence conflict management can never be a successful one unless the local communities are fully involved. Further, the traditional institution from time immemorial has been recognized as the most promising institution toward national integration. This institution has been instrumental before and after colonialism. They are equally regarded as indispensable pillars toward ensuring and sustaining national integration in Nigeria. This paper is aimed at discussing on the impacts of traditional institutions in the re-organization of national integration in the Nigerian context.*

**Keywords:** Conflict Resolution; Conflict Transformation; National Integration; Traditional Institutions

**Abstract ID: AIC-2017-GDHEC-88**

**SUICIDAL BEHAVIOR AMONG YOUTH WITH SENSORY IMPAIRMENT: PREVALENCE AND COMPARISON**

**Corresponding Author:** Bushra Akram

Gujrat University

**Abstract**

*There are only a few studies reported the prevalence of suicidal behavior among the individuals with disabilities in Pakistan whereas there is a dearth of published material describing the comparison of the suicidal behavior of the individuals with sensory impairment. This comparative survey was conducted to explore the prevalence of suicidal behavior among the youth with visual impairment and Hearing loss. Total N= 1072 n (537, 311 Male=visually impaired & 535, 312 Male, hearing impaired) age ranged from 12 to 25 years from 10 institutions located in the cities of Lahore and Rawalpindi were recruited by multistage stratified sampling technique. Urdu form of suicidal behavior revised was used. The results indicated the overall prevalence of suicidal behavior for participants with hearing loss was 32% while among visually impaired it was 38%. Further, 28%, 18%, 35% and 19% participants with hearing loss appeared to fall in non-suicidal, suicidal plan, suicidal ideation and suicidal attempt sub-groups respectively. On the other hand, 18%, 25%, 29% and 28% of the participants with visual impairment observed to fall in non-suicidal, suicidal plan, suicidal ideation and suicidal attempts groups respectively. Odd Ratio shows that youth with visual impairment were 1.50 times more likely to exhibit suicidal behavior as compared to the participants with hearing loss. Though participants with visual impairment exhibited more suicidal behavior as compared to the individuals with hearing impairment the steps at prevention and intervention level should be taken for both of the groups according to the unique needs of their disability.*

**Keywords:** Prevalence; Comparison; Sensory Impairment; Suicidal Behavior

**Abstract ID: AIC-2017-GDHEC-92**

**A CRITICAL ANALYSIS OF TERRORIST GROUP IN SOUTH EAST ASIA**

**Corresponding Author:** Fatimah Kuzi

**Abstract**

*The logic of war and strategy is universal, it is valid at all times and in all places. This is primarily because war is a human activity and human nature has remained unchanged in the face of material progress. The same passions that motivated those who lived millennia ago continue to drive us today. The logic of strategy is ultimately about how to win wars. The fact that the struggle against violent Islamist extremist groups such as Al-Qaeda and its associated movements fits the classical definitions of a war, in that both sides have political aims and are using military means to achieve them. It is to be sure a strange war, one waged by irregular forces with unconventional means. However, the*

fact it is a violent clash of will means that it is amenable to strategic analysis. Since September 2001, the world especially United States has increased focus on radical Islamist and terrorist groups in Southeast Asia particularly those in Malaysia, Indonesia, Thailand, Philippines and Singapore. Sometimes, Southeast Asia has been a base for terrorist operations. Al-Qaeda penetrated the region by establishing local cells, training Southeast Asians in its camps in Afghanistan and by financing and cooperating with radical Islamist groups. Indonesia and the Southern Philippines have been particularly vulnerable to penetration by Islamic terrorist groups. Members of one indigenous network Jemaah Islamiyah (JI) which has had extensive ties to Al-Qaeda helped two of the September 11, 2001 hijackers and have confessed to plotting and carrying out attacks against Western targets. These include the deadliest terrorist attack since September 2001, the October 2002 bombing in Bali, Indonesia that killed approximately 200 people mostly Westerners. Since the Bali bombing in 2002, crackdowns by various governments in the region encouraged and in some cases supported by the US government and military are believed to have weakened JI to such an extent that it essentially is no longer a regional organization but rather is one confined to Indonesia with some individuals still operating in the southern Philippines. The degrading of JI's leadership structure is believed to have altered the group's strategy. More violent, anti-Western JI members have formed breakaways cells. To combat the threat, the US has pressed countries in the region to arrest suspected terrorist individuals and organizations, funded and trained Indonesia's elite counter-terrorist unit and deployed troops to the Southern Philippines to advise the Philippines military in their fight against the violent Abu Sayyaf group. Regional Maritime Security Initiative has also launched to enhance security in the Straits of Malacca, increased intelligence sharing operations, restarted military relations with Indonesia and provided from congress substantial aid for Indonesia and the Philippines. Also since 2001, Thailand, Malaysia and the others states in Southeast Asia increased their anti terrorism cooperation. In understanding the concept of Clausewitz's war theories to the war on terrorism, this study also will be able to analyze the ideas of Islamist militancy and the terrorist network in Southeast Asia region. Recent increases in violence by regional and local terrorists with links to Al-Qaeda in the Philippines, Indonesia and Thailand have the potential to threaten the region's political stability, economic growth and the security environment. ASEAN regional willingness to address issues dealing with transnational terrorism has shown promise only in the last year. Terrorism is now an important component of many intractable conflicts. And the presence of active terrorist movements makes conflict all the more difficult to solve. Terrorism in Southeast Asia was at their peak following the end of World War Two and the emergence from colonial rule of regional states. It was a time when fragile states and new born nations had to contend with strong divisive forces from within as well as threats from the major powers and a Cold War which turned hot in the Southeast Asia countries. Every country was wracked by violence, subversion, terrorism, insurgency and war for extended periods. The threats were mildest in Singapore and Brunei but most serious in Vietnam, Cambodia and Myanmar. Until now, Southeast Asia countries still received the threat from terrorist groups and these issues become our concern because it is involve life of innocent civilians. It is also giving a huge impact not only to state and regional level but also to the international system. This paper will analyse the main threat and analyse of terrorism issues in Southeast Asia and what prompts Islamic extremists in Southeast Asia to respond to a call to arms, despite their not perceiving war and violence as an instrument of policy.

**Keywords:** Terrorism; Security; Global Threat; Extremist; Non- Traditional Security

**Abstract ID:** AIC-2017-GDHEC-94

### **THE USE OF MUSIC FOR CHILDREN WITH SPECIAL NEEDS: EDUCATION OR THERAPY? (AN INTERDISCIPLINARY COMPARISON)**

**Corresponding Author:** Bilgehan Eren

Uludag University

#### **Abstract**

Music has an undeniable effect on people. It is utilized in special education with children with special needs as a practical approach. Yet the way it is used can diversify the benefits being acquired. Features of the different uses of music in special education are varied based on the objectives of its use. The purpose of this study is to identify the different uses of music in special education and to reveal the commonalities and differences between two disciplines; music education and music therapy. It is also aimed to present the transition and joint area between disciplines. This study was planned as an interdisciplinary comparative review supported by examples. After relevant literature was reviewed, two disciplines use music within special education were explicated and some case studies were given. The results of review were exhibited under categories and presented within tables and graphics.

**Keywords:** Music Education; Music Therapy; Special Education

**Abstract ID:** AIC-2017-GDHEC-95

### **THE CONTRIBUTIONS OF WORLD MUSIC ASSOCIATION TO THE CULTURAL AND ARTISTIC LIFE OF BURSA**

**Corresponding Author:** Gülnihal Gül

Uludag University

#### **Abstract**

Associations, common forms of organizing in every area of social life, has an important place in terms of individuals' expressing themselves. Art associations, being one of the nongovernmental organizations, are also the foundations that contribute to the cultural and artistic life of the society in terms of local, regional and national art and that are considered as having an important place in the increase of the awareness level of the society. In this context, World Music Association, founded in 1994, directs the cultural and artistic life of Bursa with the aim of spreading the culture of



*polyphonic music, forming a common sharing platform in this field and spreading the love and education of polyphonic music to the grassroots and thus enhancing the musical culture of the city. In this study, it has been tried to include the contributions of World Music Association to the cultural and artistic life of Bursa in private and Turkey in general.*

**Keywords:** Associations; Culture; Artistic Life; Bursa

**Abstract ID: AIC-2017-GDHEC-109**

**AMBIGUITY IN RISK COMMUNICATION: A FORENSIC STUDY OF PATIENT INFORMATION LEAFLETS**

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**Abstract**

*Product liability law is one of the emerging fields which empowers the consumers to get information about the content and the side effects of a product. It bounds a manufacturer to inform and warn the users in clear and comprehensible language through leaflets attached to the product. This area has caught the attention of Forensic linguists who advocate clarity and plainness in the language. In Pakistan where self-medication is a common phenomenon so it becomes necessary for the manufacturers to make the consumers aware of potential risks but the ambiguity in language hinders the process of comprehension and results in wrong interpretation. This ambiguity is in fact a strategy to save the manufacturers from litigation and to gain bigger profits. The present study aims to identify the elements of an adequate warning, examine the language of warnings and highlight the strategies used to create ambiguity. The present study is a first attempt to analyse the strategies used by drug manufacturers for creating ambiguity in risk communication. The study is delimited to the available leaflets on internet of "Over the Counter" medicine only as the OTC drugs are sold without doctor's prescription to treat common illness. This qualitative study examines randomly selected 30 leaflets of OTC medicines of national and multinational companies available on internet. The elements of warnings are analysed in the light of the criteria mentioned by Dallavalle, Hunter and Lozada (2014) to check the effectiveness and adequacy. The method of emergent content analysis was employed to examine and highlight the strategies used by manufacturers to conceal the risks and to serve their own needs. Results show that the risk communication through warnings is inadequate. The placement and the font size are not reader friendly. The possible hazards are mentioned in the leaflets but the extent of the danger is minimized by using modal verbs such as "may" and "can" which makes the text and its interpretation uncertain. Use of technical terms and empty adverbs like long term, small amount, prolonged use help the manufacturers to save themselves from litigation. The findings of the study will also help the drug regulatory authority to rethink and re-examine the language and the trends in communicating risks and hazards through leaflets*

**Keywords:** Product Liability; Forensic Linguistics; Risk Communication; Ambiguity

**Abstract ID: AIC-2017-GDHEC-110**

**INFLUENCE OF TERRORISM ON EDUCATIONAL INSTITUTIONS: PERCEPTIONS OF UNIVERSITY STUDENTS**

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**Co-Authors:** Abid Hussain Ch., Misbah Malik, Ayesha Batool

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**Abstract**

*Terrorism is a brutal activity. It creates fear among innocent people. The group of extremists raise up indifferent regime of the globe and trained the young children for terrorism. Terrorism is asold as people. Terrorism is the unlawful utilization of power or viciousness by a man or a sorted out gathering by the general population or property with the aim of intimidation or compulsion of social orders or governments frequently for ideological or political reasons. The main purpose of the study was to identify the influence of terrorism on educational institutions. This study was quantitative in nature. Survey method was used to collect data. A sample of two hundred and sixty seven students was selected from public universities. A five point Likert scale was used to collect data. The different tests Mean, SD, independent t-test, and One Way ANOVA were applied to analyze the data. The major findings of the study indicated that brutal and impassive activities have psychological impact on students' mind due to which they do not pay their attention on studies properly and their academic performance is also affected due to terrorism. It is also concluded that the students of higher educational institutions were agree that extremists' activities disturbed the daily functioning of institutions, and created fear among learners. Terrorism affects the integrity of higher educational institutions. Educational institutions can't grow and compete globally in education field without peaceful environment.*

**Keywords:** Terrorism; Innocent People; Ideological; Political; Educational Institutions; Integrity.

**Abstract ID: AIC-2017-GDHEC-111**

**MORAL DISENGAGEMENT, PROSOCIAL PERSONALITY AND SOCIALLY DESIRABLE BEHAVIOR IN POLICE OFFICER**

**Corresponding Author:** Shahnaila Tariq

**Co-Authors:** Efra Saddique

University Of The Punjab

**Abstract**

*The aim of the current research was to investigate the relationship between moral disengagement, prosocial personality and socially desirable behavior in police officers. It was hypothesized that there is likely to be a relationship between*

*moral disengagement, prosocial personality and socially desirable behavior in police officers. Correlational research design and convenient sampling technique was used to collect the data from police officers (N=150) with age range between 25 to 55 years. The data was collected from different police stations of Lahore. A demographic information sheet, Moral Disengagement Scale (Moore et al., 2012), Prosocial Personality Battery (PPB) (Penner et al., 1995 and Social Desirability Scale (SDS-17) (Stober, 2001) were used as assessment measures. Data was analyzed by using Pearson product moment correlation, hierarchical regression and independent sample t-test. The results revealed that the prosocial personality and its three subscales i.e. mutual concerns, perspective taking and personal distress were positively correlated with socially desirable behavior. Moral disengagement was not correlated with socially desirable behavior. Furthermore, it was found that profession of spouse was positively correlated with socially desirable behavior. The present research raises implication for the training of police force.*

**Keywords:** Moral Disengagement; Prosocial Personality; Socially Desirable Behavior

**Abstract ID:** AIC-2017-GDHEC-122

### **IMPLICATIONS OF DRONES ON ECONOMIC, POLITICAL AND SOCIAL CORRIDORS OF FATA REGION**

**Corresponding Author:** Mariam Arif

Comsats Institute Of Information Technology, Abbottabad

#### **Abstract**

*Al-Qaeda leaders to leave Afghanistan and take refuge along the western border of Pakistan. This movement facilitated the militants to recuperate and regroup. The growing influence of Al-Qaeda and Tehreek-e-Taliban Pakistan (TTP) on the western border of Pakistan made a focal point for both national and international concern. The US in order to counter the militant leaders taking refuge along the western border of Pakistan, initiated the drone campaign of "target killing." This paper attempts to study the social, political, and economic effects of drone strikes since 2004 by US in FATA (Federally Administered Tribal Areas) region of Pakistan. Drone strikes represented a new form of damage on the security and livelihood of people living in FATA region of Pakistan. These strikes have badly affected the social, economic and political life of FATA. This qualitative paper shows a significant negative relationship between drones and economic growth, social progress, and political advancement.*

**Keywords:** Drones; Economic; Political And Social Concerns

**Abstract ID:** AIC-2017-GDHEC-124

### **COMMUNITY OUTREACH AS STRATEGY FOR ACTUALIZING SUSTAINABLE DEVELOPMENT GOALS IN NIGERIA: ROLES OF LIBRARIES**

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**Co-Authors:** Yahaya Abdullahi

Bayero University Kano, Nigeria

#### **Abstract**

*There are seventeen general goals for sustainable development set to be achieved by 2030 that respond to the world's main development challenges. For the goals to be reached, all stakeholders need to do their part: governments, the private sector, civil society and people in general. In this regard, community outreach services are vital tool for actualizing sustainable development goals. Libraries and librarians can educate the community on the laudable goals of sustainable development by providing necessary skills and facilities on how to access the information which would enable people lead gainful lives. The paper describes the importance of library community outreach as a strategy for actualizing the SDG in Nigeria. In addition, the paper also examines the roles of libraries and librarians for ensuring the actualization of the sustainable development goals in the country. Suggestions were proffered on ways libraries can contribute to the achievement of the SDGs through laudable outreach programmes. The challenges faced by libraries were also highlighted. Based on the review of literature, the paper provided some recommendations.*

**Keywords:** Community; Outreach; Libraries; Sustainable Development Goals (Sdgs); Nigeria.

**Abstract ID:** AIC-2017-GDHEC-125

### **GENDER IN HAMID'S FICTION: REFLECTION OF CULTURAL PARADIGM SHIFT BREWING AMONG PAKISTANI WOMEN**

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**Co-Authors:** Usman Ghani

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#### **Abstract**

*The modern woman is not satisfied with the roles traditionally ascribed to her as obligatory; she rather feels stifled by them. The Pakistani woman, especially the one who is urban and having global exposure, is no exception. Hamid's two novels under study, *Moth Smoke* and *How to Get Filthy Rich in Rising Asia*, underline the evolving cultural transformation in Pakistan regarding female sexuality and gender in the wake of global cultural interactions. Based on the postmodern theories of fluid and performatively differential identity and subjectivity by cultural theorist Homi K Bhabha and feminist theorist Judith Butler, this study seeks to analyze the transformation of Pakistani urban woman who is constantly exposed to global cultures by means of globalization and is influenced to redefine her sexuality and gender, through textual analysis of the major female characters of the two of Hamid's novels. The study also analyses how the modern Pakistani woman, embarked on her journey to self-fulfillment, defies the religio-culturally sacred institutions of wifehood and motherhood finding them to be restrictive. However, a resisting impact of the place (i.e.*

Pakistan) is obvious; the feelings of anxiety are not seen totally missing on the part of these displaced women. In addition to contributing to the contemporary discourse on the blurring of boundaries caused by the increasing connection between spatial scales, particularly the local and the global, this paper attempts to make a maiden contribution in the areas of fluidity in sexuality and gender in the Pakistani context.

**Keywords:** Female Sexuality; Gender; Culture; Globalization; Mohsin Hamid; Pakistan.

**Abstract ID: AIC-2017-GDHEC-126**

**BINARISM AND HYBRIDITY- COMPLEMENTARY CULTURAL PHENOMENA FOR PAKISTANI DIASPORA IN THE WEST: A COMPARATIVE STUDY OF MOHSIN HAMID'S THE RELUCTANT FUNDAMENTALIST AND NADEEM ASLAM'S MAPS FOR LOST LOVERS**

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**Abstract**

Binary polarization between the West and the East stands through centuries; it hastaken a new dimension in the aftermath of the cataclysmic event of 9/11 resulting in intense marginalization of Muslims in western countries. However, despite this sharpened discrimination against Muslims in the West, cultural hybridity stays well on its course. Binary polarization and cultural hybridity are often discussed in postcolonial literature as being two mutually exclusive concepts that either follow or negate each other in theory. The novels *The Reluctant Fundamentalist* and *Maps for Lost Lovers* by Mohsin Hamid and Nadeem Aslam respectively, however, may prove the opposite by presenting an intriguing portrayal of the interaction between the West and the East. This research, on the basis of the two texts, argues that binarism and hybridity are complementary cultural phenomena – rather than mutually exclusive – for Pakistani diaspora in the West. Founded on the theoretical ideas of Edward Said and Homi K Bhabha, it fills the gap between theory and practice by arguing that neither binarism can block the course of hybridity nor the latter can do it to the former, the two go side by side being essential parts of the experience of the cultural interaction in the lives of Pakistani diaspora. **Keywords:** Binarism, hybridity, Pakistani diaspora, Mohsin Hamid, Nadeem Aslam

**Keywords:**

**Abstract ID: AIC-2017-GDHEC-127**

**COMMUNICATION PATTERN OF KYAI AND STUDENTS AT PONDOK PESANTREN TARBIYAH WILDAN CASE STUDY ABOUT COMMUNICATION PATTERN OF KYAI AND SANTRI FAMILY IN PONDOK PESANTREN TARBIYAH WILDAN RAWA MERTA KABUPATEN KARAWANG**

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**Abstract**

This study discusses the pattern of kyai communication in Pondok Pesantren Tarbiyatul Wildan in Karawang regency. Pondok Pesantren Tarbiyatul Wildan is a boarding school that specializes in self education in children aged 5 to 7 years. In this study, Pondok Pesantren Tarbiyatul Wildan is viewed as a family system. So the pattern of communication kyai in question is the pattern of communication in the context of family communication. The research's significance lies in the importance of knowledge about communication patterns, especially the communication pattern of a kyai who plays father and mother in a pesantren system for children who still need parents, so that the communication process will continue to predict and run effectively. This case study research attempts to describe the pattern of communication of kyai and santri in the pesantren. To get the result of research, researcher use in-depth interview method and observation of passive participation. The pattern of kyai communication in both boarding schools has a communication pattern in the form of 'Y' and wheel-shaped. In addition, kyai communication pattern is also seen from the communication content, communication flow direction, channel or way of communication, communication style and communication barrier.

**Keywords:** Pesantren Communication Pattern; Family Communication Pattern; Communication Pattern Of Pesantren Education

**Abstract ID: AIC-2017-GDHEC-129**

**AN ANALYSIS OF MEN'S PERCEPTION REGARDING WOMEN RELIGIOUS EMPOWERMENT IN RURAL AREAS OF KHYBER PAKHTUNKHWA PAKISTAN**

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**Abstract**

Main objective of this research paper is to explore the men's perception regarding women empowerment from religious perspective. The study was conducted in the rural area of district Dir lower, Khyber Pakhtunkhwa, Pakistan, through measurement of variables as obstacle to women empowerment and stability from religious point of view i.e. religious misinterpretation, exercise of religious rights, women ignorance from religious right, misuse of religion, cultural and traditional influence on religion. The study sum-up with uni-variate and bi-variate level main outcomes are, Joint family pattern is very common in rural traditional society. People are less educated, earning low compare to the economic necessities. Religious misinterpretation is the major influential factor behind the disempowerment of women, majority

of the women cannot exercise the rights given by Islam, and most of the women are unaware from their religious rights. Common masses considered women empowerment as a bad stigma from the religious background of the family while the misuse of the religion also goes against the favor of women empowerment. A significant association was found between women empowerment and religious misinterpretation which is the major influential factor behind the disempowerment of women, a significant association was also noticed between women empowerment in exercise of religious right and with women social activities which are considered against the religious dogmas.

**Keywords:** Religious Misinterpretation; Religious Rights; Ignorance; Negative Stigma; Misuse Of Religion; Subordination And Social Activities.

**Abstract ID: AIC-2017-GDHEC-131**

### **DEVOLUTION AND PUBLIC SERVICE DELIVERY OF EDUCATION IN SINDH- PAKISTAN**

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#### **Abstract**

Decentralization approaches have been applied broadly in both developing and developed countries around the globe. This paper provides an explanation of the devolution reforms in Pakistan under General Pervez Musharraf. The aim of present research is; therefore, focus on finding the impact of devolution and public education provision with a focus on the province of Sindh. The main purpose of this research is to develop an empirical evidence to verify the role of devolution in public service delivery in Sindh and the relationship between devolution and quality of the governance at local level. However, some studies like that of (Shah, et al., 2012) and (Khan & Mirza, 2013) based on the inter-province comparison of the provision of basic education identified issues as worst in the Sindh province. The solution of the problem involves interdisciplinary fields. There is dire need to improve the implementation process of decision at the local level to tailor the system effectively and efficiently.

**Keywords:** Devolution; Local Government; Public Service Delivery; Education; Sindh

**Abstract ID: AIC-2017-GDHEC-137**

### **MEDIA USE AND OBESITY IN SABAH MALAYSIA**

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**Co-Authors:** Oswald Aisat Igau; Halina Sendera Mohd Yakin

Universiti Malaysia Sabah

#### **Abstract**

This study explores the possible direct and indirect effects of media consumption, which are thought to be mostly sedentary in nature, towards the problem of obesity among youths in Sabah, Malaysia. The overweight and obesity problems have been given due attention by various sectors of the society including medical sector, government and concern individuals and groups. Overweight people tend to be associated with poor health and it is believed such health conditions will affect the performance of a leader in the future. This study surveyed 549 respondents from 12-19 years old categories from various schools in Sabah, Malaysia. Some interesting findings of this study include the high preference among youths in Sabah to choose foods offered by franchised restaurants. It was also found that youths in Sabah are not active physically because most of their times were spent engaging with various forms of information and communication technology (ICT), particularly handphone and computer. Excessive usage of ICT/media appears to replace the time for physical activities, which deprive them the chance to burn the calories absorbed from franchised restaurants' foods. Such situation was made worst when youths tend to consume unhealthy foods, such as snacks and crisps, when engaging with ICT/media. This indirect effect of ICT/media was also indicated in this study.

**Keywords:** Media; Obesity; Physical Activity; Youth

**Abstract ID: AIC-2017-GDHEC-139**

### **PARENTAL ATTITUDES TOWARDS PARTICIPATION OF FEMALE STUDENTS IN CO CURRICULAR ACTIVITIES AT SECONDARY LEVEL IN PAKISTAN**

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Allama Iqbal Open University Islamabad

#### **Abstract**

Educational institutions provide intensive training to the students through planned curricular and co-curricular activities. Curricular aspects involve teachers and students' academic interaction and follow up through class or home assignment. The co-curricular activities of the students improve their inner skill, enhance their creativity and inspire them for a future leading role. Co-curricular activities improve academic, social, physical and cognitive development of the children. The present study has been designed to study the parental attitudes towards participation of female students in co-curricular activities at secondary level in Pakistan. The objectives of the study were to examine the i) significance of co-curricular activities for the balance development of students' personality, ii) parents' perceptions about female students' participation in co-curricular activities and iii) find out the problems faced by the students regarding their participation in co-curricular activities. Sample of the study comprised two groups' i.e. 50 secondary school female students and 50 parents of sampled students. Sample was selected randomly. For data collection two questionnaires on three-point scale for students and parents were developed. The study concluded that both the groups of the respondents agreed that co-curricular activities have the major impact on the balance development of cognition, psychomotor and emotional aspects. Both the groups pointed out some major constraints such as family barriers, community culture and

*their financial position which become the major hurdles regarding female participation in cocurricular activities. Overall parents were not inclined to allow their daughters for their participation in different co curricular activities. Female students were of the opinion that there should be proper arrangements for increasing the chances of female participation in co curricular activities.*

**Keywords:** Curricular Activities; Co Curricular Activities; Parental Attitude; Secondary Education; Development

**Abstract ID: AIC-2017-GDHEC-146**

**POLICIES VS IMPLEMENTATIONS IN COMMUNITY BASED PROGRAMS: EVERYTHING HAPPENS FOR A REASON “A QUALITATIVE STUDY TO EXPLORE THE GAPS”**

**Corresponding Author:** Farah Memon

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**Abstract**

*Community-based programs are considered as cost-effective ways to reduce disease burdens, however, most of the programs end up in development of new challenges. The rationale of this study was to explore the reasons for the failure of such type of programs. “A qualitative study” was conducted to assess the policies and implementation strategies of two community-based programs; Lady Health Workers Program (LHWP) and Community Midwives program (CMWP). The study population was divided into two categories; (A) Community health workers (LHWs, CMWs and LHSs), (B) Representatives of LHWP, MNCHP, WHO, UNFPA, UNICEF, DHMT & EDO Health. FGDs and IDIs were conducted where appropriate. “Constant Comparison Analysis” method was used. Although both programs have better policies; however, an ample room in a modification in policies and extensive implementation issues were observed at all levels from managers to the community and their health workers. Two different programs with same goals and objectives with Lack of; commitment, linkages, ownership, quality training and performance indicators were observed. Community acceptance of young CMWs, professional jealousy, fear to lose CMWs, cooperation, and demand of LHWs to work as CMWs were some of the major challenges faced. Nevertheless, developing a good policy is an important pillar to raise a strong building, whereas, making policies without good strategic plans can land up in wastage of many resources and creating new challenges to face. Implementation of strategic communication of all stakeholders within the program, in between programs and with the community is the key to success CBPs. Moreover, to work under one umbrella with strong communication skills, sensitization workshops/training, performance-based incentives for the workers are some of the salient features behind the success of CBPs.*

**Keywords:** Cbps; Lhw; Cmw; Lhss (Lady Health Supervisors); Lhwp; Mnchp; Who; Unfpa; Unicef; Dhmt & Edo; Fgds (Focus Group Discussions); Idis (In-Depth-Interviews).

**Abstract ID: AIC-2017-GDHEC-155**

**ENGLISH FOR ACADEMIC PREPARATION PROGRAM: AN EXPERIENTIAL EXPEDITION**

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Forman Christian College (A Chartered University)

**Abstract**

*This case study delineated on such challenges faced whilst designing and teaching English for Academic Preparation Module to a multi-lingual beginner level English group of students at Forman Christian College (A Chartered University) covering various phases over this thrash about, firstly, the pedagogical underpinnings for the English Language course design and learning goals for the course were highlighted as interact effectively in myriad contexts and with many different speakers, learners needed to develop a repertoire of practical situation-dependent communicative choices. The paper used the reflective artifacts to review the paradigmatic issues in an English immersion program. It presented detailed considerations for teachers designing a communicative language course, documented the encountered problems, issues in restructuring the curricula and how the existing course changed through the thorough reflections and collaboration on the teaching practices, teachers' perspectives and the needs of the learners. Corresponding teaching methods and class activities were also revisited. However, it is proposed that issues related to English as a second language could be meaningful, engaging and motivating for students in English Immersion class if taught in a specific context and for specific purposes.*

**Keywords:** Immersion Program; Eap; University Preparation; Fccu; Language Curriculum

**Abstract ID: AIC-2017-GDHEC-156**

**EXPLORING THE IMPACT OF ETHNOCENTRISM ON INTERCULTURAL INTERACTION AMONG NON-NATIVE MANDARIN SPEAKERS AND NON-MANDARIN SPEAKERS**

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**Abstract**

*Ethnocentrism is the belief that one's own culture is centrally important and is superior to other cultures. Ethnocentric people tend to use their culture as a benchmark against which to judge those from other cultures. This study is aim to measure the difference in the level of ethnocentrism and the impact on the interethnic interaction among two groups of samples; namely Mandarin speaking and non-Mandarin speaking Malay & Indian undergraduates. This would be a quantitative based research. The first group of respondents consists of 20 Malay and Indian undergraduates who were*

from Chinese national-type primary school and able to speak fluent Mandarin (non-native Mandarin speakers). The second group of respondents consist of 20 Malay and Indian undergraduates who were not from Chinese national-type primary school and doesn't speak Mandarin (non-Mandarin speakers). Quantitative method will be employed. SPSS will be used to analyses the data. This study will incorporate Social Identity Theory as the backbone of this study. This study, is intended to provide detailed information concerning the level of ethnocentrism and the difference on it between non-native Mandarin speakers and non-Mandarin speakers. This study is capable of being a benchmark for local education policy makers to accept the fact that interethnic experience do plays a vital role in reduce ethnocentrism and also to foster the national integration.

**Keywords:** Ethnocentrism; Non-Native Mandarin Speaker; Interethnic Interaction; National Integration

**Abstract ID: AIC-2017-GDHEC-169 & GDHEC-108**

#### **AN ANALYSIS OF GENDER REPRESENTATION IN PAKISTANI TEXTBOOKS**

**Corresponding Author:** Tariq Mahmood

**Co-Authors:** Ghazala Kausar

NUML, ISLAMABAD

#### **Abstract**

This paper attempts to investigate how the two genders are represented in the English textbooks of class IX and X used in the secondary schools of Khyber Pakhtunkhwa, Pakistan. A descriptive analysis of the text is used to examine sexism in the categories of visibility, order of mention, generic masculine expressions and occupational roles. The results reveal that women suffer from poor visibility by the ratio of 25 % against 75% in one book and almost 12% against 88% in the other. In the order of mention, men are given the first place and the generic expressions are male-referenced. Whereas men are drawn in a wide range of occupations, women are most often stereotyped as stay-at-home wives. The study concludes by recommending gender inclusive content in textbooks and creating awareness among teachers to present a balanced view of life to learners.

**Keywords:** Gender Representation; Textbooks; Visibility; Stereotypical Role.

**Abstract ID: AIC-2017-GDHEC-175**

#### **TRANSLATOR'S VISIBILITY: A LINGUISTIC ANALYSIS OF ENGLISH TRANSLATIONS OF THE SELECTED VERSES OF THE HOLY QUR'AN**

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**Co-Authors:** Ghazala Kausar; Muhammad Farooq

NUML, Islamabad

#### **Abstract**

The Quran has a distinct form, with remarkable textual features, that is expressive of a discourse deep rooted in ever broader context encompassing the whole sphere of human existence—the mundane and the spiritual, the universal and the temporal, the physical and the metaphysical, the worldly and the eternal. As its addressee is the whole human race, millions of people read it every day making it one of the most widely read, researched, and translated texts in the world. Most of the researchers of 'The Book' view it as a linguistic miracle when they see that a translator is always at a loss to reproduce its form and achieving the right level of equivalence in the receptor language. However, it is obligatory for a translator that he must be loyal to the act of translator to avoid any sort of semantic loss and achieve the nearest equivalent possible. This research aims to uncover the ideological interventions of the translators by studying the translation adjustments made by the translators. It applies the concept of translation adjustments/shifts as mentioned by Nida & Taber (1982) to find whether the translators have adopted appropriate shifts, at different linguistic levels, for achieving the nearest equivalence in the target language, or they have made themselves visible in the translations by adopting adjustments which were not obligatory in that particular context. It studies 7 verses of the Qur'an which are about the Holy Messenger (P.B.U.H). It takes translation of three translators: A. Jarberry (a Christian); N.J Dawood (an Iraqi Arab Jew); and Mohsin Ali (a Muslim). The analysis reveals that translators, at times, become visible in the translations by adopting non obligatory translation shifts in the act of translation.

**Keywords:** The Holy Qur'an; Translation; Linguistic Levels; Equivalence; The Holy Messenger (P.B.U.H).

**Abstract ID: AIC-2017-GDHEC-179**

#### **ARCHETYPAL DECONSTRUCTION IN MAHASWETA DEVI'S -**

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#### **Abstract**

Archetypes are the symbols, images, characters and stories recurring again and again in the works of literature, and are therefore transformed into collective prototypes. As per M.H. Abrams and Geoffrey Harpham: "The term archetype denotes recurrent narrative designs of action, character types, themes, and images which are identifiable in a wide variety of works of literature, as well as in myth, dreams and even social rituals." (23) While the Deconstruction looks at what makes a text whole and what holes are in between its pieces, in other words, what's said and what's left unsaid. This paper tries to review and reassess the archetypal representation of the tribal woman in Mahasweta Devi's "Draupadi" with special reference to the Ancient Draupadi represented in the great epic Mahabharata. It is an attempt to locate the 'Aboriginal woman' question in the context of women's suffering in the past and the present. Mahasweta Devi's Draupadi is an attempt to deconstruct and reconstruct the episode of "Draupadi's Cheerharan by Duryodhan"

from the great epic Mahabharata. This paper aims at analyzing the myth and presenting how archetypes are used as a significant tool of recasting the past tradition and creating a history for women as an act of survival.

**Keywords:** Aboriginal; Marginalization; Patriarchy; Subaltern.

**Abstract ID: AIC-2017-GDHEC-182**

**SELF-REGULATION AND ACADEMIC ACHIEVEMENT: A COMPARATIVE ANALYSIS OF HIGH AND LOW ACADEMIC ACHIEVERS**

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University Of Sindh, Jamshoro, Pakistan

**Abstract**

*The present study was conducted to assess the differences in the self-regulation of undergraduate high and low academic achievers. Self-regulation is a process by which people seek to exert control over their thoughts, feelings, and their task performance. In the field of education and especially in the development of desirable behaviour this model appears more influential because it explains the basis of self-efficacy, motivation, and acquiring goals successfully in relation with the cognitive abilities. Thus it is important to explore the level of self-regulation among high and low academic achievers. The sample of the study consisted of 450 participants, including both high achievers (n=250), and low achievers (n=200). The participants having GPA three (3.00) or more were taken as high achievers and participants with the GPA 2.50 or less were low academic achievers in the present study. Purposive sampling technique was used to collect the data from undergraduate high and low academic achievers of Sindh University, Jamshoro, Pakistan. The age range of the participants was 20-24 years. Findings confirmed that high academic achievers were more self-regulated as compared to low academic achievers. Males have more self-regulation than the females. Results have been discussed in terms of the importance of self-regulation to manage the learning and to overcome the problem of low academic achievement.*

**Keywords:** Self-Regulation; Academic Achievement; High Achiever; Low Achiever

**Abstract ID: AIC-2017-GDHEC-184**

**TEACHER CLASSROOM QUESTIONING IN THE TEACHING OF ENGLISH SUBJECTS**

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Universiti Malaysia Pahang (UMP)

**Abstract**

*The recent focus on teacher questioning has been due to the opportunities that teacher questioning can engage students in classroom talk. This poster presents a study of teacher classroom use of questioning in different English subjects at a public university. Data is collected using a semi-structured interview protocol to determine teacher rationale and beliefs for teacher questions used in the classrooms. Classroom interactions between teacher and students were videotaped to determine teacher use of categories of questions. The data from interviews and videotapes were transcribed verbatim. The qualitative data was analysed using Atlas-Ti. Inter-rater reliability for coding and question categorisation was employed using three raters. Respondents consisting of six (6) English language instructors teaching four (4) different English subjects.*

**Keywords:** Teacher Questioning; Display Question; Referential Question; Teacher Rationale

**Abstract ID: AIC-2017-GDHEC-190**

**DEVELOP THE CONCEPT OF SUSTAINABLE RESIDENTIAL COLLEGE: STUDY A ROOM SPACE**

**Corresponding Author:** Mohd Reduan Buyung

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Universiti Tun Hussein Onn Malaysia

**Abstract**

*Developing a sustainable residential home concept requires a room space study. The problem of this study was the discomfort of students when living in public university residential colleges. The result of adverse impact on the learning process of the population has continued to impact the sustainability of residential colleges. This problem eventually leads to the deterioration of the quality of life of its inhabitants. The purpose of this study is to identify the level of comfort of occupant room space at public university residence, Quantitative data collection. The study involved seven public university residential colleges from USM, UPM, UTHM, UITM, UTEM, UPSI and UKM (2874 respondents). Descriptive and inferential data analysis is used for quantitative data using Statistical Package for the Social Sciences (SPSS) software. The results showed that the comfort of the respondents on the provision of accommodation was at a comfortable level. T test shows female respondents have higher level of comfort. Comfort in staying in a residential college is important as it is able to impact the overall quality of life of the occupants. As a result of this assessment, we can find the current situation of the occupants of available room space. Therefore, these information can contribute to the development of a sustainable residential college and are more comfortable and conducive in the future.*

**Keywords:** Residential Colleges; Accommodation Rooms; Quality Of Life And Comfort

**Abstract ID: AIC-2017-GDHEC-200**

**UNDERGRADUATE STUDENTS' SELF-EFFICACY IN LEARNING PROGRAMMING**

**Corresponding Author:** Rajermani Thinakaran

**Co-Authors:** Rosmah Ali

Universiti Teknologi Malaysia

**Abstract**

*This study presents the results of a survey on undergraduate students' perceived programming self-efficacy. Self-efficacy is an important factor that affects the level of motivation. A total of 110 undergraduate computing students participated in the survey to measure programming self-efficacy. The survey consisting of 32 items were pilot-tested before being administered to the respondents. The reliability of the survey instrument was 0.755. The results of the study showed that students' programming self-efficacy was mostly either lower average. Students' self-efficacy level was low when they were solving complex programming tasks independently. However, they were confident when there was an assistant to guide them while performing the tasks. In order to confirm whether students' self-efficacy rating match their actual programming knowledge and skills, written and practical tests are recommended. From this study, it can be concluded that self-efficacy is an important success factor in programming courses.*

**Keywords:** Motivation; Programming; Programming Difficulties; Self-Efficacy

**Abstract ID: AIC-2017-GDHEC-208**

**THE STRUCTURE OF ENGINEERING INTERNSHIP IN PUBLIC AND PRIVATE UNIVERSITIES IN MALAYSIA**

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UTM

**Abstract**

*The Engineering Programme Accreditation Manual 2012 and its draft rev. 2015 (BEM, 2012, 2015) in Malaysia did not specify in detail the mechanism of implementation of engineering internship. The guideline determines the engineering internship period, and describes the other characteristics in three words without any details or standers about how universities will control and ensure the quality of engineering internship. In other words, the structure of internship has been left to be determined by the universities which lead to a high variability in the quality and effectiveness of internship across programmes and institutions. The main objective is to observe the execution of internship's practice in private and public university. By using a semi-structure interview a matrix of the best-practice guideline for internship planning will be generated. The generated matrix will contribute effectively in addressing the main issues and challenges in the structure of engineering internship.*

**Keywords:** Engineering Internship; Internship Planning; Internship Characteristics

**Abstract ID: AIC-2017-GDHEC-210**

**EXPLORING THE POTENTIAL NEEDS OF A MENTORING RELATIONSHIP BETWEEN YOUNG ACADEMICS AND SENIOR FACULTY MEMBERS IN HIGHER EDUCATION IN PAKISTAN**

**Corresponding Author:** Maleeha Ashraf

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**Abstract**

*This study aims to examine the potential needs of the mentoring relationship for young academics in Higher Education Institutions (public and private universities) in Pakistan under the purview of Higher Education Commission (HEC) focusing on the UK/USA sponsored young PhDs, working in senior posts on the completion of their Ph.D. since 2012 in higher education institutes overseen by HEC Pakistan. This study attempts to answer the fundamental research question; "How important is academic mentoring for young academics in higher education?". As the previous research suggests that 'evidence exists demonstrating the benefits of mentoring and suggesting that it is a component in attracting and retaining higher education faculty' (Luna & Cullen, 2008; also cited in Cook, 2011:1). The need for mentoring is in line with Danielson's (1999) view that 'mentoring helps novice teachers face their new challenges; through reflective activities and professional conversations, they improve their teaching practices as they assume full responsibility for a class'. The new faculty member is challenged with many responsibilities, therefore; the shared mentor relationship with senior faculty members could be active and esteemed towards their career development. The early career researchers to any field of work encounter challenges and change. The situation in higher education is no different. Cook (2011) stated that the mentoring program is primarily focused on higher education with an aim to promote the development and success of junior faculty members, especially the first two years of their career. It is expected that the mentoring program if successful should contribute to professional development, psychosocial, and cultural aspects for newly appointed faculty members (Kram, 1985). Methodology: This study will have a convergent mixed method design as it allows conducting the qualitative and quantitative research concurrently. This research is focused on two datasets: the primary data (interviewing young academics) and the secondary data.*

**Keywords:** Career Guide; Professional Academic Development; Higher Education; Mentoring Models; And Academic Challenges



**Abstract ID: AIC-2017-GDHEC-212**

**USAGE OF ONLINE LEARNING RESOURCES AMONG ACADEMIC STAFF AT A MALAYSIAN UNIVERSITY**

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**Abstract**

*This paper reports on the awareness of online learning resources and their usage among the academic staff at a public university in Malaysia. In addition, the challenges in implementing online learning strategies and suggestions on improving the implementation are also presented. Available resources recommended by the management of the university include e-Learning modules, Open Courseware, Massive Open Online Courses, Blossoms, Edutainment and Video of Exemplary Professionals. Data were collected using a survey questionnaire with Likert scale items and open-ended questions. The questionnaires were distributed to 160 academic staff of the university. The results show that 73.8% of the respondents are aware about the existence of online learning resources at the university. The most attended training was e-learning (83.1%) and most of the respondents are currently implementing it in their courses (89.8%). However, not many respondents implemented the other online learning resources. For example, less than 10% of the respondents implemented Open Courseware, Massive Open Online Course, Blossoms, and Edutainment. About 23.1% of the respondents implemented Video of Exemplary Professionals. The main challenge faced by the respondents was having to spend too much time in preparing and uploading the teaching materials onto the e-learning management system. In addition, slow and unstable internet connection also hampered their efforts in using the resources. Few respondents also reported lack of student participation due to system instability. The practical implication of this study is that more training on new online learning resources should be provided to the academic staff to increase their awareness and skills in using the online resources in their teaching.*

**Keywords:** Online Resources; E-Learning; Online Teaching And Learning Strategies

**Abstract ID: AIC-2017-GDHEC-218**

**LEARNING AND PRACTICING OF INNOVATIVE PEDAGOGICAL SKILLS OF PROSPECTIVE TEACHERS' IN TEACHING PRACTICUM AT B. ED (HONS) ELEMENTARY PROGRAM**

**Corresponding Author:** Faiza Masood

**Co-Authors:** Malik Ghulam Behlol

Fatima Jinnah Women University RWP

**Abstract**

*Pedagogical support for prospective teachers plays fundamental role in pre-service teacher education program. The present study was designed to explore the existing practices of university tutors and cooperative teachers in providing Pedagogical support for prospective teachers during teaching practicum at B. ED (Hons) Elementary program. It is an exploratory cum-descriptive study following quantitative and qualitative methods to collect the data. The population of the study was university tutors, cooperative teachers and prospective teachers of practicing schools, who were involved in the mentoring process of teaching practicum of the B. ED (Hons) Elementary Program in the public-sector universities, and teacher education institutions of Rawalpindi, Islamabad. The researcher applied simple random sampling, purposive sampling and criterion sampling techniques to select the participants of the study. The study found contradictions between the perceptions of cooperative and prospective teachers. They did not agree on providing guidance in planning lessons, designing lesson activities, managing classroom discipline, practicing latest techniques, providing feedback and reflection on lesson etc. University tutors and cooperative teachers both tried to provide guideline to prospective teachers during teaching practicum, but it was difficult for cooperative teachers to touch all the components of innovative pedagogical practices without proper training. Teaching practicum for prospective teachers was quite an experience to explore to what teaching is all about in real life situations. Prospective teachers learnt a lot from this experience but they need proper guidance from all relevant parties to learn how to teach with its original spirit.*

**Keywords:** Mentors; Prospective Teachers; Cooperative Teachers; Teacher Education Program; Pedagogical Support

**Abstract ID: AIC-2017-GDHEC-222**

**SPIRITUAL WELL-BEING TO ADOLESCENT WHO DIFFICULT TO MANAGE IN THE SCHOOL**

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**Abstract**

*This study aims, how about spiritual well being in adolescents are difficult to manage when in school. Difficult to manage adolescents are part of the adolescent with delinquent behavior. They have the inability to adapt socially in individuals to difficult situations and show opposition to social norms in societies that interfere with, steal, difficult to manage, harm others, to ditch the school, against the parents, and damage. Used in-depth interview method with 5 subjects of students in one junior high school in Jakarta and religious approach (the prayer activity dhuha, reading the Qur'an and sharing in every morning before entering school which started at morning). The results are difficult to manage students have a spiritual well being that is still low due to family conditions that are less attention to both students themselves, and the progress of learning. Parents and schools have a very strong role and the influence of friends becomes very strong for difficult to manage students. A friend for them is well heard and followed by all the*

patterns and behaviors that are to your liking. The study also found that social media and gadgets are media that can make students not listen to teachers' invitations, school rules, and parental advice. Following religious approaches, few changes to difficult to manage students, such as those willing to learn, the lack of harsh words and dirty words spoken by them when talking and releasing gadgets while studying. Difficult to manage students can have a good spiritual can be done through a religious approach. This approach is one way to make changes to them in order to become a better person according to their development. In addition, it takes a long time and patience for teachers to face them.

**Keywords:** Spiritual Well Being; Adolescent; Difficult To Manage

**Abstract ID: AIC-2017-GDHEC-224**

### **EDUCATORS VIEWS REGARDING INTEGRATION OF EDUCATIONAL VIDEOS AND GAMES INTO SOCIAL STUDIES TEACHING; A QUALITATIVE INQUIRY**

**Corresponding Author:** Maria Bibi

**Co-Authors:** Farhana Khurshid

Fatima Jinnah Women University, Rawalpindi

#### **Abstract**

The purpose of this research was to know the views of head-teachers and teachers (educators) about their experience of using educational videos and games into teaching of social studies subject at elementary level. These were the educators from two government secondary schools. The usual approach to teach students the subject of social studies, was traditional lecture method. In this intervention, two head teachers and four teachers participated in the teaching of complex and difficult concepts of social studies subject with the help of educational videos and games. Utilising educational videos and games was helpful for teachers to make their teaching effective. The effective and meaningful teaching-learning process is facilitated through the use of educational videos and games (Prensky, 2006). As the teachers in both schools observed and experienced first time teaching through educational videos and games, therefore, it was considered important to know their views and opinions regarding the use of educational videos and games into teaching. Activity theory was used as theoretical framework. Qualitative data was collected through semi-structured interviews with the head teachers and teachers of both schools. Semi-structured interviews were audio recorded and transcribed. The data was analyzed through coding and thematic analysis in the light of activity theory. Findings show that the educators were happy because educational videos and games helped in making teaching interesting. According to them government provides ICT facilities in schools and teachers can provide good learning experience to students through it. This experience creates awareness among teachers and head-teachers about the utilization of educational videos and games into teaching. Moreover, Head teachers appreciated this intervention because it was an interesting and innovative teaching way. The teachers found this experience very beneficial and want to continue in future in their teaching.

**Keywords:** Technology; Educational Videos And Games; Social Studies; Teaching; Learning.

**Abstract ID: AIC-2017-GDHEC-227**

### **THE SIGNIFICANT EFFECTS OF COMMUNICATION ACTIVITIES IN THE CO-CURRICULAR TOWARDS REDUCING SHYNESS AMONGST ELEMENTARY SCHOOL CHILDREN**

**Corresponding Author:** Masadliahani Masduki

**Co-Authors:** Normah Zakaria

Universiti Tun Hussein Onn Malaysia (UTHM)

#### **Abstract**

Shy children tend to have verbal communication problems and low self-esteem. However, the confidence and communication skills of these children could not be developed solely through classroom instruction. Ironically, the co-curricular program provides a good medium for communication activities that can improve their confidence and communication skills. Therefore, this study examined children's communication skills and communication activities during the co-curricular program at their school. The areas of study were the children's level of shyness, the implementation and the effectiveness of communication activities in the co-curricular program. The quantitative study adopted a non-experimental descriptive research design. The participants were 357 Grade Six students from elementary schools in Segamat, Johor, which was drawn from a random sampling. Results showed that most children were having a medium level of shyness and the communication activities were moderately implemented in the co-curricular program at their schools. Almost all respondents viewed communication activities in the co-curricular program as very effective to reduce shyness, enhance their self-esteem and improve their communication skills. Children should be encouraged and trained to speak in public by participating in the debate, public speaking and theater activities during the co-curricular program to reduce their shyness.

**Keywords:** Communication Activities; Co-Curricular; Self-Esteem; Shy

**Abstract ID: AIC-2017-GDHEC-231**

### **ASSOCIATION OF DIVIDEND AND SHARE PRICE IN LONGRUN**

**Corresponding Author:** Agha Nabi

**Co-Authors:**

IQRA University

#### **Abstract**

This research is to scrutinize the long-haul causal relationship between dividend and share price. It helps investors to make right decisions and also organization to build dividend policy. Prior to this, FMOLS shows long-run association to

dividend that influence share price. Panel unit root tests, Panel LeastSquares test and Granger Causality tests are used for statistic findings of unitroot test that affects the results of existing long-run causal link between thevariables. 50 non-financial organizations of different sectors are selectedfrom the panel of KSE-100 index, 25 top listed firms are selected from KSE-100and 25 are multinational organizations are selected. The criteria for the selectedfirms are that those organization that have paid the dividend from 2003-2013 forat least three consecutive years. The result of the causal relationship betweenvariables explains the movement of the share prices into two oppositedirection.

**Abstract ID: AIC-2017-GDHEC-233**

### **BLOGGING AND POLITICAL ORIENTATIONS**

**Corresponding Author:** Mohd Rizal Mohd Yaakop

**Co-Authors:** Sharifah Ali, Suhaimie Sahar, Roslizawati Taib  
UKM

#### **Abstract**

*The objective of this study is to examine political blogging, particularly in relation to electoral process in Malaysia. This study used content analysis method by analyzing 193 political blogs. The selected blogs were categorized into three main categories: the pro-government blogs, the opposition blogs and the neutral blogs. The finding reveals that the opposition parties utilized more blogs to discuss local political issues compared to the ruling parties. Both the oppositions and the ruling parties generally not refrained from attacking other political parties and saw it as a tool of campaigning. There was evidence that the popularity of certain politician was heighten because of their blog, even though many said such popularity did not contribute to vote payoff. The findings shows that 114 political blogs did not support the government and only 28 blogs supported the government. The main issues discussed by the bloggers were about the leadership of the Prime Minister. It also shows that Malay bloggers dominated the political blogs. They liked to use their pseudonyms to protect their real identities. Most of them were male and the youth were the most active. This study implies that political blog was widely used by the cybersociety to share information and to speak their mind freely and openly. Therefore, more researchers should concentrate more on studying political blogging as key media of political communication especially in a multi-ethnic society.*

**Keywords:** Political Blog - Voters - Election - Political Parties

**Abstract ID: AIC-2017-GDHEC-234**

### **KNOWLEDGE AND AWARENESS ON ENVIRONMENTAL SECURITY**

**Corresponding Author:** Mohd Rizal Mohd Yaakop

**Co-Authors:** Roslizawati Taib, Husin Nawawi, Aziawati And Norman Suratman  
UKM

#### **Abstract**

*The objective of this study is to examine environmental knowledge and awareness amongst the students of Higher education in Malaysia and to understand their views on environmental security issues. The main method of collecting data is by Questionnaires that involved 948 respondents randomly selected. The data was then analyzed using Statistical Package for Social Sciences (SPSS). The results show that the respondents are well informed, knowledgeable and aware of environmental security issues as the pattern is fairly consistent by sex, age, and ethnic grouping. Findings from this study provide insight into the importance of awareness in generating environmental consciousness and public response towards policy and practices related to the environment. Furthermore, the study captures what it means by environmental security for the respondents. It is important for future analyses to look into this question and to enhance more study related to understanding of environmental security.*

**Keywords:** Environmental Awareness; Security

**Abstract ID: AIC-2017-GDHEC-235**

### **EXPLOITING LEXICAL AMBIGUITY AND MISUNDERSTANDING IN SOFTWARE ENGINEERING WITH REGARDS TO ENGLISH LANGUAGE**

**Corresponding Author:** Faiza Abid

**Co-Authors:** Sadaf Qureshi  
University Of Management And Technology

#### **Abstract**

*This paper is concerned with lexical ambiguity, ambiguity that occurs when a word has more than one meaning. The aim of this research is to identify kinds of ambiguity found in words in the field of software engineering specifically and in all other programs which students come across during their studies. Outside etymology, lexical semantic overlaps for controls for example, philosophy, psychology, anthropology, PC science etc. It focuses on the cases of ambiguity found among these selected words related to software engineering with regards to English Language. For this purpose, a questionnaire comprising words having different meanings in common English and different in software engineering. 50 students of software engineering and 50 students from all other study programs were taken. SPSS results have shown significant difference in between both. That leads towards the dire need of having a specific course for software engineering students at BS level in which they are taught their subject related vocabulary to remove ambiguity. Such a course can better be developed after mutual consultation of English and software engineering faculty. It is hoped that this research can improve teachers' as well as learners' performance to great extent. Moreover, it can also be applicable to other fields of study.*

**Keywords:** Lexical Ambiguity; Kinds Of Ambiguity; English Language; Software Engineering

**Abstract ID: AIC-2017-GDHEC-236**

**FLUID CONSUMPTION AND HYDRATION STATUS IN TENNIS ATHLETES**

**Corresponding Author:** Cerika Rismayanthi

**Co-Authors:** Risti Nurfadhila

Yogyakarta State University

**Abstract**

*The hydration status strongly supports the performance and replacement of fluids during exercise or match was very important. The purpose of this study was to describe fluid consumption and hydration status in tennis athletes. This study used a quantitative method. The subject in this study was Yogyakarta Tennis Athletes (N= 8) which prepared for PON competition. The data collected comprises fluid consumption, hydration status, drinking habit consisting of the frequency, the type and the source of drink, and the knowledge about fluid. Drinking habit and water consumption and the knowledge of fluid are measured by using questionnaires "Food Beverage" and hydration status can be seen using the color graphic. The data were analyzed by the descriptive statistic. The research findings showed that (1) Fluid requirement of Tennis Athletes was fulfilled. There are 3 types of fluid which are frequently consumed by respondents, mineral water, milk, and tea; whereas there are 5 types of fluid belonged to the category of occasionally consumed which are pure fruit juice, pure vegetable juice, packed fruit juice, soft drink without soda, and non-alcoholic drink; (2) Hydration status of Tennis Athletes were mostly experiencing dehydration (50%). Total of 8 athletes; 1 (12,5%) respondent has good hydration status, 4 (50%) respondents experience dehydration, and 3 (37,5%) respondents have high-level dehydration; (3) There is no association between total liquid consumption and hydration status of Tennis Athletes in Pelatda DIY. This study contributed in providing knowledge about fluid consumption and hydration in tennis athletes. Recommendations were made that there is an arrangement on liquid consumption of athletes prior to, during and after training is needed.*

**Keywords:** Fluid Consumption; Hydration Status; Tennis Athletes

**Abstract ID: AIC-2017-GDHEC-237**

**THE STUDY OF LEARNING AND CONCEPT OF MATHEMATICAL SCIENCE : CHARACTER FORMING OF HONEST HUMAN AND TOLERANCE**

**Corresponding Author:** Ramlan Ramlan

**Co-Authors:** Achmad Sanusi; Abdorakhman Gintings

Universitas Pasundan Bandung

**Abstract**

*Mathematics is not only a science which make human to be smart, but also has a big potency to form a characteristic of human. However, from research finding that has been done by former researcher, the implementation of mathematic learning in the world of education just taught the intelligent competency only. The purpose of this research is to produce development theory of mathematic learning model based on character education, specifically to find mathematic learning model that form an honest human character and tolerance. The research phases that have been done are as follows : (1) need assessment; (2) literature study; (3) arrange the model plan of mathematic learning theoretically-hypothetically; (4) content validation and empiric validation ; (5) model plan revision; and (6) arrangement of development theory to be tested and implemented. The conclusion of the research is to form an honest human character and tolerance, mathematic learning model must be done through habitual learning process and involved three aspect of learning system, they are; moral knowing, moral feeling, and moral action. Teacher has an important role to implement mathematic learning process to form honest character and tolerance. Recommended that teacher should do detailed study about learning theory and the concept of mathematical science to relate with the concept of character education.*

**Keywords:** The Science Of Mathematics ; Honest And Tolerance

**Abstract ID: AIC-2017-GDHEC-238**

**THE DIFFERENT EFFECT OF VIDEO IMAGERY AND SCRIPT IMAGERY ON BEGINNER TENNIS FOREHAND SKILL**

**Corresponding Author:** Abdul Alim

**Co-Authors:** Risti Nurfadhila

Yogyakarta State University (Universitas Negeri Yogyakarta)

**Abstract**

*The background of this study was a lack of attention in applying psychological exercise to improve tennis skills in the learning process of tennis courses at the university. Imagery as a cognitive and motivational function was expected to improve tennis skills. This study was designed to assess the effectiveness of imagery training and comparison the effectiveness between video imagery and script imagery. This study used the experimental design. 32 adult beginner tennis players (aged 19 to 21 years) from physical education and sports student of Yogyakarta State University who take tennis course participated in this study. The subject divided into two groups: (1) video imagery group (n=16) who received 15 minutes of video imagery followed by 30 minutes of physical practice and (2) script imagery group (n= 16) who received 15 minutes of script imagery followed by 30 minutes of physical practice where held two times a week for eight weeks. The performance accuracy of the groups on forehand strokes was measured at pre- and posttest using Hewitt tennis test. The research findings showed that (1) Video imagery and Script imagery significant to improve forehand groundstroke skill; and (2) independent t-test showed significant difference effect ( $p = 0,025$ ;  $p < 0,05$ ) of video imagery and script imagery. The results strongly support the use of imagery training in enhancing tennis skills. These findings could have important implication for students who want to improve tennis skill. Therefore, Tennis Lectures*

should maximize psychological training to have the optimal effect on tennis skill performance. The recommendation was made that imagery implementation for beginner tennis player better used video imagery training.

**Keywords:** Video Imagery; Script Imagery; Forehand Skill; Beginner Tennis Player

**Abstract ID: AIC-2017-GDHEC-240**

### **INTRINSIC & EXTRINSIC FACTORS OF JOB HOPPING: A PERSPECTIVE FROM FINAL YEAR BUSINESS STUDENT**

**Corresponding Author:** Nuruljannah Afiqah Johari

**Co-Authors:** Noor Awanis Muslim

UNIVERSITI TENAGA NASIONAL (UNITEN)

#### **Abstract**

*From past activities, motivations often are part of the world current issues. Apart from the issues, the values of intrinsic and extrinsic factors are among variables needed in motivation. The purpose of this paper is to identify the motivating factors among student who now currently in their final year studies at university in Malaysia. How they perceived the perspective on searching the new opportunities and what are the main factors that they want for. This paper also reviewed student opinions and perspectives about job hopping to another better job. To flow the growth of competitiveness, motivation is needed to bear with the excessive development of productivity. The results of this research will commit to the job search field and can avoid, reduce the job dissatisfaction as well as turnover. Consequently, it will raise the rate of employee comfort among the nations from hopping too often. To inspire and attract them to commit with the current job, motivation is strongly rigid to support the factors.*

**Keywords:** Millennials; Turnover Intentions; Job Satisfaction; Retention; Motivation; Job Search

**Abstract ID: AIC-2017-GDHEC-247**

### **GLOBAL LEADERSHIP STUDY IN EMERGING MARKET - SURVEY OF BUSINESS LEADERS OF PAKISTAN**

**Corresponding Author:** Fawad Khan

DHA Suffa University

#### **Abstract**

*The purpose of this exploratory research is to survey senior executives to explore the strategic issues and leadership challenges facing global organizations. This issue has rarely been addressed by the academicians and researchers in Pakistan. Interview was conducted with several business owners and multinational companies' senior managers in Karachi, Pakistan. The aim of this research was to present challenges faced by global leaders and share advice they would give to other regional leaders in the world. The results suggested that successful leadership qualities are vision, change and recognition by leaders in Pakistan.*

**Keywords:** Vision; Global Leadership; Change Management

**Abstract ID: AIC-2017-GDHEC-248**

### **A CONCEPTUAL FRAMEWORK FOR ONLINE AUTHENTIC LEARNING TO SUPPORT KNOWLEDGE CONSTRUCTION AMONG UNDERGRADUATES**

**Corresponding Author:** Ung Hua Lau

**Co-Authors:** Zaidatun Tasir

Universiti Teknologi Malaysia (UTM); Universiti Teknologi MARA (UiTM)

#### **Abstract**

*The paper presents a conceptual framework of student's knowledge construction through online authentic learning environment in learning inferential statistics that enhances student's performance and knowledge retention. The online learning environment was designed based on situated learning theory and social learning theory as an approach for enhancing knowledge construction of the students. An authentic task will serve as the precursor to encourage social interaction among students, teachers and more experienced experts in the process. The social interaction afforded by online learning environment facilitate students' knowledge construction, leading to students' performance and knowledge retention.*

**Keywords:** Online Authentic Learning; Knowledge Construction; Inferential Statistics

**Abstract ID: AIC-2017-GDHEC-254**

### **READINESS OF TEACHERS TO TEACH STUDENTS WITH SPECIAL NEEDS IN MAINSTREAM SECONDARY SCHOOLS**

**Corresponding Author:** Irum Andleeb

**Co-Authors:** Malik Ghulam Behlol

Fatima Jinnah Women University, The Mall, Rawalpindi

#### **Abstract**

*This present research was conducted to explore the teaching strategies and teachers' attitude toward teaching students with special needs in mainstream secondary schools of tehsil Rawalpindi. The study followed a descriptive mixed method design. The study selected fifty-eight teachers from thirty rural secondary schools of tehsil Rawalpindi. The study aimed to assess the teachers attitude towards teaching students with special needs and teaching practices in mainstream secondary schools. The data collection tools were survey questionnaire and interviews. Semi structure interviews were conducted to triangulate the results derived from quantitative data. The study found that most of the teachers had*

*not positives attitudes towards teaching students with special needs in mainstream secondary schools due to overcrowded classrooms, insufficient teachers training and lack of understanding. The study recommended for the provision of professional training and interaction and collaboration between mainstream teachers and special education teachers so they may learn the skills and strategies required for the teaching of students with special needs. It may help them to change their attitudes toward teaching students with special needs.*

**Keywords:** Mainstream Secondary Schools; Attitude; Strategies; Secondary School Teachers

**Abstract ID: AIC-2017-GDHEC-260**

**FROM MYANMAR TO MALAYSIA: PROTRACTED REFUGEE SITUATIONS OF ROHINGYA PEOPLE**

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Universiti Kuala Lumpur Malaysian Institute Of Marine Engineering Technology (UniKL MIMET)

**Abstract**

*This paper examines the prolonged situation of Rohingya Refugees who are escaped from Myanmar to Malaysia for survival. Based on the literature, the Protracted Refugee Situations of Rohingya people occurred due to the several factors in Myanmar and Malaysia. For example, the Rohingya people forced to escape from their place of origin because of the government persecution and also the discrimination by locals. The journey as refugees are not easy for Rohingya and they need to face some risk before reach to a new destination like Malaysia. Although the Rohingya refugee made to reach Malaysia to start a new life, other problems are emerged due to the host government policy which not recognize the status of them as refugees. Hence, the Rohingya refugees' live in Malaysia possibility in limbo and this situation relates to the protracted refugee situations concept. However, the Rohingya refugee assuming the life in Malaysia is better than Myanmar and at the same time, Malaysia also strives to find a durable solution in order to manage the Rohingya refugees' problem.*

**Keywords:** Rohingya; Refugee; Myanmar; Malaysia; Protracted Refugee Situations

**Abstract ID: AIC-2017-GDHEC-263**

**INCLUSIVE PHYSICAL EDUCATION IMPLEMENTATION: CASE STUDY IN YOGYAKARTA, INDONESIA**

**Corresponding Author:** Sumaryanti Sumaryanti

**Co-Authors:** Rl Ambardini; Bm Wara Kushartanti

Yogyakarta State University

**Abstract**

*In recent years, inclusive education has become a very interesting issue in Indonesian education system. Implementation of this policy in this field has never been evaluated. This study aims to explore an overview of the implementation of Inclusive Physical Education in Yogyakarta. This research used survey with observation technique, interview, and give a questionnaire to 40 Physical Education Teachers in inclusive primary schools representing 5 regencies in Yogyakarta Special Region. Inclusive Physical Education Implementation was observed on the documents of lesson plan and preparation of learning equipment. All observations, interviews, and questionnaires were analyzed descriptively. The result showed that there was variability across the schools on the implementation of inclusive physical education. In general, teachers still have difficulty in managing inclusion learning in primary schools because special infrastructure facilities for disability are not yet available, and specific instructional models for inclusive schools are limited. Most teachers (95%) have difficulty in compiling learning variations to keep children excited. Inclusive Physical Education Implementation in Yogyakarta, Indonesia has not been optimal. Then based on the findings, possible recommendations for improvements in implementing inclusive physical education, especially adapted learning model*

**Keywords:** Inclusive Physical Education; Disability; Elementary School

**Abstract ID: AIC-2017-GDHEC-267**

**MEDIATING ROLE OF INTERPERSONAL EMPLOYEE CONFLICT ON THE RELATIONSHIP OF SERVANT LEADERSHIP AND EMPLOYEE TASK PERFORMANCE AND ORGANIZATION CITIZENSHIP BEHAVIOR IN MALAYSIAN TECHNICAL UNIVERSITY NETWORK (MTUN).**

**Corresponding Author:** Mehwish Rashid

**Co-Authors:** Rosmaini Tasmin, Muhammad Shafiq

Universti Tun Hussein Onn Malaysia

**Abstract**

*In the contemporary times, different ways are being explored and implemented to optimize employees performance. It is well understood that servant leadership is very fruitful, being a follower first approach to raise the employees outcomes. But there have been lack in empirical researches on servant leadership in Malaysia. The relationship between servant leadership with employee task performance, and OCB is explored first in this research. Employee conflicts can not be avoided and exist by somehow in each social environment. nature. These interpersonal employee conflicts mediate the relationship of leadership and employee outcomes, moreover impact on employee in-role and extra role performance. This paper focuses the significance of servant leadership resulting in employees' positive performance outcomes. This is also supportive in resolving interpersonal employee conflict. This paper performs empirical research on the relationship between servant leadership, employee conflicts and employee task performance and organizational citizenship behavior in Malaysian Technical University Network (MTUN). It also focuses the mediating role of interpersonal employee conflicts on the Servant leadership and employee task performance, and OCB relationship.*

**Keywords:** Servant Leadership; Interpersonal Employee Conflicts; Employee Performance And Behavior

**Abstract ID: AIC-2017-GDHEC-268**

**PERCEPTION OF INTERNAL QUALITY AUDITORS ON TRAINING, EXPERIENCE, INDEPENDENCE, PROFESSIONALISM, ACCOUNTABILITY, AND COMPETENCY: CASE STUDY ON UNIVERSITY**

**Corresponding Author:** David Pesudo

**Co-Authors:** Arthik Davianti; Elsa Kurniati Lintuman

Satya Wacana Christian University

**Abstract**

*Internal quality audit is one of audit types that can improve the quality of organization's services. Nowadays internal quality audit is not only applied by profit-oriented organizations but also on non-profit-oriented organizations such as university. This research aims to find out how the perception of the internal quality auditor of a university on training, experience, independence, professionalism, accountability, and competency in the terms of quality auditing. The respondent of this research is internal quality auditors of Satya Wacana Christian University Salatiga. This research uses a descriptive qualitative approach using questionnaire and interview 10 internal quality auditors who agree to be respondents. The result shows that all internal quality auditors have a good perception on their training, experience, independence, professionalism, accountability, and competency.*

**Keywords:**

**Abstract ID: AIC-2017-GDHEC-279**

**UTILIZING THE FLIPPED CLASSROOM APPROACH FOR THE TEACHING OF SCIENCE AT ELEMENTARY LEVEL: AN EXPERIMENTAL STUDY**

**Corresponding Author:** Aneela Alam

**Co-Authors:** Farhana Khurshid; Tanzela Alam

Fatima Jinnah Women University Rawalpindi

**Abstract**

*Information and communication technology (ICT) has a variety of software and applications (Marcelle, 2000; UNESCO, 2007). ICT has a strong potential to influence the instructional practices of teachers. Education sector has experienced a paradigm shift recently, from teacher to student centered classrooms. It comes up with a new innovative model known as the flipped classroom. It is known as flipped class because it flipped or inverted the classroom-homework paradigm. The flipped classroom is such a revolutionary structure that shifts the lecture, via technology, outside the class by using videos and transfer homework inside the classroom by the use of learning activities. In Pakistan the concept of flipped classroom is in the air. No research has been found in the Pakistani context in best of my knowledge so this study is a pioneer in its nature. This experimental study focused on investigating the effects of flipped classroom on student's science achievement at elementary school level in Pakistan. Quasi-experimental research design was selected. Two sections of 8th grade were chosen as experimental and control group. Experimental group was taught in the flipped classroom, and control group was taught in the traditional classroom. Pre- and post-test was designed for both experimental and control group. Both independent and paired sample t-test was used keeping the research questions and type of data in mind. Independent sample t-test showed that the difference was highly significant between the mean scores of experimental and control group after the experiment ( $p=0.00$ ). Paired sample t-test showed that there was highly significant difference in the mean score of pre- and post-test of the experimental group ( $p=0.00$ ). The effect size was also calculated to determine the magnitude of the difference through Pearson's correlation coefficient  $r$ . The effect size value (0.93) indicated a very large effect. Current research has implications if proper training and workshops are arranged for teachers related to the flipped classroom. Findings of this research will help to improve the situation of use of ICT for teaching and learning in Pakistan as well.*

**Keywords:** Flipped Classroom; Science Achievement; School Level; Videos; Homework

**Abstract ID: AIC-2017-GDHEC-280**

**FANATICISM OF A KOREAN BOY BAND "SHINEE" AS PERCEIVED BY K-POPERS "SHINEE WORLD INDONESIA" IN KARAWANG REGENCY**

**Corresponding Author:** Zainal Abidin

**Co-Authors:** Yanti Tayo; Mayasari

Universitas Singaperbangsa Karawang

**Abstract**

*Korean popular music, or broadly known as K-Pop, is the most noticeable example of hallyu-wave products. Actors, actresses, soloists, duos, and groups consisting of several members are considered as K-Pop performers. In Korea, such performers are popular by the term "idol". Those who idolize a particular idol, whether it is a soloist or group, often join a fans-club called "fandom". Teenagers as common members of fandom will identify and try to behave in a similar way to their idols. Looking at that phenomenon, this study aims to find the motive behind K-Popers "SHINEE World Indonesia" fanaticism of a Korean boy band, SHINEE. This study applies qualitative method, a research method which is defined as an attempt to get a better understanding regarding the complexity of human interaction. It results in several keywords of qualitative research: process, understanding, complexity, interaction, and human. The researchers adopt qualitative method with phenomenology approach, due to the fact that the research object is closely related to the motive behind K-popers fanatics and their imitative behavior. The researchers realize that the motive and imitative behavior of K-Popers fanatics are processed within themselves, not by the visible behaviors in the outside. This phenomenology research tries to gain knowledge regarding how an early fan constructs the important meaning and*

concepts in inter-subjectivity frame. Fanaticism process is triggered by a motive which is divided into four reasons: (1) generating interest, (2) satisfaction, (3) knowledge, and (4) absorbing "SHINee" as a part of fanaticism lifestyles.

**Keywords:** Fanaticism; POP Culture; K-POP

**Abstract ID: AIC-2017-GDHEC-283**

### **STUDENT PERCEPTIONS OF THE USE OF ASYNCHRONOUS DISCUSSION FORUMS, QUIZZES AND UPLOADED RESOURCES**

**Corresponding Author:** Nurul Shida

UTM JB

#### **Abstract**

*This study examined student perceptions of the use of asynchronous discussion forums, quizzes and uploaded resources within polytechnic students. There has been an increase in the use of LMS in many higher learning institutions in the world. Based on the potential benefits LMS can offer for education, Polytechnic has reviewed several educational policies to reflect the integration of LMS into the teaching-learning process. LMS have tools such as asynchronous discussion forums, and quizzes. The sampling of the research participants was purposive. Employing a case study approach, 97 students from two departments participated in a survey. The instrument's Cronbach's alpha was 0.899. The student questionnaire was divided into three sections. The first section addressed students' perceptions of LMS tools, namely the discussion forums, quizzes, and the use of uploaded resources. The questions were in a Likert scale ranging from 1 to 4 (i.e. Strongly Disagree to Strongly Agree). Quantitative data were analyzed through IBM SPSS. Results were presented in percentages, frequencies, independent sample t-test and ANOVA.*

**Keywords:** Asynchronous Discussion Forums; Quizzes; Uploaded Resources; Lms; Polytechnic.

**Abstract ID: AIC-2017-GDHEC-288**

### **THE INTERRELATIONSHIP OF PERSONALITY, SELF-EFFICACY AND ENTREPRENEURIAL INTENTION AMONG FUTURE TECHNICAL PROFESSIONALS**

**Corresponding Author:** Woon Yokebee

**Co-Authors:** Tan Ooi Kuan; Cham Tat Huei; Chuah Siong Yee

#### **Abstract**

*The past literature has reported that intention of an individual plays a significant role in his or her decision to establish a new firm and getting involved with business activities. This study aims to investigate the impact of future technical professionals' personality and self-efficacy moderating with the gender in non-for-profit higher education institution. Total of 654 future technical professionals from non-for-profit higher education institutions in Malaysia has been collected. Results of this study show that personality and attitude of future technical professionals were found to have a significant impact on the entrepreneurial intention. Furthermore, genders also found to have an influence in determining the intention to be entrepreneur among the future technical professionals.*

**Keywords:** Self-Efficacy; Entrepreneurial Intention; Technical Professionals

**Abstract ID: AIC-2017-GDHEC-294**

### **THROUGH A DIFFERENT LENS: ENGLISH TEACHERS' PERCEPTIONS OF THE PROFESSIONAL UP-SKILLING OF ENGLISH LANGUAGE TEACHERS (PRO-ELT) PROGRAMME AND ITS EFFECTIVENESS.**

**Corresponding Author:** Saiful Islam Ahmad Sukri

**Co-Authors:** Melor Md Yunus

Universiti Kebangsaan Malaysia

#### **Abstract**

*The explosion of in-service professional development programmes for English teachers is inevitable in the 21st century. Nevertheless, many English teachers across the globe are still found linguistically deficient, thus jeopardizing the quality of English teaching as a whole. In spite of in-service professional development programme being the ubiquitous measure to leapfrog the quality of teachers, there is still no guarantee that it would resolve the English teachers' language competency. Thereby, this paper intends to cast light on the perceptions and effectiveness of the Professional Up-skilling of English Language Teachers (henceforth Pro-ELT) Programme from the viewpoints of 111 Malaysian English teachers in the state of Terengganu using retrospective survey questionnaires. The findings indicated that Pro-ELT, on average, is effective in enhancing the English teachers' language proficiency but suffered from some criticisms such as duration of the programme and teachers' workload. Most importantly, this study indicated that mandatory in-service programme, which often yielded negative results, is reacted favourably albeit its shortcomings. This therefore accentuates the significance of the in-service professional development programme in enhancing the proficiency level of English teachers, especially in a limited English-speaking milieu.*

**Keywords:** Pro-ELT; Quality Of Malaysian English Teachers; In-Service Teacher Training; Continuous Professional Development; Language Programme Evaluation



**Abstract ID: AIC-2017-GDHEC-303**

**IMPACT OF ORGANIZATIONAL JUSTICE ON EMPLOYEE PERFORMANCE: MEDIATING ROLE OF EMOTIONAL INTELLIGENCE: AN ANALYSIS OF PUBLIC SECTOR ORGANIZATIONS OF PAKISTAN**

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**Abstract**

*Abstract* One essential element of understanding an organization's behavior is Justice. Organizational Justice (OJ) is an employee's perception towards the fairness of policies made by the organizations. Justice is one of the critical components in an organization for the self-motivation and satisfaction of employees to perform better. Moreover, the justice types i.e. Distributive Justice (DJ), the perception of workers towards the distributed compensations and other rewards, Procedural Justice (PJ), the transparency in the procedures like making policies, rewards and to gain desirable outcome, Interactional Justice (IJ), fairness of manners in carrying procedures, are main the dimensions of OJ and found critical for Employee Performance. Employee's Performance (EP), as the propensity of the employee to use means proficiently and meritoriously to bring out organization's goals is the ultimate outcome. The current study purposely investigated the relationship of organizational justices with employee performance with the mediating role of emotional intelligence in three public sector organizations of Pakistan with the reason of addressing the potential issues associated with employee performance which have not been addressed yet in Pakistani context. Quantitative data collection from three public sector organizations of Pakistan i.e. State Bank of Pakistan (SBP), NADRA and OGDCL, using a self-administered questionnaire survey method, the study followed simple random sampling technique with the sample of 342 questionnaires. The study results designated that organizational justice is positively associated with employee performance with the mediating role of emotional intelligence which exhibits that there is a dire need to address emotional intelligence which is inevitable between the relationship of organizational justice and employee performance.

**Keywords:** Organizational Justice; Distributive Justice; Procedural Justice; Interactional Justice; Emotional Intelligence; Employee Performance

**Abstract ID: AIC-2017-GDHEC-304**

**DIGITAL MICRO-LEARNING (DML) BASED E-TRAINING FOR ENHANCING DIGITAL COMPETENCE OF TEACHER EDUCATORS**

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**Abstract**

*e-Training* has gained potential enticement in this era of digitized educational networks. Teachers are facilitated with extensive e-Training programs to develop and augment their digital knowledge and skills according to the modern patterns. Countries like Pakistan have smaller trends of e-Training programs as teachers are not digitally competent enough. They take such programs as professional burden and wastage of time as these programs comprise of information which may be extended beyond the relevance and professional utilization in teaching and other relevant activities. Also teachers remain unwilling to absorb the cognitive load of lengthy and prolonged information. Digital Micro-Learning (DML) addresses these issues of teachers by diminishing the time allowable for consuming the content during e-Training. DML is a strategy of training through brief, digestible, and well-planned units of information which are consumed by the trainees via digital media. DML contains micro-content and micro-activities within digital training environment. For this research study, e-Training program was conducted on the concept of Digital Micro-Learning so that to maximum facilitate the teacher educators by spending lesser time on learning and taking brief/bit-size content in different forms during this course which was intended to enhance the digital competence of teacher educators focusing on enhancement of two areas: i) digital literacy and ii) e-Teaching skills. Findings of the study revealed the higher engagement level during e-Training and enhanced digital literacy and e-Teaching skills. The study suggests to use the significant approach of DML for attaining optimal outputs from e-Training programs of teacher educators as a tool for continued professional development. This study also identifies the gap of lacking the awareness and utilization of micro-content and related activities amongst teacher educators.

**Keywords:** E-Training; Digital Micro-Learning (Dml); Digital Competence; Digital Literacy

**Abstract ID: AIC-2017-GDHEC-306**

**FIRM AND INDUSTRY LEVEL VARIABLES EFFECTS ON FINANCIAL DISTRESS PREDICTION**

**Corresponding Author:** Agha Nabi

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**Abstract**

*Default* has become an extreme concern in the current world due to financial crisis. Early prediction of companies default delivers evidence for monetary institutions. In spite of numerous advanced approaches that have extensively been projected, this part of study is not outmoded and still needs additional inspection. In this research, the enactment of dissimilar several firm and industry related variables are evaluated in terms of their competence to properly categorize default and non-default Pakistani companies listed in Karachi Stock Exchange (KSE). Additionally, KSE have remained consistent for some years to grow and provided benefit to its stockholders. For this purpose, KSE can be more attractive for investors. Most variables provided noteworthy developments over the prediction models but logit analysis seems to be

the step ahead of all the techniques. In addition, logitanalysis shows to robustness and better prediction accuracy among all othertechniques.

**Keywords:**

**Abstract ID: AIC-2017-GDHEC-307**

**MULTICULTURALISM EDUCATION IN THE ART OF TELEVISION ADVERTISING: A RESPONSE AND CREATION OF AUDIENCES CULTURAL TOLERANCE**

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**Co-Authors:**

Gadjah Mada University

**Abstract**

*The world is always evolving accompanied with the development in other fields, such as technology, art, and education. The point of educational objectives in order to build a humanist, academic, and professional person, must be translated into indicators of learning in everyday life that relevant to the situation and condition of the learners. This means that education should not be "uniform" the multicultural competence of the learner in every region in Indonesia, but rather should be the axis development of the competencies that are needed in each area of the learners. Education process must not thus "alienating" learners on local wisdom in his area and himself as Indonesian. Thus, education as the process of culturalizing for the sake of harmonious person or a citizen of Indonesia sovereign will happen properly. There is the problem of how the categorization given in relation to the field of arts, that makes art increasingly is not considered a cause of its existence. In fact, art can represent a symbolic culture of Indonesia. Linear thinking is very closely related to categorization and comfort life, causing unconsciousness that there is multidisciplinary in the art of television commercials which represents multiculturalism Indonesia. Multiculturalism and the "Indonesian" symbolized through daily life, that dialogues by the audience and creators of advertising via the medium of television. Ads, that are often included in the realm of non-art is a television show featuring the art of the complex role or as a performance that is actually capable of becoming effective and also efficient learning methods about Indonesian and its multiculturalism. It's symbolizing in the art of television advertising that must not be detached from the reality of the socio-positioned as a "spiritual son" of empirical reality in society. Throughout its development, he "formed" and "established" through the upper tolerance of multiculturalism Indonesia.*

**Keywords:** Education; Multiculturalism; Tolerance; Advertising; Television

**Abstract ID: AIC-2017-GDHEC-314**

**THE EFFECT OF WORK LOAD UPON WORK SATISFACTION LECTURER WITH WORK STRESS AS A MEDIATION VARIABLE**

**Corresponding Author:** Isworo Pujotomo

**Co-Authors:** Mohammad Hamsal

Bina Nusantara

**Abstract**

*Job satisfaction is an emergency some very important factors to get maximum results. Satisfaction can be influenced by several factors, organizations need of looking at these factors to improve employee job satisfaction. The purpose of research to determine how much influence the workload on job satisfaction with job stress as a mediating variable. This research was conducted at STTPLN in Jakarta. The number of samples taken by 55 employees, with the saturated sample method. Data were collected by a questionnaire survey and interview tool. Assumption from this research reflected in hypothesis that suspects that there is a positive and significant influence from leadership, motivation, training, and working environment to performance. Path analysis was used to obtain the results that found workload positive effect on job stress, if the workload of employees makes an increase in employee stress will increase. Workload negatively affects job satisfaction, when the workload increases, job satisfaction decreases, and vice versa. Job stress negatively affects job satisfaction. Job stress increases, job satisfaction decreases, and vice versa*

**Keywords:** Work Load; Job Satisfaction; Job Stress

**Abstract ID: AIC-2017-GDHEC-322**

**ECO-TAINMENT DIGITAL LIBRARY AND LEISURE TOURISM: A PRACTICAL APPROACH FOR GENERATION Z**

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**Co-Authors:** Hassnah Wee, Syazwani Mohamad, Normaizatul Akma Md Ghani, Fatimah Jinal, Nor Asmalina Mohd Anuar

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**Abstract**

*Reading culture is one of the elements that need to be strategically enhanced to produce an educated and knowledgeable society in the future, specifically in meeting the National Transformation 2050 strategic objective. However, in Malaysia, reading habit is not comprehensively practiced among the Malaysian youth. The paper provides a brief description of a new concept of an eco-tainment digital library named as Float eVilla. It highlights the importance of reinventing the traditional library concept into a new eco-tainment digital library to create excitement in the reading experience for generation Z. This study employed the random sampling technique for data collection. Self-administered questionnaires were distributed to local and international tourists visited Putrajaya. The results of this study are presented in descriptive statistics and describe the patent of respondents' feedback on the eco-tainment digital*

library characteristics and preferences. Results of the study indicated positive support on the implementation of the Float eVilla concept, which will be able to increase the number of readers among young Malaysians, to create excitement in reading habits, and provide support to the government's mission in education. This study contributes to provide a new perspective in integrating environment, education, and entertainment in leisure tourism setting, which will enhance government transformation strategies to establish a smart young society in the future.

**Keywords:** Education; Innovation; Eco-Tainment Digital Library; Leisure Tourism; Generation Z

**Abstract ID: AIC-2017-GDHEC-323**

**THE PRACTICE IMPLICATIONS OF COGNITIVE EDUCATION TO EARLY CHILDHOOD EDUCATION LEARNING ENVIRONMENT: A RESEARCH SYNTHESIS**

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**Co-Authors:** Fariborz Mohamadi Farsani; Rokhsare Fazli

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**Abstract**

The aim of this study was to examine the implications of cognitive education to early childhood education learning environment. Research method has been research synthesis. In introductory search, approximately two hundred sources were found and after a preliminary examine, fifty sources were studied in-depth. Then a content analysis used to extracting the implications of cognitive education to components of early childhood education learning environment. Based on findings the learning environment in early childhood should be safe and supportive. Also interactive relationships between child-child and adult-child are very important for brain development and as a result child development in all areas, cognitive, physical, social-emotional and linguistic development. Open-ended materials in the environment play an important role in child development especially in creativity realm. Results show learning environment as third teacher of child must be enriched with the proper equipment of the child's age and all types of healthy foods and fresh air. Also existence of outdoor spaces for physical activity is essential for early childhood learning environments based on cognitive education.

**Keywords:** Cognitive Education; Early Childhood Education; Learning Environment; Brain Development

**Abstract ID: AIC-2017-GDHEC-325**

**TEACHERS' LEVEL OF KNOWLEDGE AND ICT USE INTO PEDAGOGY**

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Fatima Jinnah Women University Rawalpindi

**Abstract**

Teachers are one that has the most impact on ICT use in the classroom. The importance of ICT integration is reliant upon teacher decision about the use of ICT into their classrooms. Objectives of the current study were to identify teachers' level of knowledge towards use of ICT into pedagogy and teachers' level of ICT use in classroom at secondary school. Under the descriptive design of the study quantitative method was used. The study was conducted with 100 secondary school teachers using Knowledge and frequency of ICT use Scale. Results were found out through descriptive statistics by identifying percentage, mean score, frequency and standard deviation. Results show that well known ICT types by teachers are the internet, email and word processing with highest mean score 3.38, 3.35 and 3.17 respectively. Teachers depicted high level of knowledge towards internet, communication and play games with highest mean score 3.58, 3.51 and 3.23. It was also found that significant correlation (.692) exists between teachers' knowledge and ICT use into pedagogy. Research identified that teachers' lack of knowledge in 11 areas of ICT and use 3 ICT types. It depicted the need for enhancing their level of knowledge on ICT.

**Keywords:** Teachers' Level Of Knowledge; Ict Use; Pedagogy

**Abstract ID: AIC-2017-GDHEC-347**

**COMMUNICATION PATTERN OF Kiyai AND SANTRI AT PONDOK PESANTREN TARBIYAH WILDAN RAWA MERTA KABUPATEN KARAWANG**

**Corresponding Author:** Siti Nursanti

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Universitas Singaperbangsa

**Abstract**

Pondok Pesantren Tarbiyatul Wildan in Rawa is an educational institution intended for children 5 years to 7 years old. The age is quite unique because usually children at such ages are in need of the family. This research will discuss about the meaning of santri or students for kyai or teachers who play the role of teachers and parents at the same time. This study uses a case study approach where the resource persons are drawn from different angles. In this study found the result that kyai has a function as a teacher, friends as well as parents at the same time. Various problems arise in the management of educational institutions which certainly appeals to a kyai more patient and understand the students built

**Keywords:** Communication Pattern; Teacher Communications Pattern; Interpersonal Communications

**Abstract ID: AIC-2017-GDHEC-349**

**HEALTH COMMUNICATION STRATEGY KARAWANG REGENCY GOVERNMENT IN REDUCING MATERNAL MORTALITY AND INFANT MORTALITY RATE**

**Corresponding Author:** Siti Nursanti

**Co-Authors:** Susane Dida, Mm, Mien Hidayat, Irvan Afriandi, Grad, Universitas Singaperbangsa

**Abstract**

*Maternal mortality rate and infant mortality rate is still a homework for health office of Karawang regency government. As one of the pilot districts in the EMAS program initiated by USAID karawang district was chosen to be a pilot district in the handling of maternal and infant mortality. this study uses case study research methods where a problem that has occurred is studied more deeply and then revisited in a narrative form. In this study found that karawang regency succeeded in reducing maternal mortality and infant mortality rate through 3 steps that is 1. improvement of health officer accountability 2. activation of civil society 3. continuous program which akna influence index of human development*

**Keywords:** Health Communications; Health Communications Program; Community Health Communications

**Abstract ID: AIC-2017-GDHEC-350**

**RELATIONSHIP BETWEEN HYDRATION STATUS AND FLUID CONSUMPTION IN BASKETBALL ATHLETES**

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**Abstract**

*In addition to nutritional needs, athletes also require good hydration and fluid consumption. The purpose of this study was to determine the athlete's perception of fluid requirement (hydration) and fluid consumption both during exercise and matches at 18-year-old male and female basketball athletes. This study used a quantitative method and population sampling. The subject in this study was Indramayu basketball athletes (N= 23) which followed region competition. The data collected comprises fluid consumption, hydration status, drinking habit consisting of the frequency, the type and the source of drink, and the knowledge about fluid. Drinking habit and water consumption and the knowledge of fluid are measured by using questionnaires "Food Beverage" and hydration status can be seen using PURI. The data were analyzed by the descriptive statistic and Pearson correlation. The research findings showed that (1) majority of research subjects are dehydrated, the total of 23 athletes, 12 (52,2%) athletes are dehydrated and 11 12 (47,8%) athletes in good status and very dehydrated. (2) majority of research subjects in fluid consumption is still lacking, 11 (47%) of the total respondents are in the category of fewer fluids consumption. (3) based on Pearson correlation between fluid consumption and hydration status of  $r_{xy} -0.185$  with  $p$  (sig.) = 0,399. It turns out  $p > 0.05$ ; and the direction is negative (-); thus  $H_0$  accepted and  $H_a$  rejected; so it can be concluded there is no significant negative relationship between the amount of fluid consumption and hydration status of Indramayu basketball athletes. This study contributed in providing knowledge about fluid consumption and hydration in basketball athletes. Recommendations were made that there is an arrangement on fluid consumption of athletes prior to, during and after training is needed.*

**Keywords:** Hydration Status; Fluid Consumption; Basketball Athletes

**Abstract ID: AIC-2017-GDHEC-364**

**CROSS CULTURAL ANALYSIS ON ELECTRONIC APPLIANCE PURCHASING CONSIDERATION AND USING BEHAVIOUR IN RESIDENTIAL SECTOR BETWEEN MALAYSIA AND JAPAN**

**Corresponding Author:** Rajiv Mangruwa

**Co-Authors:** Akhbariah Mahdzir

University Technology Malaysia

**Abstract**

*Electronic appliances purchasing consideration playing huge effect in using behavior which unique and complex. The role of culture in purchasing and using the electronic appliances in Japanese and Malaysian households is focused in this research. The Japanese are much better in terms of energy savings behavior in order to decrease the emission of the country. It will help to sort out energy usage patterns that are rooted in the Japanese culture and thus resistant to rapid changes in the technological aspect of buying household appliances. The Japanese daily use of appliances is more effective and efficient than Malaysians who make up one-third of the Japanese population. The impact of occupant behavior on energy consumption is therefore crucial to be investigated. It was observed that the Japanese to be better informed about energy end use. however, the following similarities in knowledge levels and attitudes between these two cultures were also observed.*

**Keywords:** Energy Saving Behavior; Energy Usage Pattern; House Hold Appliances; Occupant Behavior

**Abstract ID: AIC-2017-GDHEC-374**

**YOUNG GARUDA INDONESIA (GMI) AS INNOVATION CHARACTER EDUCATION PROGRAM FOR ELEMENTARY SCHOOL STUDENTS**

**Corresponding Author:** Ratih Kartika

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**Abstract**

*Elementary School as one of the institutions of formal education has a very important role and essential to the formation of national character. To form a mature personality traits required continous processes and continous throughout life. This process should start early because is the right time to instill the values of character because this*

will form the basic foundation for further development. Garuda Muda Indonesia (GMI) program is present as one of the characters early education innovation where students 5th grade elementary school choice that comes from towns and villages to exchange and learn. The activities include the introduction of environment-based learning methods and IT, fun outdoor activities, rural and rural environment study, and making creative works of student. Thus through this program are expected to occur transfer of knowledge and the transfer of value between students in rural and urban that supports character education destination for Indonesian youths.

**Keywords:** Young Garuda Indonesia; Character Education; Elementary School

**Abstract ID: AIC-2017-GDHEC-380**

**COMPARATIVE EFFECTIVENESS OF TECHNOLOGY ENHANCED, GUIDED AND DIRECT LEARNING ON STUDENTS' PERFORMANCE IN CREATIVE ART IN NIGERIA.**

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**Abstract**

Technology has virtually revolutionized every phase of life in this dispensation. The discovery of technology has provided a fore for continual progress in educational circles and several other areas. Guided and direct instructional learning are popular, widely accepted and employed for passing instructions and acquiring skills in technical and vocational education. However these learning approaches have their shortcomings. Following the varying discoveries of technologically enhanced learning, alternatives are being sought by several researchers in order to improve performance in different disciplines, and promote rapid acquisition of skills in practical fields. This experimental study compared the effectiveness of three instructional strategies for upper basic eight classes in Creative Art in Nigeria. 542 participants were involved. Technology-enhanced strategy group consisted of 200 students; 170 for guided and 172 for direct instructional strategies. Male and female participants were 273 and 269 respectively; while public and private schools had 347 and 195 participants. Pretest was administered on each of the groups before instructions were carried out according to the identified instructional strategies. Drawing and painting was the content area of Creative Art subject employed; then the posttest to assess the effectiveness of the instructional strategies. The study revealed, employing ANOVA analysis, that all students improved performance with each of the three instructional strategies, but technology-enhanced learning group showed most improvement, while the guided group did more than the direct group. There was no significant main effect of gender on performance in both public and private schools. Technology-enhanced learning was recommended as a veritable strategy that could improve upper basic students' performance in Creative Art.

**Keywords:** Technology Enhanced Learning; Guided; Direct; Instructional Strategy

**Abstract ID: AIC-2017-GDHEC-382**

**EVALUATION OF THE RESOURCES FOR THE IMPLEMENTATION OF SCIENCE CURRICULA FOR SENIOR SECONDARY SCHOOLS IN NIGERIA**

**Corresponding Author:** Fariwontan Emmanuel Bolorunduro

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**Abstract**

Evaluation of resources to ascertain the appropriateness, availability and adequacy of the process of implementing the science education curricula has become a major factor in the realization of the stated science objectives in the curriculum. Evaluation design was employed for the study. This research was guided by eight (8) research questions and three hypotheses. Eight hundred and eighty teachers (880) in the one hundred and forty four secondary schools in Nigeria formed the population for the study. Data were collected through questionnaire. The questionnaire was validated and trial tested to confirm its internal consistency which was found to be 0.91. The research questions were answered using simple percentages while the three hypotheses were tested using t-test statistics. The result of the study revealed that the resources (human and materials) were not adequately available and the available ones were not properly managed. The available resources were more pronounced in schools located in urban locations than schools in rural areas. The result further revealed that the science teachers were inadequate to go round the schools and some of the teachers were not qualified. Upon these findings some recommendations were made toward improving the resources for the teaching and learning of science in Nigeria, and to foster scientific and technological breakthrough in Nigeria. . .

**Keywords:** Evaluation; Resources; Implementation; Science And Curriculum

**Abstract ID: AIC-2017-GDHEC-391**

**DEVELOPING CIVIL SOCIETY: CAN WE EXPECT NGO ?**

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**Abstract**

The development of civil society becomes an important issue today. Democracies in some countries have stagnated because civil society failed to play his roles, as controlling, watching, influencing policy, and so forth. In other side, society as environment where civil society is, may has different characters between one area and each others. For example, society with equal and individual values, while other has patronage values. The existence of civil society can not be separated from character of society. It means, developing civil society need to consider character of society. In Indonesia, some scholar mentioned weakness of Indonesian civil society. Most of them seen activity of civil society through observing NGO activities, demonstration, and so forth. Institutionally, we can call them as civil society

organization. But, let's see society where they work. Indonesian society, especially in rural area, tend to practices patron-client relationship values. Daily social life often work in patron-client term, among persons who occupy higher social status and lower. Organizations, such as NGO, have no strong roots to reach daily social life, so difficult to be part of society. In same case, Indonesian rural society have no values to take people on demonstration. In those situations, is it make sense to see the organizations and activities as civil society activities? Based on evidences in some rural areas in Indonesia, this article will show that community leaders have large opportunity to lead civil society. They have strong social capital to play role of civil society, as Putnam's argument about social capital in civil society. But, the evidences also send informations that the community leaders have no enough knowledge to do it. Even, they are possible to betray people, by self-benefit oriented. However, by their social capital, we can develop civil society, while NGO failed to act as civil society.

**Keywords:** Developing; Civil Societ; NGO; Community Leaders

**Abstract ID:** AIC-2017-GDHEC-395

#### **ASPECTS OF LAND USE GOVERNANCE ON PANGKOR ISLAND**

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University of Selangor

#### **Abstract**

*The growth of world's population directly causes depletion of natural resources, including land resources to meet the demand for food, house and other human needs. Limited land resources and rising demand in turn lead to conflicts in land use. In the context of developing an island, scarce land resource is often an important issue that becomes the public concern. Governance of land use in an island is different from the mainland where it is influenced by factors such as limited land resources, population growth, sectoral competition for land use and carrying capacity. Challenges that exist on Pangkor Island today are mostly centered on the issue of housing, infrastructure, utilities and waste management where the efficient and effective land use planning and development is indispensable to solve these issues. This paper aims to discuss the aspects of land use governance with specific reference to one of the famous tourist islands in Malaysia, namely Pangkor Island. In Malaysia, an institutional actor is a dominant actor in the governance process of land usage while the private sector and civil society have its own function in the entire network of governance. For each existing proposal of land use, a complete information system will have data on its type, location, amount, condition, quality, timing, and cost. In the traditional land information system, at least up-to-date type, location and amount data are required for accurate land planning. Land use can also be classified into five different dimensions; namely general site development, economic "over-use", activity characteristics, site adaptation and actual use.*

**Keywords:** Aspects Of Land Use Governance; Land Use Planning; Land Use Issues; Classification Of Land Use; Dimension Of Land Use; Pangkor Island

**Abstract ID:** AIC-2017-GDHEC-400

#### **APPLICATION OF BOS IN FORMULATION OF KPIS FOR MANAGING TRAINING PROGRAM IN PROFESSIONAL AND SCIENCE EDUCATION**

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Senior Research Officer

#### **Abstract**

*The purpose of this study is to apply Blue Ocean Strategy (BOS) in designing key performance indicators (KPIs) to develop qualitative indicators for managing training program for teacher educators. These qualitative indicators adapted from a theme of 6-path BOS used as standards to value the functionality. The opinion of 69 educators of training institutions on the importance of indicators was collected and analyzed by Fuzzy Delphi Method (FDM), which helps to solve the inherent uncertainty during the selection of indicators as well as to satisfy the standard of convergence. By using FDM the standard-wise indexes of indicators were screened, 53 performance Indicators out of 82 from 25 KPIs are accepted which are at or above the threshold values. By responding to open ended questions, the teacher educators agreed that the designed BOS-KPIs can be applied in training institutions to promote professional trainings in science education, medical and engineering sciences. They suggested before launching BOS-KPIs, the training of the training team is required to operate and obtain the accurate results.*

**Keywords:** Fuzzy Delphi Method; Key Performance Indicators; Blue Ocean Strategy; Teacher Training Program; Teacher Educators

**Abstract ID:** AIC-2017-GDHEC-405

#### **THE ROLE OF TEACHERS ON CHARACTER EDUCATION STUDENTS PRIMARY SCHOOL**

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**Co-Authors:** Iman Syahid Arifudin

Indonesia University Of Education

#### **Abstract**

*This research is a case study that focused on the role of teacher to student character education in primary school. The research was conducted because of the role of teachers as instructional designers, instructional manager, learning director, evaluator of learning, and learning counselors felt still less than optimal in instilling character education in primary school. The purpose of this study was to describe the role of the teacher as a designer of learning, learning manager, director of learning, learning evaluators and counselors learning for character education in primary school. To achieve these goals, used the case study method using qualitative research design. Based on the research that has*

been done can be seen that the role of the character education teacher in class, has been instilling the values of character with quite effective. It is seen from the change in the character or attitude on students at each meeting teaching and learning activities in the classroom. Based on the analysis of data and observations, the role of teachers as instructional designers have to instill character values of nationalism, respect, and unyielding in planning the implementation of learning activities, plainly role of teachers as managers of learning has led to an independent character, creative by giving tasks and provide a conducive situation in the classroom to students. Then the role of the teacher as director of learning has raised the character of hard work on students with what she had done in the classroom. And the role of teachers as evaluators and counselors have caused the character of discipline, honesty, and responsibility for student learning outcomes, and if there is a problem on the student teachers do counselors gradually to the students so that the character of discipline and responsibility of the students could be formed. **Keywords:** Case Study Research Methods, Role of Teachers, Learning Designer, Values Character Education.

**Abstract ID: AIC-2017-GDHEC-409**

**AN ASSESSMENT OF IN CAMPUS MOSQUE OPEN COURTYARD DESIGN FROM USERS PERCEPTION FOR SUSTAINABLE LIVING**

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**Co-Authors:** Mohd Azham Ibrahim

Universiti Teknologi Malaysia

**Abstract**

*This study focuses on the efficiency of campus mosque courtyard spaces planning and design in Malaysian universities. This is because many of mosque open courtyards in Malaysian campus are treated as leftover spaces in which they are lavishly adorned with softscape features and unutilised hardscape elements. The mosque open courtyards are not effectively used for communal activities as the area sets on a palatial site, disintegrated as a distinct entity far away from campus facilities. The objective of the study is to evaluate the available typology and function of mosque open courtyards in Malaysian universities based on users' perception and to develop a proper guideline for designing an open courtyard appropriate for mosque in universities that fulfill the campus communal needs. Evidence for the case studies are collected from two prominent campus mosques in Malaysia, which are the International Islamic University and University Putra Malaysia. This research analyses the mosque courtyard spaces through observation and questionnaires. This is made possible by using semiotic as a methodology that rooted from interpretivism paradigm. The findings of this research will prove useful in developing a design guideline proposal that can be implemented to improve the quality of mosque open courtyards for future design towards the development of sustainable living environment.*

**Keywords:** Campus Mosques Open Courtyard ; Communal Development ; Malaysian Campus

**Abstract ID: AIC-2017-GDHEC-413**

**CLUSTER PROFILES OF ACHIEVEMENT GOAL ORIENTATIONS AND WELL- BEING AMONG THE SECONDARY SCHOOL STUDENTS**

**Corresponding Author:** Priyadarshini Muthukrishnan

**Co-Authors:** Thomas Alexander

SEGi University, Kota Damansara, Selangor

**Abstract**

*Assessing students' achievement goals and their well- being is important to improvise the academic settings and to facilitate the holistic development of the students. This study aimed 1) to identify the distinct cluster profiles of achievement goals and well- being, and 2) to find out any significant gender differences among the identified clusters profiles among the secondary school students. 404 students were selected for the study and the sample completed the Achievement Goal Orientation inventory and Student well- being scale, both were developed and validated by the investigator. k- means clustering analysis showed that three distinct clusters could differentiate the students. The results showed that the three goal orientations were complimentary. The first cluster with 119 students had high performance approach and low well- being. This confirmed that the students demonstrating learning as a pursuit of competence have low well- being. The second cluster showed 129 students with mixed achievement goals and moderate well- being. The final clusters consisted of 156 students with mastery approach and high well- being. The chi- square analysis showed that there was significant difference among the cluster profiles across gender. The findings demonstrated that student disposition towards mastery goals demonstrated better well- being.*

**Keywords:** Key Words: Achievement Goals; Psychological Well- Being; Mastery Approach; Performance Approach; Work- Avoidance; Cluster Analysis.

**Abstract ID: AIC-2017-GDHEC-417**

**THE SUBJECTS REQUIRED BY INDUSTRIES FOR ENGINEERING TECHNOLOGY STUDENTS IN UNIVERSITI TUN HUSSEIN ONN MALAYSIA**

**Corresponding Author:** Jamaludin Jalani

**Co-Authors:** Rasida Norjali, Sumaiya Mashori, Amirul Syafiq

University Tun Hussein Onn Malaysia

**Abstract**

*This paper investigates the subjects required by industries, taught by the Faculty of Engineering technology (FTK), Universiti Tun Hussein Onn Malaysia (UTHM) and examines the suitability of subjects offered to the Electrical Engineering Technology students. The subjects offered include the national requirement, HEPs (Higher Education Providers), personal development, common core, discipline core, and software. The FTK, in particular under the*

Department of Electrical Engineering Technology is committed to providing its students with the best teaching and learning quality. However, the courses taken by the students have to be relevant to the industrial need. In addition, the suitability of subject has become one of the criteria for the majority of employers in selecting the potential students to work with them. The appropriate courses that offered also allow the students to build the confidence in preparing the job interview. At present, the subjects offered by the FTK require further investigation so that the subjects are always relevant to the industrial need. In addition, it is worth to note that the FTK is a new faculty established in 2012 in UTHM. The FTK responsible for developing a new program particularly for the Electrical Engineering Technology. Hence, an online survey has been carried out and 32 companies have involved participating in the survey. Based on the results, it is found that the majority of industries in Malaysia agreed that the subjects taught by the Department of Electrical Engineering Technology, FTK are suitable for electrical engineering students.

**Abstract ID: AIC-2017-GDHEC-426**

### **THE IMPACT OF LEADERSHIP STYLES AND HUMAN RESOURCE PRACTICES ON COMMITMENT-TO-CHANGE**

**Corresponding Author:** Mung Ling Voon

**Co-Authors:** Ngui Kwang Sing

Swinburne University Of Technology

#### **Abstract**

*Leading an organisation through change requires not only setting a clear vision for the change agenda, but also improving existing systems and fostering employee commitment to change. Leadership style plays a role, along with human resource practices. This study examines the influence of transformational, transactional and laissez-faire leadership styles on academician commitment-to-change in Malaysian public universities and tests the mediation effect of human resource practices. The study finds that transformational, transactional and laissez-faire leadership styles were positively related to commitment-to-change, with a mediating effect of human resource practices. The results reveal that two human resource practices, teamwork and development and management transparency, mediated the relationship between two leadership styles (transformational and transactional) and commitment-to-change.*

**Keywords:** Transformational Leadership; Transactional Leadership; Laissez-Faire; Commitment-To-Change; Human Resource Practices

**Abstract ID: AIC-2017-GDHEC-443**

### **LEARNING GRAMMAR IN A FUN WAY WITH GIGVAGANZA**

**Corresponding Author:** Noor Azlinda Zainal Abidin

Universiti Malaysia Pahang

#### **Abstract**

*Grammar has been a very dull and dry part of language learning. It is usually less emphasized to other skills such as Writing, Speaking, Reading and Listening. With the limited time given in teaching grammar in English classroom, grammar is incorporated in all skills taught. However, students' understanding in grammar has always ended up with teacher's frustration and mistakes are repeatedly done or application of grammar in all skills are not seen so much. Due to the situation, GIGvaganza (Get into Grammar) was introduced as one of the projects in an English course in Universiti Malaysia Pahang (UMP) and now it is used as one of the modules in UAE-ECER Empower programme in UMP to ensure the application of language learning especially in grammar. In this study, students and school teachers were asked on their perception of the programme. The outcome of the GIGvaganza is that students give positive results and improvement of the programme needs to be done to give more positive impact to their language learning. It is hoped that the GIGvaganza does not only help students in learning grammar but apply the content in their language learning.*

**Keywords:** Gigvaganza; Grammar; Fun Learning

**Abstract ID: AIC-2017-GDHEC-445**

### **TEACHER JOB SATISFACTION: A STUDY IN SECONDARY SCHOOLS OF BANGLADESH**

**Corresponding Author:** Monira Jahan

**Co-Authors:** Monira Jahan, Md. Meraz Ahmed

Jagannath University

#### **Abstract**

*Abstract: This study was investigated to assess teachers' job satisfaction in secondary schools of Bangladesh. The Sample for the present study was selected from 46 secondary schools. This was a survey study within the nature of positivist and constructive approaches as mix research method (i.e. quantitative and qualitative) was used to generate data of the study. Questionnaire survey technique and focus group discussion (FGD) were administered to the selected sample of 258+ secondary schools teachers generating quantitative and qualitative information. Brothe Brefield job satisfaction scale and Kanungo's job involvement scale were manipulated to measure teachers' job satisfaction and job involvement respectively. The findings of the study indicated that most of the teachers in the sample were generally satisfied ranging from moderately satisfied to satisfied. Gender, school location, school type, attitude to benefits and job involvement were identified as robust predictors for teachers' job satisfaction. The implications of the findings are also discussed here that will help in formulation policy for teachers' satisfaction.*

**Keywords:** Job Satisfaction; Survey Study; Job Involvement; Predictors; Positivist; Constructive; Mixed Method; Quantitative And Qualitative Approaches



**Abstract ID: AIC-2017-GDHEC-453**

**ETHNOGRAPHY IN THE COURT ROOM**

**Corresponding Author:** Aan Widodo

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University Of Bhayangkara Jakarta Raya

**Abstract**

*The purpose of this study is to describe ethnography in the court room in Central Jakarta District Court as a form of cultural communication. This study discusses two research questions: how is the arrangement of Central Jakarta Court room as a setting of communication in the trial? and How is the language used in the trial in the Central Jakarta District Court ?. This research uses qualitative method, ethnography approach. The results of this study indicate that the arrangement of space in the trial shows the social status in communicating that leads to the concept of social structure in society. In addition, the language used is different, and shows the socioeconomic person involved in the trial.*

**Keywords:** Ethnography; Language; Culture

**Abstract ID: AIC-2017-GDHEC-454**

**GLASS CEILING IN IRAN: A NARRATIVE FROM FEMALE FACULTY MEMBERS**

**Corresponding Author:** Fariba Adli

**Co-Authors:** Zahra Moharrer

University

**Abstract**

*Due to the growth of universities in recent years, the presence of women has been increased in the community throughout the country, Iran. Likewise, the proportion of female faculty members has also been proliferated. At the present, 25% of the faculty members of Iranian universities are women who work as lecturers, assistant professors, associate professors, and professors. Along with this change, a question is raised whether women faculty have crossed the glass ceiling? In other words, what is the role of women faculty members in top- level management and policy formation positions at Iranian universities? The current article employed qualitative methodology to interview 17 Iranian women faculty members with a track record of 20-30 years of work experience at universities. The researchers investigated and analyzed the interviewees' emotions and thoughts regarding their roles in decision-making and policy-making at universities. In addition to interview, we also reviewed the content of documents of the Supreme Council of the Cultural Revolution (also called Supreme Cultural Revolution Council or SCRC), Academy of Sciences of Iran, and management university policies. The findings of the present research revealed that female faculty members have the practical sound knowledge and confidence that they required for their positions; and also nothing was discussed in the relevant documents on the gender of managers. However, organizational and cultural factors, as the serious hindrance, obstructed the female faculty members' success to achieve top-level managers and policy-makers positions at universities. Therefore, given the incredible expansion of universities, it is necessary to eliminate the invisible glass ceiling at universities by changing organizational policies for better development of scientific and cultural exchanges with other countries.*

**Keywords:** Female Faculty Members; Glass Ceiling; University Policies; Universities In Iran

**Abstract ID: AIC-2017-GDHEC-455**

**APPLICATION OF PROJECT METHODS TO INCREASE STUDENT LEARNING ACTIVITIES AT LEARNING LANGUAGE INDONESIAN SUBJECT TO WRITE REPORT**

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**Co-Authors:** Rifki Asriyah

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**Abstract**

*This research is based on the findings of problems that occur in class V MI Nurul Huda Rancaekek Bandung Regency, when the process of learning Indonesian on the aspects of writing skills take place the learning activities of students is very less. This is due to the inability of students to write reports with appropriate stages of observation reports, in the absence of guidance and modeling of how to write observational reports conducted by teachers. Then, students are not able to write reports with due regard to the exact spelling, because the teacher does not give students the opportunity for cooperation and discussion. To overcome the problem is done learning innovation that can involve students actively, that is by applying project method. The project method is a way of presenting a lesson that starts from one problem, then discussed from various related aspects so that the solution as a whole and meaningful. This study aims to obtain a picture of student learning activities before learning to write a report. By using the project method, students can gain experience in learning to share activities and responsibilities so that the activities and ability of students in writing observation reports increases. The method used in this research is classroom action research method. Classroom Action Research (PTK) is a research conducted in the classroom in the form of learning practices with the aim of improving and improving student learning activities by doing the steps: planning, action, observation and reflection. The data collection technique using observation sheet student and teacher activity as well as test questions. The result of the research is before using the project method of learning activity students only get 38,77%, but after doing cycle I student activity become 67,2%, and cycle II get 82,88%. It shows an increase in student learning activity on learning Indonesian language using project method. Thus, the project method can be used as an alternative way of learning Indonesian language especially aspects of writing skill of observation report.*

**Keywords:** Learning Activities; Project Methods; And Writing Observation Reports.

**Abstract ID: AIC-2017-GDHEC-461**

**ORGANIZATIONAL CLIMATE AND KNOWLEDGE SHARING: A MODERATING ROLE OF COGNITIVE BASED TRUST AMONG HEALTH CARE PROFESSIONALS**

**Corresponding Author:** Muhammad Wasim Akram

**Co-Authors:** Kiran Rizzaq; Wasim Ul Rehman; Muhammad Khyzer Bin Dost  
Universiti Teknologi Malaysia

**Abstract**

*This study turns to examine the impact of organizational climate on knowledge sharing using moderating role of cognitive based trust in view that health care professionals are knowledge worker require updated information to improve their knowledge productivity. A survey approach (questionnaire) is used to collect the data from health care professionals from four mega cities of Punjab, Pakistan. Using convenient sampling, the results of internal reliability and confirmatory factor analysis (CFA) reveal the existence of internal reliability and validity of the constructs on the sample of 450. The findings of the study indicate that organizational climate significantly and positively influences knowledge sharing (i.e. knowledge collecting and knowledge donating). Nevertheless, the results of study also indicate that trust moderate the relationship between organizational climate and knowledge donating which implies that employees' willingness to share knowledge among peers depend on their degree of intimacy. This study contributes in theoretical and practical lens by considering organizational factors such as organizational climate and as well individual factors trust to influences the knowledge sharing practices among health care professionals.*

**Keywords:** Knowledge Sharing; Organizational Climate; Cognitive Based Trust; Health Care Professionals

**Abstract ID: AIC-2017-GDHEC-467**

**THE LINK BETWEEN LIFE EFFECTIVENESS, WELL-BEING AND LIFE SATISFACTION AMONG COMMUNITIES OF SEPANGGAR ISLAND**

**Corresponding Author:** Bee Seok Chua

**Co-Authors:** Getrude Cosmas; Saidatul Nornis Hj. Mahali  
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**Abstract**

*The purpose of the study was to investigate the link between life effectiveness, well-being and life satisfaction among Sepanggar Island community. Besides, the aim also to gauge the relationship between these variable according to the difference generation of the island. A random sample of 124 persons living at Sepanggar Island, Sabah (aged 65 to 97) responded to a questionnaire that included the following scales: The WHO-5 Well-being Index; The Satisfaction with Life Scale (SWLS); and The Satisfaction with Life Scale (SWLS). Findings suggested that the communities of Sepanggar Island who able to initiate action in new situations reported higher well-being. The subscale of time management and social competence contributed significantly and positively on communities' life satisfaction. The findings showed that life effectiveness of X Generation contributed higher variance in well-being as compared to life effectiveness among Y Generation. the results also reported that three out of the 10 subscales of life effectiveness, intellectual flexibility; task leadership and active initiative were the significant predictor of well-being among X Generation. Contrary, emotion control was the only significant predictor of well-being among Y Generation. the analysis on the effect of each subscales of life effectiveness toward life satisfaction showed the sub scale of social competence was the only significant predictor of life satisfaction among X Generation of Sepanggar Island. But, for Y Generation besides social competence, active initiative was also a significant predictor of their life satisfaction.*

**Keywords:** Life Effectiveness; Well-Being; Life Satisfaction; Sepanggar Island

**Abstract ID: AIC-2017-GDHEC-476**

**TRANSFORMATIVE LEARNING IN RESPONSE TO CLIMATE CHANGE: A CASE STUDY FROM VIETNAM'S MEKONG DELTA**

**Corresponding Author:** Nguyen Quang

Can Tho University

**Abstract**

*Communities in Vietnam's Mekong Delta appear most vulnerable to increasing threats caused by climate change effects and Mekong mainstream dam-building projects. While recent moves undertaken by the Vietnamese government have made little progress in coping with climate change, attention has shifted to the emergence of grassroots sustainability initiatives and transformative learning. Some success stories from grassroots community-based collective action on climate change highlight the potential to implement social innovation and change processes from the 'ground up'. However, there are few empirical examples that allow generalizing and theorizing grassroots community-based low carbon practices in terms of their transformative learning potential and identify the factors for success of community-based social innovations in achieving more widespread adoption outside of their local, sustainability 'niche'. In this respect, the paper seeks to address two significant gaps related to community climate action: first, transformative learning appears necessary to self-help climate resilient approach at local level since farmers hold both the ability and desire to shift their lifestyle choices and farming practices to align with a low carbon future. Second, the potential for grassroots transformative learning to influence mainstream climate change governance – an area significantly under researched. Drawing on a case study of transformative learning in disaster-prone villages in the Mekong Delta, the paper sheds some light on in what ways transformative learning holds the key to broader social change.*

**Keywords:** Transformative Learning; Climate Change In Mekong Delta; Sustainable Development; Community Climate Action; T-Learning And Sustainability

**Abstract ID: AIC-2017-GDHEC-478**

**ANALYSIS ABOUT EVOLUTION OF 'ISLAM NUSANTARA' CONCEPT: BETWEEN TRADITIONAL AND CONTEMPORARY THOUGHTS IN INDONESIA**

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**Co-Authors:** Sari Lestari, Zr. M.Ec

Universitas Islam Negeri Raden Fatah Palembang

**Abstract**

*This study uses a qualitative descriptive approach. The goal is to analyze thoughts about the concept of Islam Nusantara, both traditional and contemporary thoughts. The data used in this study is in the form of technical literature, refer and record. Technical literature is a technique using written sources to obtain data. Technical refer and record means that researcher as a key instrument refers carefully and focused to the data source that is the target of research in the form of literature related to the research topic. The findings of the study are the analysis and discussion that can be concluded that the opposition or divisions between Islam, Arab and Nusantara should not to be done. It was the notion that Islam as "rahmatan lil 'alamin" (mercy for all creatures) very likely to interact with any value in various parts of the world that has the respective local wisdom. The paradox between the face of Muslims and Islam also should not be a reason for the need for 'new Islam' because the people and values are two different things. Supposedly the experience of renewal is the implementation of the teachings of Islam espoused by adherents, through a better understanding and goodwill to carry Islam in a kaffah manner.*

**Keywords:** Islam Nusantara; Islam; Contemporary Thoughts

**Abstract ID: AIC-2017-GDHEC-479**

**POLITICAL DYNASTY IN REGIONAL LEADERSHIP, HUMAN RESOURCES, ECONOMIC DEVELOPMENT AN INDONESIA EMPIRICAL EXPERIENCE**

**Corresponding Author:** Sari Lestari Zainal Ridho

**Co-Authors:** Abdur Razzaq, Sari Lestari Zainal Ridho

Politeknik Negeri Sriwijaya

**Abstract**

*Political dynasties in Indonesia are widespread. In 2013, the practice of political dynasties in regional leadership of government in Indonesia rose to 11%, which was previously only 3%. Increasing the practice of political dynasties in regional leadership, raises the pros and cons of these conditions, particularly in relation to their impact on the condition of the people they lead, both in terms of the quality of their human resources and welfare, which are indicators of economic development. Therefore, the purpose of this study is to critically examine the impact of the political dynasty on regional leadership on human resources and economic development in Indonesia, based on the notion that political legitimacy (democracy) affects economic conditions and or welfare in certain areas. Using the quantitative descriptive method, which had not previously been empirically explored in Indonesia, this study examines data on leadership, human resources and welfare conditions in various regions of Indonesia. The data used in this study is data from 34 provinces in Indonesia during the period of 2013-2015. The variable of political dynasty is measured by the presence or absence of the practice of political dynasty in the existing leadership in an area, the variable of human resources is measured by the school participation rate and the economic development or welfare condition is measured by using the indicator of the number of poor people.*

**Keywords:** Political Dynasty; Human Resources; Economic Development

**Abstract ID: AIC-2017-GDHEC-482**

**ANTISEDEN MODEL OF EMPOWERMENT AND PERFORMANCE OF EMPLOYEES OF ACEH GOVERNMENT WITH WORK MOTIVATION AS THE INTERVENING VARIABLE**

**Corresponding Author:** Em Yusuf Iis

**Co-Authors:** Mukhlis Yunus; Muhammad Adam; Hizir Sofyan

Universitas Malikussaleh

**Abstract**

*This research was conducted to know the influence of empowerment, career development, work environment, employee talent toward the performance of through work motivation. This research applied descriptive analysis and verified using path analysis with the help of SEM and the sample was 39 employees. The data was collected by interviewing and distributing questionnaire. Based on the research result can be concluded generally that empowerment, career development, work environment, and employee talent were categorized significant, and work motivation was also categorized significant while employee performance was weak. Through path, an analysis revealed that empowerment, career development, work environment, employee talent and work motivation had significant and positive relationship toward employee performance either partially or simultaneously at the Government of Aceh.*

**Keywords:** Empowerment; Development; Environment; Talent; Motivation; Performance

**Abstract ID: AIC-2017-GDHEC-485**

**REVIEW OF EFFECTIVE PROFESSIONAL DEVELOPMENT**

**Corresponding Author:** Ali Alghazo

**Co-Authors:**

**Abstract**

*The paper utilized the qualitative content analysis method (Mostyn, 1985), to provide clarification on professional development; also it highlights current issues and the related research within the field. A list of relevant resources within the literature was identified and analyzed to provide a clear picture of teacher professional development*

importance, practices and challenges. The paper provides discussion in regards to: Training and Research. The research concluded with the importance of technology integration and its effects on training, therefore highlighting the importance of teacher professional development programs on technology and its effective use in classroom instruction. The ultimate goal of professional development is to improve student learning (Speck, 1996). A study by the National Institute for the Improvement of Education (Renyi, 1996) found that 73 percent of surveyed teachers cited improved student achievement as the most important reason for participating in professional development activities. The main aim of professional development as viewed by the standards, guidelines, and federal and state laws, is to make sure that teachers receive the training that is needed in order to do the following: First, develop strategies for using technology to improve student's achievement. Second, develop strategies for using technology to enhance learning for at-risk students. And finally, develop a professional development plan to integrate technology into the classroom. Technology integration is the incorporation of technology resources and technology-based practices into the daily routines, work, and management of schools (Renyi, 1996). The study aims to providing an overview of teacher professional development and highlight the literatures findings for the importance, challenges, and best practices.

**Keywords:** Training; Teacher Training; Technology Integration; Professional Development

**Abstract ID:** AIC-2017-GDHEC-486

### **STRUCTURAL STUDY OF "PUI SI MENOLAK KORUPSI" AS AN ALTERNATIVE OF LITERARY APPRECIATION FOR HIGH SCHOOL STUDENTS**

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**Co-Authors:** Nike Aditya Putri

Universitas Pendidikan Indonesia

#### **Abstract**

*In the life of society, there are various problems that can only be solved by physics, engineering, and mathematics. However, there are also problems that can only be solved with the science of literature. Unfortunately, some people today are less interested in studying literature. The purpose of this research is to analyze the book "Puisi Menolak Korupsi" by national poets from various regions in Indonesia using structural methods. One of the obstacles in the exploitation of literary appreciation is the limited of available teaching materials. So that students do not find a guide book to appreciate a literary work, especially poetry. Therefore, the results of the analysis of the book "Puisi Menolak Korupsi" will be used as an alternative teaching materials for literature appreciation for high school students. In addition to functioning as a teaching material on poetry appreciation, the results of this study also later can be used as an effort to teach moral education and anticorruption attitudes for students, through the values ??contained in the literary work.*

**Keywords:** Poetry; Anticorruption; Moral Education

**Abstract ID:** AIC-2017-GDHEC-489

### **CLASSIFICATION OF E-LEARNING TOOLS FOR TEACHING HIGHER ORDER THINKING SKILLS (HOTS) IN THE CLASSROOM**

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Husaini Adamu Federal Polytechnic Kazaure

#### **Abstract**

*Due to the rapid and extensive adoption of technology in modern classroom, methods of lesson delivery have been completely changed. Technological tools are in used to help in promoting teaching and learning in the contemporary age, by implication the technological innovations have helped many teachers in systematizing classroom instructions, which have a profound impact on teaching and learning process. However with availability of open and close source e-learning tools the classification is necessary now a day, this paper attempts to classify e-learning tools according to features that support teaching higher order thinking skills in the classroom. The features of the e-learning tools were mapped on Bloom's taxonomy and Gagne's model nine events of instructions. This became the basis of the suggested framework. The proposed framework focuses on assisting teachers in selecting the suitable e-learning tools based on the thinking order required and tasks to be performed. The paper then elaborates the implementation of the framework. The module is presented to the lectures and expert whereby interview been conducted to find the significance of the module of classification of e-learning tools to teachers. Finally code frequency approach is conducted in measuring the effectiveness and reliability of the data which leads to the identification of the major themes. From this research it is found that most of the lecturers have the pedagogical knowledge of the e-learning tools and they used them in the classroom but mostly in different context, therefore they need guidance on how to identify the right tools and apply them within the context of teaching higher order thinking skills in the classroom.*

**Keywords:** Keyword: E-Learning; Classification; Higher Order Thinking Skills; Blooms Taxonomy; Gagne'S Nine Events; Pedagogical Knowledge.

**Abstract ID:** AIC-2017-GDHEC-493

### **GLOBAL CITIZENSHIP EDUCATION TEACHINGS IN THE SECONDARY SCHOOL CURRICULUM OF IRAN**

**Corresponding Author:** Amitida Roozegar

#### **Abstract**

*Today, in the world and in metropolitan cities, citizens' participation in decision making, monitoring and better implementation of programs is considered as one of the most important elements of urban management. On the one*

hand, encouraging citizens to accept and carry out civil responsibilities and participate in political affairs is an important challenge to political systems in developing societies. On the other hand, because of information revolution and Socio-economic and political developments, human consciousness and responsibility are transcend national borders and are linked to the values of the international community. Global Citizen must also consider transnational issues in addition to a specific nationality. Global citizenship education is necessity that must be done throughout a life cycle. Schools have a prominent role in educating global citizens who are sensitive to the environment, peace, justice and racial diversity and religion. Students get acquainted with the rights and responsibilities of citizens in schools and prepare themselves for living in large communities. The present study focuses on global citizenship education teachings in the secondary school curriculum of Iran.

**Keywords:** Global Citizenship Education; Secondary School Curriculum

**Abstract ID:** AIC-2017-GDHEC-494

### **THE ROLE OF STUDENT MATHEMATICAL DISPOSITION IN PREDICTING PROBLEM SOLVING ABILITIES**

**Corresponding Author:** Ika Latifatun Nikmah

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#### **Abstract**

*In addition to the cognitive domain, affective domain is also very important to be developed in order to form the student's personality. The confident, responsible, persistent and other students's positive attitude that are part of the mathematical disposition is expected to have a positive effect on student's problem solving abilities. This study aimed to see how the effect of student's mathematical disposition on problem solving abilities. A total of 31 junior high school students were randomly selected as research samples to test for mathematical dispositions and problem solving abilities. The test is done by giving a questionnaire to the students and the problem solving abilities test of quadrilateral. The result of product moment correlation analysis obtained r value = 0,288. This value showed a low correlation between mathematical disposition and student problem solving abilities. The conclusion obtained was mathematical disposition contributed 8.29% to the student's mathematical problem solving abilities and the remaining 91.71% influenced by other factors.*

**Abstract ID:** AIC-2017-GDHEC-497

### **EFFECT OF DIALOGICAL PEDAGOGY PRACTICE TO ENHANCE LEARNING QUALITY**

**Corresponding Author:** Wiwik Kartika Sari

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#### **Abstract**

*Students' crucial needs in the chemistry learning is how to make students understand and use their knowledge to solve daily problems. These abilities can be developed by collaborative learning by practicing student to propose their idea and challenge to think deeply and critically. One of the factor to achieve critical thinking is dialogical pedagogy that well-implementing in the classroom. Dialogical pedagogy practice will happen when classroom interaction between teachers and students can critically interrogate the topic of lesson, express and listen to multiple voices and points of view, and create respectful and equitable classroom relations. Aim in this study is to describe the relation between teachers' dialogical pedagogy practice and students' achievement in how wide and deep idea in the learning process. Sample was collected in one of public senior high school in Bandung, Indonesia. Data was taken from topic factors that affect reaction rate. The lesson was videotaped and transcribed. From transcription result, teachers' dialogue was analyzed by using coding system for teacher eliciting the question and feedback. Students' idea from the classroom interaction was analyzed qualitatively in the deepness and spaciousness aspect. Response of students in the lesson indicated the quality of teachers' dialogical pedagogy practice. Through this study, the deepness and spaciousness of students' thinking was influenced by teachers' capability to conduct the lesson, for instance how to elicit students' idea by using question, how to give feedback from the response and how challenging the task designed by teacher.*

**Keywords:** Classroom Interaction; Dialogical Pedagogy; Students' Thinking

**Abstract ID:** AIC-2017-GDHEC-500

### **ANALYSIS OF SILENT LETTER SPELLING ERRORS COMMITTED BY ARAB LEARNERS AT FOUNDATION LEVEL**

**Corresponding Author:** Attia Saman

NUML

#### **Abstract**

*To survive in the literate world of today one needs the ability to communicate well. In oral communication when we speedily skip and blur through words the focus is on conveying the message and one rarely bothers about the accuracy of language. But, when it comes to written communication as the demand for accuracy increases the possibility of errors increases as well. Although studying all kinds of errors, as syntactical and semantic errors, are important but orthographic errors are unique in their importance because they do not only occur in context but also in isolation. However, orthography is probably the most neglected area of language teaching, this study mainly focuses at examining the orthographic silent letters errors by Arab learners at Foundation Level at NUML, Islamabad. The study aims to point out their weak areas of spelling as well as to determine the attitude of learners towards orthographic errors. For this purpose there have been included three tests, a questionnaire for learners and a questionnaire for teachers. 30 Arab learners at Foundation Level from NUML, Islamabad, are taken as a sample for this research.*

**Keywords:** Silent Letter; Spelling Error

**Abstract ID: AIC-2017-GDHEC-502**

**THE IMPACT OF STRESS AND ANXIETY ON STUDENT ACHIEVEMENT IN COLLEGE**

**Corresponding Author:** Yazan Alghazo

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**Abstract**

*The purpose of this study is to investigate the effect of stress on students' performance. Stress has a long lasting impact on the life of a student and influences their performance, sometimes in a positive and sometimes in a negative manner. This research report analyzes the impact of stress on the performance of students, in order to help develop an effective program to infuse learning and improved performance in students. The researcher utilized a researcher-developed questionnaire that was distributed on a sample of 148 students in order to measure students' perceptions of the effect of stress on their performance. It has been identified that the stress decreases the academic performance of students and creates a situation of discomfort, forcing students to focus more on grades rather than learning.*

**Keywords:** Stress; Anxiety; Academic Performance; Achievement

**Abstract ID: AIC-2017-GDHEC-503**

**AVAILABILITY OF TEACHING MATERIALS BASED THE LOCAL WISDOM TO DEVELOPE STUDENT NATIONALISM: A SURVEY FROM INDONESIA**

**Corresponding Author:** Medita Ayu Wulandari

**Co-Authors:** Medita Ayu Wulandari

Yogyakarta State University

**Abstract**

*Nationalism is an attachment to a homeland, race, language or culture. In the eyes of ideology, nationalism consist of cognitive aspect, goal/orientation, and strategic. Cognitive aspect relied on knowledge/understanding of social, economic, political and cultural situation. It shows that nationalism can be developed through learning about culture in local area (local wisdom). There has been substantial investigation about learning or teaching strategic to develop student nationalism based the local wisdom, but there has been very little research looking at the availability of teaching materials based the local wisdom to develop student nationalism. The current project used a survey research to examine availability of teaching materials based the local wisdom to develop student nationalism in public school. The result showed that there found several teaching materials used in learning process, but teaching material based the local wisdom which can develop student nationalism were not found yet. This is turn impacted negatively about the lack of student nationalism and the lack of their understanding about local wisdom in their area. Finding suggest that government and school should provide teaching materials based the local wisdom which can be used by student in learning process.*

**Keywords:** Teaching Materials; Local Wisdom; Student Nationalism.

**Abstract ID: AIC-2017-GDHEC-505**

**GRADE 7 VISUAL STUDENT MISTAKES IN MATHEMATICS PROBLEM SOLVING ABOUT QUADRILATERAL**

**Corresponding Author:** Yusuf Adhitya

**Co-Authors:** Yusuf Adhitya

Indonesia University Of Education

**Abstract**

*Learning styles are very decisive for students to understand math materials. One of learning style is visual. The aim of this research is to obtain type of mistakes and its reason of 7th grade visual student learning style in mathematics problem solving about quadrilateral. The mistakes of this study is based on Newman's Error Analysis that are reading, comprehension, transformation, process skill, and encoding. The research used purposeful sampling that there were three visual student as subjects. The subjects were indicated some mistakes. To collect data in this research was based on problem solving test and interview. Problem solving data were confirmed by interview as triangulation step. The analysis data were done by the following steps: data reduction stage, data presentation stage, verification stage and conclusion. The result showed that visual learning style student mostly makes transformation error. Transformation error occurs if the student has understood what is needed in the problem but fails to identify what mathematical operations are being used to answer the solution of the problem. The reason is less understood the prior material such as proportion, algebra, linear equations system of one variable. The suggested activities to teachers are (1) using symbols in giving concepts such as point or pictures, (2) using the copy of the shared keyword to the students which further defines the students with its own language,(3) using figures and tables as a medium of learning, and (4) using any images/writings/objects in the classroom as a learning resource. Meanwhile, students in activities to minimize their culpability are (1) reading diligently (2) rewriting the material using its own language, and (3) marking an important matter with a pencil/pen of different colors.*

**Keywords:** Newman'S Error Analysis ; Learning Style; Visual ; Problem Solving

**Abstract ID: AIC-2017-GDHEC-507**

**ANALYSIS OF CHARACTERISTICS OF ASSESSMENT MODELS IN LEARNING INDONESIA LANGUAGE BASED ON TEXT IN CURRICULUM OF 2013**

**Corresponding Author:** Siti Pitrianti

Universitas Pendidikan Indonesia

**Abstract**

*Text-based Indonesian language learning began to implement on the latest curriculum in Indonesia, the Curriculum 2013. Text is not only taught as a language of knowledge but rather function to be a source of self-actualization in an academic social-cultural context. Through learning Indonesian language, students are expected to have high-order thinking skills (High Order Thinking Skill/HOTS). In order for the process and results of such high-level thinking skills to be measured, an assessment model that focuses on measuring appropriate cognitive and skill abilities. The reason for the importance of having skills in implementing this model of assessment is influenced by the teacher's professional demands that must correctly assess students' language, from awareness and commitment to properly compile, execute and process the results of the assessment. This study used a qualitative approach by analyzes ten previous studies that discussed the characteristics of the assessment model on text-based Indonesian learning. The process of identifying this study through the journal search phase of the last ten years. The results of this study can be a contribution for teachers in preparing assessment models that can measure students' high-order thinking about text-based Indonesian language learning.*

**Keywords:** Text-Based Indonesian Language Learning; Indonesian Language; Hots (High Order Thinking Skill)

**Abstract ID: AIC-2017-GDHEC-508 & GDHEC 506**

**ANALYSIS OF SOCIAL AND CULTURAL CHANGE DUE TO TRANSFER OF FARMING LAND EXEMPTION TO INDUSTRIAL LAND IN THE DISTRICT OF SUKALUYU, CIANJUR, WEST JAVA**

**Corresponding Author:** Fani Julia Putri

Universitas Pendidikan Indonesia

**Abstract**

*This research is motivated by the increasingly widespread conversion of agricultural land into industrial land in the district of Sukaluyu, Cianjur, West Java. The purpose of this study is to determine the social changes due to the conversion of agricultural land into industrial land in in the district of Sukaluyu, Cianjur. This research uses qualitative approach and using case study method. Technique of collecting data and information is done by interview, observation, and documentation study. The findings of this study are: (1) There is a decrease of agricultural land in the district of Sukaluyu, Cianjur, which is 41.19 percent for ten years. Data taken from the local sub-district administration stated that the amount of rice field farmland in 2013 was 2,678 hectares until 2017 of 2,146 hectares. This shows that in just three years time, the amount of paddy field farming area decreased by 532 hectare. (2) The social change occurs in any aspects. That are education, profesion, income, and culture about Sundanese terms in farming, mutual cooperation, and "shame culture" of farming for youth as well as a decline in the interest of young people to work in the agricultural sector.*

**Keywords:** Land Conversion; Society; Social Change

**Abstract ID: AIC-2017-GDHEC-509**

**REGULAR TEACHERS' ATITUDES TOWARD STUDENTS WITH SPECIAL NEEDS IN INCLUSIVE SCHOOLS: A REVIEW OF THE LITERATURE**

**Corresponding Author:** Siti Musayaroh

**Co-Authors:** Siti Musayaroh

Universitas Pendidikan Indonesia

**Abstract**

*Regular teachers play an important role in successful implementation of inclusive education in public schools because they must be able to facilitate the learning needs of all students, including students with special needs. This study aims to determine the attitudes of regular teachers to students with special needs who learn together with regular students in inclusive schools. This study was conducted by reviewing 13 studies in 2007-2017. The results are 9 studies indicating that regular teachers have a positive attitude toward the presence of students with special needs in inclusive schools and 4 studies show that regular teachers tend to have negative attitudes to it. A positive attitude is indicated by the teacher's effort in tailoring the curriculum to students with special needs according to their needs, giving all students a more realistic training effort with higher success rates and accommodating all the needs of students with special needs. While negative attitudes are shown by teachers with frustration, anger and negative attitudes toward inclusive education.*

**Keywords:** Regular Teachers' Attitudes; Students With Special Needs; Inclusive Schools

**Abstract ID: AIC-2017-GDHEC-511**

**WRITING WITH EASE: INTEGRATING ONLINE COLLABORATIVE LEARNING TOOLS IN EDMODO**

**Corresponding Author:** Noor Azlinda Zainal Abidin

**Co-Authors:** Zuraina Ali

Universiti Malaysia Pahang

**Abstract**

*Online collaborative learning tools are growing fast nowadays. Prezi, Padlet and Youtube are some which are commonly used for learning purposes. By integrating them in social learning network, learning can be more versatile.*

*In this study, online collaborative learning tools were integrated in Edmodo to help students in writing. This quasi experimental study was carried out to examine students' writing skills among undergraduates. The differences of students' scores were measured. Students' perceptions on online collaborative learning tools were then analyzed. Results shown that there are significant differences in the study. It was also proven that online collaborative learning tools assist them in writing better essays. The study of integration of online collaborative tools in Edmodo has significantly contributed to the research of social learning network in writing.*

**Keywords:** Online Collaborative Learning Tools; Social Learning Network; Writing

**Abstract ID: AIC-2017-GDHEC-518**

### **CORPORATE GOVERNANCE IN MALAYSIA: ONLY FOR LARGE COMPANIES?**

**Corresponding Author:** Usharani Balasingam

**Co-Authors:** Chan Wai Meng And Usharani Balasingam

University Of Malaya

#### **Abstract**

*The Malaysian Companies Act 2016 ("the CA 2016") which repealed the Companies Act 1965, came into force on 31 January 2016. The new Act 2016 reformed almost all aspects of company law in Malaysia. It contains different provisions for private companies and public companies. To ease doing business in Malaysia, more flexibility is given to the management. On the 26 April 2017, the Securities Commission Malaysia released the Malaysian Code on Corporate Governance ("MCCG 2017"). The MCCG 2017 is based on three key principles of good corporate governance, namely (1) board leadership and effectiveness; (2) effective audit and risk management; and (3) integrity in corporate reporting and meaningful relationship with stakeholders. Although the MCCG 2017 is targeted at listed companies, non-listed companies including private companies are encouraged to apply the practices in the code. This paper attempts to examine the provisions in the CA 2016 which are in discord with the spirit of the MCCG 2017 encapsulated in the three key principles of good corporate governance.*

**Keywords:** Malaysian Companies Act 2016; Corporate Governance; Audit ; Private And Public Companies

**Abstract ID: AIC-2017-GDHEC-524**

### **A FRAMEWORK FOR QUALITY IMPROVEMENT IN QUANTITY SURVEYING UNDERGRADUATE RESEARCH**

**Corresponding Author:** Tien-Choon Toh

**Co-Authors:** Wah-Peng Lee, Yoke-Lian Lew, Chai-Chai Lim, Cheng-Sim Lim, Ananthan Valithern

Universiti Tunku Abdul Rahman

#### **Abstract**

*Quantity surveying undergraduate research (QSUR) is an important component in the bachelor degree programme. Nonetheless, very little attention has been paid on improving the quality of the research. Therefore, a focus group discussion was conducted to discuss problems in the QSUR in a Malaysian private university with the intention of identifying ways to improve the research quality. Three important topics, namely, research preparedness among the undergraduate researchers; research supervision and evaluation processes; and the quality of researches produced were discussed. All the six research participants each with more than five years of experience in supervising the QSUR recommended to: (i) conduct trainings on good and responsible scientific practices and proper applications of statistics, with training contents frequently updated and delivered by qualified lecturers; (ii) strengthen research supervision and evaluation processes; and (iii) publish research works in reputable journals. These recommendations in combination formed a useful framework that could improve the quality of QSUR.*

**Keywords:** Framework; Quality Improvement; Quantity Surveying Undergraduate Research

**Abstract ID: AIC-2017-GDHEC-531**

### **A LEARNING MODEL FOR DANCE EDUCATION: IMPROVING KINESTHETIC INTELLIGENCE OF EARLY CHILDHOOD EDUCATION STUDENT**

**Corresponding Author:** Elindra Yetti

Universitas Negeri Jakarta

#### **Abstract**

*Dance plays a very important role in an early childhood education. The most characteristics of its students are active on the move. Thus, this research discussed about a learning model for dance education to improve the kinesthetic intelligence of Early Childhood Education students aged 5-6 years. A methodology used was an experiment. A research object was students of Group B Kindergarten in East Jakarta. The result revealed that tcount value is 9.78 and t table value is 2.045.  $H_0$  is rejected and  $H_a$  is accepted. Thus,  $1? 2$ , the pre-test value is not equal to the post-test value. In brief, it can improve the kinesthetic intelligence of Early Childhood Education students. It can also stimulate development children who have kinesthetic intelligence that will be able to build important relationships between mind and body so that the body can manipulate objects or create movement. This ability is characterized by the motor skills possessed namely balance, coordination, flexibility, and agility. Furthermore, dance education activities can be done with the creativity of motion by students through teacher guidance. Teachers encourage students to create dance moves through motion exploration, movement improvisation, and motion-building. Exploration activities are the process of adjusting motion and mind, imagination, feelings, and responses to objects to be used as a property in dance through visual stimuli, auditory stimuli, idea stimuli, and kinesthetic stimuli. In the process of motion exploration, teachers direct or guide students to focus on the motion that improves balance, coordination, flexibility, and agility. Teachers use a dance education model to improve the kinesthetic intelligence of Kindergarten students aged 5-6 years. It can be*



*concluded that the expression through educational dance is important for the social, emotional, physical, motor, and intellectual development of the child.*

**Keywords:** Dance Education; Kinesthetic Intelligence; And Early Childhood Education.

**Abstract ID: AIC-2017-GDHEC-532**

#### **MORAL DISENGAGEMENT IN MIDDLE SCHOOL STUDENTS: THE ROLE OF GENDER**

**Corresponding Author:** Yufiarti -

Universitas Negeri Jakarta

##### **Abstract**

*In Indonesia, according to Bankdata.kpai.go.id in 2015, there were 126 cases of teenagers who do brawl students, 93 cases of harassment, and 93 cases of abuse both physical and psychological form. Thus, this research aimed to analyze the differences in moral disengagement between boys and girls of Middle School students. This research used quantitative research methods. Respondents used were 150 students consisting of 75 boys and 75 girls of Middle School students. Moral disengagement instrument developed to measure the tendency of individuals to justify negative behavior that is acceptable in social norms. Data analysis used Rasch models through Winsteps application. After getting data processing result, it proceeds for further processing by using SPSS. This research revealed that a mechanism of the highest moral disengagement used by students is the moral justification, while the lowest mechanism is distortion of consequences. Moral justification has the highest propensity to use the value of the percentage of 5.97%. Attribution of blame is a mechanism that has a high propensity after moral justification with a percentage of 5.62%. Then, the percentage of diffusion of responsibility is 5.32%, dehumanization is 4.71%, advantageous comparison is 4.37%, displacement of responsibility is 3.95%, euphemistic labeling is 3.66% and distortion of consequence is 3.45%. furthermore, tcount value is 0.299 and ttable value is 1.65521, so that tcount < ttable. In addition, ?-value is 0.0765 and ?-value is 0.05, so that ? -value > ?-value. In conclusion, Ha is rejected and Ho is accepted. It can be interpreted that there is no difference in moral disengagement between boys and girls of Middle School students.*

**Keywords:** Moral Disengagement; Gender; And Middle School.

**Abstract ID: AIC-2017-GDHEC-540**

#### **A SYSTEMATIC LITERATURE REVIEW: HUMAN ROLE, COMPETENCIES AND SKILLS IN INDUSTRY 4.0**

**Corresponding Author:** Ilyana Janis

**Co-Authors:** Maizam Binti Alias

UTHM

##### **Abstract**

*The arrival of Industry 4.0 in the manufacturing industry transforms the production line from human labor dependence to full automation. The dependence on advanced technology and fully automated production line are expected to demand different competencies from the current ones, which are yet to be fully understood. Proper understanding of the required occupational competencies is necessary to prepare future workforce who can fulfill their roles in the Industry 4.0. The purpose of this systematic literature review is to ascertain the extent of workforce needs and the associated competencies and skills that are required by the Industry 4.0. The analysis of the selected literature indicates that human roles are still relevant in Industry 4.0 at all skills levels however; there are no clearly defined on technical and non-technical competencies required by the all skill levels. This systematic review summarized the technical and non-technical competencies and skills required by the Industry 4.0 at all skills levels. This finding can be a reference for Technical, Vocational Education and Training (TVET) educator in improvising the TVET curriculum structure, with aim to produce the technical graduates that are capable to work in the Industry 4.0 work environment.*

**Keywords:** Technical Competencies; Non-Technical Competencies; Low Skilled; Semi-Skilled; High Skilled

**Abstract ID: AIC-2017-GDHEC-545**

#### **INTERRELATION BETWEEN ACADEMIC SELF-CONCEPT AND ATTAINMENT: A MULTI-LEVEL MULTI-VARIATE ANALYSIS.**

**Corresponding Author:** Monira Jahan

**Co-Authors:** Monira Jahan

Jagannath University

##### **Abstract**

*Monira Jahan, Associate Professor Institute of Education and Research (IER), Jagannath University. Abstract: This study aims to investigate the interrelation between students' academic self concept and academic attainment. Thus, a longitudinal and quantitative analysis of data from the students and teachers of 45 schools are investigated conducted to determine the interrelation between the two variables using a multi-level multi-variate Analysis. The multi-level multi-variate modelling analysis of the data shows that most of the variances in academic attainment were found at school level, whilst the largest variation in student academic self-concept was found to be at student level. The large variation at school level implied that schools do make a difference in Bangladesh. Student background factors (age and SES), prior attainment and teacher's characteristics like age and gender are identified as powerful predictors for students' academic self-concept. It is expected that the findings of the study might have significant implications in educational policy in Bangladesh.*

**Keywords:** Key Words: Academic Attainment; Academic Self-Concept; Multi-Level Multi-Variate Analysis; Longitudinal; Predictors And Variance.

**Abstract ID: AIC-2017-GDHEC-547**

**FACTORS INFLUENCING THE SUCCESS OF TEACHING UNIVERSITY STUDENTS PGRI SEMARANG IN INTERNATIONAL PPL PROGRAM IN MALAYSIA**

**Corresponding Author:** Achmad Buchori

**Co-Authors:** Muhdi, Ririn Ambarini, Suwarno Widodo  
Universitas PGRI Semarang

**Abstract**

*The rapid development of science and technology requires universities to prepare competent human resources in their fields, one of which is the ability in teaching practice in schools. To improve the students' ability in teaching practice in both Indonesia and overseas schools, it requires a strategic effort, such as exchange student program. Therefore, Universitas PGRI Semarang conducts MOU with Univerity Teknologi Malaysia and Institut Pendidikan Guru Malaysia. Through this program, the students are expected to be able to adapt the character learning and become a professional teacher in the future. Factors influencing the success of the students in joining the exchange program can be seen from the internal and external aspects. Therefore the purpose of this study is to determine what factors influence the success of teacher students of Universitas PGRI Semarang in Malaysia. The population of all students who joined the international PPL program in Malaysia is 18 students with random sampling for students teaching in grade 4 and 5. The data were obtained from questionnaire and interview. Based on the questionnaire, it is found that 95% of Universitas PGRI Semarang students are very pleased to join the International PPL program in Malaysia, as the cultural environment similar to the Indonesian nation give the easier adaptation process. Based on the interview with the students, the benefits of this program are as follows: 1) 90 % of students claim to gain new life and social experiences; 2) 87 % of students get additional knowledge about education in Malaysia; 3) 92% of students get strong fraternity from other apprentice students of other state / private universities, and 4) only 30% of students are constrained by the language difficulties, 30% of students have difficulties in learning time, and 20% of students have difficulties in funding.*

**Keywords:** Factors Of Successful Teaching Practice; International Ppl Program.

**Abstract ID: AIC-2017-GDHEC-549**

**STRATEGIC APPROACHES FOR BUILDING WORLD CLASS UNIVERSITIES IN YEMEN: REQUIREMENTS AND INITIATIVES FROM THE PERSPECTIVE OF YEMENI HIGHER EDUCATION EXPERTS**

**Corresponding Author:** Basheer Alhaimi

UMP

**Abstract**

*Creating World-Class Universities has become one of the global obsession over the past decades. Governments around the world have placed higher education and research system development at the heart of their national economic strategies. In this paper, the researcher aimed to investigate requirements, initiatives and suitable strategic approaches needed for building world-class universities in Yemen based on the perspective of Yemeni higher education experts. To achieve this goal, the researcher used qualitative method as a research methodology and employed deep interview as an instrument for data collection. Five experts and experienced people have been carefully selected to participate in this study. The finding of this study showed various requirements, initiatives and strategic approaches suggested to be executed in order to build world-class universities in Yemen. Among the suggested requirements and initiatives are: developing vision and mission of the intended world-class universities, gaining support from top government leaders, getting private sectors' participation, benefiting from other countries' experiences, focusing on a set of specializations that a country mainly needs, signing Memorandum of Outstanding with world-class universities, developing self-finance resources, authorizing full autonomy to universities, selecting talented student and carrying out research and development. Meanwhile, the best strategic approaches that have been recommended to build World-Class Universities in Yemen are: Upgrading two existing universities (Aden in the South, Sana'a in the north) and dividing the Yemen higher education into four regions (North, South, Middle and East), where each university would focus on specific specializations and faculties. This article is hoped to be a bedrock for further initiatives and proposals for developing higher education institutions in Yemen and be on par with other developed countries in the world.*

**Keywords:** World Class Universities; Yemen; Strategic Approach; Requirements; Initiatives

**Abstract ID: AIC-2017-GDHEC-550**

**THE EFFECT OF MANAGEMENT FOCAL COMPETENCIES ON UNIVERSITIES AND HIGHER EDUCATION INSTITUTIONS QUALITY WARRANTY**

**Corresponding Author:** Maryam Banahan

**Co-Authors:** Hoda Sadat Mohseni

**Abstract**

*The aim of this research was the study of the impact of management focal competencies on universities and higher education institutions quality warranty (case study: Zahedan University). The research in terms of aim is applied research and in terms of data collection is descriptive survey. The research statistical society has been included all faculty members of Zahedan University in academic year 2014-2015. Based on the Cochran formula, 160 from 300 faculty members as samples were selected by using stratified random sampling. The research tool was two researcher-made questionnaires. The coefficient of reliability of the questionnaire of management focal competencies was 0/79 and*

of the questionnaire of quality warranty was 0/72. Findings of the research show that management focal competencies on universities and higher education institutions quality warranty have a positive and significant effect.

**Keywords:** Management Focal Competencies; Quality Warranty; Higher Education

**Abstract ID: AIC-2017-GDHEC-551**

#### **A BIBLIOMETRIC ANALYSIS OF THE JOURNAL STUDIES IN HIGHER EDUCATION (1990 - 2016)**

**Corresponding Author:** Hoda Sadat Mohseni

**Co-Authors:** Rouhollah Khodabandelou; Hamid Shafizadeh

Faculty Member Of Alzahra University

#### **Abstract**

*This study aims to create a bibliometric profile of the journal Studies in Higher Education. Bibliometric analysis, bibliometric mapping and thematic analysis used to identify its document types, the dynamics and trends of research literature production, impact factor, most cited articles, and large contributing institutions and countries. Additionally, the authors were interested in finding the established patterns of cooperation among countries and institutions and the most productive research themes and their evolution through time. The most productive countries and institutions are from the UK, and the majority of the literature production is done by economically and scientifically fit and well developed countries such as UK, US and Australia. The identified research themes correspond with the Journal's aims and scope. The rising number of publications, increasing number of citations and, consequently, the Journal impact factor shows that the editorial policy is well thought out and future oriented.*

**Keywords:** Journal Of Studies In Higher Education; Bibliometric Analysis; Bibliometric Mapping; Research Trends; Thematic Analysis

**Abstract ID: AIC-2017-GDHEC-553**

#### **A QUALITATIVE INQUIRY INTO THE LIVED EXPERIENCES OF INTERCULTURAL MARRIED COUPLES**

**Corresponding Author:** M Sultana Alam

**Co-Authors:** Jin Kuan Kok

Universiti Tunku Abdul Rahman

#### **Abstract**

*This study explores five intercultural married couples lived experience using a qualitative inquiry. Intercultural marriages between two Muslim countries, Malaysia and Bangladesh have been considered in our investigation. Though the intercultural marriage is beneficial for the country, the intercultural married couples would face challenges related to the societal attitude, cultural adjustment and marital relationship. Empirical research showed that intercultural relationships remain at a higher risk of failure, with higher divorce rates and lower marital satisfaction. It is a serious concern for the community and country that cannot be neglected. In this study, we demonstrated the condition of intercultural married couples by examining their marital relationship; managing intercultural adjustment and parental relationship and their relationship with the wider community. A narrative analysis was subsequently performed to identify overarching themes of the study.*

**Abstract ID: AIC-2017-GDHEC-556**

#### **ENTREPRENEURSHIP CURRICULUM DEVELOPMENT IN SENIOR HIGH SCHOOL**

**Corresponding Author:** Rendra Chaerudin

**Co-Authors:** Sri Hartati.Qorry Aina

Bandung Institute Of Technology

#### **Abstract**

*Applicability of decentralized education management system affect the management of education in Senior high school. Their freedom in education institutions are expected to find management strategies for better education so as to produce good output quality educational visits of academic and non academic quality. Academic quality is a quality of learners related to the field of science, whereas the non-academic qualities associated with the independence to be able to work in the office and opened a business / employment itself. In other words, graduates are expected to have the character and behavior of entrepreneurs is high. Entrepreneurship education aims to form the whole person (holistic), as a human being who has character, understanding and skills as an entrepreneur. Basically, entrepreneurship education can be implemented in an integrated manner with educational activities in schools. Implementation of entrepreneurship education conducted by the principal, teachers, staff (counselors), learners are together as a community education. Applied entrepreneurship education into the curriculum by identifying the types of activities in schools that can realize and realize their entrepreneurial education learners in everyday life. In this case, entrepreneurship education in schools can be internalized through various aspects.*

**Keywords:** Curriculum Entrepreneurship; Entrepreneurship Education; Senior High School

**Abstract ID: AIC-2017-GDHEC-560**

#### **PREDICTING ENVIRONMENTAL LEADERSHIP BASED ON PERSONALITY AND ITS CONSTRUCT VALIDITY**

**Corresponding Author:** I Made Putrawan

State University Of Jakarta

#### **Abstract**

*Environmental issues now days have been an interesting topic to be discussed by any institutions in most countries. One of them is concern with environmental management which is determined by leadership. How could environmental*

leadership (EL) be explained and predicted by personality (EP) and how is their construct validity are research problems. A survey method has been applied by involving 237 employees of government official in environmental sector, in Jakarta city, as sample selected randomly. There were two instruments have been developed such as Environmental Leadership (EL) and Environmental Personality (EP) which measured in a scaling form. Its reliability was respectively .991 (EL) and .907(EP). Data has been analyzed by regression & correlation analysis and confirmatory factor analysis (CFA) as well. Research results revealed that only four factors of big-five personality have a positive and significant contribution toward environmental leadership, i.e. conscientiousness, agreeableness, extraversion and openness, even though it has been calculated by fourth-order correlation. It was only emotional stability did not support it. Considering to factor analysis results, either of environmental personality or environmental leadership, has a high construct validity since all factors loading did confirm theoretical dimensions empirically. There is no doubt that both instruments could be taken into consideration to be implemented scientifically, if environmental research might be conducted.

**Keywords:** Environmental Leadership; Environmental Personality; Confirmatory Factor Analysis; Big-Five Personality.

**Abstract ID:** AIC-2017-GDHEC-561

### **MEDIATING ROLE OF TEACHERS INTEGRITY BETWEEN INSTRUCTIONAL LEADERSHIP AND TEACHERS CITIZENSHIP BEHAVIOR**

**Corresponding Author:** I Made Putrawan

State University Of Jakarta

#### **Abstract**

At the era of digitalization the role of teachers at any level of education is highly vital. That is why, most of countries development focusing on educational sector instead of economic and it is really support to each other. However, there are many cases found that most teachers are not well perform. Therefore, research problem can be formulated that is there any direct effect of instructional leadership (IL) on teachers Citizenship Behavior (CB) even mediated by the role of integrity? To solve this problem, causal survey method has been applied by involving 125 elementary school teachers around Bogor, Indonesia. There were three instruments have been developed to measure instructional leadership (IL, 29 Valid items and reliability was .92), integrity ( 30 valid items, reliability was .90) and teachers CB (32 items with reliability was .91). Path analysis has been used to verify the hypotheses. Research results revealed that there was direct and significant effect of both IL and integrity on teachers CB and it was found also that there was indirect effect of IL on teachers CB through teachers' integrity as a mediated role. This finding is logic since there was a significant direct effect of IL on teachers' integrity as well which indicated that instructional leadership has a powerful effect on both endogenous variables. Considering of this message derived from these findings, it could be stated that in order to strengthen teachers CB, instructional leadership, in this case transformational leadership style, should be improved and also teachers' integrity as a mediated role could not be neglected.

**Keywords:** Instructional Leadership; Integrity; Citizenship Behavior And Path Analysis.

**Abstract ID:** AIC-2017-GDHEC-562

### **UNDERSTANDING SPIRITUAL INTELLIGENCE AND AFFECTIVE COMMITMENT AMONG POLICE OFFICERS IN MALAYSIA: THE MEDIATING ROLE OF WORK ENGAGEMENT**

**Corresponding Author:** Amar Hisham Jaaffar

**Co-Authors:** Rogis Baker; Hazril Izwar Ibrahim

Universiti Tenaga Nasional

#### **Abstract**

The aim of this study is to investigate the direct relationship between spiritual intelligence and work engagement as well as the relationship between work engagement and affective commitment. In addition, this study also aims to examine the role of work engagement as a mediator on the relationship between spiritual intelligence and affective commitment. As there is scarce empirical evidence with regard to the role of work engagement as a mediator, particularly between spiritual intelligence and affective commitment, this study contributes towards enriching this field of study. The study was conducted on a sample of 372 police officers in five states, namely Kuala Lumpur, Selangor, Johor, Sarawak and Sabah. Hypothesis testing was analysed using PLS-SEM analysis. Results indicated that: (1) three dimensions of spiritual intelligence consisting of critical existential thinking (CET), personal meaning making (PMP) and transcendental awareness (TA) has a positive direct and significant relationship with work engagement; (2) one dimension of spiritual intelligence consisting of conscious state expansion (CSE) has non-significant relationship with work engagement. (3) Work engagement has a positive and significant direct relationship with affective commitment; (4) Work engagement has a significant role as mediators between the relationship of the three dimensions of spiritual intelligence (CET, PMP and TA) with affective commitment. (5) Work engagement has non-significant role as mediators between the relationships of one dimension of spiritual intelligence (CSE) with affective commitment. Results of this study have proven that work engagement was significant in the role of mediator to influence spiritual intelligence in the relationship with affective commitment. Findings of the study also indicate the importance of spiritual intelligence in influencing loyalty and commitment of the police officers.

**Keywords:** Spiritual Intelligence; Work Engagement; Affective Commitment; Police Officers

**Abstract ID: AIC-2017-GDHEC-568**

**THE EFFECT OF MINDFUL BREATHING PRACTICE ON SPEAKING ANXIETY OF ENGLISH AS A FOREIGN LANGUAGE (EFL) UNDERGRADUATE STUDENTS**

**Corresponding Author:** Voranij Vasuratna

Rangsit University

**Abstract**

*This paper investigated the effectiveness of mindful breathing practice on speaking anxiety of EFL undergraduate students. The study was conducted on 93 Thai undergraduate students who were enrolled in an English Listening and Speaking class. This study used a mixed methodology. The data were collected using questionnaires and a semi-structured interview. Using questionnaires, quantitative analysis utilizing a paired-samples t-test was conducted to compare the anxiety scores pre-training and post-training. The results showed that there was a significant difference between the anxiety scores pre-training ( $M=46.30$ ,  $SD=11.85$ ) compared with that post-training ( $M=36.17$ ,  $SD=7.72$ ,  $t_{92}=13.28$ ,  $p=0.001$ ). Moreover, qualitative data explained that anxiety was reduced because of the increase in positive feelings (37.36%), having more concentration or being more mindful (34.07%), and the decrease in negative feelings (16.48%). The results indicate that mindful breathing could be an additional teaching method to be used when helping students handle their anxiety in EFL classrooms.*

**Keywords:** Mindful Breathing; Anxiety; Language Teaching; English As A Foreign Language (Efl)

**Abstract ID: AIC-2017-GDHEC-569**

**SEXUAL HARASSMENT ON CAMPUS: AWARENESS, RISK FACTOR AND EFFECT AMONG UNDERGRADUATE STUDENTS' IN HIGHER EDUCATION IN MALAYSIA**

**Corresponding Author:** Siti Rapidah Omar Ali

**Co-Authors:** Siti Rapidah Omar Ali

UITM

**Abstract**

*Gender violence and sexual harassment in higher education have been studied and reported for the past decades. This study intended to identify the problem of sexual harassment in the academic background. Specifically, the objectives of this study tend to look at the awareness of sexual harassment among students, identify the existence of sexual harassment on campus and examine the risk factors contributed to the act. Questionnaires were distributed to 351 students in a public university in East Coast Malaysia with the return rate of 78%. The findings revealed that 58.6% of the respondent have been harassed at least once and majority of them were female. The most common form of sexual harassment experience by the respondents was offensive behavior. Majority of the respondents agreed that sexual harassment experienced affected their emotional greatly compared to education and productivity. Unprofessional learning environment shown to be the most risk factor associated to the incidents of sexual harassment.*

**Keywords:** Sexual Harassment; Undergraduate Student; Higher Education

**Abstract ID: AIC-2017-GDHEC-573**

**INVESTIGATION OF TEACHER COMPETENCY IN TEACHING AND LEARNING PROCESS OF 6TH GRADE IN SOLTAN ABAD**

**Corresponding Author:** Hasan Rajabi

**Abstract**

*This study aimed to examine the professional capability level of teachers in teaching-learning process in the sixth grade of primary school and was accomplished to ascertain the strengths and weak points of this process and to meet faults in Soltan abad, in addition, the relation of some influential factors on teachers' capability was also examined such as teaching record and curriculum. Statistical society of this study is teachers of the sixth grade of primary school in soltan abad. Professional skills of 232 teachers of sixth grade of primary school from four regions of Soltan abad have studied by the bunched sampling of the selected boys and girls schools. To develop a general and multilateral plan, teachers' professional capabilities were studied in details in the three areas of scientific, approach and skillfulness and in the three process of pre-teaching, during the teaching and post-teaching, considering the plan aims, three questionnaires of skill evaluator, approach evaluator and science evaluator were developed in the pre-teaching, during the teaching and post-teaching processes. The questionnaires were distributed after narrative and credit determining to collect the data. Using the SPSS software package, the collecting the essential data were analyzed with and appropriate statistical method (in term of describing statistics, t single variable test, t test for independent groups and Person correlation test). The results are as follow: \*Teachers' approach to the teaching process was higher than the expected average and is in the ideal level to general, teachers were successful to obtain the approaching aims. \*Teachers' knowledge level is lower the evaluation criterion in this study (60% of expected level) in teaching process. \*t test (T1) result: there is no significant difference between male and female teacher in terms of professional competence. There is also appositive relationship between teaching and professional ability.*

**Keywords:** Sixth Grade. Primary Schools. Professional Capability

**Abstract ID: AIC-2017-GDHEC-577**

**A COMPARATIVE AND NARRATIVE ANALYSIS: EXECUTIVE LEADER AS TEAM BUILDER AT UNIVERSITY LEVEL**

**Corresponding Author:** Uzma Syeda Gilani

**Co-Authors:** Umar Ali Khan

University Of Science And Technology, Bannu

**Abstract**

*Team is a basic unit and group of people who interact, cooperate and coordinate to accomplish a shared goal. This study was to compare and narrate the difference in the role of team building, through self-assessed inventory by VC (executive leader), observation sheet filled by co-workers as well as the narrated view of four executive leaders regarding team building of newly established university of the region. Mixed research method was selected in which Concurrent triangulation design was followed. Population of the study included all Vice Chancellors of Public sector universities of Khyber Pakhtunkhwa, Pakistan. Concurrent Mixed Method sampling technique was used. Four Vice Chancellors of newly established Universities and five observers among their co-workers of each VC were taken as participants of the study. A part of Global Executive Leadership Inventory developed by Manfred F.R. Kets de Vries (2005) was used to collect self-assessed view of VC and views of the colleagues regarding respective executive leaders. The difference among the self-assessed view of the executive leaders was calculated by Friedman test. Self-assessed and observed views were compared by paired sampled t-test as well as the narrative views of four executives were also compared by matrices and topology. Narrative part was interviewed in the form of structured questions, transcript and interpreted. For trustworthiness of study, prolonged engagement and persistent observation, triangulation of data (from inventory, observation sheet and interview) and member checking was the part of study. There was significant difference among the self-assessed views of VCs regarding team building and views of their co-workers and narrative views of executive leaders at newly established universities. For team leadership, egalitarian style, knowledge of emotional intelligence and target-oriented communication as guide and facilitator is recommended.*

**Keywords:**

**Abstract ID: AIC-2017-GDHEC-578**

**CURRENT PRACTICES OF READING SKILLS IN THE CLASSROOM OF GOVERNMENT PRIMARY SCHOOLS IN BANGLADESH**

**Corresponding Author:** Shilpi Saha

**Co-Authors:** Shilpi Rani Saha (Author), Assistant Professor

Jagannath University

**Abstract**

*Reading is an important skill not only for language learning but also very fundamental for all other subjects and daily life. This qualitative study was designed to know the current practices of bangla reading skills in the classroom of government primary schools in Bangladesh. To measure the current practices of reading as skill the researcher reviewed national curriculum of grade three (mid-point of primary education system) assessment procedure in the classroom and teachers pedagogical knowledge. Both urban and rural school teachers were selected as participants for the study. This study explored the current classroom practices focusing on different part of reading skills, such as competency of reading skill, read a text and understand it, teachers' training on this particular skill, assessment etc. It was found that teachers were practicing different reading techniques to achieve reading skills. On the other hand, attainable competencies for reading skill were articulated properly in the national curriculum of Bangladesh. Although it was mention in the curriculum to assess reading skills like other three skills i.e listening, speaking and writing while teach language skills. In classroom practice, there was relaxation of assessing reading skills. The main focus was only on writing assessment as the finding indicated. Moreover, finding of the study revealed that a remarkable number of teachers did not receive the training yet. Even though who received training they forgot the content not receiving any refresher training in the long gap. The study recommended to focus more on teachers training in the particular skill and also provision should be incorporated to asses this.*

**Keywords:** Reading Skills; Curriculum; Primary Schools

**Abstract ID: AIC-2017-GDHEC-582**

**UNDERSTANDING INDONESIA GENERATION Z**

**Corresponding Author:** Diena Dwidienawati Tjptadi

**Co-Authors:** Dyah Gandasari

Bina Nusantara University

**Abstract**

*It seems like we have just started to finally understand Generation Y (Gen Y). Now, it comes Generation Z (Gen Z). What different a decade can make? Different social and economic conditions shaped different generation with different values, behaviors and attitudes. Study in US confirms that Gen Z is more realistic and self-reliant. They put money and job security in priority list (Stillman & Stillman, 2017). Fountain & Lamb (2011) state that global even and development will impact different countries at different rate and intensity. Therefore, generational characteristic may be culturally and country specific. This study aimed to see the characteristic of Gen Z in Indonesia. Descriptive quantitative study was done at one prominent private University in Jakarta, Indonesia. Eighty nine respondents joint the survey with answering survey questions with voting pad. The finding of the study confirms that unlike Gen Y, Gen Z in Indonesia also considers job security and money as important. Unlike Gen Y, they are willing to work harder for*

higher pay and reallocated to other cities and countries for good job opportunities. They also consider to talk, get feedback, contribute opinion face to face is important. Due to small size samples, bigger sample size is recommended to have generalization of Gen Z characteristic in Indonesia. This study gives contribution to both theoretical and practical. To theoretical, this study contributes empirical evidence of Gen Z characteristic in Indonesia. To practical, this study will give insight to management that Gen Z is different with Gen Y, therefore they need different treatment.

**Keywords:** Characteristic; Generation Z; Indonesia

**Abstract ID: AIC-2017-GDHEC-584**

**DEVELOP PHYSICAL FITNESS INDEX FOR EVALUATE EXPLOSIVE POWER AMONG ARMY RESERVE OFFICER TRAINING UNIT CADET IN MALAYSIA**

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**Co-Authors:** Shahrulfadly Bin Rustam ; Mohar Kassim

National Defense University Of Malaysia

**Abstract**

The aim of this study is to develop physical fitness index (PFI) for physical fitness among Army Reserve Officer Training Unit Cadet Malaysia. This study use standing broad jump test as a physical fitness test battery to develop physical fitness index (PFI) and to evaluate the subject leg explosive power. 212 male respondent (N=212) was selected in this study including Army Reserve Officer Training Unit Cadet of National Defense University of Malaysia. Standing broad jump test was used as instrument for this study. The methodology will be adopted for this study is quantitative research in the form of a quasi-experiment. Quasi-experimental methods is used to measure and evaluate the level of physical fitness and develop Physical Fitness Index especially in power. The design of this study is quasi-experimental study design with pre-test and post-test. The study design is quasi-experimental research design in which the data is obtained through the practical test in the field. The data were analyzed by using the SPSS software version 20 to calculate the mean, standard deviation and paired sample t-test for develop physical fitness index (PFI) and to evaluate the explosive power level for Army Reserve Officers Training Unit Cadet Malaysia. The findings showed mean and standard deviation for develop physical fitness index is (M=204.01) and (SD=23.197). The Paired-Sample t-test for evaluate fitness level in power for pre-test and post-test is significantly difference ( $p < 0.05$ ). The implication at this study is that the develop of standard physical fitness index is able to identify the level of physical fitness among Army Reserve Officer Training Unit Cadet Malaysia.

**Keywords:** (Physical Fitness; Physical Fitness Index; Army Reserve Officer Training Unit Cadet; Standing Broad Jump)

**Abstract ID: AIC-2017-GDHEC-585**

**DEVELOPING WEBQUEST 2.0 MODEL FOR PROMOTING COMPUTATIONAL THINKING SKILL**

**Corresponding Author:** Le Diem Bui

**Co-Authors:** Yong-Gi Kim, Won Ho

Can Tho University

**Abstract**

In this paper, we propose a new WebQuest model using Web 2.0 services to organize online learning activities by using OKMindmap for building WebQuest and suggest Scratch projects created by students for outcome. WebQuest is an inquiry-oriented lesson format in which most or all the information that learners work with comes from the web. WebQuests can be a valuable addition to a collaborative classroom. One of the goals is to increase critical thinking by employing higher levels of Bloom's Taxonomy and Webb's Depth of Knowledge. WebQuests can be a versatile tool for teaching students. OKMindmap is a useful, free, easy to use knowledge manipulation tool for content creation and management. It helps building an innovative collaborating environment for online class and provides a way to embed web service as a node. With this capability, any web service can be embedded as a node on a single map. Moreover, many users (about 40) can work on a same map together. Scratch is a free educational programming language that was developed by the Lifelong Kindergarten Group at the Massachusetts Institute of Technology (MIT) with over 21 million registered users and 25 million shared projects. Scratch is designed to be fun, educational, and easy to learn. It's a programming language for all with the tools for creating interactive stories, games, art, simulations, and more, using block-based programming. Facebook is also used as a tool for connecting and sharing WebQuest with students. This model was experimented at the School of Education at Can Tho University, which brought us positive results through blended learning. Our desire is to build a WebQuest library in a simple, cost-effective way through this STEM-style education so that inservice and preservice teachers can share together for the best professional development during the current industrial revolution 4.0.

**Keywords:** Webquest; Okmindmap; Scratch; Facebook; Stem

**Abstract ID: AIC-2017-GDHEC-588**

**LEVEL OF HAPPINESS AMONG WORKING AND NON-WORKING WORKING INDIVIDUALS**

**Corresponding Author:** Nighat Gul

**Co-Authors:** Tehseentahir, Mukhtairbibi, Sajid Mehmod Alvi And Rabia Mushtaq

Government Postgraduate College For Women

**Abstract**

The purpose of presented study was to measures level of happiness among working and non - working individuals. Simple size was comprised on (N==500) working and non - working people. The sampling technique was stratified

random sampling there were (n=250) participants were working people of Haripur KPK area and same number of participants were taken from non-working rural areas of Haripur to them (n=125) participants were male working and non-working and (n=125) were working and non-working women. Applied research design was comparative for conduction of the research. There was used one scale Oxford happiness Questionnaire (OHQ) for measuring level of happiness among working and non - working people gender wise. The Oxford Happiness Questionnaire was developed by psychologists Michael Argyle and Peter Hills at Oxford University. There was assumed level of happiness will higher in working individuals as compared to non-working. There will be difference in level of happiness among working and non - working people on the base of gender. There were used regression and independent t-test for analysis purpose. The results of the study indicated p

**Keywords:** Happiness; Working; Non- Working; Stratified Sampling; Comparative; Questionnaire And Regression

**Abstract ID: AIC-2017-GDHEC-594**

### **IMPROMPTU INTERVIEW IN OVERCOMING LANGUAGE ANXIETY**

**Corresponding Author:** Thuwaibah Bt Mohd Junaid

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Universiti Tun Hussein Onn Malaysia

#### **Abstract**

The purpose of this study was to explore a novel method in overcoming Language Anxiety in the speaking component in a university subject. The participants consisted of 58 1st year students studying in University Tun Hussein Onn Malaysia. They were from various backgrounds and faculties. The students were from 2 different classes. The students were asked to interview two different people they find outside the classroom. Students took note of the whole interview sessions. They were even asked to video record the sessions. At the end of the interview sessions, students were to upload the videos to the cloud storage so that they can be posted in the class Padlet. The English Language anxiety questionnaire was then distributed to the students. They were to fill it up during class. The findings show that most of them were able to overcome their anxiety in using English while conducting the impromptu interview.

**Keywords:** Language Anxiety; Speaking; Impromptu Interview

**Abstract ID: AIC-2017-GDHEC-600**

### **EXPLORATION OF SPIRITUAL ELEMENTS IN HOLISTIC-ENTREPRENEUR (HOLISTIC-E) : STUDENT DEVELOPMENT PERSPECTIVES**

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**Co-Authors:** Badaruddin Bin Ibrahim, Asri Bin Selamat

Universiti Tun Hussein Onn Malaysia

#### **Abstract**

Entrepreneurship is seen as a potential career path for overcoming the problem of unemployment. However, this career has yet to get a second or even a last option among graduates in Malaysia. Various efforts have been undertaken by the stakeholders through the first surge of the Malaysia Education Blueprint 2015-2025 (Higher Education) and the continuation of the implementation of the Entrepreneurship Action Plan 2016-2020, the holistic development of human capital and entrepreneurial backbone graduate entrepreneurs in targeted delivery. However, based on current achievements, this is quite difficult to implement as the desire of graduates in entrepreneurship is not particularly encouraging, especially graduates in technical courses. Compared to previous studies on human capital development that only examines the external element of the student affecting entrepreneurial desires, this study focuses on the internal elements of students holistically to increase student entrepreneurial desires and improve entrepreneurship as one of the preferred careers in Malaysia in meeting the challenges of the first surge of the Malaysia Education Blueprint 2015-2025; produce more graduate entrepreneurs.

**Keywords:** Spiritual Elements; Students Entrepreneur Desires

**Abstract ID: AIC-2017-GDHEC-605**

### **EVALUATING THE USE OF HOT POTATOES IN LEARNING ACADEMIC WORD LIST**

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Universiti Malaysia Pahang

#### **Abstract**

Technology has emerged as a powerful platform to assist learners in their learning. Moreover, a key aspect of learning using technology is its ability to reach audiences at anytime and anywhere. In the current study, Hot Potatoes is used to identify whether or not they are able to learn Academic Word List (AWL) in five exercises namely JMix, JCloze, JCross, JMix and JMatch. Fifty-three (53) words were selected for the purpose of testing their knowledge of the academic vocabulary. Online questionnaire was later administered to the students to identify their opinions on the use of Hot Potatoes in terms of design, effectiveness and usefulness. Results from the study showed that students scored perfectly in all the five (5) quizzes. In terms of effectiveness, the students who answered the survey believed that Hot Potatoes was easy to use as it motivated their learning. Meanwhile, the design of the online quizzes was able to help student in learning the AWL. Since Hot Potatoes provided direct feedback by remarking students of their answers to be correct or wrong, the platform was identified to be useful by its users. The contribution of this study, therefore, has been to confirm that developers who are the teacher-researchers may not have to have programming knowledge in preparing



online quizzes. Instead, with the use Hot Potatoes, interactive Web exercises can be developed by those who do have such background.

**Keywords:** Hot Potatoes; Academic Word List (Awl); Vocabulary

**Abstract ID:** AIC-2017-GDHEC-606

**STRATEGIES TO IMPROVE PROBATION STUDENTS' ACADEMIC PERFORMANCE IN AN AMERICAN DEGREE TRANSFER PROGRAM (ADP) IN MALAYSIA**

**Corresponding Author:** Mohd Faizal Fauzan

**Co-Authors:** Sonya Prabha, Kalarani Vellasamy, Eshodha Ann Gurusamy, Amirah Alias

Taylor's University

**Abstract**

*There are many factors that cause students in higher learning institutions to be placed under an academic probation program. In previous studies, time management and procrastination were found to be significant factors that contributed to their dismal academic performance. Apart from that, facing difficulties with certain requisite subjects, such as math, also adversely affected their grades. Therefore, this paper will focus on strategies to manage the students' academic performance so that they will no longer be under probation.*

**Keywords:** Academic Probation; American Degree Transfer Program; Education;

**Abstract ID:** AIC-2017-GDHEC-612 & GDHEC 611

**COMPARATIVE STUDY OF CITIZENSHIP EDUCATION OBJECTIVES IN IRAN, FINLAND AND THE UNITED STATES**

**Corresponding Author:** Habibeh Aghighi Bakshayshi

Ololm , Tahghighat University.

**Abstract**

*Citizenship education and public awareness of citizen's values provide a prerequisite for accepting principles such as accountability, wisdom, awareness and freedom, integration, harmony with social values, and the right and duty of an active citizen. Today, in developed countries, in order to educate active citizens, much investments have been made. There are different opinions on the characteristics of the active citizen in each society, and its relation to the goals and desires of those communities. The development of an active citizen requires curriculum development in accordance with that community. Therefore, in this article, we investigated the status of citizenship education in three countries including Finland, the US and Iran in order to obtain the right insight. It is clear that a comparative study of the objectives of the curriculum of citizenship education in the communities lead to the development of knowledge in this field. After reviewing the goals and upstream documents of the countries, the following results were obtained. In Finland, the necessity of citizens' social thinking, public readiness and competences, the recognition of individual rights, the political and social responsibilities of citizens, participation in decision-making, preparation for the acceptance of joint international responsibility, awareness of the needs of social change were identified as the main goals of citizenship education in this country. While the goals of citizenship education in the United States are: the virtues of citizenship, means educating responsible citizenship, Civil Partnership: the means enhancing the spirit of participation among citizens. Finally, educating citizens with the knowledge and intellectual skills needed to monitor and influence public policy. In Iran, the goals of citizenship education are: political, economic, cultural and social active participation, wise influence, understanding and respect to the law, active participation in the development of a safe and healthy environment, the preservation of collective interests and the sense of belonging to the city, respect Ethical and religious values and understanding of the work and appreciation of the Iranian and Islamic cultural heritage. Keywords: Citizenship Education Objectives, Comparative Study*

**Abstract ID:** AIC-2017-GDHEC-615

**THE CHALLENGES TO THE DIFFUSION OF INNOVATION IN SMALL AND MEDIUM ENTERPRISES: CASE STUDY EVIDENCE OF SMES IN KHYBERPAKHTUNKHWA, PAKISTAN**

**Corresponding Author:** Mohammad Daud Ali

**Co-Authors:** Syed Imad Shah

University Of Haripur

**Abstract**

*The purpose of this paper is to discuss the barriers and challenges that the SME sector of Khyberpakhtunkhwa face in their pursuit of adoption and diffusion of innovation for their competitive advantage and growth. A qualitative case study design is used to collect data from eight pharmaceutical enterprises. A semi structured interview was used for this purpose based on the themes reviewed from the literature. The benefit of this case study research is that the researcher visited the physical settings and observed the phenomenon personally while interviewing the concerned managers. The results suggest that there are skill barriers and financial barriers in the some of the case study enterprises but the government and concerned departments do not support in any way.*

**Keywords:** Diffusion Of Innovation; Smes; Skills And Expertise; Financial Barriers; Government Departments

**Abstract ID: AIC-2017-GDHEC-616 & AMOS 592**

**A PHENOMENOLOGICAL STUDY ON TEACHER'S VIEW AND PERSPECTIVES ON USING TECHNOLOGY IN TEACHING AND LEARNING**

**Corresponding Author:** Mohammad Akbari

**Co-Authors:** Hossein Shokohi Fard, Bahman Yasbolaghi Sharahi, Rouhollah Khodabandelou  
Department Of Education, University Of Birjand, Birjand, Iran

**Abstract**

*Technology has changed the conventional way of teaching and learning. Teaching with technology can deepen student learning by supporting instructional objectives. However, technology could be a distraction for students if they do not use it wisely. In addition, the emergence of new educational technologies has led to a need change teachers roles. This qualitative research study employed a phenomenological approach to focus on teachers' views and perspectives on using technology in their teaching and learning. Eight full time elementary and secondary teachers in an international school attend in in-depth, semi-structural interviews. The data were analyzed using phenomenological analysis. Findings were coded into four categories: teacher concerns, teacher's roles, teachers' perspective, and implementation. Instructional maintenance, inequalities, filtration of information, teachers' readiness and need for training have been identified as teacher concerns. Guider, facilitator, assessor and moderator were teachers' roles in international school. Finally, the reason for implementing technology in schools was beneficial and effectiveness of integrating technology in classroom teaching. The research showed that teachers who are slightly younger often use the technology in teaching and learning more than the older teachers do.*

**Keywords:** Phenomenological Study; Teacher; Technology; Teaching; Learning

**Abstract ID: AIC-2017-GDHEC-623**

**GOVERNMENT AS DOCTOR-HEALER: A CRITICAL METAPHOR ANALYSIS ON MALAYSIAN BUDGET SPEECHES**

**Corresponding Author:** Farrah Diebaa Rashid Ali

**Co-Authors:** Su'ad Binti Awab  
University Malaya

**Abstract**

*This paper looks at the social identity adopted by the government of Malaysia in relation to the rakyat and others in the Malaysian Supply Bills. The data for this study were taken from eight Malaysian Supply Bills which were presented by Datuk Seri Najib Tun Abdul Razak (2010 – 2017). Charteris-Black's (2014) framework on conceptual metaphor and ideology were adapted for this study. The findings of this study show how the government portrays itself as well as the portrayal of others such as the rakyat (people) and economy resulting in an intertwined and complex relationship among them. The findings of this study contribute significantly to the discussion on the importance of metaphor in political persuasion and ideology transfer process. It proves that metaphor as a highly persuasive tool does not only help create long-term mental representations but it also functions as a terministic screen which reduce the audience's critical thinking and rate of rejection.*

**Abstract ID: AIC-2017-GDHEC-628**

**THE IMPLEMENTATION OF CLT AT HIGHER SECONDARY EDUCATION IN BANGLADESH: TEACHERS' PERSPECTIVE**

**Corresponding Author:** Md. Arif-Uz Zaman

**Co-Authors:** Bishnu Kumar Adhikary  
Bangladesh Open University

**Abstract**

*This study investigates Bangladeshi EFL (English as a Foreign Language) teachers' perceptions and expectations regarding CLT (Communicative Language Teaching) at higher secondary level in Bangladesh. This is a mixed methods research by nature. The main instrument used to elicit data for the study is a written questionnaire and 50 Bangladeshi EFL teachers at higher secondary level are the participants. Marshall and Rossman (1999:60) and Cresswel (2008:89) consider mixed methods research design as a unique approach to research that draws primarily and principally on multiple sources and on people's views and opinions of specific experiences. In this study, multiple sources are the perceptions of 50 teachers as data from a number of colleges in Bangladesh and the survey instrument that asks for opinions, open-ended responses, related research and personal experience. The findings of the research indicate that the participating teachers hold favourable attitudes towards the principles, characteristics and activities of CLT in their beliefs. The results also show the Bangladeshi EFL teachers face a number of challenges in implementing CLT in their classrooms. On the basis of major findings, the study finally offers several recommendations to overcome the challenges with regard to making CLT an effective approach in the Bangladeshi context.*

**Keywords:** Clt; Communicative Competence And Higher Secondary

**Abstract ID: AIC-2017-GDHEC-636**

**THEORIES SURROUNDING CORPORATE SOCIAL RESPONSIBILITY (CSR)-A REVIEW OF LITERATURE**

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*A long debate on the topic of CSR has been taking place from the later part of the 20th Century. Bowen (1953) wrote the book 'social responsibility of the businessman' since then there has been a shift in terminology, the social*

responsibility of the business to CSR. Since then the field of CSR has grown significantly and presently CSR is at the core of every business strategy. It contains a great proliferation of theories, approaches and terminologies. Society and business, social issues management, public policy and business, stakeholder management, corporate accountability are some of the terms used to describe the phenomenon related to corporate responsibility in society. The present study used the systematic literature review to study the various theories surrounding the term CSR. A total of 112 published articles from various database were analyzed. The paper contributes to the body of literature related to CSR.

**Keywords:** Corporate Social Responsibility; Literature Review; Csr Theories

**Abstract ID: AIC-2017-GDHEC-641**

**RELATIONSHIP BETWEEN FISHERMAN KNOWLEDGE ABOUT ENVIRONMENTAL SANITATION, HEALTHY LIFE, AND INCOME ON QUALITY OF FISHERMAN ENVIRONMENTAL HEALTHY HOUSING,**

**Corresponding Author:** Saptadewi Yusriani

Satya Negara Indonesia University

**Abstract**

*This research aims to determine the relationship between knowledge about environmental sanitation, healthy life attitude, and income on quality of environmental healthy housing at north Jakarta. The method used was quantitative with a correlation study by applying regression and correlational analysis. Research results showed there was a significant correlation between fisherman knowledge about environmental sanitation, healthy life, and income with fisherman quality of environmental healthy housing (.01), where the figure was much lower than the level of significant of .05. These results indicated that knowledge about environmental sanitation, healthy life attitude, and income have significantly contribution on the quality of environmental healthy housing. Therefore, if fisherman quality of environmental housing should be improved, factors such as knowledge about sanitation, healthy life and income could be taken into consideration.*

**Keywords:** Knowledge About Environmental Sanitation; Healthy Life Attitude; Income; On Quality Of Environmental Healthy Housing ?

**Abstract ID: AIC-2017-GDHEC-645**

**IMPROVING THE ABILITY OF MATHEMATIC REPRESENTATION CAPABILITIES AND STUDENTS SKILLS IN FACTORING QUADRATIC FORMS BY USING VARIOUS SOLUTIONS**

**Corresponding Author:** Resy Nirawati

**Co-Authors:** Resy Nirawati

STKIP Singkawang

**Abstract**

*This research was conducted to see whether the variation of solution is acceptable and easy to understand by students with different level of ability so that it can be seen the difference of students ability in facilitating the quadratic form in the upper, middle and lower groups. This research used experimental method with factorial design. Based on the result of final test analysis, there were differences of students ability in upper group, medium group, and lower group in putting quadratic form based on the use certain various solution.*

**Keywords:** Representation Various Solutions; Quadratic Form

**Abstract ID: AIC-2017-GDHEC-648**

**SPIRITUAL WELL-BEING OF ADOLESCENTS THAT ARE DIFFICULT TO MANAGE AT SCHOOL**

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**Co-Authors:** Cholichul Hadi & M.G.Bagus Ani Putra

Airlangga Surabaya, Indonesia

**Abstract**

*This research aims to find out the spiritual well being of adolescents that are difficult to manage at school. The method used is the intrinsic case study which aims to understand an intrinsic characteristic of certain cases. The participants consist of 5 students from one of the junior high schools in Jakarta. The researcher conducted a thorough interview and provided assistance by using religious approaches (by praying dhuha, reciting Al-Qur'an, and sharing which is done every morning before the class starts, in other words at 6.30-7.00). The result of this research is that students that are difficult to manage possess lower level of spiritual well being, due to the family's lack of attention on both the students and their improvements. Parents, school, and friends influence them in many ways. To them, they should listen to what their friends say and act in the same way as their friends. This research also finds out that the reason for students to not listen to their teachers, obey the school rules, and to not listen to their parents are social medias and gadgets. After the assistance using religious approaches, changes in the behavior of the students that are difficult to manage can be found. Among those changes are their willingness to study, devote (pray and reciting Al-Qur'an), utter less harsh words, not play their gadgets during lessons, and try to become a better person.*

**Keywords:** Spiritual Well Being; Adolescents; Difficult To Manage

**Abstract ID: AIC-2017-GDHEC-657**

**VOCABULARY LEARNING STRATEGIES AMONG SAUDI ENGLISH MAJOR STUDENTS: STRATEGY USE AND GENDER**

**Corresponding Author:** Engku Haliza Engku Ibrahim

**Co-Authors:** Jamilah Al-Harbi

International Islamic University Malaysia

**Abstract**

*One of the major challenges that learners face during the process of foreign language learning is acquiring vocabulary. Vocabulary has been recognized as an essential part of language use in which insufficient vocabulary knowledge of the learners leads to difficulties in foreign language learning. Thus, students need to employ various vocabulary learning strategies to acquire the vocabulary of a foreign language. The present study attempts to identify the vocabulary learning strategies employed by Saudi English major students. This study also aims to examine if there are differences between male and female students in the pattern and frequency of strategy use. Sixty five first year English major students of Majmaah University participated in the study. Their vocabulary learning strategies were measured using the Vocabulary Learning Strategy Survey (Schmitt, 1997). The results showed that students preferred cognitively less demanding strategies to the ones that required deeper cognitive processing. The most frequently used strategies were "I try to remember the word by repeating it several times," "I try to guess the meaning of the word from text/context" and "I learn new words when I interact with native-speakers." Among the least frequently used strategies were "I ask my English instructor to check my flash cards or word list," "I use monolingual dictionary (English-English)" and "I use semantic feature grids." In general, social strategy is the most used strategy while memory strategy is the least used. The findings also showed that males preferred social strategy compared to females who preferred cognitive strategy. An Independent Sample t-Test showed that out of the five strategies, two strategies (cognitive and memory strategies) showed significant differences between the 2 genders. The results of this study provide useful pedagogical implications for both language instructors as well as researchers.*

**Keywords:** Vocabulary Acquisition; Vocabulary Learning Strategies (Vls); Efl Saudi Learners; Gender

**Abstract ID: AIC-2017-GDHEC-659**

**EFFECT OF MORAL WORK, THE TEACHING PROFESSION AND CHARACTER EDUCATION IN SHAPING THE CHARACTER OF THE STUDENTS AT SMAN 9 MANADO**

**Corresponding Author:** Recky Sendouw

**Co-Authors:** Apeles Lexi Lonto, Telly D.Wua Recky Sendouw, Theodorus Pangalila,

Universitas Negeri Manado

**Abstract**

*The problems that occurred in SMAN 9 Manado that the way teachers work has not shown that the maximum performance due to lack of awareness and discipline in the execution of duties as a professional teacher. Similarly, they found the study of students at SMAN 9 Manado low level of absorbency. Objective research is to determine whether there is influence morale, the teaching profession and character education in shaping the character of the students at SMAN 9 Manado. The samples used were 45 respondents and data analysis techniques by using Karl Pearson correlation product moment. Results of research on the relationship variables X and Y are the relationship working moral Influence, the teaching profession and character education in shaping the character of the students result means 0,974 classified as very strong relationship. To determine the magnitude of the power of determination working moral relationship influence, the teaching profession and character education in shaping the character of the students result is 95% and the remaining 5% is influenced by other factors not examined by the author. In conclusion morale effect relationship, the teaching profession and character education in shaping the character of the students at SMAN 9 Manado results are significant.*

**Keywords:** Moral Work; Teaching Profession; Character Education

**Abstract ID: AIC-2017-GDHEC-660**

**RIGHT TO BREASTFEED: THE NEED FOR ADEQUATE FACILITIES IN PUBLIC INSTITUTION IN TERENGGANU**

**Corresponding Author:** Wan Mardiana Wan Musa

**Co-Authors:** Noorimah Binti Misnan, Rosmawati Binti Abd Rahman, Syafini Binti Muda @ Yusof, Nazuha Binti Muda @ Yusof

Universiti Teknologi Mara Cawangan Terengganu

**Abstract**

*The awareness of breastfeeding in Malaysia has increased tremendously over the years. With the introduction of tax reduction for purchasing nursing facilities in the 2017 budget shows the government effort in supporting breastfeeding. This study attempts to investigate the necessary breastfeeding facilities needed by the staffs in public institution in Terengganu which comprises of three campuses. Out of 452 female staffs, 262 were selected as respondents using stratified random sampling. The analysis carried out were frequency distribution and descriptive analysis. The result indicates that 99% of the respondents agree that breastfeeding is important, and neither adequate facilities in the workplace provided nor flexible time given by the employer to express breastmilk or breastfeeding their child at the baby centre. The significant of this study was awareness creation of the staffs regarding relevant laws protecting their right to breastfeed as well as administration to take the matter more seriously especially in catering the welfare of the*

staffs. In conclusion, it is recommended that every institution should have their own policy and providing necessary facilities for the purpose of breastfeeding.

**Keywords:** Breastfeeding; Awareness; Facilities; Policy.

**Abstract ID: AIC-2017-GDHEC-662**

### **FLOOD RISK ON HOSPITAL UTILITY AND MITIGATION MEASURES**

**Corresponding Author:** Nor Ain

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Universiti Tun Hussein Onn Malaysia

#### **Abstract**

Malaysia is geographically located outside of the Pacific fire circle that is free of any incidents and property destroyed by natural disaster such as hurricanes, earthquakes and volcanic eruptions. However, Malaysia is also vulnerable to natural disasters such as floods, landslides and haze. In Malaysia the flood is one of the most frequent catastrophic disasters that have caused major damage to property and loss of life. The floods in 2014 had a significant impact on the hospital, especially in Kelantan, Malaysia. Flooding of hospital result in interruption of utilities supplies such as water, electrical power, fuel and medical gas. The purpose of this paper is to explore major and potential challenges faced by the operation of hospital specifically related to utilities supplies and reduce flood risk of the hospital utilities supplies through the best measures. Method of this paper uses the previous study result. Finding, the risk of floods especially on the supply utilities hospitals can be mitigated through the best identified measures as well as can maintain the daily hospital treatment of patients, particularly ill patients.

**Keywords:** Flood Impact; Hospital Utilities Supplies; Reduce Risk

**Abstract ID: AIC-2017-GDHEC-665**

### **THE ROLE OF THREE EDUCATION CENTER FOR CHILDREN MOTIVATION IN LEARNING**

**Corresponding Author:** Johanis Risambessy

**Co-Authors:** Johanis Risambessy  
Yogyakarta State University

#### **Abstract**

The role of three education centers in Mollucas Province, Indonesia is not optimized yet. The negative impact is that many children have consistently been facing failure during educational process. It knows slow development and unsupported childhood education. The purpose of this research is to explain the importance of optimizing three education center for children education. This research is descriptive qualitative. Primary and secondary data were collected through interview and direct observation. The data analysis technique was done with data reduction, data display, and data conclusion. The result of this research revealed that: 1) the role of family and society for children education was not optimized, 2) the role of three education center does not improve the children learning motivation. Based on the results of this research, its suggested to three education center to optimize its educational role. Through mobilization, connection, and training activities, the three education center can share information with the parents and society as well by showing their positive impact on childhood education center. Furthermore, trying to build good relationship, cooperation, and forming study groups.

**Keywords:** Learning Motivation; Three Education.

**Abstract ID: AIC-2017-GDHEC-666**

### **ROLE OF UNIVERSITIES FOR THE DEVELOPMENT OF ENTREPRENEURIAL INTENTION IN PAKISTAN: EVIDENCE FROM GUESS DATA 2016**

**Corresponding Author:** Syed Afraz Gillani

**Co-Authors:** Altaf Hussain Samo  
Bonn-Rhein-Sieg University Of Applied Sciences

#### **Abstract**

*Purpose* – The purpose of this paper is to discover the impact, university context infuses on career choice intentions of students with mediating role of their attitude. The author aims to examine the relationship of university activities with student career choice and the attitude of students towards entrepreneurial activities. *Design/Methodology/Approach* – The 7th GUESS research project, 2016 was led by Sukkur IBA, Pakistan and the data was accumulated from the first week of April, 2016 to the last week of June, 2016. Invitations for the participation in the survey were dispatched to more than 25 universities but only 12 universities agreed to participate in the survey. Total number of 1099 responses were received through online survey, out of which 580 responses were considered to be valid which were analysed for the purpose. *Findings* – The results show that the university context implies significant impact on student career choice intentions with mediating role of student's attitude in becoming an entrepreneur. Their skills and knowledge are influenced by university activities. The results also explain that if students show positive attitude towards university activities to start some new business then their career choice will be entrepreneurship and start-ups. *Practical Implications* – The findings provide valuable insights for the policy makers in university institutions that they may consider entrepreneurship education and educators as their top priority. Higher Education Commission, Pakistan (HEC) should also issue funds for entrepreneurial education projects and may cover the neglected areas of entrepreneur education. The government can use this study to make better choices in relation to the education of future entrepreneur graduates. **Keywords:**

**Keywords:** University Context; Entrepreneurs; Attitude; Career Choice Intentions; Pakistan

**Abstract ID: AIC-2017-GDHEC-668**

**INTERACTIVE MULTIMEDIA LEARNING ON THE BASIS OF PROBLEM-BASED LEARNING (PBL) FOR VOCATIONAL HIGH SCHOOL STUDENTS**

**Corresponding Author:** Khairudin Khairudin

**Co-Authors:** Karmila Suryani

Universitas Bung Hatta

**Abstract**

*This research is aimed at producing a valid, practical and effective interactive multimedia learning on the basis of problem-based learning. The product is designed to help teachers and students in understanding the subject: "Peripheral Functions and PC Installation". The study is conducted by applying research and development method with the stages as follows: potential problem localization, data collection, product designing, design validation, performance test, product revision, and final testing and commissioning. After performing content validity test by taking into account expert's theory, and after conducting practicality test by distributing questionnaires to the users, as well as performing effectiveness test by giving examinations to the participants, the percentages of such respective tests are found as follows: 88.06% for validity test; which is a good criterion, 85.03% for practicality test; which is a practical criterion, and 88.04% for effectiveness test; which is a good criterion. Such results show that the interactive multimedia learning on the basis of problem-based learning can be said to have been valid, practical and effective.*

**Keywords:** Interactive Multimedia Learning; Problem-Based Learning (Pbl); Validity; Practicality And Effectiveness Tests

**Abstract ID: AIC-2017-GDHEC-674**

**TO READ OR NOT TO READ**

**Corresponding Author:** Prema Ponnudurai

**Co-Authors:** Michelle K. Irawan

Taylor's University

**Abstract**

*Recently, greater awareness has been reported regarding the problems associated with the weak reading habits of Malaysian millennials and its lack. In a world where harnessing and using knowledge is of utmost importance, firstly, understanding the reading habits is vital before moving forward to address this issue and emphasise the developing its development. Therefore the objective of this study was to investigate the reading habits of university students and identify its correlation to their academic performance. A small random sample of fifty undergraduate students from private universities in Selangor participated in this quantitative study. Statistical analysis (SPSS) was used to analyse the reading habits and ascertain a correlation between reading and academic performance. The findings revealed the types of readings preferred by undergraduate students, the frequencies and found insignificant correlation between reading habits and academic performance. This is concluded by suggestions for academics, students and curriculum designers in tackling this long standing issue in Malaysia.*

**Keywords:**

**Abstract ID: AIC-2017-GDHEC-677**

**THE STATE AND THE ADMINISTRATION OF ISLAMIC CRIMINAL JUSTICE: COMPATIBILITY WITH FEDERALISM IN MALAYSIA**

**Corresponding Author:** Muhammad Nor Abdurrahim

**Co-Authors:** Amilia Binti Saidin; Md Anowar Zahid

Multimedia University

**Abstract**

*The state has always been regarded as the protector and guardian of her people, where rights and powers are on the authority of the state to execute whatever necessary for the best interest of the public which includes the administration of criminal justice, particularly Islamic criminal justice. The Shariah obliges the authority of the state to execute the punishment ordained by Allah the Almighty in its true form and spirit. This is to ensure that justice as pillar of the religion is upheld and respected, substantially and procedurally. However, the execution of Islamic criminal law and its prescribed punishment in Malaysia has yet to be realized although after 60 years of independence and to certain extent is considered as something illusive. Adopting a library research methodology; where data and facts are gathered from relevant and available written sources; this paper will explore and highlight the concept, powers, rights and duties of a state from the perspective of Islamic law and Malaysian constitution. It will also describe and argue the position of Islamic criminal justice in Malaysia, in particular of its execution of punishments within Malaysian legal framework by venturing into possible issues and challenges. The paper will also look at the feasibility of Islamic criminal punishment to be executed within the Malaysian federal system. It is aimed at the end of this paper to highlight some practical suggestion for the authority in order to empower the administration of Islamic criminal justice and its prescribed punishment in Malaysia.*

**Keywords:** Concept Of State; Islamic Criminal Justice; Federalism

**Abstract ID: AIC-2017-GDHEC-683**

**A CREATIVE DANCE LEARNING MODEL: IMPROVING INTERPERSONAL INTELLIGENCE OF EARLY CHILDHOOD EDUCATION**

**Corresponding Author:** Elindra Yetti

Universitas Negeri Jakarta

**Abstract**

*Creative dance learning is an activity that emphasizes the creativity of children motion is done through the expression of free movement based on the imagination of children. This study discusses the creative dance learning model to improve Early Childhood Education's interpersonal intelligence. Interpersonal intelligence is the ability to understand and deal with the attitudes and feelings of others that characterized by sociability, socializing, and empathy. A research method used was experimental research. It conducted on students of group B Kindergarten in East Jakarta. The result revealed that tcount value is 9.78 and t table value is 2.045. H0 is rejected and Ha is accepted. Thus, 1? 2, the pre-test value is not equal to the post-test value. In brief, it can improve the interpersonal intelligence of Early Childhood Education students. A creative dance learning model activities conducted through the exploration and improvisation of children's movements in groups. It worked together to move the motion into the form of motion of dance. It also has an impact on the interaction between Early Childhood Education students in the group. In conclusion, the experience of working together and interacting can improve Early Childhood Education students' interpersonal intelligence.*

**Keywords:** Creative Dance Learning Model; Interpersonal Intelligence; Early Childhood Education

**Abstract ID: AIC-2017-GDHEC-685**

**COMPARATIVE THOUGHT BETWEEN TRADITIONAL AND CONTEMPORARY OF ISLAM NUSANTARA CONCEPT**

**Corresponding Author:** Abdur Razzaq

**Co-Authors:** Sari Lestari Zainal Ridho; Hamidah

Universitas Islam Negeri Raden Fatah Palembang

**Abstract**

*In the beginning, Islam Nusantara is a concept that describes the spread, growth and development of Islam in the archipelago, or Islamization activities in the archipelago, which was a process consisting of three stages: arrival, influenced by economic factors, acceptance, driven by religious motives, and development, driven by political motives. The development and or the paradigm changes and thought regarding the concept of Islam Nusantara, which put forward the idea how to implement Islam in the context of local values, or in other words the content or local wisdom in the implementation of Islam in the archipelago, Indonesia. The emergence of these ideas creates discourses that spark long discussions and debates. Starting from the different thoughts on the concept of Islamic Nusantara concept, the purpose of this study is to analyze, discuss and explain the early concept of Islam Nusantara, and the new ideas or thought of Islam Nusantara and its relation with the originality of Islamic values. This research was conducted by using qualitative descriptive approach, to analyze the concept of Islam Nusantara, both conventional and contemporary thinking. The findings of this study that can be concluded are, the contradiction or separation between Islam, Arab and the archipelago is not necessarily done, it is based on the idea that Islam as rahmatan lil 'alamin very possible interact with any value in various parts of the world which has each local wisdom. The paradox between the face of the ummah and the face of Islam should also not be the reason for the need of a 'new Islam' because moslem and Islam are two different things. The implementation of Islamic teachings held by its adherents, through better understanding and good intentions to implement Islam completely should be the main focus to discuss.*

**Keywords:** Islam Nusantara; Thought; Religion; Economy; Politics

**Abstract ID: AIC-2017-GDHEC-687**

**TRADITIONAL AND CONTEMPORARY THOUGHTS OF ISLAM NUSANTARA: A COMPARATIVE STUDY**

**Corresponding Author:** Abdur Razzaq

**Co-Authors:** Sari Lestari Zainal Ridho; Hamidah

Universitas Islam Negeri Raden Fatah Palembang

**Abstract**

*In the beginning, Islam Nusantara is a concept that describes the spread, growth and development of Islam in the archipelago, or Islamization activities in the archipelago, which was a process consisting of three stages: arrival, influenced by economic factors, acceptance, driven by religious motives, and development, driven by political motives. The development and or the paradigm changes and thought regarding the concept of Islam Nusantara, which put forward the idea how to implement Islam in the context of local values, or in other words the content or local wisdom in the implementation of Islam in the archipelago, Indonesia. The emergence of these ideas creates discourses that spark long discussions and debates. Starting from the different thoughts on the concept of Islamic Nusantara concept, the purpose of this study is to analyze, discuss and explain the early concept of Islam Nusantara, and the new ideas or thought of Islam Nusantara and its relation with the originality of Islamic values. This research was conducted by using qualitative descriptive approach, to analyze the concept of Islam Nusantara, both conventional and contemporary thinking. The findings of this study that can be concluded are, the contradiction or separation between Islam, Arab and the archipelago is not necessarily done, it is based on the idea that Islam as rahmatan lil 'alamin very possible interact with any value in various parts of the world which has each local wisdom. The paradox between the face of the ummah and the face of Islam should also not be the reason for the need of a 'new Islam' because moslem and Islam are two*

*different things. The implementation of Islamic teachings held by its adherents, through better understanding and good intentions to implement Islam completely should be the main focus to discuss.*

**Abstract ID: AIC-2017-GDHEC-691**

**RANCANGAN AGAMA DI SALURAN TV3 SEBAGAI MEDIUM DAKWAH**

**Corresponding Author:** Shariful Kamaruddin

**Co-Authors:** Shariful Bin Kamaruddin

Universiti Selangor

**Abstract**

*RANCANGAN AGAMA DI SALURAN TV3 SEBAGAI MEDIUM DAKWAH Shariful Bin Kamaruddin Universiti Selangor, Bestari Jaya, Selangor Darul Ehsan shariful@unisel.edu.my* Abstrak Kehadiran televisyen pada ketika ini telah mewujudkan suasana baru dalam peradaban umat manusia. Televisyen digunakan sebagai media dakwah yang efektif dan efisien pada zaman moden ini. Televisyen pada ketika ini ternyata memberikan nilai yang sangat memberangsangkan dalam pergaulan hidup manusia kerana ia mampu memberikan pelbagai maklumat yang diperlukan oleh masyarakat. Oleh yang demikian, Ab. Aziz Mohd Zin (1997) menyarankan supaya televisyen yang merupakan satu alat komunikasi yang perlu dimanfaatkan sepenuhnya dalam penyampaian mesej dakwah, supaya Islam dapat sampai kepada seluruh sasarannya tanpa mengambil masa yang lama. Hujah ini disokong oleh Ruzain Syukur Mansor (2011) yang menganggap rancangan agama di televisyen sebagai medium penting komunikasi dan pembangunan Islam. Saluran TV3 dipilih kerana saluran ini pula mewakili saluran televisyen swasta di Malaysia. Saluran TV3 ini dimiliki asalnya oleh Sistem Televisyen Malaysia Berhad dan kemudiannya diambil alih oleh Media Prima Berhad. Saluran TV3 adalah saluran televisyen swasta siaran percuma yang pertama di Malaysia yang mula beroperasi pada Jun tahun 1984. Saluran TV3 ini juga dipilih kerana saluran ini adalah saluran televisyen nombor satu di Malaysia dan pernah dinamakan sebagai jenama paling bernilai di Malaysia oleh pakar penjenamaan global ulung 'interbrand'. Pada tahun 2008 juga saluran ini telah mendominasi kedudukan 20 program teratas.

**Keywords:** Kata Kunci: Rancangan Agama; Televisyen; Dakwah

**Abstract ID: AIC-2017-GDHEC-694**

**BULLYING AMONG JAVANESE ETHNIC SENIOR HIGH SCHOOL STUDENTS**

**Corresponding Author:** Chr Argo Widiharto

**Co-Authors:** Padmini Dhyah Yulianti; Sri Wahyuni

Airlangga University Surabaya, Indonesia

**Abstract**

*This study is to find out the type of bullying behavior that often occurs in high school of Javanese ethnic. The Javanese have a strong norm of courtesy, respect for the elder and they cannot express feelings directly. In addition, the characteristics of the Javanese are also obedient (setyatuju), no rejection and no rebellion. Javanese also has gentle language, and are always low profile. All of these Javanese characters are contrary to bullying behavior which is an aggressive behavior that involves intention to harm others. The methods of data collection was using surveys in the form of open questionnaire. The data were collected from 7 (seven) cities in Central Java which were selected randomly. The research subjects were 287 high school students which were selected by purposive sampling technique. The data was analyzed by using indigenous psychology approach. The result of the study showed that there were 3 types of bullying behavior in high school. They were verbal bullying (mocked, lied and slandered) as much as 72.13%, physical bullying (hit, groped and spit) as much as 14.63% and psychological bullying (belittled and exiled) as much as 13.24%.*

**Keywords:** Bullying Behavior; High School; Javanese Ethnic

**Abstract ID: AIC-2017-GDHEC-696**

**DIALECTICS OF ISLAMIC SHARIA COMMUNICATION IN BANDA ACEH DAYAH CULTURE**

**Corresponding Author:** Wahyuni Choiriyati

**Co-Authors:** Dadang Rahmat Hidayat; Siti Karlinah; Asep Saeful Muhtadi

Gunadarma University

**Abstract**

*Dayah has a role in the religious tradition of the Acehnese people, making ulema group into an instrument that is linked in the discussion of Islamic Sharia. Some people relate the ups and downs of implementation of Islamic Sharia in Aceh to the role which ulema play. In Aceh tradition, ulema play a significant role in developing Aceh people's religious practices. Research on Dayah culture in Aceh contains questions on the role of ulema in the implementation of Islamic Sharia and how dialectical communication from the ulema succeeds the implementation of the Sharia Qanun in Aceh. The progress of dayah is dependent on ulema who lead, not to the name of dayah. Some subjects taught in dayah are religious law, the science of Tawheed, and Arabic. Not all dayah students in the middle level are successful in their study. Many dayah student are failed in mid of process of study. This condition is caused by various factors; two of them are a not-tied system that doesn't force dayah students to complete their study in a certain time and Arabic which is hard to learn. Through case study, this study looks at the cultural communication created in dayah which is described by looking at the character of dayah communication between ulema and dayah students. The concept of habitus as a foundation of the theory is used to see dayah as an arena for communication of ulema and dayah students in legitimizing the value of Sharia becomes a practical and natural action. As a result of habitus, Dayah grows naturally through a long, internalized and acculturated social process in society into a structured habit. Data were obtained*



through in-depth interviews of Acehnese figures and people during the period of 2017. Triangulation of source of data is used to test the validity.

**Keywords:** Dialectics; Sharia Internalization; Dayah Culture; Habitus Of Dayah

**Abstract ID: AIC-2017-GDHEC-701**

**SERVICE QUALITY : A STUDY OF STUDENT SATISFACTION IN HIGHER INSTITUTION**

**Corresponding Author:** Noorimah Misnan

**Co-Authors:** Zainuddin Bin Zakaria; Wan Anisabanum Salleh

**Abstract**

*For a higher educational institution, students' satisfaction plays an important part in the measurement of customer satisfaction in assessing service quality. Student satisfaction measures how well the expectations of a student relating to a service provided by the university. The purpose of this paper is to investigate the elements of service quality process and the learning outcome and its relationship to students' satisfaction level. The researcher conducted the research based on the SERVQUAL model to measure the gap between students' expectation for the service and their perception of actual service delivered. The five dimensions of service quality are studied, which include assurance, responsiveness, empathy, reliability, and tangibility. Several satisfaction levels were also evaluated include the student's satisfaction level on the service quality of the lecturers, physical facilities, the learning outcome and their demographic profiles. The data were analysed using the SPSS software. The result indicated that the students are satisfied with the quality of the lecturers, physical facilities, and the learning outcome but there are certain elements in the service delivery that need to be improved. These are indicated by the gaps between students' expectation and their actual experience. The finding helps the management of the university understand both student expectations and perceptions of specific services, and areas that need to be improved.*

**Keywords:** Service Quality; Satisfaction; Student'S Satisfaction;

**Abstract ID: AIC-2017-GDHEC-706**

**MOOCS MALAYSIA: IMPROVING LOW STUDENTS' RETENTION WITH PREDICTIVE ANALYTIC**

**Corresponding Author:** Nadirah Mohamad

**Co-Authors:** Nor Bahiah Ahmad

Universiti Teknologi Malaysia

**Abstract**

*Massive Open Online Courses (MOOCs) have become more acceptable as a learning program around the world, including Malaysia. One main issue discusses since the MOOC implementation is the low student retention or high drop out from the course. Various factors of the issue have been found including interaction factor that play a great role. Previous studies experimenting with various strategies to monitor student's retention and apply intervention program in order to improve the situation. The strategies include the usage of machine learning and data mining technique in analysing student's online interaction to predict student's retention. The implementation produce promising result. However, the implementation is not really emphasized in Malaysia yet. Therefore, this paper discusses the issue of student's retention in MOOC, explore the possible intervention plan using data mining and its suitability with MOOC current platform. The proposed method includes predictive analytic that involves classification analysis. This paper suggests that the method can be applied to the current platform to complement intervention program for low retention or high dropouts issue with several improvements.*

**Keywords:** Massive Open Online Course (Mooc); Student Retention; Student'S Online Interaction; Predictive Analytic

**Abstract ID: AIC-2017-GDHEC-707**

**ANALYSIS OF TRADITIONAL MALAY HOUSE AS A DESIGN APPROACH FOR VERTICAL DWELLINGS TOWARDS GREEN DESIGN**

**Corresponding Author:** Nordin Misnat

**Co-Authors:** Ar. Mastor Surat, Norfazillah Ahmad

Universiti Kebangsaan Malaysia

**Abstract**

*Residential homes are basic needs in the structure of human life other than food and clothing. The quality of dwellings should meet the function, way of life, culture, and economy. The dwelling space for the Malays is a reflection of the personality of its inhabitants based on the Islamic religion in the fulfilment of its Syariah. In order to meet these needs comfort, safety, health, peace and aesthetic factors have a close relationship to the well-being of the inner space thus making a home of blessing. Today's residence cannot respond well to the needs of the occupants and is too much influenced from the west. It is contrary to the needs of the local design especially the Malays. Compared to the design of Malay house architecture, this concept and architectural approach have met various aspects in achieving the objectives of its residents. There are many lessons and values gained from it. Designs and ideas based on a nature-based environment are able to maintain the need for the future. The writing of this study discusses the issues and problems of modern-day residential homes focusing on interior space planning towards a green and sustainable design by make an analysis of Malay house architectural designs. The design of Malay house architecture has been proven to address the problems and diversity of its residents' needs in achieving the well-being of life.*

**Keywords:** Sustainable; Architecture Of Malay Traditional House; Well-Being; Spatial Design; Affordable Housing.

**Abstract ID: AIC-2017-GDHEC-708 & FMM 703**

**DUAL ARCHIVE RECORD TO SUPPORT SCHOOL ACCOUNTABILITY**

**Corresponding Author:** Nina Oktarina

**Co-Authors:** Joko Widodo, Maman Rachman, Suwito Eko Pramono, Mar'Atus Sholikah  
Universitas Negeri Semarang

**Abstract**

*The purpose of this study was to develop a model of school accountability based on dual archive record at senior high school. Development of school accountability model is expected to improve the quality of management education in schools as one of the aspects of quality assurance on an institution, because during the school's ability to account for everything regarding its performance to internal and external parties poorly supported by physical evidence to ensure legal. The study was designed for two years and this paper is the result of research in the first year. Methodology: The Research approach of Research and Development (R & D). The subject of this research is all the parties relating to the accountability of schools that are students, teachers, employees, society and the education department. Analysis of data using qualitative approach. Findings The results show accountability for school performance is not supported by sufficient documents. This is due to the school has not maintained properly archive, records management is not consistent with that used archival system so that records can not be found back quickly and even to loss of school archives. Contribution: This study however suggests the application of school accountability model based dual archive record. This will be a significant contribution to support school accountability.*

**Keywords:** School Accountability; Archive; Dual Archive Record

**Abstract ID: AIC-2017-GDHEC-709**

**THE EFFECT OF COMPLEX TRAINING MANIPULATION ON STUDENT SPEED OF SPORT COACHING DEPARTMENT UNIVERSITAS NEGERI YOGYAKARTA**

**Corresponding Author:** Mansur -

Universitas Negeri Yogyakarta

**Abstract**

*The Effect of Complex Training Manipulation on Student Speed of Sport Coaching Department Universitas Negeri Yogyakarta Mansur Universitas Negeri Yogyakarta \*Mansur@uny.ac.id Abstract Purpose: This study aims to reveal: (1) Effect of Pyramid Complex Training (PCT) on Speed, (2) Effect of Square Complex Training (SCT) Exercises on Speed, and (3) Differences in Effect of Pyramid Complex Training (PCT) and Square Complex Training (SCT) to Speed. Methodology: This research used quasi experiment design with two group pretest posttest design. The population of this study is a new student of Sport Training Program (PKO) 2013 which is 21 non Athlete, 19-22 years old ( $\pm 19.3$ ), height 162.3-187.0 cm ( $\pm 171,053$ ), weight 51.22-75.5 kg ( $\pm 63.0527$ ) and resting heart rate 50-81 per minute ( $\pm 63$ ). Based on the ranking of the T score pretest (speed) the subject is divided into 2 groups, PCT group as many as 11 people and SCT Group as many as 10 people. Findings: The research findings showed that: (1) there was no significant influence of Pyramid Complex Training (PCT) manipulation on Velocity, with a significance value of  $0.096 > 0.05$  and percentage increase of 1.98%; (2) no significant effect of Square manipulation Complex Training (SCT) to Speed, with a significance value of  $0.853 > 0.05$  and a percentage increase of -0.27%; (3) there was no significant difference between Pyramid Complex Training (PCT) training and Square Complex Training (SCT) to Speed, with a significance value of  $0.688 > 0.05$ . Based on the analysis results show that the percentage increase of Pyramid Complex Training (PCT) is better than Square Complex Training (SCT), although statistically not significantly different  $p > 0,05$ . Conclusion: Complex Training Manipulation Training (Pyramid Complex Training (PCT) and Square Complex Training (SCT)) are less effective to improve speed. Based on the percentage increase value indicates that Pyramid Complex Training (PCT) is better than the Complex Training (SCT) on improve speed.*

**Keywords:** Complex Training; Pyramid Complex Training; Square Complex Training; Speed

**Abstract ID: AIC-2017-GDHEC-713**

**APPLIED ENTREPRENEURSHIP EDUCATION AT UNIVERSITY OF MANADO NORTH SULAWESI INDONESIA**

**Corresponding Author:** Recky Sendouw

**Co-Authors:** Revolson Mege; Jeane Tuilan; Jeane Mantiri; Wensi Paat  
Universitas Negeri Manado

**Abstract**

*The University of Manado's (Unima) students have great potential to become successful entrepreneurs if they have good knowledge and adequate entrepreneurial skills. However, although entrepreneurship subject has been taught for years in several faculties, however it was hard to identify the students' entrepreneurs at Unima. By making use of qualitative method, this study examines student entrepreneurship development; and identify the factors that influence the development of student entrepreneurship at University of Manado. The conclusion is th entrepreneurship subject at Unima before 2015 just focused on the theory that is the reason why there was not start up student entrepreneur. However, since 2015 the curriculum and teaching method have been improving and more focus on applied entrepreneurship. The factors that encourage entrepreneurship development in University of Manado is the support of various parties, both internal and external campus.*

**Keywords:** Applied Entrepreneurship; Student; University Of Manado

**Abstract ID: AIC-2017-GDHEC-716**

**THE IMPACT OF THE POTENTIAL SECTORS UTILIZATION, FOREIGN DIRECT INVESTMENT (FDI), POLITICAL STABILITY AND SECURITY AND EDUCATION TO ECONOMIC GROWTH: A STUDY IN INDONESIA ( PANEL DATA ANALYSIS )**

**Corresponding Author:** Restia Christianty

**Co-Authors:** Teddy Christianto Leasiwal , Restia Christianty  
Pattimura University

**Abstract**

*This study attempts to investigate and analyze the factors determining and influencing the Indonesia's economic growth, and to see economic growth in the six bog islands in Indonesia, using extension of the Solow-Swan model and endogenous growth models, by also adding the factors of education (EDU), the potential sectors utilization (PSU) as well as several other factors that Foreign Direct Investment (FDI), Political Stability and Security (STAB). The results of this study found that the variable of FDI, PSU, EDU and STAB, in general, have effect on the economic growth in Indonesia and on the existing six big islands. Not all of these variables affect the 6 islands which is due to the different characteristics of each island. It can be concluded that the FDI, is still one of the important sources for Indonesia, and six big islands to encourage economic growth of Indonesia's economic growth and six big islands in Indonesia against the use of potential sectors especially in natural resources. Political Stability and Security (STAB), the condition of Indonesia, and six big islands, are quite vulnerable to shocking security, making it have a strong effect on economic growth. Education (EDU) generally is able to contribute significantly to the economic growth of the islands. In Bali and Timor, education (EDU) can not encourage economic growth.*

**Keywords:** Economic Growth; Fdi; Education; Psu; Stability; Fixed Effect Model (Fem); General Least Square (Gls).

**Abstract ID: AIC-2017-GDHEC-721**

**BIOREMEDIATION OF HYDROCARBON OIL USING INDIGENOUS ISOLATE**

**Corresponding Author:** Nurhayati -

**Co-Authors:** Rofiq Sunaryanto; Yusriani Sapta Dewi  
Universitas Satya Negara Indonesia

**Abstract**

*Determination of petroleum concentration effect and the cell number of Bacillus sp in the bioremediation process of petroleum has been conducted. Bioremediation of petroleum was conducted by Bacillus sp using liquid culture in flask 500mL. The initial concentration of petroleum hydrocarbon as carbon source medium was used as variable treatment with concentration of 1000ppm, 3000ppm, and 5000ppm. The effect of cell number of treatment were used cell density  $5 \times 10^4$  cell/mL. The treatment of isolate volume was conducted using volume 1 mL, 2 mL, 4 mL, 6 mL and 8 mL. The results showed that Bacillus sp was able to degrade petroleum in some concentrations of petroleum and some increase in cell volume. The rate of petroleum degradation is influenced by the initial concentration of petroleum and the number of Bacillus sp cells added. The higher the initial concentration of oil the longer the degradation process, and the higher the number of cells added the faster the degradation process.*

**Keywords:** Bioremediation; Petroleum; Bacillus Sp; Cell Count.

**Abstract ID: AIC-2017-GDHEC-724**

**THE RELATIONSHIP BETWEEN PREDICTOR VARIABLES AND PERFORMANCE IN MANAGING THE IMPLEMENTATION OF CURRICULUM IN CONTINUING EDUCATION CENTERS IN HO CHI MINH CITY, VIETNAM**

**Corresponding Author:** Linh-Tan Nguyen

**Co-Authors:** Nguyen Linh Tan; Le Ngoc Thach

University Of Social Sciences And Humanities, Vietnam National University Hochiminh City

**Abstract**

*The drive to access high education to learners has preoccupied successive governments in Vietnam, particularly, in Ho Chi Minh City. Despite the efforts, attaining education for all has remained elusive, especially in Continuing Education Center. The reality of learners prompted government officials to initiate Non-formal education, continuing education as a viable means of providing education to the learners to be used by the Non-formal education curriculum likes the Formal education curriculum. The objective is to determine the significant factors that affecting the curriculum implemental management. The analysis is based on data, which was collected by use of questionnaires and document analysis, from 81.25% (143 respondents) teachers and 18.75% (33 respondents) administrators via SPSS 20.0 software. Descriptive statistics analysis: value %, mean scores (M) and standard deviation (SD) on a 5-point Likert scale and Pearson's correlation coefficient (r) between predicted variables (X) and Performance (Y) in managing the implementation of curriculum in Continuing Education Centers in Ho Chi Minh City. The study revealed that the performance (Y) in managing the implementation of curriculum were affected by 7 factors (X): the government's instructions, economic and social development, administrator's competencies, teacher's competencies, learner's competencies, facilities, and teaching methods. It was therefore this article is also to give some useful and practical suggestions that the center directors ought to do to effectively implement management of the curriculum, that they should ensure response to the implementation and the newly developed curriculum are domesticated. Moreover, there should be a synergy between stakeholders in managing the implementation of curriculum to bring about goal actualization.*

**Keywords:** Curriculum; Performance; Managing The Implementation Of Curriculum; Non-Formal Education; Continuing Education.

**Abstract ID: AIC-2017-GDHEC-727**

**ROBOTIC PROTOTYPE AND MODULE SPECIFICATION FOR INCREASING THE INTEREST OF MALAYSIA STUDENTS IN STEM**

**Corresponding Author:** Nazatul Aini Abd Majid  
UKM

**Abstract**

*The aim of this paper is to develop a robotic prototype and module specification for STEM programs through survey with STEM teachers in Malaysia school. The target ratio for the number of students enrolling for STEM programs has not been met in Malaysia for 2015/2016 academic year. The main contributing factor is due to fear and low self-esteem although the students were qualified to pursue in the STEM stream. The main objective of this paper is the development of a low-cost robotic prototype and module specification for increasing the interest of Malaysia students in STEM based on the Malaysia's school curricula. To achieve this, survey forms were collected from teachers to determine the main requirement for the modules. The main requirements identified from the survey were based on the quality of the module such as interesting, related to the Malaysia's school curricula, easy to understand and implement, and low in cost. Based on these requirements, a low-cost robotic prototype and module specification were developed to promote deep learning through hands-on activities. This robotic kit has the capability to increase and sustain the interest of Malaysia students in STEM programs by providing learning-by-doing approach.*

**Keywords:**

**Abstract ID: AIC-2017-GDHEC-729**

**INCREASING CAPACITY / TEACHER'S COMPETENCY IN LEARNING PROCESS FOR CHILDREN'S IN JUVENILE INSTITUTION (LPKA) TANGGERANG, BANTEN, WEST JAVA**

**Corresponding Author:** Vinita Susanti  
Universitas Indonesia

**Abstract**

*The article entitled "Increasing Capacity / Teacher Competency in Learning Process For Children's in Juvenile Institution (LPKA), Tangerang, Banten, West Java", discusses about how the implementation of education services in LPKA Tangerang, Banten. Daily activities of children facing the law, their participation in educational activities at LPKA and the provision of their education. The purpose is to describe the problems faced by LPKA and the solutions it offers. The method used is qualitative research and Focus Group Discussion. Findings from field research indicate that LPKA has provided educational services for students. Educators are not yet optimal, training is needed / training related to Learning Strategy, Method and Evaluation. Community service is needed in capacity building / competence of teachers in LPKA. Keywords: Children, Education, LPKA, Development, Learning*

**Abstract ID: AIC-2017-GDHEC-730**

**IMPLEMENTATION OF CHARACTER EDUCATION MODEL IN DI LEMBAGA PEMBINAAN KHUSUS ANAK**

**Corresponding Author:** Rhini Fatmasari  
Universitas Terbuka

**Abstract**

*Character education is a mandate of Keputusan Presiden RI No. 87 Tahun 2017. Character education aims to strengthen the character of learners through harmonization of the heart, taste, thought, and sports with the involvement and cooperation between educational unit, family, and community. Children who are in the Lembaga Pembinaan Khusus Anak (LPKA) caused by dealing with legal cases are children who need education especially character education which is more intensive compared to other children. UU No. 35 Tahun 2014 on Child Protection explains that every child is entitled to education and teaching in the framework of their personal development and level of intelligence according to interests and talents. So it is necessary to design a model of character education for children who are in the LPKA which aims to develop the personality. The long-term goal of character education for children in LPKA is that these children have a better character after leaving the LPKA. Currently, there is the institutional change of LPKA. These changes affect some of LPKA's policies including education. This research was conducted in LPKA Bandung and aims to examine how LPKA implements character education for children dealing with legal cases. The results show that LPKA has attempted to apply character education in its educational process. This is especially evident from extracurricular activities, such as: reading Qur'an, music, religious coaching, football, and hydroponics. These activities are conducted by teachers, staff and assisted by volunteers from the community. The problem of LPKA in character education is that there is no integrated character education curriculum that is used as reference by non-governmental organizations and volunteers so that character education can be implemented optimally and effectively*

**Keywords:** Character Education; LPKA

**Abstract ID: AIC-2017-GDHEC-731**

**SERVICE LEARNING IN HIGHER EDUCATION: A LITERATURE REVIEW**

**Corresponding Author:** Norlaile Salleh Hudin  
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**Abstract**

*Service learning has increasingly becoming a more popular research topic recently. Various papers, with different focus and approaches, have been published. This paper aims to survey service learning literature particularly in higher education setting. Paper published in irrelevant journals from 2012 to 2017 will be analyzed and reviewed in terms of the*

students' learning development and assessment method. The literature review will provide the basis for outlining future research opportunities in this field.

**Keywords:** Service Learning; Higher Education; Assessment

**Abstract ID:** AIC-2017-GDHEC-732

**TRAINING SCHOOL TEACHERS IN THE CONTEXT OF INTERNATIONAL INTEGRATION AND INDUSTRIAL REVOLUTION 4.0**

**Corresponding Author:** Hoa Trinh

**Co-Authors:** Ha Mac

Vietnam Institute Of Educational Sciences

**Abstract**

Teachers play an important role and are the decisive factor determining the quality and effectiveness of education. Vietnam is currently implementing a radical and comprehensive renovation in its education system. It is teachers themselves (along with educational administrators) who are the core and the decisive factor in the success of any educational reform. However, the teaching staff in Vietnam now has not yet met the requirements in terms of quantity, structure and professional capacity. Based on analyzing the current status of teaching staff; status of teacher training; forecasting teacher model in the context of international integration and industrial revolution 4.0; analyzing trends of the general education renovation; identifying requirements in terms of personality and professional competencies, the paper proposes strategic solutions on: i) teacher training system; ii) teacher training model; iii) teacher re-training; iv) teacher policy towards teaching staff development. This is the way to solve a fundamental problem that has been hindering the improvement of education quality and effectiveness, ensuring that education would be better responsive and deserved to its increasingly important place in the process of socio-economic development in Vietnam.

**Abstract ID:** AIC-2017-GDHEC-733

**SELF-EFFICACY IN CAREER CHOICE: THEORY COMPARISON PERSPECTIVE**

**Corresponding Author:** Siti Norain Jaafar

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**Abstract**

Imperfections in making career choices such as not being able to identify the interests, abilities and personalities owned will cause the work being done incompatible with the individual's personal qualities. The difficulty in choosing a career will make it harder for students to work ineffective, easy to change, can even lead to bad planning and enter the wrong career profession. Based on previous studies, self-efficacy is a key factor in career choice among graduates. Self-efficacy is seen to influence the selection of careers. However, SCCT theory and Tret and Factor theory have a view on self-efficacy in career choice. This paper aims to compare the views of the two theories in career choice, SCCT theory and Tret and Factor theory. Thus, this paper will debate on the basis of self-efficacy based on SCCT theory and Tret and Factor theory.

**Keywords:** Self-Efficacy; Career Choice; Scct; Tret And Factor Theory

**Abstract ID:** AIC-2017-GDHEC-734

**COMPETENCY-BASED-TRAINING AND ASSESSMENT (CBTA) IN IMPLEMENTATION OF PENDIDIKAN ASAS VOKASIONAL (PAV)**

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**Co-Authors:** Mohamad Hisyam Mohd. Hashim

Universiti Tun Hussein Onn Malaysia (UTHM)

**Abstract**

The purpose of this study is to explore the Competency-Based-Training and Assessment concepts used in the implementation of Pendidikan Asas Vokasional at Lower Secondary School. This study focuses on the actual practice and issues of CBTA among teachers in Pendidikan Asas Vokasional program. This study intends to investigate factors affecting the different results of Malaysian Skill Certificate (SKM) after students graduate from this program. The literature review shows that the research still has some gaps about the Competency-Based-Training and Assessment which still not have so much documented so far in vocational education at Lower Secondary Level. This research is a qualitative study with a case study design. This research involved eight teachers and 20 students from 2 Secondary School as the main informant and contribute various forms of data. The participants are selected purposively to involves in interviews, observations and document analysis. The findings have the focus on exploring the actual practice of Competency-Based-Training and Assessment implementations. The findings from this study reveal the current issues while implementing the Competency-Based-Training and Assessment, and how teachers overcome that problem. This knowledge contributes the useful teaching method in Competency-Based-Training and Assessment, and serving the awareness about the issues. Secondly, the findings from this study can also help policymakers develop teaching method which is suit to the student's needs who are in Pendidikan Asas Vokasional program. With the student involvement in the skill in this program will be able to qualify them to pursue interesting work, challenge and provide a decent return.

**Keywords:** Competency-Based-Training And Assessment (Cbta); Actual Practice And Issues

**Abstract ID: AIC-2017-GDHEC-736**

**SCHOOL VIOLENT BEHAVIOURS AND THE PREVENTION OF SCHOOL VIOLENCE BEHAVIOURS AMONG HIGH SCHOOL STUDENTS**

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**Abstract**

*School violence is tending to increase in the world. School violence brings about consequences physically, mentally and spiritually for students. Without timely preventive measures, this situation would be at risk of widespreading in schools leading to serious consequences. The study has surveyed 207 teachers, 536 high school students, and 30 local community representatives in Vietnam and has pointed out school violent behaviors among students, the causes of those behaviours, and proposed solutions to prevent violence among high school students.*

**Keywords:** School Violence; School Violent Behaviors; Causes Of Violent Behaviours

**Abstract ID: AIC-2017-GDHEC-744**

**THE USE OF INQUIRY-DISCOVERY METHOD AMONG TAMIL PRIMARY SCHOOL MATHEMATICS TEACHERS**

**Corresponding Author:** Sivasangary Raveendran

**Co-Authors:** Sharifah Binti Osman

PUAN

**Abstract**

*The Malaysian Education Blueprint (PPPM) 2013-2015 outlines six aspirations for every Malaysian student, and thinking skills is one of the aspirations. The use of inquiry method in Mathematics has a potential to develop students' thinking skills and encourage students to think critically. This paper presents a study on the use of inquiry-discovery method among Mathematics teachers in Tamil primary schools. Three aspects were investigated in this study, namely the level of knowledge, the attitude of and the problems faced by Mathematics teachers in the use of the inquiry-discovery method in Tamil primary schools. The design used by the researchers is a quantitative research survey with a four-part questionnaire, involving 105 Mathematics teachers in Tamil primary schools in Johor Bahru. Data were analyzed using descriptive statistic with the number, percentage, mean and standard deviation. The findings show that the teachers have a moderate level of knowledge and attitude in using the inquiry-discovery method during the teaching and learning process. The results of the study also indicate that the Mathematics teachers have less confidence in using the inquiry method due to lack of knowledge and inadequate skills in inquiry-based questioning techniques. While the main contributing factors that hinder the use of inquiry-discovery method are the time constraint, lack of teaching aids and teachers' attitudes. The study views that the use of inquiry-discovery method has a tendency to help Mathematics teachers to develop higher order thinking skills among students.*

**Keywords:** Inquiry-Discovery Method; Thinking Skills; Higher Order Thinking; Mathematics Teachers

**Abstract ID: AIC-2017-GDHEC-748**

**THE VALUED LEARNING EXPERIENCE USING BLENDED LEARNING IN ELECTRICAL COURSES IN HIGHER EDUCATION**

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Universiti Teknologi Malaysia

**Abstract**

*Blended learning defined a process that is carried out through teaching and learning where is consists of a mixture of traditional and technology. The valued learning experience is an aspect that is judged in the blended learning. The main problem is that teacher centered learning makes in teaching and learning in classroom become passive. Therefore, the objective of the study is to identify the students' experience of the blended learning in electrical engineering. Three aspects assessed are pedagogy, content and community. This study employed multiphase mixed method design comprising qualitative and quantitative.*

**Keywords:** Blended Learning; Electrical Course; Higher Education

**Abstract ID: AIC-2017-GDHEC-751**

**ONLINE INTERACTION MODEL FOR MOOC DESIGN**

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**Abstract**

*Lately, MOOC has become a popular medium of learning. By providing expenses in producing quality course, institution or provider of MOOC expects positive feedback which can be shown by the number of students participating or completing the course. However, one of the challenges found from MOOC study, which have been discussed by previous researchers is high dropouts or low student's retention in using MOOC. One of the solution is by providing effective design of MOOC to ensure high quality of the course and for students to have a meaningful experience. Previous studies working on improving MOOC learning design to suit MOOC environment. However, designing MOOC is challenging process because of the nature of online learning. Moreover, the design need to attract students*

and suit their needs, at the same time meet the pedagogical goals. Interaction is known to be one of the main factors that can affect student's motivation and consistency to use online learning and complete the course. Therefore, the interaction element need to be emphasized in the design model. This study highlights the element of interaction in a MOOC design model that cover the content, instruction, community and assessment. The study reviews previous studies on how they provide content that promote interaction. Also, the study summarizes the perspective of the community from previous studies that include faculty, instructional designer and learner in designing MOOC. Then, the study discussed the important role of interaction for more advance analytic in assessment. The element is important not only to encourage student's retention and completing the course, but also for the improvement of the functionalities for the teaching and learning process.

**Keywords:** Massive Open Online Course (Mooc); Mooc Design; Students' Retention; Interaction

**Abstract ID: AIC-2017-GDHEC-758**

**JALAN PENARIKAN: ANALYSIS OF ANCIENT ALTERNATIVE TRADE ROUTE BASED ON EARLIEST CARTOGRAPHIC AND TEXTUAL DATA.**

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**Co-Authors:** Mastor Surat, Norhati Ibrahim, Asyaari Muhamad

National University Of Malaysia

**Abstract**

*The Malay Peninsular as known to the west during ancient times is a center of commerce that trade goods of luxury and necessity. First known map (reconstituted in 1407) of it is drawn by Ptolemy (c.100-178) while serving for Alexander the Great in his quest to conquer Asia. Ptolemy's map shows the position of Muar and Pahang river that can be crossed from east to west coast of what he called 'Aurea Chersonesus' or Golden Peninsula. However, Ptolemy's map shows errors, in specific that Muar and Pahang river is connected, and the peninsula can be crossed through these two rivers. As in actual fact, the river route goes through Pahang river (east-coast) tributaries and can only be crossed through 'Jalan Penarikan' into Muar river (west-coast). 'Jalan Penarikan' is an overland route of 600 meter which goods and vessels has to be pulled by human, elephants and buffalos. Buyong Adil suggests that this route was only used by locals and officials of surrounding states in their trade, administration and military support. Eredia wrote in 1614 that one can reach Pekan from Muar in 6 days through 'Jalan Penarikan' in contrast with the known sea route which take 6 months.*

**Keywords:** Jalan Penarikan; Ancient Sea Trade Route; River Transportation

**Abstract ID: AIC-2017-GDHEC-759**

**THE SUCCESS FACTOR OF ENTREPRENEURSHIP OF THE ORANG KUALA TRIBAL ORANG ASLI**

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Universiti Tun Hussein Onn

**Abstract**

*Introduction: Today people of indigenous people want change in their lives. Changes in inclusive development such as improving socioeconomic status and the quality of life include obtaining the good education and improving the economic status of a more secure. But among them, there are still those who are engaged in self-subsistence and this situation makes it difficult for the minority to experience economic growth. However, although these communities are labeled as marginalized communities, there are still some Orang Asli who have managed to escape from subsistence activities and are able to compete with the mainstream society in the economic aspect of Kuala Kuala. The Kuala Kuala community is known as a supplier of used electrical goods known by local and foreign communities due to the ability to repair electrical goods properly. Therefore, this study focuses on the success factors of entrepreneurship of the Kuala Kuala Indigenous Orang Asli community in establishing a second-hand business. Methodology: The method used is a qualitative study with a case study design using semi-structured interviews and consists of 15 research participants who are directly involved in entrepreneurial electrical appliances. The data were analyzed using the thematic analysis method to find out the factors that contributed to their success. Findings: The findings of this study hope to be an indication to certain parties as well as other indigenous peoples communities who need help to equally succeed like Orang Asli Orang Kuala.*

**Abstract ID: AIC-2017-GDHEC-763**

**THE DEVELOPMENT OF TEACHERS' ACADEMIC CULTURE TO ENHANCE TEACHERS' PEDAGOGIC COMPETENCE IN JUNIOR HIGH SCHOOL IN DUREN SAWIT SUB-DISTRICT, EAST JAKARTA**

**Corresponding Author:** Miftachul Hidayah

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**Abstract**

*This research explains the development of teachers' academic culture to enhance teachers' pedagogic competence in teaching, particularly teachers who teach in junior high school in Duren Sawit sub-district, East Jakarta. The research applied path analysis to find if there is a relation between the development of teachers' academic culture and the advancement of teachers' pedagogic competence. Keywords : Academic culture, Teachers' pedagogic competence. A. Introduction The improvement of a school greatly depends on the quality of the teachers in mastering their materials as well as transferring it to the students. There are competences a teacher must possess; pedagogic competence, personal competence, social competence, and professional competence (attained from teacher profession training). A teacher is*

one of the factors who is able to maximize students' potential to be an achiever. To do this effort, a teacher should implement the competences. As cited from law number 14 year 2005 (2005, verse 10), a professional teacher is obligated to have four competences; pedagogic competence, personal competence, social competence, and professional competence. The pedagogic competence and professional competence are the essential competences in determining the teachers' ability to conduct teaching learning process. B. Discussion Academic culture is the culture related to educational and scientific institutions. Sackney in Sally J. Zepeda (2004: 39) stated that: The academic climate is a resultant of how the school uses rewards and praise, the effectiveness of teachers and the principal, and the collaborative processes the exist within the school. Jean Brick (2012: 2) elaborates the idea of the importance of academic culture and its relation to the teaching and learning process; Academic culture important, is probably expect to gain new knowledge and to develop new skills. But this is not all that you have to learn. You also have to understand the attitudes and values of academic culture, because your lecturers will expect you to behave in ways that demonstrate these attitudes and values. Academic culture is essential in gaining new knowledge and developing new skills. It is required to do sustainable learning to achieve it. A lecturer/ college student should comprehend the attitudes and the values of academic culture. It is expected that by comprehending academic culture, they will behave based on it. An efficient academic culture is the teacher centered one. It will support teachers' independency and create students' dependency. Academic culture mostly places the teacher as a central role who can control and manage the students. Teachers construct curriculum and design courses where good approach enable students to choose the lesson materials and to determine the goals. In many places, academic culture is where the teachers explain the expected path followed by the students and the students explain the relevant path personally. Pedagogic competence generally represents skills and self management which related to the supervision in teaching and learning process to reach the expected performance. Karina Alpelgren and Birgitta Gietz (2010: 20) defined pedagogic competence as: Pedagogic competence is the ability and will to regularly apply, the knowledge and the skills that promote the learning of the teacher's students in the best way. This shall be in agreement with the goal that apply, and within the framework available and presupposes continuous development of the teacher's own competence and instructional design. The population is all public servant teachers of junior high in Duren Sawit sub-district. This research used simple random sampling as the sample collection technique by assuming the population sharing same characteristics (homogen). The research is conducted in East Jakarta. The writer applied quantitative approach followed by survey method. There are 640 teachers in the population whereas the writer randomly took 86 teachers as the sample. Questionnaires are distributed to collect the data which later analysed by using path analysis. Based on the result of the research done by the writer, there are research discussions as follow: 1) Academic culture positively and directly affects pedagogic competence. Based on this finding, it could be concluded that pedagogic competence is positively and directly affected by academic culture. The increasing of academic culture will increase pedagogic competence. 2) The result of this research confirms theories from Robert Kreitner and Angelo Kinicki (2009: 79) which stated that organization culture is assumptions that implicitly accepted by a group of people and this culture determines how the group feel, think, and react towards the various environment. The definition emphasized three important organization cultures; organization culture is given to the employee through socialization process. C. Conclusion Based on the result of research done by the writer, It can be concluded that First : Academic culture directly affects pedagogic competence. It means the good academic culture in a school will trigger and affect the teachers' pedagogic culture.. Second: The implications are the principal should be able to build a good teamwork between teachers, the principal should make discussion, class research, remedial teaching, and learning evaluation as teachers' habit.

**Keywords:** Academic Culture; Teachers Pedagogic Competence

**Abstract ID:** AIC-2017-GDHEC-767

### **PARENTING PATTERN OF DUAL-CAREER PARENTS AND THEIR PARENTING PRACTICE IN IMPROVING EMPATHY TO PREVENT BULLYING ACT AMONG CHILDREN IN SALATIGA INDONESIA**

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**Co-Authors:** Heru Astikasari Setya Murti

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#### **Abstract**

Bullying has become a global issue, it is therefore bullying has been considered as the focus of many researches in many countries. Some researches found that bullying behavior is related to the lack of individual's ability to show empathy. Empathy develops with age, so the development of empathy is strongly influenced by parental care. In the context of parenting, traditionally the load of parenting is placed upon the mothers. Even so, the inclusion of women into the labor market with an increase of 4.3% per year (Bapenas.co.id), will have an implication that men will be more expected to engage in the division of household chores and childcare. The above conditions may affect how dual-career parents, in this case is in Salatiga-Indonesia, conduct their parenting activities differ from non dual-career parents. This research specifically interested in investigating : a) the bullying that has been experienced among the children and how the dual-career parents handled the situation using their available resources b) the parenting pattern of dual career parents in relation to how they teach their children about empathy in order to prevent bullying among the children, and c) how they have incorporated local knowledge as a source of their parenting practices in cultivating empathy among their children. This research is a qualitative descriptive research that has been done in Salatiga among dual-career couples. This research used qualitative explanative approach, with case study method. The data was gathered by an in-depth interview technique. This research invited 28 participants of dual-career parents to be involved in the research. **Keyword:** parenting style dual-career parents, empathy, bullying act.



**Abstract ID: AIC-2017-GDHEC-769**

**THE CONTENT ASSESSMENT OF KUTTAB CURRICULUM TOWARDS STUDENTS MORAL MATURITY IN CLASS ROOM**

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**Co-Authors:** Suppiah Nichiappan, Rosnidar Bt Mansoer  
Malikussaleh University

**Abstract**

*Moral maturity is an important element in education. Kuttab as the oldest education institution in Muslim community place moral maturity by the name adab more importantly before teaching and learning science. The aim of this study is to evaluate the implementation of adab. It emphasized specifically on the importance of the application of adab in the first few months in teaching and learning process in Kuttab Al Fatih Banda Aceh. How it is applied and what is the result and influence on students moral maturity in classroom are presented and discussed. Observation, interview, and documents analysis are conducted on 12 students and 6 teachers which represent each class.*

**Keywords:** Moral Maturity; Kuttab Curriculum; Adab; Content Assessment

**Abstract ID: AIC-2017-GDHEC-776**

**THE PRACTICE OF SURYOMENTARAM EMPATHETIC PRETEND PLAY AS MEDIA OF PARENTING IN DEVELOPING EMPATHY TO PREVENT BULLYING ACT AMONG CHILDREN IN SALATIGA INDONESIA**

**Corresponding Author:** Berta Esti Ari Prasetya

**Co-Authors:** Heru Astikasari Setya Murti  
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**Abstract**

*Bullying is considered as a serious problem in many countries, since the prevalence of bullying acts is at a high level in various countries around the world, including in Indonesia. Bullying is associated with many devastating effects ranging from low psychosocial abilities, including low self-esteem, high levels of depression, the onset of anxiety disorder, feelings of loneliness, criminal acts to depression. It affects either to the victims but also the perpetrators. Many researches found that improving empathy may increase prosocial behavior, it moderates aggressive behavior, establishes and maintains friendships, and it is therefore can reduce the tendency to commit bullying act. Empathy can be developed through parenting. One way of parenting practice is through play, because children may learn important values through play. Suryomentaram Pretend Play developed by the researcher is a pretend play that based its values from Suryamentaram teachings, one of the important figures in moral teachings in Java, Indonesia. It teaches 5 important values of Suryomentaram to develop empathy in children. According to the teachings of Suryomentaram, noble individuals are those who have the ability to understand the feelings of others, as if it is experienced by him/herself. This article will discuss about Suryomentaram Empathetic Pretend Play and how the parents and children's evaluation towards the play. The experiment method is used to evaluate the play, involving 28 participants: 14 are parents and the other 14 participants are the children. A questionnaire and interview were used for data gathering. This article discussed about the feedback given by the participants. In general the participants enjoyed the play immensely and they commented that the play help the children to learn important values about empathy. Keyword: Suryomentaram Empathetic Pretend Play, empathy, parenting practice.*

**Abstract ID: AIC-2017-GDHEC-777**

**CLAN CULTURE AND SPIRITUAL MOTIVATION TO DEVISE ACADEMICIANS' INTENTION TOWARDS TACIT KNOWLEDGE SHARING IN BUSINESS SCHOOLS OF PAKISTAN**

**Corresponding Author:** Irram Shahzadi

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**Abstract**

*Abstract: We know more, than we can share. Hence, intention towards tacit knowledge sharing adds up to immense upshots. This study is therefore determined to inspect the role of clan culture and spiritual motivation to devise academicians' intention towards tacit knowledge sharing. A total of ~650 academicians from top ten business schools of Pakistan took part in the study. Data was evaluated by using SPSS. Regression results designate that "enjoyment in helping others" and "sense of self-worth" (both as a parts of spiritual motivation) positively predicts academicians' Intention towards Tacit Knowledge Sharing (ITKS). Likewise, "reciprocal trust", "social networking", and "low power distance" (all as a part of clan culture) positively predicts academicians' ITKS. Nonetheless, affective commitment (as a part of spiritual motivation) is less likely enables ITKS. Consequently, the results endow the business schools' human resource professionals and the respective authorities with practical suggestions on how to upkeep academicians' intention towards tacit knowledge sharing and enhance their affective commitment to get better outcomes. Several recommendations were also given to the future authors to further investigate the proposed model.*

**Keywords:** Clan Culture; Spiritual Motivation; Intention Towards Knowledge Sharing

**Abstract ID: AIC-2017-GDHEC-781**

**A WIN-WIN APPROACH FOR UNIVERSITY AND SME SECTOR: EVIDENCE FROM APPLIED GERMAN UNIVERSITY FOR DEVELOPMENT OF MARKETING RESEARCH PROJECTS IN KENYA AND GHANA.**

**Corresponding Author:** Syed Afraz Gillani

Bonn-Rhein-Sieg University Of Applied Sciences

**Abstract**

*Today, Academic-Industrial relationship is a buzzword in all Asian and African universities but, unfortunately, these universities have been unable to decrease the trust gap between the institute and industry. Applied University model is one of the most successful educational models in Germany. The basic difference between the applied and the traditional university is the research culture which decreases this gap and strengthen the academic-industrial relationship. African countries are expanding their existing universities and are more focused on quantity of students rather than the quality of the research. Therefore, the core objective of this paper is to give an insight into how a German university involves and facilitates small and medium enterprises (SMEs), who want to explore African markets. This objective is achieved by engaging their students in applied marketing research who are pursuing their bachelor or Master's thesis. When African universities want to collaborate, they try to contact the big players of the industry i.e. telecommunication companies and banking sector but they are not given a decent response by these large corporations. German universities realized that SME sector (which is the 80% of German industry) has more welcoming attitude and needs more help from university services because SME sector has very limited resources. They desire to conduct marketing research but are often unable to bear the expenditure of marketing research especially when they want to explore the new international market. Therefore, German applied universities change their focus from large corporations to small and medium enterprises. This paper explains two case studies with the help of the flow chart. This paper explains the successful marketing research projects for German SMEs in 9 steps. 1) Kick-off meeting with German SMEs. 2) Collection of marketing research topics. 3) Advertising scholarships for respective project 4) Selection process for awarding scholarships. 5) Linking selected students with German SMEs to develop a final research proposal. 6) Coordinating German students with African Universities. 7) Report writing. 8) Result submission to universities and SME. 9) Implementation of the study.*

**Keywords:** Marketing Research; Academic-Industrial Linkage; Germany; Kenya; Ghana.

**Abstract ID: AIC-2017-GDHEC-784 & GDHEC 783**

**COST AND BENEFIT ANALYSIS IN THE IMPLEMENTATION OF SMART INDONESIA PROGRAM THROUGH SMART CARD INDONESIA**

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Universitas Terbuka

**Abstract**

*Indonesia Smart Card is a guarantee for all school-aged children from underprivileged families to be registered as recipients of cash transfers to senior high school graduation. This study uses the Benefit Cost Ratio approach by benefiting from Smart Indonesia Program if enrolled in school, study group or training institute or course. The purpose of these smart cards is to increase enrollment rates of primary and secondary education, to increase the sustainability of education, which is marked by decreasing drop out rates and continuing rates, decreasing the gap in educational participation among community groups, and increasing the readiness of secondary education students to enter the labor market or continue to higher education.*

**Keywords:** Benefit Cost Ratio; Smart Indonesian Card; Education Service

**Abstract ID: AIC-2017-GDHEC-788**

**MALAYSIAN COMPETITION ACT 2010: AN OVERVIEW**

**Corresponding Author:** Saroja Dhanapal

**Co-Authors:** Johan Shamsuddin Sabaruddin , Norbani Binti Mohamed Nazeri

University Of Malaya

**Abstract**

*This study examines Malaysia's Competition Act which was enacted in 2010 to create healthy business environment by promoting strong competition between businesses to encourage productivity and innovation. The objective of the Act in the long run is to create wider choices of products for consumers in terms of quality and reasonable prices. The Act applies to all commercial activities undertaken within and outside Malaysia that affect competition in the Malaysian market. The Act is comprehensive in that it provides a regulatory framework which comprises powers to investigate, adjudicate and impose penalties on the perpetrators of anti-competitive practices/conduct under the competition laws. It has been advocated that the law through the Competition Act 2010 has improved compared to since it was gazetted in 2010 where consumers are increasingly aware of this competition and offences are reported to Malaysia Competition Commission (MyCC). Further, there are claims that the MyCC has made its mark in sending strong signals to the Malaysian business community on the importance of their obligations and compliance as contained under the Competition Act 2010. Despite this, there is still a lot of concerns on the impact of the Act on the business environment in Malaysia in relation to the enforcement in cases of breach. In lieu of this, this doctrinal research aims to identify to what extent Malaysia's Completion Act is adequately protecting Malaysian businesses and consumers from anti-competitive practices. It will give a detailed analysis of the key provisions of the Act to identify their strengths and weakness in addressing issues related to business competitions with reference to decided cases. The paper ends with*

several recommendations for improvement of the Act in relation to levels of anti-competitive provisions found in competition acts of other legislations.

**Keywords:** Competition Law; Business; Anti-Competitive Practices

**Abstract ID:** AIC-2017-GDHEC-789

**DEVELOP THE DIGITAL LITERACY EDUCATION FRAMEWORK TO ENHANCE ACADEMIC PERFORMANCE AND EMPLOYMENT OPPORTUNITIES IN MALAYSIA**

**Corresponding Author:** Nasreen Khan

**Co-Authors:** Olivia Tan Swee Leng, Tan Booi Chen, Shereen Khan, Rossanne Gale Vergara

Lecturer

**Abstract**

*Knowing how to use the web and digital technologies efficiently and correctly is a critical skill for any young adult. Digital literacy is not a halt concept: as ICT changes. However, lack of competence and confidence in their knowledge and skills is often an obstacle to improve digital literacy. To be digitally literate needs to progress to ensure that learner has ability and apply appropriate skills by using conducive learning system and technologies for information discovery, transfer, analysis, review, and communication. Purpose of the study is to develop the digital literacy framework that can be implemented in higher education sector in Malaysia. Research framework and propositions are suggested to guide the future research in this area.*

**Keywords:** Digital Literacy; Academic Performance; Employment Opportunities; Education; Malaysia

**Abstract ID:** AIC-2017-GDHEC-799

**STRENGTHENING NATIONAL IDENTITY THROUGH CIVIC EDUCATION FOR YOUNG CHILDREN: A CASE STUDY OF INDONESIA**

**Corresponding Author:** Fanny Rizkiyani

Universitas Islam Nusantara

**Abstract**

*In the globalization era, individuals from one culture can easily access or be exposed to other cultures, or interact with people from different cultures, resulting in cultural exchanges. These interactions may also change the individuals' identity, including their social identities such as national identity. Therefore, globalization is often seen as the cause of national identity crisis. The author proposes that a good civic education, as early as in the kindergarten, is one of the alternatives in countering the unwanted outcome of globalization, specifically regarding to the construction of national identity. In this article, the author describes how the civic education is incorporated in the early childhood education curriculum in Indonesia. The author also discusses how the civic education curriculum may be improved by using the internet that is once deemed as a threat to the national identity, as the instructional media.*

**Keywords:** National Identity; Early Childhood; Civic Education

**Abstract ID:** AIC-2017-GDHEC-804

**CONSTRUCT DEVELOPMENT OF ASSESSMENT INSTRUMENT FOR EARLY AGE CHILDREN WITH SPECIAL NEEDS**

**Corresponding Author:** Maria Wantah

Universitas Negeri Manado

**Abstract**

*The objective of this research was to evaluate the efficacy of the assessment instrument for detection of early age children with special needs. This instrument consisted of items to assess the physical, motor, social and emotional developments. This developmental research was carried out in a RD & D design involving 258 government and private preschool students. The instrument was evaluated using construct validity to determine the efficacy of this instrument to measure theoretical construct used. This instrument was developed based on the following indicators, namely: physical: body height, weight and head circumference; gross motor consisted of 4 items; Social and emotional development consisted of 8 indicators. This assessment instrument consisted of 118 items, including 3 items of physical variables; and (3) head circumference in cm. Gross motor variables consisted of 35 items; fine motor variables had 40 items, whereas those of social emotional variables consisted of 40 5-choice items ranging from 0-to-4. Reliability estimation of the instrument was done using generability theory. This method chosen due to its ability to tracking various measurement error such as the respondent, test item, and the rater. This estimation was calculated using data from 30 early age children and 3 raters. All the children completed all the items tested. The results using z score (SPSS program version 13.0) showed that 20 early age children of 258 samples were categorized as children with special needs. It can be concluded this instrument can be used to detect early age children with special needs.*

**Keywords:** Construct Assessment; Early Age Children; Special Needs

**Abstract ID:** AIC-2017-GDHEC-805

**THE EFFECTIVE DEVELOPMENT TECHNIQUES IN TEACHER WORKING GROUP MEETING TO IMPROVE TEACHER PROFESSIONALISM**

**Corresponding Author:** Bambang Budi Wiyono

**Co-Authors:** Teguh Triwiyanto

Universitas Negeri Malang

**Abstract**

*The main objective of education is to develop human capabilities and personality. Teacher is a central point in the implementation of education. To improve the quality of education, the professionalism of teachers should always be*

*improved. One of the development techniques applied in Indonesia is the teacher working group meeting. The purpose of this study is to find the effective teacher-development technique to improve teacher professionalism in the teacher working group meetings. This research was conducted in Malang City, by using descriptive correlational research design. There were 110 teachers of elementary school and junior high school taken as samples, by using cluster proportional random sampling. Data collection techniques used questionnaires and documentation, and analyzed by descriptive statistics and Pearson correlation. Based on the analysis results, it was concluded that the development techniques used in the teachers working group meetings can be classified into five, namely writing of lesson plan, workshop, teaching demonstration, lecture, and discussion. There is a significant positive correlation between teachers participation in the teacher working group meeting and their professionalism. The most effective development technique is the teaching demonstration.*

**Keywords:** Teacher Working Group Meeting; Teacher Professionalism; Lesson Plan; Instructional Media; Workshop; Teaching Demonstration; Lecture; Discussion

**Abstract ID:** AIC-2017-GDHEC-808

**EXPLORING THE NEED OF ENTREPRENEURSHIP EDUCATION IN NON-BUSINESS EDUCATIONAL INSTITUTIONS: A STUDY OF NON-BUSINESS EDUCATIONAL INSTITUTIONS OF LAHORE**

**Corresponding Author:** Amar Ilyas

**Co-Authors:** Asif Bashir

UCP

**Abstract**

*As entrepreneurship has appeared as a vital tool to improve economic growth and creation of new employment opportunities, one factor of entrepreneurship is education especially entrepreneurship education that motivate, accelerate and to develop the entrepreneurial mindset to start up. Entrepreneurship education is at very initial stage in Pakistan and discuss about inclination of entrepreneurship as a separate subject in HEI's is ongoing. In Pakistan nonbusiness students don't have adequate entrepreneurial skills to start up, running and managing small and medium enterprise (SME). This study focuses on importance of entrepreneurship education for nonbusiness students and inclination of entrepreneurship education in Nonbusiness HEI's programs (such as engineering, computer sciences, medical sciences and fine arts) and explores the relevant issues and hurdles in offering entrepreneurship in these disciplines. The last objective of this study is to suggest appropriate course material and methodology for teaching entrepreneurship in non-business disciplines. Two seniors faculty members and ten students of final year from non-business institutions situated in Lahore were selected as respondents. The findings demonstrate that entrepreneurship education should be inclined the nonbusiness programs and educators can use this study as instruction manual when they originate core curriculum for non-business disciplines.*

**Keywords:** Entrepreneurship Education; Inclination Of Entrepreneurship; Nonbusiness HEI'S Programs

**Abstract ID:** AIC-2017-GDHEC-813

**DEVELOPMENT OF CAPACITY TEACHING COLLEGE STUDENT UNIVERSITI TEKNOLOGI MALAYSIA WITH EXPERIENTIAL LEARNING MODEL IN SEMARANG INDONESIA SCHOOLS**

**Corresponding Author:** Achmad Buchori

**Co-Authors:** Muhdi, Ririn Ambarini, Suwarno Widodo, Nur Fadhila

Universitas PGRI Semarang

**Abstract**

*In education there is nothing more impressive than direct experience, experiential learning is now getting a place in the process of learning in the classroom, experiential learning is the process of making meaning from the direct experience, based on this experiential learning model of prospective teachers from Malaysia technology universities in cooperation with the University of PGRI Semarang helping each other to improve their teaching skills by learning from teaching experience in other countries, based on this need, the MOU will be conducted between the two universities. In practice teaching directly in vocational high schools in the city of Semarang, students of Malaysia technology university as many as 8 people taught at SMKN 2 Semarang and SMKN 4 Semarang for 2 months, sampling technique with random side, while data obtained from questionnaire and interview with student of Universiti Teknologi Malaysia. Based on the questionnaire, it is found that 92% of university students of Technology Malaysia are very pleased to be able to participate in the international PPL program in Indonesia. This is because the facilities and culture are similar to the Indonesian people, thus facilitating the adaptation process in the schools in Indonesia, while the questionnaire the validation of the instructional design experts and learning materials obtained an average of 86% and 90% means modification of experiential learning model worthy of use in the process of learning in the class, then based on interviews with students obtained data that: 1) 80% of students difficulties in existing language terms in Indonesia because they are different from Malaysia they end up using English when explaining a word that is not understood by students, 2) 90% of UTM students are happy to teach in schools in Semarang, 3) 90% of students feel the difference of curriculum taught in Indonesia so they need adaptation first.*

**Keywords:** Development; Experiential Learning; Ppl International Program.

**Abstract ID: AIC-2017-GDHEC-815**

**USE OF ICTS IN ENGLISH LANGUAGE TEACHING (ELT) CLASSROOM AT UNDERGRADUATE LEVEL IN BANGLADESH**

**Corresponding Author:** Protiva Rani Karmaker  
Jagannath University, Dhaka

**Abstract**

*Use of ICTs in English Language Teaching (ELT) classroom at undergraduate level in Bangladesh* Protiva Rani Karmaker\**Abstract With the unprecedented spread, rapid growth and development of globalization, English has received the repute of being a widely used language for communication around the globe. It is conspicuous that these days the overwhelming presence and blessing of information technology has made our everyday life so comfortable that we cannot imagine a single day without its presence. Likewise, the language learning process is also not free from the touch of technology. The more technological blessing is intermingled in language learning process, the more effective output or result the learners will have. So far today's students who have grown up in technology saturated environments cannot imagine a world without internet, mobile phones, video on demand, and personal computers. Use of Information and Communication Technology (ICT) tools has thus been widely accepted for learning and teaching English language in modern world as it satisfies both visual and auditory senses of the students. The aim of this study is to focus on the usage of ICTs in ELT classroom at Undergraduate level. While doing so, this study has focused on current approaches supporting ICT based E-Learning for English language, Curriculum link video as a tour for English language teaching, flipped classroom, autonomous learning, advantages and challenges of ICT and future prospects as well.\* Protiva Rani Karmaker is an Associate Professor and Director of Institute of Modern Languages of Jagannath University, Dhaka, Bangladesh.*

**Keywords:** English; Globalization; Ict; Curriculum Link Video; Flipped Classroom; Elt (English Language Teaching); Undergraduate Level

## ***FUTURE CONFERENCES***

### **2<sup>nd</sup> ASIA International Multidisciplinary Conference 2018 (AIMC-2018)**

***Venue:*** Universiti Teknologi Malaysia, Johor Bahru, Malaysia

***Tentative Date:*** 01-02 May 2018

***Call / Whatsapp*** +601126277412 or visit our website ***http://connectingasia.org/*** for more details.

***Facebook Page:*** <https://www.facebook.com/infoconnectingasia>

***Youtube Channel:*** <https://www.youtube.com/channel/UChVTBwRkiH4xkKNWUpABk2w>

## ***FUTURE WORKSHOPS***

### **Advances in Structural Equation Modelling**

*Date: 20 January 2018*

*Venue: Universiti Teknologi Malaysia Kuala Lumpur Malaysia.*

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*Facebook Page: <https://www.facebook.com/infoconnectingasia>*

### **Certification on Statistics and Data Analysis (Weekly Programme)**

*Date: 23 June 2018 (8weeks)*

*Venue: Innovation and Commercialisation Centre, Industry Centre, Technovation Park, Universiti Teknologi Malaysia, 81300 Johor Bahru, Johor, Malaysia.*

*Call / Whatsapp +601126277412 or Visit our website <http://connectingasia.org/> for more details.*

*Facebook Page: <https://www.facebook.com/infoconnectingasia>*

### **Workshop on Systematic Literature Review and Meta-Analysis**

*Date: 20 May 2018*

*Venue: Innovation and Commercialisation Centre, Industry Centre, Technovation Park, Universiti Teknologi Malaysia, 81300 Johor Bahru, Johor, Malaysia.*

*Call / Whatsapp +601126277412 or Visit our website <http://connectingasia.org/> for more details.*

### **Workshop on Structural Equation Modeling (SEM) Using AMOS**

*Date: 15-16 June 2018*

*Venue: UTM, Kuala Lumpur, Malaysia*

### **Workshop on Structural Equation Modeling (SEM) Using AMOS**

*Date: 15 July 2018*

*Venue: Innovation and Commercialisation Centre, Industry Centre, Technovation Park, Universiti Teknologi Malaysia, 81300 Johor Bahru, Johor, Malaysia.*

### **Workshop on Structural Equation Modeling (SEM) Using Smart PLS**

*Date: 19 August 2018*

*Venue: Innovation and Commercialisation Centre, Industry Centre, Technovation Park, Universiti Teknologi Malaysia, 81300 Johor Bahru, Johor, Malaysia.*

### **Workshop on Qualitative Data Analysis using NVIVO**

*Date: 16 September 2018*

*Venue: Innovation and Commercialisation Centre, Industry Centre, Technovation Park, Universiti Teknologi Malaysia, 81300 Johor Bahru, Johor, Malaysia.*