

# The International Conference on Business Sustainability and Innovation ICBSI 2018

Nurturing Business Sustainability and Innovation

in collaboration with

UNIVERSITY | HULL UNIVERSITY OF HULL | BUSINESS SCHOOL

17th - 19th October 2018 | Olive Tree Hotel Penang, Malaysia



TOP 1% Universities in the WORLD

8TH BEST in ASEAN

**TOP 50 UNDER** 50

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## Foreword from Vice-Chancellor, Universiti Sains Malaysia

On behalf of the Organising Committee and Universiti Sains Malaysia, I am delighted to have this opportunity to welcome you to the 1st International Conference on Business Sustainability and Innovation (ICBSI) 2018 and to thank the industry sponsor as well as University of Hull, for the support given to the Graduate School of Business (GSB) to reach this phase of the conference preparation, allowing us all to convene for this next three days and enjoy an exciting discourse on 'sustainability and innovation'.



Universiti Sains Malaysia (USM) has been a strong advocate for the academic community to be actively involved in collective efforts toward realising applied research, with tangible social impact in mind. On behalf of USM, I am thrilled to be part of another effort from GSB, in creating a platform for a discourse on an area which will always be pertinent for years to come, and in that process, empowers the global and local communities to continue sharing new knowledge on scientific studies on sustainability. Today, with the advent of Industrial Revolution 4.0, it is even more crucial that local knowledge content adds value to the global solutions, in order to create the necessary shared value amongst stakeholders.

All research endeavours should not be narrow-minded, where project outcomes only benefit the academia or industry community. ICBSI 2018 conference programme will provide us all the opportunity to deliberate on the requirement for an inclusive standpoint when we consider the recommendations and future research related to social innovation. Finding innovative solutions to challenges related to over-consumption, environmental degradation, and social inequity requires an all-encompassing perspective and more so, paradigm shift in thinking on what is needed, rather than what is necessarily good for the society.

The push for the industry sector to continuously seek new approaches for achieving sustainable economic growth, and in so doing, pursue innovative strategies as a means towards achieving sustainability, will constantly receive considerable attention. I am glad to note that the common thread running through all the scheduled paper presentations resonates around providing new ideas for the industries to do so.

I would like to congratulate the organizing committee, for their commitment and superb drive in organizing this conference. There is no substitute for genuine knowledge that could be obtained from an inspiring face-to-face platform such as the one we will be experiencing today. It is my aspiration that this conference will be a foundation for the growth of brilliant new ideas for achieving 'a sustainable tomorrow'.

My earnest hope is that this conference will be able to provide new avenues to apply our new insights from the intense knowledge-sharing sessions, while at the same time provide the necessary impetus for conducting future joint research collaborations, and pioneering new research questions which we would not consider before. Current and future research on sustainability will require new creative methodologies and approaches, in order for solutions to benefit humankind.

Thank you.

PROFESSOR DATUK DR. ASMA ISMAIL, FASc.

Vice-Chancellor

Universiti Sains Malaysia

lsmannail

## **Welcoming Note from the Conference Chair**

#### Greetings!

On behalf of the Graduate School of Business, Universiti Sains Malaysia, it is my great pleasure to welcome all conference delegates to the first International Conference on Business Sustainability and Innovation (ICBSI) 2018. I am most encouraged by your support and participation and I wish you all, a stimulating three-day conference, and hope that all your expectations will be fulfilled.



This conference epitomises the continuous journey of the Graduate School of Business (GSB) in championing transformational leadership in sustainability and social innovation, amongst all our important stakeholders. In line with Universiti Sains Malaysia's mission of 'transforming higher education for a sustainable tomorrow', this conference will feature research papers based on the theme: 'nurturing business sustainability and innovation'. The 1st ICBSI offers something unique for all conference delegates, as we have outlined a programme that facilitates the sharing of knowledge and exchanging of insights from different contexts, based on our theme of sustainability and innovation.

I would like to express my most sincere gratitude to University of Hull, our conference partner. I do hope that this valuable academic collaboration will develop into a powerful vehicle to promote learning and development opportunities in the near future. I would also like to acknowledge the generous support from our industry sponsor, which has provided the means for us to engage in meaningful discussions. Last but not least, my heartfelt appreciation to the conference secretariat for their tireless efforts in organizing this conference.

My hope is that ICBSI 2018 and succeeding conferences, will offer a platform for academic, non-academic and industrial communities to debate and share their insights on what a sustainable future could and should be. May all of us leave this conference, enlightened on the future directions of business sustainability research and ready to contribute to this noble cause.

Thank you.

PROFESSOR DR. SITI NABIHA ABDUL KHALID

Conference Chairman ICBSI 2018

## **Profile of Keynote Speaker**

#### **Keynote Address (1)**

Professor Tan Sri Dato' Paduka Dr. Fng Ah Seng Founder and Managing Director of Epic Valley Holding Sdn. Bhd.

Professor Tan Sri Dato' Paduka Dr. Fng Ah Seng is a well-known international scholar, great entrepreneur and philanthropist. Professor Tan Sri Dato' Paduka Dr. Fng Ah Seng has very impressive academic achievements. Coming from True Light Primary

School in Juru, Penang, and Jit Sin High School, and with tremendous personal drive and hard work, he earned his bachelor's degree in civil engineering from University of Houston in the United States. He then received a master's degree in business administration and a doctorate in business administration from the Australia Institute of Business.

After working for many years, he conquered the business world, and launched his own housing development company known as Epic Valley Holdings Group, where his vast experience and knowledge quickly turned him into a very successful entrepreneur.

Besides managing his business, Professor Tan Sri Dato'Paduka Dr. Fng Ah Seng has been very active in promoting local academic development to help improve the quality of higher education in the country. With his great contributions, the Malaysian Association of Business and Management Scholars has appointed him as their first Honorary Dean. He was also appointed by the Malaysian Tsinghua University Council as an advisor, and appointed into the industry advisory panel of University of Technology Malaysia (UTM) International Business School. In November 2017, he was conferred Honorary Doctor of Philosophy in Corporate Social Responsibility from the chancellor of University Utara Malaysia, the Sultan of Kedah. Most recently in September 2018, he was conferred the Honorary Doctor of Management from the chancellor of Multimedia University (MMU) where he was recognized for his academic and practical excellence in management.

Professor Tan Sri Dato' Paduka Dr. Fng Ah Seng is recognized by universities and the academic world as the 'Founder of Modern Uniqueness for Success'. He is an Adjunct Professor for six local universities, and has been invited to many renowned universities in the world, including the University of Oxford in England, for his lectures on successful business management.

Besides achievements in academic and business world, Professor Tan Sri Dato' Paduka Dr. Fng Ah Seng is one of the top twenty philanthropists in the region. With the establishment of the Tan Sri Fng Ah Seng National Unity Foundation in April 2011, he donates over RM5 million from the company's profits yearly to support social welfare and charitable works, focusing on education, medicine and poverty alleviation.

In recognition of his outstanding contributions, Professor Tan Sri Dato' Paduka Dr. Fng Ah Seng was the award recipient in the 'Global Chinese Influential Ceremony' in 2016, and in the 'World Chinese Lifetime Achievement Award'. Coming from humble beginnings, he attributes his achievements and success to the daily practice of eight virtues, which are: 'Loyalty, Sincerity, Benevolence, Righteousness, Politeness, Wisdom, Credibility and Filial Piety.'

# **Profile of Keynote Speaker**

#### **Keynote Address (2)**

Professor Dr. Mahbub Zaman
Faculty of Business, Law and Politics
Hull University Business School

Professor Mahbub Zaman is the Professor of Accounting and Research Lead at Hull University Business School, UK. He has internationally-recognized expertise and two decades' experience of research and teaching in auditing and corporate governance. He was previously Professor and Head of Research at the School of Accountancy, Queensland University of Technology, Brisbane, Australia, and Associate Professor and Director of the PhD (Accounting and Finance) Programme at the Alliance Manchester Business School, University of Manchester, UK. Mahbub has also held appointments at Glasgow, Exeter and Aberystwyth universities in the UK, and been a visiting professor at Aarhus University (Denmark), Deakin University Melbourne (Australia) and the University of Florida (USA). Mahbub has supervised over 10 PhD theses and examined over 12 PhD theses from the UK, Australia, Belgium, Denmark, Malaysia, New Zealand and Spain. Further details about him can be found at his website: www.mahbubzaman.com

## ICBSI 2018 - Organizing Committee

Advisor: Professor Dr. Azlan Amran

Chairperson: Professor Dr. Siti Nabiha Abdul Khalid

Co-Chairperson: Dr. Norfarah Nordin

#### Scientific Committee (Universiti Sains Malaysia, Malaysia)

Professor Dr. Azlan Amran

Professor Dato' Dr. Ruhani Ali

Associate Prof. Dr. Tan Cheng Ling

· Associate Prof. Dr. Ellisha Nasruddin

Dr. Chan Tze-Haw

Dr. Chin Phaik Nie

Dr. Goh Yen Nee

Dr. Hong Meen Chee

Dr. Norfarah Nordin

Dr. Ooi Say Keat

Dr. Yashar Salamzadeh

Dr. Yulita Hanum P Iskandar

Dr. Ali Vafaei Zadeh

Dr. Essia Ries Ahmed

Professor Dr. Siti Nabiha Abdul Khalid

Associate Prof. Dr. Salmi Mohd Isa.

Associate Prof. Dr. Nabsiah Abdul Wahid

• Dr. Christopher Richardson

• Dr. Chu Ei Yet

Dr. Fathyah Hashim

Dr. Kavigtha Mohan Kumar

• Dr. Mohammad Iranmanesh

• Dr. Noor Fareen Abdul Rahim

Dr. Shaizatulaqma Kamalul Ariffin

Dr. Yuvaraj Ganesan

Dr. Zurina Mohaidin

Dr. Behzad Foroughi

Dr. Shaian Kiumarsi

#### Conference Committee (Universiti Sains Malaysia, Malaysia)

Mr. Choo Poh Wai

Ms. Farah Zalina Hamzah

Mr. Mushtag Muhammad Badini

Mr. Nasrul Ishaq Nasir

Ms. Noor Azlina Khalid

Ms. Nur Mariyam Musa

Ms. Suzanna Zakaria

Mr. Ahmad Khairulanuar Mansor

Ms. Fatema Johara

Mr. Mohsen Ali Murshid

Mr. Mohd Rahamat Che Din

Ms. Nazeerah Abdul Rahman

Ms. Norsafarina Mohd Ibrahim

Mr. Muhamad Rizal bin Mohamed Radi

#### Scientific Committee (University of Hull, United Kingdom)

Dr. Amal Ahmad Khair

Dr. Hadiza A Sa'id

• Dr. Yawen Hudson

Dr. Agnieszka Trzeciakiewicz

Dr. Mohamed Khalil

Dr. Thanos Andrikopoulos

Dr. Yilmaz Gurney

Dr. Mona Soufian

Dr. Melian Yan

### Conference Committee (University of Hull, United Kingdom)

• Dr. Amal Ahmad Khair

Dr. Hadiza A Sa'id

Dr. Thanos Andrikopoulos

## **Conference Schedule**

# International Conference on Business Sustainability and Innovation 2018 $17^{th}-19^{th}$ OCTOBER, 2018 OLIVE TREE HOTEL, PENANG

	WEDNESDAY - 17 <sup>™</sup> OCTOBER 2018
2000-2130	Pre-registration for Conference  Date: 16th October, 2018, Venue: Foyer The Olive, Level 6
0800-0845	Arrival, Conference Registration & Breakfast Venue: Registration Counter, Foyer The Olive, Level 6
0850	Recitation of Doa National Anthem, Menara Ilmu & USM Transformation Video
0915	The International Conference on Business Sustainability and Innovation Opening Ceremony (ICBSI'2018) Venue: <i>The Olive, Level 6</i>
	Welcoming Address Professor Dr. Siti Nabiha Abdul Khalid ICBSI 2018 Conference Chairperson
	Opening Note Professor Dr. Ir. Abdul Rahman Mohamed, FASc. Deputy Vice-Chancellor, Research and Innovation, Universiti Sains Malaysia, Representing YBhg. Professor Datuk Dr. Asma Ismail, FASc. Vice-Chancellor, Universiti Sains Malaysia
0945	Keynote Address (1) Title: Innovative Business Sustainability and Survivability in a Competitive Era Professor Tan Sri Dato' Paduka Dr. Fng Ah Seng Founder and Managing Director of Epic Valley Holding Sdn. Bhd.
1120	Coffee Break Venue: The Olive, Level 6
1140	Keynote Address (2) Title: Sustainability Reporting and Innovation in Governance Professor Dr. Mahbub Zaman Faculty of Business, Law and Politics Hull University Business School
1240-1400	Lunch Venue: Sukkah Coffee House, Level 2
1430	PARALLEL SESSION 1
1600	Coffee Break Venue: Foyer Olive 4.5.6, Level 6
1630	PARALLEL SESSION 2
1945	Arrival of VIPs Venue: Holding Room, Olive 1, Level 6
1945	ICBSI 2018 Gala Dinner Venue: <i>The Olive, Level 6</i> Arrival of guests

2005	Welcoming address by Professor Dr. Azlan Amran Dean, Graduate School of Business, Universiti Sains Malaysia		
2010	Opening cultural show		
2015	ICBSI 2018 Gala Dinner commences		
2100	Best Paper Award Ceremony by YBhg. Professor Datuk Dr. Asma Ismail, FASc. Vice-Chancellor, Universiti Sains Malaysia		
2115	Cultural Show Performance		
2230 Dinner Ends			
	END OF DAY 1		
	THURSDAY - 18™ OCTOBER 2018		
0830-0930	Breakfast Venue: Foyer The Olive, Level 6		
0930	PARALLEL SESSION 3		
1030-1100	Coffee Break Venue: Foyer Olive 4.5.6, Level 6		
1100	PARALLEL SESSION 4		
1200	Lunch Venue: Sukkah Coffee House, Level 2		
1430	PARALLEL SESSION 5		
1600-1630	Coffee Break		

## **END OF DAY 2**

Venue: Foyer Olive 4.5.6, Level 6

PARALLEL SESSION 6

FRIDAY- 19'" OCTOBER 2018			
0830-0930	Breakfast Venue: Foyer The Olive, Level 6		
0930	SESSION 7		
1200-1400	Lunch Venue: Sukkah Coffee House, Level 2 End of Conference		

1630

## **Concurrent Session Details**

Venue: Olive 4

Date	Session	Time	Track/Theme	Session Chair	Papers
17 <sup>th</sup>	1	1430-1530	Sustainability Accounting and Governance	Dr. Amal Ahmad Khair, University of Hull, United Kingdom	4
			1600-1630 Coffee bre	eak	
17 <sup>th</sup>	2	1630-1730	Global Strategy and Organization behaviour	Dr. Christopher Richardson, Universiti Sains Malaysia	3
18 <sup>th</sup>	3	0930-1045	Global Strategy and Organization behaviour	Dr. Yashar Salamzadeh, Universiti Sains Malaysia	5
			1030-1100 Morning Coffe	e break	
18 <sup>th</sup>	4	1100-1200	Sustainability Accounting and Governance	Dr. Yuvaraj Ganesan, Universiti Sains Malaysia	3
			1200-1400 Lunch		
18 <sup>th</sup>	5	1430-1530	Sustainability Accounting and Governance	Dr. Fathyah Hashim, Universiti Sains Malaysia	5
			1600-1630 Coffee bre	eak	
18 <sup>th</sup>	6	1630-1730	Global Strategy and Organization behaviour	Dr Ramona Blanes, University of Glasgow	3
19 <sup>th</sup>	7	0930-1045	Marketing	Associate Professor Dr. Nabsiah Abdul Wahid, Universiti Sains Malaysia	5
	1200-1400 Lunch (End of Conference)				

## Venue: Olive 5

Date	Session	Time	Track/Theme	Session Chair	Papers
17 <sup>th</sup>	1	1430-1545	Marketing	Dr. Mohammand Iranamanesh, Universiti Sains Malaysia	5
			1600-1630 Coffee bre	eak	
17 <sup>th</sup>	2	1630-1730	Social Innovation and Sustainability	Associate Professor. Dr. Ellisha Nasruddin, Universiti Sains Malaysia	4
18 <sup>th</sup>	3	0930-1030	Social Innovation and Sustainability	Dr. Ooi Say Keat, Universiti Sains Malaysia	4
	1030-1100 Coffee break				
18 <sup>th</sup>	4	1100-1215	Sustainability Accounting and Governance	Dr. Chan Tze Haw, Universiti Sains Malaysia	3
	1200-1400 Lunch				
18 <sup>th</sup>	5	1430-1530	Social Innovation and Sustainability	Associate Professor Dr. Salmi Mohd Isa, Universiti Sains Malaysia	4
	1600-1630 Coffee break				
18 <sup>th</sup>	6	1630-1745	Global Strategy and Organization behaviour	Dr. Christopher Richardson, Universiti Sains Malaysia	5

## Venue: Olive 6

Date	Session	Time	Track/Theme	Session Chair	Papers
17 <sup>th</sup>	1	1430-1530	Global Strategy and Organization behaviour	Dr. Goh Yen Nee, Universiti Sains Malaysia	4
			1600-1630 Coffee bre	eak	
17 <sup>th</sup>	2	1630-1730	Finance	Dr. Muhammad Irfan, Iqra University	3
18 <sup>th</sup>	3	0930-1030	Marketing	Dr. Zurina Mohaidin, Universiti Sains Malaysia	4
18 <sup>th</sup>	4	1100-1215	Innovation in Operations Management	Associate Professor Dr. Tan Cheng Ling, Universiti Sains Malaysia	4
	1200-1400 Lunch				
18 <sup>th</sup>	5	1500-1600	Finance	Dr. Hong Meen Chee, Universiti Sains Malaysia	4
	1600-1630 Coffee break				
18 <sup>th</sup>	6	1630-1730	Sustainability Accounting and Governance	Dr. Ali Djamhuri, Universitas Brawijaya	3

## **List of Papers**

Date: 17th October 2018, Day 1 Venue: Olive 4, Session Time: 14:30

\* Presenter of the paper

#### **Sustainability Accounting and Governance**

Session Chair: Dr. Amal Ahmad Khair

- 1. Challenges of GRI sustainability disclosure standards adoption by Africa's two largest economies Alhassan Haladu (Universiti Utara Malaysia)\*
- 2. A review of critical success factors for effective stakeholder engagements in delivering renewable energy projects in Malaysia

Zarith Sufia Azlan (Universiti Malaysia Pahang)\* Muhammad Waris Ali Khan (Universiti Malaysia Pahang) Puteri Fadzline Muhamad Tamyez (Universiti Malaysia Pahang)

3. A conceptual framework for project governance of public sector infrastructure project in Pakistan

Asadullah Khan (Universiti Malaysia Pahang)\*
Muhammad Waris Ali Khan (Universiti Malaysia Pahang)
Ishak Ismail (Universiti Malaysia Pahang)
A.Q. Adeleke (Universiti Malaysia Pahang)
Ifzal Ahmed (Universiti Malaysia Pahang)

4. Corporate social responsibility as an entrenchment strategy: Malaysia evidence

Nor Atikah Shafai (Universiti Utara Malaysia)\* Azlan Amran (Universiti Sains Malaysia) Yuvaraj Ganesan (Universiti Sains Malaysia)

Date: 17<sup>th</sup> October 2018, Day 1 Venue: Olive 5, Session Time: 14:30

#### Marketing

Session Chair: Dr. Mohammad Iranmanesh

1. The determinants of affordable house purchase intention among generation y in Malaysia

Gaik-Fhei Ho (Universiti Sains Malaysia) Yen-Nee Goh (Universiti Sains Malaysia)\* Mao-Seng Ting (Universiti Sains Malaysia)

2. Customer Experience Quality Scorecard of Malaysian Heritage Hotels in UNESCO world heritage cities

Poh Wai Choo (Universiti Sains Malaysia)\* Cheng Ling Tan (Universiti Sains Malaysia) Sook Fern Yeo (Multimedia University)

## 3. Consumer purchase intention towards online group buying website in Malaysia

Chai Hooi Ching (Universiti Sains Malaysia) Shaizatulagma Kamalul Ariffin (Universiti Sains Malaysia)\*

4. Linking customer's cognitive, environmental attitude and repeat purchase of green innovative product Arry Widodo (Telkom University)\*

Nabsiah Abdul Wahid (Universiti Sains Malaysia)

## 5. Marketing strategy, technological innovation and inventory management towards Malaysia's food industry performance

Tengku Auwalul Hawa Yahaya (Universiti Malaysia Pahang)\* Diyana Kamarudin (Universiti Malaysia Pahang) Nor Suraini Mohd Hassan (Universiti Malaysia Pahang)

Date: 17th October 2018, Day 1

Venue: Olive 6, Session Time: 14:30

#### **Global Strategy and Organization Behaviour**

Session Chair: Dr. Goh Yen Nee

## 1. Sustainability in construction through green procurement: interplay between transformational leadership and institutional pressures

Muhammad Waris Ali Khan (Universiti Malaysia Pahang) Mehfooz Ullah (Universiti Malaysia Pahang)\* Ng Hwee Ting (Universiti Malaysia Pahang) Chia Kuang Lee (Universiti Malaysia Pahang)

## 2. Does support predictive of start-up success?

Daisy Mui Hung Kee (Universiti Sains Malaysia)\*

#### 3. The effect of emotional intelligence on expatriate adjustment: an empirical study

Phnuah Su Ling (Universiti Sains Malaysia) Christopher Richardson (Universiti Sains Malaysia)\* Shaian Kiumarsi (Universiti Sains Malaysia)

#### 4. Proposing employees work stress model for Malaysian construction industry

Jignyasu Prafulla Joshi (Universiti Sains Malaysia)\* Nabsiah Abdul Wahid (Universiti Sains Malaysia)

Date: 17<sup>th</sup> October 2018, Day 1 Venue: Olive 4, Session Time: 16:30

## Global Strategy and Organization Behaviour

Session Chair: Dr. Christopher Richardson

# 1. Perceived human resource management practices and intention to stay: the role of organizational citizenship behavior and leader-member exchange

Hafinas Halid (Universiti Sains Malaysia)\* Daisy Mui Hung Kee (Universiti Sains Malaysia) Noor Fareen Abdul Rahim (Universiti Sains Malaysia)

## 2. The impact of business intelligence capabilities on organisational performance in Malaysia

Phan Koo Yuen (Universiti Tunku Abdul Rahman)\* Teoh Ai Ping (Universiti Sains Malaysia)

# 3. The mediation of knowledge accumulation absorption on the effect of e-business adoption to business performance

Norfarah, N. (Universiti Sains Malaysia)\* Muhammad-Qutham-'Akif, M.S. (Universiti Sains Malaysia) Siti Nabiha, A.K. (Universiti Sains Malaysia)

Date: 17<sup>th</sup> October 2018, Day 1 Venue: Olive 5, Session Time: 16:30

#### **Social Innovation and Sustainability**

Session Chair: Associate Professor Dr. Ellisha Nasruddin

#### 1. Malaysian behaviour towards proper disposal of unused medications

Foon Phooi Yut (Universiti Sains Malaysia) Yuvaraj Ganesan (Universiti Sains Malaysia)\* Jasmine Yeap Ai Leen (Universiti Sains Malaysia) Hasnah Haron (Universiti Malaysia Pahang)

#### 2. A study on social entrepreneurial attitudes towards start-up intention in northern region Malaysia

Salmi Mohd Isa (Universiti Sains Malaysia)\*
Phaik Nie Chin (Universiti Sains Malaysia)

#### 3. Design thinking for sustainability in management education

Nattavud Pimpa (Mahidol University)\*

#### 4. Creative industry and imagined communities: a case study of Yogyakarta creative city

Idola P. Putri (Telkom University)\* Ellisha Nasruddin (Universiti Sains Malaysia) Juliana Abdul Wahab (Universiti Sains Malaysia) Date: 17<sup>th</sup> October 2018, Day 1 Venue: Olive 6, Session Time: 16:30

#### Finance

Session Chair: Dr. Muhammad Irfan Khan

#### 1. Financial risk management, usage of derivatives and corporate governance

Phua Lian Kee (Universiti Sains Malaysia) Chua Yong Xia (Universiti Sains Malaysia)\* Lok Char Lee (Universiti Sains Malaysia)

#### 2. Ownership structure and bid-ask spread: evidence from Malaysian market

Chua Kok Tiong (Universiti Sains Malaysia) Ei Yet Chu (Universiti Sains Malaysia)\*

#### 3. Assessment of equilibrium housing prices in Penang after the global financial crisis

Chan Tze Haw (Universiti Sains Malaysia)\* Khor Kok Aun (Universiti Sains Malaysia)

Date: 18<sup>th</sup> October 2018, Day 2 Venue: Olive 4, Session Time: 09:30

### **Global Strategy and Organization Behaviour**

Session Chair: Dr. Yashar Salamzadeh

# 1. Entrepreneurs network, entrepreneurial competence and entrepreneurial intention of northern Nigerian universities students

Najafi Auwalu Ibrahim (Bayero University Kano)\* Muhammad Shukri Bakar (Universiti Utara Malaysia) Azahari Bin Ramli (Universiti Utara Malaysia) Abubakar Umar (Nigerian High Commission, Malaysia)

# 2. An innovated HRM framework mapping employees' rights and their grievances for sustainability: Bangladeshi manufacturing companies

Tarnima Warda Andalib (Universiti Malaysia Pahang)\* Mohd Ridzuan Darun (Universiti Malaysia Pahang) Umme Salma Sultana (Universiti Malaysia Pahang)

# 3. A conceptual model of the factors impede mothers achieving top management positions: looking at the contemporary business organisations

Malvinder Kaur Jamir Sing (Universiti Sains Malaysia)\* Junaimah Jauhar (Universiti Sains Malaysia)

### 4. Ecological perspective of firm innovation: implications for entrepreneurship success

Fatema Johara (Universiti Sains Malaysia)\* Sofri Yahya (Universiti Sains Malaysia) Shehnaz Tehseen (Sunway University) Zuhaib Hassan Qureshi (Universiti Kuala Lumpur) Sheikh Muhammad Hizam (Universiti Kuala Lumpur)

# 5. Enhancing authentic leadership, psychological capital, job stress and job satisfaction: innovating combined effect

Umme Salma Sultana (Universiti Malaysia Pahang)\* Mohd. Ridzuan Darun (Universiti Malaysia Pahang) Liu Yao (Universiti Malaysia Pahang) Tarnima Warda Andalib (Universiti Malaysia Pahang)

Date: 18th October 2018, Day 2 Venue: Olive 5, Session Time: 09:30

#### **Social Innovation and Sustainability**

Session Chair: Dr. Ooi Say Keat

#### 1. The concept of sustainability and innovation in banking

Muhammad Bello Ibrahim (Universiti Utara Malaysia)\* Asmat-Nizam Abdul-Talib (Universiti Utara Malaysia) Mohd Haniff Jedin (Universiti Utara Malaysia)

# 2. Separation at source behavior among high rise residents in Penang: a qualitative investigation Rosly Othman (Universiti Sains Malaysia)\*

## 3. Innovation in SME contribute to sustainability growth

Lakshmi Gandhan Sesha Salam (Universiti Sains Malaysia)\*
Daisy Mui Hung Kee (Universiti Sains Malaysia)

# 4. Mapping research publications related to business intelligence: an overview of bibliometric data Alwi Mahmudin (Universiti Sains Malaysia)\* Ainul Mohsein Abdul-Mohsin (Universiti Sains Malaysia)

Date: 18<sup>th</sup> October 2018, Day 2 Venue: Olive 6, Session Time: 09:30

#### Marketing

Session Chair: Dr. Zurina Mohaidin

1. A proposed model for understanding the influence of crisis management on customer purchase intention towards cosmetic and healthcare products

Shaizatulaqma Kamalul Ariffin (Universiti Sains Malaysia)\* Noor Nasir Kader Ali (Universiti Sains Malaysia) Siti Nur Atiqah Kamsan (Intel Product (M) Sdn Bhd)

#### 2. Relationship criterion in supplier selection for online business sellers in Malaysia

Suzari Abdul Rahim (Universiti Sains Malaysia) Juwairiah Haris (Universiti Sains Malaysia)\* Munirah Haris (MRSM Kubang Pasu, Kedah) Ali Vafaei-Zadeh (Universiti Sains Malaysia)

3. Factors influencing adoption intention of cyber-physical systems (CPS) among manufacturing firms towards industry 4.0

Ahmad Shahir Abdul Aziz (Universiti Sains Malaysia)\* Nabsiah Abdul Wahid (Universiti Sains Malaysia) Yulita Hanum P Iskandar (Universiti Sains Malaysia)

4. Customer attitudes and direct sales staffing strategies for direct sales agricultural products

Marisa Promhitatorn (Suan Sunandha Rajabhat University)\* Bundit Phrapratanporn (Suan Sunandha Rajabhat University)

Date: 18th October 2018, Day 2 Venue: Olive 4, Session Time: 11:00

#### **Sustainability Accounting and Governance**

Session Chair: Dr. Yuvaraj Ganesan

1. Adoption of Performance Management System: external compliance versus internal capabilities Ali Djamhuri (Universitas Brawijaya)\*

A.K Siti-Nabiha (Universiti Sains Malaysia)

2. The process of the institutional entrepreneurship in highly institutionalized environment: the roles of institutional logic and rhetorical institutionalism

M. Rozaidy (Universiti Malaysia Sabah)\* A.K. Siti-Nabiha (Universiti Sains Malaysia)

3. The moderation effect of corporate governance in the relationship between recapitalization and bank's performance in Nigeria: a proposed conceptual framework

Umar Muhammed Dikko (Universiti Teknologi Malaysia)\* Mohd Norfian Alifiah (Universiti Teknologi Malaysia)

Date: 18<sup>th</sup> October 2018, Day 2 Venue: Olive 5, Session Time: 11:00

#### **Sustainability Accounting and Governance**

Session Chair: Dr. Chan Tze Haw

1. The role of PMS in supporting CSR strategies in a stated owned oil and gas company

Willy Sri Yuliandhari (Telkom University)\*
A-K Siti Nabiha (Universiti Sains Malaysia)
Dayana Jalaludin (Universiti Sains Malaysia)

# 2. Concise, complete and comparable integrated reporting in Malaysia: institutional and governance effects

Amal Hayati Ahmad Khair (University of Hull)\* Hadiza A. Sa'id (University of Hull) Mahbub Zaman (University of Hull)

#### 3. Mandatory sustainability reporting in Malaysia: impact and internal factors

Chong Chie Wong (Universiti Sains Malaysia) Dayana Jalaludin (Universiti Sains Malaysia)\* Lian Kee Phua (Universiti Sains Malaysia)

Date: 18th October 2018, Day 2 Venue: Olive 6, Session Time: 11:00

#### **Innovation in Operations Management**

Session Chair: Associate Professor Dr. Tan Cheng Ling

#### 1. The effect of innovation barriers on construction firms' innovation orientation

Alaa J. Kadi (Universiti Sains Malaysia)\* Ernawati Mustafa Kamal (Universiti Sains Malaysia) Nor'Aini Yusof (Universiti Sains Malaysia) S. Mostafa Rasoolimanesh (Taylor's University)

# 2. The effects of cyber supply chain risk management on financial performance: mediating effects of cyber-resilience and service performance

David Yeoh Beng Tatt (Universiti Sains Malaysia)\* Yuvaraj Ganesan (Universiti Sains Malaysia) Yudi Fernando (Universiti Malaysia Pahang)

# 3. Improvement of Indonesian automotive component firms' operational performance via knowledge management enabler

Anita Silvianita (Telkom University)\* Cheng Ling Tan (Universiti Sains Malaysia)

# 4. The effect of green supply chain management on green purchase intention by mediating role of green brand equity (a study on Iranian beverage industry)

Somayeh Labafi (Iranian Research Institute for Information Science and Technology (IranDoc)) Yashar Salamzadeh (Universiti Sains Malaysia)\* Mahdieh Jalalpoor (Allameh Tabatabai University) Date: 18th October 2018, Day 2 Venue: Olive 4, Session Time: 14:30

#### **Sustainability Accounting and Governance**

Session Chair: Dr. Fathyah Hashim

#### 1. Administrative skills of modern school administrators

Sura Sonsaard (Suan Sunandha Rajabhat University)\*
Sajeewan Darbavasu (Suan Sunandha Rajabhat University)

#### 2. The importance of university ranking and students enrolment towards university sustainability

Suhaidah Hussain (Universiti Malaysia Pahang)\*
Jalal Rajeh Hanaysha (DRB.HICOM University automotive Malaysia)
Diyana Kamarudin (Universiti Malaysia Pahang)

#### 3. Motivations for revisiting religious temples: the case of Chinese in Malaysia

Siti Hasnah Hassan (Universiti Sains Malaysia)\* Teo Shao Zhen (Universiti Sains Malaysia) Osman Mohamad (Multimedia University)

## 4. Issues and challenges of performance measurement practice

Rosliza Mat-Zin (Universiti Malaysia Terengganu) A.K Siti-Nabiha (Universiti Sains Malaysia)\*

#### 5. Audit report lag and audit going concern qualification in Malaysia

Ooi Chee Keong (Universiti Tunku Abdul Rahman)\* Lau Yeng Wai (Universiti Putra Malaysia)

Date: 18<sup>th</sup> October 2018, Day 2 Venue: Olive 5. Session Time: 14:30

#### **Social Innovation and Sustainability**

Session Chair: Associate Professor Dr. Salmi Mohd Isa

#### 1. Social media efficacy for sustainability in SMEs: the role of innovation practices

Seow Ai Na (Universiti Tunku Abdul Rahman)\* Choong Yuen Onn (Universiti Tunku Abdul Rahman) Choe Kum Lung (Universiti Tunku Abdul Rahman)

#### 2. An investigation on factors influencing public's water efficiency practice

Ang Seong Gee (Universiti Sains Malaysia)\*
Nabsiah Abdul Wahid (Universiti Sains Malaysia)

#### 3. Advancing an antecedent-outcome model of eco-innovation practices

Say Keat Ooi (Universiti Sains Malaysia)\* Simin Goh (Universiti Sains Malaysia) Jasmine A.L. Yeap (Universiti Sains Malaysia)

### 4. Online business sustainability and challenges to meet the demands of online consumers

Diyana Kamarudin (Universiti Malaysia Pahang)\*
Suhaidah Hussain (Universiti Malaysia Pahang)
Tengku Auwalul Hawa Yahya (Universiti Malaysia Pahang)
Nor Suraini Mohd Hasan (Universiti Malaysia Pahang)

Date: 18<sup>th</sup> October 2018, Day 2 Venue: Olive 6, Session Time: 15:00

#### Finance

Session Chair: Dr. Hong Meen Chee

## 1. Equity valuation effects of the issuance of corporate bonds: Malaysia evidence

Cheng Fan Fah (Universiti Putra Malaysia)\*
Chong Oi Ping (Universiti Putra Malaysia)

#### 2. Re-classification of financial ratios

Muhammad Irfan Khan (Iqra University)\* Samina Riaz (Iqra University) Athar Iqbal (Iqra University)

#### 3. A case study on corporate social responsibility within organization in Malaysia on tax exemption

Nor Suraini Mohd Hassan (Universiti Malaysia Pahang)\* Diyana Kamarudin (Universiti Malaysia Pahang) Tengku Awalul Hawa Yahaya (Universiti Malaysia Pahang)

Date: 18<sup>th</sup> October 2018, Day 2 Venue: Olive 4, Session Time: 16:30

#### Global Strategy and Organization Behaviour

Session Chair: Dr. Ramona Blanes

# 1. Conceptualizing perceived infollotion processing and management and its consequence on employee well-being

Siti Hasnah Hassan (Universiti Sains Malaysia)\*
Noor Mohamed (Universiti Sains Malaysia)
Noor Hazlina Ahmad (Universiti Sains Malaysia)
Hasliza Abdul Halim (Universiti Sains Malaysia)
T Ramayah (Universiti Sains Malaysia)

#### 2. Factors influencing business performance among small business operators

Rajendran Muthuveloo (Universiti Sains Malaysia)\* Teoh Saw Beng (Universiti Sains Malaysia) Teoh Ai Ping (Universiti Sains Malaysia) 3. Towards a model linking HRM practices, work engagement, and job performance

Hemalatha Somu (Universiti Sains Malaysia)\* Aizzat Mohd Nasurdin (Universiti Sains Malaysia) Cheng Ling Tan (Universiti Sains Malaysia)

Date: 18th October 2018, Day 2 Venue: Olive 5, Session Time: 16:30

**Global Strategy and Organization behaviour** Session Chair: Dr. Christopher Richardson

The role of other blockholders: a conceptual framework
 Shehabaddin Abdullah Abdulwadod Al-Dubai (King Faisal University)\*

2. The influence of talent management implementation on employee career development-case study badan pengusahaan batam

Annisa Nugrahani (Telkom University) Puspita Wulansari (Telkom University)\* Yuvaraj Ganesan (Universiti Sains Malaysia)

3. Audit committee characteristic and earnings management: evidence based on Indonesian firms

Dudi Pratomo (Telkom University)\*
Ruhani Ali (Universiti Sains Malaysia)
Fathyah Hashim (Universiti Sains Malaysia)

4. The influence of individual factors on the Indonesian journalists job performance

Reni Nuraeni (Telkom university)\* Cheng Ling Tan (Universiti Sains Malaysia) Azman Azwan Azmawati (Universiti Sains Malaysia)

5. Endorser credibility, attitude towards advertising and consumers' purchase intention of beauty soap

Ratih Hasanah (Telkom University) )\*
Nabsiah Abdul Wahid (Universiti Sains Malaysia)

Date: 18th October 2018, Day 2 Venue: Olive 6, Session Time: 16:30

#### **Sustainability Accounting and Governance**

Session Chair: Dr. Ali Djamhuri

# 1. Corporate risk disclosure and business performance of Malaysian firms: does board gender diversity matters?

Lim Seow Fun (Universiti Sains Malaysia)
Fathyah Hashim (Universiti Sains Malaysia)\*

# 2. A case study of university-industry-government collaborative research in Malaysia: an analysis of triple helix model

Muhammad Fadzly Zakaria (Universiti Sains Malaysia)\* Ellisha Nasruddin (Universiti Sains Malaysia)

#### 3. Public sector performance management: insights from selected literature

Roshni Ann George (Universiti Sains Malaysia)\* Siti-Nabiha Abdul Khalid (Universiti Sains Malaysia) Dayana Jalaludin (Universiti Sains Malaysia)

Date: 19th October 2018, Day 3 Venue: Olive 4, Session Time: 09:30

#### Marketing

Session Chair: Associate Professor Dr. Nabsiah Abdul Wahid

# 1. Understanding user experience, satisfaction, and loyalty of telecommunication service providers in Indonesia

Indira Rachmawati (Telkom University)\* Zurina Mohaidin (Universiti Sains Malaysia)

#### 2. Which are more authentic? The conceptualisation of trust in halal consumption

MeenChee Hong (Universiti Sains Malaysia)\*

# 3. Push and pull factors influencing the average length of stay of visitors from European countries to Malaysia

Yogeetha Santharen (Universiti Sains Malaysia) Kavigtha Mohan Kumar (Universiti Sains Malaysia)\* Jayaraman Krishnaswamy (Taylor's University) Mageswari Ranjanthran (Universiti Sains Malaysia) Nagaletchimee Annamalai (Universiti Sains Malaysia)

#### 4. Determinants of insurance agents behavioural intention to use mobile technologies

Low Pei Imm (AIA) Teoh Ai Ping (Universiti Sains Malaysia)\* Rajendran Muthuveloo (Universiti Sains Malaysia)

# 5. Factor Analysis of the Hindering Factors in Halal Certification for the SMEs Ratih Hendayani (Telkom University)\* Sumrahadi (Telkom University) Annisa Sifatul (Telkom University) Yuvaraj Ganesan (Universiti Sains Malaysia)

#### **Collection of Abstracts**

Date: 17<sup>th</sup> October 2018, Day 1 Venue: Olive 4, Session Time: 14:30

**Sustainability Accounting and Governance** Session Chair: Dr. Amal Ahmad Khair

# Challenges of GRI Sustainability Disclosure Standards Adoption by Africa's Two Largest Economies

Alhassan Haladu (Universiti Utara Malaysia)\*

#### **Abstract**

Global Reporting Initiative (GRI) could today be considered the world's most popular sustainability information disclosure standards. Yet it is seen by many as a symbolic gesture to pacify the existing masses than an instrument of sustainability disclosure. It is therefore the aim of this study to examine the effectiveness of the application of GRI by organizations in Africa's two biggest economies in relation to the global application. The paper is purely conceptual basing its analysis on past literatures. In the main, an attempt was made to review literatures from other countries though priority was given to Africa's two largest and most developed economies (Nigeria and South Africa). The major discovery was that GRI application to some extent proves more successful in South Africa than is some developed economies. However, challenges like Africa's unique business environment for the effective and efficient implementation of GRI standard and guidelines still remains in the continent

# A Review of Critical Success Factors for Effective Stakeholder Engagements in Delivering Renewable Energy Projects in Malaysia

Zarith Sufia Azlan (Universiti Malaysia Pahang)\*
Muhammad Waris Ali Khan (Universiti Malaysia Pahang)
Puteri Fadzline Muhamad Tamyez (Universiti Malaysia Pahang)

#### Abstract

The development of renewable energy (RE) projects in Malaysia has gained attention in recent years and based on previous research, the implementation of effective stakeholder engagement (SE) brings positive outcomes to the RE projects. This paper carried out a systematic literature review covering all research published from 1999 to 2017, in the context of SE in the RE projects. Ten critical success factors were identified which were effective communication, continuous consultation, understanding the underlying intentions and behaviors, implementing strategy plans, building and sustaining good relationships, analyzing the changes, mitigating risks, compromising conflicts, understanding project success and good project governance. This study may aid both researchers and especially project managers in improving SE strategies and project outcomes in RE projects. However, an intervention framework is needed to indicate the effectiveness of SE in the whole project cycle and to validate if the level of critical success factors engaged is producing the desired results.

## A Conceptual Framework for Project Governance of Public Sector Infrastructure Project in Pakistan

Asadullah Khan (Universiti Malaysia Pahang)\*
Muhammad Waris Ali Khan (Universiti Malaysia Pahang)
Ishak Ismail (Universiti Malaysia Pahang)
A.Q. Adeleke (Universiti Malaysia Pahang)
Ifzal Ahmed (Universiti Malaysia Pahang)

#### Abstract

Project governance has become an important subject matter for both the project management environment and the public sector, due to the demands for enhanced project performance. Project professionals in developing countries encounter various challenges while execution of the projects. This paper has analyzed previous studies on Infrastructure development projects and project management practices in Pakistan published in academic journals and conference proceedings. The study reveals the organizational shortfalls and various challenges in the procedures adopted for planning and managing infrastructure projects. As the infrastructural development projects play a key role in the economic growth of developing economies like Pakistan, successful implementation of the projects is, therefore, not only essential but inevitable to achieve development goals. This study identifies the shortcomings and proposes project governance framework for infrastructure development projects, which will enhance the project performance and facilitate the various public-sector organizations, donor agencies involved in policy-making, planning and implementation of development projects.

#### Corporate Social Responsibility as An Entrenchment Strategy: Malaysia Evidence

Nor Atikah Shafai (Universiti Utara Malaysia)\* Azlan Amran (Universiti Sains Malaysia) Yuvaraj Ganesan (Universiti Sains Malaysia)

#### Abstract

Fundamentally, companies utilize sustainability as a device to give the impression of legitimacy and satisfy their stakeholders' demand in relation to the socially responsible activities. However, this conventional employment of sustainability has been compromised by companies in several countries. This study analyse the association between earnings management and corporate social responsibility (CSR). With the basis of stakeholder-agency theory, CSR seems to be revolutionized as a hedging mechanism by the managers that practice earnings management. This study aims to demonstrate the misuse of CSR as an entrenchment strategy to mask earnings management practices. Using the Modified Jones Model (1995) discretionary accruals to measure earnings management and content analysis by CSR disclosure index to determine the level of CSR quality disclosure on a sample of 265 Malaysian public listed companies, the findings report no significant statistical association between earnings management and CSR which suggests that Malaysian managers do not exploit socially responsible activities for their own interest particularly to entrench themselves. Additionally, it indicates that CSR has been exercised by Malaysian companies truthfully and accountably for their shareholders and stakeholders. Moreover, the moderator of corporate reputation influences the respective relationship. This study provides several implications. Theoretically, research on the notion of CSR serving as the entrenchment mechanism seems limited in developing countries. Practically, this study suggests that investors and practitioners exercise caution when assessing the CSR practices since it can be carried out to mislead the stakeholders.

Date: 17<sup>th</sup> October 2018, Day 1 Venue: Olive 5, Session Time: 14:30

Marketing

Session Chair: Dr. Mohammad Iranmanesh

#### The Determinants of Affordable House Purchase Intention Among Generation Y in Malaysia

Gaik-Fhei Ho (Universiti Sains Malaysia)
Yen-Nee Goh (Universiti Sains Malaysia)\*
Mao-Seng Ting (Universiti Sains Malaysia)

#### **Abstract**

This study aims to investigate the determinants, which influence the purchase intention of affordable housing among Generation Y in Penang, Malaysia. This study extended Theory of Planned Behaviour in which three additional attributes (i.e. locational, financial and structural) and developers' brand are included. A self-administered questionnaire using purposive sampling was adopted. A total of 181 completed surveys were returned and utilised for data analysis. Multiple regression analysis using SPSS software was employed for hypothesis testing. Accordingly, attitude, subjective norm, perceived behavioural control and locational attribute were affirmed to positively affect the purchase intention of affordable housing among Generation Y in Penang, Malaysia. Surprisingly, financial attribute, structural attribute and developers' brand were confirmed to be insignificant towards the purchase intention of affordable housing among Generation Y. This study provides several implications which are important to the local state government in planning the affordable housing scheme in Malaysia. Implications, limitations and suggestions for future study were discussed.

# Customer Experience Quality Scorecard of Malaysian Heritage Hotels in UNESCO World Heritage Cities

Poh Wai Choo (Universiti Sains Malaysia)\* Cheng Ling Tan (Universiti Sains Malaysia) Sook Fern Yeo (Multimedia University)

#### **Abstract**

The Malaysian heritage hotels located in Georgetown, Penang and Melaka are facing great challenges to identify the right medium to monitor, and to know-what to improve on the quality of heritage hotel experience for the domestic and international tourists since these two cities have been awarded as the World Heritage cities by UNESCO in July 2008. Given the arrival of international tourists has increased and the mushrooming growth of the heritage hotels, a stiff competition has been escalating among the hoteliers. Hence, there is a need to conduct a study to understand the expectations of the hotel guests who have experiences staying in the heritage hotels. The objective of employing customer experience quality scorecard is to compare the guests' reviews of heritage hotels in these two cities. The customer experience quality POMP scorecard is assessed according to its denotations which are product experience, outcome focus, moment-of-truth, and peace-of-mind. This study has collected and analysed data on 39 heritage hotels in George Town, Penang, and 22 in Melaka from the Malaysia Trip Advisor online heritage

hotel guest reviews between 1st June 2017 and 31st May 2018. The findings revealed that heritage hotel guests staying in George Town, Penang and Melaka have the most positive feedback related to outcome focus compared to others. Conversely, heritage hotel guests in Melaka gave most negative feedback related to product experience and heritage hotel guests in George Town, Penang gave most negative feedback related to peace-of-mind.

#### **Consumer Purchase Intention Towards Online Group Buying Website in Malaysia**

Chai Hooi Ching (Universiti Sains Malaysia)
Shaizatulagma Kamalul Ariffin (Universiti Sains Malaysia)\*

#### Abstract

Today, many shoppers in Malaysia visit online stores to find a variety of goods and services at discounted prices. Online group buying has emerged as a new form of e-commerce that has numerous benefits to all partners in the transactions, e.g. customers, intermediaries, suppliers, and merchants. Since the concept of online group buying website is still in the preliminary development phase in Malaysia, there is need to examine factors that affect consumer purchase intention towards online group buying website. The purpose of this research is to investigate and determine how perceived ease of use, perceived usefulness, perceived risks, price and e-WOM (electronic word of mouth) affects the purchasing intentions of online customers towards online-group purchasing websites. The study will use TAM (Technology Acceptance Model) and its constructs as a theoretical and conceptual framework to achieve the study objective. A quantitative study was used to accomplish the objective of this study, which is to investigate and determine the purchasing intentions of online customers towards online-group purchasing websites in Malaysia. The data was collected using an online survey. There were 115 respondents have participated in this survey, data were analysed using IBM SPSS and Smart PLS3. The findings reveal that all hypotheses are supported. It is also showed that perceived usefulness has the highest impact on consumer online group buying websites. These findings provide valuable insights for online-group purchasing websites and the factors that motivate them to make online purchases from such websites. It can help scholars, policy makers, managers, and business enterprises to understand online group buying behavior in Malaysia.

#### Linking Customer's Cognitive, Environmental Attitude and Repeat Purchase of Green Innovative Product

Arry Widod (Telkom University)\*
Nabsiah Abdul Wahid (Universiti Sains Malaysia)

#### **Abstract**

Pertalite RON 90 is a green innovative product (GIP) developed for Indonesia's motor vehicles by Pertamina as a way to eradicate air pollution caused by vehicle fuels that are not environmental friendly. This study investigates whether Indonesian customers' environmental attitude play the role of mediator on the relationship between customers' cognitive evaluation and their repeat purchase behaviour of Pertalite RON 90. Self-administered questionnaires were distributed to willing motor vehicles drivers in Jakarta; the respondents were those who have been and continued to buy Pertalite. In this survey, customer's cognitive evaluation was measured through product, price, place and promotion (better known as the 4Ps) constructs. From SmartPLS-SEM analyses on 469 usable data, the study found that environmental attitude mediated the relationship between two cognitive variables (product, price) and customer's repeat purchase of Pertalite but not for promotion and place. The findings imply that for GIP, only product and price are important in Indonesian customers' cognitive evaluation compared to promotion and place; and that it is important for Indonesia's GIP players and government to focus on developing customers' environmental attitude as this factor impacted on their customer's purchase for the product. The study's findings have a significant impact on the country's petroleum refuelling industry, automotive industry, and government in particular, as well as for marketing researchers.

## Marketing Strategy, Technological Innovation and Inventory Management Towards Malaysia's Food Industry Performance

Tengku Auwalul Hawa Yahaya (Universiti Malaysia Pahang)\* Diyana Kamarudin (Universiti Malaysia Pahang) Nor Suraini Mohd Hassan (Universiti Malaysia Pahang)

#### Abstract

This paper aimed to study the significant relationship between factors that influenced and affected the performance of restaurants in Malaysia. The attributes were classified as marketing strategy, technological innovation and inventory management in the business itself. Three regions were utilized as specific research samples, specifically Kuantan, Temerloh and Rompin. Throughout findings, it can be concluded that all three independent variables possessed significant relationship towards the performance of restaurants.



**Global Strategy and Organization Behaviour** 

Session Chair: Dr. Goh Yen Nee

#### Sustainability in Construction through Green Procurement: Interplay between Transformational Leadership and Institutional Pressures

Muhammad Waris Ali Khan (Universiti Malaysia Pahang)
Mehfooz Ullah (Universiti Malaysia Pahang)\*
Ng Hwee Ting (Universiti Malaysia Pahang)
Chia Kuang Lee (Universiti Malaysia Pahang)

#### **Abstract**

Green Procurement is an emerging theme in the construction industry across the globe. However, construction firms often find it difficult to integrate sustainability performance indicators in construction projects especially in procurement. Literature shows that the construction industry has frequently encountered the disapproval of the regulatory authorities for neglecting or evading environmental regulations and it is particularly criticized for ignoring sustainability concerns in the procurement process. Therefore, in response to mounting institutional pressures, green procurement is emerging as a key strategic option for improving overall sustainability in construction industry. However, there is still much to be done as the research studies on green procurement identified that this strategy is not showing constant outcomes across the organizations owing to the organizational factors which impede or support in translating the green procurement strategy into practice at the organizational level. Therefore, through extensive review of the relevant literature, this study employs the theoretical lens of institutional theory in conjunction with transformational leadership to explore their role in enabling green procurement in construction firms. A hypothetical framework is thus proposed to analyse the role of transformational leadership in channelizing the institutional pressures for a pragmatic implementation of green procurement while effectively managing the inevitable change process at organizational level.

#### **Does Support Predictive of Start-Up Success?**

Daisy Mui Hung Kee (Universiti Sains Malaysia)\*

#### **Abstract**

This paper aims to answer this question "Does support necessarily predictive of the success of start-up?" This paper conceptualizes support into four key dimensions: finance, soft, technology, and market-related. This paper conducts a qualitative approach based on the practical experiences of the CEOs of SMEs. An in-depth interview with 20 successful SMEs CEOs who have run their businesses for more than five years in Malaysia was carried out. The CEOs were being asked about the success of their start-up and how support (finance, soft, technology, and market-related support) helped in their start-up success. This paper provides evidence that i) support matters to start-up success, ii) finance-related support is the critical resources for start-up growth and survival. Finance-related support can provide

particular interventions that effectively protect start-up. It acts as a buffer, allows the start-up to engage in developmental activities without having to confront directly to the potential threats; iii) soft-related support is increasingly important to better performance of start-up, and iv) start-up have had low accessibility to technology and market-related support due to lack of expertise and knowledge. The research on start-up is still in the infancy stage. This paper provides insights that support can potentially increase or decrease the success rate among start-up, and these effects are contingent on the type of support or resources received by the start-up. This paper also suggests that there is a need that attends to mechanism and conditions by which support is likely to alter the start-up success rate.

#### The Effect of Emotional Intelligence on Expatriate Adjustment: An Empirical Study

Phnuah Su Ling (Universiti Sains Malaysia)
Christopher Richardson (Universiti Sains Malaysia)\*
Shaian Kiumarsi (Universiti Sains Malaysia)

#### Abstract

The study examines the role of emotional intelligence (EI) in expatriate adjustment (EA) of expatriates on international assignments and survey collected based on a sample of 170 expatriates who are currently staying in Malaysia. Previous scholar defined EI as the recognise of non-cognitive psychological aspects intervening in human behaviour. Several researchers have identified a significant correlation between the cognitive and emotional components of people's intelligence, and how its influence effectively on achieving all sorts of goals in any area of human behaviour. Thus, in majority, the successful of companies' international business activities rely on the level of expatriates' adjustment to the host country such as in physically and mentally way. Therefore, this study utilised multiple hierarchical regression to analyse the data and thereby to test the effects of EI on expatriate adjustment. The findings reveal that Self-Emotion Appraisal (SEA) of EI has a positive influence on expatriate adjustment. Secondly, ability of Others-Emotions Appraisal (OEA) also found a positive influence on expatriate adjustment. However, there was no positive influence for Use of Emotion (UOE) and Regulation of Emotion (ROE) on expatriate adjustment. Hence, the findings indicate the importance of EI practices as well as practical implication to international firms especially in selection and hiring of international candidates.

#### **Proposing Employees Work Stress Model for Malaysian Construction Industry**

Jignyasu Prafulla Joshi (Universiti Sains Malaysia)\*
Nabsiah Abdul Wahid (Universiti Sains Malaysia)

#### **Abstract**

This paper attempts to conceptualize and propose a theoretical framework to explain employees' work stress factors in Malaysia's construction industry. The model proposes that work stress factors are determined by job demand, job control and social support with sociodemographic characteristics moderating the relationship between proposed determinants and work stress. The proposed model is focused to understand reasons for why occupational safety and health practitioners working in the construction industry in Malaysia become stressed. The findings from this study are expected to help the industry in identifying, clarifying and understanding work stress factors; for instance, job demand that may

include occupational safety and health demands issues, and/or effects of practitioners to be in control over their jobs expectations. The understanding would be useful for planning and developing strategies that can help increase the productivity of the workplace through the reduction or elimination of workplace stress. The proposed model can be used as basis for future research on work stress and individual related socio demographic characteristics.

Date: 17th October, 2018, Day 1 Venue: Olive 4, Session Time: 16:30

**Global Strategy and Organization Behaviour** Session Chair: Dr. Christopher Richardson

> Perceived Human Resource Management Practices and Intention to Stay: The Role of Organizational Citizenship Behavior and Leader-Member Exchange

> > Hafinas Halid (Universiti Sains Malaysia)\* Daisy Mui Hung Kee (Universiti Sains Malaysia) Noor Fareen Abdul Rahim (Universiti Sains Malaysia)

#### Abstract

This study seeks to explain the motivations behind employees' intention to stay in private higher education institutions (PHEI) in Malaysia. This study adds value by developing a conceptual framework that proposes perceived human resource management (HRM) practices as key role in explaining employees' intention to stay. Furthermore, this study argues that organizational citizenship behavior (OCB) is a potential mediator that might explain how employees' intention to stay occurs. In addition, this study proposes that leader-member exchange (LMX) moderates the relationship between OCB and employees' intention to stay. Relevant literatures are reviewed and assessed critically. A conceptual framework is provided with the objective to examine the relationship between perceived HRM practices and employees' intention to stay including the mediator and moderating variables. The key findings emerging from this examination of the literature show that perceived HRM practices appear to become the key variables when addressing issues of employees' intention to stay. In the recent literature, the link between perceived HRM practices, OCB, LMX and employees' intention to stay become closer and intertwined. This study explored the relationship between perceived HRM practices and employees' intention to stay in Malaysia's PHEIs. By using Social exchange theory, this paper proposes that perceived HRM practices are uniquely positioned to support the organization's performance in terms of employee intention to stay with the intervention of OCB and LMX.

#### The Impact of Business Intelligence Capabilities on Organisational Performance in Malaysia

Phan Koo Yuen (Universiti Tunku Abdul Rahman)\* Teoh Ai Ping (Universiti Sains Malaysia)

#### **Abstract**

In today's dynamic business environment, business organisations are driven by uncertainty and turbulence in market trends, in developed and emerging economies alike. Strategic agility allows businesses to adapt fast to changes and to be cost effective in vigorous business settings. Industry Revolution 4.0 has created new challenges for Business Intelligence (BI) to analyse and solve problems efficiently, thus allowing senior managers to make fast decisions. The value of such BI projects on businesses depends largely on the BI capabilities. Previous researches have shown that BI capabilities have been considered an important function that enhances organisational performance, however, the impact of BI capabilities on organisational performance remains poorly understood in emerging economies such as Malaysia. The main objective of this paper is to present an integrated conceptual model which first examines the influence of Information Technology (IT) governance on BI capabilities moderated by risk management; and consequently the impact of BI capabilities on organisational performance moderated by the business strategy alignment. This conceptual model is developed by synthesising previous-related studies and is based on the Dynamic Capabilities Theory. This paper contributes to the field of organisational performance, particularly in the context of BI capabilities, while examining the interplay of IT governance, risk management as well as business strategy alignment in this context. Practically, this paper suggests the importance of IT governance as well as risk management on BI capabilities. In addition, this paper justifies the crucial role of BI capabilities and business strategy alignment which impact the performance of business organisations in emerging economies.

## The Mediation of Knowledge Accumulation Absorption on the Effect of E-Business Adoption to Business Performance

Norfarah, N. (Universiti Sains Malaysia)\*
Muhammad-Qutham-'Akif, M.S. (Universiti Sains Malaysia)
Siti Nabiha, A.K. (Universiti Sains Malaysia)

#### Abstract

E-business opens up opportunities that lead to higher business performance among its adopters. However, e-business adoption is not the sole driver of higher business performance. E-business adopters who are successful in improving their business performance are those that possessed knowledge absorption capacity. Therefore, capacity to absorb new knowledge mediates the effect of e-business on performance. Based on theory of innovation diffusion by Rogers (1995) the causal relationships between adoption, absorption and business performance are explained. The empirical research on testing the mediation relationships collected 212 survey questionnaire data from Malaysian SMEs. The data was analyzed using PLS-SEM to test the mediating effect of knowledge absorption on the relationship between e-business adoptions to business performance. The research found significant mediating effect of knowledge absorption in the proposed model. The findings revealed the consequence and significance of this two important factors and suggestion for SMEs and authoritative training providers was put-forth.

Date: 17<sup>th</sup> October, 2018, Day 1 Venue: Olive 5, Session Time: 16:30

**Social Innovation and Sustainability** 

Session Chair: Associate Professor Dr. Ellisha Nasruddin

#### Malaysian Behaviour towards Proper Disposal of Unused Medications

Foon Phooi Yut (Universiti Sains Malaysia) Yuvaraj Ganesan (Universiti Sains Malaysia)\* Jasmine Yeap Ai Leen (Universiti Sains Malaysia) Hasnah Haron (Universiti Malaysia Pahang)

#### **Abstract**

Based on the statistic, Ministry of Health (MOH) Malaysia had disposed a total of nearly RM2 million unused or expired medications through the MOH's drug take back system known as "Return Your Medicines" program in the year 2014 and 2015. This kind of program important as improper disposal of unused medications leads to medication waste entered our environment, which will cause huge threat to public health, environment and economy as well. Past studies in Malaysia and oversea showed poor awareness and practice among public about the proper disposal medications. By using the theory of planned behaviour (TPB), this study investigate the factors influencing public's intention to proper disposal of unused medications in Malaysia population. This study aims to assess socio-demographic factors and the TPB constructs (attitudes, subjective norms, perceived behavioural control, intentions, and situation factors). It will also examine the moderating effect of education level in the relationship between attitude and intention. This is cross-sectional study that using primary data which will collect from public in Malaysia via structured questionnaire. The data will be analyse using Statistical Package for the Social Sciences (SPSS) and Smart Partial Least Square software. This research will benefits in term of enhance in understanding the factors influence proper disposal are crucial to help government and related authorities to design an intervention or implement a more effective program to raise the awareness and change the behaviour among Malaysian.

#### A Study on Social Entrepreneurial Attitudes towards Start-Up Intention in Northern Region Malaysia

Salmi Mohd Isa (Universiti Sains Malaysia)\*
Phaik Nie Chin (Universiti Sains Malaysia)

#### **Abstract**

Social entrepreneurship is a contemporary phenomenon of the socioeconomic and sustainable development in Malaysia. The main motives of social entrepreneurship are social welfare and value creation through the display of innovativeness, leadership, and risk management of the business. Meanwhile, social entrepreneurial attitude (SEA) as an individual or group who is willing to take risks and put the effort forth to create the positive changes in society through their innovative idea that will have the potential to solve a community problem and achieving the business sustainability. The aim of this study is to identify the factors influencing the social entrepreneurial attitudes towards start-up intention. It illustrates the context-specific nature of the phenomenon and factors for fostering the social entrepreneurial attitude as a positive force for social and economic development. Several important factors, which contribute to the success of the social entrepreneurship, are motivation, government support, passion, networking, belief and social value. The findings of the present empirical study reveal that personal attributes such as motivation, belief and passion are main factors for SEA towards start-up intention whilst the rest play the role of more complementary attributes towards the intention. Further, the results enlighten that Malaysian entrepreneurs in Northern Region are prone to become social entrepreneurs if the three attributes present within themselves.

#### **Design Thinking for Sustainability in Management Education**

Nattavud Pimpa (Mahidol University)\*

#### **Abstract**

Recently, the adoption of design approach and thinking in sustainability for business and management education has been the key movement by business schools and educators worldwide. Both academics and management practitioners criticize management education for their lack of relevance to practitioners, the values they impart to students, and their teaching methods (e.g., Bennis & O'Toole, 2005; Ghoshal, 2005; Mintzberg, 2004; Pfeffer & Fong 2004). The poor integration of sustainability in management education can potentially contribute to poor management outcomes for most organisations. In this paper, we argue that design thinking allows management students to think and act sustainably. The data were collected from undergraduate students and academics teaching in the management programs in Australia and China. Results indicate that students' involvement in the 'problem identification' and 'ideation' stages can contribute to their understanding of sustainability in management. Roles of educators, approaches in learning and teaching, and learning resources can also contribute to students' understanding of complex issues in sustainability and management. As such, the researcher proposes a set of four recommendations for the adoption of design thinking for sustainability in management education.

#### Creative Industry and Imagined Communities: A Case Study of Yogyakarta Creative City

Idola P. Putri (Telkom University)\* Ellisha Nasruddin (Universiti Sains Malaysia) Juliana Abdul Wahab (Universiti Sains Malaysia)

#### Abstract

The creative industry in Yogyakarta, specifically, the independent film industry, has been taking a prime role in promoting controversial films that encourages the communities to thinker with their own notions of national identity in Indonesia, since the post-reformation era. As such, the independent film community exudes its own culture of imagined community (on national identity), which resides within the multifaceted supply chain of the film/creative industry community. This creative industry and its cultural producers, actively builds a media agenda on national identity discourse, such that the industry, acts as catalyst for the diverse communities to experience the 'sameness' and evolved 'sameness', of their own mental/emotional construction of national identity(ies), and in this process, questions the notion of social cohesion and societal well-being, and sustainability within the country. Based on a research on Yogyakarta creative city case study, this article will: 1) describe the extant and nature of imagined communities, on national identity(ies) amongst representatives of the societies, 2) explain the role of the independent film community in the nature of such imagined communities, through its cultural production services, namely, the films and related cultural productions within the creative industry supply chain, and 3) evaluate the myriad and multiple (national) identities, which are being negotiated/propagated or even sidelined/ submerged.

Date: 17<sup>th</sup> October, 2018, Day 1 Venue: Olive 6, Session Time: 16:30

**Finance** 

Session Chair: Dr. Muhammad Irfan Khan

#### Financial Risk Management, Usage of Derivatives and Corporate Governance

Phua Lian Kee (Universiti Sains Malaysia) Chua Yong Xia (Universiti Sains Malaysia)\* Lok Char Lee (Universiti Sains Malaysia)

#### Abstract

In an increasingly integrated business world, organisations are vulnerable to various types of financial risk. To minimise the down side impact from such risks, derivatives have been commonly used as hedging instruments to mitigate adverse performance outcomes. There is a growing concern over risk management measures taken by companies following major financial crisis in the world and board of directors is increasingly held accountable for such issues. However, in emerging markets, anecdotal evidence suggests that usage of derivatives to hedge financial risk is still at low extent and as such its effectiveness to mitigate risk exposure is questionable. This study examines the determinants of derivatives usage in the contexts of an emerging market from the perspective of corporate governance. Using data of top 100 non-financial listed companies in Malaysia, logistic regression analysis was conducted on the research

models and the results show that board independence and directors remuneration are positively related to derivatives usage. Secondly, the presence of women directors moderates the relationship between indirect shareholdings of directors and derivatives usage. The settings of this study reflect Asian based culture in which the sample firms are characterised by highly concentrated ownership structure and low representative of women directors. Therefore, the findings provides empirical evidence to the policy makers on the role of independent directors and gender diversity on risk management practices for countries with similar characteristics.

#### Ownership Structure and Bid-Ask Spread: Evidence from Malaysian Market

Chua Kok Tiong (Universiti Sains Malaysia) Ei Yet Chu (Universiti Sains Malaysia)\*

#### **Abstract**

This research aims to investigate the relationship between ownership structure, namely family ownership, conglomerate ownership, government ownership, foreign ownership, and dispersed ownership, towards market liquidity, measured as bid-ask spread. The study uses a total sample of 206 Malaysia manufacturing firms from 2011 to 2015. The findings showed that family, government, and dispersed ownership have an insignificant relationship with bid-ask spread. However, conglomerate ownership and foreign ownership significantly and negatively affecting bid-ask spread. The research provides theoretical implications about the determinants that affect the bid-ask spread and thus affecting the market liquidity. The research provides the insights to the understanding of the influences of the ownership structure to the market liquidity.

#### Assessment of Equilibrium Housing Prices in Penang After The Global Financial Crisis

Chan Tze Haw (Universiti Sains Malaysia)\*
Khor Kok Aun (Universiti Sains Malaysia)

#### **Abstract**

Penang – a unique island-mainland state in the northern region of Malaysia, experienced an abnormal growth of 205.7% in the past 27 years. This has raised the concern of housing affordability and market disequilibrium. An equilibrium model is developed to assess the Penang housing prices in the post-global financial crisis period. Both fundamental factors and speculative demand are taken into accounts. In the long run, the ARDL cointegration estimation reveals that housing prices are mainly driven by building cost and speculative demand, whereas fundamental factors such as household income, inflation and interest rate are trivial in decision of property investment. In the short run, only speculative demand is of significant. The co-integration regression further detects multiple market disequilibrium during the study period of 2009-2016. Nevertheless, the speed of adjustment is slow, suggesting that market corrections will take about 3 years to complete. The empirical results have provided a concrete diagnosis of Penang property market that market disequilibrium is on the rise due to demand-supply imbalances and speculative investments. This shall provide an early warning to both the market participants and regulators that a healthy market practice is to be promoted. A balance regime that meet the needs for housing affordability and investment earnings is necessary, to support public welfare and to prevent possible market failure.



**Global Strategy and Organization Behaviour** Session Chair: Dr. Yashar Salamzadeh

## Entrepreneurs Network, Entrepreneurial Competence and Entrepreneurial Intention of Northern Nigerian Universities Students

Najafi Auwalu Ibrahim (Bayero University Kano)\*
Muhammad Shukri Bakar (Universiti Utara Malaysia)
Azahari Bin Ramli (Universiti Utara Malaysia)
Abubakar Umar (Nigerian High Commission, Malaysia)

## **Abstract**

Entrepreneurship has become one of the major factors for economic development. This has motivated governments around the world in putting several policies and programs in place to ensure that its teaming population imbibe the culture of self-reliance. Developing economies have been left behind especially on the likely factors affecting youth entrepreneurial activities, looking at the differences that exist between their counter parts in developed economies. Previous researchers have identified various factors that enhance entrepreneurial intention. However, despite these efforts, many students failed to see entrepreneurship as an alternative to white collar job. Consequently, there is persistent increase in the rate of unemployment especially in developing countries like Nigeria. In view of this, the present study theoretically proposed some factors such as entrepreneurial competence and entrepreneur's network as possible determinants of student's entrepreneurial intention. The paper provided an extensive review of literature on the concepts of entrepreneurial competence and entrepreneurs' network and their links with entrepreneurial intention. In conclusion, the study argued that although EC and EN are seen as likely success factors and their relationship with entrepreneurship intention is seriously lacking especially in developing countries like Nigeria. The study if validated will help governments around the world in coming up with an integrative and inclusive model to reduce the menace of unemployment in their countries.

## An Innovated HRM Framework Mapping Employees' Rights and Their Grievances for Sustainability: Bangladeshi Manufacturing Companies

Tarnima Warda Andalib (Universiti Malaysia Pahang)\*
Mohd Ridzuan Darun (Universiti Malaysia Pahang)
Umme Salma Sultana (Universiti Malaysia Pahang)

#### **Abstract**

This paper aims to innovate a new HRM framework in the context of listed manufacturing companies of Bangladesh. Each of these companies has their own HRM policies and practices, which is consisting of few HRM perspectives to guide the entire HRM process of a company. In this new HRM framework researchers have addressed Grievance management system (GMS) and International Employee Rights' (ERS) standards as additional perspectives showing the connections with each another. Bangladesh Govt. has declared a separate guideline named the Bangladesh Labour Act 2006 for all the Bangladeshi listed companies highlighting various employee rights protocols including grievance management as a distinct protocol. Nevertheless, twelve multiple case studies took place in the Bangladeshi manufacturing companies with in-depth interviews to analyze and map the employees' grievances and their rights to address the innovated HRM framework for sustainability.

## A Conceptual Model of The Factors Impede Mothers Achieving Top Management Positions: Looking at The Contemporary Business Organisations

Malvinder Kaur Jamir Sing (Universiti Sains Malaysia)\*
Junaimah Jauhar (Universiti Sains Malaysia)

#### Abstract

The impact of motherhood associated with female's employment is still underestimated. This article aims to provide an overview of motherhood discrimination to top management positions in connection with the contemporary business. The conceptual model examines relationships of organisational practices and work-life conflict on motherhood discrimination to top management positions. Based on the literature review, the current research builds a conceptual model consisting of organisational practices, work-life conflict and motherhood discrimination to top management positions. The research propositions may provide recommendation and assist the Malaysian organisations as well as Ministry of Women, Family and Community Development of Malaysia in designing suitable guidelines to minimise motherhood discrimination in organisation issues. An evaluation of current policies may be needed, which will help policy makers understand the factors impede mothers in top management positions. The current research is specifically crucial to mothers in middle management positions. Past researches have revealed compelling findings on factors impede females achieving top management positions. However, there is a lack of studies on the variable of motherhood discrimination to top management positions. Thus, this conceptual model is crucial to reveal the factors impede mothers achieving top management positions as they progressively seen to have a competitive advantage which is crucial for contemporary business landscape.

## **Ecological Perspective of Firm Innovation: Implications for Entrepreneurship Success**

Fatema Johara (Universiti Sains Malaysia)\*
Sofri Yahya (Universiti Sains Malaysia)
Shehnaz Tehseen (Sunway University)
Zuhaib Hassan Qureshi (Universiti Kuala Lumpur)
Sheikh Muhammad Hizam (Universiti Kuala Lumpur)

## **Abstract**

The purpose of this paper is to develop a theoretical framework for clarifying the ecological perspectives of firm's innovation on the basis of earlier studies on entrepreneurship success. In order to achieve this objective, this study has accompanied systematic review of literature related to firm's innovation. This study has used the eco-systemic approach to classify the existing literature and its triangulation. The components and propositions have been obtained through content analysis and synthesis. This study has developed a conceptual framework for the formation of innovation ecosystem around the firm's innovation and entrepreneurship success. In this framework, we identify the main actors; the main expected consequences of actors' interactions and the key mechanisms. Moreover, the key role of the actors, the essence of the interactions' consequences, and the essence of the mechanisms are presented in the form of some propositions. Some relevant studies might be missing within this study due to the selection of search terms and/or databases. However, by performing a forward and a backward search, we have minimized this error. This framework can be useful for practical implications including policymakers for enhancing the firm's innovation and entrepreneurship success. The value of this paper lies in the integration of scattered previous studies on entrepreneurship success and firm's innovation from ecosystem's perspective.

## Enhancing Authentic Leadership, Psychological Capital, Job Stress and Job Satisfaction: Innovating Combined Effect

Umme Salma Sultana (Universiti Malaysia Pahang)\*
Mohd. Ridzuan Darun (Universiti Malaysia Pahang)
Liu Yao (Universiti Malaysia Pahang)
Tarnima Warda Andalib (Universiti Malaysia Pahang)

## **Abstract**

The purpose of this paper is to review the relationship of authentic leadership, psychological capital, job satisfaction, and job stress. A number of previous studies reviewed to understand the relationship between job stress and job satisfaction, and how job stress affects job satisfaction. In addition, after analysis of previous studies, this paper proposed authentic leadership and psychological capital as a new approach to minimize job stress and increase job satisfaction. The components of authentic leadership and psychological capitals are described in a manner that assists to prove its ability to minimize job stress and achieve job satisfaction. Furthermore, this study put together previous studies, which supports the proposed model and concludes by discussing the reasons behind this proposed model.

Date: 18th October 2018, Day 2 Venue: Olive 5, Session Time: 09:30

**Social Innovation & Sustainability** Session Chair: Dr. Ooi Say Keat

## The Concept of Sustainability and Innovation in Banking

Muhammad Bello Ibrahim (Universiti Utara Malaysia) \*
Asmat-Nizam Abdul-Talib (Universiti Utara Malaysia)
Mohd Haniff Jedin (Universiti Utara Malaysia)

## **Abstract**

The paper seeks to understand and analyse the concept of sustainability and innovation in banking. It is obvious that as financial service institutions, banks have business relationships and investment that cut across all sectors of the economy. It is, therefore expedient for banks to incorporate sustainability principles as contained in Brundtland report, both in their short and long-term business models. In fact, the drive for sustainable banking will depend on a conducive, healthy and prosperous socio-economic environment. This way innovative banking services will be tailored to meet the needs of today and future stakeholders, as well as environmental and social risks. To this end, the paper will conceptually analyse sustainability objectives and how it is entrenched in banking service innovations, credit and loan administrations, product offerings and general banking operations.

## Separation at Source Behavior among High Rise Residents in Penang: A Qualitative Investigation

Rosly Othman (Universiti Sains Malaysia)\*

### **Abstract**

Separation at source is particularly a great challenge in urban areas, hence there is increasing recognition of the importance of policies and actions that address this issue. However it is not yet clear which factors are most suitable to support the separation at source behavior. Understanding the motivations that stimulate such behavior can promote environmental thinking to increase recycling efforts and minimize household waste. Therefore, this study undertook a qualitative approach to assess residents' perceptions and attitudes towards separation at source behavior. In-depth interviews were held with 25 Penang high rise residents representing several residential areas around the state. The results indicate that the separation at source is influenced by a particular phenomenon known as diffusion of responsibility. The two main sub-themes, moral disengagement and loafing behaviors were primarily motivated by being in the presence of a large group of people such as in a high rise residential complex. In addition, there was a predominantly negative attitude towards, and low motivation for, separating the waste due to anonymity conditions, time constraint, inadequate infrastructure as well as apparent lack of enforcement by the authorities.

## Innovation in SME Contribute to Sustainability Growth

Lakshmi Gandhan Sesha Salam (Universiti Sains Malaysia)\* Daisy Mui Hung Kee (Universiti Sains Malaysia)

#### Abstract

The focus of the study is on the innovation in SME that has the potential capacity for sustainability growth. It is reported that SMEs in Malaysia majestically occupies 98.5% of the corporation incorporated any study confining to innovation in the small and medium sized enterprises would go a long way to contribute its rapid growth. Whilst, literatures indicated that product process innovation and organizational innovation are key in driving growth, innovation in knowledge amongst employees and senior stakeholders is equally if not more crucial in ensuring the sustained growth of any corporation. The study also focuses on the knowledge and technological innovations in one of the SMEs.

## Mapping research publications related to business intelligence: An overview of bibliometric data

Alwi Mahmudin (Universiti Sains Malaysia)\*
Ainul Mohsein Abdul-Mohsin (Universiti Sains Malaysia)

#### Abstract

Business intelligence is a relatively new concept as well as an attribute which deals with strategic initiatives of organization in justifying their complex business decision making as well as gaining competitive superiority. The purpose of this study is to explore a contemporary perspective on the emerging topics in business intelligence research publications using bibliometric approach. This involves the process of identifying and tagging business intelligence related topics as well as analyzing results of bibliometric indicators. To do so, this study used the Web of Science (WoS) and Scopus databases to extract related research publication outputs in the area of business intelligence studies. This included data on sources of articles, top universities or institutions that produce, high citation articles and have top authors with publications. This study manage to determine a total of 1103 research publications in WoS database and 2519 in Scopus that were published related to business intelligence context from the year 1980 to 2018. Out of this number, it was indentified that there were only 1744 journal articles and 1119 proceeding papers have been published. The results of analysis of these bibliometric data were highlighted and discussed.

Date: 18th October 2018, Day 2 Venue: Olive 6, Session Time: 09:30

Marketing

Session Chair: Dr. Zurina Mohaidin

## A Proposed Model for Understanding the Influence of Crisis Management on Customer Purchase Intention towards Cosmetic and Healthcare Products

Shaizatulaqma Kamalul Ariffin (Universiti Sains Malaysia)\*
Noor Nasir Kader Ali (Universiti Sains Malaysia)
Siti Nur Atigah Kamsan (Intel Product (M) Sdn Bhd)

#### **Abstract**

The purpose of this paper is to review about the influence of crisis management on customer purchase intention towards cosmetic and healthcare products. We develop model based on a review of previous research on the elements of crisis management, such as time, responsible recall, opportunistic recall, blame attributes, perceived responsibility of organization in crisis and customer purchase intention after crisis. The model can be used to understand customer purchase intention after each crisis that occurred after the organization. A product-harm crisis can raid an organization whenever, wherever which could genuinely deliver harms and claims to the organization, affect its feasibility, losses to the shareholders, turning devastating event into a catastrophe to the general public, and even the environment. The number of product-harm crisis in Malaysia in the present market is rising due to factors like the increasingly complex products, the evolvement of product-safety legislation. An organization should prepare with operative and effective crisis management and crisis communication plans that can support their execution of crisis management. The significant of this study lies on the fact that it will provide vital insights on how time, responsible recall, opportunistic recall, blame attributes, perceived responsibility of organization affect the purchasing intention of customer.

## Relationship criterion in supplier selection for online business sellers in Malaysia

Suzari Abdul Rahim (Universiti Sains Malaysia)
Juwairiah Haris (Universiti Sains Malaysia)\*
Munirah Haris (MRSM Kubang Pasu, Kedah)
Ali Vafaei-Zadeh (Universiti Sains Malaysia)

## **Abstract**

Trust is an essential key in developing good relationship between sellers and suppliers which connotes the success in supplier selection. Good relationship with supplier is very important because a trustable supplier is believed to give prioritize to the sellers and help the success of a business. The challenge here is to determine how to accomplish success in building relationship of suppliers and sellers. Without trust, there will be no chain of relationship established. Decision in selecting suppliers is very important because it could affect the whole organization. There are some discussions and little disputes that supplier selection is an area of importance in online business especially in Malaysia. Therefore, this paper reviews the supplier selection literature and discusses in details current situation of online business in Malaysia. This research aims to examine the role of relationship criterion in supplier selection of online business sellers in Malaysia. To achieve this objective, the researcher adapted relationship criterion in the model of Theory of Planned Behaviour (TPB). This study is based on the analysis from publications (i.e. books, journals articles, and conference papers). The research conducted here inspects the relationship elements that influence intention towards behaviour during supplier selection for online business sellers in Malaysia as well as supporting them to make the most effective decision when attempting to choose the best type of supplier.

## Factors Influencing Adoption Intention of Cyber-Physical Systems (CPS) among Manufacturing Firms Towards Industry 4.0

Ahmad Shahir Abdul Aziz (Universiti Sains Malaysia)\* Nabsiah Abdul Wahid (Universiti Sains Malaysia) Yulita Hanum P Iskandar (Universiti Sains Malaysia)

#### Abstract

Cyber-Physical Systems (CPS) is the next generation of advance technology which combines major aspects of control, systems, electronics, and computer science. Currently, this system is considered as the most prominent technologies in the fourth industrial revolution (Industry 4.0). However, it has not been widely adopted especially in Malaysia. Based on report by Ministry of International Trade and Industry (MITI), the existing manufacturing sector in Malaysia is currently ranging between 2.0 and 3.0 of industrial revolution. Therefore, this study adds value by developing a conceptual model that explores the role that technological, organizational, and environmental characteristic of manufacturing firms play in influencing their intention to adopt CPS technology. In addition, this study proposes government policy and incentive as moderator to moderate the relationship between organizational characteristic (financial and technology readiness) and firms' intention to adopt CPS technology.

## Customer Attitudes and Direct Sales Staffing Strategies for Direct Sales Agricultural Products

Marisa Promhitatorn (Suan Sunandha Rajabhat University)\* Bundit Phrapratanporn (Suan Sunandha Rajabhat University)

### Abstract

The use of fertilizer to nourish the soil will yield high quality and quantity. It will add value to farmers. This article aims to review the literature and conceptual framework related to customer attitudes and direct sales staffing strategies that influence the decision to buy direct sales agricultural products. The results of the study revealed that there were significant variables as the followings: 1) customer attitudes contained knowledge, understanding, feeling, and behaviour, 2) direct sales strategies using direct sales staff consisted of knowledgeable employees, the service staff's clean clothes, polite service, humble and friendly service, good human relations management, cheerful, fast, and continuous service. Moreover, they must understand the needs of customers, and 3) the decision to buy direct sales agricultural products of consumer fertilizer consisted of information perception, problem evaluation, data evaluation, purchase decision and feelings after the purchase. The results of this study will be used as a framework for quantitative data analysis in order to find guidelines for direct sales business which they can apply the tested model to use to determine the appropriate marketing strategy.

Date: 18th October, 2018, Day 2 Venue: Olive 4, Session Time: 11:00

**Sustainability Accounting and Governance** 

Session Chair: Dr. Yuvaraj Ganesan

Adoption of Performance Management System: External Compliance versus Internal Capabilities

Ali Djamhuri (Universitas Brawijaya)\*
A.K Siti-Nabiha (Universiti Sains Malaysia)

### **Abstract**

The acceptance of new public management philosophy with the view that private sector practices are relevant in the public sector has lead to the use performance measurement and management system in governmental sector. Similarly, in Indonesia, Government Institution Performance Accountability System (SAKIP) as established in Law No 8, 2006, requires local government to implement performance management system (PMS). However, many local governments have not fully implemented this system. Hence in this paper, the issues regarding the pressures and barriers for adoption of PMS at an Indonesian local government is discussed. A two years field study which comprised formal interviews and documentary review at a local authority was undertaken. The findings showed that the adoption of PMS at such an authority faced a significant barrier which mainly triggered by the combination of excessive numbers of indicators mandated by SAKIP and the fact that there is less and disproportionate degree of competence among staff and officers in its units of organizations. Such combination has lead to a relatively high reliance to external consultants especially in operationalizing regulations and programs' goals into their relevant performance indicators. Consequently, even if they have relevant and suitable performance indicators, the use of many externally developed indicators has decreased their contextualities as well as brought in barriers to utilize the indicators, such as difficulties in developing appropriate indicators' formula and in identifying which information or data that should be collected. The imposition of excessive

numbers of indicators by SAKIP has also caused the local authority in difficulty to achieve set targets which seemed to be beyond the average capabilities of contemporary Indonesian local governments. The findings also highlights that the poor SAKIP ranking result is a major social pressure for the adoption of PMS.

## The Process of The Institutional Entrepreneurship in Highly Institutionalized Environment: The Roles of Institutional Logic and Rhetorical Institutionalism

M. Rozaidy (Universiti Malaysia Sabah)\*
A.K Siti-Nabiha (Universiti Sains Malaysia)

### Abstract

Major economic crisis and shift in political power in many countries tend to influence change in highly institutionalized environment such as in public sector. Recognizing that change is a complex process involving different types of forces and agents, there is an urgency to explain how institutions influence the actors' behavior and how the actors influence and plausibly change the institutions (Battilana, Leca & Boxenbaum, 2009). In light to that proposition, institutional theorists such as DiMaggio (1998) introduced a notion of institutional entrepreneurs that explain the theoretical enquiry of how the actors poses the ability to initiate change, influence it, and transforming existing institutions. This theoretical enquiry gave an impetus to the issue of the "paradox of embedded agency". An attempt to solve this theoretical puzzle and subsequently explain how actor can promote change and institutionalized it, this paper emulates Battilana et al. (2009) model of the process of institutional entrepreneurship as a theoretical framework to explain how actors can alter the existing institutional arrangement although they are embedded in highly institutionalized environment (i.e. public sector). This study integrates multiple strings of institutional theory, namely, logics, agency and rhetoric to explain how changes in organizational logics in the fields induce the act of institutional entrepreneurship and how the role of rhetorical justifications in convincing and mobilizing the institutional members to adopt and implement new practices in highly institutionalized environment.

## The Moderation Effect of Corporate Governance in The Relationship Between Recapitalization and Bank's Performance in Nigeria: A Proposed Conceptual Framework

Umar Muhammed Dikko (Universiti Teknologi Malaysia)\*
Mohd Norfian Alifiah (Universiti Teknologi Malaysia)

### **Abstract**

The purpose of this study is to primarily evaluate the existing studies on the relationship between recapitalization on bank's performance by using corporate governance as a moderator. Many studies examine the relationship between recapitalization and bank's performance. However, the nature and existence of this potential relationship are found to be mixed and inconclusive (i.e., positive, negative, or no relation at all). These have prompted scholars, experts, and authorities to re-examine the relationship between recapitalization and the bank's performance. Accordingly, questionnaires will be distributed to regional manager, branch manager or any senior manager in the selected banks of Nigerian banking sector. Partial Least Square Structural Equation Modelling (PLS-SEM) and SPSS software will be used to analyse the data. This study addresses the research deficit and proposes a conceptual and theoretical framework for measuring the effectiveness of recapitalization and bank performance, which could be used by banks and other regulatory bodies. Furthermore, a recommendation for future research in the area are also suggested.

Date: 18th October 2018, Day 2 Venue: Olive 5, Session Time: 11:00

**Sustainability Accounting and Governance** 

Session Chair: Dr. Chan Tze Haw

The Role of PMS in Supporting CSR Strategies in A Stated Owned Oil and Gas Company

Willy Sri Yuliandhari (Telkom University)\*
A-K Siti Nabiha (Universiti Sains Malaysia)
Dayana Jalaludin (Universiti Sains Malaysia)

#### **Abstract**

Embedding social and environmental issues into the corporate strategy as well as into management control system is necessary for a strategic, comprehensive, integrated and effective implementation of sustainability principles. A well-designed PMS can help managers to formulate economic, social and environmental objectives and to achieve a more comprehensive understanding of sustainability performance and its business impact on stakeholders' expectations. Hence, the purpose of this paper is to examine how the Performance Management System is used to accommodate the demand of the stakeholders and in translate the CSR strategies and programs. A qualitative case study is undertaken at CSR Department of an State Owned oil and gas company in a developing country. This study is employed the Cresti's (2009) socially responsible planning and control system, supported with the Ferreira and Otley (2009) performance management system framework. The data collection through semi-structured interviews with key organizational members and also documentary reviews. The findings highlighted the Performance Management's application and implementation in CSR strategies and programs were mostly influenced by the government as the owner of the company.

## Mandatory Sustainability Reporting In Malaysia: Impact and Internal Factors

Chong Chie Wong (Universiti Sains Malaysia)
Dayana Jalaludin (Universiti Sains Malaysia)\*
Lian Kee Phua (Universiti Sains Malaysia)

#### **Abstract**

Sustainability reporting was made mandatory to all public listed companies effective 2016 in Malaysia. To understand the consequences of the abovementioned legal requirement, this study is set to investigate companies sustainability reporting behaviour via several aspects i.e. compliance and impression management tactics. A combination of institutional theory and resource based theory is used to develop the research framework which proposes on the link between organizational factors such as sustainability committee, sustainability agenda, financial resources and environmental management system with the quality of sustainability report. Data will be collected from annual reports and analysed via structural equation modelling. The results are expected to give some insights to policy makers in Malaysia on the effectiveness of the newly introduced regulation, as well as providing some understanding on the needed directions which would expound better accountability and transparency.

## Concise, Complete and Comparable Integrated Reporting in Malaysia: Institutional and Governance Effects

Amal Hayati Ahmad Khair (University of Hull)\*
Hadiza A. Sa'id (University of Hull)
Mahbub Zaman (University of Hull)

#### Abstract

In 2013, International Integrated Reporting Council (IIRC) has developed and published an International Integrated Reporting Framework, which provides principles-based guidance for preparation and presentation of an Integrated Report (IR) by companies. An IR should disclose 'concise' information on organization's strategy, governance, performance and prospects, combined with its financial stability for the sustainability value creation (i.e. environmental, social and governance) that will lead to improved quality information for providers of financial capital. Furthermore the IR has to be 'complete and balanced' to include all material positive and negative information. This paper extends prior research conducted by Melloni et al. (2017) which draws from impression management studies. We examine the extent of disclosure principles of 'conciseness', 'completeness and balance' and 'comparability' of an IR through the examination of companies' performance determinants (i.e. financial, environmental, social, and governance), matched with non-IR companies. We use data from Malaysia where Integrated Reporting is voluntary and but has been recently promoted in governance codes and thus providing an interesting opportunity to focus on the influence of institutional environment and firms' corporate governance on the nature of the adoption of IR. Six hypotheses are developed to predict companies' financial/nonfinancial performance and the three disclosure principles (i.e. conciseness, completeness/balance and comparability). This paper adds to the limited literature on sustainability accounting in relation to IR, especially in emerging economies. It will also be of great value to financial accounting researchers seeking to understand how textual analysis can be used to investigate disclosure quality.

Date: 18th October 2018, Day 2 Venue: Olive 6, Session Time: 11:00

## **Innovation in Operations Management**

Session Chair: Associate Professor Dr. Tan Cheng Ling

## The Effect of Innovation Barriers on Construction Firms' Innovation Orientation

Alaa J. Kadi (Universiti Sains Malaysia)\*
Ernawati Mustafa Kamal (Universiti Sains Malaysia)
Nor'Aini Yusof (Universiti Sains Malaysia)
S. Mostafa Rasoolimanesh (Taylor's University)

#### **Abstract**

This paper aims to investigate the effect innovation barriers has on the innovation orientation in the Syrian construction firms in the period of the war years. The effect of 8 different barriers were investigated: Technical, Financial, Process, Psychological, Management, Culture, Environmental and Governmental barriers. Questionnaire data were collected from a sample of 306 architects and Civil engineers from large, small and medium sized construction firms, which operated in Syria within the past 6 years of the war. The results from total sample community confirmed only 9 hypotheses out of 16, confirming the full significant effect of the Technical, Financial, Process and Psychological Barriers had on both innovation orientations-(Creation & Adoption), Whereas, environmental Barrier significant effect only on the Creation innovation orientation. This paper illustrate the assessment of the measurement and structural model using Partial Least Squares—Structural Equation Modelling PLS-SEM (Warp PLS 6.0 software). The study contributes theoretically and methodologically to the innovation barriers literature in specific and innovation literature in general. Moreover, the result can assist the local firms and authorities in understanding the barriers structure and guide them for future developments and improvements that are disparately needed for the era of the rebuilding the country after the war.

## The Effects of Cyber Supply Chain Risk Management on Financial Performance: Mediating Effects of Cyber-Resilience and Service Performance

David Yeoh Beng Tatt (Universiti Sains Malaysia)\*
Yuvaraj Ganesan (Universiti Sains Malaysia)
Yudi Fernando (Universiti Malaysia Pahang)

## **Abstract**

Cyber security had been a major concern for all market industry especially on the financial industry services sector. Cases of cyber fraud had been reported all over the world including Malaysia and had caused billions of financial losses ruined as well as reputation which are at risk until now. Therefore, this study analyzed the cyber supply chain risk management (CSCRM) which comes into effect that will have an impact on the financial performance with mediating effects of cyber-resilience and service performance on the financial industry. Data collection is based on an online survey questionnaires (structured questionnaires) designed and published which is distributed from the list of respective individual managers involved in operations and Information Technology (I.T.) in the financial institutions industry in Malaysia. The research methodology used in this study is to test the relationship whether significant or insignificant between cyber supply chain risk management, financial performance, cyber-resilience, service performance, financial performance, as well as mediating variables effects of cyber-resilience and service performance while addressing the research questions with the following hypothesis proposed. In a nutshell, cyber supply chain risk management is designed to handle cyber risks which were caused by attacks from outsiders or the failure to manage risks internally in terms of governance, systems integration and operations and its impacts towards financial performance.

## Improvement of Indonesian Automotive Component Firms' Operational Performance via Knowledge Management Enabler

Anita Silvianita (Telkom University)\* Cheng Ling Tan (Universiti Sains Malaysia)

### **Abstract**

The development of automotive component industry in Indonesia shows the development along with the increase of motor vehicle industry. If it compared with similar industries in ASEAN countries, Indonesia is still lagging behind Thailand. In order to compete, it is necessary to be more concentrate on operational performance of automotive component firms in Indonesia. There is some factors related to operational performance, such as use of operational cost, product quality improvement, speed of delivery of product, and flexibility of production process to change. In this regard, knowledge management is required as knowledge is the most important resource for any firms. Therefore, to be able use knowledge as a primary resource, is necessary to considering the readiness of the trigger factors of knowledge or knowledge enabler. Those factors are leadership style, human capital, organizational structure, and information technology. This study use SmartPLS 3.0 to examine the importance-performance matrix analysis (IPMA) from an antecedents of the knowledge management enabler variable as an endogenous variable. A quantitative research using questions was applied to get response from randomly automotive component firms in Indonesia. As the conclusion, it is known that information technology not to important compared with human capital, leadership, and organizational structure to improving the operational performance of automotive component firms in Indonesia.

## The Effect of Green Supply Chain Management on Green Purchase Intention by Mediating Role of Green Brand Equity (A Study on Iranian Beverage Industry)

Somayeh Labafi (Iranian Research Institute for Information Science and Technology)

Yashar Salamzadeh (Universiti Sains Malaysia)\*

Mahdieh Jalalpoor (Allameh Tabatabai University)

## **Abstract**

This study aims to analyze the impact of green supply chain management on customers green purchase intention in Iranian beverage industry. To this end, this study examines the role of brand equity as a mediator variable. The research paradigm is positivistic, its approach is deductive and its strategy is survey. A questionnaire sample consisting of 48 questions was handed out via e-mail, Telegram software and cyberspace to the sample population consisting of 30 manufacturers and their consumers, Three for each. Facial and content validity of the questionnaires are assured by the review of experts and using standard questionnaires formerly designed. The structural validity also relied on confirmatory factor analysis. Reliability is 0.79 according to Cronbach's alpha. Data analysis is done using smart PLS software and testing by means of correlation matrix, Structural equation model and the model fitness test. The findings of our study showed a significant and positive correlation between Green Supply Chain Management and the Green brand equity. It was also revealed that green brand equity also plays a significant role in determining the customers green purchase intention.

Date: 18<sup>th</sup> October 2018, Day 2 Venue: Olive 4, Session Time: 14:30

**Sustainability Accounting and Governance** 

Session Chair: Dr. Fathyah Hashim

### Administrative Skills of Modern School Administrators

Sura Sonsaard (Suan Sunandha Rajabhat University)\*
Sajeewan Darbavasu (Suan Sunandha Rajabhat University)

#### **Abstract**

The purpose of this study was to define and analyse administrative skills of modern school administrators. This paper used content analysis method in order to explore potential administrative skills of modern school administration. The important skills for the development in the management of modern schools to the 21st century were needed. The school administrators must have learning skills, analytical thinking and creative thinking skills, problem solving skills, communication skills, teamwork skills, technological skills and digital use, judgement skills, skills focused on achievement, human relation skills, and moral ethics. Modern school administrators must have a variety of characteristics in the management of education while educational administration is constantly changing in order to keep pace with occurring events. This research results revealed that the modern school administrators must not only have management and technical skills, but they must also have excellent human resource management skill. Especially, communication and listening skill was a key skill that new generation executives must pay attention to and develop effectively because it will inspire and empower people, and lead the organization to overcome the volatility and rapid changes of the current situation and the 21st century.

## The Importance of University Ranking and Students Enrolment towards University Sustainability

Suhaidah Hussain (Universiti Malaysia Pahang)\*
Jalal Rajeh Hanaysha (DRB.HICOM University automotive Malaysia)
Diyana Kamarudin (Universiti Malaysia Pahang)

### **Abstract**

This research basically highlights the importance of University ranking and students' enrolment towards the University sustainability in education industry. There were various debates related to the University sustainability for example university ranking, the student enrolment, the return of investment and student retention. The quality of academic programmes, teaching and learning facilities also factors contributed to the students' preferences in choosing the best university. The discussion of this research encompass the how the experienced University able to sustain in the Malaysian Higher Education Industry through the help of University rankings and students' enrolment. The secondary data collection was adopted through the purposive sampling. The information obtained through University website, University ranking website and other existing sources available. The findings present the importance of University ranking and students' enrolment along with the recommendations lead University sustainability.

## Motivations for Revisiting Religious Temples: The Case of Chinese in Malaysia

Siti Hasnah Hassan (Universiti Sains Malaysia)\* Teo Shao Zhen (Universiti Sains Malaysia) Osman Mohamad (Multimedia University)

## **Abstract**

This study seeks to unravel visitors' motivation of revisiting Buddhism religious site. Although there are many religious sites for Chinese believers, only a handful of writers have been able to draw a systematic research into Chinese religious tourism in Asia. The study was conducted using survey method, with data being gathered through self-administered questionnaire from the perspective of Buddhism religion in Malaysia. The questionnaires that were conducted on-site and online were distributed among Buddhists who had been to religious temple(s) in Malaysia. The data were analysed using SmartPLS 3.0 software and the results demonstrated that religious value, personal and spiritual growth, as well as the need for social interaction, displayed significant effects on religious site revisit motivation. In addition, the aspects of achievement, recognition and culture turned out to insignificant factors. Due to practical constraints, this study has only a small sample size of 158 respondents. Nonetheless, the results still reported important insights into the motivations that encourage Buddhists to visit religious temples. By understanding the underlying motivations, the government or businessmen may take advantage of these insights to participate in the religious tourism sector.

## **Issues and Challenges of Performance Measurement Practice**

Rosliza Mat-Zin (Universiti Malaysia Terengganu)\*
A.K Siti-Nabiha (Universiti Sains Malaysia)

### **Abstract**

It has been argued that the use of performance measurement through the development of key performance indicators and service delivery is a vital element for successful operation of services offered by local government, especially to improve the quality of service. However, research have shown that the use of performance measurement system especially in developing countries have not achieved its intended outcome. Hence, there is a need to examine the performance measurement system (PMS) with the aim of examining the issues and challenges faced by local authorities so that the full benefits of the system can be obtained. As such, this paper provides some empirical evidence on the implementation issues of the PMS of a local government located in Malaysia. Our findings indicate that there is a disconnection between the strategic initiatives for the local government with its operational objectives, which is in part due to the frequent changes in leaders of the local council. The performance measurement and management at the strategic level is, for the most part, driven by emerging legislation and the need for reporting and compliance rather than improving service effectiveness. Whereas at the operational level, service delivery in terms of achieving the key performance indicators are the utmost performance indicators. Hence, it is imperative for the council to ensure integration of performance measurement across the hierarchical levels within the organisation so as to ensure achievement of the strategic initiatives as well as the operational objectives of the council.

## Audit Report Lag and Audit Going Concern Qualification in Malaysia

Ooi Chee Keong (Universiti Tunku Abdul Rahman)\*
Lau Yeng Wai (Universiti Putra Malaysia)

#### Abstract

Time taken to complete an audit affects the timely publication of corporate financial information. Audit report lag affects a company's reputation especially when audited financial statements in the annual report are the only reliable source of information available to investors and the public at large. This paper examines audit report lag of 869 companies listed on of Kuala Lumpur Stock Exchange in year 2016. The objective of this paper is to measure the extent of audit report lag among public listed companies in Malaysia to ascertain the impact of the selected variables on audit report lag, namely audit going concern qualification, sign of current year income, type of auditor, financial year end, and type of industry. Descriptive statistics, primarily mean and standard deviation of audit report lag are 98 days and 32 days respectively. Results of t-test, Pearson Correlation Matrix, and Ordinary Least Square Regression (OLS) support the hypotheses put forward. Results suggest that all explanatory variables have a significant relationship with audit report lag except for company's financial year end. Audit report lag is found to be significantly longer for companies receiving audit going concern qualification opinion, experiencing losses, audited by non-Big Four auditors and in the non-financial industry.

Date: 18th October 2018, Day 2 Venue: Olive 5, Session Time: 14:30

**Social Innovation and Sustainability** 

Session Chair: Associate Professor Dr. Salmi Mohd Isa

## Social Media Efficacy for Sustainability in SMEs: The Role of Innovation Practices

Seow Ai Na (Universiti Tunku Abdul Rahman)\* Choong Yuen Onn (Universiti Tunku Abdul Rahman) Choe Kum Lung (Universiti Tunku Abdul Rahman)

### Abstract

The purpose of this study is to analyse how social media efficacy initiates the changes in SMEs (small and medium-sized enterprises) for innovation practices to improve their business performance. A total sample of 278 SMEs was collected using quantitative research. Partial Least Square-Structural Equation Modelling (PLS-SEM) was used for hypotheses testing. A two stage analytical approach was adopted to assess the measurement model and structural model. Social media efficacy is found to have significant relationship with product, process and marketing innovation practices. In addition, product innovation is found to have positive impact on business performance whereas process and marketing innovation are not significantly influence on business performance of SMEs. The findings of this study shall foster a better understanding how social media efficacy and the innovation practices affect the business performance of small and medium enterprises. Base on the findings, several implications are highlighted.

## An Investigation on Factors Influencing Public's Water Efficiency Practice

Ang Seong Gee (Universiti Sains Malaysia)\*
Nabsiah Abdul Wahid (Universiti Sains Malaysia)

### **Abstract**

Malaysians have been identified as heavy water users due to the amount of water consumed compared to consumers in other countries; hence are labelled water wasters. The Penang state in particular shows the highest per capita domestic water consumption at 293 litres per capita per day compared to recommended usage of 165 litres per day per person. The information indicates presence of water wastage and problem on sustainability of water resources in the country. Management prevention practice (for instance adopting water efficiency practices at home amongst the public) has been suggested as an alternative to help solve this issue. This study investigates the influences of five selected variables, namely, drivers, barriers, government practice campaigns, government practice policies and attitude towards water consumption on public's adoption of water efficiency practices at their home. To do this, a survey was carried out on willing Penang water consumers using convenience sampling method. Results showed that all five variables tested were determinants with attitude towards water consumption acted as mediating factor between the variables and water efficiency practice by the public. The findings imply that the effort to conserve water as limited resources can be achieved through public's behaviour in adopting water efficiency practice. Water operators (particularly in Penang) should consider using the five factors when planning for strategies to encourage the public to adopt water efficiency practice.

## **Advancing an Antecedent-Outcome Model of Eco-Innovation Practices**

Say Keat Ooi (Universiti Sains Malaysia)\* Simin Goh (Universiti Sains Malaysia) Jasmine A.L. Yeap (Universiti Sains Malaysia)

### Abstract

Climate change risks and impacts, alongside unprecedented economic growth have provoked significant ecological stress towards the ecosystems and human well-being. These concerns have resulted in ecoinnovation practices among businesses. Innovations through environmental management appear to be the possible solutions to these climate and environmental challenges. The claim that there has been a dearth of research models in this area through a systematic review triggered the development of an antecedent-outcome model to understand the dynamics of eco-innovation practices further. To bring a holistic view on business practice, this paper proposes a conceptual framework that may enhance eco-innovation practices among businesses, which subsequently lead to substantive business benefits. Based on an extensive literature review, a total of six propositions were proposed to understand the various dimensions of organisational culture (market, humanistic and competitive orientation) that may affect the business organisational culture (market, humanistic and competitive orientation) that may affect the business organisational culture (market, business benefits (employee commitment, customer loyalty and business performance). As such, this paper sheds some light on the sustainable development salience of eco-innovation practices and provides valuable insights on how businesses can capitalise on organisational culture to engage in eco-innovation practices to reap superior business benefits accordingly.

## Online Business Sustainability and Challenges to meet the Demands of Online Consumers

Diyana Kamarudin (Universiti Malaysia Pahang)\*
Suhaidah Hussain (Universiti Malaysia Pahang)
Tengku Auwalul Hawa Yahya (Universiti Malaysia Pahang)
Nor Suraini Mohd Hasan (Universiti Malaysia Pahang)

#### Abstract

The internet is seen as this enabler for entrepreneurs to display what they have and sell items online (Martinez Dy, Marlow & Martin, 2016). Digital entrepreneurship now seems to be the current trend in ways for entrepreneurs to sell their items, as the online space seems to be this unique entrepreneurial space for entrepreneurs. Common perceptions seem to be that very little goes into selling items online, where barriers are expected to be low, with low cost equipment needed, and not much time needed. Even brick and mortar shops are selling items online to sustain their business in this ever growing business space (Hwang & Jeong, 2016). This research delves in and finds out what goes on behind the scene for these online entrepreneurs. This research also strives to understand consumer behaviours, where it looks at the different platforms that consumers use most and why these platforms are more trusted versus other platforms. This ethnographic case study research would look at the digital business from multiple different angles where consumers, entrepreneurs, instructors, along with a staff from an online paying platforms were given open ended surveys, interviewed online and face to face. The purpose of this research is to understand the effort entrepreneurs put in, and how much they are getting back, evaluate consumer's perspectives, and assess whether entrepreneur practice in the online platform is relevant to what is needed by the customers. There are two different stages of analysis, which is the micro and

macro analysis. The micro analysis looked at the different components from the two sets of participants, which are the online shoppers and the online entrepreneurs, with their own separate themes whereas the instructor's answers and the third party customer service answers were used as a macro analysis to both of the two sets of themes found in this research.

Date: 18th October 2018, Day 2 Venue: Olive 6, Session Time: 15:00

**Finance** 

Session Chair: Dr. Hong Meen Chee

**Equity Valuation Effects of the Issuance of Corporate Bonds: Malaysia Evidence** 

Cheng Fan Fah (Universiti Putra Malaysia)\*
Chong Oi Ping (Universiti Putra Malaysia)

#### **Abstract**

The capital structure theory of using equity and debts was extensively studied by many researchers since the MM proposition. In the emerging Asian region, especially in Malaysia, there is an increasing trend of the use of long term debt in corporate financing decision. The conflict of equity and debts holders was well documented in research on agency theory as well. This study aims to find the changes in yields of equity and bonds holders in financing decisions. This study compares the reactions of equity and bonds holders on their respective and separate announcements. The results have shown that there is a significantly negative abnormal return of bond issuances around the equity announcement date. These results imply that equity investors are more favourable towards the equity issuances as compared to the bond issuances. These results on bond issuance are the opposite of research on equity issuance. These results are consistent with prior research that found that debt offering does not lead to any significant stock price reaction in developed markets. Besides, it is also consistent with MM asymmetric theory that the debt issuances should produce little or no effect on the share price in perfect markets. This study further explored the abnormal return to examine whether it is related to some of the characteristics of company e.g. market to book ratios, leverage ratios and size variables, However, the result shows that there is no relationship between the three characteristics of the issue with the abnormal returns of equity on bond offerings.

## **Re-Classification of Financial Ratios**

Muhammad Irfan Khan (Iqra University)\*
Samina Riaz (Iqra University)
Athar Iqbal (Iqra University)

## Abstract

The study is aimed at re-classification of financial ratios with the help of statistical technique. There are various approaches which are used by researchers and analysts to get the desired classification. In this study Factor Analysis is used to reduce the categories to smaller number containing the ratios with same characteristics. The data of forty five listed firms was collected from the same industry (Chemical and Pharmaceuticals Companies). The final reports of ten years were collected through the websites of the firms. Twenty three ratios under the classification of five categories were calculated. The result suggested five categories of ratios which covers all the ratios with a new classification. Most of the classifications are unknown to the readers. This study revealed that the ratios which are being studied in academic settings are different from the ratios which are calculated practically.

## A Case Study Oon Corporate Social Responsibility within Organization in Malaysia on Tax Exemption

Nor Suraini Mohd Hassan (Universiti Malaysia Pahang)\* Diyana Kamarudin (Universiti Malaysia Pahang) Tengku Awalul Hawa Yahaya (Universiti Malaysia Pahang)

#### Abstract

This preliminary research is a study on the corporate social responsibility of corporate company's selection in channelling their fund to a needy person or organization. Evaluation has been done to a Malaysian east coast regent company. Nowadays, company's awareness level on corporate social responsibility (CSR) is high. As such, the effort in nourishing the awareness will be worthless should the company channels it to the wrong party. Furthermore, the said company might be refused for tax exemption entitlement. Therefore, there are specific criteria to be fulfilled in selecting the ideal personnel or organization. Besides, it is essential for the company to have a crystal-clear view on CSR type that have been designated for them; to qualify them for tax exemption. As such, qualitative method is used in determining which factors of a person or an organization criterion is/are most contributed to channel funds. Researcher will analyse gathered data from participants and compared it to the existing method used in Malaysia. The outcome might be useful corporate companies; as which it can be used as guidelines in measuring their current performance of collecting tax; resulting in correct allocation of fund and contribution to the righteous parties.

Date: 18th October, 2018, Day 2 Venue: Olive 4. Session Time: 16:30

Global strategy and Organization Behaviour

Session Chair: Dr. Ramona Blanes

## Conceptualizing Perceived Infollution Processing and Management and its Consequence on Employee Well-Being

Siti Hasnah Hassan (Universiti Sains Malaysia)\*
Noor Mohamed (Universiti Sains Malaysia)
Noor Hazlina Ahmad (Universiti Sains Malaysia)
Hasliza Abdul Halim (Universiti Sains Malaysia)
T Ramayah (Universiti Sains Malaysia)

### **Abstract**

As the nation has driven towards knowledge economy country, information has become an asset to be utilized as competitive resources in most organizations. Information technology has revolutionized the information creation, production and dissemination. Employees analyse and conclude based on information gathered from various sources. Although the abundance of information can be beneficial in numerous levels but the problem of managing the information becomes more difficult due to information pollution. The presence and spreads of useless and undesirable information, which is newly termed as "infollution". Information pollution can lead to detrimental effects on human activities in a long run. Either it is a cyber-bully, rumours gone too far, information flooding or just wrong information, infollution pops up almost everywhere that affects the employee cognition, behaviour, and well-being. The issue related to the information pollution that should be settled in order to make sound decision making within the organization. Yet, there are scarce numbers of research in the field of behavioural studies that have addressed the cognitive, emotional, behavioural, and social effects of the information pollution. Thus, in this study, the conceptual model to better understand perceived infollution management and its effect on employee well-being is proposed.

## **Factors Influencing Business Performance Among Small Business Operators**

Rajendran Muthuveloo (Universiti Sains Malaysia)\*
Teoh Saw Beng (Universiti Sains Malaysia)
Teoh Ai Ping (Universiti Sains Malaysia)

### Abstract

The development and contribution of Small Medium Enterprises (SMEs) are crucial for Malaysia to achieve high income country in the year of 2020. It is reported that the SMEs comprise 98.5% of total establishments in 2014, has contributed 32.7% of the Malaysian Gross Domestic Product (GDP) growth. This research focused on determining the significant factors that impact business performance among small business operators in a local university. As the research framework, six independent variables (Cost leadership strategy, Differentiation strategy, Focus strategy, Entrepreneurial orientation, Business location and Productivity propensity), a dependent variable (Business performance) and a moderating variable (University support) were selected through the synthesizing previous studies. Data was collected via structured guestionnaires from the 75 business operators within the University in Malaysia. Data was then analysed using SPSS17, and SmartPLS 3.0. Cost leadership strategy, Differentiation strategy and Productivity propensity were found to have significant impact on business performance of the small business operators; and University support had negative significant moderating effect on the relationship between Cost leadership and Business performance with an overall large effect size. As the contribution from this study, the business operators could focus on developing significant business strategies such as Cost leadership strategy and Differentiation strategy. On the other hand, the University could focus on its policies related to costs in order to ensure sustainable business performance of the small business operators and eventually contributes to the development of SMEs in the country.

## **Towards a Model Linking HRM Practices, Work Engagement, and Job Performance**

Hemalatha Somu (Universiti Sains Malaysia)\*
Aizzat Mohd Nasurdin (Universiti Sains Malaysia)
Cheng Ling Tan (Universiti Sains Malaysia)

## **Abstract**

Intoday's environmental setting, all organisations aims to achieve organisational success and sustainability. Since employees' job performances, in the aggregate, results in greater organisational performance, the need to enhance job performance has emerged as a growing concern amongst researchers and practitioners alike. Supportive human resource management practices have been advocated as having the ability to set the tone for a favourable employee-employer relationship. Meanwhile, work engagement is a newly emerged concept in positive psychology which focuses on optimal functioning and positive experiences at work. Although a substantial body of research has revealed that work engagement has beneficial outcomes for employees, studies on the role of work engagement as the mediating mechanism by which human resource management practices affect job performance are relatively limited. Therefore, the objective of this paper is to present a proposed model linking human resource management practices and job performance with work engagement as the mediator. A review of the literature to support the proposal linkage for manufacturing employees in Malaysia is presented.



**Global Strategy and Organization behaviour** Session Chair: Dr. Christopher Richardson

## The Role of Other Blockholders: A Conceptual Framework

Shehabaddin Abdullah Abdulwadod Al-Dubai (King Faisal University)\*

#### Abstract

Even though there are number of attempts to answer questions of the role of other blockholders, theoretical and empirical studies are limited and inconsistent. The attempt in this paper is thus different from other work that has sought to propose a conceptual framework to uncover the role of other family and non-family blockholders in firms' ownership, management and board of the directors to eliminate agency problems and, consequently, it supports firms' performance. From the review of literature, number of factors has been identified and research hypotheses are developed.

## The Influence of Talent Management Implementation on Employee Career Development-Case Study Badan Pengusahaan Batam

Annisa Nugrahani (Telkom University)
Puspita Wulansari (Telkom University)\*
Yuvaraj Ganesan (Universiti Sains Malaysia)

#### Abstract

The most valuable resource for an agency is the employees within it. Elements that exist in an agency will not run without the employee responsible for running it. However, employees must have good ability and competence, which is why employees become a valuable resource for an agency. The fierce competition that occurs in the scope of Human Resources becomes a challenge for agencies in Indonesia to continue to develop employees to be the best employees who have the required competencies. As time passes, the required competencies are more difficult to obtain. An agency in such a way should be able to prepare the needs of employees in order to meet the increasingly complex needs and answer the competition that occurs in the scope of Human Resource. Methods of data collection using questionnaire survey method that was distributed to several respondents. Questionnaires processed using SPSS ver.22 for Windows analysis tools. The results show that the application of talent management has effect on career development in Badan Pengusahaan Batam. "Jiwa Pembelajar" variable is a very influential variable in this research.

## Audit Committee Characteristic and Earnings Management: Evidence Based on Indonesian Firms

Dudi Pratomo (Telkom University)\* Ruhani Ali (Universiti Sains Malaysia) Fathyah Hashim (Universiti Sains Malaysia)

### Abstract

There are some cases of Indonesian listed companies practicing earnings management to reduce tax payments while at the same time shows increasing income, despite the requirement to have an audit committee, audit committees in Indonesia should be led by an independent director and must have the financial capability to oversee the performance of management. In addition, the audit committee has the obligation to conduct audit committee meetings at least once in three months. Hence this study examines the audit committee characteristic (i.e. independence, expertise, and number of meeting) with the earnings management practice. This study uses Indonesian listed companies financial data from 2012 – 2016. Panel data analysis using the generalized method of moment estimation is being conducted to control for the individual effect and unobserved heterogeneity as well as to mitigate the endogenous problem. The results of this study suggest that audit committee expertise, audit committee meeting and audit committee independence has influence in reducing earnings management practice.

## The Influence of Individual Factors on the Indonesian Journalists Job Performance

Reni Nuraeni (Telkom University)\*
Cheng-Ling Tan (Universiti Sains Malaysia)
Azman Azwan Azmawati (Universiti Sains Malaysia)

#### **Abstract**

The growth of Indonesian mass media shows a significant number, the increasing number of journalists in Indonesia follows it. Journalists as the spearhead of the mass media must have a good performance in order to compete with other media. Journalist's job performance is a significant determinant of mass media quality. Journalist's job performance consists of task performance and contextual performance. The individual factors of journalists such as motivation, extraversion, and self-efficacy are important factors in the competition of mass media in order to generate news and strategies in obtaining advertising and increase journalists job performance. This study using SmartPLS 3.0 to examine the importance of performance-matrix analysis (IPMA) from antecedents of individual variable factors as endogenous variables. Search data using questionnaires to local newspaper journalists who gathering news in politics and government newsdesk. In conclusion, it is known that extraversion not to important compared with motivation and self efficacy to improve Indonesian Journalist Job Performance.

## Endorser Credibility, Attitude Towards Advertising and Consumers' Purchase Intention of Beauty Soap

Ratih Hasanah (Telkom University)\*
Nabsiah Abdul Wahid (Universiti Sains Malaysia)

## **Abstract**

Numerous researchers have proven empirically the effectiveness and the positive influence of celebrity or endorser credibility in advertising. There are three dimensions of celebrity credibility proposed by Ohanian (1990) namely, the expertise, trustworthiness, and attractiveness of an endorser. This study attempts to add other factor which is similarity of an endorser. These factors would be examined to measure the correlation among the factors to purchase intention with mediated factor of attitude toward advertising. Using quantitative approach, this study was participated by 210 respondents who had experienced seeing beauty soap advertisements through online questionnaires. Finding shows that overall, endorser credibility (expertise, trustworthiness, attractiveness of an endorser and similarity) has significant correlation with purchase intention through attitude toward advertising as the mediator. This implies that future studies should consider adding similiarity of endorser to be part of endorser credibility's dimensions.

Date: 18th October 2018, Day 2 Venue: Olive 6, Session Time: 16:30

**Sustainability Accounting and Governance** 

Session Chair: Dr. Ali Djamhuri

# Corporate Risk Disclosure and Business Performance Of Malaysian Firms: Does Board Gender Diversity Matter?

Lim Seow Fun (Universiti Sains Malaysia)
Fathyah Hashim (Universiti Sains Malaysia)\*

#### **Abstract**

The collapse of major corporates due to accounting scandals had drawn the public attention and created doubts on the traditional risk management and corporate governance mechanism. These scandals also destroyed a certain level of trustworthiness of an organization towards its stakeholders. Therefore, this study is aimed to examine the impact of corporate risk disclosure on business performance with board gender diversity as a moderator. The study uses secondary data gathered from year 2016 annual reports. Random sampling is chosen to collect data from 130 public listed companies on Main Board of Bursa Malaysia. Structural equation modelling is applied. The results demonstrate that corporate risk disclosure does influence business performance significantly and positively which is consistent with prior studies. However, the moderating effect is found to be insignificant although the relationship between corporate risk disclosure and business performance is slightly strengthen with the existence of female on board. This study is hoped to fill in the research gap on how gender proportions on corporate board playing a role in moderating the relationship between corporate risk disclosure and business performance.

## A Case Study of University-Industry-Government Collaborative Research in Malaysia: An Analysis of Triple Helix Model

Muhammad Fadzly Zakaria (Universiti Sains Malaysia)\*
Ellisha Nasruddin (Universiti Sains Malaysia)

## **Abstract**

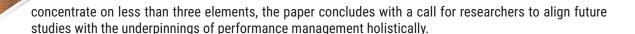
The Triple Helix (TH) Model explains how the UIGs should work together as a team to create innovation and successful outcomes. However, due to differences in objectives, functions and mechanisms, such collaborations are difficult to form and sustain. The purpose of this paper is to document the perceptions of stakeholders involved in the Malaysian-based UIG collaborations, with respect to their strategic partnerships, under the coordination of the intermediary organization, Collaborative Research Engineering Science and Technology (CREST). As this study delved into the perceptions of particular respondents representing the university, industry and government, a qualitative research based on semi-structured interviews and document analysis, was conducted to capture the manifestations of strategic partnership in each of the stages of the TH, amongst these stakeholders. Three particular themes surfaced within each stage of TH, namely, partnership evaluation, building relationship, and synergy in collaboration. In the partnership evaluation stage, the respective partners were interested to match their expertise with those of others and improve their own competitiveness, while in the building relationship stage, a trust-based relationship is expected to be of mutual benefit for all. In the last stage, transparency and facilitation become important in order to accomplish each of their respective goals. In addition to these themes, the findings showed that the role of the intermediary organisation across the stages builds from being a filter and legitimator and technology broker, toward providing resource support and funding. Nevertheless, its role as a mediator/arbitrator is poignant throughout all the stages. These findings point towards the significance of the TH system in explaining how collaborative partnerships could be sustained and achieved, in light of the role of the intermediary organisation.

## **Public Sector Performance Management: Insights from Selected Literature**

Roshni Ann George (Universiti Sains Malaysia)\* Siti-Nabiha Abdul Khalid (Universiti Sains Malaysia) Dayana Jalaludin (Universiti Sains Malaysia)

## **Abstract**

Performance management systems are crucial to the achievement of goals, particularly in the public sector, which typically has greater institutional complexity than other sectors. The rise of sustainability in many nations adds to the inherent complexity in government institutions, necessitating the reshaping of performance management systems to balance economic, social and environmental goals. The potential of performance management systems to meet such goals in the public sector is greatly dependent on how they are integrated across vertical and horizontal governmental structures. However, it is unclear whether public sector literature addresses the interconnections between performance management elements. This paper provides an overview of public sector performance management from selected literature published during the period of 2008 to 2017. The review is aimed at capturing practices from empirical studies, and is specifically focused on the interconnectedness of performance management elements. The content analysis approach used in this study is guided by five main performance management elements derived from the frameworks of Otley (1999) and Ferreira and Otley (2009). As it was found that most studies



Date: 19th October 2018, Day 3

Venue: Olive 4, Session Time: 09:30

## Marketing

Session Chair: Associate Professor Dr. Nabsiah Abdul Wahid

## Understanding User Experience, Satisfaction, and Loyalty of Telecommunication Service Providers in Indonesia

Indira Rachmawati (Telkom University)\*
Zurina Mohaidin (Universiti Sains Malaysia)

#### Abstract

Recently, Indonesia telecommunication industry has gradually increased since the government issued the law regarding the change of economic system become oligopoly competition. This has an impact on a price war among telecommunication service providers, which one of them is cellular operators industry. This research focuses its intention to support conceptually the relationship among user experience, satisfaction, and loyalty. Research sample was 400 Indonesian users of GSM-based cellular operator with the instrument of 58 questionnaire items and collected using self-administered online survey. The model was tested using Smart PLS for variance-based structural equation modeling with the method of partial least square. The results showed that loyalty was positively influenced by satisfaction and user experience. Furthermore, satisfaction was found mediate the relationship between user experience and loyalty. It has the implication when users' had a good experience towards their cellular operator hence they will feel satisfied and attain to be loyal. In addition, this research model was fit to the context since in the criteria of high in goodness of fit, predictive blindfolding, and coefficient of determination.

## Which are More Authentic? The Conceptualisation of Trust in Halal Consumption

MeenChee Hong (Universiti Sains Malaysia)\*

#### Abstract

The purpose of this study is to examine if country-of-origin, brand and halal logo influence the purchasing decision of Muslim consumer on imported halal food products in non-Muslim countries. The study will be based on a revealed preference theory to identify the effect of country-of-origin, brand and halal logo on Muslim consumers on imported halal food products in non-Muslim countries. A cross-sectional survey data will be collected through a survey in Guangzhou (China), Tokyo (Japan) and Seoul (Korea). Data will be estimated with a logit model. The results would be primarily beneficial to international halal exporters and local halal importers in East Asian countries by offering an insight into the influence of country-of-origin, brand and halal logo on the purchasing decision of Muslim consumers on imported halal food products in non-Muslim countries. The paper extends the understanding of the choice of halal products to newly emerging halal markets in East Asia.

## Push and Pull Factors Influencing The Average Length of Stay of Visitors from European Countries to Malaysia

Yogeetha Santharen (Universiti Sains Malaysia) Kavigtha Mohan Kumar (Universiti Sains Malaysia)\* Jayaraman Krishnaswamy (Taylor's University) Mageswari Ranjanthran (Universiti Sains Malaysia) Nagaletchimee Annamalai (Universiti Sains Malaysia)

#### Abstract

The purpose of this research is to investigate the influence of the push factors in terms of knowledge seeking, ego enhancement, rest & relaxation and spending capacity and the pull factors namely environment safety, cultural and historical attraction and tourism facilities on the average length of stay (in days) of the tourist visitors from European Countries to Malaysia. The primary data collection has been undertaken in Malaysia among the European tourists' visitors. A total of 107 European tourists' are the respondents of the study and their responses are used for multivariate data analysis. The findings of the study reveals that push factor namely 'spending capacity', 'rest and relaxation' are the major predictors and are highly positively significant on the average length of stay of European visitors to Malaysia. On the other hand, 'environment safety' has negative effect on the tourists' average length of stay. Tourism industry is the major market player for Malaysia in terms of revenue generation and therefore, the ultimate implications of the present study are useful to policy decision makers and Tourism Malaysia to strategies their marketing plans to attract European tourists to Malaysia.

## **Determinants of Insurance Agents Behavioural Intention to Use Mobile Technologies**

Low Pei Imm (AIA)
Teoh Ai Ping (Universiti Sains Malaysia)\*
Rajendran Muthuveloo (Universiti Sains Malaysia)

#### Abstract

In today's dynamic digital era, critical functions in businesses are being affected by mobile technologies with the ability to collect instant data thus providing valuable insights to managers towards achieving business sustainability. This study examined the determinants of behavioural intention to use mobile technologies in business among insurance agents in Malaysia based on a modified Unified Theory of Acceptance and Use of Technology 2. In addition, this study investigated the impact of age, voluntariness and experience on associations between the determinants and behavioural intention to use mobile technologies. Utilizing online questionnaires survey, a total of 208 usable responses were collected. The results suggested that performance expectancy, facilitating conditions, social influence, hedonic motivation, personal innovativeness and habit are significant in determining the behavioural intention. Nevertheless, effort expectancy and price value do not have any impact. Experience in using mobile technologies moderates the relationship between personal innovativeness and behavioural intention; but age only moderates the relationship between habit and behavioural intention. Interestingly, the effect of habit on behavioural intention to use was found to be influenced by voluntariness. Findings from this study contribute in enhancing the utilisation of mobile technologies at work which subsequently increases the efficacy and business sustainability of insurance industry in emerging economies such as Malaysia.

## Factor Analysis of the Hindering Factors in Halal Certification for the SMEs

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## Abstract

Every halal industry in the world especially such small-medium enterprise (SMEs) should face a regulation, customers, suppliers, and condition of the halal industry itself before competing with other companies in its country. The small-medium enterprise, which becomes the first and is already aware of halal industry, is the food and beverage companies. The objective of this study is to investigate what the most inhibiting factor for the SMEs in applying halal certification. It combines stakeholder theory and/with resource based theory. This research is an exploratory study using non-probability sampling. The sampling of this study is 396 food and beverage small-medium enterprises in one of the big cities in West Java. The result of this study is known that the most inhibiting factor of the seven factors is employee with factor loading 0.805, and then followed by government. For the future research is suggested that it can investigate the factors in this study in another area and another small-medium enterprises of halal industry such a pharmacy. However, this study has implication in which the stakeholders theory and resource based views can be adopted by the previous research factors and resulted a new factor from the small-medium enterprise's point of view.

## International Conference on Business Sustainability & Innovation (ICBSI) 2018

## **Guideline for Session Chair**

The conference sessions are briefly divided into two main categories:

- 1. Keynote sessions
- 2. Parallel sessions

Session Chairs have pivotal role in running a smooth and timely management of conference presentations, and determining the main outcomes for post conference assessment and publications. This position is offered to leading academics and experts in the field based on prior assessment of the conference committee. Session Chairs are expected to contribute significantly to overall conference discussions.

## **Activities before the parallel session:**

- 1. You are kindly expected to check the Conference Schedule and be clear about the exact date, time, venue and room of the session that you are chairing.
- 2. Please also read the Guidelines for Participants in the program book to avoid any communication gap.
- 3. Your main role is to encourage the presenters to share their knowledge on the topic and encourage the participants to have an intellectual discussion on the subject. Where appropriate, we also invite you to share your own knowledge, research, experience, and observations very briefly.
- 4. We also invite you to record any critical issues raised during presentations and discussions at your Sessions, to contribute to the conference.
- 5. We kindly invite you to read in advance the <u>Abstracts</u> of the papers of all the presenters in the session that you are chairing. Your prior knowledge on papers will certainly help you to have a meaningful discussion.
- 6. Please be available in your designated room at least 15 minutes before the commencement of your session. Acquaint yourself with the workings of the lights, computer, projector, etc. There will also be room leads from the conference team to help with these arrangements. Please contact the conference secretariat if you face any problem.
- 7. Ensure that the participants in your session list as presenters/speakers are present in the room.
- 8. Each speaker should be allocated 10 minutes for presentations and 4-5 minutes for Question and Answer.
- 9. You may decide and announce the method you will use to notify the presenters when they are nearing their presentation time limit and how you will interrupt them if they have reached the end of their allocated time. If however, all time has expired for that speaker, it is acceptable to ask the audience to discuss issues with that speaker after the end of the session. It is up to you as the session Chair to ensure that ALL speakers receive their allotted time and that the audience has the opportunity for their questions and comments.

## **Activities during the session:**

- 1. Please briefly introduce yourself and welcome the participants to your session. Announce that you shall be chairing this session.
- 2. Ensure that each participant starts on time and ends on time. It is the responsibility of the Session Chair that the Session finishes on time.

- While inviting participant(s) to present a paper, announce their full name(s), affiliation and the title of the paper. You may refer to the Conference Programme for this purpose.
- Encourage Questions & Answers, discussions, comments and interaction among the participants given the time limit.
- As an expert, we also encourage you to share your views, reflections and observations on the paper 5. as per the time available.
- 6. Since ethical issues are highly controversial in the conference field, we encourage Session Chairs to avoid any diversion from the main discussions for this reason unless there is potential for novelty and contribution to overall conference debates.
- 7. Session Chairs are encouraged to prepare questions in order to encourage the audience when opening up Q&A and discussion.

## International Conference on Business Sustainability & Innovation (ICBSI) 2018

## **Guidelines for Participant**

Dear Participants,

Welcome to the First International Conference on Business Sustainability & Innovation 2018. In order to facilitate the operation of this Conference, the Organizing Committee would like to seek your co-operation in the following:

#### NAME BADGES

All participants are advised to wear their name badge at all times during the Conference so that they can be easily identified. Participants without name badges may be refused entry to all concurrent sessions and other official functions organized for the Conference.

#### SECRETARIAT

The Conference Secretariat is located at Olive 1, Level 6.

#### REGISTRATION

The registration will be at the front foyer of The Olive Function Room, Level 6.

#### SAFE KEEPING OF CONFERENCE BAGS

Participants are advised to take good care of their Conference bags. All personal items such as cameras, wallets, handphones, etc. should not be left unattended.

### **TELEPHONE MESSAGES**

If you are expecting an urgent call, please make arrangements with the Secretariat. Handphones should be put on silent mode during the conference session.

## PARKING AT THE HOTEL PREMISES

Participants are requested to validate their parking tickets before exiting. A flat rate of RM6.00 per entry would be charged.

## **OPENING CEREMONY**

Professor Ir. Dr. Abdul Rahman Mohamed, FASc, Deputy Vice-Chancellor, Research and Innovation representing YBhg. Professor Datuk Dr. Asma Ismail, FASc, Vice-Chancellor, Universiti Sains Malaysia at 9.15 a.m. on Wednesday, 17<sup>th</sup> October 2018 at The Olive Function Room, Olive Tree Hotel, Penang.

## **GALA DINNER**

All participants are invited to join our Gala Dinner celebration at 19.45 p.m. on Wednesday, 17<sup>th</sup> October 2018 at The Olive, Level 6, Olive Tree Hotel, Penang.

## **PRAYER ROOM**

The prayer room is located at the Level 8 of the hotel. For directions, please refer to front desk / hotel staff or conference secretariat

### MORNING AND AFTERNOON TEA BREAKS

The morning and afternoon tea break will be served in front of the Olive foyer, Level 6.

## **LUNCH / VEGETARIAN FOOD**

Buffet Lunch would be provided for three days of the Conference at Sukkah Coffee House.

### SESSION PROCEDURES

Presenting authors in each session are requested to be in the respective lecture room 15 minutes before the session starts so that their power-point presentation could be saved into the laptop.

#### Instructions for Oral Presentation

Note: The projection format will be widescreen.

## Before the Conference:

- 1. You have fifteen minutes for your presentation. You should time your talk for ten minutes, which will allow five minutes for questions and discussion.
- 2. All rooms at the venue have PowerPoint facilities. The venue uses operating system is Windows and Microsoft Office (Powerpoint) 2013. Bring your presentation on a USB stick and save a copy of your presentation in your email so that it is stored online.
- 3. Make a note of the room and the time of the session in which you're presenting.

## At the Conference:

- 1. Familiarise yourself with the room where you'll be presenting.
- 2. Please arrive at the room where you are presenting a minimum of 10-15 minutes before the start of your session: each session contains four to eight presentations and the presentations have to be uploaded before the session can begin. Someone will be in each room to assist with technical issues and to help you upload your presentation onto the computer.
- 3. Introduce yourself to the chair of your session and confirm your name details and the title of your talk.
- 4. Please do not go over your allocated time of ten minutes. We know how difficult it is to keep to time when you are talking passionately about your research, so your session chair will use cards with '3 minutes left', and 'End'. We have instructed the session chairs to adhere to the timetable strictly.
- 5. At the end of the session, please take any presentation materials away with you. Anything left at the end of the conference will be discarded.

## **PROGRAMME**

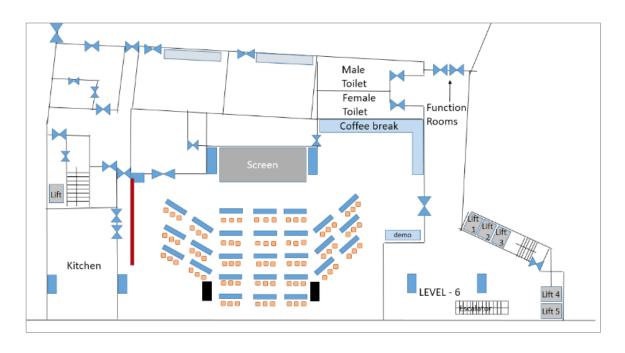
The programme booklet, distributed to each participant, contains the programme of the Conference with the schedule for the Concurrent Sessions. Participants are advised to take note of the time of each concurrent session, tea breaks and lunches.

### OTHER INFORMATION

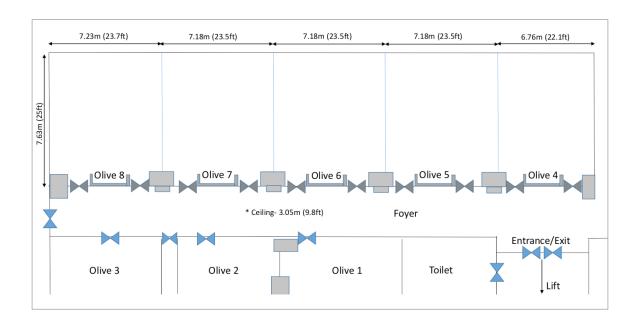
Should you require any assistance from the organisers, please do not hesitate to contact the ICBSI Secretariat or any of the Organising Committee members.

Thank you.
Professor Dr. Siti Nabiha Abdul Khalid
Conference Chairman ICBSI 2018

## **FLOOR PLAN LEVEL 6**



# PRESENTATION ROOM FLOOR PLAN LEVEL 6



# Acknowledgment

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## Notes



## Notes