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Assalamualaikum w.b.t and warm greetings,

On behalf of the Center for Sustainability Research and Consultancy, it is my great pleasure to welcome you to this galaxy gathering at 2nd International Research Conference on Economics Business and Social Sciences - 2nd IRS 2017.

In line with the conference themes: “Linking Business with People and Planet in Developing Economies”, this conference will serve as an ideal platform to the academicians, researchers, practitioners and students to accomplish and further advance in research and practice which are relevant to issues faced by economy, businesses and society. One of the core objectives of CSRC is to bring credible opportunities for sharing knowledge, exchanging ideas and fostering collaboration among practitioners, academicians and research scholars in developing and emerging economies. The focus of 2nd IRC 2017 is in areas of economics theory and policy, management, human resource, organizational behavior, marketing, entrepreneurship, finance, accounting, and various sub-disciplines of social sciences and humanities.

I am very grateful to our conference patrons, collaborating institutions, keynote speakers, scientific committee, paper presenters and dedicated organizing committee members as well as to those who have contributed directly or indirectly to the success of 2nd IRC 2017.

Thank you.

PROF. DR. HAYAT MUHAMMAD AWAN
President
Center for Sustainability Research and Consultancy
Message from Guest of Honour

Assalamualaikum w.b.t and warm greetings,

Let me take the privilege to welcome the impressive roster of delegates from universities from the United States of America (USA), Pakistan, Saudi Arab, Thailand, Indonesia, Nigeria, Algeria and many other countries, and from various parts of Malaysia to 2nd International Research Conference on Economics Business and Social Science (2nd IRC 2017) which is taking place in Penang, Malaysia. On behalf of UUM, I would like to express my most sincere gratitude for your presence in this conference, because our success is the merit of having all of you here to share knowledge, experience and improve the quality of research in the field of Banking and Finance worldwide.

Our gratitude also goes to Bahauddin Zakariya University (BZU), Multan, Pakistan and Center for Sustainability Research and Consultancy (CSRC) for the opportunity given to School of Economics, Finance and Banking (SEFB), UUM to collaborate in organizing this conference. 2nd IRC 2017 is one of the fruitful outcomes of the Memorandum of Understanding, that was signed in April 2017 between both universities which encouraged us to work very closely by contributing and sharing technical expertise for research, educational purposes and staff attachment.

The 2nd IRC 2017 provides a very unique opportunity to primarily link research scholars from emerging and transition economies to focusing on issues which are relevant to their businesses and society. This is in line with the theme of the conference, “Linking Business with people and planet in developing economies”. In particular, a linkage between people and this planet is very crucial in our effort to shift the global economy and business toward sustainable development. Sustainable development means creating better lives for all people within the boundaries that allow nature to provide services and regenerate the resources that people need to survive on this planet. Thus it is important to develop economies while preserving the integrity and diversity of the environment in order to achieve prosperous future on this planet.
Based on my knowledge, this Conference is organized by young research scholars of UUM under the umbrella of CSRC. I greatly appreciate the organizers from CSRC for their efforts to harness the professional and academic abilities of the young research scholars in social and behavioral sciences.

**Prof. Dr. Yusnidah Ibrahim**
Asst. Vice Chancellor, College of Business
Universiti Utara Malaysia
Keynote Speakers

PROF. DR. CHE RUHANA ISA is a professor in accounting specializing in management accounting control systems. She has researched and published many papers in management accounting control system, management accounting change, accrual accounting, enterprise risk management and behavioral accounting and finance. She is currently the Dean of Faculty of Business and Accountancy, University of Malaya and Chief Editor of Asian Journal of Business and Accounting (AJBA), the faculty’s Scopus indexed journal. Prof. Che Ruhana is active in various international and national bodies including serving as a member of the International Advisory Board of Association of MBA (AMBA), UK, and a council member of the Malaysian Institute of Accountants (MIA).

Prof. Dr. CHU NGUYEN earned a MA in Economics, a MS in Mathematics with the concentration in statistics and a Ph.D. in Monetary Economics with additional courses in Finance from the University of Cincinnati. Dr. Nguyen is an Associate Professor of Economics and Finance who teaches both economics and finance, Chairman of the FAMIS Department, and Director of Office of Research Support- Marilyn Davies College of Business at the University of Houston-Downtown. He is also the Chairman of the Board of Directors of Tropical Star Enterprise, Inc. He served as an economist and then as the Head of the Economic Analysis and Forecasting Department at the 5th District of Federal Home Loan Bank System. He is also the former President of the Academy of International Business-Southwest Chapter (AIB-SW), USA, former AIB-SW V.P./Program Chair, V.P./Program Chair of the Southwestern Society of Economists, and the President of Southwestern Society of Economists. Editor-in-Chief, Southeast Asia Review of Economics and Business. His academic research resulted in 80 publications in 32 reputable US and international peer-reviewed journals and 53 conference presentations in the last 11 years. Dr. Nguyen was the 2013 and 2014 Runner - Up of the UHD Scholarship and Creativity Award.
As the Executive Director, Consortia/Library Sales & Marketing, SAGE Publications Asia-Pacific Pte Ltd, Rosalia is responsible for the strategic direction to the overall SAGE Asia Pacific sales and marketing initiatives, as well as the development of sales and marketing goals and objectives for SAGE’s online products. Her role also involves engaging in high level discussions with Librarian Directors, exploring opportunities to collaborate and promote Open Access. Rosalia also sits on the board of directors of SAGE Asia-Pacific. She is passionate about publishing and which she sees as a means of educating the future leaders and researchers of the world. Rosalia has previously worked for McGraw Hill, Pearson Education, Wiley and Elsevier and has experience in various aspects of publishing; from customer service and acquiring journals, books and journals/library sales to marketing and foreign rights management.
## CONFERENCE BRIEF

**Tuesday, July 11 (DAY 1)**

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<tr>
<td><strong>REGISTRATION AND ARRIVAL OF GUESTS</strong></td>
<td>07:30 am – 09:00 am</td>
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<tr>
<td><strong>PLENARY SESSION</strong></td>
<td>09:00 am – 01:00 pm</td>
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<tr>
<td>National Anthems of Pakistan and Malaysia</td>
<td>09:00 am – 09:10 pm</td>
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<tr>
<td>Recitation from Holy Quran with translation</td>
<td>09:10 am – 09:15 pm</td>
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<tr>
<td>Inaugural Speech by Guest of Honor</td>
<td>09:15 am – 09:25 pm</td>
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<tr>
<td>Prof. Dr. Yusnidah Ibrahim, Asst. Vice Chancellor, College of Business, Universiti Utara Malaysia</td>
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<tr>
<td>Welcome Note by President of CSRC</td>
<td>09:25 am – 09:40 pm</td>
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<td>Prof. Dr. Hayat Muhammad Awan, Rector Air University Multan Pakistan</td>
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<td>Briefing By Conference Chair</td>
<td>09:40 am – 09:50 pm</td>
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<td>Assoc. Prof. Dr. Abdul Halim Abdul Majid, Universiti Utara Malaysia</td>
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<tr>
<td><strong>Keynote addresses</strong></td>
<td>09:50 am – 10:50 pm (20 Minutes)</td>
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<td>Prof. Dr. Che Ruhana Isa, Dean School of Business, Universiti of Malaya</td>
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<tr>
<td>Assoc. Prof. Dr. Nguyen Chu, University of Houston Texas, USA</td>
<td>(20 Minutes)</td>
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<tr>
<td>Rosalia da Garcia, SAGE Publishing UK, Singapore Office</td>
<td>(20 Minutes)</td>
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<tr>
<td><strong>TEA AND NETWORKING BREAK</strong></td>
<td>10:50 am – 11:15 am</td>
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<tr>
<td><strong>Panel Discussion</strong></td>
<td>11:15 am – 12:30 pm</td>
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<tr>
<td>Topic: Role of Curriculum of Higher Education for Responsible Business Leadership: Perspectives from Academia and Industry</td>
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<td>Discussants:</td>
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<td>Prof. Dr. Kuperan Viswanathan, Universiti Utara Malaysia, Malaysia</td>
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<td>Prof. Dr. Nor Hayati Ahmad, Utara Malaysia, Malaysia</td>
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<td>Tang Eng Tong, Suleyman, Management Consultant &amp; Entrepreneur</td>
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<td>Dr. Muhammad Iqbal bin Shaharom, Managing Director Daihatshu (M) Sdn. Bhd.</td>
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<td><strong>Moderator:</strong> Farouk Djellal, PhD Scholar, Universiti Utara Malaysia, Malaysia</td>
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<td>Vote of Thanks by the Conference Secretary</td>
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<td>Souvenir Distribution and Photo Session</td>
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<td><strong>CONFERENCE LUNCH/PRAYER TIME</strong></td>
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<td><strong>SAGE PUBLISHING’S WORKSHOP ON GUIDE TO GETTING PUBLISHED</strong></td>
<td>02:00 pm – 03:45 pm</td>
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<tr>
<td><strong>Discussant:</strong> Ms. Rosalia da Garcia, SAGE Publishing UK, Singapore office</td>
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<tr>
<td><strong>Moderator:</strong> Dr. Nira Hariyatie Hartani, Managing Editor, Journal of Governance and Development, Universiti Utara Malaysia</td>
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TEA AND NETWORKING BREAK
03:45 pm – 04:00 pm

PARALLEL SESSION 1
04:00 pm – 05:10 pm

Parallel Session 1.01: Sustainability Issues in Business Strategy in Emerging Economies
Ball Room 01

Parallel Session 1.02: Issues in Business Strategy in Emerging Economies: Leadership Theory and Practice
Ball Room 02

Parallel Session 1.03: Issues in Business Strategy in Emerging Economies: Accounting and Finance
Meeting Room 01

Parallel Session 1.04: Issues in Economic Theory and Policy in Emerging Economies
Meeting Room 02

Parallel Session 1.05: Issues in Business Strategy in Emerging Economies: Accounting and Finance
Meeting Room 03

Parallel Session 1.06: Issues in Business Strategy in Emerging Economies: Entrepreneurship
Meeting Room 04

PARALLEL SESSION 2
05:15 pm – 06:30 pm

Parallel Session 2.01: Issues in Business Strategy in Emerging Economies: Accounting and Finance
Ball Room 01

Parallel Session 2.02: Issues in Business Strategy in Emerging Economies: Accounting and Finance
Ball Room 02

Parallel Session 2.03: Issues in Social Sciences: Education, Psychology, Sociology and Social Work
Meeting Room 01

Parallel Session 2.04: Issues in Business Strategy in Emerging Economies: Management
Meeting Room 02

Parallel Session 2.05: Issues in Business Strategy in Emerging Economies: Marketing
Meeting Room 03

Parallel Session 2.06: Issues in Social Sciences
Meeting Room 04
## CONFERENCE BRIEF

**Wednesday, July 12 (DAY 02)**

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<tr>
<td>08:00 am – 08:30 am</td>
<td><strong>REGISTRATION</strong></td>
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<td>08:30 am – 09:30 am</td>
<td><strong>PARALLEL SESSION 3</strong></td>
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<td>Parallel Session 3.01: Issues in Social Sciences</td>
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<td>Meeting Room 01</td>
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<td>Parallel Session 3.02: Issues in Business Strategy in Emerging Economies: Accounting and Finance</td>
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<td>Meeting Room 02</td>
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<td>09:30 am – 10:30 am</td>
<td><strong>PARALLEL SESSION 4</strong></td>
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<td>Parallel Session 4.01: Issues in Business Strategy: Finance and SMEs</td>
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<td>Meeting Room 01</td>
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<td>Parallel Session 4.02: Issues in Business Strategy: Management</td>
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<tr>
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<td>Meeting Room 02</td>
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<tr>
<td>10:30 am – 11:00 pm</td>
<td><strong>TEA BREAK AND NETWORKING BREAK</strong></td>
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<tr>
<td>11:00 am – 03:30 pm</td>
<td><strong>PENANG CITY TOUR</strong></td>
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PRE-CONFERENCE WORKSHOP

SAGE Publishing’s Simple Guide to Writing an Article by Rosalia da Garcia
02.00 pm – 03:45 pm at Main Ball Room

TEA BREAK 03:45pm – 04:00pm

PARALLEL SESSION I – July 11 (DAY 01)
04:00 pm – 5:10 pm

Parallel Session 1.01: Sustainability Issues in Business Strategy in Emerging Economies
Room: Ball Room 01
Session Chair: Prof. Dr. K. Kuperan Viswanathan Coordinator: Dr. Waeibrorheem Waemustafa
Time: 04:00 – 05:10 (Day 01)
Measuring Sustainable Service Quality of Malaysian Water and Sewerage Companies: A Pilot Study (MYMS-53). Abrari Salleh, Universiti Teknologi Malaysia, Sha’ri Mohd Yusof, Universiti Teknologi Malaysia; Norazli Othman, Universiti Teknologi Malaysia.
Presenter(s): Abrari Salleh

Sustainability Reporting by Firms in the Nigerian Economy: Social versus Environmental Disclosure (MYEC-55). Alhassan Haladu, Universiti Utara Malaysia; Basariah Bt. Salim, Universiti Utara Malaysia.
Presenter(s): Alhassan Haladu

The Moderator Effect of Internal Control System on the Relationship between Environmental Turbulence and Firm Performance in Jordan (MYMS-74). Diala Jehad Ershaid, Universiti Utara Malaysia; Akilah Bt Abdullah, Universiti Utara Malaysia; Mudzamir Bin Mohamed, Universiti Utara Malaysia.
Presenter(s): Diala Jehad Ershaid

Disclosure of Information in the Company’s Annual Reports: A Bibliometric Analysis (MYAF-77). Azrul Abdullah, Universiti Teknologi MARA; Waeibrorheem Waemustafa, Universiti Utara Malaysia; Hamdan Mat Isa, Universiti Teknologi MARA.
Presenter(s): Waeibrorheem Waemustafa

The Role of Ethical Leadership in Online Sustainability Reporting: A Study on Malaysia (MYMS-67). Nazahah Rahim, Universiti Utara Malaysia; David Biggs; University of Gloucestershire England; Doaa Aly, University of Gloucestershire England.
Presenter(s): Nazahah Rahim
Parallel Session 1.02: Issues in Business Strategy in Emerging Economies: Leadership Theory and Practice
Room: Ball Room 02
Session Chair: Assoc Prof. Dr. Abdul Halim Abdul Majid
Coordinator: Dr. Onuma Suphattanakul
Time: 04:00 – 05:10 (Day 01)
Lessons from the Major Leadership Theories in Comparison to the Competency Theory for Leadership Practice (MYMS-10). Chow Tong Wooi, University Putra Malaysia; Lailawati Mohd. Salleh; University Putra Malaysia; Ismi Arif Ismail, University Putra Malaysia.
Presenter(s): Chow Tong Wooi

The Role of Leaders’ Emotional Labor Strategies towards Leadership Effectiveness: Moderating Role of Psychological Capital (MYMS-29). Qasim Ali Nisar, Universiti Utara Malaysia; Sania Noreen, University of Sargodha Gujranwala Campus; Muhammad Sajjad Hussain, Universiti Utara Malaysia; Muhammad Azeem, Universiti Utara Malaysia.
Presenter(s): Qasim Ali Nisar

The Role of Transformational Leadership in Effective Strategic Implementation with the Moderating Effect of Organizational Culture (MYSP-65). Onuma Suphattanakul, Prince of Songkla University Thailand.
Presenter(s): Onuma Suphattanakul

The impact of Transformational Leadership and the Mediating Effect of Employees’ Perception of Organizational Change on Affective, Normative and Continuance Commitment (MYMS-90). Joshua Teck Khun Loo, DISTED College Penang, Malaysia; Pey Huey Lee, TAR University College, Malaysia; Ai Loon Low, SEGi College Penang, Malaysia.
Presenter(s): Joshua Teck Khun Loo & Pey Huey Lee

Influence of Transformational Leadership on Knowledge Hiding: Mediating role of Organizational Psychological Ownership: A Propose Framework (MYMS-104). Sahnun Ladan, Universiti Utara Malaysia; Norani Nordin, Universiti Utara Malaysia; Belal H. M, Universiti Utara Malaysia.
Presenter(s): Sahnun Ladan

Parallel Session 1.03: Issues in Business Strategy in Emerging Economies: Accounting and Finance
Room: Meeting Room 01
Session Chair: Assoc. Prof. Dr. Sallahuddin Hassan
Coordinator: Dr. Ali Ali Al-Ansi
Time: 04:00 – 05:10 (Day 01)
Impact of Service Orientation on Financial Performance of Banking Sector of Pakistan: Examining the Mediating Role of Job Satisfaction (MYAF-18). Adeel Akhtar, Bahauddin Zakariya University Multan Pakistan; Zeeshan Mahmood, Bahauddin Zakariya University Multan Pakistan; Muhammad Kashif Nawaz, Bahauddin Zakariya University Multan Pakistan; Muhammad John Haider, National College of Business Administration & Economics, Multan, Pakistan.
Presenter(s): Adeel Akhtar

Effect of IT Knowledge and IT Regulations on External Auditors’ Performance: The Moderating Role of Audit Firm Size in Yemen (MYAF-133). Ali Ali Al-Ansi, Universiti Utara Malaysia; Nabil Ahmad Mareai Senan, Prince Sattam bin Abdul Aziz University, Saudi Arabia; Munadil Khaleel Faaeq, Universiti Utara Malaysia.
Presenter(s): Ali Ali Al-Ansi

Presenter(s): Sallahuddin Hassan

The Developing Country Perspective on Corporate Sustainability Reporting – Main Actors’ Views on the Current State of Affairs in Pakistan (MYAF-17). Zeeshan Mahmood, Bahauddin Zakariya University Multan Pakistan.
Presenter(s): Zeeshan Mahmood
The Effect of Comparative Study of Payment System between Malaysia and Republic of Tajikistan (MYAF-80).
Firdavsi Kholiqov, Limkokwing University of Creative Technology; Sara Ramzani, Limkokwing University of Creative Technology; Vallippan Raju, Limkokwing University of Creative Technology.
Presenter(s): Firdavsi Kholiqov

The Effect of Audit Committee Expertise and Meeting on Earnings Quality in Indonesian Listed Companies: A Conceptual Approach (MYAF-70).
Lidya Primta Surbakti, Universiti Utara Malaysia; Hasnah Binti Shaari, Universiti Utara Malaysia Hasan Mohammed Ahmed Bamahros, Universiti Utara Malaysia.
Presenter(s): Lidya Primta Surbakti

Parallel Session 1.04: Issues in Economic Theory and Policy in Emerging Economies
Room: Meeting Room 02
Session Chair: Prof. Dr. Imran Sharif Chaudhry
Coordinator: Dr. Wen Chiat Lee
Time: 04:00 – 05:10 (Day 01)

Choice between Domestic Debt or Foreign Debt: A case study of Pakistan (MYEC-87).
Muhamamd Ramzan Sheikh, Bahauddin Zakariya University Multan Pakistan.
Presenter(s): Muhammad Ramzan Sheikh

Influential trade of different countries with Pakistan (MYEC-142).
Muhammad Raza Aftab, Bahauddin Zakariya University Multan Pakistan.
Presenter(s): Muhammad Raza Aftab

Ibrahim Abdulhamid Danlami, Universiti Utara Malaysia; Mohammad Helmi Bin Hidthiir, Universiti Utara Malaysia; Sallahuddin Hassan, Universiti Utara Malaysia.
Presenter(s): Ibrahim Abdulhamid Danlami

Managing Fisheries Conflicts in Southeast Asia (MYEC-123).
Wen Chiat Lee, Universiti Utara Malaysia; K. Kuperan Viswanathan, Universiti Utara Malaysia.
Presenter(s): Wen Chiat Lee

Presenter(s): Yusuf Alkali Muhammad

Bello A. Ibrahim, North West University, Kano Nigeria; Musa Talba Jibrin, University of Maiduguri, Nigeria; Daud Mustafa, North West University, Kano Nigeria; Abubakar Jamilu Baita, North West University, Kano Nigeria.
Presenter(s): Bello A. Ibrahim

Parallel Session 1.05: Issues in Business Strategy in Emerging Economies: Accounting and Finance
Room: Meeting Room 03
Session Chair: Prof. Dr. Ku Nor Izah Ku Ismail
Coordinator: Dr. Jamal Mohammed Esmail Alekam
Time: 04:00 – 05:10 (Day 01)

Audit Committee Characteristics and Firm Performance in Oman (MYAF-76).
Hussein Ahmed Saleh Badhabi, Universiti Utara Malaysia; Ku Nor Izah Ku Ismail, Universiti Utara Malaysia.
Presenter(s): Ku Nor Izah Ku Ismail

Hannatu Yohanna Gimba, Universiti Utara Malaysia; Idawati Ibrahim, Universiti Utara Malaysia.
Presenter(s): Hannatu Yohanna Gimba

Presenter(s): Md. Shahin Mia

Audit Committee Characteristics and Firm Performance: Evidence from Malaysian Finance Companies (MYAF-122). Yahya Ali Al-Matari, Universiti Utara Malaysia; Ebrahim Mohammed Al-Matari, Universiti Utara Malaysia; Abdo Ali Homaid, Universiti Utara Malaysia.

Presenter(s): Yahya Ali Al-Matari

Financial Investigation and Forensic Accounting to Averting of Corporate Fraud (MYAF-59). Atul Bansal, Dilla University, Dilla, Ethiopia.

Presenter(s): Atul Bansal

Parallel Session 1.06: Issues in Business Strategy in Emerging Economies: Entrepreneurship

Room: Meeting Room 04

Session Chair: Assoc. Prof. Muhammad Nauman Abbasi

Coordinator: Dr. Abdulalem Mohammed

Time: 04:00 – 05:10 (Day 01)

The Influence of University Experience on Entrepreneurial Quality among graduate students in Malaysian Public Universities (MYMS-132). Shamsul Huda Abd Rani, Universiti Utara Malaysia; Bidayatul Akmal Mustafa Kamil, Universiti Utara Malaysia; Shamsul Hana Abd Rani, Universiti Utara Malaysia.

Presenter(s): Shamsul Huda Abd Rani

The Effect of Entrepreneurial Knowledge on the Third Age Entrepreneurial Intention (MYMS-63). Lamidi Yusuf, Universiti Utara Malaysia; Abdulrahman Muhammed, Universiti Utara Malaysia.

Presenter(s): Abdulrahman Muhammed


Presenter(s): Maryam Imam Ibrahim

The Role of Entrepreneurial Orientations in Talent Retention amongst Malaysian Engineers (MYMS-97). Idris Osman, Universiti Teknologi MARA; Fauziah Noordin, Universiti Teknologi MARA; Idaya Husna Mohd, Universiti Teknologi MARA; Koe Wei Loon, Universiti Teknologi MARA.

Presenter(s): Idris Osman

Investigating the Mediating Effect of Customer Orientation Strategy on the Relationship between CRM Technology and Hotel Performance: The Case of Hotels in Malaysia (MYMS-135). Abdulalem Mohammed, Universiti Utara Malaysia; Basri Rashid, Universiti Utara Malaysia; Shahruddin Tahir, Universiti Utara Malaysia.

Presenter(s): Abdulalem Mohammed

PARALLEL SESSION II – July 11 (DAY 01)
05:15 pm – 06:30 pm

Parallel Session 2.01: Issues in Business Strategy in Emerging Economies: Accounting and Finance

Room: Ball Room 01

Session Chair: Assoc. Prof. Dr. Nguyen Chu

Coordinator: Dr. Muhammad Yusuf Alkali

Time: 05:15 – 06:30 (Day 01)

The Influence of Environmental Supervisory Agencies on Environmental Information Disclosure in Nigeria (MYMS-52). Alhassan Haladu, Universiti Utara Malaysia; Basariah Bt. Salim, Universiti Utara Malaysia.

Presenter(s): Alhassan Haladu
Key drivers of Corporate Image: A Comparative Study of Conventional Banks and Islamic Banks (MYAF-20). Hayat Muhammad Awan, Air University Multan Campus, Pakistan; Rafia Faiz, University of the Punjab, Lahore Pakistan; Sahar Hayat; National University of Modern Languages, Multan Campus, Pakistan.  
**Presenter(s):** Hayat Muhammad Awan

**Presenter(s):** Abubakar Jamilu Baita

Empirical Study of the Relationship between Board of Director Mechanisms and Perceived Performance of Listed Firms in Nigeria (MYMS-110). Mohammed Nuhu, Universiti Utara Malaysia; Suleiman Muhammad Hussani, Ahmadu Bello University, Zaria Nigeria.  
**Presenter(s):** Mohammed Nuhu

**Presenter(s):** Mohammed Nuhu

Parallel Session 2.02: Issues in Business Strategy in Emerging Economies: Accounting and Finance  
**Room:** Ball Room 02  
**Session Chair:** Assoc. Prof. Dr José E. Muñoz, Jr.  
**Coordinator:** Dr. Bidayatul Akmal Mustafa Kamil  
**Time:** 05:15 – 06:30 (Day 01)  
**Malaysian Firms’ Shareholders’ Wealth Effect Following Cross-Border Acquisition (MYEC-109).** Md. Mahadi Hasan, Universiti Utara Malaysia; Yusnidah Bt Ibrahim, Universiti Utara Malaysia; Raji Jimoh Olajide, Universiti Utara Malaysia.  
**Presenter(s):** Md. Mahadi Hasan

An Alternative Explanation for Stock Price Increases among the S&P 500 Following a Stock Buyback Announcement (MYAF-62). José E. Muñoz, Jr., Point Loma Nazarene University, San Diego, USA.  
**Presenter(s):** José E. Muñoz, Jr.

**Presenter(s):** Umar Habibu Umar

Non-Monetary Incentives to Improve Job Performance: A Study at Property Company in Penang (MYMS-112). Nur Fatin Nazierah Abu Bakar, Universiti Utara Malaysia; Bidayatul Akmal Mustafa Kamil, Universiti Utara Malaysia; Siti Norasyikin Abd Hamid, Universiti Utara Malaysia; Shamsul Huda Abd Rani, Universiti Utara Malaysia.  
**Presenter(s):** Bidayatul Akmal Mustafa Kamil

Parallel Session 2.03: Issues in Business Strategy in Emerging Economies: Management  
**Room:** Meeting Room 1  
**Session Chair:** Assoc. Prof. Dr. Ismail Bin Lebai Othman  
**Coordinator:** Dr. Mohd. Amir Mat Samsudin  
**Time:** 05:15 – 06:30 (Day 01)  
**Develop and Engage the Islamic Banks’ Talents: A Preliminary Analysis (MYMS-131).** Bidayatul Akmal Mustafa Kamil, Universiti Utara Malaysia; Fatin Izzati Iqbal, Universiti Utara Malaysia.  
**Presenter(s):** Bidayatul Akmal Mustafa Kamil
The Relationship between Situational Inhibitors and Informal Learning amongst Accountants (MYMS-15). Muhammad Syahir Abdul Wahab, Universiti Utara Malaysia; Mohamad Hisyam Selamat, SEGi University Malaysia; Ram Al-Jaffri Saad, Universiti Utara Malaysia; Mohd. Amir Mat Samsudin, Universiti Utara Malaysia.
Presenter(s): Muhammad Syahir Abdul Wahab

The Relationship between Self-confidence, Self-remembrance and Sincerity among Staff towards Information Systems Outsourcing Success (MYMS-92). Mohd. Amir Mat Samsudin, Universiti Utara Malaysia; Mohamad Hisyam Selamat, SEGi University Malaysia; Ram Al-Jaffri Saad, Universiti Utara Malaysia; Muhammad Syahir Abdul Wahab, Universiti Utara Malaysia.
Presenter(s): Mohd. Amir Mat Samsudin

The Islamic Philosophical Perspective on Hajj Pilgrimage Management (MYSS-100). Musmuliadi Kamaruding, DRB HICOM University of Automotive Malaysia; Mohd Syahmir Alias, Universiti Sains Malaysia; Abg Mohd Razif Abg Muis, Universiti Sains Malaysia; Mohammad Zulfakhairi Mokhtar, Universiti Sains Malaysia.
Presenter(s): Musmuliadi Kamaruding

Overcoming Workplace Challenges: A Qualitative Study of Resilience Factors of Indonesian Women Factory Workers in Malaysia (MYSS-82). Ellys Juwita Purba, University Sains Malaysia; Syed Mohamad Syed Abdullah, University Sains Malaysia.
Presenter(s): Ellys Juwita Purba

Presenter(s): Ahmodu-Tijani Ismail Shola

Human resource practices and job satisfaction: Underlying mechanism of self-perceived English ability, motivation and Chinese Traditionality (MYMS-71). Mohammad Mahfuzur Rahman, Shandong University China; Kang-Hwa Shaw, Shandong University China
Presenter(s): Mohammad Mahfuzur Rahman

Room: Meeting Room 02
Session Chair: Prof. Dr. Ghulam Shabir
Coordinator: Dr. Md. Shahin Mia
Time: 05:15 – 06:30 (Day 01)
Students’ Use Behaviour of Learning Management Systems Sri Lankan Universities (MYEC-43). Sabraz Nawaz Samsudeen, South Eastern University of Sri Lanka; Fathima Rashida Mohamed South Eastern University of Sri Lanka; Mohamed Sameem Mohamed Aboobucker, South Eastern University of Sri Lanka.
Presenter(s): Sameem Mohamed Aboobucker

Stressors and Mental Health of Students at Private University in Malaysia (MYSS-50). Mohd Noor Azman Othman, Kolej Universiti Poly-Tech MARA; Mas Anom Rashid, Kolej Universiti Poly-Tech MARA; Abdul Razak Ibrahim, Kolej Universiti Poly-Tech MARA.
Presenter(s): Mohd Noor Azman Othman

Treatment of Pak-India Relations Issues in Indian Press Comparative Study of Editorials of “THE HINDU” & “THE TELEGRAPH” (MYSE-93). Ghulam Shabir, The Islamia University of Bahawalpur Pakistan; Abdul Wajid Khan, The Islamia University of Bahawalpur Pakistan; Ghulam Safdar, The Islamia University of Bahawalpur Pakistan; Adnan Malik, The Islamia University of Bahawalpur Pakistan.
Presenter(s): Ghulam Shabir

Presenter(s): Alfa Patrick Innocent


Presenter(s): Alfa Patrick Innocent

Protecting the Rights of E-consumers through Judicial Process in Nigeria: An Appraisal (MYSP-142). Muhammad Nuruddeen, Bayero University Kano, Nigeria; Yuhanif Bt. Yusof, Universiti Utara Malaysia; Nor Anita Bt. Abdullah, Universiti Utara Malaysia.

Presenter(s): Muhammad Nuruddeen

Parallel Session 2.05: Issues in Business Strategy in Emerging Economies: Management
Room: Meeting Room 03
Session Chair: Dr. Shamsul Huda Abd Rani Coordinator: Dr. Malak Aun
Time: 05:15 – 06:30 (Day 01)
The impact of electricity service quality on the performance of manufacturing SMEs in Nigeria (MYMS-26). Abdurrahman Muhammed, Universiti Utara Malaysia; Issa Abdulraheem, Kwara state University Malete Nigeria; Ismaila Yusuf, Kwara state University Malete Nigeria.

Presenter(s): Abdurrahman Muhammed

Moderating Role of Organizational Justice between Emotional Exhaustion and Job-related Outcomes: Longitudinal Study at Education Sector (MYMS-33). Ayesha Shahid, University of Sargodha Gujranwala Pakistan; Qasim Ali Nisar, Universiti Utara Malaysia; Muhammad Azeem, Universiti Utara Malaysia; Waseem Ul Hameed, Universiti Utara Malaysia; Sajjad Hussain, Universiti Utara Malaysia.

Presenter(s): Muhammad Azeem

Effective Reward System: A Sin qua non Towards Actualization of Training Effectiveness for Administrative staff of Public Tertiary Education Institutions in Nigeria (MYSP-91). Timothy Nmadu, Universiti Utara Malaysia; Samihah Khalil, Universiti Utara Malaysia.

Presenter(s): Timothy Nmadu

Empirical Investigation the Relationship between Strategic Orientations and SMEs Performance in Nigeria (MYMS-113). Halilu Bello Rogo, Universiti Utara Malaysia; Mohd Noor Mohd. Shariif, Universiti Utara Malaysia, Muhammad Haroon Hafeez, Universiti Utara Malaysia.

Presenter(s): Halilu Bello Rogo

The Factors that Influence Students’ Views on Self-Employment among Ikbn Students (MYMS-130). Wan Nur Syuhada Wan Ismail, Universiti Utara Malaysia; Shamsul Huda Abd Rani, Universiti Utara Malaysia.

Presenter(s): Shamsul Huda Abd Rani

Parallel Session 2.06: Issues in Business Strategy in Emerging Economies: Marketing
Room: Meeting Room 04
Session Chair: Assoc Prof. Dr. Ismail bin Lebai Othamn Coordinator: Dr. Muhammad Nauman Abbasi
Time: 05:15 – 06:30 (Day 01)
Consumer Attitudes & Purchase Intentions: Study of Consumer Buying Behavior towards Organic Food in Pakistan (MYMS-78). Muhammad Nauman Abbasi, Bahauddin Zakariya University Multan Pakistan; Sahibzadi Zartashia Abbasi, Allama Iqbal Open University Islamabad, Pakistan.

Presenter(s): Muhammad Nauman Abbasi
Factor Influencing of Re-patronage Behaviour toward Fast Food Restaurant: The Mediating Effect of Customer Satisfactions (MYMS-30). Luen Her Yap, Universiti Utara Malaysia; Chee Hee Hoe, Universiti Utara Malaysia; Shuhymee Ahmad, Universiti Utara Malaysia.

Presenter(s): Luen Her Yap

Development of Framework for Customer Acceptance of Internet Banking in Nigeria (MYMS-115). Imran Ibrahim Alasan, Limkokwing University, Malaysia; Zahir Osman, Limkokwing University, Malaysia; Ali Ibrahim Alasan, Limkokwing University, Malaysia.

Presenter(s): Imran Ibrahim Alasan & Ali Ibrahim Alasan


Presenter(s): Muhammad Sani Gawuna

A Conceptual Model of Predictors of SMEs’ performance in the context of Sudan (MYMS-36). Osman Elsheikh Abdelrahman, Universiti Utara Malaysia; Zarifah Bt Abdullah, Universiti Utara Malaysia; Zakaria Abas, Universiti Utara Malaysia.

Presenter(s): Osman Elsheikh Abdelrahman

The role of e-satisfaction on the relationship between e-banking adoption and its determinants (MYMS-140). Maruf Gbadebo Salimona, Universiti Utara Malaysia; Sany Sauri Mohd Moktharb, Universiti Utara Malaysia; Rushami Zien Bin Yussof, Universiti Utara Malaysia.

Presenter(s): Maruf Gbadebo Salimona
Wednesday, July 12 (DAY 02)

PARALLEL SESSION III – July 12 (DAY 02)
08:30am – 09:30am

Parallel Session 3.01: Issues in Social Sciences
Room: Meeting Room 01
Session Chair: Prof. Dr. Ghulam Shabir  Coordinator: 
Time:  08:30 – 09:30 (Day 02)
Overlapping Claim On EEZ In The Northern Area Of The Malacca Straits Between Indonesia And Malaysia : The Implications Of Unresolved Dispute (MYSP-94). Wildani Angkasari, Universiti Utara Malaysia; Kamarulnizam Abdullah, Universiti Utara Malaysia; Asmar Binti Abdul Rohim, Universiti Utara Malaysia; Mohammad Zaki Bin Ahmad, Universiti Utara Malaysia.
Presenter(s): Wildani Angkasari

The Security Impact of Sudanese Refugees on to the Host Community in Eastern Chad (MYSP-95). Hissein Araby Nour, Universiti Utara Malaysia; Mohd Ftri Bin Abdul Rahman, Universiti Utara Malaysia.
Presenter(s): Hissein Araby Nour

Presenter(s): Shahrizal Badlishah

ECOWAS, Good Governance and Collective Military Action in Liberia: A Post Conflict Assessment (MYSP-121). Abubakar Mohammed Sambo, Universiti Utara Malaysia; Muhammad Fuad Othman Othman, Universiti Utara Malaysia; Rusdi Omar; Universiti Utara Malaysia.
Presenter(s): Abubakar Mohammed Sambo

Work-family Role Conflict and Work-life Balance towards Work Sustainability (MYSS-107). Lawal Abdul Faragai, Universiti Utara Malaysia; Fahainsis Bt Mohd Yusof, Universiti Utara Malaysia.
Presenter(s): Lawal Abdul Faragai

Impact of Locus of Control on Depression of Elderly in Punjab, Pakistan: The Moderating Role of Religiosity: An empirical evidence (MYSS-68). Fatima Khurram, University Utara Malaysia; Zarina Saad, University Utara Malaysia; Yahaya Mahamood, University Utara Malaysia.
Presenter(s): Fatima Khurram

Parallel Session 3.02: Issues in Business Strategy in Emerging Economies: Accounting and Finance
Room: Meeting Room 2
Session Chair: Prof Dr Mohd Noor Mohd Shariff  Coordinator: Dr. Maria Abdul Rahman
Time:  08:30 – 09:30 (Day 02)
Moderating Effect of Access to Finance on Entrepreneurial Orientation, Market Orientation, Learning Orientation and SMEs Performance: A Proposed Model (MYSU-51). Mohd Noor Mohd Shariff, Universiti Utara Malaysia; Nifaosan Raden Ahmad, Universiti Utara Malaysia; Muhammad Haroon Hafeez, Bahauddin Zakariya University Multan Pakistan.
Presenter(s): Mohd Noor Mohd Shariff
Comparative Analysis of Universal Newborn Hearing Screening Programs in Malaysia, China and Philippines (MYMS-102).

Abdul Halim Abdul Majid, Universiti Utara Malaysia; Mohd Normani Zakaria, Universiti Sains Malaysia; Nor Azimah Chew Abdullah; Universiti Utara Malaysia.

Presenter(s): Abdul Halim Abdul Majid

Effectiveness of Strategic Orientation and Organizational Culture on Organizational Performance in Perspective of Organizational Commitment as a Mediator in the Pakistan Banking Sector (MYMS-134).

Ammar Ahmed, Universiti Utara Malaysia; Ismail bin Lebai, Universiti Utara Malaysia.

Presenter(s): Ammar Ahmed

Designing A Conceptual Framework on Health Food Consumption Patterns: Among Malaysian Consumers (MYMS-116).

Farouk Djermani, Universiti Utara Malaysia; Yaty Sulaiman, Universiti Utara Malaysia.

Presenter(s): Farouk Djermani

Impactibility Characteristics of Personal Empowerment on Women Borrowers’ Quality of Life, Bahawalpur, Pakistan. (MYEC-69).

Sana Fayyaz, Universiti Utara Malaysia; Roslan Abdul Hakim, Universiti Utara Malaysia; Shazida Jan Mohd Khan, Universiti Utara Malaysia.

Presenter(s): Sana Fayyaz

PARALLEL SESSION IV – July 12 (DAY 02)

09:30am – 10:30am

Parallel Session 4.01: Issues in Business Strategy: Finance and SMEs

Room: Meeting Room 01

Session Chair: Prof Dr Che Ruhana Isa

Coordinator: Dr. Jamal Mohammed Esmail Alekam

Time: 09:30 – 10:30 (Day 02)

The People’s Republic of China’s Interest Rate Pass-Through (MYEC-07).

Chu Nguyen, University of Houston-Downtown.

Presenter(s): Chu Nguyen


Malak Aoun, Universiti Utara Malaysia; Hassan Alaaraj, Universiti Utara Malaysia.

Presenter(s): Hassan Alaaraj

Determinants of the Internet Islamic Banking Services Adoption in Jordan (MYMS-141).

Loai Naser Mahmoud Alhawamdeh, Al-Madinah International University; Barjoyai Bardai, Al-Madinah International University.

Presenter(s): Hassan Alaaraj

Understanding Asnaf’s Sustainability through Effective Distributive Performance: A Conceptual Assessment (MYEC-127).

M Ashraf Al Haq, Universiti Utara Malaysia; Norazlina binti Abd. Wahab, Universiti Utara Malaysia.

Presenter(s): M Ashraf Al Haq

A Combination of Micro-Credit and Micro-Training with mediating role of Formal Education: A Micro-Enterprise Success Formula (MYAF-128).

Waseem-Ul-Hameed, Universiti Utara Malaysia; Tanveer Hussain, Universiti Utara Malaysia; Muhammad Azeem, Universiti Utara Malaysia; Muhammad Farhan Basheer, Universiti Utara Malaysia; Muhammad Arif, National College of Business Administration and Economics Pakistan.

Presenter(s): Waseem-Ul-Hameed

Effects of governance on the Environmental Kuznets Curve in South and South East Asian Countries (MYEC-05).

Abid Rashid Gill, Universiti Utara Malaysia.

Presenter(s): Abid Rashid Gill
Parallel Session 4.02: Issues in Business Strategy: Management
Room: Meeting Room 02
Session Chair: Assoc. Prof Dr Abdul Halim Abdul Majid
Coordinator:
Time: 09:30 – 10:30 (Day 02)

Influence of Awareness on SME’s Intention towards adoption of Islamic Finance in Pakistan (MYMS-86). Rabia Rasheed, Universiti Utara Malaysia; Maria Abdul Rahman, Universiti Utara Malaysia
Presenter(s): Maria Abdul Rahman

Impact of Supply chain linkages with BoP Firms in Host Markets on Market Knowledge of Managers in MNEs (MYMS-138). Sulaman Hafeez Siddiqui, Universiti Utara Malaysia; Ismail bin Lebai, Universiti Utara Malaysia.
Presenter(s): Sulaman Hafeez Siddiqui

Presenter(s): Zulaiha .A. Zubair

Examining the role of public relations departments in universities and their relationships with the graduates in Palestine (MYMS-89). Mohammed W. Almudallal, Universiti Teknologi Malaysia; Norhani Bakri, Universiti Teknologi Malaysia.
Presenter(s): Mohammed W. Almudallal

A Validity Study of Malay-translated Version of the Modified Caregivers Strain Index Questionnaire (M-CSI-M) (MYSS-81). Mohan S.Ramasamy, Universiti Putra Malaysia; Rahimah Ibrahim, Universiti Putra Malaysia; Zainal Madon, Universiti Putra Malaysia; Zarinah Arshat, Universiti Putra Malaysia.
Presenter(s): Mohan S.Ramasamy

TEA BREAK & Closing 10:30am – 11:00am
## Organizing Committee

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**Keynote Speakers**

Prof. Dr. Che Ruhana Isa, Dean School of Business and Accountancy, University of Malaya, Malaysia  
Assoc. Prof. Dr. Chu V. Nguyen, University of Houston Texas, USA. Rosalia da Garcia, SAGE Publishing UK, Singapore office.

**Panelists**

Prof. Dr. Kuperan Viswanathan, Universiti Utara Malaysia, Malaysia  
Prof. Dr. Nor Hayati Ahmad, Universiti Utara Malaysia, Malaysia  
Tang Eng Tong, Suleyman, Management Consultant & Entrepreneur  
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**Moderator:** Farouk Djellal, PhD Scholar, Universiti Utara Malaysia, Malaysia
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