

Relationship Between Hydration Status and Fluid Consumption In Basketball Athletes

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Abstract

Introduction: *In addition to nutritional needs, athletes also require good hydration and fluid consumption. The purpose of this study was to determine the athlete's perception of fluid requirement (hydration) and fluid consumption both during exercise and matches at 18-year-old male and female basketball athletes.*

Methodology: *This study used a quantitative method and population sampling. The subject in this study was Indramayu basketball athletes (N= 23) which followed region competition. The data collected comprises fluid consumption, hydration status, drinking habit consisting of the frequency, the type and the source of drink, and the knowledge about fluid. Drinking habit and water consumption and the knowledge of fluid are measured by using questionnaires "Food Beverage" and hydration status can be seen using PURI. The data were analyzed by the descriptive statistic and pearson correlation.*

Findings: *The research findings showed that (1) majority of research subjects are dehydrated, total of 23 athletes, 12 (52,2%) athletes are dehydrates and 11 (47,8%) athletes in good status and very dehydrated. (2) majority of research subject in fluid consumption is still lacking, 11 (47%) of the total respondents are in the category of less fluids consumption. (3) based on pearson correlation between fluid consumption and hydration status of $r_{xy} = -0.185$ with $p \text{ (sig.)} = 0,399$. It turns out $p > 0.05$; and the direction is negative (-); thus H_0 accepted and H_a rejected; so it can be concluded there is no significant negative relationship between the amount of fluid consumption and hydration status of Indramayu basketball athletes.*

Contribution: *This study contributed in providing knowledge about fluid consumption and hydration in basketball athletes. Recommendations were made that there is an arrangement on liquid consumption of athletes prior to, during and after training is needed.*

Keywords: Fluid Consumption, Hydration Status, Basketball Athletes

Introduction

Basketball athletes' achievement is influenced by several factors, one of which is related to nutrition. Among the important elements of nutrition is water. Inadequate fluid intake may affect fatigue, hydration status, and performance of an athlete. Fatigue can be experienced by all athletes in various sports, one of whom is a basketball athlete. The high intensity in basketball causes the athletes to often experience fatigue before the game is over. According to (Manz, Friderich MD, 2005), fatigue occurs because the amount of sweat that comes out during the game is not counterbalanced by sufficient fluid intake to maintain balanced bodily fluid so as to increase the risk of dehydration. Dehydration is excessive bodily fluids as a result of insufficient fluid replacement due to intake that does not meet the amount of fluid intake required by the body and an increased loss of water (Dougherty et al., 2006).

An athlete should pay attention to his/her physical condition every day in order to perform excellently in each match. While doing exercises to improve achievement in the field of sports, it is vital for every stakeholders to maintain a good diet. Therefore, the period before having a match or while doing exercises should be intended to improve the energy reserve system of the concerned athletes in order that at the time of the tournament, they already have high energy reserves. Insufficient fluid intake that causes dehydration is harmful to health and

increases the workload of the body. According to (Murray, B., 2007), while doing workouts, dehydration decreases the ability to concentrate and reaction speed, increases body temperature, and slows down the rate of energy production. Dehydration and reduced carbohydrate reserves are two main factors causing a decrease in body performance while doing workouts. Therefore, athletes/sports enthusiasts are expected to have a good drinking strategy to keep their body hydrated. With a variety of reasons ranging from 'feeling as if their stomach was carrying something heavy', 'feeling full' or 'afraid of having to go to the toilet often', many athletes and individuals do not think that adequate fluid intake before taking exercise/having a match is important.

According to (Emma Derbishire, 2013), the easiest and most accurate way to know the hydration status/level of the body before workouts is to look at the color and volume of urine while urinating. Urine with a bright color and large volume indicates a good hydration level, while urine with a dark color or which is turbid with small volume indicates a low hydration level. Ideally, during exercise or while having a match, it is advisable for athletes to drink water regularly to maintain the hydration level of the body. It is important for athletes to maintain the hydration level of their body through a regular fluid intake pattern both before and during workouts, and after doing workouts in order that the body functions can work well, especially thermoregulation (Hornery, D.J. et al., 2007). This regular fluid intake pattern is also expected that the amount of bodily fluid one loses during exercise/a match is not more than 2%, if so, this will cause performance of the body to reduce by 10%. Thus, it is imperative to do research into the Relationship between Hydration Status and Fluid Intake among Male and Female Athletes for the Category of Athletes Aged 18 Years Old Participating in "Kejurda" (Regional Championship) of Indramayu Regency.

Literature Review

Hydration

According to Murray, B. (2007), hydration refers to balanced bodily fluid and is an important requirement to ensure the functioning of body cell metabolism. While dehydration means lack of fluid in the body because the amount released is greater than the amount absorbed. Humans secrete fluid through breathing, sweat, urine and feces. The need for drinking water varies. It depends on age, sex, and activity. The body's total water needs are 1 milliliter per kilocalories of the body's energy needs. For example, the energy needs among teenagers and adults range from 1800 to 3000 kcal, so their fluid needs range from 1.8 to 3 liters a day. Generally, one third of it is met from food, so the consumption of water drunk directly is about 2 liters a day. Drinking fruit juice is one of the ways to meet the needs of bodily fluid. In addition to meeting the body's fluid needs, fruit juice also contains many antioxidants that are very important for health.

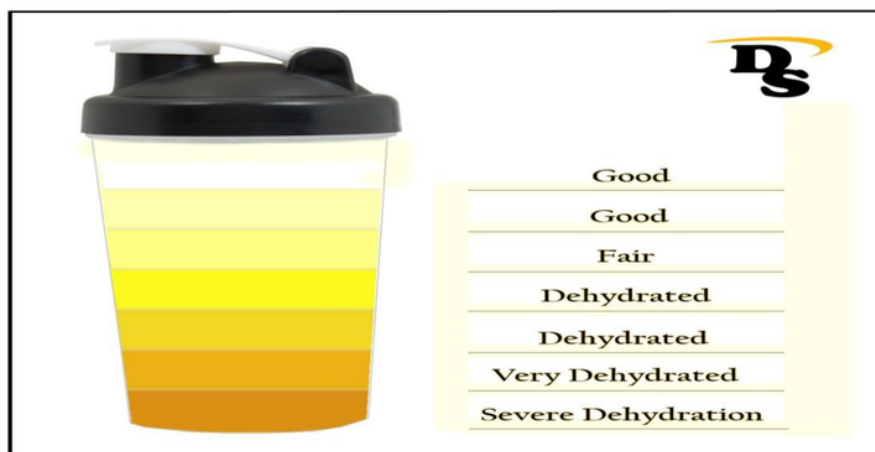
According to (P. Anastasio, 2001), hydration levels can be identified by the color of urine secreted. The following are guidelines to determine whether you suffer from acute dehydration or not. To ensure that one's body does not lack fluid, one can check the color of urine he/she secretes. The urine color level indicates the state and balance of water in the body. The Indonesian Doctors Association (IDI) has issued guidelines to detect one's

hydration level, which are called *PURI*, which stands for *Periksa Urin Sendiri* (check your urine yourself). These guidelines provide a table of urine colors, consisting of eight colors starting from a clear one to deep yellow. If the color of urine is clear, it indicates good hydration status. But, if it is deep orange, it means that the body needs to get more water intake immediately to replace bodily fluid released and to maintain balanced bodily fluid.

Hydration Status

Hydration status is a condition that illustrates the amount of fluid in one's body that can be detected by examining the urine color using the *Periksa Urin Sendiri* (PURI) card. The level of urine colors indicates the state and balance of water in the body. The Indonesian Doctors Association (IDI) has issued guidelines to detect one's hydration level, which are called *PURI*, which stands for *Periksa Urin Sendiri* (check your urine yourself). These guidelines provide a table of urine colors, consisting of eight colors starting from a clear one to deep yellow. If the color of urine is clear, it indicates good hydration status. But, if it is deep orange, it means that the body needs to get more water intake immediately to replace bodily fluid released and to maintain balanced bodily fluid. The urine color table is presented below.

Tabel 1: The urine color



Sumber: www.google.com/search?q=urin+colour+chart&client=firefox-a&rls=org

Fluid Needs of the Body

According to (Sunita Almatsir, 2005:220) the body can survive for weeks without food, but only a few days without water. Water or bodily fluid constitutes the main part of the body, i.e. 55-60% of the weight in adults or 70% of the lean body mass. This figure is greater among children. In the aging process, people lose water. The water content of a newborn baby is 75% of his/her weight and it decreases into 50% in the elderly. Most of such a loss consists of extracellular fluid.

The body water content is relatively different among humans, depending on the ratio between the muscle tissue to the fat tissue (Bompa. T.O, 1994). According to (W.L. Kenney et al., 2006) the body that contains relatively more muscles contains more water, and thus athletes have a higher water content than those who are

not an athlete, and the water content in men is higher than that in women and young people have a higher water content than parents. The metabolically active cells such as muscle cells and viscera (the organs inside the cavities of the body, such as the lungs, heart, and offal) have the highest water content, while cells of bone tissue and tooth tissue contain the lowest water content.

Fluid Needs While Doing Exercises/Having a Sports Match

According to (Manz, Friderich.MD, 2005), in addition to functioning as an early measure to prevent dehydration, sufficient fluid intake prior to exercises/ having a match will have a good effect on the body when it perform physical activities such as (1) to keep sweat breaking out properly, (2) to keep the body heat regulation (thermoregulation) running normally, (3) to maintain the energy metabolism process, (4) to reduce the risk of heat stroke. During 3 hours to 15 minutes prior to workouts, drinking mineral water can be an option, but if the exercise/sports match will last with high intensity or for a long period of time such as tennis, badminton, football, basketball, marathon, cycling and so on, the addition of carbohydrates (glucose, sucrose, and maltodextrins) or less condensed fruit juice besides mineral water can be an ideal choice as they do not only help maintain the hydration level but also provide benefits to increase energy reserves, prevent hypoglycemia (decreased blood glucose), and maintain body performance while doing workouts (Djoko Pekik Irianto. 2006: 56).

Studies and research findings show that athletes/individuals who start their workouts/ match with a good body hydration level will have more optimal endurance, speed of responses or reactions, and performance. This is why a good hydration strategy is an integral part for the world's professional athletes not only to maintain their sports performance but also to keep their body healthy.

Fluid Needs After Doing Exercises/Having a Sports Match

Fluid or water can be said to be the most important nutrient for the body. Human bodies can survive for about 3 days without food, but no more than 1 day without fluid (Derbyshire, Emma. Dr, 2013). Similarly, while doing workouts, a reduced amount of bodily fluid due to sweating is one of the factors that cause fatigue and decreased performance. According to (Cerika Rismayanthi, 2014), the rate of sweat release varies between individuals. Besides the influence of external factors such as workout intensity (low, medium, high), workout duration, temperature, and environmental conditions during workouts, the amount of sweat secreted will also be influenced by the internal characteristics of individuals such as genetic factors, body weight, and fitness levels.

According to (Moston, Muska. 1992), on the average the rate of sweat secreted during workouts at the competitive level ranges from 0.4 to 1.4 L per hour or under extreme conditions it may reach 0.4 to 2.6 L per hour. Ideally, during exercises or while having a match, it is advisable for athletes to drink water regularly to maintain the hydration level of the body. (Hornery, D. J. et al., 2007) state that with a fluid intake pattern, it is

expected that decreased bodily fluid after exercises/a match can return to normal. The following are guidelines for fulfillment of fluid needs after doing exercises or having a match:

- a. After doing exercises or having a sports match, there are 2 factors that must be quickly replenish in the body, namely fluid to replace the sweat breaking out and carbohydrates to replenish the 'fuel' reserves used while doing workouts.
- b. Drink at least 1 to 1.5 L of fluid for each 1 kg reduction in the body weight.
- c. Drink gradually in the interval between 0 to 2 hours after workouts. Drink choices: water, sports drink, or (dilute) fresh fruit juice.
- d. Sports drink and (dilute) fresh fruit juice can simultaneously supply carbohydrates and fluid quickly to the body.
- e. Another alternative to supplying carbohydrates and fluid to the body is the combination of fresh fruit and water. Choose fresh fruit that can be absorbed by the body quickly so it is more optimal in replacing energy after workouts such as papaya, watermelon, banana, raisins.
- f. Look again at the urine color to ensure a good hydration level.

Methodology

This is correlation research employing a mix method design because the data were collected and then processed using two methods, namely qualitative and quantitative methods. The quantitative method was performed in the analysis of fluid intake, while the qualitative method was performed to determine hydration status among basketball athletes by performing PURI (*Periksa Urin Mandiri*) measurement. The research population consisted of all male and female basketball athletes participating in "Kejurda" (Regional Championship) of Indramayu Regency for the category of athletes aged 18 years old. The sampling technique used in this research was population sampling as the whole research population was employed as the research sample. The research population consisted of male and female basketball athletes belonging to the category of athletes aged 18 years old in Indramayu Regency, with a total of 24 athletes.

Research and Findings

Hydration Status

Determination of hydration status of the respondents in this research was based on results of the urine color test. Urine sampling was done after the athletes finished competing in a basketball match, then the urine color was compared with the urine color indicator, with the following description: 1 to 2 indicates good hydration status, 3 indicates moderate hydration status, 4 to 5 indicates dehydration, 6 indicates fairly severe dehydration, and 7 indicates severe dehydration. Based on the frequency distribution above, it is known that from 23 research respondents, 2 (8.7%) had good hydration status; 5 (21.7%) had moderate hydration status; 12 (52.2%) experienced dehydration; and 4 (17.4%) experienced fairly severe dehydration. The data suggest that the majority

of athletes participating in the Regional Championship for the category of athletes aged 18 years old, i.e. by 52.2% experienced dehydration. Thus, it can be concluded that the hydration status of athletes participating in the Regional Championship aged 18 years old falls into the dehydration category. Frequency distribution of hydration status of athlete of the 18th Anniversary of Birth Attendance can be seen in diagram 1 below.

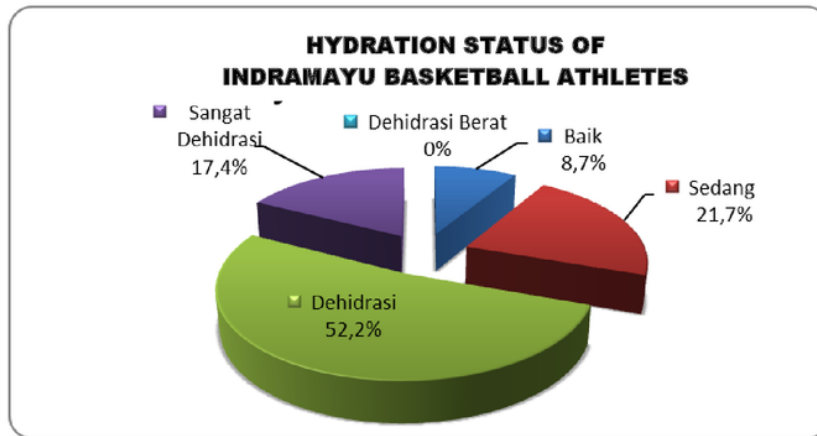


Figure 1. Status of Athlete Hydration

Fluid Intake

The fluid intake assessment of athletes participating in the Regional Championship aged 18 years old in this research was performed using the instrument of Food Beverage questionnaires, followed by calculation of the amount of fluid intake. The amount of fluid intake recommended by the Institute of Medicine for a male athlete ranges from 19 to 20 glasses per day which are equivalent to 4.75 liters to 5 liters per day, while for female athletes, it ranges from 14 to 15 glasses per day which are equivalent to 3.5 to 3.75 liters per day. The total fluid intake is divided into three categories, i.e. insufficient fluid intake, sufficient fluid intake, and excessive fluid intake. The data on the fluid intake frequency distribution of athletes participating in the Regional Championship aged 18 years old can be seen in Table 1 below.

Table 2. Fluid Intake Frequency Distribution Based on Fluid Intake Categories of Athletes Participating in the Regional Championship Aged 18 Years Old

Sex	Amount of Fluid Intake (Liters/Day)	Fluid Intake Category	Frequency	
			f (n)	%
Male	< 4.75	Insufficient	7	30.4
	4.75-5	Sufficient	1	4.4
	>5	Excessive	4	17.4
Total Amount			12	52.2
	< 3.5	Insufficient	4	17.4

Female	3.5-3.75	Sufficient	3	13
	>3.75	Excessive	4	17.4
Total			11	47.8
Cumulative Total Amount			23	100

The following table presents 2 distribution of frequency of liquid consumption in detail based on the type of fluid consumption.

Table 3. Frequency Distribution of Liquid Consumption Based on Liquid Type

Type of Drinking	Drink intensity	Number of Glass / Drink						Total
		0 f(n)	<3/4 f(n)	1 f(n)	1 1/2 f(n)	2 f(n)	> 2 1/2 f(n)	
Mineral Water	2+ times / days	0	0	0	0	0	2	2
	3+ times / days	0	0	1	0	0	20	21
Total		0	0	1	0	0	22	23
100% Fruit Juice	Never	10	1	1	0	0	0	12
	1x/ week	0	0	6	0	2	0	8
	2-3x/ week	0	0	1	0	1	0	2
	1x/ day	0	0	1	0	0	0	1
Total		10	1	9	0	3	0	23
Instant Fruit Juice	Never	3	4	0	0	1	0	8
	1x/ week	0	0	5	1	0	0	6
	2-3x/ week	0	0	7	1	0	0	8
	2+x/ day	0	0	1	0	0	0	1
Total		3	4	13	2	1	0	23
100% Vegetable juice	never	16	4	0	0	0	0	20
	1x/ week	0	0	1	0	0	0	1
	2-3x/ week	0	0	1	0	0	0	1
	1x/day	0	0	1	0	0	0	1
Total		16	4	3	0	0	0	23
MILK	never	1	0	0	0	0	0	1
	1x/ week	0	0	2	0	0	0	2
	2-3x/ week	0	0	4	0	1	0	5
	4-6x/ week	0	0	1	0	0	0	1
	1x/ day	0	0	9	0	0	0	9
	2+ x/ day	0	0	2	0	2	0	4
	3+ x/day	0	0	1	0	0	0	1
Total		1	0	19	0	3	0	23
Low Fat Milk	never	18	3	0	0	0	0	21
	1x/ week	0	0	1	1	0	0	2
Total		18	3	1	1	0	0	23
Soft Drink	never	5	0	4	0	2	0	11
	1x/ week	0	1	5	0	0	0	6
	2-3x/ week	0	0	1	1	3	0	2
	4-6x/ week	0	0	0	1	0	0	1

		5	1	10	2	5	0	23
Total								
Low	never	11	1	3	0	0	0	15
Sugar	1x/ week	0	0	5	0	0	0	5
Soft	2-3x/ week	0	0	3	0	0	0	3
Drink		11	1	11	0	0	0	23
Total								
Soft Drink	never	1	0	1	0	1	0	3
without	1x/ week	0	0	3	0	0	0	3
soda	2-3x/ week	0	0	4	1	0	0	5
(pop ice,	4-6x/ week	0	0	4	1	2	0	7
teh botol	1x/ day	0	0	2	0	1	0	3
dll)	2+x/day	0	0	1	0	0	0	1
	3+x/day	0	0	0	0	0	1	1
Total		1	0	15	2	4	1	23
Tea	never	0	0	1	0	0	0	1
Hot/Ice	1x/ week	0	0	5	0	0	1	6
	2-3x/ week	0	0	4	0	3	0	7
	4-6x/ week	0	0	5	0	2	0	7
	2+ x/ day	0	0	0	0	1	1	2
Total		0	0	15	0	6	2	23
Coffee	never	11	1	3	0	0	0	15
with	1x/ week	0	0	2	0	0	0	2
Cream	2-3x/ week	0	0	5	1	0	0	6
and Sugar								
Total		11	1	10	1	0	0	23
Drink Tea	never	14	1	2	0	0	0	17
and coffee	1x/ week	0	1	4	0	0	0	6
without	2-3x/ week	0	0	0	1	0	0	1
sugar								
Total		14	2	6	1	0	0	23
Drink	never	2	0	0	1	0	0	3
without	1x/ week	0	0	2	0	0	0	2
Alkohol	2-3x/ week	0	0	6	0	0	2	8
(sirup,	4-6x/week	0	1	4	1	2	0	8
nutrisari,	1x/day	0	0	1	0	0	0	1
dll)	3+x/ day	0	0	0	0	0	1	1
Total		2	1	13	2	2	3	23
Drink	never	3	3	1	0	0	0	7
Hipo/	1x/ week	0	0	5	0	1	0	6
Isotonik	2-3x/ week	0	0	2	2	0	0	4
	4-6x/ week	0	1	3	1	2	0	7
Total		3	3	11	3	3	0	23
Energy	never	15	1	3	0	0	0	19
drink	1x/ week	0	0	1	1	0	0	2
	2-3x/ week	0	0	1	0	0	0	1
	4-6x/ week	0	0	0	0	0	1	1
Total		15	1	5	1	0	1	23
Fruit Ice	never	21	0	2	0	0	0	23
Total		21	0	2	0	0	0	23

Coconut	never	21	0	0	0	0	0	21
water	2-3x/ week	0	0	2	0	0	0	2
Total		21	0	2	0	0	0	23

Based on the frequency distribution for the intake of kinds and types of fluid above, it is revealed that the beverage consumed the most by the respondents is mineral water, i.e. as many as 20 respondents with the intensity of more than 3 times per day, more than 2 glasses and a half every time they drank. As for the beverages consumed the least by the respondents are energy drinks, low-fat milk, *es doger*, and iced coconut water, i.e. by more than 80% of the respondents with the intensity of “never” or “rarely” (less than 1 times per week), a maximum of less than 1 glass.

The beverages whose average consumption intensity falls into the category of “drunk often” (at least once a day) are mineral water and milk. Beverages whose average consumption intensity falls into the category of “drunk occasionally” (a maximum of 4 to 6 times per week) are packaged fruit juice, sweet tea, non-alcoholic beverages (syrup, *fruit tea*, *nutrisari*, etc.), and soft drinks without soda. As for the beverages whose average consumption intensity falls into the category of “drunk rarely or never” (a maximum of once a week), they are 100% fruit juice, vegetable juice, low-fat milk, low-sugar soft drinks, coffee with creamer, sugarless coffee or tea, hypo/isotonic drinks, energy drinks, *fruit ice*, and coconut water.

Discussion of the Research Findings

Results of the analysis of research data indicate that fluid intake of basketball athletes participating in the Regional Championship belonging to the category of athletes aged 18 years old falls into the insufficient category. A total of 11 respondents (47.8%) of the total respondents consisting of 7 male respondents and 4 female respondents showed insufficient fluid intake. This may result from the athletes’ insufficient knowledge of fluid intake requirement. Based on the data on fluid intake of basketball athletes participating in the Regional Championship belonging to the category of athletes aged 18 years, there are 3 types of fluid which the respondents usually often consumed, namely mineral water, milk, and sweet tea. As for the type of fluid included in the category of “consumed sometimes”, there are 5 types, namely genuine fruit juice, genuine vegetable juice, packaged fruit juice, soft drinks without soda, and non-alcoholic beverages. The fluid that is included in the category of “consumed rarely or by never” by the respondents consists of 6 types, namely low-fat milk, soft drinks, low-sugar soft drinks, coffee with cream and sugar, hypo/isotonic drinks, and energy drinks.

Results of the research hypothesis testing indicate that there is no significant relationship between the amount of fluid intake and hydration status among basketball athletes participating in the Regional Championship belonging to the category of athletes aged 18 years. However, statistics show a negative correlation ($r = -0.185$), which means that the higher the fluid intake is, the closer the hydration status value to a low scale is, i.e. by 1, which indicates better hydration status. The null hypothesis which states that there is no significant relationship between the amount of fluid intake and hydration status among basketball athletes participating in the Regional

Championship belonging to the category of athletes aged 18 years may be rejected by minimizing the effects of the other factors that may affect the results of this research.

According to Andayani (2013), a person's water needs are affected by age, gender, ambient temperature, physical activities, body size, or nutritional status. Gender, nutritional status, and other factors may influence these research findings. In addition, the null hypothesis is likely to be rejected if the research respondents only consume bodily fluid-adding fluid and do not consume fluid that can cause dehydration. According to the International Olympic Committee (IOC) in Penggalih & Hayati (2007:193), consuming coffee, tea, and alcohol in high doses can cause a decrease in bodily fluid because such drinks or fluid causes a diuretic effect. According to Putriana (2014: 15), carbonated beverages should be avoided because the gas contained in such beverages can make the stomach feel full, thus reducing the amount of fluid intake. Drinking water only does not stimulate the intention of drinking and can increase the amount of urine secreted and cause decreased intake and increased secretion. Recommended drinks to maintain hydration status are those that contain carbohydrates and electrolytes, such as fruit juice, vegetable juice, milk, and sports drinks. Respondents in this research did not only consume bodily fluid-adding fluid but also drinks or fluid that can reduce bodily fluid. Most of the respondents consumed mineral water and a few carbohydrates and electrolyte drinks. This may influence the **relationship between the amount of fluid intake and hydration status**.

Suggestions

It is necessary to control fluid intake among athletes before, during, and after having exercises. It is expected that athletes avoid or reduce the consumption of fluid that can lead to decreased bodily fluid and increase consumption of fluid that can increase bodily fluid such as fruit juice, vegetable juice, milk, and sports drinks. The following are recommendations to meet the need for fluid (hydration) during exercises/a match, namely:

- a. Drinking a sufficient amount regularly to avoid a decrease in body performance due to dehydration.
- b. Dehydration by 2% decreases body performance by 10-20%. Dehydration by 5% decreases the aerobic ability of the body by 30%.
- c. In order to avoid feeling as if the stomach was carrying something heavy, drinking 1-2 gulps regularly every 10-15 minutes is better than drinking a large quantity of water all at once.
- d. Do not wait until feeling thirsty. The ideal fluid intake pattern is to drink 100-150 ml every 10-15 minutes or each athlete can also decide the fluid intake pattern which suits best for them.
- e. Avoid beverages with diuretic effects such as coffee and tea and soft drinks as well.
- f. Choose the ideal sports drinks:
 - 1) Low-intensity workouts lasting for <45 minutes, drink mineral water
 - 2) Moderate-to-high intensity workouts lasting for > 45 minutes, drink sports drinks or (dilute) fruit juice
 - 3) Workouts for endurance lasting for > 45 minutes, drink sports drinks or (dilute) fruit juice.

- 4) Carbohydrates in sports drinks can speed up absorption of fluid, increase energy, and prevent hypoglycemia (decreased blood glucose). In addition, electrolyte minerals contained therein can also maximize rehydration during workouts and prevent muscle cramps.
- 5) Scientifically, sports drink consumption is also proven to help maintain performance and improve endurance and speed so that professional athletes drink it whether during exercises and while having a match.
- 6) Another alternative source of carbohydrates during workouts to increase energy is fresh fruit such as oranges, apples, bananas, or watermelons as what the world's professional tennis players, marathon athletes, and cycling athletes do.

Conclusions

An athlete needs to control his/her fluid intake before, during, and after exercises. It is necessary to increase consumption of fluid that can increase bodily fluid such as fruit juice, vegetable juice, milk, and sports drinks, and avoid or reduce the consumption of fluid that can cause decreased bodily fluid. In addition, it is necessary to educate athletes relating to fluid intake and hydration status in order that they can control their fluid intake to maintain good hydration. An athlete should pay attention to his/her physical condition every day in order to perform excellently in each match.

While doing exercises to improve achievement in the field of sports, it is vital for every stakeholders to maintain a good diet. Therefore, the period before having a match or while doing exercises should be intended to improve the energy reserve system of the concerned athletes in order that at the time of the tournament, they already have high energy reserves. Insufficient fluid intake that causes dehydration is harmful to health and increases the workload of the body. While doing workouts, dehydration decreases the ability to concentrate and reaction speed, increases body temperature, and slows down the rate of energy production. Dehydration and reduced carbohydrate reserves are two main factors causing a decrease in body performance while doing workouts. Therefore, athletes/sports enthusiasts are expected to have a good drinking strategy to keep their body hydrated. With a variety of reasons ranging from 'feeling as if their stomach was carrying something heavy', 'feeling full' or 'afraid of having to go to the toilet often', so many athletes and individuals do not think that adequate fluid intake before taking exercise/having a match is important.

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Pre-Conference and Post-Conference Training Workshops





AIC 2017

ASIA International Conference

3rd ASIA

INTERNATIONAL
CONFERENCE
2017

LAST DATE FOR ABSTRACT SUBMISSION
15 NOVEMBER 2017

PRE AND POST CONFERENCE WORKSHOPS

WORKSHOP 1

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

Prof. Dr. Amran Md Rasli

Universiti Teknologi Malaysia (UTM), Malaysia

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

Time: 9:00 AM to 11:00 AM

8 December 2017, UTM, Kuala Lumpur Campus.

WORKSHOP 2

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

Dr. Muhammad Imran Qureshi

Universiti Kuala Lumpur (UniKL), Malaysia

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

Time: 11:30 AM to 05:00 PM

8 December 2017, UTM, Kuala Lumpur Campus.

WORKSHOP 3

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

Prof Dr-Hab Jiří Jarmír Klemeš

ECOSSEdinburgh, Scotland. DPI UMISTManchester, England.
CPI The University of Manchester, UK.
CPI2University of Pannonia, Veszprém, Hungary
SPIL, NETME Centre, FME, BUT, VUT BRNO, CZ

Time: 9:30 AM to 12:30 PM

10 December 2017, UTM, Kuala Lumpur Campus.



UTM
UNIVERSITI TEKNOLOGI MALAYSIA



ASIA
ACADEMIA SOCIETY & INDUSTRY ALLIANCE

AIC 2017

ASIA International Conference

Conference Program

Schedule for 3rd ASIA International Conference 2017

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

Saturday, 9th December 2017

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

CONFERENCE GALA DINNER

AIC 2017

ASIA International Conference

Venue: Menara Razak, Universiti Teknologi Malaysia, Kuala Lumpur, Malaysia^a

Date: 9th December 2017

Time: 19:00 – 22:00 Hours

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

Dinner Theme: Connecting People Globally

Dinner Attire: Traditional Attire^a

Sunday, 10th December 2017

09:00 - 17:00	Virtual Conference
---------------	---------------------------

^a(The guests are requested to wear their own traditional attire)

WELCOME MESSAGE FROM CONFERENCE CHAIR

Professor Dr. Amran Rasli

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

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

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

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

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

GUIDE TO SESSION CHAIRS

Before Session

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

During Session

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

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Name	Affiliation
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Dr. Ahmad Raza Bilal	Superior University Lahore, Pakistan.
Dr. Muhammad Siddique	Department of Business Administration, University of Sargodha, Pakistan.
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Dr. Muhammad Tariq	Department of Economics, Abdul Wali Khan University Mardan, Pakistan.
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OUR KEYNOTE SPEAKERS



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



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



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



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

OUR DIGNITARIES



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



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



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



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



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



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



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



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



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



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



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

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Scopus

For further information please visit: <http://connectingasia.org/>
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4th ASIA International Conference 2018
(AIC-2018)



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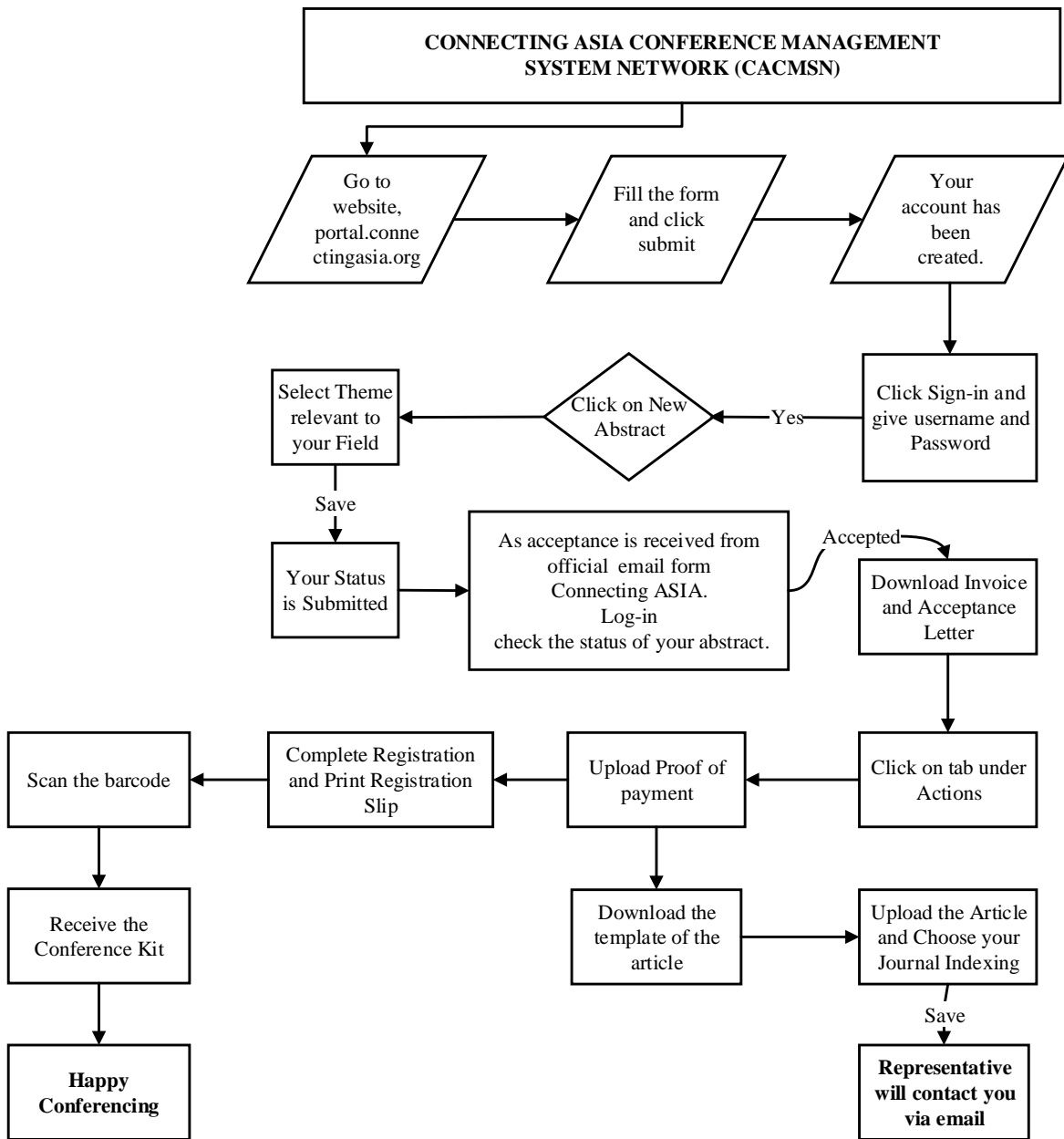
UTM
UNIVERSITI TEKNOLOGI MALAYSIA

Tentative Dates: 15-16 December 2018
Tentative Venue: UTM, Kuala Lumpur, Malaysia

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Event	Nature of Sponsorship	Participants for Award
1 st ASIA International Conference AIC 2015	Travel awards worth RM 15,000	15
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Abstract ID: AIC-2017-AMOS-13

ENVIRONMENTAL PROTECTION AS AN ETHICAL REQUIREMENT FOR COMMUNITY HEALTH

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Abstract

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

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

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SUSTAINABLE ENVIRONMENTAL MANAGEMENT IN NIGERIA: AN APPRAISAL

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Abstract

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

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

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

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UMS

Abstract

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

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

Abstract ID: AIC-2017-AMOS-26

BOARD CHARACTERISTICS AND CORPORATE ENVIRONMENTAL REPORTING IN NIGERIA

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Abstract

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

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

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

Abstract ID: AIC-2017-AMOS-29

INFORMATION MANAGEMENT AND FOOD SECURITY IN JIGAWA STATE, NIGERIA.

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-32

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

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Abstract

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

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

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

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Abstract

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

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

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

Abstract ID: AIC-2017-AMOS-36

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-42

A SWOT-AHP METHOD IN DEVELOPING OPTIMAL DISTRIBUTION STRATEGIES

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Abstract

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

Keywords: Swot; AHP; Distribution; Strategies

Abstract ID: AIC-2017-AMOS-44

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

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Abstract

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

Keywords: Instructional Supervision; TVET; Technical Colleges

Abstract ID: AIC-2017-AMOS-47

USING CONVERGENT AND DIVERGENT THINKING IN CREATIVE PROBLEM SOLVING IN MATHEMATICS

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Abstract

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

Abstract ID: AIC-2017-AMOS-53

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-54

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

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Abstract

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

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

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

Abstract ID: AIC-2017-AMOS-57

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-59

ELECTRONIC SERVICES AND CUSTOMER SATISFACTION

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-60

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-65

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

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Abstract

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

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

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

Abstract ID: AIC-2017-AMOS-66

ENABLING FACTORS OF GREEN ENTREPRENEURSHIP

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-73

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-76

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

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Abstract

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

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

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

Abstract ID: AIC-2017-AMOS-78

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

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Szabist-Isb

Abstract

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

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

Abstract ID: AIC-2017-AMOS-81

THE ADOPTION OF SUSTAINABLE GREEN PRACTICES AMONG MANUFACTURING SMES IN MALAYSIA

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UTAR

Abstract

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

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

Abstract ID: AIC-2017-AMOS-84

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

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Abstract

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

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

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

Abstract ID: AIC-2017-AMOS-98

SIX SIGMA ANALYSE PHASE FOR NEW PRODUCT DEVELOPMENT PROTOTYPE PROCESS IMPROVEMENT

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-99

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-100

DETERMINANTS OF SMES INVESTMENT IN THE GHANAIAN OIL AND GAS SECTOR

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-101

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-102

3D ELECTROSPINNING SCAFFOLD FOR DIRECTING STEM CELL FATE

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-103

FPGA BASED CONDITION MONITORING SYSTEM OF INDUSTRIAL MOTOR

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-104

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

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Abstract

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

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

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

Abstract ID: AIC-2017-AMOS-105

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-106

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-112

INTERPERSONAL CONFLICT MEDIATING BETWEEN TRUST, AMBIGUITY AND BURNOUT IN EMPLOYEES

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Abstract

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

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

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

Abstract ID: AIC-2017-AMOS-116

DOES FLOW EXPERIENCE REALLY MATTER AMONG HOTEL EMPLOYEES IN SARAWAK?

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-118

SUSTAINABILITY APPROACH FOR MITIGATING RISKS ASSOCIATED WITH COLD CHAIN LOGISTICS

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-119

NIGERIA MARITIME ECONOMY FUNCTIONALITY: CHALLENGES AND REMEDIES FOR SUSTAINABLE GROWTH

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-120

PAPER RECYCLING NETWORK OPTIMIZATION WITH CARBON EMISSION CONTROL

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-133

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-134

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

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Abstract

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

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

Keywords: Green Material; Risk; Reward

Abstract ID: AIC-2017-AMOS-140

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

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Abstract

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

Keywords:

Abstract ID: AIC-2017-AMOS-158

INVESTIGATION ON INTEREST OF INTERNET SHOPPING VIA BAYESIAN NETWORK

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Abstract

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

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

Abstract ID: AIC-2017-GDHEC-167

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-171

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

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Abstract

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

Keywords: Job Burnout; Customer Orientation; Supervisor Support

Abstract ID: AIC-2017-AMOS-172

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-183

INVESTIGATING THE RELATIONSHIP ON CO₂, ENERGY CONSUMPTION AND ECONOMIC GROWTH: A PANEL DATA APPROACH

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Abstract

In this study, empirical analysis is conducted to reveal the relationship of three variables: CO₂, energy consumption and economic growth. The analysis is based on 15 oil importing and exporting countries respectively. The main objectives are (1) to investigate the short-run relationship between pairs of variables using VAR Granger causality test; and (2) to reveal the long-run relationship based on three different models using panel unit-root and panel cointegration tests. The panel unit root tests indicate that each variable is integrated of order one, I(1). VAR Granger Causality shows evidence of a short-run relationship between the variables in both groups of countries. Furthermore, based on cointegration tests, the results reveal a long-run relationship in one of the models, which is stronger in export countries.

Keywords: CO₂ Emissions; Energy Consumption; Economic Growth

Abstract ID: AIC-2017-AMOS-186

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-187

A REVIEW ON PERFORMANCE MEASUREMENTS IN SUPPLY CHAIN RISK MANAGEMENT

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Abstract

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

Keywords: Supply Chain Management; Risk Management; Performance Measurements

Abstract ID: AIC-2017-AMOS-194

IMPACT OF ELECTRONIC BANKING USAGE: EVIDENCE FROM EXPECTATION CONFIRMATION MODEL

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Abstract

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

Keywords: Continuance Intention; Satisfaction; Usefulness; Confirmation

Abstract ID: AIC-2017-AMOS-195

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-196

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

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Abstract

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

Abstract ID: AIC-2017-AMOS-199

A REVIEW ON PROBLEM IN WELDING ALUMINUM ALLOY

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Abstract

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

Keywords: Aluminium Alloy; Welding; Grey Fuzzy Logic

Abstract ID: AIC-2017-AMOS-207

COORDINATION SYSTEM FOR INDONESIAN DISASTER RELIEF DISTRIBUTION OPERATIONS THROUGH INFORMATION SYSTEM

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-211

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

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Abstract

The aim of this research is to assess food security status among rural farming household in Daura local government area (LGA) of Katsina State in north-western Nigeria. Food security is global public goals thus the challenge of security food supplies at local, National and international levels are a global common problem that requires a food strategy. Food availability, food utilization and assess are the principle variables that define household food security and should guide intervention's. Primary data were collected from 100 households selected through multi-stage sampling procedure. The data was analyzed using frequency, percentage, food security gap and square food security gap. The result of the analysis indicated that 41.24% of the respondents fall within active age of 20-29 years, the same percentage (41.24%) had only secondary Education. Thirty eight percent (38.134%) engaged in crop farming as a primary occupation. The family size of 41.24% the respondents was between 4-6 persons, majority have an estimated annual income of less than or equal to 101,000-50,000 per annum (37.11%). Also the household with large family size, low income level and low of Education were mostly affected by food insecurity condition of eating once a day. Letting children to eat first and buying food on credit were among the coping strategy adopted by the respondents. Based on the result, the study recommended that farmers should be given informal education through extension service with a view to enhance their understanding of modern agricultural extension services should be strengthened with a view of educating farmers and rural households on the use of local resources to improve the nutritional status of their households.

Keywords: Analysis; Food; Security; Insecurity; Households

Abstract ID: AIC-2017-AMOS-213

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

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Abstract

The successes of ERP system in an organisation depend on knowledge transfer activities being made and the effectiveness of the transferred knowledge between the parties involved. It is important to determine a set of knowledge transfer activities that need to be done besides efforts undertaken by the organisation in ensuring ERP success. Currently, there is still lacking of standard knowledge transfer measurement and organisational support that impacted ERP system. Previous research has reported various factors impacted the transfer of knowledge in strategic alliances and joint venture. Nonetheless, organisational support is the least factor mentioned especially studies from Malaysia. Addresses this gap, the main purpose of this study is to develop a validated scale of organisational support in supporting knowledge transfer activities towards ERP system success. The study has adapted six stages of scale development and validation of measurement items according to legitimate measures. The measurement scales formed are based on literature review and field studies conducted to increase the reliability and validity values. Organisational support constructs were divided into Top Management Support, Communication and User Training and Education. A total of 16 items have been successfully established for further validation. Subconstruct User Training and Education getting lower Cronbach's α , 0.333, thus item OS13 was removed from the study. After deleted item OS13, Cronbach's α increased to 0.565 and total remaining items were 15.

Keywords: ERP Success; Knowledge Transfer; Organisational Support; Scale Development

Abstract ID: AIC-2017-AMOS-215

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

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Abstract

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

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

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

Abstract ID: AIC-2017-AMOS-221

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

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Abstract

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

Keywords: Constraints; E-Tourism; Tourism; Destination

Abstract ID: AIC-2017-AMOS-223

SOLVING PARALLEL MACHINE SCHEDULING PROBLEM WITH RELEASE DATES USING GENETIC ALGORITHM

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-246

MEASURING CUSTOMERS BRAND LOYALTY IN PAKISTAN

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-253

RESOURCE SHARING IN ACADEMIC LIBRARIES IN NIGERIA FOR SUSTAINABILITY

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Abstract

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

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

Keywords: Resource Sharing; Academic Libraries And Sustainability

Abstract ID: AIC-2017-AMOS-258

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-264

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

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Abstract

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

Keywords: Inbound Innovation; Outbound Innovation; Innovation Performance

Abstract ID: AIC-2017-AMOS-269

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

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Abstract

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

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

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

Abstract ID: AIC-2017-AMOS-295

A REVIEW OF KEY FACTORS AFFECTING UNIVERSITY BUILDING MAINTENANCE COST

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-297

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-298

FABRICATION AND CHARACTERIZATION OF COPPER AND COPPER SULPHIDE (CU-CU₂S) PHOTO ELECTROCHEMICAL SOLAR CELL

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Abstract

Until now, photovoltaic,the conversion of sunlight to electrical power has been dominated by solidstate junction devices, often made of silicon. But this dominance is now beenchallenged by the emergence of a new generation of photovoltaic cells. Thispaper discusses the fabrication and characterization of a photoelectrochemical(PEC) solar cell based on a single photo- cathode and metal counter electrode.Copper (i) oxide was prepared by thermal oxidation ofcopper foils at 932° C and sulphide in a 0.05 M concentration of sodiumsulphide (Na₂S), Copper sulphide (Cu₂S) was formed andused as photo –cathode while copper foil was used as the counter electrode.Both electrodes were immersed in different concentrations of sodium chloride(NaCl) electrolyte containing 0.1M Ferric chloride redox couples (Fe³⁺ /Fe²⁺)in a beaker. The cell was kept under solar illumination. When tested in theopen voltage Vo C and

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

Keywords: Redox couples, photoelectrochemical solar cell, photovoltaic

Abstract ID: AIC-2017-AMOS-301

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-302

INCREASING T-METHOD ACCURACY THROUGH APPLICATION OF ROBUST ESTIMATION

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Abstract

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

Keywords: T-Method; Prediction; Robust Estimations

Abstract ID: AIC-2017-AMOS-309

HEALTH RISK ASSESSMENT OF RAINWATER POLLUTANTS IN JENGA PAHANG, MALAYSIA

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-312

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

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Abstract

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

Abstract ID: AIC-2017-AMOS-316

ANALYSING BICYCLE ROUTE POTENTIAL TOWARD SUSTAINABLE TRANSPORT IN IPOH CITY

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-327

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-332

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

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Abstract

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

Keywords: Campus Sustainability; Operational Sustainability; Safety And Security

Abstract ID: AIC-2017-AMOS-333

ROLE OF PROJECT MANAGER IN RELATIONSHIP MANAGEMENT

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-337

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-357

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-367

SENTIMENTAL EFFECT OF SPECIAL ECONOMIC ZONES IN PAKISTAN

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Abstract

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

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

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

DEVISING A CULTURE POLICY TO ENHANCE CULTURAL AND CREATIVE INDUSTRIES.

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-386

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

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Abstract

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

Abstract ID: AIC-2017-AMOS-392

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-399

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-403

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-404

EVALUATING THE COST VERSUS BENEFIT OF BEAUTY

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PIDE

Abstract

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

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

Abstract ID: AIC-2017-AMOS-407

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-410

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

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Abstract

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

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

Keywords: Pro-Environmental Behaviour; Employee; Workplace

Abstract ID: AIC-2017-AMOS-411

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-415

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-420

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

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Abstract

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

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

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

Abstract ID: AIC-2017-AMOS-423

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

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Abstract

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

Abstract ID: AIC-2017-AMOS-424

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

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UTHM

Abstract

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

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

Abstract ID: AIC-2017-AMOS-427

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

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Abstract

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

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

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

Abstract ID: AIC-2017-AMOS-431

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-432

IMPROVEMENT OF SUSTAINABILITY IN CONSTRUCTION THROUGH ENERGY EFFICIENT BUILDINGS.

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-433

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

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Abstract

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

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

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

Abstract ID: AIC-2017-AMOS-435

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

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Abstract

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

Abstract ID: AIC-2017-AMOS-446

THE INNOVATION OF TRAFFIC SURVEY APPLICATION

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-449

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

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Abstract

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

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

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

Abstract ID: AIC-2017-AMOS-457

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

Corresponding Author: Lubna Azmi

Abstract

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

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

Abstract ID: AIC-2017-AMOS-458

UNIVERSITY-INDUSTRY COLLABORATION FRAMEWORK: INDIVIDUAL BEHAVIORS AND ACADEMIC ENGAGEMENT

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-460

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

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Abstract

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

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

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

Abstract ID: AIC-2017-AMOS-474

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-481

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-496

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-504

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

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Polytechnic

Abstract

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

Keywords: Information Technology Facility; Electronic Resources; Libraries

Abstract ID: AIC-2017-AMOS-513

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-515

HEAT TRANSFER MODEL FOR SKIN BURN INJURY AMONG FIRE FIGHTERS

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Abstract

Burn injury is the most common injury occur in firefighting. The purpose of the study is to assess the effectiveness of fire fighter's personal protective clothing by utilizing heat transfer model in finite element analysis. The model is in 2-dimensional quarter circle geometry representing the human limb as it is the most common area for burn injury. The study found the skin temperature increases significantly with the heat flux intensities. The heat flux of 1200W/m² causes to skin temperature 38.3C. Skin temperature will gradually rise at t = 0 second and approaches it's steady at t =198 seconds. The maximum air gap thickness reduces the heat stress effect. The reduction of 1 mm air gap thickness contributes to an increment of 0.2oC of the skin temperature.

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

Abstract ID: AIC-2017-AMOS-517

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

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Abstract

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

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

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

Abstract ID: AIC-2017-AMOS-519

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-522

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-525

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-559

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

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Abstract

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

Keywords: Workload; Disengagement; Social Support; Acadimicians.

Abstract ID: AIC-2017-AMOS-564

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-572

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

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Abstract

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

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

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

Abstract ID: AIC-2017-AMOS-586

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

Corresponding Author: Nighat Gul

Co-Authors: Tehseentahir, Mukhtarbibi And Sajid Mehmod Alvi

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-591

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

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Abstract

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

Abstract ID: AIC-2017-AMOS-599

CONTRACTOR SELECTION CRITERIA: A STUDY ON MALAYSIAN PUBLIC CONSTRUCTION PROJECTS

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Abstract

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

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

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

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

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

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Abstract

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

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

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

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

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

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

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

Abstract ID: AIC-2017-AMOS-617

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-618

PRACTICE SUSTAINABILITY IN HIGHER EDUCATION

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Universitas Ahmad Dahlan

Abstract

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

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

Abstract ID: AIC-2017-AMOS-624

TRANSITION FROM LOGISTICS TO ECO-LOGISTICS

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-630

ENTREPRENEURIAL PERCEPTION AS A VIABLE TOOL FOR CREATION NEW VENTURE

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-631

THE ROLE OF INSTITUTIONS OF HIGHER LEARNING TOWARDS ENTREPRENEURIAL MINDSET

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Abstract

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

Keywords: Entrepreneurial Mindset; Institutions Of Higher Learning

Abstract ID: AIC-2017-AMOS-632

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

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Abstract

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

Keywords: School Leadership; Teacher Performance; Teacher Work Motivation

Abstract ID: AIC-2017-AMOS-634

MULTIFACETED MEANING OF CORPORATE SOCIAL RESPONSIBILITY (CSR)

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-637

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

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Abstract

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

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

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

ENERGIZING WORKPLACE ENGAGEMENT WITH SPIRITUAL INTELLIGENCE

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-642

STATISTICAL STUDY ON ADOPTION OF ECOLOGICAL FOOD CONSUMPTION BEHAVIORS

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Abstract

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

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

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

Abstract ID: AIC-2017-AMOS-643

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

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Abstract

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

Keywords: Corporate Social Responsibility; NGO; Flood Mitigation

Abstract ID: AIC-2017-AMOS-649

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-663

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

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Abstract

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

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

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

Abstract ID: AIC-2017-AMOS-667

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-671

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-676

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-680

CONTINUOUS IMPROVEMENT BEHAVIOURS IN MALAYSIAN MANUFACTURING COMPANIES

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Abstract

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

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

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

Abstract ID: AIC-2017-AMOS-681

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

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Abstract

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

Keywords: Corporate Diversification; Firm Performance; South Asian Countries

Abstract ID: AIC-2017-AMOS-686

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

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Abstract

As the number of LTE 4G network subscribers increases, telecom operators must expand their coverage area to be able to serve the telecommunication needs of customers. Research on 4G LTE is still interesting to be studied because 4G LTE network is still developed. This study discusses the effect of the addition of e Node B to the coverage area of 4G LTE network. The research method used is survey, simulation. This research is done by taking data of telecommunication operator in north Balikpapan. From the research results for the 4G LTE network need to add 4 e Node B from 14 to 18 e Node B. By addition of e Node B number increased coverage area of 4G LTE network from 89.108 km² to 132km²

Keywords: 4G; LTE; E Node B

Abstract ID: AIC-2017-AMOS-693

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

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Abstract

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

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

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

Abstract ID: AIC-2017-AMOS-705

BUSINESS EVENT DESTINATION DETERMINANTS: MALAYSIA EVENT ORGANISERS PERSPECTIVE

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Abstract

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

Abstract ID: AIC-2017-AMOS-710

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-722

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-725

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-735

THE APLICATION OF WHATSAPP MESSENGER TO ENGGAGE PARENTAL INVOLVEMENT AT KINDEGARTEN

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-737

IMPACT OF GREEN SUPPLY CHAIN PRACTICES ON PERFORMANCE OF PAKISTANI FIRMS

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-753

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

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Abstract

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

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

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

Abstract ID: AIC-2017-AMOS-755

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-757

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-766

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-770

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

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Abstract

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

Keywords: Yard Crane; Vehicle Routing; Quadratic Assignment Problem

Abstract ID: AIC-2017-AMOS-782

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

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Abstract

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

Keywords: Waste; Added Value; Poka Yoke

Abstract ID: AIC-2017-AMOS-785

SCM PRACTICES DO COUNTRY FACTORS MATTER?

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Abstract

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

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

Keywords: Supply Chain; Practices; Manufacturing; Country Factors

Abstract ID: AIC-2017-AMOS-786

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-791

SUSTAINABILITY AND BOARD ATTRIBUTES IMPACT ON SHARE PERFORMANCE

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Abstract

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

Keywords: Sustainability; Board Attributes; Green Innovation

Abstract ID: AIC-2017-AMOS-792

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-794

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

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-795

PROMOTING RENEWABLE ENERGY TECHNOLOGIES FOR RURAL DEVELOPMENT IN NIGERIA

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Abstract

Currently a high proportion of the world's total energy output is generated from fossil fuels such as oil and coal. In general, the quest for an option to conventional power schemes for extension to remote and rural locations of developing countries like Nigeria arises from the high costs associated with the extension, as well as maintenance, of the power grid system to rural areas. It is universally accepted that fossil fuels are finite and it is only a matter of time before their reserves become exhausted. The need for supplementary or even alternatives that ideally will be non-depletable energy sources have since been recognized. These non-depletable energy sources are replenishable and are also referred to as renewable energy sources as they are available in cyclic or periodic basis. These include: Solar Energy which has estimated world wide average power potentials of 24 W /m² of the earth's surface; Hydropower, major sources which are still under developed, has an estimated potential of the range of 2-3 TW. Available also in limited areas of the world are Wind energy and Biomass. This paper reviews the availability of renewable energies and their current level of usage in rural communities of Nigeria with a view to put forward necessary policy measures that are essential in order to promote the use of these technologies.

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

Abstract ID: AIC-2017-AMOS-798

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

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

the concerns of BSCI are four major perspectives that translate a higher education institution's strategic management into a comprehensive set of highly performance through organizational climate consist of administrative system. This was based on comprehensive number (272) top administrators at eight selected universities in Malaysia peninsula based on purposive sampling and full-fledged Structural Equation Modeling (SEM) Software Analysis of Moment Structures (AMOS) version 20.0 was used on psychometric properties and hypothesis test of Balanced Scorecard Initiatives, Organizational climate on the Sustainability of Malaysian higher education institutions (SMHEI) variables. Using a comprehensive Balanced Scorecard Initiatives theory suggested by Kaplan and Norton (2004), this paper argues that Balanced Scorecard Initiatives provide a systemic strategy for the achievement of sustainability in Malaysian higher education institutions. It shows administrators fully understand the complexity of BSCI but adopting in MHEI not exists. However, finding reveal that organizational climate has no relationship with sustainability consistent with previous literature due to communication challenges and decision-making in HEI that needs further attention among the selected eight higher education institutions in Malaysia. This study provides a basis for the future study while the result cannot be generalized. This is because the study is limited to peninsular Malaysia that needs further investigation from both private and other public higher education institutions. The framework presented in this study can be used as the basis for the development of general framework of the Balanced Scorecard (BSC), organizational climate and in the sustainability of higher education institutions perspectives. This paper indicates the preliminary findings on the Balanced Scorecard Initiatives through the basis of its source – the Kaplan and Norton, as it first kind of research on the SMHEI through examine various literatures and validation of fit model.

Keywords: Balanced Scorecard; Sustainability; Organizational Climate; Higher Institution; Strategy; Performance; Malaysia

Abstract ID: AIC-2017-AMOS-800

DETERMINATION OF LIQUID PRODUCT DISTRIBUTION ROUTE USING CLARK AND WRIGHT SAVING AND TABU SEACRH ALGORITHM FOR A MILK INDUSTRY IN INDONESIA

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Abstract

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

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

Abstract ID: AIC-2017-AMOS-801

THE INFLUENCE OF ENTREPRENEURSHIP CAPABILITY TO MICRO AND SMALL BUSINESS GROWTH IN FISH PROCESSING INDUSTRY

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Abstract

This study aims to measure the entrepreneurship capability and its influence on business growth in the fish processing industry which is a supporter of the culinary industry. There are three dimensions of entrepreneurship capability included in the model: entrepreneurial skills, management skills, and technical skills, with each respective factor. The research was conducted in fish production center in West Java Indonesia, in 2017. The research method used was survey method by conducting sampling with Two Stage Cluster Random Sampling technique, the data used were primary and secondary data. Data analysis technique used Compound Annual Growth Rate (CAGR) to measure business growth, while to analyze the influence of entrepreneurship on business growth is used SEM (Structural Equation Model). The results showed that entrepreneurship capability significantly influenced to business growth at 95 percent confidence level.

Keywords: Entrepreneurship Capability; Business Growth; Processing Industry; Fish; West Java.

Abstract ID: AIC-2017-AMOS-802

BUSINESS MODEL ON FASHION BUSINESS STARTUP IN BANDUNG CITY, INDONESIA

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Abstract

This research is descriptive research, with qualitative and quantitative approach. The data used are secondary and primary data. Primary data is derived from 8 start-up business in Bandung city chosen intentionally, that is fashion business owned by ITB alumni in Bandung city. The data used is 2017 data. The main study is done by analyzing each business using Business Model Canvas that was initially proposed by Alexander Osterwalder, and reviewed about business process based on business model process according to Timmons & Spinelli.

Keywords: Business Model Canvas; Startup; Fashion; Bandung

Abstract ID: AIC-2017-AMOS-811 & FMM-394

A QUALITATIVE STUDY REGARDING THE LEADERSHIP TRAITS AND STYLES OF THE MILLENNIAL GENERATION IN THE MANUFACTURING INDUSTRY

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Abstract

In human-resource management, the motivations, expectations, strengths and weaknesses of employees are important factors in an organization. For these factors, the Millennial is a generation that awaits higher expectations than previous generations. The currently problems of leadership traits and styles are not well understood, especially businesses in Vietnam. This study deals with the behavior of the leaders in the place where they are working, Millennial take over the leadership role. The qualitative study aims to understand and explore key characteristics and styles of Millennial leaders. Interest groups are affected by advanced technology, new perspectives on teamwork, professional requirements among peers, and their management. This is of particular interest to researchers as it transforms into a leadership role within the company. The data analysis showed good saturation and supported some key characteristics of Millennial when employees move in to reach out to their leaders. Companies can measure the success of a group through established accountability. By example, commitment to positive reinforcement as a primary motivation is the current widespread tendency.

Keywords: Millennial Leadership Styles And Traits; Transformational Leadership

Abstract ID: AIC-2017-AMOS-819

ECO-INNOVATION AND FIRM PERFORMANCE: IS LEADERSHIP THE GAME CHANGER?

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Abstract

Environmental concerns have become more prominent than ever. There is a strong need to find solutions to manage the earth's natural resources including water as well as release of CO₂ gases, as a matter of urgency. Stakeholders' failure to effectively engage in climate change mitigation results in many other global risks. There is a strong need for organizations to immediately shift from the current business as usual attitude. Organizations, as the driving vehicles of economic growth, are expected to lead this new era. Technological, social and institutional innovations were identified as being the pillars of change towards sustainable development. The Application of future innovations with sustainability in mind (eco-innovation) will be a crucial factor in achieving sustainable development in industries. Eco-innovation has the ability to help organizations tackle rising environmental issues. Eco-driven innovation should be in full motion if organizations are to remain relevant in tomorrow's hyper competitive market place. Despite the increased popularity of eco-innovation, there is a lack of literature of level of eco-innovation practices and its impacts. How firms might develop and embed eco-innovations has received little attention. As research concerning eco-innovation converges, there is need for holistic models that go beyond understanding what the enablers or barriers companies face towards implementation. There is a strong need for eco-innovation models that can be related to organizational factors. Models that deal with strategic, structural and management factors are needed. Most of the current developed models are highly generalized and only few have been adapted to specific markets, segments or industries. Furthermore, models should also factor in the interaction of internal and external variables in context of eco-innovation. Hence this paper, through quantitative means, aims to present a conceptual model of eco-innovation that factors addresses the above shortfalls in current literature. Furthermore, this paper discusses future directions regarding eco-innovation model development.

Keywords: Eco-Innovation; Firm Performance; Environmental Sustainability; Board Characteristics;

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Abstract ID: AIC-2017-EIEF-7

BOARD CHARACTERISTICS AND DIVIDEND POLICIES AMONG PUBLIC LISTED COMPANIES: PRIOR AND POST NIGERIAN CODE OF CORPORATE GOVERNANCE REVISION

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Abstract

Dividend is a reward for providing finances to a firms and failure to pay it may lead to decrease in the share value of such firm. Moreover, sharing dividend to shareholders is an effective mechanism that minimizes agency problems between managers and shareholders. This study aims at examining the relationship between board characteristics and dividend payout among the Nigerian consumer goods listed companies. A sample of 11 Nigerian listed companies for the periods of ten (10) years (prior and post CCG revision) from Nigerian Stock Exchange is used. The paper examines the relationships between board size; non-executive directors; proportion of women directors on board, proportion of family members on board and dividend payout ratio among the Nigerian listed companies in the consumer goods sector of the Nigerian stock exchange. Data is solely collected from the secondary sources; using annual reports and accounts of the sampled firms. Also, the data collected was analyzed using Statistical Package for Social Science (SPSS) version 21. The study finds that, out of four (4) board characteristics variables. Three (3) are significantly related to dividend payout ratio. Thus: Board Size is found with significant and negative relationship with dividend payout ratio. While non-executive directors on board is found with significant but positive relationship with dividend payout ratio. Similarly, family members on board are also found significantly and positively related to dividend payout ratio, but women directors on board is found with insignificant and positive relationship with dividend payout ratio. Consequently, the study suggests that revision of corporate code of governance has increased the payment of dividend and reduced the retention of earnings in the consumer sector of the Nigerian stock exchange. Therefore, the study recommends that other sectors of the Nigerian stock exchange or the whole sector should be explored.

Keywords: Dividend; Family Members; Non-Executive Director; Women Directors

Abstract ID: AIC-2017-EIEF-9

AVOIDING INTEREST-BASED REVENUES WHILE CONSTRUCTING SHARIAH-COMPLIANT PORTFOLIOS: FALSE NEGATIVES AND FALSE POSITIVES

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Abstract

Shariah law prohibits investments in equities of companies for which interest income is a considerable source of revenue. In practice this is often enforced by prohibiting investments in firms for which the reported interest-based revenues exceed a predetermined percentage of the firm's total revenue. We investigate an alternative approach that consists of avoiding firms that are expected to have interest-based revenues exceeding the acceptable threshold over the investment horizon. We compare the traditional backward looking approach with the proposed forward looking analysis for the sample of S&P 500 firms over the period 1984-2015. Our results show that the forward looking approach outperforms the backward looking approach in terms of both less false positives (firms classified as compliant, when they are not) and false negatives (firms classified as not compliant, when they are compliant).

Keywords:

Abstract ID: AIC-2017-EIEF-10

TREASURY SINGLE ACCOUNT

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Abstract

A treasury single account (TSA) is an essential tool for consolidating and managing governments' cash resources, thus minimizing borrowing costs. In countries with fragmented government banking arrangements, the establishment of a TSA should receive priority in the public financial management reform agenda. Drawing on the lessons of the fund's work in several countries in establishing a TSA, this paper explains its concept, essential features and potential benefits. It also presents alternative models and approaches for designing a TSA that take into account specific country contexts as well as the preconditions and desirable sequencing for its successful implementations. Finally the paper mentioned some countries with examples from different regions in support of the analysis and recommendations.

Keywords: Concept; Design; Implementation Issues; Potential Benefits

Abstract ID: AIC-2017-EIEF-17

EFFECT OF (OPERATING AND FINANCIAL) LEVERAGE ON THE PROFITABILITY OF CHEMICAL SECTOR OF PAKISTAN

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Abstract

Economic condition of a country depends on how well its industries and businesses perform, due to which the factors affecting the profitability are always under the scope. This study aims to analyse the effect of DOL, DFL and DCL

values of 28 chemical companies of Pakistan for the years 2007 to 2013 on ROA, ROE and EPS. Using the correlation and regression analysis, the results show that operating and combined leverage have positive relationship with the profitability, while the financial leverage has negative relation. However, none of these relationships are statistically significant.

Keywords: Profitability, Leverage, DOL, DFL, DCL, Chemical, ROA, ROE, EPS

Abstract ID: AIC-2017-EIEF-20 & EIEF 15

ASSESSMENT OF GOVERNMENT INTERVENTION PROGRAMME TOWARDS POVERTY REDUCTION AT THE GRASSROOTS: EVIDENCE FROM NIGERIA

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Abstract

Poverty as a global phenomenon is said to manifest more at the grassroots of many nations. In Nigeria, Governments at both Federal and State levels develop programmes aimed at poverty reduction. Skills development has been reckoned as an effective method of reducing poverty, albeit at the grassroots levels. This study examines the effectiveness of a Government-Linked skills acquisition programme referred to as Local Apprenticeship Scheme (LAS) aimed at reducing poverty in Adamawa State, Nigeria. The study surveyed 352 respondents who were drawn using purposive random sampling technique from selected Local Governments Areas in Adamawa state, Nigeria. Structured questionnaire was administered to the sampled respondents and the data collected was analyzed using descriptive statistics and structural equation modeling (SEM) with the aid of AMOS version 20. The study reveals amongst others, that Local Apprenticeship Scheme contributes significantly to employment generation at the grassroots. Thus, it is recommended that Local Apprenticeship Scheme should target the real disadvantaged people in the society rather than politicizing the selection of beneficiaries. The Scheme should also be funded through statutory budgetary provisions.

Keywords: Poverty; Apprenticeship; LAS; Adamawa; Nigeria

Abstract ID: AIC-2017-EIEF-28

DEBT CONSTRAINT AND DEBT FACILITATE EXPROPRIATION TO PERFORMANCE MODERATED BY ASSET UTILIZATION EFFICIENCY

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Abstract

This research purposed to test debt constraint expropriation (DCE) and debt facilitates expropriation (DFE) condition when firm has higher or lower asset utilization. The use of debt in debt constraint expropriation (DCE) condition has a significant positive effect on company's market performance and it is higher for companies with high asset utilization efficiency than companies with low asset utilization efficiency. The use of debt in debt facilitate expropriation (DFE) condition has positive non-significant effect on the company's market performance and it is higher for companies with low asset utilization efficiency compared to companies with high asset utilization efficiency. This research uses moderated regression analysis (MRA) to examine the hypotheses, to test the moderating effect to the model, and Wald coefficient test to get the strength differences effect between moderating variable. The uses of debt in debt facilitate expropriation (DFE) condition has a negative effect on the company's market performance. The use of debt in debt constraint expropriation (DCE) condition has a significant positive effect on company's market performance and it is higher for companies with high asset utilization efficiency than companies with low asset utilization efficiency. This research contributes on rules of debt (capital structure) to firm's motivation of transferring wealth among shareholders and debt holders, vice versa.

Keywords: Debt; Expropriation; Asset Utilization Efficiency; Market Performance; Moderated Regression Analysis

Abstract ID: AIC-2017-EIEF-34

THE IMPACT OF DIVIDEND POLICY ON SHARE PRICE VOLATILITY IN THE CONTEXT OF BANKING SECTOR OF PAKISTAN

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Abstract

The study was conducted with a purpose to examine the relationship between dividend policy and share price volatility in the context of banking sector of Pakistan. Sample of 10 banks was selected from Pakistan Stock Exchange through convenient sampling. The panel data of ten banks for three years ranging from 2014-2016 has been used for analysis. Share price volatility (SPV) was used as dependant variable of the study. Dividend policy is used as an independent variable, whereas dividend yield (dy) and dividend payout (dpo) were used as proxy of dividend policy. Growth and size were used as control variable while analyzing the impact of dividend policy on share price volatility. The empirical results of the study showed significant negative relationship between dividend yield and share price volatility in the context of banking sector of Pakistan, while dividend payout showed insignificant relationship with dependant variable of the study. Growth has significant negative relationship with share price volatility, whereas size has insignificant relationship with share price volatility.

Keywords: Share Price Volatility; Dividend Yield; Dividend Payout; PSX

Abstract ID: AIC-2017-EIEF-39

VALUE CREATING DETERMINANTS OF ENTERPRISE RISK MANAGEMENT AND ITS ECONOMIC VALUE ADDED

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Abstract

The aim of this paper is to gain insights into the value creating determinants of enterprise risk management (ERM) implementation and its economic value added (EVA). Data for this study was collected using questionnaire survey and published reports of public listed companies. Empirical examination of the pertinent value creation hypotheses involves bivariate correlation and regression analysis in examining the association and impact of ERM implementation towards various factors of EVA measurement as well as value maximization elements. The results of the study reveal that ERM implementation significantly enhances the net operating profit after tax, return on invested capital; whilst reduces the cost of financial distress, cost of external financing, informational asymmetries, agency problem and the weighted average cost of capital of the companies. Nevertheless, the findings show insignificant relationship between ERM implementation and its impact on lowering the tax burden of the companies. This study contributes to the current literature on the value maximization theory of ERM by linking it with the measurement factors for economic value added analysis.

Keywords: Value Maximization Theory; Enterprise Risk Management; Economic Value Added.

Abstract ID: AIC-2017-EIEF-41

BOARD GOVERNANCE AND CAPITAL STRUCTURE: THE CASE OF DEVELOPING ECONOMICS

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Abstract

The objective of this research is to investigate whether the Board's Independent and Board size affect the capital structure. Unlike famous previous studies such as U.S., the current study is conducted in the developing country and adapting a Continental European Governance System. This study employs panel data analysis for 1981 observations of 283 Indonesian listed companies in the 2004-2010 periods. Beside governance structure, this study also employs several control variables: company profitability, company age, company size, company growth and audit quality. This paper finds that there is no role of governance structure in company capital structure. However, if the sample is split into pre and post revision of Indonesia's code corporate governance, there is a positive effect of Board Size on Capital Structure post-revision of Indonesia's code of corporate governance. Further, company profitability has a consistent effect on capital structure in three models. This study provides an empirical evidence on the effect of Board Size on capital structure in unique Continental European Corporate Governance system.

Keywords: Board Independent; Board Size; Capital Structure

Abstract ID: AIC-2017-EIEF-50

CONTRARIAN STRATEGIES IN DEVELOPING ASIAN COUNTRIES: DOGS OF THE DOW THEORY (DOD) VERSUS PUPPIES OF THE DOW THEORY (POD)

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Abstract

This paper tries to test the ability of Dogs of the Dow Theory (DoD) and Puppies of the Dow Theory (PoD) to outperform the market returns of the four developing Asian countries from 2000 until 2014. Although empirical findings indicate that these two strategies appear to outperform the individual markets respectively however the results of the t-test do not show them to be statistically significant. This paper further tests the capability of these trading strategies in beating the market return during economic crisis of 2002, 2008 and 2011. Empirical results across these developing Asian countries revealed that in long run, both DoD and PoD portfolios are still applicable despite of mixed performance throughout the economic crisis period. DoD and PoD trading strategies are able to beat the market returns in Malaysia and Thailand during those crises but not in the Chinese share market. In the case of the Indonesian share market, these two strategies outperform the market only during the year 2002 and 2008 crises. Results of the t-test between the abnormal returns of the two strategies appear to be insignificant. This implies that the effectiveness of two strategies remain inconclusive.

Abstract ID: AIC-2017-EIEF-51

HAVE SENTIMENTS INFLUENCED MALAYSIA'S STOCK MARKET VOLATILITY DURING 2008 CRISIS?

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Abstract

This paper examines the effects of both macro-economic fundamental and non-macroeconomic fundamental factor (investor sentiment) on the volatility of the Malaysian stock market, emphasising on the effects of the global financial

crisis. As the measurement for investor sentiment is unavailable, we constructed a composite index from a number of proxies: the stock market turnover, number of Initial public offerings (IPO) and its initial returns, advance decline ratio, and consumer sentiment index by employing strict process of Factor analysis with Principal component analysis (PCA) extraction. The findings are interesting where, by employing Autoregressive Distributive Lags (ARDL) model, we observed that failure of macroeconomic fundamental factors to significantly predict the Malaysian stock market volatility during the crisis period while investor's sentiment was a significant factor. This finding supports the notion that investors tend to behave irrationally during crisis periods and these findings may assist practitioners in formulating specific investment strategies during those crucial periods in order to gain abnormal returns.

Keywords:

Abstract ID: AIC-2017-EIEF-68

THE PRECEDING DIVIDEND SERVE AS SIGNAL FOR CURRENT DIVIDEND: EVIDENCE FROM BANKING INDUSTRY OF PAKISTAN

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Abstract

The present study aims at to find the impact of preceding dividend on current dividend. The study has taken all listed commercial banks of Pakistan and uses extended model based on Lintners (1956), Dickens (2002) and Fama and French (2001) to analyze ten year data from 2005 to 2014. Multiple regression model indicates that Dividend paid last year (LNDPLY), shareholding by institutional investors (SHBII), total assets (LNTA), market capitalization to GDP ratio of listed firms (MCGDP), and provisioning against non-performing loans (LNP/NPL) significantly affect the dividend policy of banking sector in Pakistan. However, among significant causal relationships, MCGDP and LNP/NPL are significant at 10 percent significant level others are significant at 1 percent and 5 percent significant levels. The empirical evidence suggests that commercial banks of Pakistan uses preceding year dividend as yardstick to decide current year dividend. The findings are instrumental for both short-term and long-term investors.

Keywords: Dividend Policy; Pakistan; Banking Industry; Signaling Theory

Abstract ID: AIC-2017-EIEF-75

CORPORATE GOVERNANCE AND BANK PERFORMANCE: GLOBAL FINANCIAL CRISIS 2008

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Universitas Bung Hatta

Abstract

This research tries to examine the role of Corporate Governance on bank performance; pre and during global financial crisis 2008. Using 2006 to 2009 data of 27 banks listed in Indonesia Stock Exchange is as research sample. Board, Family and Foreign Ownership as an internal Corporate Governance mechanism and Audit Quality is a proxy for the external mechanism. Moderated Regression Analysis is applied. The result shows that there is no role of Corporate Governance in pre-global financial crisis. In addition, this study documented that the role of Corporate Governance practices is poor during global financial crisis 2008, especially 2009. Internal Corporate Governance mechanism does not use board or audit committee characteristics, such as board independence and audit committee financial expertise. Implication: Bank should strengthen Corporate Governance system while financial crisis come and uniqueness of Indonesia Corporate Governance system enrich Corporate Governance literature. Originality: this research is a significant addition to Corporate Governance literature because of using data from the unique business environment and Corporate Governance system as well as in global financial crisis.

Keywords: Corporate Governance; Bank Performance And Global Financial Crisis

Abstract ID: AIC-2017-EIEF-82

DETERMINANTS OF OPERATIONAL RISK AND THEIR IMPACT ON MICROFINANCE BANKS IN PAKISTAN

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Abstract

This study presents the analysis of determinants of Operational Risk and their impact on Microfinance Banks selected from the Punjab province with list of 24 factors, perceived by regulators which impede the ability to achieve their desired objectives. Staff salaries, employee education, technical support, employee training and consumer education were the most important factors. Overall Ordinal Logistic Regression results show that Internal control system is the major source of operational risk and has high positive impact on Microfinance Banks while intensity of impact was low in case of Human resource.

Keywords: Operational Risk; Ordinal Logit Model; Microfinance Banks; Internal Control System; Consumer Financial Literacy; Pakistan

Abstract ID: AIC-2017-EIEF-83

INFLUENCE OF PROJECT MANAGEMENT PERFORMANCE ON PROJECT SUCCESS

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Abstract

Project Management (PM) research evidence depicts that despite transformations in project management enactments, tools, techniques and systems, still there is dire need of comprehending influencing pronominal & reformed projects success. Thus, the question mark against strength of project management & project management ideology still awaits researched answer. Purpose of this study is to inquire the interrelationship of project management performance & project success deducting from objective explorations for project management Practitioners working in Pharmaceutical sector from SAARC countries. Multidimensional framework was substantiated and explored in this study to understand the accomplishment of project success through standardized project management methodologies. This research brings forth experimental affirmation of the relationship between project management performance and project success and summarize how determinants of project management performance can boost success rate of the project.

Abstract ID: AIC-2017-EIEF-87

CURRENT ISSUE IN TOURISM: DISEASES TRANSFORMATION AS A POTENTIAL RISKS FOR TRAVELLERS

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Abstract

According to statistics of the World Tourism Organization (WTO), International tourist arrivals up 4% reach a record 1.2 billion in 2015. In the same year the majority of international tourist arrivals were for the purposes of leisure, recreation and holiday, about 55%. However, travel is a potent force in the emergence of disease since the migration of humans has been the pathway for disseminating infectious diseases throughout recorded history and will continue to shape the emergence, frequency, and spread of infections in geographic areas and populations. The current volume, speed, and reach of travel are unprecedented. The consequences of travel extend beyond the traveller to the population visited and the eco system. International travel and tourism can pose various risks to health, depending on the characteristics of both the traveller and the travel. Traveller's may encounter serious health risks that may arise in areas where accommodation is of poor quality, hygiene and sanitation are inadequate. The purpose of this paper is to highlight the details and impact of significant infectious diseases that can pose a risk to tourists and threaten public health. The paper also seeks to raise awareness of the issues outlined and thereby increase efforts to enhance travel safety.

Keywords: Tourism; Risks; Diseases Distribution; Health

Abstract ID: AIC-2017-EIEF-89

IMPACT OF EXCHANGE RATE RISK EXPOSURE AND DERIVATIVE USAGE ON FIRM VALUE, EVIDENCE FROM NON-FINANCIAL FIRMS OF PAKISTAN

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Abstract

This paper investigates the association between derivative usage and value of firm. A sample of non financial firms listed at Pakistan stock exchange, is taken to examine this relationship. Researchers took two industries of export oriented firms and seven industries of import firms, contributing 62.7 to the total export and 69% of total import of Pakistan respectively. The data is taken from the financial statements of these firms on annual basis for the period of ten years from 2007 to 2016. The variables that researcher has chosen to investigate the relation, are greatly inclined by prior studies. Firm value is dependent variable and exchange rate exposure and derivative usage are independent variable. The firm value is measured through Tobin's Q. For Derivative user and non user firms a dummy variable is created. Firstly the association between exchange rate risk exposure and firm value is analyzed then association between risk exposure and derivative is studied and finally the relationship between derivatives and firm value is examined. The relationship between exposure and firm value, and between derivatives and firm value is analyzed using EGLS model with cross section weights. However, the association between derivatives and risk exposure is measured through ML -Binary Probit. The analysis was performed separately for import and export oriented firms. However, the combine analysis is also executed to study a general association. The results suggested that there exists a positive association between derivative usage and firm value in the case of both export and import oriented firms. However, results suggested that there exists a positive association between risk exposure and firm value in export industries but this association is negative for import sector. On the basis of these findings it can be concluded that exchange rate risk effects import and export sector differently, if companies are using derivatives it can create a positive impact on the firm's value. Therefore, the researcher suggests that all the firms that are involved in international transaction can minimize the effect of FX risk exposure through the use of derivatives.

Keywords: Derivatives; Exchange Rate Risk; Firm Value

Abstract ID: AIC-2017-EIEF-97

THE EFFECT OF INTERNALLY GENERATED REVENUE (IGR) ON TOTAL INCOME (TI) OF ADAMAWA STATE, NIGERIA

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Abstract

The need for internally generated revenue (IGR) in Nigeria cannot be over emphasised as the country relies heavily on oil revenue. More so states and local governments depend on monthly statutorily allocations from the central government to execute their statutory responsibilities. The main objective of this study is to evaluate the effect of IGR to the total income (TI) receipt of Adamawa state for a nine-year period (2005-2013). Data sourced from the annual reports and accounts of the Accountant General of Adamawa state for the same period were used. Descriptive statistics and regression analysis were used to analyse the data collected and it was found that IGR and TI were highly positively correlated with a correlation coefficient of 0.923. And 85.2% of the variation in the TI over the years can be explained by revenue from IGR. It was also found out that earnings and sales contributed the highest percentage to the IGR of Adamawa state with correlation coefficient of 0.867 and coefficient of determination of 75.2% among other IGR variables. The researchers recommend among others that right parameters should be instituted in order to identify the tax payers and the types of businesses they engaged in. so also other sources of revenues like Stamp Duties, Levies and Fees should be enhanced.

Abstract ID: AIC-2017-EIEF-128

OIL PRICE PASS-THROUGH ON DOMESTIC INFLATION: OIL IMPORTING VERSUS OIL EXPORTING COUNTRIES.

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Abstract

Previous studies have evident the effects of oil price changes on domestic inflation. However, such effects may vary due to oil dependency factor. This paper extends the examination on two panel groups, namely the oil importing and oil exporting countries. Each group consists of ten countries. Besides, we also compare the relative effects of oil price with other shocks (domestic output, exporter's production cost and real exchange rate) on domestic inflation (consumer price and producer price). Our results capture significant pass-through effect from oil price changes on domestic inflation at producer and consumer levels. However, oil price is not the main determinant to domestic inflation. The oil price pass-through effect differs between oil importing versus oil exporting groups across consumer and producer levels. Higher oil price causes to higher production price inflation but does not lead to higher consumer price inflation in both groups of countries. The oil price effect together with exchange rate, foreign cost production and GDP have significant long-run impact on domestic inflation in both groups of countries. The joint effects are small and not significant in the short-run. Oil dependency and effective monetary policy matter on determining the effect of oil price changes on domestic inflation.

Keywords: Oil Price Pass-Through; Consumer And Producer Price; Inflation; Monetary Policy

Abstract ID: AIC-2017-EIEF-130

MALAYSIAN PUBLIC PRIVATE PARTNERSHIP PROJECTS: SUCCESS DEFINITION AND CRITERIA

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Abstract

Many governments have been using Public Private Partnership (PPP) as a tool to provide infrastructure and public services. However, many projects around the world are underachieved and for PPP projects prior literature unable to provide robust definition of success and the clear criteria to measure the success or failure. The nature of PPP projects differs from other projects due to the involvement of both public and private partners. Although, previous literature explains the general criteria of measuring success of a project and success as variable but due to the distinct nature of PPP there is a need to redefine it. Therefore, this study aims to provide robust definition of the success of PPP project and to reconstruct the success variable for PPP project based on distinct nature of PPP project. To achieve the objective, this study has adopted phenomenological research method and conducted semi-structured interviews. The interviewees were selected from both public and private sectors. Thematic analysis has been carried out by using Atlas-ti to arrange interviews' data. Based on interviews, arrangements of two types of PPP projects, Build Lease Maintain and Transfer (BLMT) and Lease Maintain and Transfer (LMT) have been explained that leads to development of the success criteria for PPP projects. The results reveal that one of the dimensions of success i.e. preparing for future is not valid to measure success for PPP projects. These results will help the practitioner to gauge the success of PPP projects and to focus more on factors that affect the success. The new definition and criteria of success will also help the researchers to examine factors, risks and management technique based on their empirical affect on the success of PPP projects.

Abstract ID: AIC-2017-EIEF-135

THE DAY-OF-THE-WEEK EFFECT IN TRADING ACTIVITY: EVIDENCE FROM ASIA-PACIFIC COUNTRIES

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Abstract

This study aims to explore the daily seasonality in trading activity from a sample of three emerging countries for the period of 2005 through 2015. The distribution of our data shows the leptokurtic behavior relative to the normal for all weekdays, hence the use of linear regression model is not valid estimation. We therefore use nonparametric Kruskal-Wallis (KW) test to confirm a widely held belief that stock trading activity is significantly different on some days of the week. In addition, we use Wilcoxon rank sum test to identify which particular weekday is different from other weekdays. The significant test results of KW leads to the conclusion that there is strong evidence of day-of-the-week effect in trading activity for Malaysia and Philippines. Moreover, empirical results of Wilcoxon rank sum test show that there exists difference in stock trading activity when Monday and Thursday are compared with Friday for Malaysia and Philippines. While in case of Pakistan, difference in stock trading activity is found when Monday is compared with Thursday.

Keywords: Asia-Pacific Countries; Day-Of-The-Week Effect; Market Efficiency; Trading Activity

Abstract ID: AIC-2017-EIEF-136

CRITICAL COMPARISON BETWEEN CONVENTIONAL BANKING AND ISLAMIC BANKING FINANCIAL PERFORMANCE AND ITS ROLE ON MALAYSIA ECONOMIC GROWTH

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Abstract

In every country's economy, the financial institution or bank to be precise are undeniably an imperative or influential element in the economy, and without a doubt a driving engine for economic growth. At a time when the global financial crisis strike, several organization whether it is small or big was not given mercy and was greatly affected, nevertheless the banks are one of the causes that created the global financial crisis. However, the banks are not spared from the global financial crisis, but the degree of effects varies to the different type of banking system for instance conventional banking and Islamic banking. Therefore, the primary goal of this research paper is to examine the financial performance of both conventional and Islamic banking system as well as its contribution towards the Malaysian economic growth. There are several performance indicators that take into consideration for this research to gauge and compare the bank's performance which is the profitability, operational efficiencies, liquidity and business growth, whereas the Gross Domestic Product (GDP) growth represent the economic growth. In this research paper, two statistical software were utilized, the Statistical Package for the Social Sciences (SPSS) version 20.0 as well as EVIEWS 6.0 to analyze quantitative data extracted from World Bank database for GDP growth rate together with annual report of banks representing conventional banking and Islamic banking spanning from the year 1999 to 2014 in Malaysia. The result from the studies suggested that in short, the Islamic banking does have the similar competitiveness as the conventional bank in general financial performance wise. Furthermore, there is a linkage between banking performance and economic growth. Plus, the Islamic banking performance was a better indicator to explain economic growth compared to conventional banking.

Keywords: Islamic Banking; Conventional Banking; Malaysia; Economic Growth; Global Financial Crisis.

Abstract ID: AIC-2017-EIEF-143

QUALITY OF INFORMATION AND THE MODERATING EFFECT OF BOARD SIZE ON SME FINANCIAL STRUCTURE: MALAYSIAN EVIDENCE

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Abstract

This study examines whether the quality of financial statement information affects the financial structure of small and medium-sized enterprises (SMEs). We also make the first attempt to test the moderating effect of board size on the relationship between quality of information and leverage decision. Malaysian SMEs are used because there are important differences in the magnitude of disclosure requirements among them. In contrast with the traditional view that asymmetric or incomplete information restricts access to external funds, our results indicate that the quality of financial statement information is not significantly related to SME leverage. Board size does not exert any influence on the relationship between quality of information and leverage decision. However, we find that leverage is negatively related to total assets and profitability.

Keywords: Financial Structure; Board Size; Sme; Information Asymmetry; Quality Of Information.

Abstract ID: AIC-2017-EIEF-145

THE INFLUENCE OF SOCIAL FACTORS AND ORGANISATION CULTURE IN INFORMATION SECURITY COMPLIANCE BEHAVIOUR: AN EVIDENCE OF SAAS CLOUD USERS

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Abstract

The emerging phenomenon of cloud computing has changed the landscape of information systems. Its tremendous capability of handling big data nevertheless has issues with security. Despite an abundance of technical solutions, security incidents still occur. This is due to humans whose behaviour are the weakest link of security chain. Security breaches have cost organisations substantial losses tangibly and intangibly and failure to rectify the root cause impedes the cloud adoption in the long run. Hence this article took it from the socio-organisational perspective as a potential solution. From the lens of social cognitive theory and Wallach Organisation culture model, a study of information security behaviour was conducted to the employees working in the SaaS cloud environment in Malaysia. 396 useful data were obtained from the survey. Descriptive analysis employed SPSS 20 while exploratory factor analysis used PLS-SEM algorithm. Result shows that personal values and environment have significant influencing impact towards employees' security behaviour in the context of SaaS environment. Theoretical and practical contributions as well as recommendations for future studies are discussed.

Keywords: Compliance; Behaviour; Information Security;

Abstract ID: AIC-2017-EIEF-148

RISK TAKING BEHAVIOR OF ISLAMIC BANKS: DO DEMOGRAPHIC ATTRIBUTES OF UPPER ECHELONS MATTER?

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Abstract

The impact of demographic attributes of upper echelon such as age, gender, and education on risk taking in Islamic banks is scant. However, Islamic banks have unique risk attributes that differs from conventional banks as they use equity finance instead of interest-based debt finance. This paper aims to explore the impact of demographic attributes of upper echelon on risk-taking in Islamic banks for 10 developing and emerging countries during 2001–2014. Using fixed effects panel data estimation technique we find that younger executives and those with postgraduate qualifications are more likely to consider the risky decisions. In contrast, we also find that banks run by female executives face low risk than similar banks run by male counterparts.

Keywords: Bank Risk Taking; Islamic Banks; Upper Echelon's Demographic Attributes; Developing And Emerging Countries

Abstract ID: AIC-2017-EIEF-160

DETERMINANTS OF DIVIDEND POLICY OF BANKS: EVIDENCE FROM PAKISTAN

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Abstract

This study examines the determinants of dividend policy of Pakistani banking sector from 2005 to 2015. By employing panel data techniques, the results of this study reveal that profitability, investment opportunities and last year dividend have significant positive effect on dividend payouts of Pakistani banks whereas growth and loan deposit ratio have significant negative influence. Moreover the results of this study also highlight that last year dividend paid is the most significant factor affecting the dividend payout ratio of the banks. The results also reveal that there is no significant difference in the factors affecting dividend payout ratio before and after the financial crisis. More oversight from Basel II to Basel III also did not have significant effect on the dividend policy of the Pakistani banks. Findings of the study support the dividend smoothing hypothesis, life cycle theory, signaling theory and pecking order theory.

Keywords:

Abstract ID: AIC-2017-EIEF-168

ASYMMETRIC BEHAVIOR AND ROLE OF TERRORISM IN FINANCIAL MARKET: EMPIRICAL EVIDENCE FROM PAKISTAN

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Abstract

We examine volatility spillover, asymmetric behavior and standing of terrorist activities in currency and equity market of Pakistan on a daily dataset from January, 2000 to February, 2017. We further divide the sample into three subsamples. The efficiency of financial markets in terms of calendar anomalies is also tested. Well liked GARCH & EGARCH model confirms the presence of volatility spillover in both of the markets. Further we find that terrorism has significant effect on the volatility of Pakistani financial market, but its influence is strictly depending on the sub-samples of our study. We

recommend to foreign investors and policy makers that they should be vigilant about such volatility spillover and asymmetric behavior in financial market of emerging equity market of Pakistan.

Keywords: Exchange Rate; Stock Market; Terrorism; Volatility Clustering; Calendar Anomalies

Abstract ID: AIC-2017-EIEF-188

THE ROLE OF CORPORATE GOVERNANCE IN COST OF EQUITY: A STUDY OF FAMILY FIRMS

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Abstract

Family businesses dominate all over the world from east to west. The current study focus on the nexus of corporate governance and cost of equity. The study uses panel data approach collected from different sources of family firms ranging from the period 2006 to 2015. Ordinary least square model applied to estimate the coefficients of explanatory variable i.e. corporate governance index. Cost of equity used as a dependent variable. A significant impact of corporate governance on cost of equity. Increase in one index of corporate governance causes to decrease the cost of equity about 3.15%. This is innovative approach to control the cost, a detrimental factor of any business. The study recommends improve the corporate governance index of family firms.

Keywords: Family Business; Corporate Governance; Cost Of Equity; Panel Data

Abstract ID: AIC-2017-EIEF-192

FINANCIAL CONTROL TECHNIQUES SERVICES COMPANY WITH FUZZY MAMDANI

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Abstract

Service Company is a business activity that provides products in the form of services to its customers. Micro service business is in great demand by SMK graduates because it is very easy to live according to their ability. Such as micro service Counter service, Taylor, Reflexology, and others. But the problem that arises is their lack of knowledge of the business finances they live. So many of their businesses are experiencing an emergency because they do not have the financial statements of the business they are living. Along with current technological advances, most problems can be solved by utilizing technology. One of them with the application of accounting information system with fuzzy mamdani technique. The process of calculating the system is done with 4 stages mamdani namely: Formation of fuzzy set, Implication rules, Composition rules and Defuzzyfikasi. From the results of trials conducted, obtained an error in determining the price of services that have been determined. So the high price of services can reduce the number of service requests and the low price of services may experience losses to the company. With the system to be built this can determine the best service prices and the best service for consumers.

Keywords: Accounting Information System; Service Company; Fuzzy Mamdani

Abstract ID: AIC-2017-EIEF-202

DIVERSIFICATION NEXUS CORPORATE PERFORMANCE AND RISK ASSESSMENT: EMPIRICAL EXAMINATION FOR PAKISTAN

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Abstract

Diversification is considered as an important strategy for getting economies of scale and better financial performance. This study intends to analyze empirically the relationship between diversification, corporate performance and risk in case of Pakistan. For the accomplishment of the purpose of this study, a sample of 60 non-financial firms listed in Karachi Stock Exchange was collected over the period 2011-2015, which was further fiber gated into diversified firms (DF) and non-diversified firms (NDF). The data of this study was evaluated on the basis of risk and return, and the factors which determine this risk and return are average return on assets (AAR), average of the return to equity (AER), average market to book value of equity (ABVE), average Tobin's q (ATOQ) and average of the leverage (ALGE). Hence, the Standard Deviation (SD) and Coefficient of Variance (CV) have been used as the measures of risk. Paired sample T-test and General Linear Multivariate Model (GLMM) are applied to achieve the aim of this study. However the empirical findings of this study reveal that the non-diversified firms out performs the diversified firms, which means that the non-diversified firms have better performance as compared to the diversified firms. Since this study also verify the fact that higher the returns, higher will be the risk; as the empirical findings assesses that the higher risks are associated with non-diversified firms along with the higher returns. The empirical results of this study are based on market and book values related to the variables included in the model. At bottom line this study concludes that the diversified firm's didn't got economies of scale as compared to the non-diversified firms, as it hold more market share but didn't outperform in profitability and performance.

Keywords: Diversification; Corporate Performance; Risk Management; Tobin'S Q; Pakistan.

Abstract ID: AIC-2017-EIEF-205

EXAMINING THE THRESHOLD EFFECT OF EXCHANGE RATE CHANGES ON MONETARY POLICY REACTION FUNCTION OF ASEAN-5: A PANEL THRESHOLD APPROACH

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In small open economies, the connection between exchange rate and monetary policy function is well-recognised either in the form of theoretical concept or empirical literature. Unlike others, this paper revisits the study by utilising the panel threshold approach of (Hansen, 1999) to investigate how the monetary policy function of ASEAN-5 responding to exchange rate changes in two different policy regimes, pre-crisis (1980Q1-1996Q4) and post-crisis (1999Q1-2015Q4). The results exhibit asymmetric effect of exchange rate changes on monetary policy function in both sub-periods. The double threshold effect in the pre-crisis, showing exchange rate changes influencing the policy function in a limited threshold value. Conversely, in the post-crisis, the single threshold effect illustrating exchange rate changes having stronger effect on the policy function in various magnitudes at all threshold values. Although claiming the execution of flexible exchange rate system aftermath crisis, there exist policymakers' intervention in stabilising the exchange rate changes with respect to 'fear of floating' behaviour in ASEAN-5. Lastly, in each sub-period, the threshold effect of exchange rate changes relative to inflation variation is highly significant while trivial to output gap in triggering the policy function. This witnessing, by and large, the ultimate goal of ASEAN-5 is to achieve price stability.

Keywords: Panel Threshold; Asymmetric Effect; Fear Of Floating

Abstract ID: AIC-2017-EIEF-206

PREDICTING FINANCIAL DISTRESS COMPANIES IN THE MANUFACTURING AND NON-MANUFACTURING SECTORS IN MALAYSIA USING MACROECONOMIC VARIABLES

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Abstract

This paper attempts to predict financial distress companies in the manufacturing and non-manufacturing sectors in Malaysia using financial distress companies as the dependent variable and financial ratios and macroeconomic variables as the independent variables. Logit Analysis was used as the analysis procedure because ratios do not have to be normal if it is used. It is also suitable when the dependent variable is binary in nature. Furthermore, it can also provide the probability of a company being financially distressed. This study found that the independent variables that can be used to predict financial distress companies in the manufacturing sector in Malaysia were total assets turnover ratio, current ratio, net income to total assets ratio and money supply (M2). However, the independent variables that can be used to predict financial distress companies in the non-manufacturing sector in Malaysia were debt ratio, working capital ratio, net income to total assets ratio and money supply (M2). This study provides the prediction models of financial distress companies in the manufacturing and non-manufacturing sectors in Malaysia using financial ratios and macroeconomic variables as its independent variables.

Keywords: Macroeconomic Variables; Financial Ratios; Financial Distress; Manufacturing Sector; Non-Manufacturing Sector; Malaysia

Abstract ID: AIC-2017-EIEF-209

DEMOGRAPHICS, ECONOMICS AND PSYCHOGRAPHICS DETERMINANTS OF LIFE INSURANCE CONSUMPTION AMONG SCHOOL TEACHERS IN KAMPAR, PERAK

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Life insurance has emerged as a stable and progressive industry, standing tall becoming one of the key financial pillars in Malaysia. However, current penetration rate of 55.5% is considered low and there were more opportunities for life insurance companies to reach out to suburban and rural areas as the concentration now is more in urban areas. Thereby, there is a need to reach out the remainder uninsured population of which high percentage to be concentrated on both suburban and rural areas. This study aims to determine demographics, economics and psychographics factors that influence consumer purchasing decisions of life insurance among 1,256 school teachers in Kampar district. The stratified random sampling technique applied in order to select the respondent for this study and the data has been analyzed by using multiple regression model. The justification for selecting this technique is to ensure that all schools in Kampar district have its representative. This study will be significance towards growth of insurance industry, whereby it will benefit governmental or non-governmental agencies.

Keywords: Life Insurance; Demographic; Economic; Psychographics; School Teachers

Abstract ID: AIC-2017-EIEF-216

INVESTIGATING THE PPP THEORY AND LONG-RUN ESTIMATES FOR FIVE ASIAN COUNTRIES

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Abstract

Using monthly panel data for five Asian countries, from the period 1996M01-2016M08, this paper examines the long-run movement of the real exchange rates. The purchasing power hypothesis is examined by utilizing robust methods of

panel unit root and cointegration (Pesaran and Westerlund) tests that put into consideration cross-sectional dependence. The panel unit root test results show that all the variables considered are not stationary at levels but stationary at first difference (i.e. all variables are $I(1)$). Since all the variables are integrated of order one the cointegration test was carried out. Results of the cointegration tests show the presence of long-run relationship among the nominal exchange rates, domestic prices and the foreign price implying that the purchasing power parity theory exists in the long-run. Furthermore, the long-run relationships were estimated using the dynamic ordinary least squares (DOLS), fully modified ordinary least squares (FMOLS) and the mean group (MG) estimator. Surprisingly, all these estimators gave almost the same magnitude of estimates, they show that the domestic prices cause the nominal exchange rates to depreciate while the foreign price causes the nominal exchange rate to appreciate in the five Asian countries. Generally, the effect of nominal exchange rate appreciation is more than depreciation in the five Asian countries.

Keywords: Cointegration; DOLS; FMOLS; MG; Purchasing Power Parity; Panel Unit Root Test.

Abstract ID: AIC-2017-EIEF-217

BAD FRIDAY, MONDAY EFFECT AND POLITICAL ISSUE: APPLICATION OF ARCH-GARCH MODEL TO ANALYZE SEASONAL PATTERN OF STOCK RETURN

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Abstract

The aim of this study is to test the week day pattern in Indonesia Stock Exchange (IDX) using LQ-45 stock during selected observation period of August 2016 - January 2017. In this paper, the distributional properties of LQ-45 stock price movements are examined. Then an ARCH - GARCH model is used to re-investigate the presence of week day pattern in the stock market. Therefore, the ARCH - GARCH model is able to describe observed statistical characteristics of many time series of financial assets return. The test results show that there is a difference in average stock return during the trading day. The lowest and the highest return are observed on Monday and Wednesday, respectively. Meanwhile, the average negative return on Friday is not proven to significantly drive the occurrence of Monday effect. Return on Monday is influenced by the frequency of trading, not by trading volume. It is suggested to conduct this research model to stocks with moderate or low liquidity. Is there anything to do with the performance of the issuer or not? Is there anything to do with the psychological aspect of investors in assessing risk acceptance to stocks? Research agenda related to this is very relevant to do in the future.

Keywords: The Week Day Pattern; Monday Effect; Trading Volume; Trading Frequency; ARCH; GARCH

Abstract ID: AIC-2017-EIEF-219

GOLD INVESTMENT IN MALAYSIA: REFUGE FROM STOCK MARKET TURMOIL OR INFLATION-PROTECTOR?

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Abstract

In spite of the universal agreement of gold as a safe asset against stock and inflation, studies relevant to this issue to date are usually separated, particularly in the context of Malaysia. In addition, only a few studies focus on the inflation safe haven, particularly during times of extreme inflation. Therefore, this study primarily aims to analyse the characteristics of gold, whether it acts as a diversifier, a hedge or a safe haven against stock; and as a hedge or a safe haven against inflation simultaneously. Based on the constant relations, this study demonstrates that gold, generally, displays little evidence of the strong hedge property against the stock market and inflation in the full sample (2001-2014). Nevertheless, this study documents some strong hedging role for local gold, but not international gold, in the shorter sample (2010-2014), the period when special attention is given to the European debt crisis. For the quantile relations, although we can find some evidence of a strong safe haven in some quantiles, gold, at best, tends to be a weak safe haven during extreme movements in stock return in both periods. Concerning gold-inflation relationships, this study reveals that gold, at best, is a less viable safe haven instruments against inflation. This study also finds that different types of gold are important in determining the hedge and safe haven effects while gold in various weights only play a minor role. In conclusion, these results demonstrate that gold plays only a minor role during stock market slumps and inflationary episodes in Malaysia. Thus, investors should hold a well-diversified portfolio to earn sustainable and reasonable returns, since gold investment may seem riskier from a stand-alone perspective.

Keywords: European Debt Crisis; Gold; Hedge; Safe Haven; Stock; Inflation

Abstract ID: AIC-2017-EIEF-220

ENCOURAGING A REGIONAL AUTONOMY IN INDONESIA: AN ANALYSIS OF FACTORS AFFECTING THE OWN SOURCE REVENUE OF CENTRAL JAVA PROVINCE

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Abstract

A provincial financial independence is one of indicators to implement regional autonomy. The sources of financial independence are derived from the Own Source Revenue (PAD). In order to reduce the fund dependency, local

governments should seek potential alternatives to increase its own source revenues. Therefore, the purpose of this study is to analyze the effect of capital expenditure, special allocation fund, inflation and financing expenditure on own source revenue in Central Java Province. Until recently, its the general allocation fund increases annually even though its own source revenue increases. The type of data applied is secondary data from 2010 until 2014. An observation method was employed to collect data from the budget realization report published by the Ministry of Home Affairs, Ministry of Finance, and Central Statistics Agency of Central Java. Data processing was carried out by employing multiple regression analysis. The findings indicated that significant factors affecting own source revenue of Central Java were capital expenditures (? 1%; coeff. = 0.690), inflation (? 5%; coeff. = 0.095), special allocation fund (? 10%; coeff. = -0.093), and financing expenditure (? 1%; coeff. = 0.424). Further managerial implications were discussed.

Keywords: Decentralization; Regional Autonomy; Local Revenue; General Allocation Fund

Abstract ID: AIC-2017-EIEF-225

IMPACT OF GLOBAL FINANCIAL CRISIS ON BRIC ECONOMIES: A POST CRISIS ANALYSIS

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Abstract

Understanding the volatility transmission of US financial crisis on BRIC economies are of significant interest for market participants and policy makers. This study uses Generalized Autoregressive Conditional heteroskedasticity GARCH (1, 1) model and daily data of stock returns from 2nd January 2009 to 30th April 2016 for Brazil, Russia, India and China was collected. Data was analyzed for the after crisis period. We found interesting evidence of volatility transmission from US to these economies. Result shows that all the countries except Brazil were affected by the US financial crisis. Which means the volatility in one market can be transmitted to other economy as markets are integrated with each other. A high degree of time varying volatility among variables illustrates that investors will highly unlikely to benefit from diversification

Keywords: Volatility Transmission; BRIC Economies; Global Financial Crisis

Abstract ID: AIC-2017-EIEF-229

IMPACT OF INVESTOR'S SENTIMENTS ON INVESTING DECISION

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Abstract

Human being is considered as an iceberg, substantial portion of which is submerged beneath water while its insignificant part is visible to the world. In case of human being; submerged portion is his subconscious mind. We humans are complex beings driven by emotions and sentiments which can have great impact on our decision making. Investor's decision making is also influenced by his emotions. The main purpose of this study is to determine the impact of sentiments on the decision making of investors. Data is collected through interview of investors actively trading on Pakistan stock exchange. Findings reveal that effect of sentiments is significant on investor whose nature is emotional and sentimental. This study provokes Government to arrange regular training session for investor to enhance their financial literacy and competence.

Abstract ID: AIC-2017-EIEF-243

DEVELOPMENT OF PARTNERSHIP MODEL BETWEEN FARMERS AND SUGAR INDUSTRY AND DETERMINATION OF FARMER'S BENCHMARK SUGAR PRICE (HPP) TOWARDS NATIONAL SELF-SUFFICIENCY OF SUGAR

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Abstract

The National Sugar Industry Revitalization Program, cannot solve the problem immediately because the human resources of farmers are not paid attention to the economic certainty in their business, and the management of the sugar industry is not addressed especially the strategic management and accounting management information system. The short-term objective of this study is to produce a partnership pattern and determine the price of farmer's benchmark sugar (COGS) that provide economic certainty of farmers in sugarcane cultivation. The long-term goal of the study is to achieve national self-sufficiency in sugar. The research used survey method with descriptive and eksploratif research type. The analysis unit is sugarcane farmers and sugar mill companies. Frequency distribution analysis is performed to produce partnership pattern model. Farmers' production cost approach, namely production cost plus the profit margin, is an approach to calculate the minimum Farmers' Sugar Price. The results showed that the application of applied partnership principles amounted to 55.48%, the implementation level of the role of the sugar factory in the partnership was applied equally to 71.82%, the level of achievement of farmer benefit in partnering equal to 56.39%. Furthermore, the cost of sugarcane agribusiness production is Rp. 4,550 per kg of sugar, and with a profit rate of 10% resulting in the cost of goods sold (COGS) of Rp. 5,005 per kg. It is the minimum sugar price of farmers benchmark. The COGS is above the minimum COGS set by the government of Rp. 4,900 per kg. Research

recommendation, need to increase the role of the sugar factory in partnering, that is becoming the founder of farmer capital and guarantee the purchase of farmer production result according to the agreement. To produce the effect of COGS apply import tariffs and import restrictions in accordance with domestic supply shortages.

Keywords: Revitalization; Partnership; Farmer; COGS; Sugar Cane; Sugar

Abstract ID: AIC-2017-EIEF-244

THE INFLUENCE OF TAX AGGRESSIVENESS AS INTERVENING VARIABLE ON THE RELATIONSHIP BETWEEN MANAGERIAL OWNERSHIP AND FIRM VALUE

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Abstract

Agency problems can pose a threat to company value. However, such threats can be anticipated by managerial ownership. Manager's decisions are considered to affect the relationship of managerial ownership as corporate organs to corporate value. Managers are motivated to behave aggressively in tax planning, to optimize the profit. But, too aggressive tax planning can also result in inefficiency. The study aims to show empirical evidence of the effect of managerial ownership on firm value, using tax aggressiveness as an intervening variable. The study examines manufacturing companies listed on the Indonesia Stock Exchange during 2012-2014. The samples were taken using purposive sampling method, resulting 63 firm-years observations. Furthermore, the hypotheses are tested using panel data analysis, and Sobel test to test the influence of intervening variable. The hypotheses testing conveys the result that managerial ownership has a significant positive effect toward firm value. Managerial ownership has no significant effect on tax aggressiveness. Tax aggressiveness has a significant negative effect on firm value. The tax aggressiveness has no intervening effect on the positive relationship between managerial ownership and firm value. The results of this study provide the implications for management to apply tax management wisely since tax aggressiveness proved to have a negative effect on the value of the company. For shareholders, this information is useful in management control behavior planning, utilizing management ownership and tax avoidance behavior control.

Keywords: Managerial Ownership; Tax Aggressiveness; Firm Value

Abstract ID: AIC-2017-EIEF-257

CEO POWER, BOARD SIZE AND FIRM PERFORMANCE: EVIDENCE FROM PAK, CHINA, USA AND INDIA BANKING SECTOR.

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Abstract

The purpose of this study is to examine the impact of CEO power and Board size on firm performance in Pakistan, USA, China and India. This study used panel data set of 10 banking companies from each country over period of 5 years from 2011 to 2015. Random and fixed effect regression model is applied to check the relationship between CEO power, Board size and firm performance. CEO power can be measure by CEO duality and CEO tenure while firm performance can measure by ROA, ROE, NP margin and EPS. In Pakistan our empirical results showing that Board size and CEO duality have significant relationship with net profit margin in banking sector, while CEO tenure not effecting the performance of banks in Pakistan. The results shows In India Banking sector CEO tenure have significant relationship with performance (ROA, ROE, EPS, NP) in banking sector, while CEO duality have significant relationship with EPS and NP margin in banks selected in study while board size have no relationship with performance in banking sector of India. USA banking sector result showing that there is no significant relationship among the corporate governance and firm performance. In china results showing that CEO turnover have significant relationship with ROE, EPS and NP margin while with ROA have no relationship and CEO duality have significant relationship with ROA in banking sector of china. This study fills the gap in knowledge in Emerging Asian countries India, Pakistan and developed country of Asian China and USA governance literature on the corporate governance and firm performance. Further this is the first study which comparing the Four Emerging and developed economy banking sector. The scope of this research can be extended by including other sectors or more banks because this study included top 10 banks of each country. l>

Keywords: Corporate Governance; Board Size; CEO Duality; CEO Tenure; Firm Performance; Pakistan; India; China; USA

Abstract ID: AIC-2017-EIEF-261

IMPACT OF LEVERAGE ON SYSTEMATIC RISK BASED ON CAPITAL SSET PRICING MODEL: A COMPARISON OF HIGH AND LOW CAPITAL INTENSIVE FIRMS OF PAKISTAN

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Abstract

This paper investigates the impact of degrees of leverage on systematic risk for high and low capital intensive firms. Impact of leverage is analyzed on systematic risk and found that degree of operating leverage (DOL) and degree of combined leverage DCL are significant while degree of financial leverage (DFL) has insignificant impact on systematic risk. Secondly, the core intention of the study is to evaluate the outcomes of high and low capital intensive firms with study variables. Hence, it is found that in case of high capital intensive firms, the results of degrees of operating (DOL) and financial leverage (DFL) are positively significant on systematic risk (beta) but on the other hand, by compelling

low capital intensive firms, the outcomes are insignificant. Management of a company can consider the interpretations of the outcomes to make wiser decisions while they are evaluating debt ratios for capital change and distribution of fixed and variable costs. The empirical evidence showed that capital intensity does impacts on leverage due to which leverage has consistent impact on systematic risk.

Abstract ID: AIC-2017-EIEF-266

IMPACT OF INTELLECTUAL CAPITAL ON FINANCIAL PERFORMANCE AND INVESTMENT DECISIONS; EVIDENCE FROM NON- FINANCIAL SECTOR OF PAKISTAN

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Abstract

Various models have been introduced to measure the numerous facts of IC, including the Skandia navigator, Tobin's Q and Valued Added Intellectual Coefficient (VAICTM) developed by Ante Pulic (1998). In this paper VAICTM method is applied to check the significance of the intellectual capital on financial performance and investment decisions of non-financial sector of Pakistan. The back bone of this study is the secondary data comprised of financial statements of 396 companies of non-financial sector in Pakistan. The hypotheses show that the intellectual capital has significant impact on the financial performance and investment decisions. Data was collected from financial statements from 2006 to 2015 for this purpose.

Keywords: Knowledge Economy; Intellectual Capital; Value Added; Vaic; Investment Decisions.

Abstract ID: AIC-2017-EIEF-270

THE DETERMINANTS OF DISTRICTS/ CITIES SPENDING IN ACEH PROVINCE: AN ANALYSIS OF ELECTORAL DISTRICTS

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Abstract

The objective of the study is to examine the determinants of districts/cities spending in Aceh province. The study uses secondary data taken from the realization report of revenues and expenditures of districts/cities in Aceh Province for the period 2011 to 2015. The data are obtained from the official websites of the Indonesian Central Bureau of Statistics, the Financial and Wealth Management Office of Aceh and the Indonesian Ministry of Finance. The results of the study show that all variables of Gross Domestic Regional Product (PDRB), Local Government Revenues (PAD), General Allocation Funds (DAU) and Special Allocation Funds (DAK) influence districts/cities expenditures. However, there is difference in PDRB, PAD, DAU and DAK based on the electoral districts 1 and 2. Another finding is the possibility of the occurrence of flypaper effect in the districts/cities, which should be analyzed in the future research.

Keywords: Determinants; Government Spending; Aceh's Districts/Cities.

Abstract ID: AIC-2017-EIEF-274

RICARDIAN LAND VALUATION THEORY: SPATIAL AND TEMPORAL INVESTIGATION IN PAKISTAN

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Abstract

Unequivocal phenomenon of climate change has caused significant impacts on water and energy resources, agriculture sector and consequently human livelihood particularly in developing countries. This study is a pioneer attempt to quantify quasi-dynamic trends and impacts of climate change on Pakistani farms by using interpolated climate data and incorporating spatial autocorrelation in Ricardian analysis. Ricardian estimates found that climate change has significantly decreased farm revenues in Pakistan over time. Significant losses in 2010-11 were found to be more in comparison to 1998-99. Likewise, more elastic farm revenues in 2010-11 confirmed the growing negative impacts of climate change on farm revenues. Threshold levels for mean temperature and minimum temperature are already met since further increase in mean (minimum) temperature will decrease (increase) farm revenues in Pakistan. The study suggested mix cropping system instead of crop only farming, use of climate resilient seeds and introduction and implementation of cooperative farming that may prove a good step towards betterment of Pakistani farmers in changing climate settings.

Keywords: Climate Change; Pakistan Agriculture; Ricardian Analysis; Spatial Analysis; Interpolation; Land Valuation Theory

Abstract ID: AIC-2017-EIEF-282

THE LONG-RUN AND SHORT-RUN ANALYSIS BETWEEN STOCK MARKET INDEX AND MACROECONOMIC VARIABLES IN JORDAN: BOUNDS TESTS APPROACH

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Abstract

This paper investigates the long-run and short-run relationship between stock market index and the macroeconomic variables in Jordan. Annual time series data for the 1978–2016 periods and the ARDL bounding test are used. The

results identify long-run equilibrium relationship between stock market index and the macroeconomic variables in Jordan.

Keywords: Stock Market Index; Macroeconomic Variables; ARDL Bounding Test; Amman Stock Exchange.

Abstract ID: AIC-2017-EIEF-286

SYARIAH PRODUCT INVESTMENTS AND RELIGIOSITY: WHY ARE THE RESEARCH RESULTS INCONCLUSIVE?

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Abstract

For the last few years, research on religiosity attributed to investment decisions has begun to flourish. This is in line with the development of the Islamic economy in the global market. Nevertheless, the results of the studies are inconclusive. Some studies support the viewpoint that religiosity affects investment decision making, while others do not. Therefore, this study would like to answer why the results of the previous reviews are inconclusive through a literature study, which has found that the different measurements of the religiosity construct have made the results of the research to be not in line. Furthermore, previous research has not included some other variables such as self-interest, financial literacy, and risk preferences as additional variables that can moderate the relationship between religiosity and investment decisions. Meanwhile, those variables influence the decision making that is done by investors. This research found some propositions that the dimension of religiosity influences investors to invest in syariah financial products, while others propose that the dimension of religiosity, self-interest, financial literacy, and risk preference have unique relationships in terms of investment behavior for syariah financial products.

Keywords: Religiosity; Investment Decisions; Self-Interest; Financial Literacy; Risk Preference

Abstract ID: AIC-2017-EIEF-287

THE IMPACT OF CHANGE IN OIL PRICES ON THE EQUITY MARKETS OF OIL IMPORTING AND EXPORTING COUNTRIES

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Abstract

This research work examines the extent of the integration of the equity markets of both oil importing and exporting countries on the basis of the change in the oil price attained by using the daily stock index data and oil price. The sample consist of three oil importing countries Pakistan, India and Bangladesh and three oil exporting countries Saudi Arab, Oman and UAE. For the purpose of analysis, the econometric technique mean and volatility spillover (ARMA 1, 1 and GARCH in Mean) is employed. The analysis proceeds in two steps. First, the effect of the economic shock in the oil prices on the returns of the equity markets of both oil importing and exporting countries is studied and in the second step the effect of the same shock on the volatility of equity market of the sample countries is measured. The mean spillover impact from the change in the oil price is positive for all the oil importing and oil exporting countries except for India. The volatility spillover impact are negative and significant for two oil importing countries Pakistan, Bangladesh, and two oil exporting countries e.g. Saudi Arab and UAE but positive for Oman and India, one oil importing and one oil exporting country. The negative correlation between the change in the oil price and the equity returns of Pakistan, Bangladesh, Saudi Arab and UAE indicate the presence of portfolio divergence opportunities for foreign investors and portfolio managers. Due to these opportunities they can increase the noteworthy value through investment in these equity markets. India is the only country for which the equity returns and their volatility are not affected by the change in the oil price. There is weak relationship between the change in oil prices and Indian equity markets. There are insignificant mean and volatility spillover effects from the change in oil prices. Finally it is concluded that the oil prices are the source of mean and volatility spillover in the oil exporting countries more significant than in oil importing countries is in line with the study of Wang, Wu, & Yang (2013).

Keywords: Mean And Volatility Spillover; Equity Markets; Oil Importing Countries; Oil Exporting Countries.

Abstract ID: AIC-2017-EIEF-290

CO-MOVEMENT AMONG EXCHANGE RATE AND STOCK MARKET; EVIDENCE FROM SELECTED ASIAN COUNTRIES.

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Abstract

This paper examines the short term as well long-term relationship of ASIAN countries namely Pakistan, India, Sri Lanka and Hong Kong with the exchange rate (FOREX) and stock indices. The period of the exchange rate is from 2008 to 2015, weekly, while the period of stock indices is from 2003 to 2015 daily by using Co-Integration analysis, Granger Causality test, Vector error correction model, impulse response function and variance decomposition analysis. In FOREX series, Co-integration analysis shows that two countries are co-integrated with each other. Impulse response analysis shows that Pakistan has significant relation with India and Hong Kong while insignificant relation with Sri Lanka. In INDICES series, impulse response function indicates that Pakistan has insignificant relation with India, Sri Lanka, and Hong Kong.

Keywords: Co-Integration; Variance Decomposition; Impulse Response; Asian Stock Market; Exchange Rate.

Abstract ID: AIC-2017-EIEF-291

EFFECT OF BIG 4 ON EARNING RESPONSE COEFFICIENT (ERC) (EVIDENCE FROM PAKISTAN)

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Abstract

This study investigates the effect of Big 4(Audit Expertise/ Audit Quality) on Earning Response Coefficient. The sample consists of 250 firms enlisted in Pakistan Stock Exchange(Previously known as Karachi Stock Exchange) comprising 2000 firms years observations over the time span of 2008 to 2015. The study examines that after controlling the established determinants of ERC (Beta, Growth, Size and Earning Persistence), Does Big 4(Audit Expertise /Audit Quality) can affect the Earning Response Coefficient. Secondary data was collected from State Bank of Pakistan and firms own Sites. Eview Software and STATA have been used while analyzing the data. The finding of the results shows that the Big4 (Audit Expertise/Audit Quality) has the positive and significant effect on Earning Response Coefficient. This means that the corporate governance facet (Audit Expertise/Audit Quality) can greatly influence the Earning Response Coefficient (ERC). An important contribution of this study is that the evidence comes from Pakistan which is Emerging Economy, but a lot of existing literature and evidence is available in developed countries.

Keywords: Audit Expertise And Erc Relationship; Erc; Audit Quality (Big 4)

Abstract ID: AIC-2017-AMOS-299

AN EVALUATION OF THE MAJOR DETERMINANT FACTORS AFFECTING EXCHANGE RATE VOLATILITY: A COMPARISM OF THREE MAJOR CURRENCIES.

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Abstract

The movements of exchange rate overtime can be determined by certain factors. These factors remain significant as they are associated with macroeconomic variables used to explain and determine the rate of change or movements of exchange rate which impacted on the overall macroeconomic situation in countries around the world. Therefore, identification of the factors that determine exchange rate levels is an important theoretical task, having great practical significance. The main objective of this study is to evaluate the extent to which the Determinants of the exchange rate impact on US dollar to Nigerian Naira, the US dollar to UK pound sterling and US dollar to Euro over the last thirty years. To achieve the objective, research methods like literature review, comparison of statistical data as well as regression analysis was used.

Keywords: Exchange Rate; Factors Affecting Fluctuations In Exchange Rate Levels

Abstract ID: AIC-2017-EIEF-308

THE RELATIONSHIP OF WORKING CAPITAL TO CORPORATE PROFITABILITY AND STOCK PRICE: EVIDENCE FROM THE MANUFACTURING SECTOR OF PAKISTAN

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Abstract

The management of working capital is an essential to the smooth running of business organizations. The purpose of this research is to evaluate the impact of working capital management on corporate profitability and stock price. This research is based on the manufacturing sector of Pakistan. Thirteen manufacturing sectors were selected for this research. For analyzing the results, a univariate test was performed under a generalized linear model. The findings of this study show that cash has a negative impact on net operating profitability. The Construction & Materials, Automobiles & Parts, Forestry & Paper, and Food Product sectors experience negative impacts on operating profitability. The Pharma & Bio-tech and the Chemicals sectors see highly negative impacts on operating profitability. A company's current ratio has a positive impact on stock price and an average payment period has a negative impact on stock price. Working capital management insome sectors have positive and some have negative impacts on stock price.

Keywords: Current Ratio; Cashnet Operating Profitability; Stock Price; Average Collection Period; Inventory Turnover Ratio; Average Payment.

Abstract ID: AIC-2017-EIEF-317

USERS' PERCEPTIONS ON TAX DISCLOSURE IN MALAYSIAN COMPANIES ANNUAL REPORTS

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Abstract

Annual report is an important document that provides key information fordifferent range of stakeholders to understand a company's performance in order to make decisions. This paper reports the results of an exploratory studyon users' perceptions pertaining to the importance of tax disclosure, current stateof tax disclosure and usefulness of more tax disclosure in the annual reportsof listed companies in Malaysia. Survey questionnaire was used for datacollection using convenience sampling techniques which elicit 207 usablequestionnaires for analysis. Respondents includes professionals, tax officers,management executives, academics and post-graduate students attending a taxseminar. The

findings show that users of annual reports agreed that tax disclosure section is an important part in the annual report and more tax information is needed to be disclosed. They believe that tax disclosure is beneficial in facilitating decision making and assisting tax authorities in handling tax audit. Nevertheless, users perceived that tax disclosure is limited and too technical to be interpreted. Users also agreed that more tax disclosure would be useful for stakeholders to comprehend companies' tax matters. This study recommends for more research on tax disclosure to be conducted besides examining the disclosure behaviour among companies from various industries in Malaysia.

Keywords: Tax Disclosure; Annual Report; Users' Perceptions

Abstract ID: AIC-2017-EIEF-319

SLIPPERY SLOPE FRAMEWORK AND ENVIRONMENTAL TAX REGULATIONS COMPLIANCE OF NIGERIAN MULTI-NATIONAL OIL COMPANIES

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Abstract

Oil and gas industry contributes about 90% of Nigeria's national income. However, the extraction activities have caused a great pollution to the environment whereby the land, water, and air in the area have been seriously polluted. As a result, there have been constant conflicts between the oil companies and the communities who are prone to respiratory diseases, skin ailments, loss of trees, farmlands, fishes and lack of clean water due to the toxic effects of the pollutions. Taxation is a monetary mechanism that governments use to discourage citizens from practices that damage the environment. Thus, environmental tax regulations had been introduced in Nigeria to eliminate the negative impacts of activities by relevant parties on the environment. This paper discusses the use of slippery slope framework (SSF) in explaining the compliance behaviour of Nigerian multi-national oil companies (MOC) towards the environmental tax regulations. Power of authorities and trust in authorities are discussed from the perspective of enforced and voluntary compliance as suggested by SSF. This paper suggests an extension of the SSF stipulations by incorporating regulations as another element of enforced compliance. The discussions in this paper provide a basic framework for further empirical research related to environmental tax regulations compliance especially by MOC in Nigeria.

Keywords: Environmental Tax; Compliance; Power Of Authorities; Trust; Regulation

Abstract ID: AIC-2017-EIEF-320

ASIAN EMERGING MARKET PERSPECTIVE OF MACROECONOMIC FACTORS, STOCK RETURN AND VOLATILITY

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Abstract

Macroeconomic factors and events affects the asset prices. This study has incorporated multiple macroeconomic factors to determine their impact on stock market return and volatility in Asian emerging economies. These factors were further categorized in economic, political, disaster and global and regressed against stock market return and volatility by using panel data analysis technique. Results indicates that GDP, Inflation, imports and exports, Political instability, disaster, oil prices, world market index and VIX were related to returns. However, in stock market volatility case disaster, political instability, gold and oil prices and world market index are significantly impacting the stock volatility in Asian emerging markets.

Keywords: Macroeconomic Factors; Stock Return; Volatility; Asian Emerging Economies.

Abstract ID: AIC-2017-EIEF-324

THE RELATIONSHIP BETWEEN THE STOCK MARKET AND FOREIGN DIRECT INVESTMENT(FDI) IN SRI LANKA –EVIDENCE FROM VAR AND CO-INTEGRATION

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Abstract

The low level of savings in developing countries like Sri Lanka is a major reason for the slow economic growth. In order to enhance domestic investment and accelerate growth a country needs to find the capital required. Consequently most of the countries turned to foreign sources of financing during the transition from a centrally planned to a market economy. The dominant form of foreign capital inflows was foreign direct investments (FDI), which, due to their characteristics, may have many positive effects on the host economy. The objective of this study is to explore the existence and characteristics of both the long- and short-term relationships between FDI and the stock market in Sri Lanka. The main hypothesis is that, in the long run, trends in FDI should determine the movement of the stock market through the channel of economic growth. However, in the short run, upward movement on the stock market positively affects Sri Lanka's FDI stock, as events on the stock market signals the liveliness and investment environment of the domestic market to foreign investors. The long-term connection will be tested by two co-integration approaches. The short-run relationship will be investigated by a two-variable VAR model.

Keywords: VAR; Cointegration; Foreign Direct Investment; Stock Market

Abstract ID: AIC-2017-EIEF-330 & EIEF-329

IMPACT OF CORPORATE GOVERNANCE ON PROFITABILITY OF THE SUGAR INDUSTRY IN PAKISTAN

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Abstract

This paper examines the relationship between corporate governance and profitability of the Sugar Mills in Pakistan. Corporate Governance has an extensively arguable topic for researchers, corporate managers, financial analyst, academicians, and strategists. This study has measured corporate governance dimensions in terms of board size, independent director, board committees, board remuneration, and firm size. whereas, the profitability of the Sugar Mills is measured in terms of return on assets and return on equity. The result of this study exhibits that that corporate governance has a strong significant impact on the profitability of the Sugar Mills in Pakistan.

Keywords: Corporate Governance; Profitability; Roa; Roe; Sugar Industry

Abstract ID: AIC-2017-EIEF-331

DEBT SUSTAINABILITY IN PAKISTAN

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Abstract

Accumulation of public debt has been the leading problem of developing as well as developed countries. Whereas developing countries face this issue more intensely as they need to borrow internally and externally to facilitate the development process, augment growth, improvement of living standards and also and also to repay debt with interest amount. Debt sustainability conditions of Pakistan and other developing countries (SAARC) are studied and comparative analysis is done about where these countries stand today. All of the focused countries don't fulfill debt sustainability conditions and also facing the problem of increasing debt. A significant portion of government tax and non-tax revenues is spent for debt servicing and which causes to deteriorate the resources for other purposes like development or social sector improvement. One principal factor of low growth of these developing countries is high public debt and huge interest payments. Like many other economies of the world, developing countries also adopt the regime of deficit financing through internal as well as external borrowing and had different experiences in achieving growth. Many researchers believe in different solutions for developed and developing countries. For developed countries, the promotion of economic growth could be enhanced by investing in innovation, research, and development, tax reduction, cutting health care costs etc. These policies can be opted as developed countries already overcome the basic issues like poverty, education and basic health care but developing countries are still confronting such issues. So, in this regard, the allocation of debt is very crucial element for developing economies to achieve debt sustainability.

Keywords: Debt Sustainability; Growth; Internal And External Debt.

Abstract ID: AIC-2017-AMOS-336

IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON ORGANIZATIONAL PROFITABILITY

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Abstract

This paper tries to examine the relationship between corporate social responsibility and organizational profitability. Regression is used to measure the impact of corporate social responsibility on organizational profitability. The proxies used to measure profitability are return on assets. Secondary data was taken from cash outflows for purpose of corporate social responsibility. The results showed the insignificant relationship between return on equity and corporate social responsibility. The return on asset appears to be more closely related to the corporate social responsibility than the return on equity. Study is only focusing only on Sugar mills listed in Karachi stock exchange 100 index. However, further research is needed at large scale to identify how it can be used as a long-term investment opportunity. This study will make it easier for organizations to take a decision rather pay for society in this fierce competition of globalization or not.

Keywords: Corporate Social Responsibility; Business Ethics; Competitive Advantage; Company'S Profitability; Innovation; Sales; Pakistan

Abstract ID: AIC-2017-EIEF-338 & AMOS-30

THE EFFECTS OF CAPITAL STRUCTURE ON FIRM'S PROFITABILITY (A CASE STUDY OF SAMSUNG COMPANY LIMITED)

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University Of Science & Technology Bannu

Abstract

From many decades the issue of capital structure is under study. The firms' capital structure constitutes a difficult decision it may involves several factors, such as risk and profitability. Capital structure refers to the various financing options of firms' assets. A business concern goes for different mixture of debt and equity. The main purpose of this

research study was to re-investigate the effects of capital structure on firm's profitability of Samsung Company Limited. The semi-annual time series data from 1995S1 to 2004S2 has been used. ROA (Return on Asset) is taken as measure of profitability. Three debt ratios, STD (short term debt ratio) calculated by dividing the short term debt by total assets, LTD (long term debt ratio) calculated by dividing the long term debt by total assets, TD (total debt ratio) calculated by dividing the total debt by total assets, while Growth and Size are taken as control variables. This study utilized the secondary data of Samsung Company Limited taken from the annual reports of Company available at the website of Company. A multiple linear regression model is developed to test the hypothesis. Three hypotheses are developed to test the effects of capital structure on profitability. Multiple regression models were tested to check the effects on profitability. This study employed descriptive statistics and regression analysis to get the desired results. In order to estimate model, stationarity level for data is measured which is done through unit root test. Next the co. integration is done and then Johnson co. integration test was applied to show the long run effects of capital structure on profitability. Result showed the negative relation of debt ratio and positive relation of growth and size on firm's profitability.

Keywords: Capital Structure; ROA (Return On Assets); Profitability; Short Term Debt Ratio; Long Term Debt Ratio; Total Debt Ratio; Size; Growth;

Abstract ID: AIC-2017-EIEF-341

RELATIONSHIP BETWEEN ASIAN STOCK MARKETS: A CO INTEGRATION APPROACH

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Abstract

Today's world capital markets are becoming closely interdependent with each other. This paper examines the interdependency and long term relationship among five Asian financial markets. The result suggests that investors can make their investment portfolio between these financial markets because risk can be diversified in these financial markets. Granger causality test result indicates SSE, HSE and BSE have interdependency on PSE but CSE has not interdependency on PSE. PSE has not interdependency on SSE and BSE but PSE has interdependent on HSE and CSE. Granger causality results suggest investor can get the short run benefit for international investment portfolio. Cointegration result indicates PSE has long term relationship between BSE, HSE, CSE, and SSE. The findings suggest that long term benefit is limited.

Keywords: Granger Causality; Co Integration; Asian Markets; Cointegration

Abstract ID: AIC-2017-EIEF-343

THE RINGGIT-DOLLAR EXCHANGE RATE AND MONETARY FUNDAMENTALS DURING THE U.S. CONVENTIONAL AND UNCONVENTIONAL MONETARY POLICY PERIODS

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Abstract

During the period of zero lower bound (ZLB) interest rates, the U.S. unconventional monetary policy (UMP) has led to increased level of volatility in emerging markets' currencies including Malaysian ringgit via its effects on market expectations, the flows of capital and global liquidity. While most studies have focused on the monetary model of exchange rate determination during the U.S. conventional monetary policy period, only a handful of studies investigate the issue during the unconventional monetary policy period. Furthermore, previous studies typically employ either the U.S. market interest rates or Federal Funds rate as a proxy for the U.S. monetary policy stance. In theory, a change in the relative interest rates will affect the equilibrium level of exchange rate. That said, when interest rates are at ZLB during the UMP period, utilising these interest rates as proxy for monetary policy stance is not a suitable strategic. The present study argues that the role of market expectations has largely been ignored. Therefore, the present study aims to address the gap in the literature using the shadow Federal Funds rates as a transmission channel to Malaysian ringgit. This study analyses the relationship between the ringgit-dollar exchange rate and monetary fundamentals, based on an estimated Autoregressive Distributed Lag (ARDL) model over the January 2000 – December 2016 period. This study expects that the relative interest rate is one of the exchange rate (RM/USD) determinants, implying that the exchange rate movements are affected by the changes in the market expectations. Therefore, policymakers need to pay particular attention to the expected change in the U.S. interest rate and balance sheet in coming years.

Keywords: Exchange Rate; Monetary Fundamentals; U.S. Unconventional Monetary Policy Jel: F31

Abstract ID: AIC-2017-EIEF-345

ASYMMETRIC BEHAVIOUR AND ROLE OF TERRORISM IN FINANCIAL MARKET: EVIDENCE FROM PAKISTAN

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Abstract

We examine volatility spillover, asymmetric behavior and standing of terrorist activities in currency and equity market of Pakistan on a daily dataset from January 2005 to February 2017. We also tested the financial markets efficiency in term

of seasonal anomalies. Well-liked GARCH & EGARCH model confirms the presence of volatility spillover in Pakistani markets. Further, we find that terrorist activities has statically significant impact on the instability of financial market in Pakistan, but its influence is strictly depending on the sub-samples of our study. We suggest that the overseas investors and strategismakers should be vigilant about such volatility spillover and asymmetric behavior in the financial market of Pakistan.

Keywords: Terrorist Activities; Volatility Spillover; Anomalies; Foreign Exchange Rate; Stock Market; Pakistan

Abstract ID: AIC-2017-EIEF-346

MEASURING UNIVERSITY-INDUSTRY-GOVERNMENT LINKAGES OF TEXTILE SECTOR OF SINDH

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Abstract

The main aim of this study was to identify the linkages between university and textile industry in Sindh province. This study focuses on the modes of collaborations between both the stakeholders, motivations and barriers factors and proposes effective mechanism for establishing relationship between university and textile industry in future. This study has examined the type of linkages exist between university and textile industry into three major type including TYPE I, TYPE II, TYPE III. The result showed that the type of linkages existed between university and textile industry in TYPE I, summer training and internship are most in practice activity, however sponsoring Ph.D. students and endowment chairs sponsored by industry in the university are least in practice activity. The most in practice has hardly achieved the level of 50% and the least in practice activity have achieved the level of 5%. As far as Type II of linkages is concerned, shows a selection of industrial problem as a research question is the most practice activity; however joint patent and joint research are least in practice activity. For TYPE II of linkages, the maximum occurred practices are in the range of 0-20% and minimum at the range of 0-5%. In TYPE III of linkages shows almost no existence of such practice, the invention originated in university taken up by existing industry are most in practice activity and setting up industrial park closer to university is least in practice activity, however, all the practice are in the range of 0-2%. Overall, the result shows that linkages between university and textile industry are relatively high in TYPE I with a relatively low in TYPE III. This research found same viewpoints of both the stakeholder in terms of types of linkages in practices, the motivation behind establishing linkages, barriers causing obstacles, and proposed effective mechanisms to be implemented in future for economic development and innovation.

Keywords: Innovation; Entrepreneurship; University And Industry Linkages; Economic Development

Abstract ID: AIC-2017-EIEF-358

INVESTMENT IN INTELLECTUAL CAPITAL AND ITS IMPACT ON FINANCIAL PERFORMANCE OF PSX LISTED NON-FINANCIAL FIRMS; A PANEL DATA ANALYSIS INVESTIGATION INVESTMENT IN INTELLECTUAL CAPITAL AND ITS IMPACT ON FINANCIAL PERFORMANCE OF PSX LISTED NON-FINANCIAL FIRMS;

Corresponding Author: Muhammad Kashif Khurshid

Co-Authors: Hazoor Muhammad Sabir, Mohsin Bashir, Mubeen Abdur Rehman

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Abstract

This study investigates the impact of investment in intellectual capital on financial performance of non-financial firms listed on Pakistan Stock Exchange during the period of 2011 to 2015. Methodology / Sample – Panel data analyses are applied to explore the impact of intellectual capital on non-financial firm's financial performance. Simple random sampling is used to choose the sample for the study. Panel data of 86 firms is collected for the period of five years i.e. 2011-2015. So there were 430 observations for the collected data. Findings – Results of the study, give the conclusion in a fashion that value added intellectual capital (VAIC) and its components i.e. capital employed efficiency (CEE), human capital efficiency (HCE) and structural capital efficiency (Muscettola) are positively correlated with four measures of financial performance i.e. return on assets (ROA), return of equity (ROE), return on capital employed (ROCE) and earnings per share (EPS). It is also found structural capital efficiency give high impact on financial performance as compared to other two components of IC. Practical Implications – This study will be useful for the managers, board of directors, shareholders and all other stakeholders to focus not only on the tangible assets of the firms but also the intangible assets of the firms. They can also analyze the importance of intellectual capital efficiency, and its impact on financial performance. Furthermore, these stakeholders can focus on the most important component of IC i.e. capital employed efficiency (CEE).

Keywords: Intellectual Capital (IC); Human Capital Efficiency (HCE); Structural Capital Efficiency (SCE); Capital Employed Efficiency (CEE); Financial Performance (FP).

Abstract ID: AIC-2017-EIEF-359

IMPACT OF FINANCIAL CONSTRAINTS ON FIRM'S INVESTMENT DECISION AND STOCK RETURNS; EVIDENCE FROM MANUFACTURING SECTOR OF PAKISTAN

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Co-Authors: Muhammad Ans Hafeez, Muhammad Iltaf, Muhammad Asif Rashed Khan

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Abstract

The purpose of the study is to analyze the impact of financial constraints on investment and stocks returns. The data have been taken from 103 firms listed in the Pakistan Stock Exchange under non-financial sector for the time period

2011 to 2016 on annual basis. Panel data used and multiple regression analysis has been done to examine the relationship among financial constraints and investment & stock returns. Fixed effect model used among common effect model, random effect model and fixed effect model. Variables used as proxies for financial constraints are debt ratio, sales ratio, cash flow ratio, Tobin's Q, dividend payout ratio, size and age. Findings of the study showed that there are positive and significant relationship between debt ratio, sales ratio and cash flow ratio with investment of sample firms while Tobin's Q, dividend payout ratio, firms' size and firm's age having negative significant relationship with investment of sample firms. These findings explain that with the increase in debts, sales and cash flows of sample firms, there investment also increases and with the increase in Tobin's q, dividend payouts, size of the firm and age of the firm investment decreases. On the other side findings showed that there is positive significant relationship between Tobin's q, cash flow ratio and debt ratio with stock returns while sales ratio, firm's size, firm's age and dividend payout ratio with stock returns of the sample firms. These findings explain that with the increase in Tobin's q, cash flows and debts of sample firms, stock returns increases and with the increase in sales, size of the firms, age of the firm and dividend payouts stock returns of sample firms decrease.

Keywords: Investment; Financial Constraints; Stocks Returns; Debt Ratio; Sales Ratio; Cash Flow Ratio; Tobin'S Q; Dividend Payout Ratio; Firm'S Age; Firm'S Size

Abstract ID: AIC-2017-EIEF-360

THE IMPACT OF OWNERSHIP AND BOARD STRUCTURE ON DIVIDEND PAY-OUT UNDER HIGH AND LOW GROWTH OPPORTUNITIES; EVIDENCE FROM TEXTILE SECTOR OF PAKISTAN

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Abstract

The purpose of this study is to analysis the impact of board structure and ownership structure on dividend pay-out under high and low growth opportunities. The data have been taken from the non-financial sector of Pakistan during the time period of 2011 to 2016. As the dependent variable of the study is dividend, therefore we taken the firms that have paid dividend consistently from 2011 to 2016 as a sample of the study. On the bases of this criteria, the data of 82 firms was used for analysis. Panel regression model has been used to examine the relationship among dependent and independent variables. Fixed effect model was used among common, random, and fixed effect models. The median value of Tobin's Q was used to divide firms in low and high categories. The empirical findings showed that there is a positive and significant impact of foreign ownership and board independence on the dividend pay-outs, while the impact of minority ownership was negative. After dividing the firms in two categories, the impact of ownership and board characteristics on dividend pay-outs under high growth opportunities was more as compared to the low growth firms. The results suggest that the code of corporate governance is more relevant to the dividend policies of high growth firms as compared to low growth firms.?

Keywords: Dividend Pay-Out; Institutional Ownership; Managerial Ownership; Minority Ownership; Foreign Ownership; Board Independence; Ceo Duality

Abstract ID: AIC-2017-EIEF-361

TEACHING PHYSICS WITH INTERACTIVE COMPUTER SIMULATION AT SECONDARY LEVEL

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Co-Authors: Farhana

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Abstract

Recent years, due to rapid development in technology. It has been progressively integrated into the teaching and has contributed significant improvements in the teaching-learning process. In education system due to integration of technology in the classrooms, many teaching tools have been developed and available that helped the teachers and students in teaching learning process (Coffman, 2006). In the recent years, interactive computer simulations have been progressively integrated into the teaching science subjects and have contributed significant improvements in the teaching-learning process. An interactive computer simulation is a tool that provides realistic experience to the students. Interactive computer simulation provides opportunities to interact with the things that are not possible in the real situation. In Pakistan, the interactive computer simulation program is not used for teaching Physics at the secondary level and no research has been found in Pakistani context in best of my knowledge, so this study will be the pioneer. This experimental study focused on investigating the effect of interactive computer simulation on students' Physics concepts. Two sections of pre-ninth grade were chosen as experimental and control group. The experimental group was taught with interactive computer simulation program, and the control group was taught with traditional teaching method. Pre and post-test were designed for both experimental and control group. Independent sample t-test showed that the difference was highly significant between mean scores of experimental and control group after the experiment ($p=0.00$). paired-sample t-test showed that there was a highly significant difference in the mean scores of pre-and post-test of the experimental group ($p=0.00$). The effect size was also found out to determine the magnitude of the difference through Pearson's correlation coefficient r and a very large effect was identified. Apart from quantitative data interviews from teachers and focus group discussion were held to get the teachers and students views. Qualitative data concluded that teachers and students appreciated the simulation program for teaching Physics complex concepts. Research implications, contribution to the field and future research opportunities provided thought-provoking results that will help to improve the situation of ICT in Pakistan and reduce the culture of rote memorization among students.

Abstract ID: AIC-2017-EIEF-363

PROFIT GROWTH IN INDONESIAN ISLAMIC BANK: THE IMPACT OF RGEC

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Abstract

The purpose of this study examines the effect of RGEC implementation on the growth of Islamic Banking profit in Indonesia. The research used 11 financial statements of Indonesian Islamic banking during 2012-2014. This research uses panel regression model in testing RGEC factor on profit growth. Based on data showing that Islamic banking is still at risk, but GCG, ROA, and CAR are still in a maintained position. Statistically, this study found that NPF, CAR, inflation and Islamic bank types affect the profitability of the bank. This indicates that Islamic banking is still at risk and profitability issues, macroeconomic variables are also being a trial also for Indonesian Islamic banks, it is seen from the level of profitability and inflation levels are not much different from each other.

Keywords: Implementation; RGEC; Profit; Islamic Bank

Abstract ID: AIC-2017-EIEF-365

CIRCUIT BREAKERS, SIGNALING, AND OVERREACTION: A CASE OF THE PSE.

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Abstract

*The study aimed to shed light on the post event impact of circuit breakers on investor behavior, more precisely, it hypothesized that the event of a circuit breaker being hit communicates an information asymmetry to the investors thus giving rise to a signal to the investors, and that signal perpetuates the same irrationality as that which caused the circuit breaker in the first place, thus negating the *raison d'être* of the circuit breakers. The study used daily stock returns and instances of circuit breakers being hit for the largest 30 stocks of the PSE for a period spanning 7 years and 10 months. OLS Regression analysis was then applied to the daily stock return and the one day lagged value of the circuit breaker instances variable to compute the statistically generalizable sensitivity of the average stock return on the day next to the circuit breaker instance. The results showed that on average the stock exhibited 7.43% return (1.48 times the circuit breakers threshold for these sample stocks) on a trading day following an instance of a circuit breaker being engaged, and more importantly this return was in the same direction as that of the circuit breaker causing it. This simple single variable model was able to explain 70.3% of the change in the stock return (on days prior to which that stock hit a circuit breaker). Also the results showed that investor response to negative circuit breakers is not significantly (statistically speaking) greater in magnitude than to instances of positive circuit breakers as the prospect theory's results would have the academics believe. The study's results also showed that the disposition effect does indeed manifest itself in the trading volume of scrips when circuit breakers are hit. Implications for circuit breaker design were discussed and future avenues for research were highlighted.*

Keywords: Circuit Breakers; Investor Behavior; Stock Returns; Prospect Theory; Disposition Effect

Abstract ID: AIC-2017-EIEF-370

EFFECT OF FAMILY CONTROL ON FIRM VALUE AND FINANCIAL PERFORMANCE; EVIDENCE FROM NON-FINANCIAL SECTOR OF PAKISTAN

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Co-Authors: Muhammad Kashif Khurshid, Muhammad Asif Rashed Khan, Shahnawaz Saqib

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Abstract

This study is conducted to analyze the impact of Ownership Structure on Firm's Financial Performance and Value in non-financial companies listed at Karachi Stock Exchange during the period 2008 to 2013. The basic focus in this study was related to the performance of family firms as compared to non-family firms. The distinction between both types have been explained in literature review with the help of definitions given by different authors and scholars. Keeping in view the research aims and objectives the study has taken non-financial sector of Pakistan as population. Afterward, the study has adopted simple random sampling technique in accordance to research requirements and extracted a sample of 120 firms for analysis purpose. All these firms are listed on Karachi Stock Exchange (KSE). Tobin's Q and ROA have been used as a proxy variable to explore the firm value and firm's financial performance. The researcher has incorporated 8 independent variables i.e. firm type (family/ non-family), ownership concentration, founder/ descendent firm, age, size, growth, leverage, and interest coverage ratio. Sophisticated data analysis techniques such as descriptive, correlational, panel data regression analysis have been used. Panel Data technique has also been employed to identify the significant relationships among the variables. Results showed that Family firms are negatively correlated and Non-Family firms gives better performance. Whereas Concentrated Ownership has shown significant relationship but negative correlation with proxy variables (ROA = -0.1627; Tobin's Q = -0.0938). On the basis of results obtained through data analysis it is explored that Performance of firm censoriously depends on Managerial Ownership. Panel data analysis has shown that firm leverage and size has no relationship with proxy variables while remaining independent variables have significant relationship with performance variables. Agency problems get up when Managerial Shareholdings increased in Pakistani context, which eventually affects the firm performance.

Keywords: Family Firms; Non-Family Firms; Family Control; Firm Value; Roa; Tobin'S Q

Abstract ID: AIC-2017-EIEF-371

EMPIRICAL INVESTIGATION OF RELATIONSHIP BETWEEN INTELLECTUAL CAPITAL AND FIRM VALUE: THE ROLE OF MANAGERIAL OWNERSHIP AND FIRM PERFORMANCE

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Abstract

Rapidly changing dynamics of globalization and increasing market competition, companies all around the world confronting several new challenges and opportunities. In order to be competitive and successful apart from relative importance of physical sources, companies have to adapt modern strategies and policies regarding market flexibility and development. The purpose of this study is to empirically investigate the relationship between Intellectual Capital and Firm Value. Furthermore, the moderating role of managerial ownership and mediating role of firm performance has been evaluated with the help of regression analysis. The sample included the panel data taken from non-financial firms listed on Pakistan stock exchange (PSX) covering the period 2010-2015. 79 firms out of 384 firms have been selected with the help of purposive sampling technique. VAIC (Value Added Intellectual Capital) model has been used for the calculation of Intellectual capital. Tobin's Q has been taken as a measure of firm value while, ROA and ROE have taken as measures of financial performance. Managerial ownership has been tested as moderator. Study hypotheses are developed on the basis of agency theory and resource-based theory. On the basis of data analysis, it is concluded that the relationship between VAIC and Firm Value is positive significantly. Moreover, the relationship between VAIC and firm value is partially mediated by firm performance. It is also concluded that managerial ownership moderates the relationship between VAIC and firm value negatively while, it does not moderate the relationship between VAIC and firm performance.?

Keywords: Intellectual Capital (IC); Human Capital Efficiency (HCE); Structural Capital Efficiency (SCE); Capital Employed Efficiency (CEE); Financial Performance (FP).; Firm Value (FV)

Abstract ID: AIC-2017-EIEF-372

THE IMPACT OF OPERATIONAL EFFICIENCY ON FUTURE PERFORMANCE: EMPIRICAL EVIDENCE FROM PAKISTANI MANUFACTURING FIRMS

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Abstract

Operational performance points out the importance of financial performance and future performance for the companies at national and international level. The purpose of this study is to investigate the impact of changes in operational efficiency on changes in future performance of manufacturing firms of Pakistan. Secondary data collection were used to conduct the study. A sample was selected of 104 Pakistan manufacturing firms listed on the Pakistan Stock Exchange (PSX) for a period of 11 years (from 2006-2016). For the determination of sampling, the data is used of 104 companies in this research work. The data is taken from the financial statements of the selected sampled firms. In this study, it is used to examine the degree of correlation between operational efficiency and future performance of non-financial listed firms. Panel data regression techniques are utilized to calculate the variation in percentage change in dependent variables due to any percentage change in independent variables. The findings show that there is positive association between percentage change in operational efficiency and percentage change in future performance. Coefficient of percentage change in cash conversion cycle, operating cash flows, Firm size, Total assets turnover, return on assets and earnings per share are positively correlated with the percentage change in future performance, while percentage change in total debt to total assets has negative influence on percentage change in future performance. There is not necessarily a causal relationship between the two, although the study provides some conjectures to the findings. The findings of this study may only be generalized to firms similar to those that were included in this study. This study contributes to the literature on the factors that improve the efficiency of business operations and in particular on the association between several features of operational efficiency and the efficiency of future performance. ?

Keywords: FP; CCC; OCF; ROA; TAT; EPS; FS; TDTA

Abstract ID: AIC-2017-EIEF-373

IMPACT OF CREDIT RISK MANAGEMENT ON BANK PERFORMANCE: AN EMPIRICAL STUDY ON COMMERCIAL BANKS OF PAKISTAN LISTED AT PAKISTAN STOCK EXCHANGE (PSX)

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Abstract

The purpose of the study is to investigate the relationship between the credit risk management and its impact on banks performance of commercial banks listed at Pakistan Stock Exchange (PSX). This study is primarily based on Secondary (panel data) and data was collected from various sources such as the commercial banks annual report for the period of 2006-2015. Of the 31 commercial banks in Pakistan according to the State Banks of Pakistan report 2015, full data was attained from 27 banks. The data were analyzed by using descriptive, correlation and panel data regression model by using Eview-9. The result concluded that in the absence of control variables, the Non-Performing Loan (NPL) has negative and significant effect on bank performance (ROA, ROE & NIM). In the same, capital adequacy ratio (CAR)

has positive effect on bank performance while loan & advances (LA) has negative impact on banks performance (ROA, ROE, & NIM). Furthermore, in the presence of control variables, the result also showed that non-performing loan (NPL) has also negative effect on ROA, ROE & NIM. Result has revealed that bank liquidity (BL) variable has significant positive impact on ROA & ROE but significant negative impact on NIM. Capital adequacy ratio (CAR) has significant positive impact on ROA but insignificant positive impact on ROE and significant and negative impact on NIM. On the other hand, findings revealed that interest income (II) and interest rate spread (IRS) have positive significant impact on the bank profitability ROA, ROE & NIM. Moreover, the result of loan and advance (LA) and market profit opportunity (MPO) have negative impact on bank's profitability ROA, ROE, & NIM.

Keywords: Credit Risk Management; Non-Performing Loans; Profitability; Interest Rate Spread; Capital Adequacy Ratio; Market Profit Opportunity.

Abstract ID: AIC-2017-EIEF-375

ROLES, RESPONSIBILITIES AND HINDRANCES OF CHIEF RISK OFFICER IN THE RISK MANAGEMENT FRAMEWORK FOR THE BANKING INDUSTRY OF PAKISTAN: A QUALITATIVE APPROACH

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Abstract

The role of Chief Risk Officer (CRO) and CRO's risk management department are grown globally but not evolved locally due to lack of focus on the CRO's role by the regulator and hindrances from executive management of the Pakistani commercial banks. The purpose of this study is to conduct an in-depth analysis of the existing risk management framework to explore the roles, responsibilities and hindrances of CRO to better manage the risk governance issues of commercial banking industry of Pakistan. A qualitative research design was adopted for this study to carry out the in-depth evaluation of the existing risk management framework. A case study based research strategy was adopted in which in-depth interviews were conducted from the CROs/Heads of Risk of commercial banks of Pakistan. Data analysis was done using a technique called thematic analysis using QSR-Nvivo 11. In thematic analysis, the data collected through interviews were coded under relevant nodes. Then themes are extracted from the nodes using word cloud and word trees. The thematic analysis reveals that there are certain deficiencies in the existing risk management framework which are incorrect positioning of CRO, lack of maturity of risk management capabilities; weak risk culture; e-risk software solutions; advanced risk techniques and tested risk models for effective risk assessment & analysis. It is recommended that the SBP should increase their risk training programs so that the adoption of new risk standards like Basel III will become smooth. Furthermore, it is suggested that the BoDs design policies to create a risk culture in the bank so that every person in the bank will understand the importance of risk management that could lead to correct the positioning of CROs in the banks so that the CROs can play their part in the most effective way.

Keywords: Chief Risk Officer (CRO); Risk Management Framework; CRO Positioning; Risk Culture

Abstract ID: AIC-2017-EIEF-378

ANALYZING EXPORTS' EFFICIENCY OF PAKISTAN WITH ECO REGION: AN APPLICATION OF THE STOCHASTIC FRONTIER GRAVITY MODEL

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Co-Authors: Hira Liaquat, Asmara Irfan, Abdul Sami

Abstract

Rapid Economic growth is one of the foremost objectives of developing countries and international trade is considered an important pillar for economic growth. Trade among regions and countries also improves the welfare of peoples. The exports from Pakistan are considered best in the world so Pakistan has good trade relations with many countries. Pakistan trades with many countries but its exports are focused few countries. The objective of the present study is to examine the export efficiency of Pakistan and to investigate the trade potential and actual trade of Pakistan with Economic Cooperation Organization (ECO) countries. In addition, the study also evaluates the main determinants of trade efficiency of Pakistan with sample countries by applying stochastic frontier gravity model using panel data for the period 2003 to 2015. The study will also observe the technical efficiency score for sample countries.

Keywords: Exports' Efficiency, Pakistan, ECO Region, Stochastic Frontier Gravity Model

Abstract ID: AIC-2017-EIEF-385

IMPACT OF CASH FLOW ON FIRM PERFORMANCE UNDER CAPITAL MARKET IMPERFECTIONS: EVIDENCE FROM PAKISTANI LISTED MANUFACTURING FIRMS

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Abstract

This study explored the impact of cash flow on financial performance under capital market imperfections of 120 Pakistani non-financial manufacturing firms listed in the Pakistan Stock Exchange (PSX) during the span 2006-2015. Such impact is examined twice, firstly without capital market imperfections and secondly in the presence of capital market imperfections. Market imperfections are measured through the use of three proxies such as firm size, firm

liquidity and number of shares held by institutions. Return on assets (ROA) and return on equity (ROE) are taken as predictors. A panel data regression is used to investigate the relation of cash flow and capital market imperfections on financial performance. In case of without capital market imperfections, the impact of cash flow on performance is affirmative and significant while the presence of market imperfections such impact of cash flow on performance is also affirmative and momentous with higher sensitivity under all three proxies used for measurement of capital market imperfection. These results indicate that when market is imperfect large number of firms rely mostly on internally generated cash flow.

Keywords: Cash Flow; Return On Assets; Return On Equity; Market Imperfections; Firm Size; Liquidity And Institutional Ownership

Abstract ID: AIC-2017-EIEF-387

IMPACT OF OWNERSHIP STRUCTURE AND BOARD COMPOSITION ON FINANCIAL DISTRESS OF PAKISTAN STOCK EXCHANGE (PSX) LISTED MANUFACTURING FIRMS

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Abstract

Financial distress prediction acts very important role in valuation and future growth of the firms in competitive environment of globalization. If financial distress is not handled timely without any recovery strategy, it can lead the company to bankruptcy. Since independence, Pakistan has witnessed numerous cases of financial distress and bankruptcy among non-financial firms. This has been evidenced by some firms undertaking financial restructuring and others have been merged and some of them delisted from Pakistan Stock Exchange. This study sought to investigate the impact of ownership structure and board composition on financial distress. In this regard study found the effect of board structure, ownership structure on financial distress of non-financial companies listed in PSX during 2009 to 2016. The period of 2008 is assumed financial crises period throughout the world. So keeping in view that crises period can super seed the results of the study, we limit the study period from 2008 to latest available tenure i.e. 2016. The financial distress is measured by the use of well-knowns measure i.e. Emerging Markets Score (EMS). In accomplishing this overall objective, the study sought to establish the effect of board structure, ownership structure, financial and macro-economic factors on financial distress of non-financial firms. A census of all the 384 non-financial companies listed in PSE as at December 2016 constituted as target population. Descriptive statistics and panel regression analysis techniques were used to analyze the data. F-test used to determine the significance of the overall models; while significance of individual variables determined by t-statistics. The results of the study indicate the board composition and ownership structure have positive and significant impact on Altman's Z Score. The study sheds light on the overall and individual effect of board structure and ownership structure on the financial distress of non-financial firms.?

Keywords: Financial Distress; Board Structure; Ownership Structure; Managerial Ownership; Institutional Ownership

Abstract ID: AIC-2017-EIEF-388

ROLE OF CORPORATE GOVERNANCE IN MANAGING AGENCY CONFLICTS IN FAMILY OWNED FIRMS

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Abstract

The tool of the corporate governance is used to create harmony among all the stakeholders of the firm including top management, shareholders, members of the board of directors and others involved. In Pakistan the good corporate governance practices are contributing a lot in the betterment of financial and economic position of- the firms, especially working as family owned firms. Good Corporate governance practices are a source of growth and development of the business and the economy of the country. In Pakistan there are more than 90% business working as family business and they are working over generations. They are enormously contributing in the economic growth of the country and are helping the economy to create more opportunities of employment. It is possible to ignore this important form of business organization. Many challenges are faced by their firms regarding their working, Promotion, existence and longterm survival. Mostly these firms are unable to survive after fourth generation due to agency confliction and lack of good corporate governance practices. For the their longterm survival and existence, it is necessary to adopt good corporate governance structure including professional members in the board, management control, family interaction, transparency, creation of trust, avoiding opportunistic behavior and alignment of business objectives. Corporate governance practices are guarantor of minimizing of agency confliction keeping in view the agency and steward behavior. This paper examines the behavior of different family owned firms while employing different corporate governance practices in Pakistan. Primary Data from different family owned firms listed in Pakistan stock Exchange Karachi, is collected through questionnaires and is analyzed. It is concluded that family owned firms must adopt good corporate governance structure to minimize agency confliction and for their long-term survival. The paper underlines various multifaceted situations and dimensions.

Keywords: Family Owned Firms; Corporate Governance; Agency Conflict; Business Governed By Family

Abstract ID: AIC-2017-EIEF-393

THE IMPACT OF ISLAMIC GOVERNANCE MECHANISMS ON CORPORATE GOVERNANCE COMPLIANCE AND DISCLOSURE

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Abstract

Purpose- This study aims to inspect the impact of Islamic Governance Mechanisms (IGM) on the magnitude of Corporate Governance (CG) compliance and disclosure. Moreover, impact of several ownerships and CG structures have also been examined on the level of CG compliance and disclosures. *Design/Methodology-* This study aims to specifically construct an index by utilizing 160 Pakistani listed firms over the period of eleven years. Multivariate regressions are carried out to analyze the impact of IGM on CG disclosure. The study is largely robust to endogeneities, alternative measures, fixed effect and to other firm level characteristics. *Findings-* The findings of the study indicate that higher level of commitment headed for incorporation of IGM in the day to day operations via greater IGM disclosure index rating engross in higher level of CG disclosure as compared to those which do not imply this. Furthermore, it is found that presence of audit firm size, audit committee, government ownership, institutional ownership and board size show a positive association with extent of CG compliance and disclosures. Block ownership depicted a negative nexus with CG compliance and disclosure. *Practical Implications-* This research has wide ranging real-world implications for upcoming researchers. Empirical demonstration shows that the companies which adopt IGM willingly are probably fairer regarding their corporate governance practices hence, providing with unique insights of IGM and CG disclosure. *Originality-* To the extent of researcher's knowledge, it is primary attempt in Pakistani CG facet to scrutinize the influence of IGM on CG compliance and disclosure. The evidences of traditional CG and ownership structure with CG compliance and disclosure provided by the empirical analysis of the study are distinct and explicit.

Keywords: Islamic Governance Mechanisms; Corporate Governance; Compliance And Disclosure; Ownership Structures; CG Structures And Endogeneities.

Abstract ID: AIC-2017-EIEF-396

EFFECT OF SALES GROWTH, TURNOVER WORKING CAPITAL AND LIQUIDITY RECEIVABLES TURNOVER ON THE VARIOUS INDUSTRIES COMPANY LISTED ON THE STOCK EXCHANGE

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Abstract

The purpose of this study was to determine the effect of sales growth, turnover of receivables and working capital turnover to liquidity at various industrial companies listed on the Indonesian Stock Exchange (BEI). The method used is quantitative research methods, has a hypothesis, and using secondary data. The sampling method used was purposive sampling technique. The method used to analyze the relationship between the dependent variable and the independent variable is the method of multiple linear analysis. By t-test to see the effects of the individual and the F test to see the effects together. The results of this study indicate that sales growth variable has no effect on liquidity, working capital turnover affect the liquidity and receivables turnover has no effect on liquidity. Simultaneously, sales growth, working capital turnover and accounts receivable turnover effect on liquidity.

Keywords: Growth In Sales; Accounts Receivable Turnover; Turnover Working Capital; Liquidity

Abstract ID: AIC-2017-EIEF-397

EFFECT OF PERCEPTION OF FACILITIES, THE INTENSITY OF CONDUCT AND SATISFACTION OF TAXPAYERS TO SUBMISSION OF LETTER BY E-FILING NOTICE ON TAX SERVICE

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Abstract

This study aims to determine the effect of perceived ease, intensity of behavior, and user satisfaction in using the e-filing system, especially in the city of Lhokseumawe. The data used in this study are primary data using questionnaires. Respondents are individual taxpayer who reported using e-filing tax returns in the town of Lhokseumawe. Sample collection method used in this study was Convenience Sampling with a total sample of 96 people. Analysis of the data in this study using multiple linear regression. The results showed that (1) Perceived Ease positive significant effect on the use of e-filing, (2) Intensity Behavior positive significant effect on the use of e-filing, (3) User Satisfaction positive significant effect on the use of e-filing, (4) Perception ease, intensity Behavior and User Satisfaction positive significant effect on the use of e-filing.

Keywords: E-Filing; Perceived Ease; Intensity Behavior; Satisfaction Taxpayer

Abstract ID: AIC-2017-EIEF-398

THE EFFECT OF OFF AND ON BALANCE SHEET LEVERAGE RATIO TOWARDS SYSTEMIC RISK OF BANKS IN ASEAN COUNTRIES FROM 2009-2016

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Abstract

This research tries to find the correlation between on-balance sheet and off-balance sheet leverage ratio towards systemic risk. We use Marginal Expected Shortfall (MES) calculation proposed by Acharya (2010) that using

Abstract ID: AIC-2017-EIEF-402

'BANK LENDING (CREDIT) CHANNEL OF MONETARY TRANSMISSION MECHANISM'

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Abstract

The significance of channel of bank lending for the process of transmission of monetary policy is examined employing the model of ARDL (Auto-regressive-distributed lag). This recently established bound test is used in order to determine the description of this model. The data that has been used for this research is based on secondary data of 7 years. The results appear to be constant with the hypothesis that providing by banks with comparatively weak capital responds great to the modification in the stance of monetary policy than provided by improved capitalized banks.

Keywords: Bank Lending; Monetary Policy; ARDL

Abstract ID: AIC-2017-EIEF-406

IS DEFENSE EXPENDITURE PRO OR ANTI INFLATION IN PAKISTAN? AN EMPIRICAL INVESTIGATION

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Abstract

Present study intends to seek the relation between defense expenditure and inflation along with gross domestic product, exchange rate and gross fixed capital formation in Pakistan for the period 1980- 2016. The problem to be addressed is that whether defense expenditure is pro-inflation or anti-inflation in Pakistan. The methods of this study include co-integration and Granger causality tests. Moreover, error correction mechanism (ECM) has been applied to examine the stability among the said variables ultimately requires short run adjustment of the variables under examination. The empirical results confirm the long-run relationship among the mentioned macroeconomic variables. Results show that there is a negative association between inflation and defense expenditure, gross fixed capital formation and exchange rate and positive association with defense expenditure and gross domestic product. This study has not established any causality between inflation and defense expenditures during the selected time period. Keeping in view the results of the technical analysis, it is suggested that the funding of the defense sector should be continual in terms of its volume and quantity to achieve the target of low or moderate inflation in Pakistan.

Keywords: Defense Expenditures; Pro Inflation; Anti Inflation; Pakistan; ECM

Abstract ID: AIC-2017-EIEF-414

FINANCIAL REGULATIONS AND BANKING EFFICIENCY: A STUDY OF BANKING SECTOR IN PAKISTAN.

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Abstract

Financial regulations are vital source for progress the liquidity and solvency of financial institutions for every country across the globe. The study empirically investigated the effect of financial regulations enforced by state bank of Pakistan (SBP) on individual banks and their banking efficiency. This study employed a sample size of nine commercial banks operating in Pakistan during the period of 2010 to 2014 on a quarterly basis. For categorization of banks, this study applied new approach of taking commercial banks based on the total assets structure of commercial banks, the range is from small, medium to large banks. The novelty of this study lies in using the Data Envelop Analysis (DEA) to compute the banking efficiency of commercial banks in Pakistan. This study filled the gap by applying the Panel data analysis to describe the relationship between financial regulations and banking efficiency of selected commercial banks. The findings of this study portrayed that high reserve ratio guide to reduce the banking efficiency of small and large commercial banks. Moreover, another interesting finding of this study is that the capital adequacy ratio is originated to be unimportant with banking efficiency. Empirical evidences showed that liquidity ratio and nonperforming loans to total loans and loan to deposit ratio and reserve ratio have been found to be significant for large commercial banks. Adding to this, the capital adequacy ratio is found to be significant for medium and small banks in Pakistan. Findings of this study confirms that dissimilar financial regulations influence dissimilar to the diverse groups of commercial banks. The government and the regulatory bodies should recognize the systematic and

non-systematic financial institutes inside the state. Keeping in view the financial and regulatory ratios for systematically and non-systematically significant commercial banks must be dissimilar.

Keywords: Financial Regulations; Banking Efficiency; Data Envelop Analysis

Abstract ID: AIC-2017-EIEF-416

WHY NOT PROFITABLE: LESSONS FROM CHINA AND INDIA

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Abstract

Even though there have been numerous studies on profitability and its behaviour, the asymmetric nature between profit and unprofitable companies has been largely omitted. This study attempts to fill the gap here investigating loss making in the emerging market setting. Our findings from China and India suggested that three groups of company attributes were significantly associated with loss making: 1) Financial attributes including dividends, sales, gearing and current ratios, 2) Operations attributes including capital productivity, capital and labour intensities, 3) Generic attributes such as ownership and age. Additionally, external factors were also influential, particularly in the emerging market setting. Institutional and environmental changes had affected the systematic risk of loss making over time in both countries. Considerable heterogeneity in sectors was also observed.

Keywords: China; India; Financial Distress; Industry; Performance; Profit.

Abstract ID: AIC-2017-EIEF-418

KEY CREDIT FACTORS FOR PUBLIC PRIVATE PARTNERSHIP (PPP) PROJECT FINANCING IN MALAYSIA

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Abstract

Public Private Partnerships (PPPs) have been implemented by many governments around the world as an innovative procurement for development of economic and social infrastructure projects. PPP approaches have benefited the governments through the transfer of some of their duties to capable private sector actors to plan, design, finance, build, operate, and maintain project assets. Since the PPP projects involve large amounts of investment and long contractual concession periods, the projects are associated with high credit risk, which is the likelihood that the private company as a borrower fails to meet its debt services obligations. PPP projects demand large capital investments particularly at initial stages during project formulation, design, and construction. Usually, debt portion is between 70% and 95% of project costs. Hence, banks are exposed to credit risk when they involve in lending to these large projects with long gestation periods. Banks evaluate the creditworthiness of the private company based on quantifiable financial indicators and qualitative elements of the company's strength. To ensure success in securing project financing, the project must be economically viable that is able to generate cash flow and pass the bankability test. The private company that is lack of financial capacity, inexperienced in construction, and weak in management capabilities, face a high probability of failing to secure PPP financing. Therefore, this study aimed to identify and critically assess the key credit factors in PPP project financing. Multiple methods were conducted including comprehensive literature review, case study investigation, and document analysis to achieve the research objective. Data collected were analysed using computer-assisted ATLAS.ti. Five groups of key credit factors were identified consisting of project's financial credit strength, strength of sponsor, contractual foundation, transaction characteristic, and security package. The findings contribute to the current knowledge of PPP financing that is to succeed in obtaining funding for PPP projects, it is imperative for the private company to understand the risk profile of the projects from debt-financing perspective. The success in project financing can never be guaranteed, but an understanding of key credit factors will increase its chances of success.

Keywords: Credit; Factor; Finance; Project; PPP

Abstract ID: AIC-2017-EIEF-421

UNDERSTANDING ONLINE BANKING USERS' BEHAVIOURAL ACCEPTANCE OF LOCAL PRIVATE UNIVERSITY STUDENTS

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Abstract

Online banking has been recognized as a key path to profitability to bank operators. The continuous advancement of internet technology has led online banking becoming one of the popular commercial activities. The increasing competitive business environment together with growing use of online banking in society, demand banks to establish better understanding on this emerging e-commerce tool. Thus, this study aims to investigate the determinants that influence users' acceptance towards online banking in the perspective of Technology Acceptance Model (TAM). A total of 150 respondents were recruited using convenience sampling. Data collected was analysed based on Structural Equation Modelling (SEM) using Smart PLS software. Perceived credibility, perceived ease of use, perceived usefulness and quality of internet connection were examined whether these variables are responsible to explain online banking adoption. The findings reveal that three out of four sub-hypotheses (with exception of quality of internet connection) are

supported with R2 value of 70.2%. This study adds to theoretical and practical implications relating to online banking future studies in Malaysia.

Keywords:

Abstract ID: AIC-2017-EIEF-422

A STUDY OF INTERNAL CONTROL OF FIRMS IN THAI NGUYEN, VIETNAM

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Abstract

Purpose: The main objective of the study is to investigate the state of internal control of firms in Thai Nguyen, Vietnam. Design/methodology/approach: A sample of 336 firms in Thai Nguyen, Vietnam was gathered using structured questionnaires. Data was analyzed using descriptive statistics. In the study, internal control was reflected by five interrelated elements including control environment, risk assessment, control activities, information and communication and monitoring. Findings: The study results indicated that internal control of firms in Thai Nguyen, Vietnam was rated at an average level. Among the five components of internal control, control activities had the highest score by the participated respondents. Originality/value – The study made a contribution to the academic research activities regarding to internal control of firms in Thai Nguyen, Vietnam. Limitations – Generalization of the research results should be made with cautions as the study used convenient sampling technique to collect data due to the sensitivity of the subject.

Keywords: Internal Control; Internal Control System; Thai Nguyen; Vietnam

Abstract ID: AIC-2017-EIEF-429

E-GOVERNMENT IN MAURITIUS: A PRINCIPAL COMPONENT ANALYSIS

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Abstract

E-government has enabled citizens to access government information; removed the forty-hour workweek restriction; improved provision of public services; lead to higher customer satisfaction through client orientation; inspired greater trust in the government; made the public sector more accountable, transparent, cost-effective and responsive to grievances; and it also opened up to citizen scrutiny. This paper investigated into these aspects through the principal component analysis in an attempt to make interpretations of several variables easier for policy makers by reducing them into some related sub-components of e-government. A random survey among 244 e-government users was conducted across all districts of Mauritius. The Kaiser Meyer Olkin measure of sample adequacy is 0.86. The determinant of R-matrix exceeds 0.00001 and the Barlett's test is highly significant (p

Keywords: E-Government; Principal Component Analysis; Oblique Rotation

Abstract ID: AIC-2017-EIEF-434

FIRST TIME REPORTING OF KEY AUDIT MATTERS (KAM) BY MALAYSIAN AUDITORS

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Abstract

This paper reports on the early first cohort of Audit Reports issued by external auditors in response to the requirement of ISA 701, Communication of Key Audit Matters (KAM) in the Auditor's Report, which became effective for audits of financial statements on or after 15 December 2016. Based on 15 Audit Reports of financial statements for year ending 31 December 2016 available in early 2017, this paper reports that only one out of 15 had a disclaimer and no KAM reported for the audit as ISA 701 specifies that no KAM should be reported following a disclaimer. The other fourteen audit reports were all clean reports with the number of KAMs reported ranging from one to five. The highest most significant audit matter reported was revenue recognition and inventory valuation followed by asset impairments of both tangible and intangible assets. Justifications by auditors of matters considered most significant ranged from no additional information (it is most significant because it is material) to articulate explicit link with the business model and industry-specific factors thus compliance with disclosure of KAM may be compliance de jour rather than compliance de facto. Despite the additional requirement to disclose KAM, this study finds no evidence of audit delays. All KAMs disclosed are elaborations of and related to a client's significant accounting policies choice. From KAM disclosures, readers of audit reports now are informed of the audit risk areas where estimates were made and judgments prevailed challenging auditors to exercise greater skepticism. This preliminary finding provides pointers for greater research into the cost benefits and communicative value of KAM disclosure in the Audit Reports of Listed companies in Malaysia.

Keywords: Key Audit Matters; Professional Skepticism; Revenue Recognition; Asset Impairment

Abstract ID: AIC-2017-EIEF-436

THE EFFECT OF CAR, NPL, LDR, BOPO, TOTAL ASSET, BI RATE AND EXCHANGE RATE TOWARD ROA OF BANKS LISTED IN INDONESIA STOCK EXCHANGE DURING 2011-2016

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Abstract

The objective of this research is to examine the effect of CAR, NPL, LDR, BOPO, Total Asset, BI Rate and Exchange Rate toward ROA of Banks listed on the Indonesia Stock Exchange during 2011-2016. A sample of 24 banks is used in this study. Moreover, a multiple regression based on the ordinary least square method is employed. The result shows that, based on the t-test, CAR, LDR and BOPO significantly affect ROA of Banks. However, NPL, Total asset, BI Rate and Exchange rate do not have a significant effect. Nevertheless, based on the f-test, all independent variables influence significantly ROA of Banks listed on the Indonesia Stock Exchange.

Keywords: Car; Npl; Ldr; Bopo; Total Asset; Bi Rate; Exchange Rate; Roa.

Abstract ID: AIC-2017-EIEF-451

ASSESSMENT ON LIQUIDITY MANAGEMENT OF ISLAMIC BANKS USING LIQUIDITY RISK MANAGEMENT (LRM) INDEX

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Abstract

Islamic Rural Bank (Bank Pembiayaan Rakyat Syariah /BPRS) is one of the financial institutions which is profit oriented and has a lot of risk. Liquidity is one of the main risk on Islamic Rural Bank. Islamic Rural Bank should maintain the effectiveness and efficiency of their assets, liabilities, and policy assessment in order to have the optimum quality of liquidity risk management. The research aims are to study assessment on asset side, liability side and liquidity management policies that reflect the quality of liquidity risk management on Islamic Rural Bank in Sidoarjo. The research method used is quantitative approach, using Risk Management Quality Index Model. The data was collected by questionnaire for liquidity management Manager of BPRS Baktimakmur Indah, BPRS Annisa Mukti and BPRS Unawi Barokah. The results are that BPRS Baktimakmur Indah has an excellent quality of liquidity risk management, while BPRS Annisa Mukti and BPRS Unawi Barokah have a good quality of liquidity risk management.

Keywords: Islamic Rural Bank ; Liquidity Risk Management ; Liquidity Risk Management (LRM) Index

Abstract ID: AIC-2017-EIEF-459

ASSESSING THE MEDIATING ROLE OF MANUFACTURING COMPETITIVE STRATEGIES IN THE RELATIONSHIP OF QUALITY MANAGEMENT SYSTEM AND FINANCIAL PERFORMANCE

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Abstract

The purpose of this paper is to investigate to what extent Quality Management System (QMS) impact the manufacturing competitive strategies – low cost, high quality, delivery time, flexibility and innovation - which consequently mediates the effect of QMS on financial performance. The cross-sectional data was collected from 189 Pakistan's manufacturing companies, by using questionnaire. Structural Equation Modeling was used to determine the relationship between proposed research model. The findings show that the manufacturing strategies of competitiveness strongly mediate the effect of QMS implementation on financial performance. Moreover, the operational index of quality has the strongest relationship and innovation scored relatively least strong. This paper significantly contributes in literature by providing an empirical evidence from an under researched country like Pakistan. In terms of practical implications, the study provides guidelines for practitioners about the key performance indices that need to be introduced to quantify the impact of a QMS for attaining competitive advantage.

Keywords: Qms; Manufacturing Competitiveness Priorities; Financial Performance;

Abstract ID: AIC-2017-EIEF-471

ANALYSIS OF LOCAL GOVERNMENT CHARACTERISTICS, NON-COMPLIANCE WITH LAWS AND AUDIT OPINIONS ON LOCAL GOVERNMENT PERFORMANCE: A STUDY IN SULAWES

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Abstract

The purpose of this research is to analyze the relationship between local government characteristics, non-compliance with laws and audit opinions on local government performance using value for money analysis: economical, efficiency, and effectiveness. The data used in this research were 46 local government from 3 provinces in Sulawesi: South Sulawesi, Central Sulawesi and North Sulawesi. The data were analyzed using multiple regression. The results showed that: (1) local government characteristics, non-compliance with laws and audit opinions not affect the economical performance of local government, (2) local government characteristics, non-compliance with laws and audit opinions

not affect the efficiency performance of local government, and (3) local government characteristics, non-compliance with laws and audit opinions not affect the effectiveness performance of local government.

Keywords: Local Government Characteristics; Non-Compliance With Laws; Audit Opinions; Local Government Performance

Abstract ID: AIC-2017-EIEF-480

OBSTACLES TOWARD ADOPTING ELECTRONIC GOVERNMENT IN AN EMERGING ECONOMY: EVIDENCE FROM KUWAIT

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Abstract

Purpose–The current study provides assessment to the current system of e-government in Kuwait. It also identifies possible obstacles towards promoting effective e-government and what should be done to alleviate these obstacles. *Design/methodology/approach* – A questionnaire survey has been used to achieve the aim of the study. During January and April 2017 the questionnaire was distributed to 275 public sector employees. Of which 200 returned completed resulting in 72% usable response rate. Descriptive statistics was performed together with Mann Whitney test to identify significant difference in the participants' answers due to their managerial occupation. *Findings* –The study revealed that Kuwait has the required financial resources to adopt an effective e-government system. The participants in the survey indicated that Kuwait lacks an effective infrastructure of information technology and a major proportion of the participants demonstrated that they acquire a low or average level of knowledge and experience in information technology. They consider the current information technology system adopted by the Kuwaiti government is not secured enough to protect public data and information. They consider lack of staff proper training programs, inefficiency in allocating financial resources, lack of policy and regulation of e-usage and lack partnership and collaboration are the main obstacles towards introducing effective e-government in Kuwait. Although the participants either agreed or strongly agreed with steps to be taken, included in the questionnaire, to promote effective e-government in Kuwait, the participants expressed their highest agreements with providing necessary technical support to insure effective electronic work, maintaining electronic equipment and programs regularly, simplifying managerial procedures to enable its electronic use and providing electronic services to the users anywhere they exist. *Research limitations* – The questionnaire survey employed in this study is limited only to public sector personnel at various managerial levels. To draw a full picture about how to introduce an effective e-government in Kuwait, the public (users) needs to be included in future survey. *Practical implications*– The outcome of this study is expected to assist decision makers in the public sector in formulating their future strategy of e-government in Kuwait. By offering effective e-government, trust between governments and their citizens would improve and this will result in better use of the country's resources and promote the national economic and social development.

Keywords: E-Government Services; Technology Adoption; E-Government Implementation; Kuwait

Abstract ID: AIC-2017-EIEF-488

FACTORS AFFECTING STUDENTS' INTENTION TO INVEST: EXPECTED INCOME AS A MEDIATOR

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Abstract

This research aims to find the internal factors that influence students' intention to invest. Sample in the study amounted 130 student from business students in Palembang City South Sumatera Indonesia that investor in stock market. The analytical technique used Regression Equation. The results obtained show that knowledge, capital market training, lifestyle, and risk perception have an effect on student interest to invest in capital market. Expected returns is a mediator variables that reinforce the influence of knowledge, capital market training, lifestyle and risk perceptions of student interest in stock market investments.

Keywords: Intention To Invest; Expected Income; Life Style; Risk Perceive

Abstract ID: AIC-2017-EIEF-492

A STUDY OF FACTORS AFFECTING INVESTMENT DECISIONS IN FINANCIAL SECTOR OF PAKISTAN USING SEM APPROACH.

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Abstract

Behavioral finance studies analyze the affect of behavioral factors on investment decisions in the stock market under uncertain conditions. This paper analyzes the behavioral factors such as heuristics and risk aversion as well as financial techniques and tools and corporate governance affect investors' decisions while investing in the stock market. In this study, we analyze the variations in behavioral factors while determining the investment decisions. We used 700-structural questionnaire for collecting primary data from a variety of investors (commercial banks, insurance company, equity investment companies, mutual funds and individual investors). This study used the stratified random sampling technique. The analysis shows that Heuristics, risk aversion, financial tools and corporate governance positively and

significant affect on investment decisions. This study shall be usefull for creating awareness in varities of stakeholders for investing in stock exchange. The study will increase the confidence of the investors.

Keywords: Investment Decisions; Behavioral Factors; Institutional Investors; Individual Investors.

Abstract ID: AIC-2017-EIEF-495

THE IMPACT OF FINANCIAL FLEXIBILITY ON DEBT MATURITY STRUCTURE FOR AUSTRALIA AND MALAYSIA FIRMS

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Co-Authors: Ng Huey Chyi And Cheng Fan Fah

UPM

Abstract

Corporate failure during crisis shows that the optimum capital structure may possibly ineffective due to the high uncertainty in the market. Firms' leverage level and the debt maturity structure play an important role in the survivability. During crisis, firms cannot survive due to inability to pay back the debts as the asset and liability mismatch. These firms also unable to roll over their debts for longer maturity. Firms which able to survive or less affected by the crisis are firms with lower debts level and with longer debt maturity. Firms' financial flexibility is important here to sustain during crisis. Financial flexibility represents the ability of a firm to respond in a timely manner to unanticipated any uncertainty in the firm's cash flows or investment opportunity. Financial flexibility could contribute a better capital structure decision and reducing company risk. This paper is an attempt to investigate in details on the firms' financial flexibility and it impact on the firms' debt maturity structure. This is important as firms' debt maturity structure decisions are affected by the availability of the firms' financial flexibility. In addition, here study of the impact of financial flexibility in two countries namely Malaysia and Australia with different market structure and country's characteristic. The general results obtained suggested that Malaysian firms are following the pecking order theory where profitable firms reduce their leverage level. Australian firms are following the trade-off theory where profitable firms are increasing debts to enjoy tax shield. Financial flexibility firms are generally less leveraged and have higher internal cash. Financial flexibility firms were found to have lesser long term debts in both countries since these firms have stronger borrowing power and payback ability. These firms tend to hold more cash and able to access financing resources at a low cost due to their lower default risk. Thus, they would prefer short term debts rather than long term debts. Nonfinancial flexibility firms need to be cautious and go for long term debts because they have lower capability to pay back in short term and roll over risk is higher if they hold short term debts. Investor should be more cautious on the firms' financial status and debts structure to avoid losses if the firms go to bankruptcy.

Keywords: Capital Structure; Debt Maturity; Financial Flexibility

Abstract ID: AIC-2017-EIEF-501

GRANGGER INTERRELATIONSHIP BETWEEN LEVEL OF SBIS RETURN AND SBI INTEREST RATE TO THE AMMOUNT OF MONEY SUPPLY

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Abstract

This study aims to determine the interrelationship between SBIS rate and SBI interest rate to the variable of money supply in Indonesia. The methods in this study using Granger causality test and for the initial stage is to stationary test for SBIS () and SBI variables to find the relationship of both with money supply. The research cover data from 2011 January to 2015 July and assisted using eviews 8.0 software. The result of this study, indicates that there is a two-way relationship between the rate reward of SBIS with the money supply and the two-way relationship between the SBI interest rate and the money supply. The implication of this study for the government is to maintain the two monetary instrument, namely SBIS and SBI conjunction of them have a relationship with money supply.

Keywords: Sbis Rate Reward; Sbi Interest Rate; Money Supply

Abstract ID: AIC-2017-EIEF-510

COMPARISON OF AMENDMENTS TO THE VALUE ADDED TAX LAW BETWEEN INDONESIA AND MALAYSIA IN ORDER TO REGULATE MURABAHAH TRANSACTIONS

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Abstract

Islamic banking in theirs activity base on Islamic principles, that is agreement regulation on Islamic Law between Bank and others to saving and or financing an activity or business which suit with Islamic role. There are several forms of financing, such as financing on sharing profit principle (mudharabah), financing on participation principle (musyarakah), transaction goods principle which get profit (murabahah), financing capital goods on rent principle without choice (ijarah), or with transfer authority over the rent goods from bank to others (ijarah wa iqtina). Furthermore, development of Islamic banking either in Indonesia or Malaysia must be followed with new law and regulation from their government, especially for rules on taxation over transaction on Islamic banking. This is critical because there is difference interpretation and argumentation between practitioners of Islamic banking and the government about subject of Value Added Tax on murabahah transaction. This research used qualitative approach, by means of literature study, which emphasize books as an object and field study with collecting data by interviewing and

also using secondary data. As a result, both Indonesia and Malaysia has undergone important steps to provide Islamic finance with appropriate banking and tax regulations. These regulations have succeeded in presenting the Islamic financial system as a strong competitor to the conventional financial system.

Keywords: Islamic Banking; Murabahah; Indonesia; Malaysia; Value Added Tax

Abstract ID: AIC-2017-EIEF-512

RISK AND RETURN FROM STOCK INVESTMENT THAT LISTED ON THE INDONESIA STOCK EXCHANGE

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Abstract

People in every activity in their life seeks to increase the life prosperity. Prosperity is measured if someone gets more wealth than ever before. By increasing the ability of science someone will make a profitable with his investment. Investment is buy some assets or make a company. The real investment is like to build some company while the financial investment is to buy securities assets such as stocks, bonds or mutual funds. If we buy stocks can happen a positive return or negative return if this investment failure. There are some risks in investment like a systematis risk and unsystematis risk. In capital market known as systematis risk because some events in that country will affect all stocks price in the capital market such as inflation or interest rates central bank. Risks are unrelated or unexpected events of what we predict before, for example, stocks return can be above or below our predict. The meaning of the return is a income from stock investment that the result of selling shares by investors minus the purchase price the share. In this paper will be discussed whether there is a significant influence and relationship between stock investment risk with the stock returns from shares on Indonesia Stock Exchange. The sample data that will be used in this research is taken from the stock price data that listed in the Indonesia Stock Exchange on year 2017 from different companies. The result of this research is there is a significant relationship and influence from stock risk to the stock return.

Keywords: Risk Of Stock ; Investment; Stock Return On Indonesian Stock Exchange.

Abstract ID: AIC-2017-EIEF-514

WORKING CAPITAL PRACTICES ACROSS MANUFACTURING SECTOR OF PAKISTAN

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Abstract

Present study investigated the working capital practices through questionnaire by using leopard courier service, personal reference and direct contact with relevant employees across manufacturing sector of Pakistan. In this regard, researcher found that mostly firms used informal working capital policy and firms are making their budget whenever they fell that is necessary. Although, major decision took by top management regarding working capital but lower level management involve in managing working capital at their own risk. In this context, researcher found that mostly firms owners have conservative mind to managing working capital and they focus to keep cash in locker or happy to keep in financial institution. Mostly respondents said that firms are not worry about losing the opportunity cost of working capital and they are not comfortable to invest the excess cash in market or expansion their own business. Eventually, first, researcher found that firms have excess cash in their accounts but they are not ready to use that cash or invest in marketable securities or other profitable projects. Second, research extract from respondents response that inventory management system is better as compare to account receivable and payable. Third, firms are not using any statistical tool or technique to managing their receivable and payable.

Keywords: Working Capital Management; Working Capital Practices; Discussion Analysis

Abstract ID: AIC-2017-EIEF-516

PREDICTING PRIVATE SAVING AMONG MALAY COMMUNITIES

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Abstract

Saving behaviour in recent economic condition has called many issues including difficulties to save due to financial constraint of increase in prices. Furthermore, a lot of attention has been placed on financial literacy by neglecting others factors that relate closely to individual. Few reports have indicated that Malay remain less saving compare to other races in Malaysia. Based on Bandura (1977) theory, financial behaviour closely related to personal factors such as individual characteristic, cognitive ability, self-efficacy, and religion faith. Therefore, this study aims to examine all the factors to predict private saving. Using 224 samples from Malay communities, logistic regression analysis was conducted. This study found that parents and religion faith significantly predict the likelihood of private saving. This study recommends using parents and religion officer to guide Malay communities in private saving.

Keywords: Saving Behaviour;

Abstract ID: AIC-2017-EIEF-521

ENVIRONMENTAL PERFORMANCE INDICATORS OF OLEO-CHEMICAL BASED INDUSTRIAL PARK IN INDONESIA : THE CONCEPTUAL MODEL

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Abstract

The aim of this research is to identify environmental performance indicators of oleochemical based industrial park and to describe them as a clearly defined concept, with a clearly defined structure of distinguishable sub-concepts, with logic relationship between these sub-concepts and with unambiguous information and data items. One of the purposes of this report is to provide guidance during the development of environmental performance measurement system for oleo-chemical based eco-industrial park within ISO 14031 and Indonesian Sustainable Palm Oil (ISPO) standard in Indonesia. The study case was Sei Mangkei Special Economic Zone (SM-SEZ), the largest Oleo Chemical based Industrial Park in Indonesia. There are 45 main components of indicator identified within the SM-SEZ. Four objectives are viewed holistically as one system in which there is an interaction between each component in a system. Intervention is added to the component to increase environmental performance of SM-SEZ. The inclusion of environmental quality in a industrial park's management objectives results in an increase in environmental performance

Keywords: Environmental Performance; Oleo-Chemical Based; Interrelationship

Abstract ID: AIC-2017-EIEF-526

AN EMPIRICAL INVESTIGATION ABOUT THE SUITABLE FINANCIAL DISTRESS PREDICTION METHODS: A CASE FROM PAKISTAN'S MANUFACTURING SECTOR

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Abstract

This study investigates about the most suitable financial distress prediction method for manufacturing sector companies of Pakistan. Matched paired research design is used for this purpose. Out of total 517 manufacturing units, 134 were finally matched and selected for analysis purpose. The financial statement data relating to manufacturing sector companies for the years from 1999 to 2013, twenty-five widely used financial ratios were calculated and analyzed. Financial distress prediction methods based on MDA, Logit and Probit models were tested for the efficiency of prediction. The results of this research study indicate that Logit and Probit models are more in predicting the financial distress for manufacturing sector Companies of Pakistan.

Keywords: Financial Distress; Logit Model; Probit Model And Z-Score

Abstract ID: AIC-2017-EIEF-528

IMPACT OF TERRORISM ON THE VOLATILITY OF DAILY STOCK RETURNS OF PAKISTAN

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Abstract

Since the last decade, terrorism has drawn the attentions of the world. After 9/11 the number of terrorist incidents round the globe has increased extensively. Terrorist activities do flow a negative sentiments in the market. We all know the fact that negative news creates more impact than positive news. In the present study, we discuss how terrorism affects the volatility of daily stock returns in Pakistan. The data of daily stock returns has been taken from 1st January 2000 to 31st December 2015. In order to meet the object GARCH model has been applied. The study concludes that terrorist activities do create a strong significant impact on the market volatility. Those terrorist activities where only injuries have been involved also leave a significant impact on the returns

Abstract ID: AIC-2017-EIEF-530

ROLE OF BEHAVIOURAL FACTORS IN ASSET PRICING: THEORY AND EVIDENCE FROM MALAYSIA

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Abstract

This research focuses on theorizing, modeling, and testing behavioural asset pricing according to philosophical lenses of behavioural finance which is believed to be more practically relevant but has been theoretically and empirically doubted and practically neglected in investment practice and policy. In behavioural asset pricing theory, behavioural risks are argued to be the main driver of mispricing of stock prices that induced inefficiency in stock market particularly in emerging Asia stock markets. However, since its development in the 1980s, the theoretical foundation is still incomplete which causes the theory to be neglected in practice costing massive investment losses and unpredicted financial crisis. Based on philosophical lenses of behavioural finance, this thesis provides theoretical, model, and empirical contribution to behavioural asset pricing theory and tests. In theory, an alternative theoretical perspective is suggested from unified interdisciplinary perspectives to incorporate both rational and irrational decisions element in

investor decision-making. The psychoanalysis approach is used as a theoretical basis to understand the holistic picture of human decision and behaviours. This enables the researcher to pool perspectives from modern finance, behavioural finance, psychology, sociology, and neuroscience to develop the unified theoretical framework for this research. In modeling, an alternative multifactor asset-pricing model based on APT theoretical frameworks is proposed that combined rational and irrational sources of systematic risks. Firm (i.e. EPS, DY, PE) and economic (i.e. CI, LEI, LAI) fundamentals are identified as a source of rational risk factors in asset pricing. While the irrational forces represented by cognitive heuristics (i.e. seasonality) and affective biases due to sentiment (i.e. BCS, CSI, FKL) and emotion (i.e. VOL). In empirical test, the researcher proposed to test the proposed asset-pricing model by combining the statistical and psychology insights to choose the suitable methods and testing design to understand the heterogeneity role of behavioural risks. In this regards, panel data regression is used due to its advantages in capturing the heterogeneity components in the model. This method has also been suggested as more efficient compared to the existing approach. In the analysis stage, the data is segmented into similar size and industry groups to ensure homogeneity of the group as suggested in psychology literature. The results show that all fundamental and behavioural risks proxies considered are significant in influencing firm stock returns. The findings are in line with behavioural finance perspectives that investors behaviour are bounded rational in the sense that their decision to trade stocks are influenced by both rational (fundamental) and irrational (behavioural) risks. However, the risk-return relationships are heterogeneous given different firm characteristics, industry group, market states, as well as gains and losses prospects. This is in line with the theoretical believe of behavioural finance that bounded rational investors causes the adaptive behaviour of stock prices and consequently induced changing patterns of market efficiency. In general, the empirical evidences of dynamic risk-return relationships in Malaysian stock market lend supports to theoretical perspectives of behavioural finance. Collectively, this thesis not only provide testimonial for the validity of behavioural finance paradigm but offering new insights that are practically relevant to investment practice and financial markets policy making to understand asset prices behaviour in a dynamic bounded rational financial markets.

Keywords: Behavioural Finance; Behavioural Asset Pricing; Emerging Equity Markets

Abstract ID: AIC-2017-EIEF-533

IMPACT OF FINANCIAL LIBERALIZATION ON CORPORATE INVESTMENT AND CAPITAL STRUCTURE DURING DEMOCRATIC AND NON-DEMOCRATIC GOVERNMENT STRUCTURE A STUDY OF SMALL AND LARGE SIZE MANUFACTURING FIRMS OF PAKISTAN

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Abstract

Previous studies at macro level resultantly favor the financial liberalization and growth of a country. On the other side the studies conducted at the micro level show mixed results and there is a dearth of literature for accepting/rejecting the notion of financial liberalization at the micro level. The present study examines the impact of Financial Sector Reforms on the Corporate Investment and Capital Structure of Manufacturing Sector Firms listed at Pakistan Stock Exchange during democratic and non-democratic government structure. A unique index for measuring the Financial Liberalization is developed obtaining the data from year 1991-2014. Separate analyses were made on different manufacturing sectors that includes Textiles, Food, Chemicals, Other manufacturing, Motor Vehicle, Fuel & Energy, Communication, Refined Petroleum, Paperboard, and Electrical Machinery. By taking the sample of 294 companies from 1993-2014 the results of fixed effect model describes that financial liberalization has significant impact on the leverage, investment, and cost of debt of manufacturing firms. Results drawn from the interaction of firm specific factors and liberalization index reveal that financial liberalization improves the access of external funds for the financially constrained firms. The results further reveal that small size firms gained the most from liberalization in terms of access to capital. Research also unveils that reforms were beneficial during democratic government structure in Pakistan and it also concludes that investment level of firms is raised in democratic government structure.

Keywords: Financial Liberalization; Firm Level Investment; Capital Structure; Profitability; Tangibility; Liquidity; Risk; Growth

Abstract ID: AIC-2017-EIEF-534

THE ROLE OF MEDIA IN FRAMING POLITICAL IMAGINARIES: COMPARATIVE ANALYSIS OF MEDIA RESPONSE TO 9/11

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QUSIT

Abstract

Immediately after the sad incident of 9/11, world witnessed war hype in the mainstream media of US and UK and the captions like “war on America”, “America’s new War”, and the likes were beamed by major news channels. The narrative, thus created, portrayed the war as the sole option as the attacks were portrayed as an act of war. This study explores, compare and contrast the role of the US and the British media in the aftermath of 9/11 terrorist attacks. The question that has been investigated is whether the imaginary of War was constructed in the media of both these countries? The news headlines and talk shows of two months period starting immediately after the 9/11 incident are collected from the major US media (CNN, Fox News, New York Times, Washington Post) and also news headlines of UK newspapers (The Times London, The Independent UK) by using Lexus Nexus and are analyzed using interpretive analysis. The post 9/11 responses of media is analyzed in the light of framing theory and the domination of war rhetoric

seems a direct repercussion of the forthwith framing of the events in terms of war by the administration. The political imaginaries thus created shifted the balance of power towards the executive with the military bureaucracy with its technical prowess and excess to all information attaining a pivotal role.

Keywords: War On Terror; Political Imaginary; Framing; 9/11; Media Response

Abstract ID: AIC-2017-EIEF-535

THE PROFITABILITY OF PUBLIC COMPANIES IN IDX: THE EFFECT ESOP, LEVERAGES, AND SIZE

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Abstract

This study aims to analyze the influence of Employee Stock Ownership Program (ESOP), Leverage and Company Size on Profitability at Public Companies Listed in Indonesia Stock Exchange (IDX). The data used in this study is secondary data as many as 60 observations during the period 2013 to 2015. Sampling technique employed is purposive sampling technique. To analyze the relationship between the independent variables and the dependent variable is used multiple linear regression method and test of classical assumption. The results show that partially, Employee Stock Ownership Program has a positive and significant effect on Profitability, leverage has a negative and significant effect on profitability, firm size has a negative and significant effect on Profitability. Simultaneously, Employee Stock Ownership Program, leverage and company size have significant effects on Profitability.

Keywords: ESOP; Leverage; Company Size; Profitability

Abstract ID: AIC-2017-EIEF-539

PREDICTION OF FINANCIAL DISTRESS BY USING MULTIVARIATE DISCRIMINANT ANALYSIS: AN EMPIRICAL STUDY ON MANUFACTURING SECTOR OF PAKISTAN

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Abstract

This study develops a multivariate discriminant analyses model of financial distress prediction for manufacturing sector companies of Pakistan. Utilizing the financial statement data relating to manufacturing sector companies for the years from 1999 to 2013, twenty five widely used financial ratios were calculated and analyzed. Stepwise multiple discriminant analysis was used for the identification of the best performed financial ratios for the development of the Z-Score Pakistan model for five years prior to distress. The results of this research study indicate that MDA model for the distressed and non-distressed companies show dissimilarity with the results of the non-distressed companies.

Keywords: Multivariate Discriminant Analyses; Financial Distress; Z-Score

Abstract ID: AIC-2017-EIEF-542

CORPORATE BOARD ATTRIBUTES AND DIVIDEND PAYOUT LIKELIHOOD

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Abstract

Extant literature has shown that corporate governance influences dividends policy. However, the effect of diversity on the likelihood to distribute cash dividends is scarce in the literature. Therefore, this study is aimed at exploring the influence of gender diversity and financial expertise on the likelihood of dividends payout. Pooled logistic regression is used on a sample of data from non-financial listed firms in Nigeria spanning from 2009-2015. The study documents gender diversity and financial experts on board to have a significant effect on the firm's likelihood to distribute cash dividends. The results remain unchanged after adjusting the standard errors for clustering at firm. The overall finding suggests that corporate attributes play an important role all things being equal in determining the decision to pay cash dividends to shareholder in Nigeria.

Keywords: Nigeria; Likely To Pay Dividends; Gender Diversity; Financial Expertise; Corporate Attributes.

Abstract ID: AIC-2017-EIEF-543

ADOPTION OF FINANCIAL TECHNOLOGY (FINTECH) IN MUTUAL FUND/ UNIT TRUST INVESTMENT AMONG MALAYSIANS: UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY (UTAUT).

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Abstract

Disruptive innovation is related to financial technology and known as FinTech which includes design, delivery, and provider of financial investment services such as payments, real estate, investment, insurance/ takaful, deposits, financing, banking, saving and capital market. This study is about Adoption of Financial Technology (FinTech) in mutual fund/ unit trust investment among Malaysians: Unified Theory of Acceptance and Use of Technology (UTAUT). This study aims to identify the level of financial technology consumption in mutual fund/ unit trust among investors in Malaysia. The objectives of this research are: 1) to determine the level of awareness on FinTech

application in mutual fund/ unit trust investment; 2) to examine the adoption of FinTech in mutual fund/ unit trust investment. The objectives will explore how FinTech changes the customers in terms of to what extent the Malaysians have adopted FinTech so far. The research methodology in an adoption of FinTech service in mutual fund/ unit trust was conducted through questionnaires survey. This study helps participants in financial service management to take advantage of the opportunities offered by FinTech services. Developing the effective and systematic framework is a must for FinTech service especially in mutual fund/ unit trust investment. Implementation of FinTech will provide service improvement and transformation for investment management services.in future.

Keywords: Financial Technology (Fintech); Mutual Fund; Unit Trust; Unified Theory Of Acceptance And Use Technology (Utaut)

Abstract ID: AIC-2017-EIEF-552

THE EFFECTS OF CORPORATE OWNERSHIP STRUCTURE AND BOARD SIZE ON EARNINGS MANAGEMENT: A CASE OF PSX LISTED MANUFACTURING FIRMS OF PAKISTAN

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Abstract

This research is related to the examination of the impact of Corporate Ownership Structure and board size on earnings management for 100 Pakistani non-financial manufacturing firms listed in the Karachi Stock Exchange (KSE) during the period 2001-2015. It includes four definite objectives: 1) To investigate the impact of managerial ownership on earnings management of non-financial manufacturing firms listed on KSE for the period 2001 to 2015. 2) To investigate the impact of institutional ownership on earnings management of non-financial manufacturing firms listed on KSE for the period 2001 to 2015. 3) To investigate the impact of block-holding on earnings management of non-financial manufacturing firms listed on KSE for the period of 2001 to 2015. 4) To investigate the impact of board size on earnings management of non-financial manufacturing firms listed on KSE for the period of 2001 to 2015. ROA, Leverage and firm size are taken as control variable. A panel data regression model is used to investigate the relationship of corporate ownership structure and board size on earnings management. When corporate ownership structure is measured through managerial ownership the relationship of managerial ownership and earnings management is positive and significant. When corporate ownership structure is measured through institutional ownership the relationship of institutional ownership and earning management is negative and significant. When corporate ownership structure is measured through block holding the relationship of block holding and earning management is positive and significant. Whereas the impact of board size on earnings management is negative and significant. The results of this research work can give helpful information to investors in assessing the ownership structure and board size effects on earnings management in Pakistan. The findings can also help policymakers to design policies that decrease uncertainty in revealing the results of a firm's financial and economic performance.

Keywords: Earnings Management; Managerial Ownership; Institutional Ownership; Board Size

Abstract ID: AIC-2017-EIEF-558

PREDICTING THE PERFORMANCE OF THE PLAYERS IN THE NBA BY DIVIDED REGRESSION ANALYSIS

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Abstract

A divided regression model is built to predict the performance of the players in the National Basketball Association (NBA) from year 1997 until year 2017. The whole data set is divided into five groups of sub data sets and multiple linear regression model is employed to model each of the sub data set. In addition, the relationships among independent variables are checked by using variance inflation factor (VIF) to identify the risk of having multicollinearity in the data. Moreover, non-linearity of regression model, non-constancy of error variance and non-normality of error terms are investigated by plotting residual plots and quantile-quantile plots. Finally, a divided regression model is built by combining the results obtained from the sub data sets and the performance of the divided regression model is verified.

Abstract ID: AIC-2017-EIEF-567

THE RELATIONSHIP BETWEEN FINANCIAL INTERMEDIATION AND FINANCIAL INCLUSION IN WEST JAVA PROVINCE INDONESIA 2010 – 2015

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Abstract

ABSTRAKSINur Azmi Karim, The Relationship Financial Intermediation and Financial Inclusion in West Java Province, Indonesia.The purpose of this study was analyze factors that influence the Financial Inclusion in West Java Province of Indonesia on period 2010 – 2015.This study uses secondary data and panel data from 2010 – 2017, where to see the influence of independent variable Financial Determination (Deposit, Infranstructure, and Literacy) on dependent variable Finanacial Inclusion (dimensional acces) and influence of independent variable Financial Determination (Account, Credit, and literacy) on dependent variable Finanacial Inclusion (dimensional usage) using Panel Regression analysis. Data collection techniques used method of observation and literature about Financial Intermediation and Financial Inclusion.Result from this study is that the deposit has a positive but not significant

relationship to financial inclusion, infrastructure has a positive and significant to financial inclusion, and literacy has negative and not significant to financial inclusion in West Java Province. In usage dimensional variable account and credit has a positive and significant relationship to financial inclusion but for literacy has a positive relationship but not significant to financial inclusion

Keywords: Financial Intermediation; Financial Inclusion

Abstract ID: AIC-2017-EIEF-575

DETERMINANS OF SUKUK PERFORMANCE IN INDONESIA PERIOD 2013-2016

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Abstract

This study aims to analyze the factors affecting the performance of sukuk in Indonesia. Factors suspected to affect the performance of sukuk include company size, age of sukuk and auditor reputation. The study method used the explanatory survey, with data retrieval technique sourced from historical data the sukuk rating registered at PT Pefindo and the financial statements of the publication of 8 sukuk issuers during the period 2013-2016. The data that has been collected is then analyzed using ordinal logistic regression. The results show that the performance sukuk in Indonesia is influenced successively by company size, sukuk age and auditor's reputation. This result implies that to improve the performance of sukuk it is necessary for the role of government and business actors in determining company size and age of sukuk, in addition to the auditor's reputation.

Keywords: Sukuk; Performance; Company Size; Sukuk Age And Auditor'S Reputation

Abstract ID: AIC-2017-EIEF-583

PROPORTIONS OF INDONESIAN FUND CAMPAIGN ACCOUNTING COMPARE TO OTHER COUNTRIES

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Abstract

Indonesia made general election reformation in 1998. The fund campaign rules had been enacted since then. Indonesia rules on fund campaign include the obligation to disclose to source of fund campaign. Based on the data collected and published publicly, it enhances the transparency and comparability. In ASEAN countries, there is no obligation to disclose the donation except in Thailand. It is quite common in many countries. Accurate information about fund campaign is rarely available to the public. Corruption related to fund campaign poses a threat to development of democracy in the world. It is revealed that personal risk of bankruptcy may happen to certain candidates. The reasons are they need to raise money for campaign to be elected. The source of the campaign fund majority comes from personal funding. National Democratic Institute for Indonesia Affairs had research on political fund campaign in 22 countries in 2005. It divided into African countries and non African countries. Fund campaign source in Indonesia based on the public financial report on General Election Commission (KPU) website. The research goal is to see whether any differences between fund campaign source proportions in Indonesia compare to the world, non African and African countries. It is analyzing by chi square (non parametric). Critical value with $\alpha = 5\%$ is 9.488. The calculated value is 43.36 (world), 70.74 (non African), and 35.43 (African). It could be concluded that Indonesia fund campaign source proportions are different with the world, non Africa and Africa countries. The difference may come from the personal candidate funding that is around 40%-50% in the world, while in Indonesia is 85%. The result and research could be more explore to see the relationship between proportions of fund campaign funding to the corruption.

Keywords: Proportion Of Fund Campaign; General Election; Indonesia Election

Abstract ID: AIC-2017-EIEF-587

A RELATIONAL STUDY ON THE PERSONALITY TRAITS AND VOCATIONAL INTERESTS AMONG YOUNGESTERS

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Abstract

Intend of the study was to co relate the personality traits with vocational interests among youngsters. Sample was (N=200) drawn from district Haripur by applying probability stratified random sampling. There were (n=100) males and (n=100) females. The sample was draw from universities and colleges. Correlational research design was applied in the current study. In study were used two scales one was big five personality traits scale. (Oliver, John & Benet, 1998) and Career Assessment Scale was developed by Schutte (1998). There were assumed personality characteristics predict the vocational interest in youngsters. There to be more likely predict the openness to experience personality characteristic in artistic and conventional vocational interest youngsters. There to be more likely predict the conscientiousness personality characteristic in enterprising and conventional vocational interest youngsters. Agreeableness positively co related with investigating and conventional. There to be more likely extroversion in social vocational interest individuals. Neuroticism has inverse relationship with all vocational interests. The statistical technique applied for findings were t-test and regression. Study findings indicated that level of personality trait and

vocational interest among youngster. Findings are significant with $p < .01$, $.05$ and $.005$. Results of the investigation were proved to be true the all research hypotheses. This study was pave that way for others to explore beneficial findings in exist study phenomena at large scale. Researchers in future conduct a research in the same topic find the effect of other personality features on vocational interest in broader area. This study finding was very beneficial for recruitment agencies, employers, career counselor, health psychology, community psychology etc.

Keywords: Vocational Interest; Youngsters; Personality Trait; Probability Stratified Random Sampling Technique; Correlational Research Design; Career Assessment; Recruitment Agencies; Employers; Career Counselor; Health Psychology And Community Psychology.

Abstract ID: AIC-2017-EIEF-589

IMPACTS OF ONE BELT ONE ROAD TOWARDS ECONOMY GROWTH IN PARTICIPATED COUNTRIES: PANEL DATA ANALYSIS

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Abstract

One Belt, One Road (OBOR) has been proposed by president of China in 2013, as the purpose of boosting developments and trade activities in China, Asia, Europe, Middle East and Africa. Thus the study focuses on examining the impacts of OBOR strategy towards the economic growth of 60 participated countries by using panel data analysis. The sample period is divided into pre- and post-OBOR covering from 2011-2013 and 2014-2016 respectively. The impacts of government expenditure, foreign direct investment, international trade, exchange rate, and inflation on the economy growth are tested. The fixed effect model is found to be more appropriate for both samples. Our findings show that all the variables are significantly related to the economy growth except trade.

Keywords: One Belt One Road, economy growth, panel data

Abstract ID: AIC-2017-EIEF-608

IMPACT OF REAL EFFECTIVE EXCHANGE RATE ON UNEMPLOYMENT IN PAKISTAN: AN EMPIRICAL INVESTIGATION

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Abstract

This paper estimated impact of real effective exchange rate (REER) on unemployment rate in Pakistan for the period 1991-2015. Based on results of stationarity tests, Autoregressive Distributive Lag (ARDL) Model technique was applied. Bounds test applied on ARDL model confirmed cointegration among variables. Long run results showed that the money supply, trade openness and REER appreciation reduced unemployment in the long run, whereas, GDP growth had insignificant impact on unemployment. In short run model, negative and significant coefficient of lagged ECM term reconfirmed existence of long run relationship and high convergence speed of 67% was estimated. The crucial finding of the study is that positive relation between REER appreciation and unemployment does not hold in Pakistan instead appreciation affects unemployment negatively and growth in Pakistan does not affect unemployment significantly during the data period of this study. Based on findings of the study, policy implication is that monetary and fiscal policies designed towards realignment of REER towards equilibrium are although necessary to achieve macroeconomic goals but REER depreciation does not reduce unemployment.

Abstract ID: AIC-2017-EIEF-614

EFFECT OF RECORDING AN ANNUAL TAX REPORTING ON THE RATIO OF TAX COMPLIANCE ENTREPRENEURS

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Abstract

The aim of this study is to determine how significant the influence of the annual tax recording is on the reporting entrepreneurs. This study used the descriptive method in the form of case studies by making a detail of a particular object and then interpreting and analyzing it, in order to provide information and solve the problems. The method used in this research is descriptive research in the form of case studies, by making a detail of a particular object and then interpreting and analyzing it in order to provide information to solve the problems. The data analysis techniques with a few steps aimed to calculate the independent variables and the dependent variable. The results show when recording an annual increase of the notification, it will increase the compliance rate of the entrepreneur obligation to pay taxes. The influence on the process of recording annual notification has a very close relationship with the ratio of tax compliance of employers. This study discussed the ratio of the taxpayer for entrepreneurs who have made the annual report notification letter. The expected impact of this research is to improve compliance of entrepreneurs in paying taxes to the state.

Keywords: The Recording Process; Annual Notification Letter; Entrepreneur Obligation

Abstract ID: AIC-2017-EIEF-621

ROLES OF INSTITUTIONAL QUALITY ON THE RELATIONSHIP BETWEEN TOURISM AND ECONOMIC DEVELOPMENT IN MALAYSIA

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Abstract

This research intends to examine the roles of institutional quality on tourism-led growth and growth-led tourism hypothesis in Malaysia in both short run and long run analysis. This study uses yearly data from 1996 to 2015 to verify whether institutional quality significantly affects the relationship between tourism and economic growth in Malaysia. It provides a comprehensive dataset by investigating all the institutional quality dimensions including control of corruption, government effectiveness, regulatory quality, rule of law, voice and accountability, political stability and absence of violence in addition to the aggregate value and average value of these dimensions. The findings provide empirical supports that institutional quality does play important roles in the tourism and economic growth in Malaysia. In this essence, any policy planning that enhances the institutional quality of Malaysia could promote the tourism development and economic growth in Malaysia.

Keywords: Institutional Quality; Tourism; Economic Growth; Tourism-Led Growth; Growth-Led Tourism

Abstract ID: AIC-2017-EIEF-633

SUNSET POLICY AND ITS EFFECT ON TAX COMPLIANCE : CASE STUDY INDONESIA

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Abstract

Indonesia has several times conducted Tax Amnesty as an effort to pursue the target of increasing tax revenue. One of the Tax Amnesty ever conducted by Indonesia is Sunset Policy which is giving the elimination of administrative sanction in the form of interest on the delay of paying the shortage of tax payment. It cannot be denied that Sunset Policy will result in an increase in tax compliance in the short term. This research will look at the long-term impact of Sunset Policy ever applied in Indonesia by using Seasonal Autoregressive Integrated Moving Average (SARIMA). The approach used by the authors in this study is a quantitative approach that is descriptive analysis. The data obtained is secondary data in the form of monthly data receipt of Personal Income Tax from 2004 to 2012 which can be used as a review and researcher base to analyze the effect of Sunset Policy on tax compliance level in Indonesia. Based on the data processing, the results obtained that Sunset Policy only affected tax compliance in the year of the issuance of Sunset Policy. However in the following years after the Sunset Policy is no longer valid, the policy has no significant effect on tax compliance. Post-Sunset Policy the government does not issue a special policy in order to enforce the law.

Keywords: Tax Amnesty; Sunset Policy; Tax Compliance

Abstract ID: AIC-2017-EIEF-639

EMPIRICAL ANALYSIS OF SHADOW ECONOMY OF PAKISTAN: CAUSES, CONSEQUENCES AND CURES

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Abstract

This study is primarily focus on the fresh calculation of the Shadow Economy through tax evasion in Pakistan over the time period 1972-2014. The indirect monetary approach is applied in order to estimate the shadow economy. Under monetary approach, we take care of the issue of the stationarity of variables and use autoregressive distributed lag (ARDL) model. Also we explore the causes and consequences of Shadow Economy in this study. Finally, an Ordinary Least Square (OLS) Model is applied in order to estimate the impact of the Shadow economy on Gross Domestic Product of Pakistan for a selected time period. The estimated result shows that shadow economy increased enormously from 39% in 1990 to 54% in 1991. Although it decreased for next few years but in 2008 it was again increased to an alarming point and its ratio was 86.6%. Although the estimated result detect the presence of large number of Shadow economy and Tax Evasion in Pakistan.

Abstract ID: AIC-2017-EIEF-646

AN ANALYSIS OF STOCK MARKET DEVELOPMENT INDICATORS: EVIDENCE FROM ASIA PACIFIC EXCHANGES

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Abstract

Abstract: A good measurement of financial development is very crucial to assess the development of the financial sector and understand the impact of financial development on economic growth and poverty reduction. Stock market development plays an important role in facilitating the financial assistance to the respective entities from the public. The study focused the evaluation of stock market development indicators of 16 Asia Pacific Region Stock Exchanges from 14 countries, associated with World Federation of Exchanges. It investigated FSDI framework indicators in terms

of four dimensions i.e., Depth (Size), Access, Stability and Efficiency. To analyze the rankings, relative score values assessed by adopting H.B.J. Stone and A. Ranchhod (2006) calculations. Of all stock markets, the study conclude that Shanghai Stock Exchange (SSE) and Shenzhen Stock Exchange (SZSE) are well developed, whereas, Hochiminh Stock Exchange (HOSE) and Colombo Stock Exchange (CSE) are under-developed stock exchanges. However, Shenzhen Stock Exchange (SZSE) and Shanghai Stock Exchange (SSE) secured top two ranks in Size dimension and underperformed as 11th and 12th ranks in Stability dimension. NZX Limited (NZX) underperformed in Depth (15th Rank), Access (14th Rank) and Efficiency (12th Rank); whereas, in Stability dimension it got 1st rank.

Keywords: Asian Pacific Region Stock Markets; Stock Market Development Indicators; Depth (Size); Access; Stability; Efficiency;

Abstract ID: AIC-2017-EIEF-661

MAJOR CHALLENGES AND OPPORTUNITIES FOR ISLAMIC BANKING AND SMES IN PAKISTAN

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Abstract

The objective of this study is to investigate the major challenges and opportunities for Islamic Banking and SME's sector in Pakistan. International Finance Corporation in 2014 reveals that there is a huge financing gap between Islamic banking and SME's in nine countries including Pakistan. The primary data collection method is used in this study. Structured interviews have been conducted with 50 Islamic banking representatives and 40 SME's owner. Quota sampling technique has been used for collection of data from Islamic Banking and SME sector. NVIVO 11.0 software was used for analysis of qualitative data to analyze the major opportunities and challenges and to fill the financing gap. During interviews, Islamic banking and SME's owners highlighted many constraints. A list of most repeating and major opportunities as well as challenges have been given in the results. These challenges and obstacles can be removed by taking the appropriate measures for achieving the opportunities of both sectors. This research is helpful for the policy makers who can use it for revising the current policies regarding SME's financing in Pakistan. Based on data collected it is necessary for Islamic banks to provide fast track services and special services counter for SMEs. The Islamic banking sector should reduce the documentation requirements and reduce the transaction cost to attract the more SMEs. There is huge gap between demand and supply of finance between SMEs and Islamic banking sector. This research attempts to provide the list of major challenges and opportunities of both sectors on the basis of interviews from respondents.

Keywords: Islamic banking; SMEs; Challenges for SMEs & Islamic Banks; Opportunities for SMEs & Islamic Banks

Abstract ID: AIC-2017-AMOS-664 & FMM 466

PERSONALITY TRAITS AND JOB PERFORMANCE IN BANKING SECTOR

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Abstract

Personality traits & its effect on job performance in banking sector (case study of dera Ismail khan). Personality traits have a very significant effect on job performance. In this study five personality trait including(neuroticism, extraversion, openness to experience, conscientiousness, agreeableness) are use in which neuroticism have slightly effect on job performance & others are highly significant. In this study regression, correlation & ANOVA is used.

Keywords: Personality Traits; Job Performance; Openness To Experience ; Conscientiousness; Neuroticism

Abstract ID: AIC-2017-EIEF-673

INTEGRATING OF SHARIA COMPLIANT TENANCY MANAGEMENT FOR WAQF PROPERTIES: A CONCEPTUAL FRAMEWORK

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Abstract

This paper seeks to propose a conceptual framework (CF) of Integrating Sharia Compliant Tenancy Management (SCTM) for waqf properties. This framework was based on the best practice tenancy management while integrating sharia compliance with waqf need and waqf philosophy. This CF is triggered due to the vulnerability of income generated by the waqf properties. The literature reviewed found that there are three (3) contributing factors identified to the issues namely rental, enforcement and tenants. A further breakdown of the 3 contributing factors included rental rate, waqf manager, tenancy agreement, rental collection, penalty for non-compliance, tenant selection and tenant business. Best practices of tenancy management are being adopted and adapted in this CF to influence and innovate in ways which help all waqf managers deliver the tenancy management of waqf properties with embedded Sharia principles. A special references shall be made to support in development of CF namely State Waqf Enactments, Manual for the Management of Waqf Land (2006), Manual for the Management of Waqf Accounting (2007), Malaysian Property Management Standards issued by BOVAEA, Strata Management Act, 2013 (Act 757) and other relevant legislature, policies and guidelines. The CF of SCTM for waqf properties will be presented as a way forward for value

sustenance and enhancement waqf properties. Moreover, the better management of waqf properties will definitely improve the philanthropy concept of waqf as a whole.

Keywords: Tenancy Management; Waqf Properties; Best Practices; Sharia Compliance; Waqf Philosophy

Abstract ID: AIC-2017-EIEF-678

AN EMPIRICAL STUDY OF RELATIONSHIPS BETWEEN ISLAMIC INSURANCES AND ECONOMIC GROWTH IN INDONESIA

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Abstract

This study aims to examine simultaneous relationships between Islamic insurance demand and economic growth in Indonesia during the period of 2002 - 2015. This study will also evaluate statistical models by incorporating other variables such as gross premium income, GDP, the percentage of poverty, dependancy ratio and rate of inflation. The relationships among those variables were analyzed using the simultaneous equation model whereas the parameters have been estimated using the two-stage least squares technique. The result shows that for the economic growth model, there are only two variables i.e. gross domestic product and Islamic insurance demand which contribute significantly to the economic growth. On the other hand, the inflation variable and poverty rates do not affect the growth since the p-values are equal to 0,61 and 0,76 respectively. Moreover, the variables affecting the Islamic insurance demand are the economic growth and dependancy ratio with p-values equal to 0,04 and 0,02 respectively. The simultaneous model gives the result that significant Islamic insurance demand affects the economic growth at $\alpha = 10\%$, but economic growth does not affect Islamic insurance premium income.

Keywords: Economic Growth; Islamic Insurance; Simultaneous Equation Model

Abstract ID: AIC-2017-EIEF-679

GROUNDING THEORY APPROACH FOR ASSESSING LOSS OF ECONOMIC WELL-BEING DUE TO ABANDONED SHOPPING CENTRE DEVELOPMENT PROJECT

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Abstract

A shopping centre development project and its physical environment enhances the community's economic well-being. However, when it is abandoned, all of the potential benefits were lost. Economic well-being is defined as material living condition and the indicators such as employment and earnings, income and wealth, and housing. In the context of shopping centre development project, employment is very significant in contributing to the life's productivity of the community; persons employed have income and recognition, and the community gets better. Due to the abandoned shopping centre development project, employment opportunity is lost. The aim of this paper is to propose a suitable method for assessing and measuring the loss of employment opportunity by way of economic-based measurement with focus on the development of theoretical and analysis framework. This study employed a grounded theory methodology using both deductive and inductive approaches to conceptualize the method. We applied deductive approach by implementing and applying the theory of employment densities and market competition, while inductive approach is used in determining the employment density ratio and in the calculation of opportunity loss of employment. A constant comparative method is used in the grounded theory approach. In the context of this study, the abandoned shopping centre project identified is a case study and operational shopping centres act as a set of comparable properties. The findings will demonstrate the methodological framework to provide direction or steps in assessing and measuring opportunity loss of employment by economic-based measurement in the context of abandoned shopping centre development project. Besides, the study indicates a few significant variables that must be considered in the context of opportunity loss of employment, so that the methodological approach is more reliable and verifiable. The identification of variables requires that the researcher to come out with a few analysis and technique of collecting the data needed, and that is one of the important parts for theoretical framework development.

Keywords: Abandoned Project; Shopping Centre; Economic Well-Being; Opportunity Loss Of Employment

Abstract ID: AIC-2017-EIEF-688

REVIEW OF CORPORATE GOVERNANCE PRACTICES AND FINANCIAL DISTRESS PREDICTION

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Abstract

Abstract Good corporate governance practices play an important role in increasing the firm value. Based on the agency theory related to corporate governance, if an agent (management) does not protect interest of principal (shareholders) then, agency cost is occurred and this creates a bad impact on the corporate performance. Therefore it is necessary to address bad corporate governance practices in early stages otherwise firms can go in financial distress and eventually become bankrupt. The objective of this current study is to conduct a nonsystematic review of literature on theories and models related to corporate governance and financial distress. In the light of thorough review of literature it is found that corporate governance variables (i.e. ownership concentration, board size, board composition, CEO duality, level of independence of board from management and managerial ownership) are good predictors for predicting financial distress. Moreover it is also found that these corporate governance variables were not only used separately for

predicting financial distress but also used along with others variables (firm level and country level) for the purpose of enhancing quality of financial distress models.

Keywords: Corporate Governance; Nonsystematic Review; Financial Distress; Agency Theory

Abstract ID: AIC-2017-EIEF-689

DIVIDEND POLICY AND ITS AFFECT ON SHARE PRICE: A CONCEPTUAL REVIEW

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Abstract

In today's modern finance, one of the most debatable issues is dividend policy, which is one of the areas of corporate finance. The academic literature on dividend policy and its affects on share price have grown promptly over the previous decade, due to its puzzling phenomena. The present study intends at conducting a non-systematic review of literature on the empirical and theoretical studies on corporate dividend policy in order to understand its nature and dimensions. In this concern, an extensive review of existing literature has been performed and it is found that there are three different approaches or schools of thought as discussed by finance theorists. First, believes that a rise in dividend payout will increase the firm value (share price). Second thinks that a rise in dividend payout will reduce the firm value (share price) and third supports Miller and Modigliani (1961) argument that firm value or share price are not affected by dividend policy. Although after several years of research on dividend policy, yet no consensus has appeared and results are inconclusive. This article also attempts to cover key empirical studies on dividend policy across countries, which shows that the phenomena of dividend policy differ from one country to another. The continuing nature and wide array of discussion on dividend policy has formulated a massive volume of literature that increase day by day. Therefore, it not feasible to do a full-fledge reviews of all debates.

Keywords: Share Price; Dividend Policy; Non-Systematic Review; Firm Value; Dividend Policy Theories

Abstract ID: AIC-2017-EIEF-695

FISHERMEN POVERTY TRAP AND COMMUNITY EMPOWERMENT: FIELD STUDY IN PUGER COASTAL, JEMBER- INDONESIA

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Abstract

Poverty is a common condition encountered in coastal areas, such as in Puger Puger Jember District. The condition of poverty of fishermen, from one period to the next period is not much changed. Fishermen can be caught in poverty. Seeing the phenomenon, the government has done the empowerment strategies for fishermen, but has not managed to alleviate fishermen from poverty. This paper will attempt to examine the poverty trap that traps fishermen, and evaluates existing fishermen empowerment programs. The results of this study are expected to formulate ways to overcome the poverty of fishermen. This research was conducted in Puger Coastal, targeting coastal communities and fishermen. This research is qualitative using phenomenology approach. The result of this study can be seen (a) the existence of fishermen poverty circle caused by poverty trap. The poverty of fishermen is caused by unequal institutional governance. (b) This fishermen empowerment program actually exists, but the fishermen community is not involved in the empowerment. The absence of fishermen in the empowerment as a result they do not have enough time to interact in society. Keywords: poverty;fisherman;coastal areas

Abstract ID: AIC-2017-EIEF-697

AN INVESTIGATION ON THE FACTORS OF INFLATION IN PAKISTAN: EMPIRICAL EVIDENCE

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Abstract

Price stability and sustainable economic growth are the most desirable macrocosmic goals. The nature and cost of the inflation can have a significant impact on the life of a common man and economy. This study is an attempt to empirically investigate the impact of various factors on inflation in Pakistan by using ordinary least squares (OLS) method and Granger non-causality test in the time series framework for the period of 1973-Q3 to 2012-Q2. The empirical results based on the OLS method indicate that real GDP, imports, money supply, government expenditure and adaptive expectation have significant positive effects on inflation (measured by the consumer price index), while money market interest rate showed a negative impact on inflation. Moreover, the results based on Granger non-causality test showed a bidirectional causality between imports and inflation. In addition, the study establishes a unidirectional causality from government expenditure, money market interest rate and money supply to inflation, while no causal relationship is found between inflation and real GDP, and exchange rate in either direction. These results signify that inflation is not only a monetary phenomenon in Pakistan but imports and fiscal policy have also a significant influence on inflation. The study concludes that central authority would not accomplish the stabilize prices through changing the monetary policy until and unless the government will not fix the fiscal deficit.

Abstract ID: AIC-2017-EIEF-699

THE DEVIL MADE ME DO IT: ENVIRONMENTAL FACTORS LEADING TO CORPORATE FINANCIAL FRAUD

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Abstract

The study aimed to settle on differing characteristics of fraud and no-fraud firms based on a fraud-triangle model, literature on corporate illegal activity and governance mechanisms. Seventy seven companies where fraud was committed and detected, as determined through the Securities and Exchange Commission of Pakistan, were tested against a matched sample of companies of equal number based on size, industry, and time period where fraud was not either committed or not detected. The data were collected for three years before the fraud revelation. There were thirty environmental factors undertaken in the model, of which eight were internal antecedent factors, five were external antecedent factors and seventeen were monitoring variables. Bivariate probit regression, post probit regression model, data-mining techniques and related descriptive statistics were used in the study. The core findings revealed that monitoring variables play more intense role relative to conventional antecedent factors in creating a favorable environment for fraud happening. The study advances understanding of the role executives play in financial fraud and suggests managerial, governance and strategic implications.

Keywords: Financial Fraud; Antecedent Factors; Governance Mechanisms

Abstract ID: AIC-2017-EIEF-700

LEVERAGE, PERFORMANCE, SIZE AND RESERVE MANAGEMENT: EMPIRICAL EVIDENCES IN MALAYSIAN ISLAMIC BANKS

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Abstract

This study examines the relationship between leverage ratio, bank's performance, size and profit equalisation reserve. Using GMM estimators, both difference and system, we find significant relationship between current leverage ratio and previous leverage ratio and profit equalization reserve. Overall, our results are consistent with the several past literatures with addition of determining impact of profit equalization reserve on leverage ratios of Islamic banks in Malaysia

Keywords: Leverage Ratio; Bank'S Performance; Bank'S Size; Profit Equalisation Reserve

Abstract ID: AIC-2017-EIEF-702

EARNINGS SMOOTHING AND BANKRUPTCY RISK FOR PRIVATE FIRMS

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Abstract

Smooth earnings are preferred by managers and creditors because they represent a stable business operations as well as low loan default risks. Creditors rewards private firms which have smooth earnings with better loan covenant terms. Nonetheless, recent literature shows that earnings smoothing in public firms is associated with stock price crash. This study examines the association between earnings smoothing and bankruptcy risk in the private firms setting and finds that earnings smoothing significantly positively affecting firms' bankruptcy risk.

Keywords: Earnings Smoothing; Private Firms; Bankruptcy Risk

Abstract ID: AIC-2017-EIEF-711

DETERMINANTS OF CAPITAL STRUCTURE: A CASE OF LISTED PHARMACEUTICAL AND CHEMICAL FIRMS OF PAKISTAN

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Abstract

Financing decision by the firm is considered to be an important decision because of its influence on the riskiness of the firm and firm value. Financial researchers around the world have shown deep interest in finding out what determines firm capital structure. The aim of the paper is to analyse the critical factors that influence the financing decisions of the firms listed in the chemical and pharmaceutical sector of KSE, Pakistan. Financial data from 2008 to 2015 was used in this study. Fixed effects model was used to analyse the influence of independent variables on the dependent variable. The findings of the study revealed that taxes, non-tax debt shields and tangibility of assets significantly influence capital structure decisions. Moreover, taxes, growth opportunities and non-tax debt shields are positively related to leverage whereas profitability, liquidity, firm size and tangibility of assets are negatively related to leverage.

Keywords: Capital Structure; Leverage; Firm Size; Taxes; Liquidity

Abstract ID: AIC-2017-EIEF-714

HOUSING ASSISTANCES UNDER THE ZAKAT DISBURSEMENT SCHEMES IN MALAYSIA

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Abstract

Housing assistances such as rental, repair, deposit and construction have been part of the zakat disbursement schemes in Malaysia. Majority of the fourteen States in Malaysia do provide this kind of assistances under their zakat disbursement schemes though the practice varies from one State to another. At the Federal level however, the proposal for standardization has been made by the Department of Awqaf, Zakat and Pilgrimage (JAWHAR), Malaysia. Thus, it is the objective of the paper to document the practice of providing housing assistances to the eligible asnafs (zakat recipient) using the Manual of Zakat Disbursement Administration by JAWHAR as the basis. The study employed content analysis method to unveil the practices of providing housing assistances taking the state of Perak practices as an example. The study confirms that the zakat fund is used for housing assistances stemming from the principle that accommodation is one of the human necessities other than food, costumes, medication, education and transportation, but it is not on the large scale of housing development. These housing assistances are aimed to provide a better living environment for the wellbeing of asnafs.

Keywords: Zakat; Disbursement Scheme; Asnaf; Housing

Abstract ID: AIC-2017-EIEF-715

ANALYSIS OF TRADE, UNEMPLOYMENT, GOVERNANCE CONTRIBUTION TO POVERTY IN THREE POOREST COUNTRIES IN THE WORLD

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Abstract

Poverty is one of the basic problem which became government main attention in any country. One of the main aspect which support the poverty alleviation strategy is the availability of accurate and targeted poverty data. The trusted measurement of poverty can become a formidable instrument for policy maker on focusing attention on the poverty condition. Good poverty data can be used to evaluate government policies against poverty, comparing poverty across time and region, as well as determining targets of the poor with the aim to improve their position. The aim of this study is to determine the factors that affect poverty in the world such as trade, unemployment rate, governance of poverty in three countries with highest poverty rate in the world (Central Africa, Congo, and Malawi). This study use secondary data, which is accessed through <https://id.tradingeconomics.com> in the period 2012-2016. The analytical tool used in this study using multiple linear regression (using SPSS) and to analyze the simultaneous influence of the variables used (F Test) and partially for research variable (t test). The results of this study there is a significant influence of the unemployment variable on poverty of 0.000 under 5%, while the results are different there is no significant influence of government variables and trade against poverty respectively by 30% and 6.7% well above the profitability of 5%. The test results simultaneously from three independent variables are F-Stat equal to 8.691 with probability 0.003, because the probability is much smaller than 0.05 then the regression model can be used to predict trade, unemployment rate, and governance collectively affect poverty.

Keywords: Poverty; Trade; Unemployment; Governance

Abstract ID: AIC-2017-EIEF-717

DETERMINANTS OF FISHERMEN INCOME IN REGENCY OF WEST SERAM, MALUKU INDONESIA (STUDY IN 3 VILLAGE IN WEST SERAM REGENCY)

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Abstract

Fishing prospects in West Serum regency from year to year more and more promising. It can be seen from the results of fisheries production is increasing. Fish production in 2009 increased by 1,828 tons or 9.5 percent from the previous year, with the potential of fish resources around 592,008.7 tons of new and utilized approximately 2.71 percent. This condition is caused by a lack of such infrastructure is supported by a fishing vessel, which is still dominated by boats and outboard motors around 99 percent. This may reflect that most fishermen in West Serum still relatively fishermen. In an effort to increase the income of fishermen, fishery businesses rurehe (pole And Line) in the District of West rurehe (pole And Line) in the District of West Serum District of West Serum belong in household scale industries (home industry) and the efforts of hereditary existed long ago. Based on the results of research in the field, until now rurehe industrial fisheries (pole and line) has yet to show the maximum results it can be seen from the amount of production obtained are still below the average in the amount of 482.8 tons / year. This condition is a portrait of the ability of the fishermen are still far in producing tuna in the District of West Serum District of West Serum, this is because in addition to lack of knowledge about ways of catching (experience at sea, the low level of education of fishermen, thus affecting the mindset of fishermen in the arrest, as well as the low level of wages of fishermen, lack of technologically which is used also affects tuna arrest method used in this study is a descriptive and quantitative methods. By using Data Analysis panel. The results showed the variables Age does not have an influence on the

increase fishermen's income, variable production has a very strong influence on the increase in the income of fishermen. Technology variables also have a strong influence on the increase in revenue.

Keywords: Income; Age; Production ; Technology

Abstract ID: AIC-2017-EIEF-718

GROUP DIVERSIFICATION AND FIRM PERFORMANCE-EVIDENCE OF LISTED FIRMS IN PAKISTAN

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Abstract

This paper unfolds diverse operations of business groups and provides empirical evidence in the field of corporate finance and firm strategy. The study examines the potential performance implications of the group diversification strategy in an emerging market during a time when economic and institutional environment has changed in the country. The study employs 'Chop Shop' methodology having widely used in the finance literature. Both univariate and regression analyses confirm a group diversification discount in Pakistan. The Excess value is significantly lower for diversified groups firms relative to their counterpart standalone firms. The results suggest that group firms diversified at different levels (least diversified, intermediate diversified and most diversified) are trading at discount (underperform) than focused standalone firms. Although, group diversification discount is present yet it is not homogeneous across all business groups: group discount for firms affiliated with least diversified business groups is relatively higher than firms affiliated with intermediate diversified and most diversified business groups. The findings are consistent with the market failure argument and agency theory. Group diversification is used as a device of expropriation of firm resources at the cost of external shareholders by the ultimate controllers of the group firms. The study employs a relatively large, contemporary and time varying database of Pakistani listed firms. Despite the historical success in the past, the findings suggest that business groups evolve differently in the post financial reforms and privatization programs era.

Keywords: Group Diversification; Firm Performance; Chop Shop Methodology; Excess Value; Market Failure Theory; Agency Theory

Abstract ID: AIC-2017-EIEF-719

BUSINESS GROUPS, 'CONTROLLING SHAREHOLDERS' AND EXPROPRIATION OF MINORITY SHAREHOLDERS IN PAKISTAN

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Abstract

This paper attempts to answer a question 'why group firms tend to decline in performance' in emerging markets? The study investigates the strength of ownership structure in affecting the performance of group firms relative to standalone firms in Pakistan. The study employs a sample of 292 non-financial firms (consisting 184 group firms and 108 standalone firms) listed on the Karachi Stock Exchange (KSE). The multiple regression models are applied using Generalized Method of Moments (GMM) to test the significance of the relationships. The results show that ownership structure is a strong influential factor in affecting firm performance in Pakistan. The findings show that ownership disparity (divergence between ownership and control) adversely affects group firms' performance (although, it affects positively the performance of standalone firms) consistent with the both incentives effect and entrenchment effect. Institutional ownership strongly positively affects group firms' performance. The institutional ownership positively affects standalone firms' performance also but the strength of positive relationship is stronger for group firms. The findings suggest that group firms face the problems of 'controlling minority structure' (divergence between ownership and control). The ultimate controllers use cross shareholdings and pyramidal structures to achieve an ultimate control over many firms simultaneously with least cash flows investments. Such ownership structure motivates the controlling shareholders in expropriating the firm resources for their personal benefits at the cost of external shareholder. Thus, it is the root cause of severe agency conflicts among the controlling shareholders and external shareholders. More importantly, the findings confirm that institutional investors play a vital role in monitoring the entrenched ultimate controllers in group firms. They possess the ability and motivation in monitoring of the activities of the ultimate controllers and thus are helpful in mitigating the agency conflicts among the controlling shareholders and external shareholders in the group firms. These results highlight the internal corporate governance problems faced by the group firms and suggest the need for strengthening the corporate governance mechanism particularly focusing the institutional investors' role in Pakistan.

Keywords: Agency Conflicts; Corporate Governance; Controlling Shareholders; External Shareholders; Controlling Minority Structure; Divergence Between Ownership And Control Institutional Ownership

Abstract ID: AIC-2017-EIEF-720

BEHAVIORAL FACTORS AND INVESTORS' DECISION MAKING IN MALAYSIAN STOCK MARKET

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Abstract

This paper aims to highlight the use of behavioural factors despite the use of Efficient Market Hypothesis (EMH) that claims that investors are rational and have the same access to information. As an emerging market, Malaysian stock

market can be seen as inefficient. Evidences of stock mispricing and market anomalies were found and previous literatures found that individual investors are partly rational. The use of information and behavioural factors added more evidences to the theory of bounded rationality. Hence, the use of adaptive market hypothesis (AMH) in the modern finance. The context of this study is Malaysian stock market where the issue of market efficiency are raised. This study focuses on individual investors of Bursa Malaysia as they are prone to using psychological factors in making an investment decision. There are limited studies regarding the use of heuristics, prospect factor and market information towards individual investor's decision making in Bursa Malaysia. This paper will discuss the use of representativeness, anchoring, mental accounting, loss averse and possible interactions between those behavioural factors and market information.

Keywords: Efficient Market Hypothesis; Representativeness; Anchoring; Loss Averse; Mental Accounting

Abstract ID: AIC-2017-EIEF-728

OWNERSHIP STRUCTURE AND FIRM PERFORMANCE: POLITICALLY-LINKED COMPANIES IN BURSA MALAYSIA

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Abstract

Corporate governance is a form of leadership and control of a firm with reference to the interest of shareholders. Corporate governance system focuses on board composition, board size, CEO or Chairman duality, board education level and working experience, board compensation, board ownership, composition of independent directors and non-independent directors. There is vast literature to study the nexus between corporate governance and firm performance. This paper intends to study the firm performance and its ownership structure with political connected companies in affiliation. The theoretical framework is built based on agency theory and resource based theory. It is believed that the political ties will enhance the firm performance and different ownership structure will benefit the firms from the leverage level, and contracts of business.

Keywords: Ownership Structure; Political Connection; Firm Performance

Abstract ID: AIC-2017-EIEF-739

BNM TAWARRUQ STANDARD: REVISITING WAKALAH OPERATIONAL ISSUES

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Abstract

Bank Negara Malaysia (BNM) had introduced a standard on tawarruq comprising both Shariah and operational standards and guidelines for the application of tawarruq in Islamic Financial institutions (IFI) in Malaysia. The standard has been made a law regulating tawarruq application in Malaysia since 2016. This paper revisits the issue of wakalah within tawarruq mechanism as it is considered as one of the controversial issues in tawarruq application within the framework of banking system. Modern scholars had dissenting views with regards to tawarruq itself, some disallow and many others allow with some conditions. Those allow also differs on the conditions imposed for the validity of tawarruq. This paper found that BNM sets the minimum requirements for tawarruq which must be implemented by institutions by taking into consideration other opinions when it comes to wakalah within tawarruq.

Keywords: Tawarruq; NAH; Fiqhi; MUA; AM; WAK; LAH

Abstract ID: AIC-2017-EIEF-741

DETERMINANTS OF INTERNAL CONTROL DISCLOSURE AND ITS IMPACT ON COMPANY VALUE

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STIE YKPN

Abstract

The aims of this study were to examine the factors that affect the disclosure of the Internal Control System (ICS) and its impact on Corporate Value. Factors tested in this study were the size of the board of commissioners, the proportion of independent board of commissioners, board of commissioner's meetings, the size of the audit committee and the audit committee meetings. This study was conducted using content analysis from the annual report of manufacturing companies in Indonesia from 2012-2016. The study found that the size of the board of commissioners, the proportion of independent board of commissioners, board of commissioner's meetings, audit committee size had a positive effect on the extent of ICS disclosure. Furthermore, the disclosure of ICS has been shown to increase the value of the company. Another finding is that audit committee meetings negatively affect the extent of ICS disclosure. Based on the above findings, it can be concluded that the board of commissioners and audit committees encourage companies to conduct ICS disclosure as a means of reducing agency problems. ICS disclosure proves to be used as a monitoring mechanism used by stakeholders in decision-making related to the company. **Keywords:** internal control, corporate governance, corporate value

Abstract ID: AIC-2017-EIEF-750

FUNDAMENTAL APPROACH TO DEVELOP A QUADRUPLE HELIX MODEL FOR SUSTAINABLE COLLABORATION FOR FLOOD MITIGATION IN MALAYSIA.

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Abstract

The frequency and the severity of the flood in Malaysia have increased over a period of time which in turn will hinder the economic development of the country. Strengthening resilience against climate change and natural disasters is one of the key focus areas in the 11th Malaysia plan 2016- 2020. This is one of the focus areas under pursuing green growth for sustainability and resilience which is one of the six strategic thrust. Furthermore, Over reliance on the government and international aids might be a constraint to effective flood risk management. Especially in developing countries, this will lead to more instability because they may not have the funds and expertise to handle such disasters. The private sector organisations have enough funds to partner with the NGOs to help the government in implementing flood risk management. The present study focused on the role of NGOs and listed GLC companies for flood mitigation. The main objective of this study was to develop a quadruple helix model for flood mitigation in Malaysia. The second objective was to develop a CSR index to analyse the level of CSR in insurance sector. This research was a mixed method study which involved content analysis on the secondary data collected from semi structured interview with the experts in flood risk management from academia, government, NGOs and the CSR experts from the industry, project reports, government documents, sustainability reports and websites. Furthermore, the findings of the initial qualitative data collection were converted into a survey questionnaire to be answered by the NGO representatives along with the CSR representatives of the listed Insurance companies. Based on the responses from the survey questionnaire, CSR Index was developed and the practices level of CSR constructs was identified. The research findings will help in efficiently managing the expenditure on the flood risk management initiatives by choosing the right collaboration for maximum business and societal outcomes. The budget announced by the government for 2017, the Malaysian government plans to spend RM450 Million expenditure on the flood mitigation projects; hence this research becomes more relevant in the present scenario in Malaysia.

Keywords: Corporate Social Responsibility; Insurance Company; Climate Change; Flood Mitigation; Disaster Management

Abstract ID: AIC-2017-EIEF-768

THE STUDY OF ENTITY CONCEPT IN WAQF IMPLEMENTATION

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Abstract

The potential of waqf in Muslim culture is very large, but in reality the wealth of Waqf has not fully prospered most people. Entity is one of the issues that should be the focus in the implementation of waqf. Entity is one of the general accepted accounting principles. This paper aims to discuss the issue of entity concept in the Waqf implementation by using literature study approach.

Keywords: Entity; Waqf; Waqf Implementation

Abstract ID: AIC-2017-EIEF-772

SUSTAINABLE DEVELOPMENT AND 21ST CENTURY'S ECONOMIC CHALLENGES IN BANGLADESH: AN OVERVIEW

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Abstract

Bangladesh economy suffers from the problems of both the supply and demand side issues. It is one of the least developed countries in the world as it suffers from poverty, imperfection in factor and product market, continuous disequilibrium in the economy, defective administrative structure, and inappropriate tax structure, heavy dependence on external sector, lack of capital stock, infrastructure bottlenecks, high unemployment rate, low standards of living, low level of savings and investment, unskilled labor market, acute balance of trade deficit and low gross domestic growth rate are prevailing in the economy. The country is not only technologically and managerial inefficient but also underdeveloped in the areas of key infrastructure such as transport, telecommunication, and energy sectors. This paper will reviled the numerous underlying social problems that have been threatened the nation which remain unsolved. These problems include overpopulation and inadequate nutrition, health, illiteracy; a low standard of living, scarcity of land, vulnerability to natural disaster-floods; virtual absence of valuable metals; and inadequate government and bureaucratic structures. The agricultural and the industrial sector are still in infancy stage. Public and private sector investment is inefficiently utilized, due to the presence of bureaucratic delay and corruption. Government policies have been somewhat effective in stimulating the economy however, resulting in government failure as well as market failure.

Keywords: Sustainable Development; Macroeconomics; Savings & Investment; Remittances

Abstract ID: AIC-2017-EIEF-773

THE IMPACT OF THE MINING SECTOR ON ECONOMIC GROWTH IN THE CONTEXT OF PUBLIC POLICY CRISIS: EVIDENCE FROM LUMAJANG REGENCY, INDONESIA

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Abstract

The aims of this paper is to uncover the impact of the mining sector on economic growth as the part of public policy implication effect. Qualitative method with Miles and Huberman approach is used in this research. The research result is Lumajang has 60.000 hectare of mining area or 34% of the total Lumajang Regency. The mining sector should has high contribution towards Lumajang economic growth, but otherwise condition is the mining sector's contribution to economic growth only as much as 39,3% that is the probability value of mining sector on economic growth reach 26% (not significance) in 2012-2016. Abandoning the illegal mining existence, tax managed by private company and weak law enforcement become public policy decision crisis. So, a major impact of those public policies crisis in managing mining resource sector is as the absolute advantage of Lumajang Regency, mining sector has failed become the Lumajang economic backbone .Keywords : Economic growth;public policy;mining;absolute advantage

Abstract ID: AIC-2017-EIEF-774

FINANCIAL BEHAVIOR AND PROBLEMS AMONG COLLEGE STUDENTS IN INDONESIA: THE ROLE OF FINANCIAL KNOWLEDGE

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Abstract

There has been a lot of research on financial literacy that has been done in many countries, but the particular research on the topic has a very high relevance while being conducted in Indonesia, considering the low financial literacy level in Indonesia. The results of national survey on the level of financial literacy in 2016 showed that only 29.66% of Indonesian society has decent financial literacy.This research is conducted with the purpose of illustrating description of financial knowledge, financial attitude, financial behavior, and financial problem of college student in Bandung, West Java, Indonesia. The research makes use of primary data obtained from the distribution of questionnaires on associated variables. This research also analyzes the effect of financial knowledge to financial attitude, and its impact to financial behavior and financial problem. Structural Equation Modeling is used in order to determine the causal relationship of related variables. The result of this research indicates the effect of financial knowledge to financial attitude, and its impact to financial behavior and financial problem of college student.

Keywords: Financial Knowledge; Financial Attitude; Financial Behavior; Financial Problem

Abstract ID: AIC-2017-EIEF-787

EMPLOYERS' PERSPECTIVES ON DIPLOMA SUPPLEMENT TO ENHANCE GRADUATE EMPLOYABILITY

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Abstract

The youth unemployment rate remains high in Indonesia. Many unemployed youths are facing few job opportunities and are more likely to accept employment that is not well matched to their skills. Skill mismatches occur when workers have either fewer or more skill than jobs require so that many employers address difficulties in finding suitably skilled workers. The Indonesian government has designed the Indonesian Qualification Frameworks (IQFs) to improve the quality, efficiency, relevance, and competitiveness of national education and skill formation to meet the business needs. Refers to IQFs, the government has set up national education standards that make this information available to the public by publishing a diploma supplement for graduates. This document is issued to graduates to provide information to labour markets about their learning outcome includes attitudes, knowledge, and their general and specific skills of graduate competency standards. This research explores employers' perspectives on diploma supplement to measure the effectiveness in providing transparency of graduate competencies to enhance graduate employability. For further analysis, we collected data by conducting semi-structured interviews with 16 employer representatives from Yogyakarta. The findings show that mismatch skills have less found in the hotel and telecommunication industries rather than manufactured and retail sectors since many hotels and a telecommunication firm have implemented competency-based for their employees that it affects better job performances. Therefore, the employers do agree that a diploma supplement helps to discover new graduates' competencies and will impact in enhancing their employability.

Keywords: Skill Mismatch; Indonesian Qualification Frameworks; Diploma Supplement; Graduate Employability

Abstract ID: AIC-2017-EIEF-790

BRIDGING THE MALAYSIAN SMES FUNDING GAP: THE CASE OF LEVERAGING ON FINTECH (FINANCIAL TECHNOLOGY)

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Co-Authors: Lim Chee Seong; Cham Tat Huei; Aye Aye Khin; Low Suet Cheng

Abstract

The changing landscape of finance and growing prevalence of financial technology (FinTech) firms are opening up new sources of funding for Malaysian small and medium enterprises (SMEs). Despite being widely recognised as the

backbone of Malaysian economy, SMEs find it difficult to secure working capital from banks. The reasons range from a lack of credit history and poor financial backing to insufficient business experience and low business diversification. The overall potential, capability of FinTech for small business and thus the entire economy seems positive. Opportunities prevail for local governments, financial institutions, investors and entrepreneurs to sustain, and simultaneously succeed from this trend. Incumbents have the option to collaborate with new entrants, innovate from within or strategically acquire the firms. The search for the SMEs that highly capitalized on alternative financing from FinTech will be the main objective and motivation of this case study, simultaneously appraise their recent successful stories of securing the source of alternative financing from FinTech in line with their business expansion planning and strategies that can be adopted by other SMEs as well. Amidst the search of alternative financing platforms, by taking into account the business expansion and future growth concerns, this case study shall provide insightful information for other credible SMEs (that may not have much track records to seek other forms of formal financing) to aim for the greater access to finance, provided the cybersecurity features are enhanced and cases for cyber-crimes are minimized at the lower phase. Subsequently, the outcomes of this case study shall motivate the respective authorities to promote multiple regulatory frameworks for these alternative avenues, to address the emergence of FinTech forces and enhancing public-private partnerships in terms of finance providers and assistance from government agencies, for instance the SME Corp.

Keywords: Financial Technology (FinTech); Small and Medium Enterprises (SMEs); Financing Alternatives; Equity Crowdfunding (ECF); Peer-to-Peer (P2P) Financing

Abstract ID: AIC-2017-EIEF-793

THE RELATIONSHIP BETWEEN CAPITAL STRUCTURE, OWNERSHIP STRUCTURE AND FIRM EFFICIENCY, EMPIRICAL STUDY OF PAKISTAN

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Abstract

The aim of the study is to examine the importance of efficiency in order to measure the performance of an organization. The efficiency of the firm is very important for development and existence of organization. This study further examines the relationship of capital structure, ownership structure and firm efficiency. In order to measure efficiency of firm a very important model of Data Envelopment Analysis (DEA), constant return to scale (CRS) is used to get the accurate figure of technical efficiency. The inputs variables are total assets and total equity and outputs variables are total sales and net profit before tax are used to measure technical efficiency. This study further studied the relationship of technical efficiency with capital structure and ownership structure and found significant relationship between them. To obtain the accurate results this study used different techniques such as correlation analysis, ordinary least square regression analysis on a panel data of 100 non-financial companies listed on Karachi Stock Exchange (KSE-100) covering a time period of six years (2010-2016). The research study examine a significant positive relationship between leverage, ownership concentrations, family owned ownership and firm efficiency (technical). On the other the study found a negative relationship between managerial ownership, institutional ownership and firm technical efficiency. On the bases of results and finding of this study it can be argue that a significant relationship exist between capital structure, ownership structure and firm technical efficiency in the context of Pakistan.

Keywords: Firm Efficiency; Leverage; Ownership Structure And Pakistan Stock Exchange

Abstract ID: AIC-2017-EIEF-796

THE IMPACT OF INTELLECTUAL CAPITAL, CREDIT RISK AND CORPORATE SOCIAL RESPONSIBILITY ON BANKS' PROFITABILITY: EMPIRICAL ANALYSIS OF THE SELECTED MALAYSIAN ISLAMIC BANKS

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Abstract

The present research provides new empirical evidence on the impact of bank-specific characteristic factors (ie: intellectual capital, credit risk and corporate social responsibility) and macroeconomic indicators (ie: nominal GDP growth rate and inflation rate) on the profitability of Islamic banks. The empirical analysis concentrates on the Malaysian Islamic banking industry over the period of nine years, from 2008 to 2016, by applying correlation analysis and multiple regression analysis. The paper finds that greater intellectual capital positively affects the profitability of Islamic banks operating in Malaysia. It means that intellectual capital is the main determinant effects on Malaysian Islamic banks' financial performance. A high intellectual capital exhibits the higher profitability level of Islamic banks. Whereas, credit risk, corporate social responsibility and nominal GDP growth rate have a strong positive impact on return on equity (ROE) but not return on assets (ROA). Interestingly, there is no positive correlation between the inflation rate and the financial value of Malaysian Islamic banks. Thus, the success of Islamic banks in Malaysia relies on its efficiency of employing resources and profitability.

Keywords: Islamic Banks; Intellectual Capital; Corporate Social Responsibility; Profitability; Macroeconomics

Abstract ID: AIC-2017-EIEF-803

AR-RAHNU - ISLAMIC PAWN BROOKING SYSTEM: IDENTIFYING DRIVERS FOR ITS SUCCESS

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Abstract

To facilitate its Muslim citizens in micro finance, the Malaysian government established Ar-Rahnu as a system for Islamic pawn booking. Ar-Rahnu functions as an alternative to micro credit instrument for short term collateralized borrowing. It was first introduced in January 1992 by the Muasasah Gadaian Islam Terengganu (MGIT) and later followed by others. However, the effectiveness of such Islamic micro finance institutions was still arguable. For this reason, the Islamic community turns to illegal money lender or Ah-Long whenever they need to borrow money. This issue could lead Ar-Rahnu to suffer loss and trust of customers. This research, therefore, was study the factors that could lead Ar-Rahnu to reach and restore its effectiveness in Islamic micro finance. This study collected data from 100 respondents residing in Selangor. Using a smartPLS as a tool for the analysis, it was observed that availability of information and also accessibility to the locations that provide Ar-Rahnu system were the key drivers for customers to utilize Ar-Rahnu services. These aspects could be used by policy makers in the planning for Ar-Rahnu establishments in the future

Keywords: Ar-Rahnu; Availability Of Information; Accessibility To Locations; Effectiveness.

Abstract ID: AIC-2017-EIEF-807 & EIEF-775

DETERMINANTS OF BANKING CAPITAL AND IT'S IMPACT ON FINANCIAL INTERMEDIATION (STUDY IN REGIONAL DEVELOPMENT BANK IN INDONESIA)

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Abstract

The aim of this study is to analyze the determinants of banking capital including assets growth (AG), credit growth (CG), credit risk, loans losses reserve (LLR), profitability and net interest margin (NIM). And its impact on financial intermediation. Banking capital is measured by capital adequacy ratio (CAR), credit risk is measured by non performing loans (NPLs), profitability is measured by return on assets (ROA) and financial intermediation is measured loans to deposit ratio (LDR). The methods used are descriptive and verification methods, with secondary data from financial statements of 26 Regional Development Bank in Indonesia period 2012 – 2016. The data analysis technique used is multiple linear regression, while hypothesis testing uses T - test to examine the effect of partial independent variables and F - test to examine the effect of independent variables simultaneously. Based on the research results, it is concluded that partially, AG, CG, NPLs, LLR, have negative and significant effect on CAR; NIM have positive and significant effect on CAR; While ROA has positive effect but not significant on CAR; Simultaneously, AG, CG, NPLs, LLR, NIM and ROA have significantly effect on CAR. And CAR has positive and significant effect on LDR. Keywords : assets growth, credit growth, financial intermediation, loans losses reserve, non-performing loans, net interest margin, return on assets.

Abstract ID: AIC-2017-EIEF-809

ANALYSI GROWTH POLE SUNGAI PENUH CITY JAMBI- INDONESIA

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Sekolah Tinggi Ilmu Ekonomi Sakti Alam Kerinci

Abstract

The result of analysis economic growth pole in Autonomous City of Sungai Penuh Jambi Province is in three sub-districts of Sungai Penuh, Sungai Bungkal and Pondok Tinggi. This growth center is capable of benefiting the surrounding area because the three districts are located in the middle, so that all districts can be reached by the service of these growth centers. This is also indicated by the value of the centrality index or the availability of facilities more than other districts of 50, 47.41. Facility variation with index value of centrality of 669, 664, 661. This means that greater public facilities are concentrated in these three districts, so it is hoped that the autonomous city government in the future can consider the development of facilities in other districts to grow new growth centers in the effort of acceleration and even distribution of economic growth. While interaction between sub-districts that acts as the center of economic growth with the supporting area (hinterland) is for the growth center of Sungai Penuh district has a hinterland area of Hamparan Rawang and Kumun Debai sub-district, the highest value in Kumun Debai sub-district with gravity index interaction of 77,112 .234.2. The growth center of Sungai Bungkal sub-district has the hinterland of Pesisir Bukit sub-district and Koto Baru sub-district with the highest gravity index value of Bukit Pesisir sub-district with 6,324,554,7. Meanwhile, Pondok Tinggi sub-district has the highest interaction with Kumun Debai sub-district with a Graviation Index value of 6,887,621.1.

Keywords: Growth; Center; Economy; Gravity; District; Hinterland

Abstract ID: AIC-2017-EIEF-816

IMPLEMENTATION OF WAQF IN TRADITIONAL ACEHNESE SOCIETY

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Abstract

The majority Muslim community has a huge potential for Waqf. Nevertheless it has become a culture in the traditional society that Waqf wealth is well managed by village officials. Officials experience a change in certain time period while the method of recording used is very weak, people only rely on memory. Sometimes large families who give also intervene to take care of the Waqf's wealth. Various problems arise so that the wealth of Waqf that so many have not been able to prosper the local community. Changing a culture that has been hereditary is a difficult job. Therefore, this study aims to describe the reality of Waqf implementation in the traditional community in Aceh village. Three officials from three traditional villages in Aceh Utara, Aceh Besar and Pidie were selected as research subjects. Data collection using in-depth interviews, observation and documentation analysis. The results described the reality of Waqf implementation in traditional Acehese society besides discussing ways forwards toward the sustainability of traditional society Waqf so that they can prosper the community.

Keywords: Waqf; Waqf Implementation; Traditional Society; Aceh

Abstract ID: AIC-2017-EIEF-818

THE IMPACT OF NATURAL DISASTERS ON SECONDARY SCHOOL ENROLLMENT

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Abstract

This paper examines the impact of five types of natural disasters (floods, storm, drought, landslide and earthquake) on secondary school enrollment rates using panel data for 104 countries over the period 1970 to 2014. For robustness check, each natural disasters was measured using four proxies; the number of occurrences, number of deaths, number of people affected and total damages. The analysis is then extended by including a measure of the one-period lagged natural disaster whereby all the natural disaster variables are re-estimated with a lag to capture the delayed effect of these variables on the enrollment rates. Employing the system Generalized Method of Moment (GMM) model, we find that the number of occurrences of natural disasters and disaster related losses (number of deaths, number of people affected and total damages) decreases the enrollment rates. The magnitude of these effects differs significantly across the types of natural disasters and disasters like storm and floods have a delayed effect on secondary school enrollment.

Keywords: Natural Disasters; Enrollment Rate; Gmm; Panel Data

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Abstract ID: AIC-2017-FMM-8

IMPACT OF CUSTOMER RELATIONSHIP MANAGEMENT AND SERVICE INNOVATION ON BRAND LOYALTY IN HOTEL INDUSTRY

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Abstract

This paper aimed to test the impact of customer relationship management and service innovation on brand loyalty in hotel industry. Only few scholars examined the link between customer relationship management and service innovation with brand loyalty in hotel sector, particularly in Malaysia. The data were gathered using an online survey method from several customers of large hotels in Kuala Lumpur. To analyse the data, SPSS and PLS were employed. The results showed that customer relationship management plays an important role in developing brand loyalty among the hotel visitors. Additionally, the outcomes indicated that service innovation has a significant positive relationship with brand loyalty. These results provide useful implication for the management in hotel industry with regard to the linkages between customer relationship management strategy and service innovation with brand loyalty with empirical evidence from Malaysian context.

Keywords: Brand Loyalty; Customer Relationship Management; Hotel Industry; Service Innovation.

Abstract ID: AIC-2017-FMM-12

EXPLORING THE ROLE OF FOUNDER-ENTREPRENEUR IN ENTREPRENEURIAL MARKETING CASE STUDIES FROM SMES IN PAKISTAN

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Abstract

This study explores relatively emerging phenomenon regarding the relationship between entrepreneurship and small-and medium sized enterprises (SMEs). Business founders are classified as entrepreneurs and non-founding executives are classified as small business managers. The purpose of this paper is to determine the importance and role of entrepreneurial marketing in SMEs. To reach this goal, a qualitative approach was adopted, with three case studies (Pakistani SMEs) selected. As data-collecting instruments, interviews and documentary analysis were used, and the data-treatment technique was content analysis. Findings indicate that (a) importance of entrepreneurial marketing is recognized, but that it differs considerably according to firm size; (b) In the SMEs studied, marketing is informal and reactive to market opportunities and the founder-entrepreneur has an influence on the decision-making process. The study contributes to the existing research about the role the founder entrepreneur can have in the firm's ability to develop entrepreneurial marketing activities. From a practical viewpoint, the study has found that entrepreneurial marketing is based on networking to build and support marketing activity and it is associated with the use and development of the marketing management competencies of their entrepreneurs. The study is innovative because the authors are able to outline empirically new issues for future investigation in this area of scarce research. Second, an integrative and holistic model is proposed for entrepreneurial marketing in SMEs and this represents the primary contribution of the study.

Keywords: Communication; Smes; Entrepreneurial Marketing; Pakistan; Founder-Entrepreneur; Networking

Abstract ID: AIC-2017-FMM-16

GENDER-BASED ANALYSIS OF BUYING BEHAVIOUR OF UNIVERSITY EMPLOYEES TOWARDS CAR PURCHASE DECISIONS: EVIDENCE FROM NIGERIA

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Co-Authors: Mohammed Dahiru Yola; Murtala Ibrahim; Dahiru Dauda Hammawa

MAUTECH, YOLA

Abstract

This study examines whether gender as a main demographic factor influences the car purchase decisions of university employees. The main objective is to determine the role of gender in the customer decision making process relating to car buying behavior of university employees in Nigeria. A survey of 285 sampled employees of Modibbo Adama University of Technology, Yola- Nigeria was conducted by administering structured questionnaire on them. The sampled respondents were drawn using convenience sampling technique. Data was quantitatively analysed by means of independent sample t-test to determine whether males' car buying behaviour differ from those of females and also whether they exert different level of influence on purchase decisions. The study reveals significant differences in car purchase decision across gender. Specifically, Males are found to exhibit utilitarian buying behaviour as compared to females' hedonic buying buyer for car purchase decisions. Also, women had higher levels of brand commitment and impulse buying in comparison to men. A key recommendation from this study was the need for car marketers to propagate car brand love in the minds of female customers more than male customers with a view of encouraging more hedonic and impulse purchases to enjoy more market share and favourable word-of-mouth reference.

Keywords: Gender; Car; Buying; University; Hedonic; Nigeria

Abstract ID: AIC-2017-FMM-24

THE ATTITUDE OF MOBILE USERS ON MOBILE MARKETING : CASE STUDY ON FAST FOOD RESTAURANT AT BUKIT BINTANG

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UNIKL

Abstract

Mobile marketing is increasing popularity despite, it is not fully utilized in fast food restaurant. This study objectives are, firstly to examine customer attitude toward mobile marketing, secondly to assess the perceptions that influence attitude towards mobile marketing, thirdly to identify significant relationship between attitude and mobile marketing promotional tools, and forth, to evaluate the effectiveness of mobile marketing as promotional tool. The study area is in Bukit Bintang, Kuala Lumpur over sample of 384 respondents. Triangulation methodology of qualitative and quantitative methods such as survey questionnaire, field observation, telephone and face to face interview used. The finding shows, favorable attitude towards mobile marketing in the population. The factors influencing the attitude are Perceived Usefulness (PU), Perceived Ease of Use (PEU) and Mobile Phone Self-Efficacy (MSE). The underlying motives influencing actual use of mobile marketing of fast food restaurant are Speed, Functionality, Customer Friendly and Hospitality. Ranges of promotional tools have significance relationship with attitude, inducing actual use of mobile marketing of fast food restaurant and effective to achieve marketing goal such as increase sales and market growth

Keywords: Mobile Marketing; Fast Food Restaurant; Theory Reason Action

Abstract ID: AIC-2017-FMM-25

SELF-ESTEEM IMPACT ON ORGANIZATIONAL AFFECTIVE AND NORMATIVE COMMITMENT AMONG CIVIL SERVANTS

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Abstract

Employees' commitment cannot be denied contributing to organizational effectiveness. However, commitment can be affected if no emphasis is placed on psychological factors such as self-esteem. This study aims to investigate how self-esteem factor can influence the commitment by testing the impact of self-esteem on employee commitment to the organization. A total of 162 civil servants serving the Local Authority (PBT) in the southern zone of Peninsular Malaysia were chosen as respondents. Measuring tools used in this study were Rosenberg Self-Esteem Scale (RSES) and Employee Commitment Survey Revised Version (ECS-R). The data was then analyzed using a simple regression analysis in SPSS. The results of the analysis showed that the self-esteem had a significant impact on affective and normative commitment. From the findings, it also shows that there is an influence relevant self-esteem on the two commitments to the organization namely affective and normative commitment. Hence, organizations need to realize that self-esteem is one of the basic toward formation of attitudes, behavior, personality and psychological reactions in the organization. In conclusion, efforts to help reinforce positive self-esteem among employees need to be addressed in the organization.

Keywords: Self-Esteem; Commitment; Affective; Normative; Civil Servant;

Abstract ID: AIC-2017-FMM-40

GREENWASHING ISSUE IN AUTOMOTIVE INDUSTRY

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Abstract

This study investigate the concept of greenwashing and its application in automotive industry. Until today, some automaker had fabricated few information to gain market attention. However, there is still lacking of review for greenwashing and regulation to restrain it. Due to increasing concern on climate change, lot of automaker took it as a chance to attract the market by offering unverified claim environmental sensitive product. This issue has relevant consequence toward automotive industry and whole society. Some action had been taken to create awareness among consumer about greenwashing.

Keywords: Greenwashing; Demarketing; Environmental Movement; Green Marketing

Abstract ID: AIC-2017-FMM-43

APPLICATION OF AHP MODEL IN DETERMINING OPTIMAL MARKETING MIX FOR COMPETITIVE ADVANTAGE IN FOOD AND BEVERAGES INDUSTRY

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Abstract

One of the major areas that required robust model for decision making is marketing mix element. This is because decision on one ultimately affects the activities related to other elements, and ineffective combination of these elements will create not only a successful marketing system but also achievement of firm's overall objectives. However, a variety of marketing models have been developed and applied but only to specific marketing decisions. Some of these

models include pricing models, sales force allocation models and media selection models. In this paper, the authors proposed the application of Analytical Hierarchy Process (AHP) Model. The aim is to use the proposed model to determine optimal marketing mix of a Company in food and beverages industry. A case study of Adama Beverages Limited (ABL) Producers of Faro Brand of Fruit juice and table water was used. At the end of the analysis, we expect to find that AHP is an appropriate model for this kind of decision because it allowed for a combination of all the marketing mix elements and put all the people involved in company's marketing planning and implementation.

Keywords: Ahp; Criteria; Alternative; Marketing Mix; Models

Abstract ID: AIC-2017-FMM-52

A REVIEW ON MALAYSIAN WOMEN'S LEISURE AND PERCEPTIONS TOWARDS SOLO TRAVELLING.

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Abstract

The female travel market has shown an increase in leisure travel especially in Asia. Global travel is meant for men in the past yet women travel phenomenon has gradually emerged. Malaysia is one of the South East Asia countries which experiences sturdy growth in tourism. The aim of this study is to explore Malaysian women viewpoints towards solo travelling. This study addresses the activeness of Malaysian women in leisure and provides an insight of women from the Asian perspective. A qualitative approach is employed in this study. Malaysia is a pluralist country and thus it is ideal to understand the country's social and culture influences on women's perception on solo travel. Data was collected from Malaysian women aged 19 to 33 years old. An in-depth interview technique was conducted to identify the perceptions of Malaysia women on solo travelling and subsequently the travelling pattern. The findings indicate that the women possessed positive determinations in overcoming the constraints of solo travelling. Furthermore individual's social and cultural identities did not restrict them to undertake leisure travel. However, Malaysian women preferred to travel in group instead of solo travel. This paper provides academics, tourism marketers and policymakers a glimpse of Asian perspectives, particularly Malaysia women, and hence can better prepare the industry in tapping the lucrative solo travelling market

Keywords: Consumer Behaviour; Decision Making; Malaysian Women; Solo Travelling

Abstract ID: AIC-2017-FMM-56

EXAMINING THE ANTECEDENTS OF AMBIDEXTROUS BEHAVIOURS IN PROMOTING CREATIVITY AMONG SMES IN MALAYSIA

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Abstract

This study explores whether organisational context and entrepreneurial orientation as antecedents of ambidextrous behaviours and how ambidextrous behaviours go on to shape creativity among Malaysian owners and managers small and medium enterprises (SMEs). Data were collected from 183 owner-managers SMEs and analysed using SmartPLS 3.2.3. The data reveals the positive relationship between organisational context and entrepreneurial orientation with ambidextrous behaviours. Moreover, ambidextrous behaviours are found to be positively influencing creativity. This study recommends that development of ambidextrous behaviours be crucial among SMEs in Malaysia.

Keywords: Organisational Context; Entrepreneurial Orientation; Ambidextrous Behaviours; Creativity; Smes Malaysia

Abstract ID: AIC-2017-FMM-64

IMPACT OF PERCEIVED INTRINSIC AND EXTRINSIC REWARDS ON INDIVIDUALS' ENTREPRENEURIAL INTENTIONS: A COMPARATIVE STUDY OF MALE AND FEMALE GRADUATES

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Abstract

The purpose of this study is to examine the impact of intrinsic (intrinsic interest & community feeling aspirations) and extrinsic (perceived relative income and occupational prestige) rewards on individuals' entrepreneurial intentions. To develop the theoretical model, we integrated goal content theory with theory of planned behavior and proposed that intrinsic interest, community feeling aspirations (intrinsic rewards), perceived relative income and occupational prestige (extrinsic rewards) influence positively the attitude toward entrepreneurship which in turn develop the entrepreneurial intentions of individuals. We further proposed the moderations of gender in our theoretical model. Data are collected from graduating students of South Asia's largest university. Structural equation modeling technique is applied to test our proposed model. Our findings suggest that intrinsic interest, community feeling aspirations (intrinsic rewards), perceived relative income and occupational prestige (extrinsic rewards) influence positively the attitude toward entrepreneurship which in turn stimulate the entrepreneurial intentions of graduates. In addition, gender moderates the positive effect of these intrinsic and extrinsic rewards in such a way, the effect of intrinsic interest (intrinsic reward) and perceived relative income (extrinsic reward) on attitude toward entrepreneurship is higher for male individuals. Conversely, the entrepreneurial attitude of female individuals is developed by the community feelings

aspirations (intrinsic reward) primarily. On the other hand, the positive effect of occupational prestige on attitude toward entrepreneurship does not vary across male and female individuals. This study explored the differentiated role of intrinsic and extrinsic rewards in stimulating the entrepreneurial intentions of male and female individuals. The integration of goal content theory with theory of planned behavior provides an insight about the determinants of individuals' entrepreneurial intentions in south Asia. Current study brings a fresh perspective through its setting in a developing country of South Asia.

Keywords: Intrinsic Interest; Community Feeling Aspirations; Perceived Relative Income; Occupational Prestige; Attitude Toward Entrepreneurship; Entrepreneurial Intentions; Goal Content Theory; Gender

Abstract ID: AIC-2017-FMM-69

THEMATIC REVIEW FOR MODELING OF OUTSOURCING THEORIES

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Abstract

This study explained various theories by comparing their phases for modeling of outsourcing theories. This research based on extensive literature reviews, which direct to the classification of different outsourcing theories for its modeling. All these models, theories with respect to its outsourcing phases have their own advantages and disadvantages, thus a critical analysis is required in order to achieve useful conclusions for the organizations who intend to implement such theories. The review of the Outsourcing theories is based on preparation, vendor(s) selection, transition, management of relationship, and reconsideration phases.

Keywords: Outsourcing Theories; Preparation Phase; Vendor(S) Selection Phase; Transition Phase; Management Of Relationship Phase; Reconsideration Phase

Abstract ID: AIC-2017-FMM-70

EXPLORING UNDERPINNING OF OUTSOURCING SUCCESS: A CASE OF MULTINATIONAL AUTOMOTIVE GROUP IN MALAYSIA

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Abstract

This study explored underpinning of outsourcing success by analyzing different theories of outsourcing. This study is unique in its nature as it used interpretive paradigm to explore, analyze outsourcing success theatrically by comparing different phases of outsourcing, then the case of Boeing analyzed in the context of outsourcing and after that come up with real time case study of one big automotive group operating in Malaysia through using semi structured interview by developing and comparing themes of this study. This study figured out that cost reduction and efficiency can be attained by creating economies of scale, using and managing vendors appropriately with the combination of efficient strategic alliance.

Keywords: Exploratory Underpinning; Outsourcing Success; Interpretive Paradigm; Cost Reduction; Efficiency; Economies Of Scale

Abstract ID: AIC-2017-FMM-74

PERSONALITY TRAITS AND SITUATIONAL MOTIVATION OF BANKERS IN PUBLIC SECTOR

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Abstract

This research was conducted to identify association in personality traits and situational motivation of Bankers in public sector. It was assumed that personality trait would be related with components of situational motivation. It was also hypothesized that personality traits are likely to be a predictor of situational motivation of the bankers in public sector. Cross-sectional research design was used to conduct this research. Purposive sampling technique was used to collect a sample of N=100 Bankers, from different Banks of Lahore. Ten Item Personality Inventory (Gosling et al, 2003) and The Situational Motivation Scale (Guay et al, 2000) were used to study the variables. Data was analyzed using SPSS version 21. Results of Pearson Product moment correlation showed that extraversion has significant positive relationship with intrinsic motivation. Conscientiousness has positive relationship with external regulation. Extraversion and conscientiousness showed significant negative relationship with amotivation. It is also found out that there is significant gender difference on identified regulation of bankers. Hence, it is concluded that different personality traits determined different motivation factors in a person. This study has implication in human resource management to assess personality of their workers and enhance their motivation for work, as per their personality traits.

Keywords: Personality Traits; Situational Motivation; Bankers

Abstract ID: AIC-2017-AMOS-80**DOING WELL BY DOING WELL? : EVIDENCE FROM MANUFACTURING SECTOR OF PAKISTAN.****Corresponding Author:** Asma Khan

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Abstract

According to the Value enhancement and agency cost theory, corporate voluntarily contribution has a positive or negative impact on the overall performance of the firm. In contrast to these theories sometimes corporate giving have no impact on the firm's performance. This article will provide insight about the impact of corporate giving on Pakistan's publically traded manufacturing companies. This article will also focus on the impact of ownership structure on corporate giving. This research aims to spot light on different type of ownership structure and their voluntarily contribution. The variable of corporate giving is measured by the total value of corporate giving to total sales revenue. Corporate performance will be measured by return on assets and equity. Whereas different types of owner structures are measured by number of shares owned by family, managers and Institution. Empirical results will offer valuable insights for the manufacturing sector

Abstract ID: AIC-2017-FMM-90**AN EMPIRICAL INVESTIGATION OF WORKLOAD, EMPLOYEE-SUPERVISOR RELATIONS AND REWARD SYSTEM ON JOB SATISFACTION****Corresponding Author:** Arslan Aslam**Co-Authors:** Hammad Bin Azam Hashmi

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Abstract

This paper examined the effects of employees and supervisor interactional fairness, workload and reward system on employees' job satisfaction. Supervisor support has received an increasing amount of attention recently due to the positive effects it can have in the workplace. It can increase job satisfaction and has been found to help reduce work stress. The reason of conducting this research is to identify those variables which have a direct impact on employee satisfaction towards job. To study this relationship a questionnaire was developed which consisted of three variables, those variables are workload, reward system, supervisor and employee relation. The random sampling technique was used and the sample size of 300 respondents was taken. Data was analyzed using hierarchical regression analysis to check the impact of variables on employee satisfaction towards the job. The results reveal that workload, reward system, and supervisor and employee relation, are significantly associated with employee satisfaction towards job. Further, managerial contribution and study limitations are discussed

Keywords: Satisfaction; Workload; Rewards; Recognition; Employee And Supervisor Relation; Research; Loyalty; Dissatisfaction; Turnover; Absenteeism.

Abstract ID: AIC-2017-FMM-93**MEASURING THE IMAGE OF FAST-FOOD RESTAURANTS IN LABUAN USING ANALYTICAL HIERARCHY PROCESS: AN INTRODUCTORY IDEA****Corresponding Author:** Siew Lin Yeap**Co-Authors:** Anath Rau Krishnan And Hamid Rizal

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Abstract

People's hectic routines have now led to mushrooming of fast-food restaurants (FFRs), especially in urban areas. Therefore, FFR owners need to find ways to control the demand of the market. Image is one of the drivers that influences customer satisfaction, behavior intention, trust, and loyalty. This paper mainly aims to propose a proper analytical hierarchy process (AHP) based methodology as to evaluate the four most-visited FFRs in Labuan Island, Malaysia. The paper begins by justifying the need for an empirical study for evaluating FFRs in Labuan. Some crucial attributes that could influence the image of a FFR are then reviewed based on the marketing mix perspective. A short survey on AHP is provided as well. Lastly, the phase-by-phase implementation of the proposed methodology is clearly illustrated. The implications of this study from the academic and practical viewpoint are summarized in the conclusion section.

Keywords: Restaurant Image; Fast-Food Restaurants; Analytical Hierarchy Process

Abstract ID: AIC-2017-FMM-107**IMPACT OF CSR ACTIVITIES ON CUSTOMER LOYALTY WITH MEDIATING ROLE OF BRAND TRUST IN BANKING INDUSTRY OF PAKISTAN****Corresponding Author:** Haider Muhammad Imtiaz**Co-Authors:** Abdul Qayyum

Capital University Of Science And Technology

Abstract

In today's world, the trend of Corporate Social Responsibility (CSR) initiatives in the corporate world are increasing quickly, but still it is not clear which types of CSR activities would have greater impact on the customer's attitude. The objective of the study is to examine the effect of various CSR activities (i.e., customers, local community and environmental support) conducted by various organizations on customer loyalty in the banking industry of Pakistan. The intervening effect of brand trust between facets of CSR and customer loyalty is also investigated. Sample data

consists of 278 customers from various banks in the twin city (Islamabad and Rawalpindi) of Pakistan. The results of research suggest that CSR activities made in the interest of customers and the local community have a significant and positive impact on customer loyalty. The study also reveals that brand trust plays an integral role to increase customer loyalty as being a mediator between the CSR local community and CSR customers. Moreover, the environmental support related CSR attempts do not have a significant and direct impact on buyer's loyalty. The significance of this study develops positive recognition towards a firm that leads to different optimistic outcomes.

Keywords: Social Responsibility; Customer Loyalty; Brand Trust.

Abstract ID: AIC-2017-FMM-113

LINKING PERCEIVED QUALITY ON ATTITUDINAL AND BEHAVIORAL LOYALTY: AN EVIDENCE FROM INDONESIAN APP-BASED TRANSPORTATION

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Abstract

This study investigated app-based transportation customers' perception of quality, and its effect on satisfaction, attitudinal, and behavioral intention in the means-end theory perspective. A causal design survey was applied out of 90 customers from South Tangerang City, Province of Banten, Indonesia and the data were analyzed by using Partial Least Square (PLS). The research finding indicates that the links between perceived quality, satisfaction, attitudinal and behavioral intention were confirmed. There was a positive significant relationship of perceived quality and customer satisfaction. Moreover, satisfaction also had a positive relationship on attitudinal and behavioral intention. This condition is worthwhile not only for companies, but also for the welfare of local drivers who mostly come from low income groups. For the company, positive attitudinal and behavioral intention will increase market profitability and market share in the long run. As for drivers, this condition will provide job security and welfare guarantee.

Keywords: App-Based Transportation; Perceived Quality; Satisfaction; Attitudinal Loyalty; Behavioral Loyalty

Abstract ID: AIC-2017-FMM-115

THE MEDIATING ROLE OF WOM (WORD OF MOUTH) BETWEEN ANTECEDENTS AND PURCHASE INTENTION AMONG HOTEL GUESTS IN SARAWAK, MALAYSIA

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Abstract

Word-of-mouth (WOM) is interpreted as communication between consumers regarding their personal experiences of a product or service. WOM Marketing becomes an important communication strategy and tool to promote brands and products which may be either positive or negative. The objective of this study is to investigate the influence of WOM on purchase intention as well as to examine WOM as the mediating effect in associating the antecedents (service quality, trust, utilitarian value and hedonic value) and purchase intention among hotel guests in Sarawak. Studies have proven that WOM to be rather persuasive compared to advertising in transferring positive or negative information and is set to be one of the most relevant and important strategies to promote hotel's products. This cross-sectional paper, using self-administered questionnaires, is one of the few papers to examine the prominent factors on word of mouth and purchase intention in the context of Sarawak hotel industry. The targeted population sample consisted of 400 respondents who stayed in the hotels in Kuching. Quantitative study, random sampling method, descriptive and inferential statistics were used in the data collection and analysis, of which SPSS version 23 and PROCESS Model 4 were utilized. The results indicated that there was a significant mediating effect between all the four antecedents and purchase intention.

Keywords: Word of mouth; WOM; Antecedents; Mediator; Purchase Intention; Hotel

Abstract ID: AIC-2017-FMM-117

STRATEGIC HR PRACTICES AND SUSTAINABLE COMPETITIVE ADVANTAGE IN SMES AND LARGE MANUFACTURING COMPANIES IN BAHRAIN

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Abstract

Recently, the strategic human resources (HR) practices have increasingly been recognized as sources of sustainable competitive advantage and main contributors to implement the business goals and objectives. Based on the theoretical perception of the resource-based view, this article conducted to examine the effects of strategic human resource practices on the sustainable competitive advantage in small, medium, and large-sized manufacturing companies in Bahrain. A cross-sectional survey was utilized in this study using a self-administered questionnaire to collect the data. The total number of usable questionnaires were 159 with response rate 75.4%. The findings indicated that the strategic HR practices have significant and positive effects on the sustainable competitive advantage either in small manufacturing companies or medium and large companies. These findings could help these manufacturing companies to gain the sustainable competitive advantage by improving and supporting the strategic HR practices.

Keywords: Sustainable Competitive Advantage; Strategic Hr Practices; Resource-Based View. Small; Medium; And Large-Sized Companies

Abstract ID: AIC-2017-FMM-123

ORGANIZATIONAL SILENCE, JUSTICE PERCEPTION, ORGANIZATIONAL CITIZENSHIP BEHAVIOR AND COMMITMENT IN BANKING SECTOR EMPLOYEES

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Abstract

This research will investigate the relationship between organizational silence with organizational commitment and organizational citizenship behavior. The sample would comprise of 200 men and women banking sector employees age ranging above 25 years of Lahore through purposive sampling. The questionnaires for collecting data would include Employee Silence Measure (ESM) (Brinsfield, 2009), Three-Component Organizational Commitment Questionnaire (Meyer & Allen, 1997), Organizational Citizenship Behavior Checklist (OCB-C) (Spector & Fox, 2001), and Organizational Justice Perception Scale (Niehoff & Moorman, 1993) in addition to a demographic questionnaire. It is expected that there is likely to a significant negative relationship of organizational silence with organizational citizenship behavior and organizational commitment. Moreover, organizational justice perception moderates the relationship of organizational silence and organizational citizenship behavior and organizational commitment.

Keywords: Organizational Silence; Justice Perception; Organizational Citizenship Behavior And Commitment

Abstract ID: AIC-2017-FMM-132

THE RELATIONSHIP BETWEEN JOB AUTONOMY AND SOCIAL SUPPORT WITH TURNOVER INTENTION AMONG ACADEMICIANS OF PRIVATE HIGHER EDUCATION INSTITUTIONS: BOREDOM AT WORKPLACE AS MEDIATOR

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Abstract

Boredom at workplace is a negative well-being displayed by employees who had lost their control and value towards jobs. It has been found to spread on blue and white collar employees. Yet, there are limited studies in this area. Scholar had constantly associated boredom with negative working performance such as job dissatisfaction, high absenteeism, poor health condition and low organizational commitment. But, the association with turnover intention remain unknown. In Malaysia, the turnover intention among academicians of private higher education institutions (PHEIs) is in critical stage ever since year 2013. Although the Ministry of Higher Education (MOHE) Malaysia recognize the potential of PHEIs in supporting Malaysia to be the Asia educational hub, this issue remain unsolved which may jeopardize the success. Therefore, this study put forward the antecedents and consequence of boredom at workplace under a single model which includes the investigation of job autonomy, social support, and turnover intention among academicians. A quantitative study was conducted to obtain the data from 279 academicians working for 20 private higher education institutions (PHEIs) in Sarawak. The results showed that job autonomy was insignificantly associated with turnover intention because job autonomy has no association with boredom at the first place. In contrast, social support was negatively associated with boredom which led to positive association with turnover intention. The result confirmed the presence of boredom as mediator upon bootstrapping. PHEIs are encouraged to establish subject rotation among academicians for every semester to promote job autonomy apart from minimizing work repetition. Moreover, PHEIs shall motivate academicians to actively participate in trainings, conferences, and seminars as the opportune time can be used to build strong rapport among them.

Abstract ID: AIC-2017-FMM-138

PERCEIVED CAREER OPPORTUNITIES AND TURNOVER INTENTIONS: STUDY OF EMPLOYEES IN TELECOM SECTOR OF PAKISTAN

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Abstract

This study investigates the role of perceived career opportunities, organizational commitment and perceived organizational prestige in explaining turnover intentions of supervisory level employees in telecom sector of Pakistan. Data for the study were collected from 179 supervisory level employees working in the cellular companies. Results of the study were found to be unique hence, provides valuable insights into understanding the significance of perceived career opportunities in retaining employees working in the telecom sector.

Keywords: Perceived External Prestige; Perceived Career Opportunities; Affective Commitment ; Turnover Intentions.

Abstract ID: AIC-2017-FMM-142

PATIENT ENABLEMENT AND SATISFACTION – PRIMARY HEALTHCARE SERVICE OUTCOME

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Abstract

Healthcare services nowadays are no longer concomitant to what it supposedly is. The service is just being delivered without knowing either the patients acknowledge about their illness or not. This has brought some effects on the patients

themselves when they are not aware and take this matter easy. Hence, it will result to the increasing number of people with serious illness. The service of doctor professionalism, doctor interpersonal care and doctor-patient relationship aims to evaluate the healthcare services delivered by the doctor that could contribute to patient enablement and satisfaction. In addition, medical centre that applies these kinds of services can have a better impact on patients after the consultation session with the doctor. A total of 200 questionnaires were distributed among the patients that received treatment at PKUTM (Pusat Kesihatan UTM). The findings showed that doctor professionalism, doctor interpersonal care and doctor-patient relationship are significant and positively related to patient enablement and patient satisfaction. The findings also show that doctor-patient relationship is the best predictor in the services that led to patient enablement as well as patient satisfaction. The results somewhat can be useful to be applied for outpatient healthcare so that it can be beneficial to the physicians so that they could understand patient's enablement as it effects the result of the treatment.

Keywords: Patient Enablement; Patient Satisfaction; Doctor Professionalism; Doctor Interpersonal Skills; Doctor-Patient Relationship

Abstract ID: AIC-2017-FMM-144

THE NEW SEGMENT OF BEAUTY PRODUCT CONSUMERS USING VALS AND E-LIFESTYLE DIMENSION.

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Abstract

Based on the increasing popularity of the beauty and wellness trend and the growing numbers of health conscious consumers in the market, it is crucial for beauty industry experts to understand the ever-changing desires of consumers. The study aims to segment the value and lifestyle dimensions of research-based beauty products consumers and to profile each segment based on their psychographic, e-lifestyle and beauty interest characteristics. The study adopts a quantitative approach to segmenting research-based beauty product consumers by VALs, interest and e-lifestyle. 200 respondents were involved in this research and data were analysed using smart-pls. The results of the psychographic, interest and e-lifestyle segmentation revealed five clusters of consumers. The segments are "health conscious and intellectual", "average", "family focused", "pleasure oriented", and "carefree". It is found that the majority of research-based beauty product consumers are health conscious and intellectual.

Keywords: Vals; E-Lifestyle; Dermags; Skin-Care Products; Utm Research

Abstract ID: AIC-2017-AMOS-147

THE IMPACT OF DESTRUCTIVE LEADERSHIP ON JOB OUTCOMES

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Abstract

This research examined perception of destructive leadership, job performance organizational citizenship behaviour and turnover intention. This research hypothesized that perception of destructive leadership was positively related with turnover intention and negatively related with job performance and organizational citizenship behaviour. Data (N=206) were collected from employee's working in various public and private sector of Pakistan. Findings of the research suggested that destructive leadership was negatively related with job performance and organizational citizenship behaviour. Findings also suggested that perception of destructive leadership increase employee turnover intentions. Authors suggested future research directions in the area of dark side of leadership.

Abstract ID: AIC-2017-AMOS-149

SOCIALLY RESPONSIBLE HUMAN RESOURCE MANAGEMENT AND ORGANIZATIONAL PERFORMANCE: EXAMINING THE MEDIATING EFFECTS OF ORGANIZATIONAL IDENTIFICATION

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Abstract

This article draws upon social identity theory and social exchange theory to examine whether Organizational identification is the pathway through which three dimensions of socially responsible human resource management (SRHRM), namely legal compliance HRM, employee-oriented HRM and general CSR facilitation HRM influence organizational performance. Based on survey, data were obtained from 250 employees working in banking sector of Pakistan. The bootstrap procedure suggested by Preacher and Hayes (2008) is employed to estimate the indirect effects of legal compliance HRM, employee-oriented HRM and general CSR facilitation HRM on organizational performance through organizational identification. The test results show that of legal compliance HRM, employee-oriented HRM and general CSR facilitation positively related to organizational performance via the mediation of organizational identification.

Keywords: Socially Responsible HRM; Organizational Identification; Organizational Performance

Abstract ID: AIC-2017-FMM-150

TEAM BUILDING AND PROJECT SUCCESS : THE MEDIATING ROLE OF TRANSFORMATIONAL LEADERSHIP

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Abstract

The project management is an emergent arena used progressively by different organizations. Project managers should have the vibrant vision and leadership qualities to route a successful project. In this era of technological advancement and global competition, the project success rate is a key element for the survival of national and multi-national organizations. This research study is carried out to draw a logical framework for project success. The competitive environment has forced many organizations to increase levels of flexibility and adaptability in their operations. In particular, the strategic application of leadership appears to be significantly influential in organizations dealing with projects. In this study, the impact of transformational leadership on the relationship of team building and project success is analyzed in the organizations working in the region of Azad Kashmir. By using structural equation modeling technique, it is found that transformational leadership fully mediates the relationship between team building and project success. The results revealed in this study will provide strapping foundations for the success of projects and create a roadmap for every organization dealing with projects in the different sector.

Keywords: Team Building; Transformational Leadership; Project Success ; Non-Governmental Organizations

Abstract ID: AIC-2017-FMM-152

CONCEPTUAL STUDY OF LOW COST MARKETING STRATEGIES THROUGH INNOVATION, VALUE CREATION AND VALUE CAPTURE – AN INDIAN CONTEXT.

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Abstract

India is characterized by ever increasing competition, saturation of the markets and need for deep market penetration and bottom of the pyramid marketing strategies. Low cost marketing strategies in developing nations like India are necessary for sustained growth and development of a brand. The research paper begins with the basic concept of marketing activities that lead to creation and capturing of values that needs to be communicated to the prospective buyers with differentiation in order to achieve competitive advantage. The differentiation is created through product innovation and promotion, which requires a substantial budget that makes marketing, an expensive affair. A low cost marketing strategy therefore is crucial in terms of establishing a sustainable competitive advantage for companies. The research paper further explores a hypothetical scenario where all firms decide not to invest in marketing activities in general and communication in specific. The paper elaborates the role of frugal and value innovation as a low cost strategy and how brands have successfully adopted these strategies. Further, the paper discusses the concept of disruptive innovation as a low cost strategy and its importance. Finally the research paper highlights the concepts of ambush marketing, buzz marketing and experiential marketing and discuss how these can be adopted to market products and services at a low cost.

Keywords: Low Cost Marketing; Value Creation; Value Capture; Innovation; Ambush Marketing; Buzz Marketing; Experiential Marketing

Abstract ID: AIC-2017-AMOS-153

WORK RELATED STRESS AND PSYCHO SOCIAL PROBLEMS AMONG SHIFT WORKERS: A CASE STUDY ON PAKISTAN RAILWAY LAHORE, PAKISTAN

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Abstract

The current research was carried out with the objective to investigate the occupational stress and psychosocial problems in shift workers of Pakistan Railway Lahore. The shift worker's form a community that has been under the wake of insecurities, fears etc. due to the nature of the job threats that they tend to face. The current research hypothesized that shift workers are likely to have greater occupational stress and psychosocial problems than night shift workers. The research has been laid out through cross sectional research design. The sample comprised of 300-day shift and night shift workers who were equally divided across work shift type and gender referent groups. The participants were taken from Railway Department. The measures comprised of The Dyadic Adjustment Scale (DAS; Spanier, 1976), The Depression Anxiety and Stress Scale (DASS; Lovibond & Lovibond, 1995) in addition to a demographic questionnaire. The analyses were conducted with the help of SPSS version 21.00. The findings revealed through independent sample t-test the systematic differences existed in the perceived stress, anxiety and depression as night shift workers being exposed to greater occupational stress, anxiety, and levels of depression. The findings also revealed that there were greater psychosocial problems being faced by the night shift workers than day shift workers. The findings carry significant implications for the health professional deputed in Railway Headquarter Hospital for devising efficacious management strategies for such workers so that their performance at the workplace can be enhanced.

Keywords: Work Related Stress; Psycho Social Problems; Shift Workers; Pakistan Railway

Abstract ID: AIC-2017-FMM-154

WHAT IS THE PROCESS OF CONSUMERS BEHAVIORAL CHANGE? SOME INSIGHTS IN SPIRAL MODEL

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Abstract

The pace of change in consumer behavior is the eyes catching topic in today's business environment. This study intends to understand the process of change in consumer behavior along with a spiral model of behavioral change. This study is based on the secondary sources and searched important, relevant databases to get the frontier of knowledge and clarify the process of consumers' behavioral change. The study has noted that spiral model (stages of change model) has widely used by clinicians and marketing practitioners to build desired behavioral change in a society. This study addresses an overview of spiral model and thoroughly sheds light on its dimensions; pre-contemplation, contemplation, decision or preparation, action, maintenance and termination stages of change. This study presents a comprehensive outline to increase understanding in the process of behavioral change based on the spiral model.

Keywords: Change Process; Consumer Behavior; Spiral Model

Abstract ID: AIC-2017-FMM-157

THE RELATIONSHIP AMONG JOB INVOLVEMENT, AFFECTIVE COMMITMENT, AND PERFORMANCE WITH JOB SATISFACTION AS THE MODERATOR VARIABLE

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Abstract

This research aims to examine the relationship among job involvement, affective commitment, and performance with job satisfaction as the moderator variable. The main argument is that employee job satisfaction will influence the strength of the relationship among job involvement, affective commitment, and employee performance. 399 employees from various organizations participated in this research. Data was processed using path analysis with AMOS 24 program for the non-moderated model. The moderated model was tested using sub-group analysis. This research found several results. First, job involvement has a positive influence on affective commitment. Second, employee affective commitment has positive influence to performance. Third, the influence of job involvement to affective commitment will be stronger in employees with higher job satisfaction. Fourth, the influence of employee affective commitment to performance will be stronger in employees with higher job satisfaction.

Keywords: Job Involvement; Affective Commitment; Performance; Job Satisfaction.

Abstract ID: AIC-2017-AMOS-159

IMPACT OF SERVICES QUALITY ON CUSTOMER LOYALTY: A STUDY OF ISLAMIC BANKS CUSTOMERS

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Abstract

The purpose of this paper is to identify determinants of customer loyalty in Islamic banks in Pakistan. As product and service offered by banks are largely homogenous, customer loyalty is mostly associated with quality of certain tangible and intangible dimensions of services. Hence it is extremely important for banks to understand factors that lead to higher satisfaction and subsequent loyalty among customers. More than 372 respondents were surveyed to understand factors that lead to continuing a relationship with Islamic banks. Data for this study were collected by using a structured questionnaire containing two sections, where section one deals with demographic and social profile of respondents and section two contain questions related to empathy, compliance, reliability, satisfaction and loyalty for response measure Likert scale is used. Data is analysed by using The Statistical Program for Social Sciences (SPSS) following tests were applied, reliability, normality, correlation and stepwise regression. Findings of the study showed that Islamic banks' customers are satisfied and give more importance to compliance related factors such as determinedly obedience to Shariah law. The study focuses only on customers of Islamic banks excludes those who deals with both Islamic as well as conventional bank. In future researcher can consider both customers of Islamic as well as conventional banks. The results of this study hold important implications by showing the partial mediating effect of customer satisfaction, depicting that in order to achieve success managers should not directly focus on enhancing customer loyalty but also on customer satisfaction. This research investigates the individual impact of all three characteristics of service quality i.e. reliability, compliance and empathy. The framework used for the research has not been exactly studied before thus adding value to the growing body of knowledge.

Keywords: Customer Loyalty; Customer Satisfaction; Service Quality; Reliability; Compliance And Empathy

Abstract ID: AIC-2017-FMM-161

PROBLEM-SOLVING AND DECISION-MAKING FRAMEWORK TO IMPROVE THE PERFORMANCE OF TECHNICAL ESCALATION MANAGERS AT PEGASUS TECHNOLOGIES ENTERPRISE

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Abstract

There has been ongoing concerns on the Technical Escalation Management (TEM) organization's performance, specifically on the ability of Escalation Managers to work on and resolve Customer's issues in timely manner. The Escalation Managers have not been able to meet the targeted baseline and there has been no significant improvement in the last 30 months. Further analysis reveals major causes impacting performance – People, Process, Product Quality and External Factors. This study will focus on understanding issues and developing solution from Process perspective. The methodology being used in the study is qualitative research with interviews, observations and literature studies. The study shows that Escalation Managers are primarily relying on their intuition, experience and knowledge to manage Customer's escalations. There is no formal approach to problem-solving and decision-making processes in the TEM organization. This study aims to propose an innovative framework that can guide Escalation Managers in resolving customers' problem effectively. The framework is developed based on existing norms and processes, synthesized with the Kepner-Tregoe methodologies. It consists of 3 phases: escalation triage/review, formal escalation and escalation closure. Each phase consists of multiple iterative steps which will enable Escalation Managers to manage escalated cases in a structured and consistent manner.

Keywords: Kepner-Tregoe; Problem-Solving; Decision-Making; Problem Analysis; Escalation Management

Abstract ID: AIC-2017-FMM-163

QUALITATIVE STUDY ON COMPLEMENTARY RESOURCE INTEGRATION

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Abstract

Digital transformation of firms needs to be brought inharmony with the pace at which technology is disrupting the industry. The initiative for technology adoption can better be taken with a commitment to develop the capability of reshaping the organizational resources. This competency is likely to influence successful conversion of such innovative technologies (InT) into business value. In developing countries, Enterprise Resource Planning (ERP) adoption is on rise; organizations are confronting technological, cultural and social factors which affect their capacity to succeed or fail in ERP adoption. The said factors are likely to influence organizational capability of integrating their resources into complementary relationships. To understand this, present study reports a qualitatively investigation of the cascading effect of these contextual factors which impacts the effectiveness of ERP implementation (hereafter ERPi) across its life cycle in two service organizations from private sector of Pakistan. Researchers took a grounded theory approach following critical realist paradigm to perform this study and found that resources, if integrated in complementary relationships, interact as a transformative measure and facilitate the intermediary outcome to function as a part of the value chain of technology adoption. The explored CSFs were found influencing some important intermediary outcomes – functional alignment of ERP with business processes, users' motivation to use ERP - which can reduce technical, analytical and operational risk factors at ERP post implementation stage. This paper has undertone of currently debated influence of micro-foundations on the macro foundations of organizations.

Keywords: Key Words: Erp Life Cycle; Cascading Effect; Resources; Complementary; Interactive; Intermediary Outcomes; Transformative

Abstract ID: AIC-2017-FMM-165

PROPOSED GROWTH STRATEGY FOR PT ANGKASA PURA II TO IMPROVE PERFORMANCE OF SOEKARNO-HATTA INTERNATIONAL AIRPORT

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Abstract

In 2016, Soekarno-Hatta International Airport has operated for 58,195,484 passengers while terminal capacity could only accommodate 33 million passengers and it affects to the airport growth. The objective of study is to analyze internal and external situation and formulates corporate strategy fits to PT AP II. Resources analysis, Value Chain analysis, PESTLE analysis, and Porter's Five Forces are used to assess external and internal environment. Directional Strategy is analyzed through Grand Strategy Matrix. Portfolio strategy is formulated by using BCG matrix and GE business screen. Parenting strategy is formulated using Parent-Fit Matrix by assessing three aspects: parenting opportunities, critical success factors, and parenting characteristics. PT Angkasa Pura II is suggested to implement strategy of (a) concentric growth for directional strategy because the company belongs to quadrant I (b) prioritize investment to PJP2U and APS business (c) moderate investment for PJP4U and Food & Beverages, (d) harvesting Advertising and retail business so that resources can be allocated to the Question Marks businesses. Aeronautical and APS should be priority for investment because the businesses are categorized as heartland. Non-

aeronautical business is categorized as edge-of-heartland and parents should understand more of business critical success factors and parenting opportunity and move them into heartland.

Keywords: Corporate Strategy; Directional Strategy; Portfolio Strategy; Parenting Strategy; Aviation Industry

Abstract ID: AIC-2017-FMM-166

AN EMPIRICAL ANALYSIS OF NON-PRICE VARIABLES IN PREDICTING THE PURCHASE INTENTION OF COUNTERFEIT PRODUCTS: SOME IMPLICATIONS FOR MANAGERS

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Abstract

Counterfeits are the clone products, which appear identical to the original legitimate branded products in appearance; including packaging, labeling, logo and trademark. Since more than last two decades counterfeiting of various products has been observed in many countries around the globe. Therefore, study of counterfeits and consumers who purchase them is attracting the attention of the academic researchers and managers. This study offers some insights about the non-price variables, which may help marketers in predicting the consumers' intention to purchase counterfeit products in the event of non-deceptive counterfeiting. This research analyzes the significance of: 1) product knowledge, 2) product involvement and 3) consumer attitude in discriminating between the three groups of consumers, each group having a different level of purchase intention of counterfeits of branded products. The dependent variable; intention to purchase counterfeited product is measured as a categorical variable in this study. This research selected the counterfeited versions of "SAMSUNG" smart phones as sample counterfeit product for carrying out a survey research. The counterfeits of "SAMSUNG" smart phones are being sold to people in all the big commercial markets of Lahore, Pakistan. The survey questionnaire was distributed online to consumers; residents of Lahore, Pakistan. 154 usable responses were obtained. Exploratory factor analysis was performed on the collected data to determine the reliability and validity of the variables. All the variables of study are reliable and hold convergent validity. Results of discriminant function analysis performed on the data show that all the independent variables are significant predictors of intention to purchase counterfeit of "SAMSUNG" smart phones in future. There may exist many other non-economic variables that might affect the purchase intention of counterfeit products. Marketers must take into account such variables whilst designing a marketing mix, so it highlights the unique benefits of the original product.

Keywords: Counterfeit; Trademark; Product Involvement; Product Knowledge; Branded Products; Purchase Intention; Attitude

Abstract ID: AIC-2017-FMM-170

A REVIEW OF THE FACTORS AFFECTING WORKPLACE DEVIANCE

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Abstract

Deviant behaviors have become an important issue because of the recent revelation of numerous high-profile corporate scandals. Scholars and practitioners view that deviant workplace behaviors can be controlled when the factors that affect workplace deviance are properly understood. For this reason, this study provides a review of the various conceptualizations of deviant workplace behaviors and the factors that affect workplace deviance, thereby showing its significance and how it can affect deviant workplace behaviors. Therefore, this study searched for workplace deviance related articles available at the academic research databases such as Web of Science and Scopus. The keywords that were used for searching articles were "workplace deviance", "organizational deviance", "deviance" and "deviant behaviors". This study outlines twenty-three factors that affect workplace deviance. Lastly, implications for future research and practice are provided.

Keywords: Workplace Deviance; Counterproductive Work Behavior; Anti-Social Behavior

Abstract ID: AIC-2017-FMM-174

THE IMPACT OF TRANSFORMATIONAL LEADERSHIP ON TURNOVER INTENTIONS DIRECTLY AND THROUGH TALENT ENGAGEMENT IN THE BANKING SECTOR OF TWIN CITIES OF PAKISTAN

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Abstract

Employees play the major role in achieving the organizational goals and competitive edge in today's dynamic working environment. Those organizations which are retaining employees are the more successful in the long run. The aim of the study was to investigate the relationship of transformational leadership on turnover intentions among the managers in the banking sector in the twin cities of Pakistan. This study filled the gap by exploring the talent engagement (job engagement and organization engagement) role in between the relationship of transformational leadership and turnover intentions among banking sector employees. The novelty of this study is that it explored talent engagement in two dimensions (job engagement and organization engagement), especially in the banking sector of Pakistan. A total of 450 questionnaires were distributed among top five banks (by Capital) branches operating in twin cities of Pakistan. Structural Equation Modelling (SEM, AMOS) was applied to test the hypotheses. Results of the study portrayed that transformational leadership had a significant negative relationship on turnover intentions. An interesting finding of the

study is in mediation analysis, the organization engagement mediated the relationship between transformational leadership and turnover intentions but the job engagement did not mediate the relationship. The finding of this study has a significance for a top management of banking to implement talent engagement in two dimensions properly. Management of banking sector should implement transformational leadership along with talent engagement (job engagement and organization engagement) to reduce the turnover intentions of managers.

Keywords: Transformation Leadership; Talent Engagement; Turnover Intentions; Sem; Banking Sector

Abstract ID: AIC-2017-FMM-180

DIMENSIONS OF CUSTOMER VALUE CO-CREATION BEHAVIOR IN A SERVICE SETTING

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KASBIT

Abstract

The service-dominant logic (S-D Logic) is comparatively a new term in marketing and since last decade practitioners and researchers have increased their interest into this area. One of the elaborations of S-D logic recognized that the consumer is always a co-producer that help companies develop a better fit of his/her needs. The study re-validates the scale developed on customer value co-creation behavior in the service settings. Moreover, the study also provides the inter-linkages between the variables of customer value co-creation behavior particularly in the service settings and how they can be cashed by the companies. Finally the study also helps identify the dimensions of customer value co-creation behaviors that helps companies realize the nature and behavior of the customers in the process of value co-creation. Customer participating behavior and customer citizenship behavior were taken as the dimensions of customer co-creation behaviors. The research opens many gates for the researchers to dig into the area and contribute to the service marketing literature on S-D logic.

Keywords: Service-Dominant Logic; Service Co-Producer Customer Value Co-Creation Behavior; Customer Participating Behavior; Customer Citizenship Behavior

Abstract ID: AIC-2017-FMM-181

GAUGING CONSUMER PURCHASE DECISIONS FOR GREEN PRODUCTS

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KASBIT

Abstract

This study intends that how environment can be converted for green product environment. A green product is a product toxic free product which is environmentally friendly without using any damaging ingredients to mankind. The purpose of this research is to identify the consumer purchase decisions in Pakistan which give insights of green consumer behavior in the country. The research has taken independent variables i.e. supporting environment protection; drive for environmental responsibility, green product experience, social appeal, environmental friendliness of companies that effect on green product purchase decision. The instrument was distributed among 300 green consumers, out of which 189 questionnaire were returned successfully. The sample was selected as per the convenience of the researcher. The instrument used in the study was adopted from various prestige academic journal articles and made a little change as per the requirements of local settings. On statistical part, the research was divided into two parts, first the confirmatory factor analysis was run to identify the validity and reliability of the adopted instrument, secondly, for the purpose of testing the hypotheses, the research has applied structural regression modeling (SRM). For various parts of data, the research has taken the help of Excel, SPSS and AMOS. Since the study is at the testing phase, therefore the actual results cannot be stated however a generalization could be possible that most of the variables taken in the study were found positive and significant in green marketing context. Hence, it is suggested to companies that they should focus on green marketing products to support the environment which may also help them achieve the competitive advantage. Future researcher in the area may apply the model on various industries; moreover, if demographic variables are taken in the study settings like green marketing area, the results could be informative.

Keywords: Green Consumer Behavior; Green Marketing; Environment Protection; Environmental Responsibility; Environmental Friendliness

Abstract ID: AIC-2017-FMM-189

COMPARATIVE STUDY OF TOTAL FACTOR PRODUCTIVITY BETWEEN PUBLIC AND PRIVATE SECTOR TELECOM COMPANIES IN INDIA: A MALMQUIST INDEX AND DATA ENVELOPMENT ANALYSIS (DEA) APPROACH

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Abstract

This study attempts to measure productivity change of Telecom companies in the private and public sector in India for a period of four years (2013-2016). In this study the nature and productivity change is probed using the Malmquist Productivity Index (MPI). This index has the constituents which are used for performance measurement in terms of change in Scale Efficiency, change in Technical Efficiency, change in Technological Change and Total Factor Productivity. The paper compares efficiencies for the companies in public and private telecom sector. Eight Leading

telecom companies are included in the study. The Total Factor Productivity change in the telecom sector depends upon the change in the efficiency and productivity of the companies. From the study it is evident that 66% of the telecom companies under study have shown positive Efficiency Change and Scale Efficiency where as Technical Efficiency has been less than desired in all the years under study for all the companies. There is observed no significant change in the pure technical efficiencies of these companies. Overall total factor productivity has been below the desired level for all telecom companies under study. Further the study reveals that the two public sector telecom companies under study viz. MTNL and BSNL have shown no significant change in the total factor productivity. It is interesting to note that the Total Factor Productivity of all the private telecom companies under study has been less than desired which is primarily due to loss in Technical Efficiency of these companies during the period of study.

Abstract ID: AIC-2017-FMM-193

TRUST, PERCEIVED SUPPORT AND ORGANIZATIONAL CITIZENSHIP BEHAVIOR AMONG UNDERGRADUATE STUDENTS IN LEADING UNIVERSITIES

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Abstract

In most management research, Organizational Citizenship Behavior (OCB) is considered one most important aspect by contributing in ways that benefits the employer. The paper explores the concept of OCB in relation to undergraduate students in the leading universities. This paper investigates the link between trust, perceived support and OCB. This paper proposes that students engage in high quality social exchange relationship with their lectures, course mates and university, tend to manifest OCB as a function of these relationships. From the perspective of social exchange theory, the relationship between student trust to their lecturer perceived organizational support, perceived supervisory support and OCB should depend on the quality of the relationship in university. This paper also posits that students who already feel appreciated in the context of high-quality relationship may exhibit more OCB compared to those students who are relatively new in university. This paper advances the understanding of OCB by suggesting an additional moderator, tenure (number of years in university). This paper also discuss the literature review on the relevant factors that are predicting students' OCB. Finally, the implication for the management of students are presented.

Keywords: Organizational Citizenship Behavior; Trust; Perceived Support; Tenure; Educational Setting

Abstract ID: AIC-2017-FMM-198

DRONE STRIKES AND STOCK MARKET BEHAVIOR: EMPIRICAL EVIDENCE FROM PAKISTAN

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Abstract

Purpose: This study aims to examine the effect of US drone strikes on stock returns in the context of Pakistan. The sample of the study consists of pro-active drone strikes, executed by the US forces against terrorists operating in Pakistan. *Design/Methodology/Approach:* The study use event methodology to determine the impact of each drone strike on the Pakistani equity market. The theoretical underpinning of the study is provided by the recent behavioral finance literature on stock market anomalies. The study incorporates twelve major drone strikes during the period of 2004-2015. The event has been selected on the basis of significant media coverage, including leading national and international news channels. *Findings:* On average the findings of the study exhibit a statistically significant positive equity market reaction to prominent successful drone strikes. The initial market response to most drone strike remains negative and then revives according to the event specific characteristics and expected ramification. *Originality:* Unlike the various previous studies expounded in the literature on terror effects, this is the first study to examine the market reaction to prominent drone strikes as counter-terrorism operations.

Keywords: Drone Strikes; Event Study; Psx-100 Index; Counter Terrorism

Abstract ID: AIC-2017-FMM-201

WHAT IS ADVERTISEMENT? SOME INSIGHTS IN THE HISTORICAL DEVELOPMENT

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Abstract

The aim of this study is to understand the philosophy of advertisement along with its historical development around the world. Its main purpose is to clarify the origination of advertisement, paper and printing phase, digital phase and the future of advertisement. This study is based on the secondary sources to clarify the gap of knowledge, understand the thought of advertisement and its historical development such as "Journal of Historical Research in Marketing" and others. The study has noted that advertising is the best practice to present business information (paid form non-personal communication) in painting, paper, printing, and dominantly in digital form around the world. It has anticipated that the technique of digital advertisement to spread business information in a personal way is rapidly growing around the world. There has been little research to present a comprehensive overview of the philosophy of advertisement along with its wide historical development (origin, paper and printing phase, digital phase, future phase) around the world.

Keywords: Advertisement; History Of Advertisement; Forms Of Advertisement

Abstract ID: AIC-2017-FMM-203

THE LONGITUDINAL IMPACT OF INTELLECTUAL CAPITAL ON INNOVATION PERFORMANCE IN SMES

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Abstract

In the 1980's, many economists emphasize on the importance of innovation in promoting the country's economic growth. The issue of innovation performance has received considerable critical attention among SMEs. Scholars have long debated the impact of Research and Development (R&D) on the creation and diffusion of innovation in companies. The key drivers of firms' innovations should be explored beyond R&D. To date, most public policy still relies on the assumption of the number of patents and the amount of investment made on R&D. Recently, a significant literature on the theme of intangible assets such as skills, knowledge management and intellectual capital has been developed around innovation performance. In fact, several researchers proposed that intellectual capital can benefit innovation performance in several ways. This study investigated from various industries of SMEs in Australia using data from the Business Longitudinal Database (BLD) from the Australian Bureau of Statistics (ABS). The enduring outcomes of this study emphasize several possibilities which would help SME managers and policy makers to better foster innovation performance.

Keywords: SMEs; Intellectual Capital; Organizational Innovation; Australia

Abstract ID: AIC-2017-FMM-204

ROLE OF UNIVERSITIES IN ATTITUDE DEVELOPMENT TOWARDS ENTREPRENEURSHIP IN DEVELOPING COUNTRIES: A CASE OF PAKISTAN

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Abstract

Seeking for the word entrepreneurship, the first thing that comes up in the mind is "Setting up a New Enterprise", but it is something more. Entrepreneurship is a broad term that defines the jeopardize attitude of people for value creation in terms of employment generation, making profits, and optimal use of limited resources that are available in the most creative way to maximize the benefits. So, for creating jobs and supporting the economy for the continually growing population, there is an immense need to go towards the last resort of enterprising of economies. In enterprising only our educational institutions can play a vital role by dynamically participating through their efficient and proficient curricula, skilled and experienced faculty, and locus of control by offering a blend of their curricular and co-curricular activities.

Keywords: Entrepreneurship; Higher Education; Attitude Development; Curriculum

Abstract ID: AIC-2017-FMM-226

MEDIATING ROLE OF ORGANIZATIONAL COMMITMENT BETWEEN THE RELATIONSHIP OF PERCEIVED SUPERVISOR SUPPORT AND TURNOVER INTENTION IN CLERICAL STAFF

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Abstract

Present study was an empirical attempt to examine the impact of perceived supervisor support on turnover intention. Study was also intended to find out the mediating role of organizational commitment in relationship of perceived supervisor support and turnover intention. A sample of clerical staff (N = 155) of the public sector schools, colleges and university of Sargodha was approached through convenient sampling technique. Perceived Supervisor Support (Hammer et al., 2009), turnover intention scale (Vigoda-Gadot & Kupan, 2005), and organizational commitment scale (Meyer & Allen, 1991) were used to operationalized the constructs of present study and to measure them. Mediation analysis depicted that overall organizational commitment, affective commitment, continuance commitment, and normative commitment were found to be significant mediators in the relationship of perceived supervisors support with turnover intention.

Keywords: Organizational Commitment Perceived Supervisor Support; Turnover Intention.

Abstract ID: AIC-2017-FMM-228

WORKLIFE BALANCE ON WOMAN WITH FLEXIBLE AND NON FLEXIBLE WORKING ARRANGEMENT

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Abstract

The purpose of this study is to analyze the differences of work-life balance between women working with flexible working hours and women working with non-flexible working hours. The objects of this research are the working and married women with two different time management groups; the flexible group and the rigid/fixed group. The data collection method applied in this study is the purposive sampling method with the samples consisting of the women working as lecturers, insurance employees, bank employees and civil servants. The data used in this study are the primary data

collected from the questionnaires. This study used the independent sample t-test and the results show that there are differences of worklife balance between women working with flexible working hours and women working with inflexible working hours. The dimension that differentiates these two groups is on work interference with personal life (WIPL) dimension in which the women in the flexible group could freely choose and use their time to work so that they can balance their time used for their family and for their job since their job is not strict.

Keywords: Work-Life Balance; Flexible Working Arrangement; Non- Flexible Working Arrangement; Working Women

Abstract ID: AIC-2017-FMM-230

THE IMPACT OF PERFORMANCE APPRAISAL ON EMPLOYEE JOB PERFORMANCE IN PUBLIC SECTOR UNIVERSITIES OF KHYBER PAKHTUNKHWA, PAKISTAN

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Abstract

The purpose of this research is to investigate the relationship of performance appraisal and employee job performance and also to get empirical findings that how performance appraisal system affects employee job performance in higher education institutions of Pakistan. The focus of this study was faculty members of public sector universities of Khyber Pakhtunkhwa, Pakistan. Performance appraisal system needs and often contain different kinds of data that are clear, complete and objective. This study is comprised of a survey based questionnaire. The data was collected from 150 respondents of Agriculture University Peshawar via a self-administered questionnaire. A sum of 300 questionnaires was distributed among the faculty members of the public sector universities of Khyber Pakhtunkhwa, Pakistan out of which 150 were returned back to the response rate is 50%. In this study, such a performance appraisal has been developed which is not only meant for administrative decisions but also highlights the developmental aspects of this system regarding employee performance. Results of this study showed that there was a significant and positive relationship between performance appraisal, fairness and employee job performance in public sector universities of Khyber Pakhtunkhwa, Pakistan. In other words, it means that if performance appraisal of the universities is fair enough, accurate then the employee will be satisfied and get motivated to enhance their performance in particular and organizational performance in general. This is an empirical study which has been done on the faculty members in Khyber Pakhtunkhwa province of Pakistan. Such research has utilized large sample size and has not been done before, to the best of researcher's knowledge. This study has significance for both the policymakers and researchers. The higher education commission of Pakistan can also take advantage of this study in order to implement the performance appraisal system in overall universities of Pakistan.

Abstract ID: AIC-2017-FMM-232

THE SOCIAL MEDIA ADVERTISING MODEL (SMAM): A THEORETICAL FRAMEWORK

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Abstract

Social media has not remained a phenomenon, it has reshaped into an approach, an attitude. It is just not a fad but a process that is here to stay, empowering the daily lives of the diverse individuals of all ages, religion and caste. Over the period of time, the strategies used for interacting with the customers have changed drastically. Social media now serves as a vital component of any company's Integrated Marketing Communication (IMC) program and acts as a hybrid element of its promotional mix. The research paper aims to enhance the theoretical body of knowledge and provide a conceptual social media advertising model (SMAM). The model is backed and supported by two popular theories of consumer behavior known as Theory of Reasoned Action (TRA) and Uses and Gratification Theory (U&G). Moreover, the proposed model conceptualizes a series of consumer beliefs and motivational constructs that have an impact on consumer attitudes and their underlying behavioral intentions. The paper concludes with pragmatic insights for both the researchers and policy makers in making their promotional strategies more engaging and appealing through the use of social media.

Keywords: Social Media Advertising Model (Smam); Theory Of Reasoned Action (Tra); Uses And Gratification Theory (U&G); Consumer Attitudes; Behavioral Intentions.

Abstract ID: AIC-2017-FMM-239

INVESTIGATION STUDY TOWARDS HOUSING ATTRIBUTES EFFECT HOUSES BUYERS

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Abstract

A house is valued as the basic need for every individual (Aragonés, 2002). It is not considered as just a place-keeping people safe from dangers, it is also considered as a shelter that humans can find themselves in and personal behavior can create (Betchel, 1997; Aragonés, 2002). It is defined as a place where most of the events happen in which community relations are created and developed (Aragonés, 2002). In addition, a house presents cultural and social principles where the thoughts of people and culture are created and improved. A house has vital importance for people; therefore, it is significant for a household to discover an appropriate and comfortable house for the living (Spetic et al.,

2005). To develop a housing unit that accommodates the requirements of customers, it is necessary to recognize the house buyers' characteristics. In order to understand the process of consumer housing purchase choice, it is important to understand the meaning of housing attributes in details and survey the previous literature related to houses purchasing.

Keywords: Housing Attributes; Extrinsic Housing Attributes; Intrinsic Housing Attributes; Consumer Housing Decision.

Abstract ID: AIC-2017-FMM-241

DEMOGRAPHIC FACTORS AND POLITICAL LIMITATION AFFECTING HOUSING SECTOR IN GAZA STRIP

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Abstract

Market segmentation depends on many factors, such as the demographic, geographic, behavioural and psychologic factors. But in Gaza Strip above the demographic factors that can be seen easily in unemployment and economic conditions, we have to add the political limitation in order to consider the unique political situation. These political limitations includes returnees, restricted areas, donor regulation, displacement and damaged housing units due to wars. This paper highlights and discusses the demographic factors and political limitations which is affecting housing sector in Gaza Strip.

Keywords: Market Segmentation; Demographic Segmentation; Political Limitation And Gaza Strip.

Abstract ID: AIC-2017-FMM-242

THE EFFECT OF ONLINE CUSTOMER EXPERIENCE TOWARDS REPURCHASE INTENTION

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Abstract

Internet users develop rapidly in developing country, such as Indonesia, and subsequently, it will change the consumer behavior mainly the way of transaction, which is from conventionally become electronically through e-commerce. One of the objective that all business either conventional or online want is to achieve loyal consumer particularly repurchase intention that can be chasing while they can give their customers a positive experience. This study aimed to observe the effect of customer experience toward repurchase intention in one of a favorite e-commerce site in Indonesia that called as Tokopedia. A quantitative method with 200 respondents conducted in this research, thus the data were analyzed using multiple linear regressions technique. The findings of this study showed that customer experience variables, including sense, feel, act and relate positively influenced to repurchase intention, whereas, variable think had no affected to the repurchase intention.

Keywords: E-Commerce; Customer Experience; Repurchase Intention

Abstract ID: AIC-2017-FMM-245

ESTABLISHMENT OF SHARE UNIT FORMULA FOR STRATA RESIDENTIAL BUILDINGS AND ITS IMPLICATION TO BUYER AND UNIT OWNER

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Abstract

Stratified development has become a trend nowadays and still expanding to suit with the scarcity of land. During the implementation of the early Strata Titles Act, there are many issues and disputes raised in terms of its legislation, rule and regulation, implementation, management and maintenance. One of the issues is the establishment and implementation of share unit formula to strata building. Recently, the government of Malaysia has formulated and approved the new Act which is called the Strata Management Act 2013 whereby several amendment has been made to strengthen and improve the current exercise and give a new breath to strata building development. The objective of this paper is to study the establishment of Share Unit Formula for strata residential building in Klang Valley and the implication of the new provision to house buyers and unit owners. A quantitative survey has been done by conducting interviews with the professionals in the industry. The findings of the research revealed that there are many advantages obtained by the house buyers and unit owners due to the latest enforcement. Besides promotes transparency and accountability in the housing development industry, it is also help to encourage an efficient application of simultaneous vacant possession of Strata Title to the unit buyers.

Abstract ID: AIC-2017-FMM-249

ONLINE IMPULSIVE BUYING BEHAVIOR: A MODEL AND EMPIRICAL INVESTIGATION

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Abstract

Impulsive buying in the online setting has become an epidemic as it represents a noteworthy proportion of online shopping. Impulsive buying behaviors with upcoming avenues for future research are under the constant considerations of research scholars. Additionally, it also gains the intentions of online sellers as it accounts for the significant amount of profits for the firm. It is, therefore, the particular necessity to examine impulsive buying behaviors in an online setting. For this reason, this study seeks to model and empirically examine key website use variables (website communication style, informativeness, ease of use, merchandise attractiveness and entertainment) on impulsive buying behavior through web browsing in the online context. A total of 372 survey responses from shoppers of online stores were used to empirically test the measurements and propositions by structural equation modeling model. On the bases of data from online shoppers a significant model emerged. In general, results were in support of the assertions that website use variables lead toward web browsing that ultimately contributes in developing impulsive buying behaviors. This study offers valuable insight and solid grounds to academicians as well as practitioners concerning online impulsive buying behavior by presenting empirical findings and important implications.

Keywords: Web Site Communication Style; Informativeness; Ease Of Use; Merchandise Attractiveness And Entertainment And Online Impulsive Buying Behavior

Abstract ID: AIC-2017-FMM-251

CNFU FOR CONSUMERS OF KARACHI-A SECOND ORDER CFA MODELING APPROACH

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Abstract

In the consumer realm, it has been established that high NFU individuals have stronger preferences for unique products relative to low NFU individuals. The CNFU scale used in this study was originally developed by Tian et al (2001) comprising 31 items using 5-point Likert scale (1 = strongly agree to 5 = strongly disagree). The three constructs underlying CNFU are Creative Choice counterconformity (CC); Unpopular Choice counterconformity (UC); and Avoidance of Similarity (AS). The latent causal structure was a second-order factor model in which these three constructs of CNFU are first-order latent factor models all converging to a second-order factor model termed as CNFU. The convergence of observed variables into latent constructs was found to be plausible. All respective hypotheses were accepted that respective observed variables converge to their latent respective variables. The final hypothesis related to the second-order CFA was also found to be acceptable that the latent variables viz. Creative Choice counterconformity, Unpopular Choice counterconformity, and Avoidance of Similarity have a considerable bearing on the second-order latent variable, Need for Uniqueness (NFU). This shows that self-esteem driven need for uniqueness exists in Karachi implying need of consumers for differentiated products offered by marketers.

Abstract ID: AIC-2017-FMM-259

A WEEKLY INVESTIGATION OF POS, AFFECTIVE COMMITMENT AND WELL-BEING AT WORK

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Abstract

Past studies have conceptualized perceived organizational support (POS) as a constant variable, but it could vary over period due to change in perceptions regarding organizational care and value for one's contribution (Caesens, Stinglhamber & Ohana, 2016). Against this backdrop, this study values the weekly POS and assumes its relation with weekly commitment and well-being of the employees. Data collected through 18 employees of service organizations for 16 weeks reveals the fact that POS varies at week levels. Moreover, it is also observed that weekly POS significantly predicts both affective commitment and well-being. This study adds value to the existing body of knowledge on POS and outcomes by providing evidence that POS varies with the passage of time and leads to change in attitudinal and behavioral outcomes. Limitations and future directions are also discussed.

Abstract ID: AIC-2017-AMOS-262

PURCHASE INTENTION TOWARDS SMARTPHONES AMONG YOUNG CONSUMER IN KUCHING SARAWAK

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Abstract

The vast development technology such as smartphone has been widely accepted by young consumer through the switching of new smartphone. This scenario posing a challenge to the Smartphone operators in order to retain the existing smart phone user; while at the same time, attracting young potential consumer. Hence, this study investigates the relationship between the antecedents (features, brand, price, social influence and advertising) and purchase intention

towards smartphone, from the young consumer perspective. 200 questionnaires were distributed and multiple linear regression was applied for the data analysis. The results revealed that features, social influence, advertising related with purchase intention. On the contrary, brand and price are not related with purchase intention. Hence, industry practitioners especially these smartphone providers can consider these antecedents and aid in sales effort for future business sustainability.

Keywords: : Purchase Intention; Brand; Features; Price; Social Influence And Advertising; Purchase Intention

Abstract ID: AIC-2017-AMOS-265

EFFECT OF TRAINING AND DEVELOPMENT ON THE TURNOVER INTENTION OF ACADEMIC STAFFS IN PUBLIC SECTOR UNIVERSITIES OF PAKISTAN

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Abstract

This study examined the effect of training and development on turnover intention of academic staffs in public sector universities of Pakistan. Self-administered questionnaire was used to collect data from 306 academic staffs of these universities. Confirmatory factor analysis using structural equation modeling (SEM) was applied to validate the relationships among the variables. The results of the study indicated that training and development is an important tool which not only improves the knowledge, skills, and abilities of the academic staffs but also reduce their turnover intention. This study further highlighted that all the three dimensions of training and development, that is, perceived availability of training, motivation to learn from training and perceived benefits of training were found statistically significant with turnover intention thereby validating the previous studies in the field. The results of the study are consistent with social exchange theory. The results of the study have practical implications for both academicians and policy makers respectively. Moreover, this study will help augment the existing body of knowledge on HR practices in developing countries like Pakistan.

Keywords: Training And Development; Turnover Intention; Higher Education Sector; Pakistan

Abstract ID: AIC-2017-FMM-276

NEOPHOBIC ATTITUDE AND VISITOR'S INTENTION TO REVISIT 'RAINFOREST WORLD MUSIC FESTIVAL': A SEQUENTIAL EXPLANATORY MIX MODE RESEARCH

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Abstract

Rain-forest World Music Festival (RWMF), is a unique festival, not only bring together artists from various continents but also the indigenous musicians from the interiors of the legendary island of Borneo. This festival attracts high volume of international and local visitors in the Sarawak region of East Malaysia. A short study was conducted in a period of one week, to explicate the factors interrelated to consumer food choices, in order to clarify neophobic behavior of international tourist. The international tourist's neophobic attitudinal factors are further associated into their intention to revisit Rainforest World Music Festival. The study followed purposive sampling with a population of 378 international visitors. The data collection was done during as well as post festival time period. Triangulations and in-depth interviews were strictly adhered into in qualitative data gathering and analysis. Quantitative analysis was done with PLS SEM. The findings of the quantitative research were corroborated with qualitative research. The study extends better insight into the neophobic behavior of international consumers their food choices, and intention to revisit in the Rainforest World Music Festival (RWMF). The findings will benefit to the organizers to look into the neophobic attitude and food choices of international tourists who will be visiting RWMF in the coming years for better event management.

Keywords: Consumer Attitude; Neophobia; Perceived Visitor Satisfaction; Intention To Revisit

Abstract ID: AIC-2017-FMM-284

INVESTIGATION STUDY TOWARDS CONSUMER BEHAVIOUR AND PURCHASING DECISION.

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Abstract

Studies of buyers purchase choice dealt with buyers as consumers through several activities such as selecting, purchasing and benefiting from the products. Most of the studies defined the buyers as consumers and focused on purchase decision making. Several studies reported that purchasing decisions always respond to questions related to how, where, when and why consumers buy their products. This paper explains the consumer behaviour theory through explaining different literature review then explaining the meaning of decision-making process and defining the basic factors influencing purchasing decision-making.

Keywords: Consumer Behavior; Purchase Decision Making; Factors Affecting Purchase Decision Making.

Abstract ID: AIC-2017-FMM-285

ASSESSING THE STAKEHOLDER MANAGEMENT STRATEGIES IN THE BEVERAGES SECTOR OF KHYBER PAKHTUNKHWA

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Abstract

This study was conducted in a sample of 10 Beverage Industries of Khyber Pakhtunkhwa. Purpose of the study was to find out the strategies of the Management of these industries to deal, coordinate and engage their key stakeholders under CSR. The top management of the organizations was interviewed by using a close ended questionnaire. The qualitative case study research methodology was used. Data was collected, analyzed and tested through using the three-stage process approach proposed by Miles and Huberman (1994). It was found that the organizations have somewhat understanding of their stakeholders however they lack proper strategies for management of permanent relationships with their stakeholders. Moreover, it was also found that the main agenda in their relationships with the stakeholders revolve around the interests of the organizations and not the society.

Keywords: Corporate Social Responsibility (CSR); Stakeholders; Shareholders; Small And Medium Sized Enterprises (SMES); Strategies

Abstract ID: AIC-2017-FMM-289

THE EFFECT OF RELATIVE PSYCHOLOGICAL CONTRACT FULFILLMENT AND EMPLOYEE VOICE BEHAVIOR: THE MODERATING EFFECT OF POWER DISTANCE

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Sukkur IBA

Abstract

The former incorporations of psychological contract fulfillment and voice behaviors literature have not elucidated how within group PCF differentiation may change employee voice behavior. This study has explored how PCF working at group level (relative PCF, or RPCF) influenced the organizational identification and both employee voice behaviors (constructive and aggressive). The study has explored the mediating effects of OID in the linkage between RPCF and EVB and moderating effects of PD between OID and EVB. Two hundred and fifty supervisors-employees dyads in different NGOs of Pakistan were the part of study. Results showed positive relation between RPCF and constructive voice behavior and negative relationship of RPCF with aggressive voice behavior was found. The moderated mediation was proved relationship between RPCF and aggressive voice only. Moreover OID showed mediation between RPCF and Constructive voice and RPCF and aggressive voice behavior. Limitations and implications are discussed.

Keywords: Psychological Contract; Relative Psychological Contract Fulfillment; Power Distance; Organizational Identification And Employee Voice Behavior

Abstract ID: AIC-2017-FMM-292

AN INVESTIGATION INTO THE DETERMINANTS AFFECTING GREEN PURCHASE INTENTION: A PERCEPTUAL STUDY OF CONSUMERS IN KHYBER PAKHTUNKHWA (INSIGHTS FROM A DEVELOPING COUNTRY)

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Abstract

The purpose of the current study is to investigate the determinants affecting green purchase intention of working consumers. The current study investigated the issue of green marketing in the context of working consumer of the public sector universities residing in Khyber Pakhtunkhwa, Pakistan. The study mainly focused on identifying the determinants affecting green purchase intention of consumers. The research study was based on the quantitative method to test the developed hypothesis and validity of the instruments. A simple random sampling technique is used to distribute questionnaire amongst selected sample size. Principle component analysis was used to test the unifactoriality of the constructs. The results of all the tests showed that all items of each factor are correlated with each other, moreover it also provides enough confirmation of the construct validity. Structural Equation Modeling (SEM) Technique was used to check the relational hypothesis. The finding of the study shows that consumer awareness, health consciousness, behavioral gap, green price sensitivity, and promotion are positively correlated with green purchase intention.

Keywords: Green Marketing; Awareness Aspect; Marketing Aspect; Social Aspect

Abstract ID: AIC-2017-FMM-293

CREATING INNOVATIVE WORK BEHAVIOR: THE ROLES OF SELF EFFICACY AND LEADER'S PROFICIENCY

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Abstract

Innovation is the only way to win (Steve Jobs, CEO of Apple Inc. (1976 – 2011)). The market condition of telecommunication industry in Indonesia has reached saturation stage. Innovation is a key word in the

telecommunications industry, where technology development can change market demand and change the habits of telecommunication service users. Therefore, the question how to create an innovation becomes highly relevant and significant to be examined. The focus of this research is to investigate the relationship between employee self-efficacy and perceived leader's proficiency into innovative work behavior. After conducting a survey to 238 employees in telecommunication companies in Indonesia, we found that employee innovative work behavior is strongly related with their self-efficacy and how they perceive their leader's proficiency. These results support prior studies conducted in other countries. Furthermore, we propose some theoretical and managerial implications for future research.

Keywords: Human Resource Management; Innovative Work Behavior; Perceived Leader's Proficiency; Self-Efficacy; Strategic Management

Abstract ID: AIC-2017-FMM-300

THE ROLE OF SELF-EFFICACY, VALUE CONGRUENCE, AND WORK WELL-BEING ON EMPLOYEE COMMITMENT: AN EMPIRICAL STUDY ON MILLENNIAL GENERATION IN INDONESIA

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Abstract

Employee commitment plays an important role in determining job performance. Besides that, the joining of millennial generation with their different characteristics and values in the workforce has brought new challenges to strategic human resource management. Therefore, it becomes urgent and important to understand and increase employee commitment, especially for millennial employees. Nevertheless, studies related to the influence of value congruence, self-efficacy, and work well-being on commitment at work are still difficult to find in Indonesia. This study aims to examine the role of value congruence, self-efficacy, and work well-being on employee organizational commitment, especially on millennial generation in Indonesia. Data were collected through a survey of 256 millennial employees in Jakarta, Indonesia. By using structural equation modeling, we found that value congruence and self-efficacy were positively related with employee work well-being and organizational commitment, while employee work well-being mediates the association between value congruence and self-efficacy toward employee organizational commitment. The theoretical and practical implications of the findings and issues for future research were discussed in the paper.

Keywords: Human Resource Management; Millennial Generation; Organizational Commitment; Self-Efficacy; Value Congruence

Abstract ID: AIC-2017-AMOS-310

THE FUTURE OF INDONESIAN PALM OIL MARKET DEMAND: THE PORTER FIVE FACTORS APPROACH

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Abstract

This paper aims to look at potential Indonesian market demand for palm oil based on previous consumption and predicted future Indonesian palm oil demand. Domestic consumption has been strongly sustained by the growing Indonesian middle class, as well as the growth of small and medium enterprises. Since 1980, consumption has grown from 561 thousand metric tons to 9.1 million metric tons in 2016. With the fourth largest population in the world, Indonesia is also the biggest economy in South East Asia and estimated to be the seventh largest economy in the world (McKinsey 2012). Due to its economic prominence, it is essential to make projections about the market demand for Indonesian palm oil. The research used in-depth interviews with palm oil stakeholders along with secondary data from relevant institutions to enrich the research data. In addition, Porter Five Factors analysis was used to study an industrial analysis of Indonesian palm oil demand for the purposes of crafting a strategy for palm oil businesses entering the Indonesian market. The research attempts to identify future Indonesian domestic demand from households and industry.

Keywords: Indonesian Palm Oil Demand; Porter Five Factors; Domestic Consumption

Abstract ID: AIC-2017-FMM-313

CAREER COMMITMENT; A MEDIATING LINK BETWEEN EI AND CAREER SUCCESS

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Abstract

This research aspired to investigate the relationship between emotional intelligence (EI), objective career success (OCS) and subjective career success (SCS). In addition, it also probes the mediating effect of career commitment (CC) on EI-OCS and EI-SCS relationship. 200 faculty members from five major Pakistani universities were surveyed by means of a close-ended questionnaire. Data was analyzed by running CFA and structural equation modeling (SEM). The study results showed a positive relationship between EI and OCS-SCS. However, the relationship was stronger with OCS than SCS. Contrary to our expectations, CC did not fully mediate the relationship; however partial mediating effects were reported. Study results specifically bring fresh insight to HR researchers to consider EI as a pivotal predictor of career success and further investigate its role in shaping employees' career development.

Moreover, study results will facilitate HR practitioners to consider EI as an important element of devising career policies, training, and development activities as EI will not only yield positive career outcomes of objective and subjective success but also augment employees' CC which is integral for organizational performance and growth. This research extends career success literature by studying EI as one of the pivotal career success predictors. In addition, CC as a mediator of career success has been given little attention so far and can be considered as a key contribution to this study.

Abstract ID: AIC-2017-FMM-315

SHAREHOLDER REMEDIES AGAINST THE MANAGEMENT OF A COMPANY: AN APPRAISAL RELATING TO ANNUAL GENERAL MEETING

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Abstract

The Companies and Allied Matters Act 1990 provides certain remedies to shareholders in the event the company violates any of their personal right. This include the right to receive notice and vote at the meeting. Personal action as a remedy entitled the shareholders to either an injunction or declaration against the company in addition to monetary fine. However, enforcement of shareholder remedy in Nigeria takes very long time in court and the monetary fine is grossly inadequate. Therefore, this study seeks to examine various shareholder remedies relating to general meeting with a view to introduce strict provisions that will protect the right of shareholders against violation. The study employed doctrinal method which is library based and fieldwork, in form of qualitative interview. The findings indicate that the court are reluctant to interfere in the management of company affairs in recognition of corporate personality principle. Additionally, shareholders are not enlightened about their remedies. The study suggests for upward review of fines as well as the introduction of other avenues that will facilitate quick enforcement of shareholder remedies. Similarly, the regulators in Nigeria should be responsible to educate shareholders about their right and remedies.

Keywords: Enforcement Of Remedies; Fine; Shareholder Remedy

Abstract ID: AIC-2017-FMM-318

SOCIAL MARKETING MODEL TO INCREASE FINANCIAL INCLUSION IN INDONESIAN BANKING SECTOR

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Abstract

In general, low of financial inclusion could indicate the existence of social problems in Indonesia which caused by the behavior of people who do not have the desire to enter into banking access. Therefore, a program of behavior change of Indonesian people in banking access is needed to improve financial inclusion of banking sector in Indonesia. This study aims to investigate how the role of social marketing in improving financial inclusion in the banking sector in Indonesia. Data from the national literacy in financial inclusion survey of the Financial Services Authority (OJK) in 2016 shows that the financial inclusion of banking products in Indonesia is 63.6% of the target of 75%. The research method is qualitative with case study research to know more deeply the role of social marketing as well as the most optimal form of social marketing in increasing financial inclusion in banking sector in Indonesia. The result of this study led to the creation of a social marketing model to improve the financial inclusion of the banking sector in Indonesia.

Keywords: Financial Inclusion; Social Marketing; Indonesian Banking Sector

Abstract ID: AIC-2017-FMM-328 & FMM-326

THE IMPACT OF RAW MATERIAL AND SITE HANDOVER ON TIME OVERRUN IN ROAD CONSTRUCTION PROJECTS IN DISTRICT SWABI: A CONTRACTOR'S PERSPECTIVE

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Abstract

Most construction projects in developing countries are characterized by time overrun. Past record of District Swabi in the road construction sector shows that maximum construction projects were not completed in time due to several factors. Literature in this area pointed out massive reasons for time overrun. This study was conducted to find out the impact of raw material and site handover on time overrun in road construction projects in Swabi. The data was collected from both government and private contractors in Swabi in order to investigate the effect of raw material and site handover on the dependent variable. 90 out of 150 questionnaires were distributed among the government contractors and 60 out of 150 were spread among private contractors. Different statistical tools were applied to analyze the data. The results obtained after analysis of data showed that the raw material and site handover has statistically significant impact on time overrun.

Keywords: Time Overrun; Raw Material; Site Handover; Road Construction Projects

Abstract ID: AIC-2017-FMM-334

THE EFFECT OF DIGITAL LEADERSHIP AND INNOVATION MANAGEMENT FOR INCUMBENT TELECOMMUNICATION COMPANY IN THE DIGITAL DISRUPTIVE ERA

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Abstract

Digital technology is driving the changing of industry more exponential across all industry. Telecommunication industry is one of industries that having significant impact of digital disruption. Thus, it become the issue for incumbent telecommunication company to sustain their future business. The incumbent company require to re-inventing its strategy to anticipate the rapid changing in digital disruption. Two big challenges for incumbent are : first, how to take the opportunity in digital disruption through management innovation? and how to accelerate the internal digital transformation lead by digital leadership capability?. This study aims to examine the effect of digital leadership and innovation management for incumbent telecommunication company in Indonesia in facing the digital disruption and transform the existing business to become Telco digital company. This study is done by quantitative method in unit of analysis incumbent telecommunication in Indonesia with sample of 50 senior leader respondents. The statistical test used is Partial Least Square (PLS). Based on the result of hypothesis testing found that both digital leadership and innovation management effect to sustainable competitive advantage in the future, where the digital leadership have a greater influence in driving innovation management. This research has implication for the management of incumbent telecommunication company in Indonesia in its effort to transform to become digital telco and increase sustainable competitive advantage in disruptive era through strengthening the digital leadership and innovation management.

Abstract ID: AIC-2017-FMM-335

A STUDY ON THE MOTIVATIONAL FACTORS OF IT PROFESSIONALS IN ISLAMABAD

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Abstract

Organizations consider employees as a vital asset and as the main contributors and actual factors for production. The aim of the proposed study is to investigate employee motivation in the IT sector of Islamabad based on extrinsic and intrinsic factors that boost or reduce employee motivation. The study was cross-sectional and causal in nature. The data was collected through self-administered questionnaire by using convenience data sampling technique of non-probability sampling. A total of 350 questionnaires were distributed among the employees of different IT companies out of which 139 were completely and correctly filled with a total response rate of 39.7%. The data was analyzed in SPSS (Statistical Package for Social Sciences) version 20. The study analyzed the data through reliability, correlation and regression analysis. The findings of the study indicated a positive and significant association of almost all three indicators of the extrinsic determinant with employee motivation. The data was collected through convenience data sampling technique as the sampling frame was not available. A probability of biases might also exist in the study, therefore, additional surveys can also be conducted.

Keywords: Employee Motivation; Monetary Compensation Or Salaries; Leadership; Job Enrichment.

Abstract ID: AIC-2017-FMM-339 & FMM-33

INVESTIGATING ESCI AMONG HIGHER EDUCATION INSTITUTIONS (HEI'S) FACULTY MEMBERS.

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Abstract

For more than 20 years emotions was not consider as an integral part of intelligence as discussed by earlier philosophers from Greek and Romans. They consider emotions as rationality based on unpredictable nature. Hence it arise many questions about employees emotional intelligence feeling across the world. In the current research study ESCI construct will be validated among faculty members of KP varsities. As ESCI is not used so far in educational institutions, hence it validations will open new ways of understanding the concept related to employees emotional intelligence in Higher education sector. For this purpose data is obtained from 500 faculty members from different universities and the response was assessed by CFA via AMOS software. Results indicate that ESCI construct consist of four important clusters with multi dimensions having number of items. In the first stage CFA was run on each cluster having specific items, and on the basis of model fit results were deducted during unidimensional CFA the item having lower factor loading were removed, while in multi-dimensional CFA cluster having problematic (poor fit indices) dimensions were also removed. Results show that from each cluster some of the items were removed. Whereas during CFA run for relationship management, full dimension named (conflict management competences) was removed. In the final stage convergent and discriminate validity of ESCI was checked with 11 factors having total 44 items. Results of the current study suggest that the newly adapted version of ESCI with 11 factors (44 items) applied in Pakistan HEI having good results related to psychometric attributes and to assess employees' emotional intelligence level.

Keywords: Emotional Intelligence; ESCI; CFA; HEIs; Faculty Members

Abstract ID: AIC-2017-FMM-340

INVESTIGATING THE RELATIONSHIP BETWEEN LEADERSHIP STYLES AND LEADERS EFFECTIVENESS, WITH MEDIATING ROLE OF EMOTIONAL INTELLIGENCE. (EVIDENCE FROM THE BANKING SECTOR OF ISLAMABAD)

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Abstract

The current research study focus on investigating the model of leadership, its effectiveness and emotional intelligence level among the banking sector employees proposed by (Badrui-Harun, Zainol, Amar and Sheri.,2016). The current study is innovative in nature that no single study yet investigate the mediating role of Emotional intelligence with leadership styles and leaders effectiveness in a single Model. In order to get appropriate response data was obtained from banking sector employees located in Islamabad through random sampling technique. Total 600 questionnaires were distributed among the selected head office employees of different banks. After removing missing item constructs finally 390 questionnaires were used for further analysis. In order to validate the model (Barron and Kenny,1986) mediational technique through regression analysis was performed. Results indicate that direct relationship between (Transformational and Transactional Leadership) with effectiveness (Dependent Variable) and Emotional Intelligence (Mediating Variable) was significant. That leads to acceptance of the hypothesis relating direct relationship among these variables. In the next stage mediating variables findings show that emotional intelligence fully mediate the relationship between Transformational leadership style and leader's effectiveness, while EI partially mediate the relationship between Transactional Leadership and leader's effectiveness. Result indicate that emotional intelligence act as a good mediator between transformational leadership and leader effectiveness. The possible role of emotional intelligence actually enhance the attributes of transformational leadership. For instance if the branch manager have the tendency to help worker, motivate them, guide them, influence feelings of inspiration and neglect any negative attitude of employees. It will result in creativity such as social bond that will leads toward satisfied worker. But if the branch manager have lack to control stressful situation and exhibit such a behavior that leads to sown the moral of employees. The result will be unsatisfied employees, having lack of passion and motivation for their work place. One of the interesting finding of the study shows that contingent reward was associated with transformational leadership during factor loading. Finding of the study shows novel results in the field of leadership as leader's effectiveness and styles was assessed for the first time. Which reveals that from employee's prospective effectiveness refer to the kind and humble approach of leaders, while from leaders prospective effectiveness means workers expertness in their field job.

Abstract ID: AIC-2017-AMOS-342

IMPACT OF HUMAN RESOURCE EXPENDITURE ON PROFITABILITY OF BANKING SECTOR OF BANGLADESH

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Abstract

The aim of this paper is to explore the impact of human resource expenditure on profitability of banking industry of Bangladesh. The data were collected randomly from annual reports of 21 private commercial banks out of 40 listed private commercial banks in DSE. Four financial parameters i.e. Return on Assets (ROA), Return on Equity (ROE), Earnings Per Share (EPS), Net Profit After Tax (NPAT) are used to measure the financial performances of selected banks. Human resources expenditure includes salary and allowances, recruitment, training, internship, seminar, workshop etc. of the listed banks that are disclosed in financial statements. A multiple linear regression analysis is used to analyze data and to test the hypotheses. The empirical result indicates that there is a statistically significant relationship between human resource expenditure & return on assets (ROA) and human resource expenditure & net profit after tax (NPAT). Moreover, there is no significant relationship between human resource expenditure & return on equity (ROE) and human resource expenditure & earnings per share (EPS). The result suggests that human resource expenditure does not effectively explain changes in profitability of firms.

Keywords: Human Resources Expenditure; Profitability; Commercial Bank

Abstract ID: AIC-2017-FMM-348

COMBINING SELF-EFFICACY AND EMPLOYEE FRIENDLY WORKPLACE TO GENERATE INNOVATIVE WORK BEHAVIOR. EVIDENCE FROM TELECOMMUNICATION INDUSTRY

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Abstract

In this current knowledge-intensive economy, especially for technology based companies, it is very important to understand what determines employee creativity since it is a primary source for corporate innovation. Innovation is a key word in the telecommunication industry, where technology development can change market demand and change the habits of telecommunication service users. We focus on innovation work behavior as an antecedent of job satisfaction. Based on personal/ individual factor and environmental factor, we propose two determinants of innovative work behavior that help us to understand how self-efficacy and employee friendly workplace can evolve to facilitate job satisfaction outcomes. We propose that self-efficacy and employee friendly workplace positively affect job satisfaction by creating an innovative work behavior. A 245-employee sample is used to analyze the theoretical model variables'

relationship to innovative work behavior that can change its values to create job satisfaction. The results support the theoretical model, and lead to some implications for the management practice.

Keywords: Employee Friendly Workplace; Human Resource Management; Innovative Work Behavior; Self-Efficacy; Strategic Management

Abstract ID: AIC-2017-FMM-351

PERSONALITY AND PSYCHOLOGICAL CONTRACTS: DOES UNCERTAINTY AVOIDANCE MATTER?

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Abstract

While examining whether the big five personality traits could be used to predict the formation of psychological contracts from employees perspective, this study aimed to investigate the moderating effects of uncertainty avoidance on the relations between selected personality traits and psychological contracts. Time lagged data were obtained from 469 respondents representing the cross-sector corporate workers of Pakistan, to ensure theoretical generalization. Results suggested the positive prediction of transactional contracts by the Openness to Experience, Conscientiousness and Neuroticism whereas these contracts were found to be negatively related with Agreeableness and Extraversion. On the other hand, relational contracts were positively predicted by the Extraversion and Agreeableness and were negatively related with Openness to Experience, Conscientiousness and Neuroticism. The results further suggested the significant moderating effects of individual level uncertainty avoidance on the relations between personality traits of employees and their perceived psychological contracts with respective employers. These results have profound implications for the researchers' fraternity as well as for practitioners with a view of personality-job fit. The HR and Training managers should know what type of personalities are expected to form what type of psychological contracts and how individual level of uncertainty avoidance plays its role in these relations. With these findings, the managers would be able to ensure personality-job fit and would craft such policies which would be beneficial for the organization.

Keywords: Big Five Personality Traits; Psychological Contracts; Uncertainty Avoidance; Personality-Job Fit

Abstract ID: AIC-2017-FMM-352

THE EFFECT OF DARK SIDES OF LEADERSHIP ON MANAGERS' PERFORMANCE AND ENGAGEMENT AS VARIABLE INTERVENING IN MANUFACTURING COMPANIES

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Abstract

This study aims to identify leadership success factor to enhance productivity in manufacturing companies. Empirical research has been conducted on senior managers' and employees' perception of the impact of dark sides of leadership as a variable intervening factor on managers' engagement and performance in Manufacturing Companies in Tangerang Indonesia. The dark side of leadership has manifested in one-way communication, uncompromising, harsh and coercive, limited tolerance behavior, in the hope for achieving target in the work place. The purpose of this paper is to investigate and explore the effect of negative and dysfunctional traits and behavior of leaders on managers' engagement and performance. This study examines three hypotheses, and empirical research has been conducted in manufacturing companies. Data has been collected through surveys directly to the respondents (the plant head, senior managers and employees in manufacturing companies). This research involved 119 senior managers as respondent from 2 manufacturing companies in Tangerang, Indonesia. The research method is field survey with convenient sampling, and the data analyzed by Structural Equation Modeling (SEM), Lisrel program 9.2. The findings are as follows: a) dark side of leadership positively and significantly effect on employee engagement (H1); b) Engagement positively and significantly effect on employee performance (H2); c) dark side of leadership positively effect on employee performance directly but it is not significant. However, the limitations of this research are a) characterized by cross sectional and perceptual analyzes; b) the location all of the companies involved is in Tangerang, Indonesia. The managerial implication of this research, for certain conditions and situation, the dark traits and behavior of leaders are needed or can be accepted because have a positive effect in order to influence the behavior of employees and strengthen their engagement and improve the performance. In other words that to influence the behavior of employee (strengthen engagement, increase performance) a leader in manufacturing company can apply their methods to lead by combining charismatic, inspiring others, providing individualized support and serving as a role model combined with dark side of their leadership. The theoretical implications of this research is we provide evident to the concept developed by Manderscheid & Freeman (2012), that there is a paradox of leadership that not only the bright or positive side of leadership but also research on the dark side of leadership behaviors.

Keywords: Dark Sides Of Leadership; Engagement; Performance.

Abstract ID: AIC-2017-FMM-355

FAMILY OWNERSHIP AND FIRM PERFORMANCE OF MALAYSIAN MANUFACTURING SMES: THE MEDIATING ROLE OF INNOVATION

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Abstract

Family-owned firms are the most common type of firm around the globe. In Malaysia, 97.3% of total business establishments are SMEs, and most of the SMEs are family owned. Firms' innovativeness is essential for higher firm

performance. Family firms are less inclined toward innovation, and it has a negative influence on firm performance. Therefore, this paper intends to investigate the mediating role of innovation in the relationship between family ownership and firm performance. Data was collected from 293 manufacturing SMEs of Malaysia. Multiple regression was applied to analyse the data. The results indicate innovation as a critical for SMEs to increase firm performance and a survival tool in the marketplace. Furthermore, innovation completely mediates the relationship between family ownership and firm performance.

Keywords: Family Ownership; Firm Performance; Manufacturing; Malaysia; Smes; Innovation;

Abstract ID: AIC-2017-FMM-366 & AMOS-356

IMPROVING E-COMMERCE CONSUMER PURCHASE INTENTION THROUGH ENJOYMENT, FINANCIAL TECHNOLOGY AND DISCOUNT PERCEPTION IN INDONESIA

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Abstract

The growth of internet users in Indonesia has reached 132.7 million in 2016, this growth has great potential for the e-commerce players in Indonesia, and especially with 63.5% of internet users in Indonesia have experience with online transactions. The value of e-commerce transactions in 2015 reached 3.22 billion dollars, and in 2016 reached 4.89 billion dollars, the growth of transactions experienced an increase of more than 60% but nevertheless the increase in transaction is still small compared to retail transactions in Indonesia, only 0.85% of total retail transactions in Indonesia. The sustainability of e-commerce in Indonesia can occur if e-commerce players can build and improve purchasing intentions. In previous research the intention of repurchase is influenced by the satisfaction, trust and value obtained by consumers when making transactions. Nowadays, e-commerce actors rely heavily on technology in running their business, but still run the business strategy and innovation, in order to remain competitive. Researchers try to research the intention of repurchase that can be influenced by technology in this case financial technology associated with payment method, and data security. Business strategy is measured by, pricing strategy (low price / discount), and pleasure (enjoyment). The research questionnaires will be conducted to B2C (business to consumer) consumers, who have conducted repeat transactions, and conducted in several cities in Indonesia. The research data will be processed using SEM-PLS.

Keywords: E-Commerce; Repurchase Intention; Enjoyment; Discount Perception; Financial Technology

Abstract ID: AIC-2017-AMOS-369

PREVALENCE RATE AND PREDICTORS OF WORKPLACE TRADITIONAL AND CYBERBULLYING AT WORKPLACE OF SELECTED SERVICE SECTORS OF PAKISTAN

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Abstract

There found a scarcity of academic research on understanding of both the traditional and cyber bullying jointly at workplace of organizations. As an emerging field of research area, detailed understanding about the predictors of cyber bullying has yet not been fully established. Drawing on the sample of 285 officials working in 4 service sectors (banking, telecom, hotel and education) of Pakistan, this research endeavored to investigate about prevalence rate, extent and frequency of both the traditional and cyber bullying and predictors responsible for causing bullying among workers of service sectors of Pakistan. Using NAQ-21 and NAQ-R on the basis of the layman's cut-off criteria for measuring bullying and cyber bullying prevalence, results highlighted that 36%, 55%, 50% and 59% of the respondents were categorized as bullied traditionally and 18%, 30%, 27% and 49% were cyber bullied in education, banking, telecom and hotel service sectors respectively. Overall bullied (traditionally) percentage was 50 and cyber bullied was 31. Multiple dimensions of organizational climate were found to be the predictors of workplace bullying, while technology (social networking and ICT's) is significantly related to the prevalence of cyber bullying at workplace of service sector organizations.

Keywords: Workplace Traditional Bullying; Cyberbullying; Organisational Climate; Technology; Social Networking.

Abstract ID: AIC-2017-FMM-376

CHANGING DEFINITIONS OF MARKETING: AN ANALYSIS ON IMPACT OF MARKETING THOUGHT

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Abstract

Marketing has been undergoing through changes from its very beginning. These changes were reflected not only in the definitional aspects of marketing but also in terms of the role played by marketing in an organization. Each change in definition highlighted the state of the marketing theory and practice and reflected our understanding of the nature and progress of the domain as well as highlighted the continuous nature of changes in the marketing thought as well. Changes in marketing thought have affected how the organization relates itself to the market in general and to the customers specifically. These thought changes were not only theoretical in nature, they also had a huge impact on organizational practices, philosophy, structure and activities. These changes transcended organizational boundaries and

lives of the people and stakeholders as well and brought change that affected both the conduction of business and how society interacts with businesses and each other. An overview of changes in marketing thoughts is a pre-requisite to understanding the domain and sheds light to the important milestones to the journey of marketing. The aim of the article is also to bring to light the challenges the marketing domain is facing in the current era.

Keywords: History of Marketing Thought, SD Logic, Capabilities, Challenges

Abstract ID: AIC-2017-FMM-377

MARKETING CAPABILITIES REQUIRED FOR CO-CREATION: AN ORGANIZATIONAL PERSPECTIVE ON SD LOGIC

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Abstract

The concept of co-creation requires the active participation of customer in the process of value creation. Most of the studies have looked at the process from the customer point of view. However, since SD Logic is challenging the existing GD logic paradigm, therefore it can be argued that new SD logic proposes new marketing processes will be required in an organization to effectively transform itself to adopt the SD logic. In line with the argument, the paper seeks to propose new capabilities that will be required to implement SD logic-based activities in any organization. Qualitative methodology. In-depth, unstructured interviews have been used to conduct the research. This conceptual paper looks at the SD Logic from the organizational point of view and seeks to put forward propositions regarding new capabilities required to practice co-creation.

Keywords:

Abstract ID: AIC-2017-FMM-381

CRITICAL FACTORS AFFECTING EMPLOYEE TURNOVER: AN EMPIRICAL STUDY OF THE UNIVERSITY TEACHERS

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Abstract

In human resources context, turnover is the rate at which an employer/organization loses or acquires employees. High turnover can be harmful to an organization's productivity. Education is considered as the backbone of a country's educational institutions. Then teachers are one of the important pillars. But there are many problems faced by university administrations and main problem of today's university administration is to hire, train and retain talented teachers. Due to different reasons, teachers leave universities, which create impact on universities' functioning & reputation. A sample of 120 was taken to dig out the reasons of teachers' turnover. The researcher used questionnaire to collect data. Three structural variables, one Psychological variables and one environmental variable were selected to measure the impact. Surprisingly among all the variables, emotional intelligence was found to be the most important element. Two hypotheses got accepted but three were not proved to have significant impact.

Keywords: Employee Turnover; Emotional Intelligence; Autonomy

Abstract ID: AIC-2017-FMM-383

WORKING WOMEN'S DILEMMA IN BALANCING PERSONAL AND WORK LIFE

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Abstract

Due to globalization and concept of "global village", the organizations are creating a unified system for diminishing the role of gender and creating harmony in their work practices. Women Micro entrepreneurship is considered as the emerging term in the 21st century as women are actively seen in offices, business places and they are even stimulated to start up their business activities through financial assistance by any way like self-funding, government funds or loans. Women in cities or at macro level are taking advantages and getting opportunities concerning business activities up to some extent but women at micro level are still lacking behind in business entrepreneurial approach. There are some hurdles still which hinder the direction of these women towards success. The challenge of, and opportunities for, women micro entrepreneurship with balancing work and personal life related to dual paradigm has been highlighted in this research. This research establishes the relationship of women entrepreneurship by highlighting the certain hurdles dimensions in work includes; lack of confidence, lack of motivation for achievement of their goals due to less encouragement from family and society, focusing on funding and resources, stereotyping, glass ceiling, job lose threat and challenging jobs, performance appraisal system, less support by family, ineffective leadership and personal hurdles likewise social injustice, affect of marital and parental status, physical strength, soft corner nature and attitudes and male dominating world. This is qualitative research (interview technique) based on the sample size of 30 working women in Kashf Foundation. The results indicate that all these factors adversely impact in balancing of work and personal life of women.

Keywords: Women Micro Entrepreneurship; Personal Life; Work and Social Life; Small And Medium Enterprises (SME'S); Kashf Foundation

Abstract ID: AIC-2017-FMM-389

ACADEMIC ENTREPRENEUR VS EXTERNAL ENTREPRENEUR: HOW THEY APPLY CUSTOMER DISCOVERY

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Abstract

Customer discovery is a foundation of startup development and is increasingly important in other fields, such as university research commercialization. Research in marketing has identified the characteristics of customer-oriented organizations. However in university research commercialization, how startups apply customer discovery has received less attention. In this article, the authors conduct an in-depth, case study, multifirm investigation of firms that have successfully applied a customer discovery. Grounded by this in-depth understanding, they develop a theoretical model to explain how university startups apply a customer discovery. The model identifies the proactiveness of the lecturer himself to initiate the customer discovery and talk to industries. The authors find that proactiveness of lecturers existed both in academic entrepreneur-led firms and external entrepreneur-led firms. The findings offer new insights into how organizations develop a greater customer discovery, organizational change, and the nature of customer discovery, including the role of trust power and organizational learning in creating and sustaining university technology startups.

Keywords: Innovation; Customer Discovery; Entrepreneurship; Marketing; Market Orientation

Abstract ID: AIC-2017-FMM-390

BRAND EQUITY AND HUMAN RESOURCE IMAGE: DO CUSTOMER REALLY CARE ABOUT HRM IMAGE AND EMPLOYER BRAND?

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Abstract

Previously, the literature of Human resource image and Brand equity is well established but there is not a study which explained the relationship of Human resource image and Brand equity. This study aims to fill this gap by the moderating role of trust in this relationship. To test this relationship, data was collected from the students which are recently enrolled in different degree programs offered by different universities of Lahore, Pakistan. Researcher distributed 400 questionnaires, out of them 320 were received back and from those 320, only 240 were useable so the response rate of this study is 60%. Results shows that Human resource image is positively related to brand equity and willingness to pay price premium and trust also moderate these relationships. This study also includes managerial implication and direction for future research.

Keywords: Human Resource Management Image; Brand Equity; Willing To Pay Price Premium; Trust

Abstract ID: AIC-2017-FMM-401

ROLE OF MOTIVATION ON EMPLOYEE JOB SATISFACTION IN BANKING SECTOR OF KARACHI, PAKISTAN – A COMPARATIVE ANALYSIS FOR LOWER MIDDLE AND MIDDLE INCOME GROUP

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Abstract

The emerging trends of Human Resource Management (HRM) are changing the mechanics of devising strategies. There is a lot of scope for research in this field. Organizations' management is finding ways to achieve employee job satisfaction. HRM is important because humans that our organization's employees can be a source of success or failure of an organization. This study focuses on exploring two aspects of this field that are motivation and employee job satisfaction in the context of different income groups. The relationship between motivation and job satisfaction is examined through a comparison between lower middle and middle-income groups with the help of 177 questionnaires that were filled by the employees of banks in Karachi, Pakistan. Results of this study enrich managers for decision making in Pakistan's banking sector. It is clear from the results that they only believe in monetary benefits to get satisfied from their jobs. Moreover, the limitations to be kept in mind are mentioned. The scope for future research and implications of the study are also provided.

Keywords: Hrm; Motivation; Job Satisfaction; Lower Middle Income Group And Middle Income Group

Abstract ID: AIC-2017-FMM-408

A STUDY ON KUALA LUMPUR CUSTOMER'S ACCEPTANCE OF RESTAURANT MOBILE APPLICATIONS (RMA) TO ACCESS RESTAURANT INFORMATION

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Abstract

The purpose of this study on Mobile restaurant application is to know the customer acceptance on mobile restaurant applications. Consequently, the study covered the area of accessing the content of the restaurant marketing information

among the customers in Kuala Lumpur Malaysia. The mobile application marketing channel is well accepted among the customers because they always allow customers to stay connected and are able to well inform about restaurants marketing information's anytime. People are very much attached to their smartphones and with the usage of applications in it, there are immense potential to integrate the smart phone applications. It was identified that that the degree of trust and risk acceptance to access restaurant information through mobile restaurant application was not significant, whereby it is significant with the relationship between personal attachment and accessing restaurant information. It is found that most of the respondents in Kuala Lumpur city found it easy to order food through the smart phone restaurant apps compared to ordering food online. It is interesting to know that majority respondent have agreed that the smart phone restaurant apps provide quick access to order food compare to ordering food online. The results identifies that the customer acceptance is possible through a three ways by considering trust, risk acceptance and personal attachments to access restaurant information, suggesting that when the access is increasing will have a positive impact on customer acceptance of using Restaurant Mobile Applications (RMA).

Keywords: Restaurant Mobile Applications; Restaurant Marketing; Customer Acceptance; Smart Phone Marketing Activities

Abstract ID: AIC-2017-FMM-419

PSYCHOLOGICAL RESPONSE DURING FIRE EVACUATION USING BAYESIAN NETWORK MODEL

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Abstract

Human behavior during an emergency event such as fire much depends on miscellaneous factors, one of them is individual psychological response. In this paper, a conceptual model of important psychological response during a fire event is developed based on three phases, namely the perception phase, fire cues validation and definition phase, and movement phase. A case study example using Bayesian Network (BN) with expert elicitation approach is presented to illustrate the practical application of the conceptual model. Results show that the proposed psychological response model is not only in line with the theory of human behavior in fire safety but can also quantitatively measure the likelihood of outcomes of possible scenarios. Hence, it is able to identify the most influential factors or prioritize the root causes of unsuccessful safe evacuation.

Keywords: Psychological Response; Human Behavior; Bayesian Network; Expert Judgment; Evacuation

Abstract ID: AIC-2017-FMM-425

BRIEF LIFESTYLE OF MALAY ADOLESCENTS

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Abstract

The research is to explore briefly the lifestyle of Malay adolescent in terms of buying habits, fashion, time management and self-perception. The previous literature found that Adolescent age is the time when these young people shaping their behavior as a consumer. The activities that they have inculcated and nurture during this period will determine the future character of them as an adult consumer. The knowledge of their behavior is vital for marketers. We have conducted self-administered survey for data collection. Approximately one hundred (100) respondents have completed the questionnaires. The findings revealed that Malay adolescents love to socialize with friends and do shopping. They only bought the things that they can afford based on their family income. They have varied interests, respect the culture, love and concern for the family and belief in God. In addition, it is interesting to note that Malay adolescents have good healthy lifestyles. **Keywords:** Life Style; Malay ;Adolescents

Abstract ID: AIC-2017-FMM-428

A NEW WAY OF LOOKING JOB INSECURITY WITH THE ROLE OF PCB AND BCR AS A MEDIATING VARIABLES TO EXPLAIN APPRAISAL THEORY.

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Abstract

The aim of the study is to find out the association between job insecurity and its negative consequences. Based on the previous literature, it is perceived that two important attributes of Appraisal Theory (Psychological Contract Breach and Perceived control) were selected as a possible mediators in a single model. Outcome variables for the study consist of (Vigor and need for recovery), general Strain was measured by (Mental and Health complaint of the employees), Behavioral Coping Reaction (BCR) were instigated via (Self rated Performance and IWB), while Psychological Coping Reaction (PCR) was predicted by lower level of Commitment and Satisfaction. Data was collected from the pharmaceutical sector employees and total 480 participant's response was finalized for data analysis after removing missing values. For the sake of data analysis simple and multiple mediation via Preacher and Hayes (2008) bootstrapping was performed. Results indicates that PCB mediate the relationship between Job Insecurity and both job related strain attributes (work related Strains and general Strains). On the other side the relationship between Job Insecurity and coping reactions among the selected sample is mediated by both mediators i.e.(Behavioral and

Psychological). Perceived control act as a stronger mediator in comparison to PCB directing the path relationship between Job insecurity and PCR. The current study explain the inter relationship between Job Insecurity and outcome variables with the role of two mediators and open new way of looking at Appraisal theory. Future studies may use other variables to strengthen the underpinning mechanism behind Job insecurity.

Keywords: Job Insecurity; PCB; Psychological Coping Reaction; Appraisal Theory;

Abstract ID: AIC-2017-FMM-430

EXPLORING CREDIBILITY OF ISLAMIC BANKS IN INDONESIA: AN EXPLORATORY FACTOR ANALYSIS APPROACH

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Abstract

This study attempts to explore the antecedents of credibility of full-fledged Islamic banks in Indonesia. The sampling technique in the study is purposive random sampling with criteria; each respondent has a bank account in full-fledged Islamic bank for at least one year. The data were collected from respondent using the structured questionnaires. A total of 250 questionnaires were distributed in different of six major Islamic banks (PT. Bank Muamalat Indonesia, PT. Bank BRI Syariah, PT. Bank BNI Syariah, PT. Bank Syariah Mandiri, PT. Bank Mega Syariah, PT. Bank Maybank Syariah Indonesia, and PT. Bank Tabungan Pensiunan Nasional Syariah) operating in Aceh Province, Indonesia. The result showed that credibility refers to a multidimensional construct composed of three factors: reliability, concern and knowledge. A scale of overall credibility in Islamic Bank was obtained, composed of three factors and represented by 21 indicators that are significant for their measurement. The factor of concern refers the key to establishing and maintaining long-term relationships between companies and customers. In addition, knowledge can increase responsiveness to customers; improve work efficiency and ability to innovate. However concern and knowledge are new factors in the theory of credibility that can be applied in Islamic Banking.

Keywords: Credibility; Reliability; Concern; Knowledge; Islamic Banks

Abstract ID: AIC-2017-FMM-437

IDENTITY REPRESENTATION IN CUSTOMIZATION. A CASE OF NIKE SHOES

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Abstract

Customization has been well-studied in perspective of manufacturers in the context of developed countries, however, are not well-explored in developing countries like Vietnam. The present research was conducted to address customization as a value creator, associated with particular case of Nike's shoes, for consumers in Vietnam. Based on prior studies, a model was built to examine customization through the meaning of customized products. This research aims to determine important factors influencing the product meaning that young consumers evaluate Nike's products. Following survey-based quantitative approach, Partial Least Square-Structural Equation Model (PLS-SEM) was used to analyze 227 participants, who have used Nike's products. The findings showed that personal identity-based motivation, social identity-based motivation, need for uniqueness, and aesthetic impressions were important predictors of customized Nike's shoes' meaning, which has influences on consumer evaluation of the products.

Keywords: Customer Behavior; Customization; Product Meaning; Identity Representation; Identity-Based Motivation

Abstract ID: AIC-2017-FMM-440

USING ADVERTISING VALUE AS THE STIMULUS CONSUMERS TO CHANGE FROM TRIAL ACTION TO REPURCHASE ACTION

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Abstract

The advertising value has become an integrated part of every business. Although numerous research has explored the effectiveness of advertising, the perceived online advertising value has not been explored completely in terms of consumers' awareness and stimulatory behaviors in the emerging market like Vietnam. By using Partial Least Squares-Structural Equation Model (PLS-SEM) approach, this study aims to investigate the roles of advertising value in stimulating consumers to repurchase action. Based on the data analysis of 209 correspondents, the findings showed that most of the key antecedents to advertising value, such as informativeness, irritation, credibility, personalization, involvement and interactivity have a positive impact on the online advertising value. However, other factor, entertainment, was negatively associated with the online advertising value. Finally, in turn the advertising value has both direct and indirect effects on repurchase action via trial action and customers' awareness. The results eventually lead to the improvement in creating an appealing online advertisement.

Keywords: Advertising Value; Customers' Awareness; Trial Action; Repurchases Action.

Abstract ID: AIC-2017-FMM-441

THE EFFECT OF BUSINESS CHARACTERISTICS ON TAX COMPLIANCE

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Abstract

Taxes are the largest source of state income but the level of tax compliance is still low. Research on tax compliance is still interesting to be studied in small medium enterprise (SME) because SME is the financial contributor to state development in Indonesia. The study examined the effect of business characteristics (age, size, sector and risk management) on tax compliance. The research design adopted in this study is survey design. The questionnaires were distributed to the members of Department of Cooperatives and Micro Small-Medium Enterprises in Padang City. There were 92 respondents participated in this research. Non-probability sampling was used as the sampling method. The data obtained were analyzed using Statistical Package for Social Sciences (SPSS). The research findings indicate that age, size and sector have no effect on tax compliance while risk management has an effect on tax compliance.

Keywords: Tax Compliance; Age; Size; Sector; Risk Management

Abstract ID: AIC-2017-FMM-452

THE CHALLENGES FACED BY MALAYSIAN SMES COMPANIES IN OBTAINING LOAN

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Abstract

SMEs companies can be considered as a back bone of national economy. Same goes to SMEs companies in Malaysia where the SMEs companies play an important role in the economic development of Malaysia. Malaysian government has provided numerous schemes for training to boost up SMEs companies. Finance is one of the important aspects for the growth of SMEs companies and has always been an obstacle for SME companies to continue growing. Most financial institution hardly approves SMEs loan application because SMEs companies are considered risky. Besides that, most of SMEs cannot fulfill requirement asked by financial institution such as the collateral, good business banking history, the complete support document and etc. To date various studies have been conducted about SMEs challenges with extensive perspective. By analyzing previous literature review on the topic of SMEs challenges found that one of main challenges to Malaysian SME is accessing credit.

Keywords: SME Challenges, SME financing, Financial Institutions

Abstract ID: AIC-2017-FMM-456

EMPLOYEE ENGAGEMENT-BEST PRACTICES OF SUCCESSFUL COMPANIES- STUDY OF GALLUP GREAT WORKPLACE AWARD

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Abstract

In current age, human resource is not only subject of Human Resource Management team but canvas is wider and it needs involvement of top level leadership. People/worker/employee engagement terms frequently used by practitioners and researchers for involvement of people (physically and emotionally) during performing their roles for improved results in organization goals. Current paper provides the best practices of the successful companies which received higher financial, organizational growth and employee satisfaction results with employee engagement initiatives. The finding indicates the policies, practices, trends and involvement of senior leadership for employee engagement. Applications of selected best practices of employee engagement will save the time and research cost, replication can provide an opportunity of achieving paramount results without spending any additional cost in human resource and trainings and facilitate to condense employee turnover, provide effect in saving hiring and training expenses. These practice also reduced the number of actively disengaged employees (workplace prisoners), who are instrument of dissatisfaction at organization. A "Workplace Prisoner" is someone who indicates they will stay at their organization despite a lack of motivation to give their best effort and a lack of positive things to say about their organization.

Keywords: Employee Engagement; Employee Assistance Programs; Work Engagement; ; Workplace Culture; Employee Recognition And Well Being

Abstract ID: AIC-2017-FMM-462

KNOWLEDGE SHARING TOOLS AND STUDENTS' EXPLICIT KNOWLEDGE IN HIGHER EDUCATION INTUITIONS: MEDIATION MODEL IN CASE OF LAHORE

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Abstract

Globalization typically has been occupied by knowledge economies. From knowledge less to knowledgeable economy, knowledge based economy is the only way to avoid becoming dependent on knowledgeable economies. Knowledge management (KM) is mostly discussed phenomena in literature which attracts most attention to management the

knowledge. Education sector is also a key player to run the economy, that is why, education sector has received attention as well as investment. The current study was conducting to examine the impact of knowledge sharing tools i.e. trust, technology, and teacher role on students' explicit knowledge with the mediating role of competence, relatedness, and autonomy. Self-administered questionnaire on five point Likert scale was distributed among 500 students of public and private sector higher education intuitions (HEIs) in Lahore, Pakistan. Data was analyzed by applying multiple regression. The empirical findings of current study demonstrate that knowledge sharing tools are the significant drivers for students' explicit knowledge in HEIs. The study also indicated that competence and autonomy in students help them to increase their knowledge outcomes. The practical and theoretical implications for implementation are also provided.

Keywords: Knowledge Sharing Tools; Explicit Knowledge; Knowledge Management; Students; Higher Education Intuitions

Abstract ID: AIC-2017-FMM-463

THE IMPORTANCE OF STRATEGIC PLANNING AND TRANSFORMATIONAL LEADERSHIP IN ACHIEVING ORGANIZATIONAL PERFORMANCE

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Princess Nourah Bint Abdulrahman University

Abstract

*Abstract*Organizational performance has been established as a crucial criterion that determines the survival of organizations. Having sparked a significant concern among corporate managers, a myriad of approaches and theories have been applied to address performance. This study attempts to integrate expectancy theory and organizational capability in explaining the important factors that influence organizational performance. This study investigated the importance of strategic planning and transformational leadership in achieving organizational performance. 246 managerial staff members from various private banks in Yemen participated in this study. A drop-off survey was employed for data collection. The obtained data were analyzed using Partial Least Squares (PLS), which indicated that strategic planning dimensions and transformational leadership provide support on the important factor of organizational performance achievement. The study also recognized the robustness of expectancy theory and organizational capability in explaining the important factor of bank performance. The results, therefore reflect that strategic planning and transformational leadership are profoundly needed in this sector. The results draw several pertinent implications for decision makers that will certainly help enhance the performance of the banking sector

Keywords: Strategic Planning; Transformational Leadership; Performance

Abstract ID: AIC-2017-FMM-464

THE MEDIATING ROLE OF SOCIAL CAPITAL ON THE RELATIONSHIP BETWEEN HUMAN CAPITAL AND INNOVATIVE FIRM PERFORMANCE

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Abstract

*Abstract*For the past decade, human capital has been recognized as one of the crucial assets of firm performance. Previous studies have widely advocated the linear link between human capital and innovative firm performance. Scholars argued that there are a variety of factors that could be examined to unravel the relationship between human capital and innovative firm performance. This study therefore investigates the effect of social capital on the relationship between human capital and innovative firm performance. It also examined the relationship between human capital and social capital. Accordingly, it examined the relationship between human capital and firm performance. 294 questionnaires were obtained from selected companies in Malaysia to address the research objective, and the obtained data was analyzed using Partial Least Squares (PLS) method. The results of direct effect indicated that human capital possesses significant relationship with social capital. Further, the results revealed a significant relationship between social capital and innovative firm performance, indicating the ability of social capital to improve innovative firm performance. Finally, innovative firm performance could be enhanced via human capital through the role of valuable social capital. The results provided pertinent implications for academia, policy makers and market players while contributing to the existing body of knowledge in strategic management, human capital, social capital, and performance

Keywords: Social Capital; Human Capital And Performance

Abstract ID: AIC-2017-FMM-465

MEASURING CONSPICUOUS CONSUMPTION BEHAVIOR USING PARTIAL LEAST SQUARE

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Co-Authors: Azmi Bin Mat, Zarina Abdul Munir, Norliza Saiful Bahry

Abstract

For centuries, people worldwide have satisfied themselves with the possession of beautiful goods. In 2016, the luxury market has sustained constant growth. Today, the luxury product market has increased manifold. These reflect the desires and fantasies that are conditioned by the social environment and associations with well-being, comfort, quality, and self-image. Hence this study aims to investigate the four factors of attitude, brand image, patrons status and quality influence on conspicuous consumption behavior among 400 customers that mostly visit and spend to shop at Suria KLCC, Pavilion and Starhill Gallery in Kuala Lumpur, Malaysia. The survey was conducted to collect the data and

further had been analyzed using Partial Least Square (PLS). The result concluded that all the factors tested statistically significant to conspicuous consumption behavior. The implications of this finding contributed to strategize in managing customer behavior and understand the changes trend and purchasing power of young generation.

Keywords: Conspicuous Consumption Behavior; Attitude; Brand Image; Patrons Status Quality.

Abstract ID: AIC-2017-FMM-473

MODEL OF VALUE PROPOSITION : CUSTOMER INTERVIEW AND DEVELOPMENT PROCESS FOR STARTUP BUSINESS PRODUCT

Corresponding Author: Qorri Aina

Co-Authors: Wardah Naili Ulfah, Sri Herliana, Sri Hartati

Abstract

This study aims to determine how the value proposition can be used as a tool to create product value for consumers. For that created a value proposition of the model using the business model canvas in particular by applying the value proposition associated with a canvas model of customer development. So then with communication and interview on potential consumers can be created products that are expected to be useful for solving the problems faced by consumers. And the product is also expected advantage product value for consumers and companies. This simple research using descriptive method, by conducting direct interviews on prospective customers (customer interview) who will use the products offered as a product of the startup business.

Keywords: Value Proposition; Customer Interview; Customer Development; Startup Business

Abstract ID: AIC-2017-FMM-475

MODEL COMMERCIALIZATION OF CHIPS PRODUCT AT CLUSTER OF CHIPS AT POJOK CIMAH: A PRELIMINARY STUDY

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ITB

Abstract

Pojok Cimahi is well known as a chips industry in Cimahi City and famous for its various chips products. The cluster that is the main attraction for researchers to further investigate the commercialization model and its business is the chips cluster in Pojok Cimahi. Commercialization is a process that begins with technological insights that end with products that are marketed in a sustainable manner. This study uses qualitative methods and exploration research to SMEs in Pojok Cimahi Clusters, through in-depth interviews of 10 SMEs. The purpose of this research is to know the commercialization model of cluster chips, how the current cluster condition, and what can be recommended for better cluster improvement in the future. Based on the findings, SMEs in the cluster chips in Pojok Cimahi are in the comfort zone. Although in terms of product commercialization through product innovations based on suggestions from customers show a positive and effective in sales, but viewed from the business side there is no further innovative marketing strategy.

Keywords: Commercialization; Cluster; Smes; Model Commercialization; Chips Cluster

Abstract ID: AIC-2017-FMM-477

DREDGING IMPACT TOWARDS MARINE ECOSYSTEM AND FISHERIES ACTIVITY AT PENANG COASTAL AREA

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Abstract

The increase of land reclamation project in Penang due from interest for advancement and frameworks of housing, businesses and commercials. However, from the dredging activities and reclaimed land will create anxiety to the country especially among fishers because it will directly impact to the fishermen livelihood in term of their economy, activities, environment and health. So this research was conducted to analyze fishers perspective about dredging problems. Besides that, the researcher wants to identify from fishermen perception on how far the dredging activities will affect the ecosystem at surrounding area. Data were taken by using questionnaire instrument that was distributed into five areas in Penang. The questionnaire was classified into various factors including factor of development, economy, living organism and plant, production, authority, air and water pollution. Data has been analyzed by using IBM SPSS to know the strength relation under each part of the questionnaire in both variables. The result shows that there are no significant differences between factor development, living organism and plant, and production in overall perception level among fishers about dredging problem. Air pollution is the main factor from fishermen perception about the effects from land reclamation and dredging activities toward ecosystem disturbance. It is because most of the fishermen give negative feedback about the loss of wetlands as air filtration give adverse impact on health and increase potential spreading of disease. Hazard in the coastal area caused by environmental change and human actions. As conclusion majority of the respondent vigorously protest against land reclamation and dredging activities within Penang coastal area that adversely impacted the environment and fishing activities.

Keywords: Land Reclamation; Dredge; Coastal Development

Abstract ID: AIC-2017-FMM-483

THE IMPACTS OF SOCIAL PRESENCE ON CONSUMER PURCHASE INTENTIONS BY MEDIATING THE EFFECTS OF TRUST

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Abstract

Social presence on the online forums is one of the most anticipated notions in the current arena. The social commerce endeavours are on the rise over the years and it remains important to understand that how social commerce has been tilting the paradigms in the buying and selling mechanisms. The social exchange on the online platforms has been on zenith and it is therefore vital to extract purchase intentions. The creation of trust in the sellers is another vital aspect to be explored therefore the mediation effect of trust among social commerce and purchase intentions has been determined. Structural Equation Modelling on AMOS has been conducted in this regard on the data of 327 respondents. The results attained manifestly suggest that there is a positive mediation among the constructs.

Keywords: Social Presence; Trust; Purchase Intentions

Abstract ID: AIC-2017-FMM-484 & FMM-442

PARADIGM OF MEDIATING EFFECT OF NOVELTY-SEEKING TENDENCIES IN TOURISTS' VISIT AND OR RE-VISIT INTENTION

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Abstract

The researcher points out the most significant current discussions in tourism and marketing management philosophy which is Novelty-Seeking; Perceived Value; Satisfaction; Destination image; tourist revisit intention is the focus. These concepts show a link that enables tourists to decide on revisiting a destination. However, a gap exists in the significant tendency approach which stands to show novelty and the sought for satisfaction, the perceived value coupled with the image of the destination. The research study is intended to address these gaps by extending previous research providing novelty-seeking tendencies as mediating role between perceived value; satisfaction and destination image for tourist revisit intention with Singapore as the unit of analysis. The research adopts a survey approach in which sample was selected from tourists at a major tourist destination in HarbourFront Center in Singapore. A 2-part, a 27-item survey instrument was distributed to a convenient sample of 377 respondents out of which 324 responses met the requirement of the study based on a lower age limit of 18 years. Four (4) main hypotheses were tested using SmartPLS 2.0 and descriptive analysis with SPSS version 20. Findings show a significant effect on perceived value, satisfaction and destination image on novelty-seeking tendencies. Further results show that though perceived value, satisfaction, and destination image has no direct relationship with tourist revisit intention, they have an indirect relationship in mediating with novelty-seeking tendencies. Satisfaction stands out as a concept in direct relationship with revisit intention. We conclude that novelty-seeking mediates the relationship between perceived value and destination image to revisit intention even though there is no mediation found on novelty-seeking tendencies between satisfaction and revisit intention. Theoretical and practical implications for general tourism management and specific implications for Singapore tourism management was provided in addition to recommendations for future research.

Keywords: Novelty-Seeking; Perceived Value; Satisfaction; Destination Image; Tourist Revisit Intention.

Abstract ID: AIC-2017-FMM-487

THE INFLUENCE OF CUSTOMER PERCEIVE VALUE AND COMPLIANCE MARKETING COMMUNICATION TO CUSTOMER LOYALTY: TRUST AS A MEDIATOR

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Abstract

This article aims to find the influence of customer perceive value and compliance marketing communication to customer loyalty. Independent variables in this research were customer perceive value and marketing communication, that influenced customer loyalty through trust as a mediator. Sample in this study are 110 customer of Islamic Bank in Palembang City at South Sumatera Province Indonesia. The analytical technique used AMOS Program in Structural Equation Method. This research find that marketing communication in Islamic Bank is different from conventional bank, that namely compliance marketing communication. Customer perceive value and compliance marketing communication that influenced customer loyalty. Customer trust as mediator that reinforce the influence of customer perceive value and compliance marketing communication to customer loyalty.

Keywords: Customer Perceive Value; Compliance Marketing Communication; Customer Loyalty; Trust

Abstract ID: AIC-2017-FMM-490

EENTREPRENEURSHIP LEARNINGMODEL OF BUSINESS INCUBATOR IN AN EFFORT TO REDUCE FAILURE START-UP BUSINESS IN INDONESIA

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Abstract

*Abstract*Development of the number and quality of entrepreneurs can be done in various ways. One way to do is through a business incubator. The role of business incubator be located because it can create new jobs, foster new entrepreneurs, and to be a forum in implementing various innovations produced by the various parties are generally collage. Business incubator is one form of strategic alternatives in the printing of new entrepreneurs as coaching techniques integrated , it is more individualized and appropriate operational stages of development faced by new entrepreneurs during the start-up (Ani Siwi Agustina, 2011). This aimed to know how the process of entrepreneurship learning methode,courses,couching and consulting).Methodology used descriptive analisys and data colleted from qusionare.Activities undertaken by the business incubator tenants consist of three stages: pre-incubation, phase of incubation and post-incubation.The stage is carried out by the incubator so that the tenant after following the incubation process can run its business independently .Succesful of tenants become independent entrepreneurs do not regardless of the state incubator businesses that provide guidance and consultation. Some of factors supporting the success of the incubator in some countries are: 1) government policy and operational strategies for the development of incubators. 2) Support local governments / regional development funding in the form of physical incubator facilities, and long-term soft loans for the management of the incubator. 3) Support for financial institutions both private and public in the form of business loans for tenant . 4). Commitment universities and research institutes for technology weapons development and technology transfer for the tenant 5.) Synergism with science park or technology park being built simultaneously with the construction of the incubator. 6.) The establishment of a clear legal entities incubator with Tim business incubator full working, professional, and efficient and are given deserved recognition. 7.) The choice of the location of the incubator in the central business district or in the middle of the park science or technology park. 8.) Support Information Technology infrastructure is complete for incubator tenants. 9 supply. Office facilities, business support incubator tenants under one roof ,information market, venture capital and bank.

Keywords: Business Incubator; Learning; Entrepreneurship; Star-Up Business

Abstract ID: AIC-2017-FMM-499

PERCEIVED ROLES OF ETHICS AND SOCIAL RESPONSIBILITY, INTERNAL CORPORATE SOCIAL RESPONSIBILITY AND EMPLOYEE ENGAGEMENT AMONG ACADEMICIANS.

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Abstract

The echo of Corporate Social Responsibility (CSR) is often heard in the contemporary business management since the last four decades. CSR continuously getting attention due to the ever changing business landscape. As CSR marks its notion of importance in the business context, its roles, and values among academicians who are entrusted to educate the future generation remains ambiguous. Current research aims to look into the impact of perceived roles of ethics and social responsibility (PRESOR) and Internal CSR on the Employee Engagement among academicians in the education setting. Judgemental sampling method is used to locate the targeted respondents and data collected is analysed using Partial Least Squares Equation Modeling. The results reveal that PRESOR has a positive impact on Internal CSR. Internal CSR has no significant impact on Employee Engagement among academicians and its' indirect effect between PRESOR and Employee Engagement is also found to be insignificant. The findings contribute by providing some insights on the role of ethics and social responsibility among academicians in the education sector. Education institutions may wish to look into other means to increase academicians' employee engagement instead of ethics and social responsibility

Keywords: Perceived Role Of Ethics And Social Responsibility; Internal Corporate Social Responsibility; Employee Engagement; Academician

Abstract ID: AIC-2017-FMM-520

HUMANIZING THE STIGMATIZED PLACES: INTER-GROUP CONTACT AND ATTITUDE CHANGE TOWARDS PAKISTAN AND IRAN AT 'HUMANS OF NEW YORK' FACEBOOK SPACE

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Abstract

The conventional characterization of Pakistan and Iran in terms of terrorism and violence cultivates an irrational fear among the Western audiences for the dwellers of these countries and the religion they practice and has consequently dehumanized these places. This research study is contextualized around the contact hypothesis, self-disclosure principle, similarity-attraction paradigm and social identity theory set in the backdrop of Humans of New York (HONY) Facebook page. The results reveal that putting a human face on a stigmatized group like Pakistan and Iran, enables people to relate to them in a more humane way. The HONY blog makes people realize that the prevailing media images

may not be truly representative of the other countries. The positive and the compassionate reception evident from the comments of the people across the globe in the virtual space of HONY mitigated the self-doubts of Pakistanis and Iranians. Overall this research advocates that humanizing a stigmatized place, even while being consistent with its societal realities, makes people go beyond traditional stereotypes associated with that place and allow them to develop more emotional connectivity and relatability regardless of the differences in the culture, the religion or the status. The current research offers far-fetched implications for the destination marketers and the academic scholars especially in the case of countries suffering from sustained crisis.

Keywords: Facebook; Humanization; Contact-Hypothesis; Social Identity; Similarity-Attraction Paradigm; Self-Disclosure Principle

Abstract ID: AIC-2017-FMM-523

PREDICTION OF FINANCIAL DISTRESS BY USING MULTIVARIATE DISCRIMINANT ANALYSIS: AN EMPIRICAL STUDY ON MANUFACTURING SECTOR OF PAKISTAN

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Abstract

This study develops a multivariate discriminant analyses model of financial distress prediction for manufacturing sector companies of Pakistan. Utilizing the financial statement data relating to manufacturing sector companies for the years from 1999 to 2013, twenty five widely used financial ratios were calculated and analyzed. Stepwise multiple discriminant analysis was used for the identification of the best performed financial ratios for the development of the Z-Score Pakistan model for five years prior to distress. The results of this research study indicate that MDA model for the distressed and non-distressed companies show dissimilarity with the results of the non-distressed companies.

Keywords: Multivariate Discriminant Analyses; Financial Distress; Z-Score

Abstract ID: AIC-2017-FMM-527

THE INTERNAL BRANDING PRACTICES AND EMPLOYEE BRAND CITIZENSHIP BEHAVIOR: THE MEDIATING EFFECT OF EMPLOYEE BRAND FIT

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UUM

Abstract

Abstract ID: AIC2017-AMOS-001 The Internal Branding Practices and Employee Brand Citizenship Behavior: the Mediating Effect of Employee Brand fit School of Business Management, College of Business, Universiti Utara Malaysia Lawi Adamu, Noor Hasmini A.G, and Maria Abdul rahman College Of Business, Universiti Utara Malaysia Corresponding mail: lawiadamu1727@yahoo.com Abstract This study integrates equity theory and social exchange theory to explore the impact of internal branding practices on employee BCB through the mechanism of employee brand fit. Self-administered questionnaires were randomly distributed to 377 employees of Nigeria telecommunication. However, only 254 were found to be useful in the present study giving the response rate of 68%. The empirical results shows that brand training and brand leadership have a significant impact on employee BCB. In the same vein, significant relationship was revealed between brand leadership and employee brand fit and insignificant impact was established between brand training and brand fit. Moreover, it was discovered that employee brand fit have significant impact on employee BCB. Employee brand fit was found to mediate the relationship between brand leadership and employee BCB while it does not mediate the relationship between brand training and employee BCB. Practically, our study has provided the management of telecommunication with the importance of internal branding for employee's outcome such brand fit and BCB. Therefore, management of telecommunication should prioritize, promote and improve internal branding in their organization. Implications and directions for future study were discussed.

Keywords: Internal Branding; Brand Citizenship Behavior; Employee Brand Fit

Abstract ID: AIC-2017-FMM-529

READINESS FOR CHANGE: A LITERATURE REVIEW

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Abstract

The advancement in market environment complexities has led to the rise of significant awareness amongst the organisations on the need for change. Yet, with vague strategies on how this change should be managed has increased the resistance amongst employees due to their lack of readiness for change. This paper thus reviews the extensive literature on these employees' readiness for change within the organisation, where readiness is defined as the organisational members' belief, attitudes and intentions regarding the extent to which changes are needed and the organisations' capacity to successfully make those changes. Although the issues of resistance and lack of readiness for change come hand-in-hand, it is crucial for an organisation to understand the employees' readiness for the organisational change instead of focusing merely on resistance to change since it can be more useful for implementing effective human resource practices and organisation development interventions. Therefore, in this paper, via content analysis, the concept of individual readiness for organisational change as well as its relationship with the four

categories of antecedents, which are internal context, change-specific content, process and individual attributes are critically reviewed. Each of these antecedents are further consisting of 8, 3 and 7 factors, respectively. This paper also highlights some of the issues on readiness for change and research areas that can be considered for future studies. It is hoped that this paper can be an eye-opener for the organisations in Malaysia to start embarking on the change management amongst their employees towards assisting the government in achieving the aspiration of becoming a globally competitive nation by 2020.

Keywords: Change Management; Readiness For Change

Abstract ID: AIC-2017-FMM-536

IMPACT OF MANAGERIAL COACHING BEHAVIOR (MCB) ON JOB PERFORMANCE: ANALYZING THE ROLE OF ORGANIZATION COMMITMENT AND ROLE CLARITY

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Abstract

From the past two years, managerial coaching is also becoming very popular in many organizations. Regardless of its popularity, there is a scarcity of its research. The study investigates the impact of managerial coaching behavior on job performance and role of organizational commitment and role clarity. Structured questionnaires are used as an instrument, which consist of different items with high reliability and validity. Total 283 employees from different banks of Rawalpindi and Islamabad are selected as sample. Probability sampling technique is used to gather data. Different hypotheses are made to check association among different variables such as managerial coaching and job performance, managerial coaching and organizational commitment etc. Corelational analysis is used to check association between different variables. Regression analysis is also conducted for hypothesis testing, results shows a positive relationship of managerial coaching with role clarity, job performance and organizational commitment, similarly positive relationship between role clarity and organizational commitment and role clarity and job performance while there exist a mediating role of role clarity and organizational commitment between the relationship of managerial coaching and job performance.

Keywords: Managerial Coaching Behavior; Job Performance; Hrd; Role Ambiguity

Abstract ID: AIC-2017-FMM-537

THE YOUTH CUSTOMER INTERFACE ASSESSMENT TOWARDS AROUND JAKARTA ECOTOURISM DESTINATION WEBSITE DESIGN

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Abstract

Purpose – This study to examine the youth tourist assessment toward ecotourism destination websites. 58 respondents participated in this study. The design of customer interfaces' ecotourism destination website at DKI Jakarta province have guided the stimulant design of this study test. Design/methods/approach – The paper reviews consumer behavior in tourism, to identify the value consumers place on ecotourism destination and their specific features or attributes. Therefore, the research utilized conjoint analysis to predict the youth tourists' preferences. Findings – Results indicate that specific features and attributes of web site personalization preferred by youth tourist. The research has recommended the most effective customer interface design of destination web site based on 7 Cs Framework, ie, context, content, community, customization, communication, connection, and commerce. Practical implications – The marketers of tourism destinations can focus on the recommended customer interface design of ecotourism destination website in order to promote the ecotourism destination development in DKI Jakarta province.

Keywords: Web Site; Ecotourism; Destination; Youth Tourist; Customer Interface; Conjoint Analysis

Abstract ID: AIC-2017-FMM-541

THE ROLE OF E-SATISFACTION IN MEDIATING THE EFFECT OF E-SERVICE QUALITY ON E-LOYALTY

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Abstract

This research is backed by the easiness of consumers in the online business to make switching from an online site to other sites and the ease of consumers in comparing the purchase of a similar product between different online sites. This study aims to determine the role of e-satisfaction in mediating the effect of e-service quality on e-loyalty on users of online travel sites in Bali. Sampling method in this research is non probability sampling with purposive sampling technique. Data collected from 100 respondents who meet the criteria of ever doing online transactions on online travel sites at least twice. The analytical method used is path analysis and test of Sobel to test the significance of e-satisfaction role in mediating e-service quality relationship with e-loyalty. The results showed that e-service quality has a positive and significant effect on e-satisfaction; e-satisfaction has a positive and significant effect on e-loyalty; e-service quality has a positive and significant effect on e-loyalty; and e-satisfaction is significantly able to mediate the effect of e-service quality on e-loyalty.

Keywords: E-Satisfaction; E-Service Quality; E-Loyalty; Online Travel

Abstract ID: AIC-2017-FMM-544

SELF-EFFICACY CAN MEDIATE EMPLOYEE PERFORMANCE USING K-STAT

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Abstract

A study of 240 middle-aged hotel workers, including productive age until retirement age, proves that self-efficacy variable can mediate relationship variable of training and development on employee performance. The analysis method in this study uses K-Stat. The result of study show that self-efficacy functions as full mediator. The research also proves the theory that training and development has a positive and significant impact on the self-efficacy and the performance of middle hotel workers in the City of Medan, Indonesia.

Keywords: Self-Efficacy; Training And Development; Employee Performance

Abstract ID: AIC-2017-FMM-546

DETERMINATION OF BRAND LOYALTY IN TELECOMUNICATION INDUSTRY: A LITERATURE REVIEW

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Abstract

This study focuses on the concept of "brand loyalty". The concept of brand loyalty is an important issue in the telecommunication industry and is one of the strategies in relationship marketing. This paper reevaluates the comprehensive determinants of brand loyalty, by testing the model proposed in previous research as a determinant of brand loyalty. The determinants of brand loyalty are service quality, customer satisfaction and brand trust. Several previous studies have addressed the relationship between service quality, customer satisfaction and brand trust with brand loyalty and the study also presents various current research shortcomings and trends for future studies in the telecommunications industry.

Keywords: Strayegies; Marketing; Brand Loyalty; Telecommunication

Abstract ID: AIC-2017-FMM-554

TESTING EFFECT OF CREDIBILITY ON CUSTOMER LOYALTY IN REGIONAL SHARIA BANK

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Abstract

This research aims to know and test on the credibility effects on commitment and loyalty as well as to test whether the commitment mediates the credibility effects on sharia bank customer loyalty in Aceh. The sample collection technique was purposive sampling approach with the number of sample by 160 respondents. The research results show that the credibility variable presents significant effects on the company commitment, the commitment variable presents significant effects on the customer loyalty, the credibility variable presents significant effects on the customer loyalty and the customer commitment variable can mediate the credibility effects on sharia bank customer loyalty in Aceh Province.

Keywords: Credibility; Commitment; Loyalty; Sharia Bank

Abstract ID: AIC-2017-FMM-557

CONSPICUOUS CONSUMPTION: YOUTH MESSAGE AFTER CONSUMING RELIGIOUS PRODUCT

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Abstract

Massive usage of social media has changes several areas of our life. Before, people are using traditional media to show that they "have" something. Now, with the access to the social media people are easily show their activities to present their status. This "show off" activities through social media with the purpose to impress audients are called as conspicuous consumption. Conspicuous consumption happens when people are consuming product and show their consumption activities to state their status or social class. Normally, for a religious product or activities consumers are prohibited to extensively show the activities mostly when it related to religious sacred rituals. But, with the existense of social media, religious sacred rituals are easily found in social media, mostly in younger generation. Using phenomenological approach, this research seeks to explore the reason of younger generation posting their religious activities in social media. Through in-depth interview this research also explores the various religious products posted in social media and its characteristic. Purposive convenience data sampling is used to recruit informants. The recordings are transcribed through verbatim transcription and analysed using thematic analysis. The result found that there are several reasons for young generation to post their religious sacred rituals and not all religious products are consumed conspicuously. There are specific characteristics for the products to be shown off.

Keywords: Conspicuous Consumption; Religious Product; Social Status; Social Media

Abstract ID: AIC-2017-FMM-563

RESEARCH FRAMEWORK FOR THE IMPACT OF INNOVATIVE MINDSET, INNOVATIVE BEHAVIOUR, AND INNOVATION PERFORMANCE ON COMPETITIVE ADVANTAGE: AN APPLICATION FOR HALAL SMES OWNER-MANAGER

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Abstract

The purpose of this paper is to apply a more accurate competitive advantage construct in order to study the impact of innovative mindset, behaviour, and performance on Halal SME's competitive advantage in the context of the challenging Halal's worldwide market. This study uses iterative methodology by reviewing, analyzing, synthesizing, and refining the current state of the literature and propose a research framework which allows for overcoming the limitation encountered in previous empirical research. The use of innovative mindset and behaviour which enable the researchers to have a better explanation about innovative performance and its relationship with competitive advantage. This study is seeking to contribute to the practice of the competitiveness of Halal SMEs area of research. Specifically, this study emphasises that Halal SMEs owner-manager should have innovative mindset that can stimulate innovative behaviour which translated in innovation performance and subsequently competitive advantage.

Keywords: Halal Smes Owner-Manager; Innovative Mindset; Innovative Behaviour; Innovation Performance; Competitive Advantage

Abstract ID: AIC-2017-FMM-574

ENTREPRENEURIAL CAPABILITY SMES IN INDONESIA

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Abstract

This study aims to analyze the factors that influence the entrepreneurial capability of SMEs in Indonesia. Factors that allegedly influence entrepreneurial capability of SMEs are low marketing capability and networking capability. The method used in this study is an explanatory survey, with data collection techniques using questionnaires, interviews and documentation studies on the perpetrators of SMEs in the area of Bandung Raya, West Java Indonesia. The collected data is then analyzed using descriptive and SEM analysis. The results showed that simultaneously two independent variables of marketing capability and networking capability have significant effect on entrepreneurial capability. This study implies that in order to improve entrepreneurial capability, the SMEs in Indonesia need to optimize marketing capability through the ability to process market information, develop business strategy and organizational structure, and optimize networking capability through the ability to initiate relationships, the ability to develop relationships and the ability to terminate relationships.

Keywords: Entrepreneurial Capability; Marketing Capability; Networking Capability; Smes.

Abstract ID: AIC-2017-FMM-576

THE EFFECT ISLAMIC ENTREPRENEURSHIP ON SUSTAINABLE COMPETITIVE ADVANTAGE IN INDONESIA

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Abstract

This study aims to analyze the factors that influence Islamic entrepreneurship to sustainable competitive advantage to Muslim entrepreneurs in Indonesia. Factors suspected of affecting Islamic entrepreneurship are business ethics, social responsibility, principles Islamic entrepreneurs in serving consumers, as well as Islamic principles to create prosperity and competitive advantage. The study method used an explanatory survey with data collection techniques with technical questionnaires and interviews to 50 knitted muslim entrepreneurs in Bandung-West Java. The collected data is then analyzed by using Structural Equation model analysis. The result from the study shows that simultaneously Islamic entrepreneurship has a positive effect on sustainable competitive advantage. This finding implies that in order to improve Sustainable competitive advantage, employers should pay attention to factors contained in Islamic entrepreneurship.

Keywords: Islamic Entrepreneur; Sustainable Competitive Advantage; Fashion; Business Ethics; Social Responsibility;

Abstract ID: AIC-2017-FMM-579

ENTREPRENEURSHIP INTEREST YOUNG GENERATION INDONESIA

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Universitas Pendidikan Indonesia

Abstract

This study aims to analyze the factors that influence the young generation entrepreneurs in Indonesia. Variables that allegedly affect entrepreneur interest are aspects of personality, confidence, social environment and family. The research method used is an explanatory survey with data collection technique through interview and spreading of the

questionnaire to 200 students of vocational business management in Bogor city, West Java Indonesia. The collected data is then analyzed by using multiple regressions. The results show that partially and simultaneously there is a positive and significant influence between personality, confidence and social environment and family in the interest of young generation entrepreneurs. This finding implies that to increase the entrepreneurial interest of the family environment, and the social environment in addition to the level of personality and confidence

Keywords: Entrepreneurships Interest; Personality Aspect; Confidence; Social Environment And Family

Abstract ID: AIC-2017-FMM-580

ANALYSIS OF SMES PERFORMANCE BASED ORGANIZATIONAL CAPACITY : CASES IN INDONESIA

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Abstract

This study aims to analyze the performance of SMEs in Indonesia based organizational capabilities. Organizational capabilities include marketing capabilities, finance and accounting, managerial skills, and production. This study is motivated by the problems faced by SMEs in Indonesia. The method used in this study is an explanatory survey, with data collection techniques through questionnaires, interviews and documentation studies. Population in this research is SMEs in West Java Indonesia which have got financing from Micro Finance Institution especially Bank with sample size is 150 responden. The data has been collected, then analyzed by using descriptive statistics, Importance Performance Analysis and Structural Equation Model (SEM). The results of the study show that organizational capability has a significant effect on the performance of UMKM. Based on the level of importance, marketing capability is an important factor in improving the performance of SMEs, followed by finance and accounting, managerial skills, and production. This finding implies that in order to become a successful, SMEs should pay more attention to marketing strategy, capital strengthening, management capability and innovate in production of course with support from Government through mentoring involving banking, academics, community and other parties interested in supporting the success of SMEs in Indonesia.

Keywords:

Abstract ID: AIC-2017-FMM-581

THE RELATIONSHIP OF GREEN WORK LIFE BALANCE AND GREEN HUMAN RESOURCE PRACTICES ON EMPLOYEE SATISFACTION

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Abstract

One of the sustainable livelihood challenges is to educate and enlighten more environmental friendly spirits among employers and employees in heavy industry. The term "green HR" is often used to refer to the contribution of HR policies and practices towards the broader corporate environmental agenda of protection and preservation of natural resources. Nonetheless, how far that employee satisfaction are influenced by green HR practices at their workplace and also shaped by their green work life balance (GWL) perceptions? Therefore, this study aims to examine the relationship of GWLB and Green Human Resource Management practices towards employees' satisfaction at Kemaman Supply Base (KSB), Terengganu. To gather empirical evidence, questionnaires were distributed among 350 employees of KSB. Only 336 usable responses have been employed in multiple regression analysis in order to determine which green WLB and green HR practices are the strongest influence towards employee satisfaction. The findings of this study reveal that all green HR practices and green work to life interface are significant towards employee satisfaction except another domain of GWLB which is green life to work interface.

Keywords: Green Work Life Balance (GWL); Green Human Resource Management (GHRM) Practices; green work to life interface; green life to work interface; green recruitment; green training and development; green rewards and compensation; green safety and health manage

Abstract ID: AIC-2017-FMM-590

COMPASSIONATE DESIGN AS A COMPETITIVE ADVANTAGE FOR THE SUSTAINABILITY OF INDONESIAN MSMEs

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Abstract

Indonesian Micro Small Medium Enterprises (MSMEs) is a major contributor to the socio-economic development that faces challenges with its sustainability in the current and future market. As a majority of total enterprises in Indonesia, MSMEs has contributed significantly to interconnecting local community empowerment with local economic and business development, resulting in various outcomes for both the business and the community. This research demonstrates that there are still gaps in our knowledge concerning the interaction of creative processes in daily MSMEs business, and in understanding how MSMEs' creative production can be harnessed to add value and grow their potential for increasing competitive advantage alongside benefits to social welfare. This paper argues that a new approach is needed to support the sustainability of Indonesian MSMEs during the design development process, one that supports and facilitates innovative practice. The study explores how principles in creative process and social life found

to be essential to innovation in MSME sector could be integrated within the MSME production cycle holistically using a newly proposed Compassionate Design approach. The new model serves as an overarching framework for establishing and fostering dynamic collaboration among key stakeholder groups and offers a holistic integrated approach of new model be engaged in future direction of local businesses and market opportunities.

Keywords: Micro-Small-Medium Enterprises (Msmes); Creative Economy; Creative Industries; Social Entrepreneurship; Sustainability; Design Development; Competitive Advantage; Holistic Design

Abstract ID: AIC-2017-FMM-593

SMES ENTREPRENEURSHIP ORIENTATION IN INDONESIA

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Abstract

This study aims to analyze the factors that influence the entrepreneurship orientation of SMEs in Indonesia. This study is motivated by the phenomenon of low SME entrepreneurship orientation in Indonesia. Factors suspected to affect the entrepreneurial orientation of SMEs are Innovation, autonomy, risk taking and proactive. The method used in this study is an explanatory survey with data collection techniques using questionnaires and interviews to 50 shoe entrepreneurs in Bandung, West Java Indonesia. The data that has been collected is then analyzed using the Structural Equation Model. The results show that the entrepreneurship orientation of SMEs in Indonesia is influenced successively by entrepreneurship orientation. This study implies that in order to improve the Orientation of Entrepreneurship, it is necessary to improve innovation, to take risks and be proactive in facing the changes that occur in the business.

Keywords: Entrepreneurship Orientation; Innovation; Autonomy; Risk Taking And Proactive; Smes

Abstract ID: AIC-2017-FMM-596 & EIEF-595

BLIND LEADERS : LEADERSHIP BLIND SPOTS INFLUENCE SUBORDINATES WORK PERFORMANCE AND DEVELOPING 21ST CENTURY MARA'S WARRIORS

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Majlis Amanah Rakyat (MARA)

Abstract

Basically, blind leaders may increase the risks of organisational failures and trigger office political issues. The aims of this study is to discuss factors that leadership blind spots disrupt subordinates work performance and developing 21st century MARA's warriors in this challenging era. Investigations on propose study will involve 10 higher level institution of MARA that covers 6 Kolej Profesional MARA (KPM) in Seri Iskandar, Beranang, Ayer Molek, Bandar Melaka, Bandar Penawar, Indera Makhkota and 4 Kolej MARA (KM) in Kuala Nerang, Kulim, Banting and Seremban. A total of 1000 samples were selected in the survey by using stratified random sampling. A self-administered questionnaire and Causal Bayesian Network will be used to analyse the relationship between leadership blind spots and subordinate work performance. Eight different structural learning algorithm will be applied which are Grow-Shrink, Incremental Association Markov Blanket, Fast Incremental Association, Interleaved Incremental Association, Hill-Climbing, Tabu Search, Max-Min Hill-Climbing and General 2-phase Restricted Maximization. In this study, bnlearn package from R programming language will be used in order to perform the structural learning algorithms. The network scores and arc strength will be applied in the final network to examine the most influential relationship in this study. In order to develop 21st century MARA's warriors, ADIB theory will be introduced in neo-leadership style. ADIB theory can be subdivided into four categories: attraction, direction, innovation and balanced. The results of this study are valuable in promoting conducive working environment and proposed improvements amongst leaders to adopt practical approach in MARA's educational institutions.

Keywords: Causal Bayesian Network; Leadership; Blind Spots; Work Performance; Adib Theory

Abstract ID: AIC-2017-FMM-597

LEADING FROM ANY CHAIR: AN EXAMINATION OF LEADING WITHOUT POSITION PRACTICES AND PERCEPTION IMPACT ON MARA EMPLOYEES WORK INTEGRITY

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Abstract

Leadership is traditionally thought of as associate within the domain of formal positions in organizations. The dominance of command and control is having devastating impacts which demonstrate increasing in number of worker disengagement, reducing work-voluntary, misconduct, silence rebellious, and at the end potential leaders are being scapegoated and fired. The needs of this study as refer to Sharma (2011) states that the new model of leadership (leadership 2.0) is all about every single stakeholder showing leadership in the work they do as he describes leadership as a "philosophy" and an "attitude," not a position, which should be possessed by every employees within the organization. These study are also aligned with the need of MARA as the newly appointed MARA chairman, Dato' Awang Adek Hussin mentioned that the way forward for MARA was through a transformation plan which would include restructuring of MARA to offer better services to stakeholders as he pledged to strengthen the governance and integrity of the agency to make sure it will be clean, transparent and follow procedures. The study had an exploratory descriptive design which incorporated both quantitative and qualitative methods. Semi structured interviews were

conducted with key informants namely: executive position and non-executive position. Qualitative thematic content analysis was used to analyze the transcribed responses of ten leaders and twenty managers to open-ended questions relating to the study's research questions. Three thematic categories emerged namely: 1) Conceptualization of Leading without Position (Make suggestions and Take initiative; Challenge the status quo to improve the organization; Ability to Solve problems and Implement change); 2) Needs of High Integrity Leader (Walk the talk; Honesty and Selflessness; Consistency and Moral Courage); and 3) Perception and Practice of Leading without Position. For this study there are ten higher level institution of MARA been selected which six are from Kolej Profesional MARA (KPM) in Seri Iskandar, Beranang, Ayer Molek, Bandar Melaka, Bandar Penawar, Indera Makkkota and four are from Kolej MARA (KM) in Kuala Nerang, Kulim, Banting, Seremban with a total of 1000 samples were selected in the survey by using cluster sampling. Questionnaires with Likert type rating scales were employed to investigate employee's perception on leading without position and their level of practicing it in their work life and SPSS been used to analyze the gathered data. Moreover, by using observation method, the researcher refers to the Hawthorne effect to investigate the current level of practicing 'leading from any chair' in MARA Higher Institution. The study concluded that employees who able to practice leading without any position without any formal authority within the organization will actually have high integrity rather than allowing themselves to just be a follower or waiting to be promoted before they make move to lead. These would benefit the organizations, personnel employed in them and persons served. Finally, this study provides some important suggestions for the management and leadership of MARA to implement. It also highlights interesting variables and potential hypotheses for future research.

Keywords: Self-Leadership; Leadership Styles; Integrity; Transformation Plan

Abstract ID: AIC-2017-FMM-598

PERCEIVED PRODUCT QUALITY: ROLE OF EXTRINSIC CUES

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Abstract

Purpose – The aim of this study is to probe into the impact of extrinsic packaging cues (brand name, price, country of origin and precautionary label) on the quality perceptions of the consumers when the intrinsic qualities are not experienced yet. Design/methodology/approach – Survey was conducted using mall intercept method (n= 478) using a self-administered questionnaire. Findings – Precautionary label came out to a strong extrinsic in contributing to the formation of product quality perceptions. Country of origin as an extrinsic cue turned out to cast no impact on the quality perceptions in Pakistani consumer market. Brand name and Price are also considered as important quality determining extrinsic cues. Research limitations/implications – This study comprises .f number of research limitations. The mall intercept method was utilized in which sample control is difficult. The data was collected from Rawalpindi and Islamabad which might pose a problem for generalizability. Practical implications – The research revealed that, the schema of extrinsic packaging cues cast a deep impact on the product quality perceptions. The results imply that practitioners need to embed the extrinsic cues much intelligently as they tend to produce prior to the usage quality perceptions regarding the product. Originality/value – This study puts forth a significant understanding regarding the utility of extrinsic packaging cues in the determination of product quality perceptions. The paper provides insights from Pakistani market.

Keywords: Product Packaging Cues; Signaling Theory; Perceptions; Perceived Product Quality

Abstract ID: AIC-2017-FMM-604

FACTORS CONTRIBUTING TO CREDIT CARD ADOPTION AMONG MALAYSIAN CONSUMERS

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Co-Authors: Shalini Devi Pillay, Yuen Yee Yen, Devinaga Rasiah, Suganthi Ramasamy

Multimedia University

Abstract

This research examines factors that contribute to credit card adoption among Malaysian consumers. This study investigates factors that lead to credit card adoption to provide useful insights to various parties such as marketers and policy makers. A total of 250 responses were collected from targeted sample by using pen and pencil questionnaires and Google form questionnaires. The research model contains the credit card adoption experience being the dependent variable test against six independent variables; credit card choice, alternative form of payment, available credit card information, credit card attributes, economic, demographic and socio-economic factors and attitudes towards credit card. Based on this framework, consumers' credit card adoption experience will be investigated. This research discovers that alternative form of payment, credit card attributes and attitude towards credit card have significant influence towards credit card adoption experience. Credit card choice, available credit card information and economic, demographic and socio-economic factors were found to be not significant in this study. The output of this study provides basis for future research in this area and provides crucial recommendations to credit card marketers and policy makers to promote credit card adoption in Malaysia.

Keywords: Credit Card Adoption; Consumer Attitude; Economic; Demographic And Socio-Economic Factors.

Abstract ID: AIC-2017-FMM-607

KEY DETERMINANTS OF SMART PHONE BRAND LOYALTY

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Abstract

Consumer behavior have changed over the years due to the technological advancements of smart phone. There is a high competition between the brand of the smart phone manufacturers, so it is necessary to develop customer trust in order to increase brand loyalty. This research project is an quantitative study of factors influencing smart phone brand loyalty of Generation Y in Malacca. The model studies the effect of different independent variables (brand image, perceived brand quality, brand experience, customer satisfaction and switching cost) that determines brand loyalty. A survey questionnaire is used as the data collection method, using the Likert scale measurement, and the sample size is 250. This study concludes that customer satisfaction and switching cost are the 2 most significant factors that influence smart phone brand loyalty of Generation Y in Malacca.

Keywords: Smart Phone; Generation Y; Brand Loyalty; Perceived Quality; Brand Image; Brand Switching Cost; Customer Satisfaction; Malacca.

Abstract ID: AIC-2017-FMM-609

FACTORS CONTRIBUTING TO MOBILE COMMERCE IN SME

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Multimedia University

Abstract

Mobile commerce is growing at a faster rate in nowadays as consumer tend to purchase at home rather than going out. This research is important to mobile users as once the business owner understand the factors affecting adoption of mobile commerce, they can design and implement an improved version of mobile commerce application that suit consumer needs. This study aims examine factors contributing to mobile user acceptance. Questionnaires were distributed to these 200 employees from 10 to 15 SMEs using purposive sampling method. Four independent variables are found by this study to have significant impact on the intention to adopt mobile commerce which are perceived usefulness (PU), perceived ease of use (PEOU), trust and social influence.

Keywords: Mobile Commerce; Perceived Usefulness (Pu); Perceived Ease Of Use (Peou); Trust

Abstract ID: AIC-2017-FMM-610

I WILL REMAIN SILENT! LET THE PROJECT FAIL

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Abstract

In this research, Employee Silence (ES) has been studied which, according to research, is a work deviant behavior and has been the cause of many negative outcomes for the employees and the organization including poor project performance. For this research data was collected with time lag of one month, using purposive sampling from 300 project employees using survey method. Questionnaires for variables were adapted except for Intentions to remain silent, which was developed. Supported by the Theory of Planned Behavior (TPB), using SEM, it was found that Project Managers Attitudes towards silence, and lack of communication opportunities leads to employees intentions to remain silent. Finally, it was found that the employee intentions to remain silent have a positive affect on employee exhibition of remaining silent. Future research directions and implications for researchers, project managers and organizations involved in project management are also discussed. Critical Variables of the Study Organizational Climate which includes 1) Project Manager's Attitude (PMA), and 2) Communication Opportunities (CO), Intentions to Remain Silent (IRS) and Employee Silence (ES) are the critical variables of the study.

Keywords: Project Management; Employee Silencen; Theory Of Planned Behavior; Communication Opportunities; Project Manager Attitude; Intentions To Remain Silent

Abstract ID: AIC-2017-FMM-619

AN ETHICAL EVALUATION OF ONLINE CONSUMER REVIEWS AND ITS IMPACT OF CONSUMER BEHAVIOR

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Abstract

This paper highlights the importance of ethics and religiosity in online retailing environment and role of online consumer reviews in electronic commerce. Consumers seek information to aid their purchase decision making process. However, engineered posts by anonymous reviewers give rise to consumers' skepticism. Manipulation in online reviews through own employees or through paying someone is highly unethical. While marketers may do it for their own benefits, it may leave a bad impression on the consumers as they weigh such communications from ethical perspective.

Impact of such practices has been discussed in the light of past literature and in the light of Islamic teachings. In the end of paper, recommendations have been made for academicians and marketing practitioners.

Keywords: Online Consumer Reviews; Ethics; Skepticism; Brand Image

Abstract ID: AIC-2017-FMM-620

DOES GOOGLE DISPLAY NETWORK AND SEARCH ADWORDS AFFECTED CUSTOMER LOYALTY IN INDONESIA ONLINE MARKETPLACE: MEDIATING ROLES OF BRAND AWARENESS

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Co-Authors: Didiet Gharnaditya, Naila Alisanty Munaf, Claudia

Binus University

Abstract

This article investigates the effect of Google Display Network (GDN) and search AdWords to customer loyalty in Indonesia online marketplace that use mediating variable of Brand Awareness. It compares the use of direct effect and indirect effect of Google Display Network and search AdWords to customer loyalty. Methodology used is a quantitative approach; the authors analyze data from 400 customer of one Indonesia online marketplace, data analysis technique using structural equational modeling (SEM). Empirical findings imply that Google Display Network and search AdWords have strong indirect effect to customer loyalty through mediating role of brand awareness rather than its direct effect. It shows that to gain customer loyalty for an online marketplace in Indonesia, the industry need to repeatedly raise and educate the customer brand awareness using ads in GDN and Adwords. Customers are aware of the existing of online ads but not the term of GDN and Search AdWords.

Keywords: Google Display Network; Search Adwords; Brand Awareness; Customer Loyalty; Online Marketplace

Abstract ID: AIC-2017-FMM-622

BUYING INTENTION AND FACTORS INFLUENCING BUYING BEHAVIOR : A STUDY OF DOMESTIC AIRLINES IN TANZANIA

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Abstract

This study attempts to determine the factors that influenced passengers' airline selection for domestic airlines in Tanzania. This is because of persistent rise and decline of some airlines companies in Tanzania. The objectives of this study are to examine factors influencing the buying intention of airlines passengers' selection, to examine the relationship between buying intention and buying behavior of airlines passengers in Tanzania and to investigate the mediating effect of buying intention on the relationship between factors influencing and buying behavior. This study employed the quantitative method based on the questionnaire survey. The targeted population for this study was airlines passengers departing and landing at Julius Nyerere International Airport and sample size of this study is 367. Data was collected using closed-ended questionnaire and analyzed using SPSS. The analyzed findings depicted that social acceptability, service quality, and airline reputation had the significant effect on the factors influencing airline passenger's selection. It also revealed that price, service quality; social acceptability, airline reputation and frequent flier, could be used to predict buying intention, where this influence the buying behavior of airline passengers for chosen flights. This implies that airline managers need to be adaptive by improving passengers' expectation through providing quality service, based on the result overall of the respondents consider other factors than price and frequent flier which influences their buying behavior. Most of them value how societies accept airlines companies, service quality and goodwill of the companies in the market.

Keywords: Buying Behaviors; Buying Intentions; Airline Selection

Abstract ID: AIC-2017-FMM-625

THE IMPACT OF LEADERSHIP STYLE ON GROUP EFFECTIVENESS: THE MEDIATING ROLE OF COUNTERPRODUCTIVE BEHAVIOR

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Abstract

Abstract This study is an attempt to solve the dilemma of leadership behavior of managers towards subordinates. Most of the line past literatures refers to the fact that the heads should be separated from their behavior depending on the needs of the subject and the level of maturity. But the current study demonstrates that the behavior of the leader's segregation hampers the effectiveness of the group. Moreover, this differentiation also leads to an increase in the harmful behavior of workers. Research data is collected by structured questionnaires from 71 working groups. The study tested a model, which dealt with a group of key leadership and differentiated targeted individual leadership. The research findings revealed that differentiated individual focused leadership is negatively associated with group efficiency by increasing countermeasures, while group-centered leadership is positively associated with group efficiency by lowering counterparty productivity. There will also be discussions about the management of the research and the future impacts.

Keywords: Leadership; Differentiated Individual Focused Leadership; Group Focused Leadership; Group Effectiveness; Counterproductive Work Behaviors; Leaders And Subordinates.

Abstract ID: AIC-2017-FMM-626

SHORT RUN AND LONG RUN INTERACTION BETWEEN FIRM SPECIFIC AND MACROECONOMIC VARIABLES IN PAKISTAN, CHINA AND INDIA

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Abstract

The security price movements are closely related to economic activity level. According to the Efficient Market Hypothesis (EMH), an efficient capital market is one in which stock prices change rapidly as the new information becomes available. Several studies have found relationship between changes in economy world and macroeconomic variables. However, previous studies also provide evidence of significant relationship between firm specific variables and stock prices. Therefore, this study was conducted to test the long run and short run relationship between firm specific & macroeconomic indicators and stock prices for Pakistan, China and India. The selected firm specific and macroeconomic variables including Assets, Inflation, Exchange Rate, Interest Rate, National outcome (IPI), Money Supply M2, Taxes paid by firms and Stock Prices. Quarterly data from 2000Q1 to 2016Q4 of firm specific and macroeconomic variables of Pakistan, China and India was used in this study. Moreover, quarterly data of firm specific variables was collected from Data Stream (data source of Thomson Reuters) and quarterly data of macroeconomic variables was collected from website of IMF. Panel Cointegration tests including Kao Residual Cointegration Test and Augmented Dickey-Fuller Test Equation. Vector Error Correction Model (VECM) and Vector Autoregressive (VAR) Models were also employed after Cointegration tests. Present study finds that there is long run relationship among variables (Assets, Inflation, Exchange Rate, Interest Rate, National outcome (IPI), Money Supply M2, Taxes paid by firms and Stock Prices) in case of Pakistan and China; therefore, VECM was employed on data of Pakistan and China. However, in case of India, present study is unable to confirm long run relationship among variables; therefore Vector Autoregressive (VAR) was employed. Co-integration test is also applied for on data on all three countries including Pakistan, China and India. In present study, Vector Error Correction Model (VECM) is applied to test redundancy of variables for China and Pakistan while VAR is applied in case of India. Ordinary least squares (OLS) method is used for estimating the unknown parameters in a linear regression model, with the goal of minimizing the sum of the squares of the differences between the observed responses in the given dataset and those predicted by a linear function of a set of explanatory variables.

Keywords: Total Assets; Inflation; Exchange Rate; Interest Rate; National Outcome (Ipi); Money Supply M2; Taxes Paid By Firms; Stock Prices; Cointegration; Var; Vecm; Ols

Abstract ID: AIC-2017-FMM-627

JOB STRAIN, EMPLOYEE GREED, AND EMPLOYEE ENVY: MODERATING ROLE OF SELF-MONITORING IN THE BANKING SECTOR OF PAKISTAN

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Abstract

The purpose of this study was to analytically analyze the relationships among the variables of Job Strain, Employee Greed, and Employee Envy, along with moderating role of Self-Monitoring. Six hundred forty-five employees of the banks provided the data for analysis. A process procedure was used to analyze the data proposed by Andrew F, Hayes (2013). The analysis did reveal a significant mediating role of Employee Greed in the relationship of Job Strain and Employee Envy, and the significant moderating role of Self-Monitoring on the relationship of Employee Greed and Employee Envy. The study bridges the gap in the literature of person-environment fit theory, by incorporating the mechanism of employee greed and employee envy. In the practical milieu, the study explains greed phenomenon in a novel cultural context, suggesting human resource managers to better understand employee psychology.

Keywords: Employee Greed; Employee Envy; Person-Environment Fit Theory

Abstract ID: AIC-2017-FMM-629

THE EFFECT OF PRODUCT QUALITY ON CUSTOMER SATISFACTION IN JA'IZ ISLAMIC BANK NIGERIA

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UTHM

Abstract

Islamic banking is important in today's competitive banking markets. Research in Islamic banking worldwide is largely focused on how distinct is Islamic banking from the conventional banking. This study is aimed at investigating the factors responsible for the satisfaction of Islamic banking customers. The objective of the study is to investigate the level of customer satisfaction, the factors influencing the level of customer satisfaction, and to identify the relationship between selected influencing factors and the level of customer satisfaction on Islamic banking product in Nigeria. Three research questions and four hypotheses are formulated to guide the study. The methodology to be employed will be a quantitative approach using a questionnaire as an instrument for data collection. The target population for this study is the customers of Ja'iz bank Nigeria PLC the major Islamic bank in Nigeria. A convenient sampling method will be adopted to draw the respondents from the customers of the Ja'iz bank PLC in Northern Nigeria. Hence self-

administered questionnaire will be used to gather the data. The survey findings will be analyzed using Statistical Package for Social Sciences (SPSS) 20.0. The study also seeks to propose a framework for the proper understanding of customers' perception towards patronizing Islamic banking products. It is expected that the study will help to enhance understanding of how customer involvement may influence the adoption of Islamic banking products among the customers. It is hopeful that upon validating the framework, findings from the study will provide useful insight and first-hand information on the role of customer involvement. Thus, would be useful to the service providers in gaining and retaining the existing customers and to the policymakers, regulators and other relevant stakeholders to strategize by their respective roles toward development and sustainability of the Islamic banking industry in Nigeria.

Keywords: Jai'Z Bank; Mudarabah; Murabahah; Ijarah; Customer Satisfaction

Abstract ID: AIC-2017-FMM-635

FLOOD MITIGATION AS A CSR AGENDA FOR THE INSURANCE COMPANIES - A CASE STUDY IN MALAYSIA

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Abstract

This paper explored the prospect of flood mitigation as a CSR agenda for the insurance companies. A qualitative method of in-depth interview was adapted for this study. The in-depth interview was conducted with the insurance company CSR managers and other stakeholders involved in the flood mitigation. The study findings has concluded that the insurance companies investment on flood mitigation through their CSR initiatives is advantages to insurance companies as well as the other stakeholders affected by flood disaster. Insurance industry is the second largest industry in the world in terms of financial assets and is well placed to realise potential investment opportunities from climate change. This study is an attempt to encourage the insurance sector to get involved in the flood mitigation through their CSR initiatives.

Keywords: Corporate Social Responsibility; Insurance Company; Climate Change; Flood Mitigation; Disaster Management

Abstract ID: AIC-2017-FMM-647

AN EMPIRICAL STUDY ON GREEN CONSUMPTION BEHAVIOUR IN MALAYSIA

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Abstract

This paper investigates the factors that influence Malaysian consumers' Green Consumption Behaviour using Theory of Planned Behaviour as the foundation of the framework. It adds on consumer novelty seeking and environmental knowledge to measure how it will effect green consumption behaviour. In was found that Consumer Novelty Seeking ranked as the most significant predictor to the green consumption behaviour. On the contrary to the previous literatures, social influence does not make a significant impact to the behaviour. The paper discussed how these findings are able to help businesses and policy makers tailor made and customized their marketing approach so that it will be relevant and effective to lead to green consumption behaviour which will benefit the country and society in the long run for future sustainability.

Keywords: Green Consumption; Sustainability ; Environmental Marketing

Abstract ID: AIC-2017-AMOS-650

THE INFLUENCE OF ORGANIZATIONAL COMMITMENT IN CLIMATE FOR INNOVATION AND EMPLOYEE RETENTION RELATIONSHIP: AN EMPIRICAL STUDY IN HIGHER EDUCATION INSTITUTIONS

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Abstract

Organizational commitment is one of the most widely used variables in the research of management and Organizational Behaviour (OB). However, lapses examine its mediating role, specifically between climate for innovation and employee retention relationship. This research sets out as a cross sectional study that incorporates several theories, namely Social Exchange Theory (SET), Three Component Model (TCM) of organizational commitment, and Life-span theory. Judgemental nonprobability sampling was adopted as the method for data collection. A total of 444 academics from both public and private Higher Education Institutions (HEIs) all over Malaysia participated in this research. Data was analyzed using SmartPLS 3.25. Bootstrapping procedure was used to test the mediating effect of climate for innovation. One of the major findings of this research expressed a positive significant association of climate for innovation, organizational commitment, and employee retention. On top of that, climate for innovation was discovered to have a mediating effect on this relationship. This research is significant in terms of theoretical and practical contribution. This study adds to the growing body of research by making up for the absence of reliable evidence in the literature particularly the mediating role of organizational commitment. Hence, it assists practitioners in employee retention planning.

Keywords: Climate For Innovation; Organizational Commitment; Employee Retention; Higher Education Institutions (Heis); Academics.

Abstract ID: AIC-2017-FMM-651

FACTORS AFFECTING BRAND AWARENESS IN CENTRAL REGION OF MALAYSIA: A STUDY ON FPTT

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Abstract

Brand awareness is the ability of potential consumers to recognize or recall of the certain brand from a certain product category. Brand Awareness has been infiltrated in service sectors across the world as well as education sector. In fact, creating brand awareness in universities is much more difficult than a product as the complexity of marketplace has increased tremendously. This research is to study the factors affecting brand awareness of higher education institution. The study obtained data from 243 respondents including students, parents and workers from central region of Malaysia. In this study, the research design used by the researcher was descriptive research design. The results indicate that service quality, advertising and promotion, reputation and employability have significant relationship with brand awareness of Faculty of Technology Management and Technopreneurship (FPTT).

Keywords: Brand Awareness; Accreditation; Service Quality; Advertising And Promotion; Reputation; Employability; International Recognition.

Abstract ID: AIC-2017-FMM-652

IDENTIFYING SUCCESS FACTORS OF MAMAK RESTAURANTS IN MALAYSIA

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Abstract

The foodservice industry can be considered as one of the largest industry that contributes significantly to Malaysia's economic growth. The restaurant businesses are operating as a highly competitive market environment as many food operators are trying to compete with each other in attracting customers. Mamak restaurant is one of the well established ethnic based restaurants in Malaysia which is usually seen fully packed with customers most of the time. At recent time Mamak-culture has evolved in terms of the elements it signifies and it become a phenomenon in Malaysia. Despite, the popularity of Mamak restaurant has been acknowledged by few scholars in previous studies, there is no attempt done to explore factors that enable Mamak restaurant to be successful. Therefore, this paper intended to explore success factors of Mamak restaurant in Malaysia as compared to other restaurants based on the restaurant customers' perspective and the managerial practices of the restaurant operators that contribute to the success of the business. This paper also aimed to create a business model of success factors of the Mamak restaurants. The data was collected using in depth interview with customers and restaurant operators as well. The huge data transcription was analyzed in detail to classify codes and categories that summarize and describe the success factors of Mamak restaurant. This study found that location, environment, product, facilities, service and price of Mamak restaurant have positively contributed to the success of Mamak restaurants. Findings from this study provide a source of new knowledge to the food service industry which can be used to develop successful management strategies that help the future entrepreneur to survive in the challenging restaurant business.

Keywords: Foodservice Industry; Mamak Restaurant; Success Factors; Management Practices; Restaurant Operators

Abstract ID: AIC-2017-FMM-653

ASSESSING THE EFFICIENCY OF WATER AND SANITATION AGENCIES OF PUNJAB, PAKISTAN: A BENCHMARKING APPROACH.

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Abstract

The current era is about competition and stay up to date with remarkable performance. Pakistan is a third world country and many of the services provided by Public organizations to the public lack in performance. WASA is one of the Public organizations, which operate in Punjab and provide one of the basic necessities of the life to the public i.e. water and sanitation. The review of the previous literature before 2011 suggests that this conception of low productivity is also true about WASA. By analyzing that data, it is learned that after 2011 this organization is making progress. Four units are under consideration (Faisalabad, Multan, Rawalpindi, and Lahore). Data envelopment analysis was applied in order to measure the performance of the units. Analysis showed that 3 units are performing well and are efficient. These units are: (1) Faisalabad, (2) Multan, and (3) Lahore. Whereas, right now Rawalpindi is not performing well and an inefficient one. It is improving by time and showing progress in the collection system to make efficiency better.

Keywords: Dea; Public Organizations; Efficiency Measurement; Wasa Punjab

Abstract ID: AIC-2017-FMM-654

EVALUATING THE EFFICIENCY OF MAJOR LOCAL GOVERNMENTS OF PUNJAB (PAKISTAN) IN REVENUE GENERATION BY USING A YARDSTICK APPROACH

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Abstract

From the past thirty years, there is a major change in the management of public sector. The execution of policies of decentralization where significant amount of decision making and public spending has been given to local governments the relevance of the expenditures of local government has been raised high in the public administration agenda. Pakistan is a third world country and many of the services provided by Public organizations to the public lack in performance. Local governments are responsible for public service delivery. While delivering services, local governments use different resources and charge against these services and generate own source revenue. The main aim of the study was to analyse the efficiency of four major local governments of Punjab (Pakistan) Lahore, Faisalabad, Multan and Rawalpindi respectively in generating own source revenue. Data used in the current study was gathered from the variety of sources like local governments Annual reports, Budgetary documents and from the website's visits of local governments. The non-parametric technique named DAE used to evaluate the data. DEAP software used to conduct analysis. The results showed that Metropolitan Corporation of Lahore was the most efficient local government while the local government of Rawalpindi ranked as a least efficient local government in own source revenue generation.

Keywords: Dea; Technical Efficiency; Efficiency Measurement; Punjab

Abstract ID: AIC-2017-FMM-655

TRUST INFLUENCE ON MOBILE COMMERCE ADOPTION

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Abstract

Mobile commerce adoption in Malaysia is becoming more and more common and popular due to its convenience and accessibility. However, mobile commerce has also become the avenue for criminals to carry out scamming activities to accept orders and payment from customers without delivering the goods. This study is therefore carried out to figure out possible factors that will influence the development of trust in mobile commerce, such as vendor characteristics, website characteristics, technology of wireless services and technology of mobile devices. 300 respondents were selected using quota sampling to participate in a questionnaire in central region in Malaysia. The outcome of this study will increase the sales of the mobile businesses and directly increase in the competitive advantage of the businesses.

Keywords: Mobile Commerce; Trust; Vendor And Website Characteristics.

Abstract ID: AIC-2017-FMM-656

KEY FACTORS AFFECTING KNOWLEDGE TRANSFER SUCCESS IN MULTINATIONAL COMPANIES

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Abstract

Knowledge is recognised as significant component in organizations today. Unfortunately, many organizations are not so concerned on the keys factors that believed will influencing the knowledge transfer success in the organization. The objective of this study was to determine the key factors that affect knowledge transfer success in multinational companies. This study use both quantitative survey approach to achieve this research objective. Questionnaires was created by online survey software, this set of questionnaire was sent to 300 employees from renowned multinational firms that meet the criteria as at 10 percent in international sales. The data analysed by using SPSS software. this study enable organization to minimize the employee's issues which are related to knowledge sharing. The study reminds knowledge worker to understand the importance of knowledge management especially knowledge transfer among each organization partner.

Keywords: Knowledge Transfer; Factor; Multinational Companies

Abstract ID: AIC-2017-FMM-658

THE EFFECT OF DEMOGRAPHIC FACTORS, E-FILLING USAGE ON TAX COMPLIANCE

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Abstract

Tax compliance is the most important factor of all factors affecting tax revenues. Tax compliance is influenced by economic and non-economic factors. The study examined the effects of demographic factors (age and education) and e-filling usage on tax compliance. The research design adopted in this study is survey and sample selection is done by purposive sampling method. Data collection was done by distributing questionnaires and samples of 90 people with

SME businesses. Multiple regression were used to test the hypotheses. From analysis, we found that demographic factors and e-filling usage have no effect on tax compliance.

Keywords: Tax Compliance; Age; Education; E-Filling Usage

Abstract ID: AIC-2017-FMM-669

DESIGNING FRANCHISE SYSTEM OF COFFEE SHOP IN INDONESIA

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Abstract

This research is motivated by development of h new demands and lifestyle as an alternative opportunity for entrepreneurs in the field of coffee shop as franchise business. The purpose of this study is to analyze the business strategy of a coffee shop franchise as well as designing a franchise model of a coffee shop in Indonesia. The research method we use is quantitative descriptive method and case study approach. Data Collection method using interview to three coffee shop franchise owner, Data Analysis used are SWOT analysis, while model design using feasibility study. The result of this study is broad description of strength, weakness, opportunity and threats of coffee shop in Indonesia as well as a franchise model of coffee shop that can be implemented in Indonesia.

Keywords: Franchise; Coffee Shop; Franchise Model; Business Strategy; Swot Analysis; Feasibility Study

Abstract ID: AIC-2017-FMM-670

THE EFFECTS OF CONSUMERS' BEHAVIORAL INTENTIONS ON SERVICE RECOVERY SATISFACTION IN 4 AND 5 STAR HOTELS IN KUALA LUMPUR, MALAYSIA

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Abstract

The purpose of this research is to examine the effect of service recovery approaches on consumers' behavioral intentions. The research instrument employed for this research was a questionnaire. A total of 376 questionnaires were collected from the target population of four and five-star hotels located in Kuala Lumpur, Malaysia. The published questionnaire was formulated with 29 questions regarding the impact and effect of different service recovery methods, such as communication, empowerment, feedback, atonement and tangibles on the service recovery satisfaction of guests in the luxury sector of the Malaysian hotel industry. The analysis of the collected data in this research affirms that among all the different dimensions of service recovery and approaches, one predictor of tangibles illustrates a negative significant correlation with the service recovery satisfaction of guests in four and five-star hotels. In addition, the findings show a positive correlation for four approaches with service recovery satisfaction, which are communication, feedback, empowerment and atonement. The results of this research can offer a direction for hotel managers in that they can choose communication, feedback, empowerment and atonement as effective service recovery approaches rather than spend capital and time on employing tangibles as a service recovery method at the time of service failure.

Keywords: Customer Satisfaction; Hotel Management; Hospitality Management; Service Failure; Service Recovery; Service Marketing

Abstract ID: AIC-2017-FMM-672

USING COMMUNITY MEDIA TO DIFFUSE SUSTAINABLE ENERGY PRODUCTS IN THE RURAL AREA: A STRUCTURAL EQUATION MODELLING APPROACH

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Abstract

The use of sustainable energy in rural areas is one of the major solutions for the increasing local, national, and global environmental problems [1]. However, to diffuse the use of sustainable energy products among the rural communities, the active communication channel is a key. To the countryside people, community media is the most contextualised, easily accessible, and trustworthy [4]. The motto of this research is to assess how communications through community media can change rural people's motivation to use sustainable energy products utilising theoretical and empirical approach. An intensive literature review is done, an extended theoretical model by adding unique characteristics of community media and acceptance of sustainability messages to the 'ability, motivation and opportunity theory' [2] is developed. The study is done in an underrepresented country (i.e. Bangladesh) in the literature on sustainable energy and community media interdisciplinary research. A structural equation modelling technique is applied to test the hypotheses. The values for the model fit index are found perfect [3]. This study concludes that the unique characteristics of community media can enhance the acceptance of sustainable energy promotions by the rural people that motivate them to use sustainable energy, also facilitate to explore opportunities and improve abilities to use, and thus quickly diffuse sustainable energy in the rural area. Brief References: 1. Berhe, et al. Biogas Plant Distribution for Rural Household Sustainable Energy Supply in Africa, Energy and Policy Research, 2017.2. Hughes. The Ability – Motivation - Opportunity Framework for Behavior Research in IS. Proceedings of the 40th Hawaii International Conference on System Sciences, 2007.3. Hooper, et al. Structural Equation Modelling: Guidelines for Determining Model Fit. The Electronic Journal of Business Research Methods. 2008.4. Algiül. An Internet Radio from Turkey as an Example of Community Radio: Nor Radyo. Online Academic Journal of Information Technology. 2013.

Keywords: Sustainable Energy Products; Community Media; Structural Equation Modelling; Environmental Sustainability; Developing Country.

Abstract ID: AIC-2017-FMM-675

EFFECTIVE FACEBOOK MESSAGE STRATEGIES FOR GLOBAL/LOCAL BRANDS AND PRODUCT/RETAILER BRANDS

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Abstract

The main aim of this research is to explore Facebook message strategies most likely to promote consumer engagement for local versus global brands as well as product versus retailer brands. Using content analysis and moderated multiple regression, the authors measure the impact of post types and media types on number of 'likes' by analyzing 792 brands posts of 90 Food and Beverages (F&B) brands. Research findings suggest that product awareness and promotional type of posts increase number of likes, while no effect found for media types. However, the use of promotional post is likely to reduce number of 'likes' for global brands. Findings also suggest that product awareness, CSR and brand awareness posts should be avoided by product brands. This research advances the knowledge of social media and consumer engagement behaviors, as well as global/local brands and product/retailer literatures, by exploring the relationship of type of posts and media types on consumer engagement. In terms of practical implication, this research provides a guide to marketing managers regarding Facebook message strategy that should be adopted or avoided.

Keywords: Social Media; Consumer Engagement; Global Brands; Local Brands; Product Brands; Retailer Brands

Abstract ID: AIC-2017-FMM-682

PERCEIVED VALUES AND PERSONAL VALUES: STUDY ON CONSUMERS REPURCHASE INTENTION OF ECO-FRIENDLY HOME APPLIANCES PRODUCT

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Abstract

Focus of the study is to look into two main factors namely perceived value and personal values on consumers' repurchase intention on Eco-friendly home appliances. Perceived values was represented by functional value, social value, financial value, whilst personal values were the consumer' perceived environmental consciousness and health consciousness. The data was collected among the users of green home appliances in Malaysia. In total 193 respondents' feedback were used for further analysis. The result indicated that only functional value, environmental consciousness, and health consciousness were the constructs that directly influenced consumer decision to re-purchase the green home appliances with ($\beta=0.533, p=0.00$) ($\beta=0.325, p=0.00$) and ($\beta=0.143, p$

Keywords: Perceived Value; Personal Value; Re-Purchase Intention; Green Product

Abstract ID: AIC-2017-FMM-684

THE RELATIONSHIP BETWEEN INFLUENCE OF CONSUMPTION VALUE ON USER BEHAVIORAL INTENTION TOWARD AN ALTERNATIVE PRODUCT: CASE STUDY ON HERBAL PRODUCT – DAUN MANIS

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Abstract

In 2014, Malaysia had recorded 2.6 million people with diabetes and according to the Diabetes Research Association of Malaysia and Obesity Prevention Council, it was found that the number of diabetics involve individuals aged 30 years old and above. This is due to unhealthy lifestyle that become common tradition among many people nowadays. The researcher took Daun Manis product from Daie Global Solution as the case study and the Theory of Consumption Value on User Behavioral Intention, application of the purpose of this study is to investigate the influence of the consumption values towards the user behavioral intention of Daun Manis. The researcher used functional value price and quality to study which value effect most on behavioral intention, which are repeat purchase and positive word-of-mouth (PWOM). This study used quantitative method by distributing questionnaires to 240 consumers of Daun Manis in Johor Bahru. the findings show that there is a positive relationship between all independents variables and dependents variables. Besides that, The findings show that quality influenced most of consumers' repeat purchases and PWOM.

Keywords: Functional Value-Quality; Functional Value-Price; Repeat Purchase; Pwom; Daun Manis

Abstract ID: AIC-2017-FMM-690

THE RELATIONSHIP BETWEEN BIG FIVE PERSONALITY TRAITS AND COUNTERPRODUCTIVE WORK BEHAVIOUR

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Abstract

Employees are a group that plays an important role in determining the quality, reputation, and performance of an organization. Personality traits within them were seen to predict employees' behavior towards organizations. This

research aims to examine the relationship between big five personality traits and counterproductive work behaviour (CWB) among employees in the manufacturing industry. This study also intends to determine the personality traits that is most related to CWB. Five research hypotheses were examined while considering the Big Five dimensions of personality, which are extraversion, agreeableness, conscientiousness, neuroticism and openness, which are believed to influence the employees' CWB. Present research specifically focuses on organizational (CWB-O) and individual (CWB-I). There are 93 employees that work in the furniture manufacturing industry at Muar, Johor who were randomly selected to complete the Big Five questionnaire (NEO-FFI). Software SPSS 22.0 was used to analyze the data collected. For CWB-O, the result showed positive relationship between employees with neuroticism and conscientiousness, whereas negative relationship with extraversion, openness and agreeableness. As for CWB-I, the result showed positive relationship between neuroticism and conscientiousness, whereas negative relationship with extraversion, openness and agreeableness. On the other hand, the research finding also revealed that agreeableness was the trait of personality that was more closely related to counterproductive work behaviour.

Keywords: Counterproductive Work Behaviour; Big Five Personality Traits

Abstract ID: AIC-2017-FMM-692

THE ROLE OF HR PRACTICES ON TURNOVER INTENTIONS DIRECTLY AND THROUGH ORGANIZATIONAL CITIZENSHIP BEHAVIOR IN THE BANKING SECTOR OF MALAYSIA.

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Abstract

In the recent years, the banking industry of Malaysia has grown rapidly and the role of employees are undeniable. In today's dynamic environment banking industry is striving hard to retain the employees in the organization because it is the employees which enable the organization to gain competitive advantage. The aim of this paper was to investigate the role of motivation enhancing practices on turnover intentions directly and indirectly through organizational citizenship behavior. This study filled the gap by examining the organizational citizenship behavior in two dimensions, which previously has not been investigated in banking sector of Malaysia. This study has taken the two dimensions of organizational citizenship behavior and along with motivational enhancing practices in order to reduce the turnover intentions, especially in banking sector of Malaysia. 510 questionnaires were distributed among top five banks (by Capital) branches in Kuala Lumpur, Malaysia. In order to investigate the hypotheses, this study applied Structural equation modelling (AMOS). Finding of this study portrays that motivational enhancing practices had negative effect on turnover intentions while the interesting finding is that indirect effect of motivational enhancing practices through organizational citizenship behavior benefiting individuals in organization were insignificant. The organizational citizenship behavior benefiting organization were significant. The results are beneficial for top management of banking sector of Malaysia in order to keep motivating employees and to retain them through proper implementation of organizational citizenship behavior in two dimensions.

Keywords: Motivational Enhancing Practices; Organizational Citizenship Behavior; Sem.

Abstract ID: AIC-2017-FMM-698

DEVOLVEMENT OF HRM TO THE LINE MANAGERS AND ITS IMPACT ON HRM EFFECTIVENESS: THE MODERATING ROLE OF PERCEIVED ORGANIZATIONAL SUPPORT

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Abstract

In today's dynamic and complex business environment HRM is considered as an important source of achieving competitive advantage. The strategic nature of HRM calls for establishing an effective partnership between HR manager and line managers. There are many HR issues which require an active involvement of line managers such as controlling absenteeism, maintaining discipline, recruitment and performance appraisal etc. Therefore, a close collaboration between HR manager and line managers is required and both have to play a different role in managing their day-to-day activities. The role of line managers is now considered vital in achieving not only their departmental goals but also the HRM goals. To perform the dual role, line managers need different kinds of support from their organizations. Their contribution in the overall effectiveness of HRM function will be enhanced, when they perceive that their organization is more supportive. In this study, the focus was on exploring the moderating role of perceived organizational support in the relationship of devolvement of HRM to the line managers and HRM effectiveness. The survey data was collected from the line managers of leading commercial banks of Pakistan. The results indicated that the HR role performance of line managers can be enhanced by improving the level of organizational support they receive in different kinds, either from their supervisors, coworkers or subordinates.

Keywords: Devolvement Of Hrm; Perceived Organizational Support And Hrm Effectiveness

Abstract ID: AIC-2017-FMM-712

USAGE BEHAVIOURS OF MOBILE PHONE AMONG TEENAGERS AND ITS IMPLICATIONS TO TEENAGERS IN KUALA LUMPUR, MALAYSIA

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Abstract

The mobile phone has become a regular feature in the Malaysian society. Besides making calls, mobile phones are used to send text messages, listen to music, play games, take photographs, surf the net, etc. For teenagers in particular, the mobile phone is an indispensable thing that must be brought along all the time. From the point of view of parents, mobile phone is a means for them to be able to keep in touch with their children when their children move away from their parental home. But, schools and educational settings reported that mobile phones have caused lots of discipline issues in schools and mobile phones should be banned in schools. A survey was conducted to explore the usage behaviours of mobile phone among teenagers and its implications to teenagers in Kuala Lumpur, Malaysia. The data were collected through survey questionnaires filled by 512 teenagers, aged between 13-18 years old in Kuala Lumpur, Malaysia. The findings revealed that misuse of mobile phone will lead to negative consequences to teenagers. The study recommends a provision of guidance and counselling services to teenagers on the use of mobile phone.

Keywords: Misuse; Videoing; Gaming; Entertainment; Text Messages

Abstract ID: AIC-2017-FMM-723

CUSTOMERS' EXPECTATION, PERCEIVED PERFORMANCE AND DISCONFIRMATION TOWARDS SMES HALAL FOOD PRODUCTS IN KLANG VALLEY, MALAYSIA

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Abstract

In tandem with the global growth of the halal industry, abundant choices of halal products will be available in the market. Therefore, in order to be dominant and able to compete with other brands in the halal marketplace, domestic halal food producers need to revise their strategies and produce superior products that are able to meet customer expectation. In order to find out the extent to which customers' expectation had been met, expectancy-disconfirmation theory (EDT) was utilized to examine the disconfirmation between customer expectation and perceived performance on halal food products. Halal confectionery products produced by small and medium-sized enterprises (SMEs) were chosen as the product of analysis. Questionnaires consisted of 45 determinants measuring expectation and perceived performance were then administered using convenience sampling within Muslim consumers in Klang Valley area. A total of 403 usable questionnaire forms were collected and subjected to data analysis. The finding revealed that all the attributes listed experienced negative disconfirmation, which point toward the conclusion that SMEs halal confectionery products were unable to meet customers' expectation. This study is expected to broaden the insights of Halal food manufacturers and related parties in understanding Muslim consumer preferences in halal food products.

Keywords: Halal Food; Sme; Consumer Satisfaction

Abstract ID: AIC-2017-FMM-726

ASSESSING THE PREPAREDNESS OF INDONESIAN ICT SMES ENTERING THE GLOBAL MARKET

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Abstract

One of the business sectors affected by the implementation of the ASEAN free market is the small and medium entrepreneurs who run the ICT business. With the opening of boundaries between countries, the positive benefits that can be gained are the increasing market opportunities. The ability to survive and win the competition in the global market is determined by the preparedness/readiness of the small and medium entrepreneurs concerned in drafting its internationalization strategy. Observation shows that despite an increase number of entrepreneurs who doing the ICT business for over the last 5 years, but many of them are ultimately not continuing their activities. This research is a quantitative research involving 25 SMEs. Sample obtained by using snowball sampling. Assessment is done by using six dimensions, which are competencies of management, heritage, relationships, offerings, means, and engagement. The result indicates that most of Indonesian ICT SMEs still have low score in some dimensions.

Keywords: Preparedness; Global Market; Indonesian Ict Smes

Abstract ID: AIC-2017-FMM-738

IMPACT OF BEHAVIORAL FACTORS ON ENTREPRENEURIAL INNOVATIONS: EVIDENCE FROM NON-FINANCIAL SECTOR OF PAKISTAN

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Co-Authors: Muhammad Zia-Ur-Rehman; Faisal Rizwan; Zaheer Abbas; Muhammad Hashim; Nayab Iqbal

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Abstract

Behavioral finance try to better understand and elaborate how attitude and cognitive errors affects investors as well as entrepreneurs or other decision makers. The main objective of this study is to find those behavioral biases which impact

the firm's performance and managerial financial decision making process through the mediating role of entrepreneurial innovations. This study predominantly focused on four biases that entrepreneurs apparently exhibit in their decisions. This study also directed the extension of conjunction of the innovations in the non-financial corporate industry and the firm performance in the behavioral heuristics existence. Survey questionnaire technique was used to collect data for research and analysis; data were collected from 109 respondents which include entrepreneurs and managers from non-financial firms of Pakistan. SEM-AMOS 21 was used to analyze the structural model. The finding shows that innovative organizations often predict low tendency of overconfidence and usually are risk averse in their financial decision, which hesitate to take the risk and prefer low risk and low profit scenario. But the current study show that innovative organizations can enhance the profitable performance of the firm with behavioral biases.

Keywords: Entrepreneurial Innovations; Firm Performance; Cognitive Biases; Financial Innovations; Organizational Innovative Culture

Abstract ID: AIC-2017-FMM-740

THE IMPACT OF ORGANIZATIONAL LEARNING ON INNOVATION AND COMPETITIVE ADVANTAGE: THE MEDIATING ROLE OF ORGANIZATIONAL CULTURE

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Abstract

Purpose - This research investigated the relationship among organizational learning, innovation and competitive advantage in consideration of organizational culture mediating the relationship between organizational learning and innovativeness of the organization. The learning environment facilitates the organization to reach a competitive advantage. Methodology/Design/Approach - This research study is based on the positivist paradigm and is quantitative in nature. The survey was conducted to collect the data from the selected banking and multinational firms located in Faisalabad and Lahore (Punjab province, Pakistan). A questionnaire consisting of 57 items adapted from the previous research studies was used for data collection. Sample respondents were selected through convenience sampling. Total 360 questionnaires were distributed to the respondents and 270 of them were returned back. Analyses have been performed using SPSS version 20 and LISREL 9.1. Findings and Results - The results show that reliability of variables ranged between 0.68 – 0.85 which shows satisfactory reliability of the instrument. The model results are significant and show that the learning culture has a positively significant impact on innovation and competitive advantage. Implications and Limitations - Main limitations are small sample size, the use of cross-sectional study design and a structured questionnaire. Longitudinal study design and larger samples should be employed in future. There is still much to be explored regarding causal relationships suggested by the results of this paper. Practical Implications - The findings of this study are of interest to the administrators and policy makers; whereas, it will also serve as a basis of reference for future studies and investigations. Originality/Value - This study examines the impact of organizational learning on innovation and competitive advantage mediated with organizational culture. This study analyzes how organizational learning assists the organizations to boost their practices and performance of an individual as well as an organization. Organizational learning not only facilitates the organizations to flourish in the dynamic and viable environment but also upgrades the processes and practices.

Keywords: Organizational Learning; Organizational Culture; Innovation; Competitive Advantage

Abstract ID: AIC-2017-FMM-742

LEADERSHIP STYLES AND BURNOUT IN PUNJAB POLICE: A CASE STUDY OF FAISALABAD DIVISION

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Co-Authors: Mohsin Bashir, Sharjeel Saleem, Hafiz Ghulam Muhtada, Shah Nawaz Saqib

Government College University, Faisalabad

Abstract

This study aims at analyzing the relationship among leadership styles, burnout and organizational commitment with the sample (n=98) of executive branch, Punjab police department. Sample is selected randomly. The data are primary and research is quantitative in nature. Required data are collected from Faisalabad District police. Correlation and multiple linear regression are performed to analyze the data. Reliability of survey instruments is assessed using Cronbach's alpha. Correlation analysis provides the preliminary support for the hypotheses; and correlations among burnout, organizational commitment and leadership styles are found significant. Furthermore, the results of regression analysis indicate that transformational leadership show insignificant effect and no direct impact on burnout. Transactional & Laissez faire leadership show significant effect on burnout. The results also establish that leadership in Punjab Police Department is frequently using transactional & Laissez faire leadership styles due to which turnover rate is increasing year by year in said department. In the light of said result, the top leadership should design and implement such policies that may increase transformational leadership styles in the supervisors' dealing with their subordinates as it is required to reduce the level of burnout and to enhance the level of organizational commitment that result in a significant impact on overall police working.

Keywords: Leadership Styles; Burnout Syndrome; Organizational Commitment; Punjab Police

Abstract ID: AIC-2017-FMM-743

MEDIATING ROLE OF CITIZENS PARTICIPATION BETWEEN PUBLIC SERVICE MOTIVATION, POLITICAL INTERFERENCE AND LOCAL GOVERNMENT PERFORMANCE: A CASE STUDY OF MUNICIPALITIES OF PUNJAB

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Abstract

The main aim of the study was to examine the impact of public service motivation and political interference on Local Government performance in Pakistan with special focus on Punjab province. The study also focused on citizens' participation in local government affairs. The research was supported by the prior studies on the mentioned variables and the hypotheses of this research framework are constructed keeping in view the previous literature. The population for the study was employees of the local governments of Punjab, Pakistan (four local governments of Punjab (Pakistan) Lahore, Faisalabad, Rawalpindi and Multan in particular). Questionnaire survey method was used for data collection. Total 135 questionnaires were circulated among the respondents from the four local governments and 105 were returned back and found complete; thus, response rate was 77.77%. SPSS 20 software was used to conduct the analysis. In this study, the relationship among public service motivation, political interference, and local government performance had been evaluated with the mediating effect of citizens' participation. The results indicated positive mediating effect of the variables on local government performance.

Keywords: Public Service Motivation; Political Interference; Citizen'S Participation; Local Government Performance

Abstract ID: AIC-2017-FMM-745

WORKPLACE INCIVILITY, SERVICE SPIRIT AND GOSSIPS AT WORKPLACE: PERCEPTION OF NURSES WORKING IN THE PUBLIC SECTOR HOSPITALS OF PAKISTAN

Corresponding Author: Mohsin Bashir

Co-Authors: Sharjeel Saleem, Shahnawaz Saqib
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Abstract

Bullying is a type of mental torture and should be considered as the violation of human rights. Verbal or nonverbal communicative behavior indicating disrespect for another person can bring drastic consequences for the organizations. This study was planned to dig out such consequences in the shape of low service spirit and gossips. For data collection female nurses working in the public sector of Pakistani Hospitals were considered as population of the study, and total 302 respondents participated in the survey. Data were analysed using Smart PLS (2.0) software. The values of reliability, convergent validity and discriminant validity were within the acceptable range. Path coefficients values showed that workplace incivility positively and significantly predicted job related gossips whereas its impact on non-job related gossips was insignificant. Furthermore, the results showed that due to increase in incivility the service spirit of female nurses decreased. Average respondents reported that they experienced incivility from doctors, patients and their attendants. From theoretical perspective this study contributed in the literature and proposed that in Asian culture, which is dominated by patriarchal culture, female nurses can experience incivility at work; and, thus, may engage in negative gossips. Limitations and future directions are also given.

Keywords: Workplace Incivility; Service Spirit; Job Related Gossips; Non-Job Related Gossips; Nurses

Abstract ID: AIC-2017-FMM-746

THE EFFECT OF TAX SYSTEM AND DISCRIMINATION ON TAX EVASION

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Abstract

This paper presents a study to investigate the effect of tax system and discrimination on tax evasion in Riau Province. The population of this investigation consists of all taxpayers registered in the Primary Tax Office in Riau Province. The sampling was done using purposive sampling technique and proportional sampling. Total sample in this research is 222 respondents. The study designs a questionnaire in Likert scale to study the effects of two independent variables (tax system and discrimination) on tax evasion. Using regression technique, the study has determined positive and meaningful relationships between discrimination and tax evasion while tax system have no effect on tax evasion.

Keywords: Tax Evasion; Tax System; Discrimination

Abstract ID: AIC-2017-FMM-747

BARRIERS TO JOB PLACEMENT FOR PERSONS WITH DISABILITIES

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UTM

Abstract

People often fail to realize that the disabled population is an important but largely untapped human resource. Prejudices and misconceptions about PWDs' ability to perform and compete in the open market are likely to be the

cause. This research endeavor provides an overview of some of the factors that contributes for low ratio of job placements for persons with disabilities. Study about such factors is imperative so as to improve understanding regarding this phenomenon and increase employment opportunities for people with disabilities. Some of the barriers highlighted in this study are the attitude of the employers towards hiring of persons with disabilities, employment demand, work performance of disabled persons and attitude of disabled persons. Review of literature is carried out to highlight the main barriers to job placement for persons with disabilities. This paper concludes that training and equal employment opportunities should be given to persons with disabilities, so as to integrate them into the mainstream workforce. This research will have useful implications for the policy makers for incorporating untapped human resource in the form of persons with disabilities.

Keywords: Persons With Disabilities; Employer Attitude; Job Demand.

Abstract ID: AIC-2017-FMM-749

CONTRIBUTIONS OF WOMEN DIRECTORS IN MALAYSIAN LISTED COMPANIES TOWARDS COMPANY'S FINANCIAL PERFORMANCE

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Abstract

In Malaysia, the number of women directors on corporate boards has slowly growing and improved. The '30% Club' introduced by Datuk Seri Najib Tun Abdul Razak, is an initiative to increase the presence of women directors on the corporate boards. As the growing numbers of literature acknowledged the importance of women directors in enhancing the company's performance, either financially or non-financially, the number of women directors apparently is still minimal on the board's seats. Not only women boards are minority in terms of number, but their significant contributions are also still controversially debated. To answer this call, this study was conducted to strongly emphasize the importance of women directors by making known a few significant contributions that have the ability to enhance the company's financial performance. Thus, this paper aims to examine relationship between the contributions of women directors as stakeholder representatives, good decision maker and in corporate social responsibility with the company's financial performance. Questionnaires were constructed and delivered to 200 company secretaries of public listed companies. The results depicted that stakeholder representatives ($r= 0.039$ and $p= 0.651$), good decision maker ($r= 0.101$ and $p= 0.235$) and corporate social responsibility ($r= 0.345$ and $p=0.00$) have a mixed significant relationship with company's financial performance. The initial relationships outcomes showed that only the corporate social responsibility was found to have a significant positive relationship with the company's financial performance. Further, the multiple regression analysis strengthened the findings when it was proven that the most significant contribution of women directors towards company's financial performance is the corporate social responsibility ($B= 0.348$ at p

Keywords: Women Directors; Company'S Financial Performance; Public Listed Companies; Gender Diversity; Corporate Governance

Abstract ID: AIC-2017-FMM-752

USE OF SOCIAL MEDIA SITES BY MALAYSIAN UNIVERSITIES AND ITS IMPACT ON UNIVERSITY RANKING

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Abstract

Social Media is not just for photo sharing and status update, it can also be used by students for university selection. In the current era of high competition among higher educational institutes, many universities are focusing on online marketing. Most of the students are using social media sites to search their universities has increased the importance of social media marketing and online presence of universities. Local and international students prefer to choose those universities that are online available and share their activities on social media. Higher number of national and international students boosts up the research activities and ultimately increases the ranking of that particular university. In this article, we review the Malaysian universities efforts and capabilities to use social media sites to attract the national and international students.

Keywords: Social Media; University Ranking; Online Marketing

Abstract ID: AIC-2017-FMM-760

FRAMEWORK OF ARCHITECTURAL MARKETING CAPABILITIES IN REGIONAL DEVELOPMENT BANK

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Abstract

The ability of regional development banks in Indonesia is quite capable with the amount of assets that are very large. Regional Development Banks although most of the capital is owned by the region or province but need to apply the right marketing strategy in order to have the ability to attract customers, create customer satisfaction and maintenance consumers. Therefore it is very important to make architectural marketing capabilities in order to compete with other

national banks. The research method used is descriptive method with the type of qualitative research and use case study at 2 regional development banks located in the area of West Java and Banten Province. While data collection by in-depth interview and observation. Based on the results of research can be obtained findings that the Regional Development Bank Architectural Marketing Capabilities built by a comprehensive marketing plan and based on the analysis of the environment of competition, in addition marketing information becomes very important for the development of architectural marketing capabilities in a sustainable manner. If applied well then this architectural marketing capabilities can improve business performance.

Keywords: Architectural Marketing Capabilities; Business Performance.

Abstract ID: AIC-2017-FMM-761

DETERMINANT OF UNIVERSITY COMPETITIVENESS IN INDONESIA

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Abstract

This study aims to analyze the factors affecting the competitiveness of universities in Indonesia. Factors suspected to affect such competitiveness are risk taking, supervision, control, and provide direction for the organization. The method used explanatory survey method with data collection techniques through questionnaires and interviews to the leadership of universities in Indonesia. The collected data is analyzed using Structural Equation Model. The results show that the competitiveness of universities in Indonesia is successively influenced by the management functions. This study implies that in order to improve the competitiveness of universities it is necessary to increase the competitive advantage of the organization through the ability of university managers in applying management functions in their positions to make their own decisions doing lots function such as plan, organizing, staffing, budgeting, coordinate control.

Keywords: Competitive Advantage; University; Indonesia

Abstract ID: AIC-2017-FMM-762

APPLICATION OF INFORMATION SYSTEMS TECHNOLOGY AND LEARNING ORGANIZATION TO PRODUCT INNOVATION CAPABILITY AND ITS IMPACT TO BUSINESS PERFORMANCE OF LEATHER TANNING INDUSTRY

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Abstract

Information Technology System Applications and Learning Organizations have a strategic role for the development of small leather industry performance, although most of leather small industry in Garut assume that technology is a big investment and can not give direct impact to business performance even though the meaning of technology is more to the application of information systems technology that does not cost big and has an important role to the formation of innovation. This research is a quantitative research with explanatory survei method, with 95 samples of tanners both formal industries and home industries that are in Sukaregang region Garut regency of West Java province. To perform data processing used SEM-PLS. Based on the results of data processing, it can be concluded that the application of information technology gives a positive impact on the innovation ability of leather tanning products while learning organizations have no effect on product innovation capability in the leather tanning industry. Nevertheless both the application of information technology systems and learning organizations directly affect business performance.

Keywords: Information System Technology; Learning Organization; Innovation

Abstract ID: AIC-2017-FMM-764

PHYSICIANS' ACCEPTANCE OF HOSPITAL INFORMATION SYSTEMS IN TUNISIA

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Abstract

The aim of this study was to identify the significant factors of physicians' acceptance of hospital information systems in Tunisia. A survey of 197 Tunisian physicians working in more than 21 (out of 35) public teaching hospitals was realized in March-April 2017. SmartPLS was used to perform measurement model analysis, structural model analysis and multigroup analysis. The findings were supported by significance and effect sizes of three relationships in the research framework. Performance Expectancy (PE) and Effort Expectancy (EE) were significant predictors, while Social Influence (SI) was not significant predictor of the Behavioral Intention to use HIS (BI), explaining 54.9% of the variance of the BI. The effect size was large for PE and medium for the EE effect on BI. Indirect effects of SI on BI through PE and EE were strongly significant. There were significant differences in groups according to gender, specialty, team culture, and hospital location and vocation. In Tunisia, managers of Hospital Information Systems implementation must spend most effort in providing the best solution that meet the physicians' activities and practices in order to convince them of adoption and continuous use. They should spend effort in providing suitable information and training for the physicians, before, during and after the implementation of the system. Adjustment according to individual, team and hospital attributes would be useful.

Keywords: Hospital Information System (His) ; Unified Theory Of Acceptance And Use Of Technology (Utaut)

Abstract ID: AIC-2017-FMM-765

THE COLOURS OF SPORTS ORGANIZATION FRINGE BENEFIT IN MALAYSIA

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Abstract

Fringe benefit is a tool to retain an employees and a factor that contribute to job satisfaction. Wondering this issue, a study was conducted to determine the relationship between the types of fringe benefit and job satisfaction in a sports organization. A total of 100 respondents were selected from the National Sports Council of Malaysia to become the respondents for this study. Questionnaire method was used for data collection by using purposive random sampling. The finding shows, job satisfaction has a positive relationship with the pension plan, allowance, flexible working hours and vacation pay. In addition, flexible working hour and allowance were the dominant types of fringe benefit to achieve job satisfaction among the employees of the National Sports Council of Malaysia. The implication of this study indicates that non monetary and monetary types of fringe benefit influence the job satisfaction.

Keywords:

Abstract ID: AIC-2017-FMM-771

EFFECTS OF JOB STRESS ON EMPLOYEE PERFORMANCE: A COMPARATIVE STUDY OF MALE AND FEMALE EMPLOYEES IN THE NGOS SECTOR OF HAZARA REGION IN PAKISTAN)

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Abstract

This study was carried out to find how stress effects the performance of male and female employees in the NGO sector in Pakistan. The authors have used a case study approach. The data was collected using in-depth interviews of the employees of Sungi foundation in district Abbottabad of Khyber-Pakhtunkhwa province in Pakistan. Our results suggest that stress differentially impacts both male and female employees in the NGO sector in Pakistan. Although both males and females experience a drop in performance due to stress, the female employees were found to be effected more. This is due to their family responsibilities in addition to job duties. The study does not seek to generalize to all the other settings and the authors strongly suggest further studies to replicate the findings. the use of rigorous quantitative methodologies will lend more rigor to the results.

Keywords:

Abstract ID: AIC-2017-FMM-778

ASSESSING THE RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMER LOYALTY: EVIDENCE FROM TAKAFUL INSURANCE CUSTOMERS IN PAKISTAN

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Abstract

The present was done to check the impact of service quality on customer loyalty in the context of Takaful Insurance sector of Pakistan. The main objective of the research was to empirically examine the impact of service quality on customer loyalty and also to check the effect of customer satisfaction and trust on customer loyalty. The study was conducted in Faisalabad Region. 204 customers of efu Insurance, were selected as sample to complete the study. Response Rate was 100%. Data was analyzed through statistical analysis 20.0 in which histograms, scatter Plots, correlation, and regression analysis were applied to the data. The empirical evidences of correlation analysis show that service quality has strong correlation with the customer satisfaction, trust and customer loyalty. The results also confirm the correlation between customer satisfaction and trust. The results of regression analysis show that the service quality, trust, and customer satisfaction have strong and positive relationship with the customer loyalty. Further the benefits and limitations of the study are discussed. This study fulfills a research gap in the area of customer loyalty and its relationship with the service quality, satisfaction, and trust in the Takaful Insurance sector of Pakistan.

Keywords: Service Quality; Satisfaction; Trust; Customer Loyalty; Takaful Insurance; Efu Insurance; Faisalabad; Pakistan

Abstract ID: AIC-2017-FMM-779

IMPACT OF PRODUCT PRICE AND MARKETING COMMUNICATION ON CONSUMER ATTITUDE WITH MEDIATING EFFECT OF BUYING DECISION

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Abstract

Cause-related marketing is considered as a strategic tool for studying consumer connectivity with organizations. This study investigated product prices, marketing communications, and consumer attitude in the design of effective

marketing strategies. Quantitative data was collected from 204 brand customers using CRM (Rose Petal, Shezan & Kashmir Banaspati). The results showed that product prices and market communication are the most important factors affecting consumer purchasing behavior. Consumers are more concerned about supporting local / national social welfare organizations than with international NGOs. All in all, we can conclude that the CRM strategy is a good tool for organizing sales, promoting goodwill and developing long-term revenue. From the managerial Perspective CRM is a win-win strategy for both parties (a commercial organization and a non-profit organization) and the customer feels happiness when they serve the better of society. This study also highlights the importance of NGOs' choice, as it involves a lot of customers.

Keywords: Cause Related Marketing; Business Organization; Strategy

Abstract ID: AIC-2017-FMM-780

A STUDY OF CAUSAL RELATIONSHIP BETWEEN COUNTERFEIT PRODUCTS AND CONSUMER PREFERENCES

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Abstract

The reason of this research study is to develop a model and test this model also that are about the extraction of major experiences of the consumers which they got from intentional arrogance and readiness to purchase of the substitutes of the luxury fashion products. The watching and investigation of the effects of different many socio-psychological and socio-economic appearances are done in this research study. Theoretical framework is constructed which describes the estimating factors intentions to buy the substitutes of the fashion products after studying previous experiential work and available literature. Covetousness, tendency to avoid risk, monetary and personal benefits, veracity, and social standing symbols, arrogance towards substitutes and readiness to purchase substitutes tells about some details but extravagant spending and tendency to avoid risk were the double determinants of the paradigm. The hypothesis are developed in sound relation with previous literature. Substitutes has created serious challenges for all countries of the globe. The problem has been experienced by the original brand's authentic products manufacturing companies. The intake of the substitutes is studied in this research. To fill the gap in literature for the readiness to buy substitutes of the luxury fashion products in Pakistan, for extracting determining factors study is done. Found south of East Asia as hub for trading and consuming the substitutes. The study was done with 257 samples from three big markets (Katchery Bazar, Satyana Road, and D-Ground) of Faisalabad. Questionnaires are used for data collection in all days (weekends and weekdays) from people come with intention to buy substitutes. To check the relation between variables (independent, dependent and mediating) and testation of the hypothesis SEM (structure equation modeling) technique was used. Study closed with these results; Tendency to avoid risk was negative but trivial, Peer Effect, Previous Outing, arrogance and monetary arrogance towards substitutes were found significant and positive, Tendency to avoid risk insignificant and negative, appealing characteristics of purchase of substitutes and readiness to buy resulted positive and insignificant. This study found after studying previous researches and theories available in the field of marketing and consumer behavior successive to explore the major determining factors after testing a wide range model. These major determining factors are arrogance towards substitutes and users readiness to purchase the substitutes of the luxury fashion products.

Keywords: Counterfeit Products; Consumer Preferences

Abstract ID: AIC-2017-FMM-797

CONSTRUCTION OF FEMININE IDENTITIES IN WORKS OF MARQUEZ

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Abstract

Magic realism offers to the writers wishing to write against totalitarian regimes as a means to attack the definitions and assumptions which support such systems (e.g. Feminism) by attacking the stability of the definitions upon which these systems rely. (Bowers 04) Either written by male or female, magic realism is so far the most appropriate mode to exhibit real conditions of women in this patriarchal society. The research aims to analyze selected texts written by Garcia Marquez. The analysis of the texts has been intended to explore the reasons for magic realist texts as fundamental to understand feminism and help to redefine our ideas about power and women. The analyses will show how power is unfixed and unstable. For the purpose of the research a deconstructive analysis of the texts has been taken up. I will analyze the texts on two levels to reveal the ways through which Marquez has shown women's concerns as powerful, not as pointless and superficial waste of time. The second concern of the research will be to highlight the ways through which magic realist texts rework upon old and tried stereotypes of the evil woman and offer alternatives to imagine ways of being a woman which include all the possible positions. The texts selected for the study reveal a wide variety of women from high class powerful women like Ursula, Fermina and Fernanda to highly rebellious one like Reneta Remedios and Erendira. The characters of the text range from self-identified to those who would rather remain introvert.

Keywords: Feminism; Magic Realism; Identity Construction.

Abstract ID: AIC-2017-FMM-806

TRANSFORMATIONAL LEADERSHIP INFLUENCE ON INNOVATION DIRECTLY AND INDIRECTLY THROUGH AFFECTIVE COMMITMENT IN HOTEL INDUSTRY OF MALAYSIA.

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Abstract

In order to be innovative in hospitality industry the role of leadership style on employees is very crucial. Leaders are in direct contact with employees and their encouragement and support can trigger the employees to be innovative in delivering the service. In hospitality industry the front-line employees need most attention as this industry totally depends on the service of employees especially front-line employees who set the first impression of the hotels. There is strong link between the leadership style and employees' innovation. The aim of this study was to investigate the influence of transformational leadership on innovation in hotel industry of Malaysia. Novelty of this study lies in investigating the transformational leadership style on the front-line employees, which has not been given the due attention. This study filled the gap by examining the transformational leadership style impact on innovation in frontline employees. Total 480 questionnaires were distributed among the employees of 5 stars hotels which were located in Kuala Lumpur, Malaysia. To examine the hypotheses, this study applied the SEM (AMOS). The results of the study showed that transformational leadership had a significant positive effect on employees' innovation. Interesting finding came in mediation analysis, in which affective commitment did not mediate the relationship between transformational leadership and innovation. Findings of this study is beneficial for management of hotels to understand the role of transformational leadership style, affective commitment on employees in order to be innovative in delivering services

Keywords: Transformational Leadership; Innovation; Affective Commitment; Sem

Abstract ID: AIC-2017-FMM-810

RISK IDENTIFICATION TECHNIQUES IN VALUATION AND INVESTMENT APPRAISAL.

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Abstract

This study investigated the risk analysis in property valuation and investment appraisals in Nigerian estate firms, this was carried out through the risk identification techniques. Risk and uncertainty are the inherent part of the valuation and appraisal process. Self-administered questionnaire was employed using likert scaling to collect the data from 95 estate surveying and valuation firms, while the data was analysed using descriptive statistic. The study revealed that the most peculiar risk to real estate valuation and investments is legal risk based on the ranking. Investment appraisal reports however indicated that sensitivity analysis is the most used technique. In view of the above, the certainty equivalent and Monte Carlo simulation was recommended if all things are equal in respect of availability of data and a stable economic situation. The study identified legal risk is the major risk found in valuation and investment appraisal, thus the result indicated that, Surveyors in the study area have very little knowledge of risk and uncertainty as revealed in their reports. Finally it was recommended that a lot needs to be done on the level of awareness and understanding of valuers toward incorporating risk and uncertainty in property valuation and investment appraisal.

Keywords: Appraisal; Risk; Techniques; Uncertainty; Valuation;

Abstract ID: AIC-2017-FMM-817

LOVE IT OR HATE IT? SHARING TOURISM INFORMATION ON SOCIAL MEDIA FROM PERSPECTIVES OF MALAYSIAN FEMALE MILLENNIALS

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Abstract

Point often overlooked that the technological change has revolutionized the tourism industry over the last 40 years. Consequently, in present scenario, the most affected segment under this circumstance is Millennials (aged 15-34 years), who deeply engaged with social media. Moreover, the Millennials are estimated to represent 50% of all travelers by 2025. The purpose of this study is to explore on the subject matter of social media as platform in sharing tourism-related information, from the perspective of the Millennial travelers specifically females who are provenly believed to play a key role in travel decisions. This study will adopt qualitative methods. It uses interview to collect data from ten young female travelers. Results of the study would include significant values perceived and issues faced by millennial travellers using social media for tourism-related information sharing. The findings are expected to lead towards better contents featured in the social media and strategy executed by travel operators to approach the Millennials segment. After the introduction of the background problem, this paper will present the literature review on the tourism, millennial travellers, social media, tourism social media, and information sharing on tourism social media. The expected results of the research will contribute to better understand the problem encountered by Millennial travelers on tourism social media, besides to provide useful insights for practice and future research in social media and tourism.

Keywords: Tourism; Millennial Travellers; Social Media; Tourism Social Media; And Female Perspective

Abstract ID: AIC-2017-FMM-829

GREEN HUMAN RESOURCE MANAGEMENT PRACTICES IN MANUFACTURING INDUSTRY: CASES OF FIRMS IN THE SOUTHERN PART OF MALAYSIA

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Abstract

Green Human Resource Management (Green HRM) is vital in improving the management and productivity of organization. Green HRM is a new approach which is implemented in the organizations in order to improve the environmental management. There are several studies about green HRM and they are not adequate to provide guidelines to the organization. This paper focuses on the awareness of HR Manager about Green Human Resource Management in Manufacturing Industry. There are three objectives of study. The first objective is to determine to what extent HR managers in Manufacturing Industry aware about the green HRM and second, to identify perceived challenges of adopting green HRM in manufacturing industry. The third objective is to identify perceived benefits of adopting green HRM in manufacturing industry. This study was conducted in Manufacturing Companies in the Southern Part of Malaysia. The methodology employed is qualitative inquiry as it able to generate deeper understanding of underexplored social phenomenon of the study. The technique adopted is in-depth interview with the managers of HR department in manufacturing companies in Johore. The data analysis adopted for this study is thematic analysis. The result had shown that most of HR managers were not aware about what the meaning of the term of green HRM but surprisingly their companies have already implement and adopt several elements of green HRM. The study has articulated the benefits of adopting green HRM but also attentive to the challenges in adopting the green HRM in their firms. In conclusion, this study provides a deeper understanding to the managerial perspectives on the benefits and challenges of green HRM.

Keywords: Green Hrm; Manufacturing

Abstract ID: AIC-2017-FMM-823

WOMEN ENTREPRENEURS' NETWORKS AND INNOVATION: MULTIPLE CASES OF FOOD MANUFACTURING INDUSTRY

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Abstract

The purpose of this study is to explore the social network that lead to innovation among women entrepreneurship in small and medium-size enterprises (SMEs). This paper is to identify the most important networks that helped women entrepreneurs in business deal and determine the way networks contribute to innovation in entrepreneurs' businesses. Insights were derived through a qualitative, in-depth, interview-based study of five women entrepreneurs operating Food Manufacturing Industry in Selangor. There is an urgent need to explore the social network that lead to innovation among women entrepreneurs. Moreover, with complex social phenomenon where relationships of entrepreneurs is prominent, this method is the most suitable to uncover the scenario. Interviews conducted with women entrepreneurs Bumiputera (Indigenous) of small manufacturing of food and beverages firms located in Selangor. Hence, the findings indicate that these micro-entrepreneurs have successfully innovate their business, with the helped by two main networks that become their strong supporter that are Personal Network and Business Network. In addition, this paper reveal the reasons entrepreneurs were not involved in all networks at once. Besides, they provide explanations for not being involved in the other three networks, which are Professional, Reputation, Competition Network, and Community Network. Therefore, from the ideas, comments, and supports from both main network, they have been successful in creating product innovation, process innovation and marketing innovation but not being able to make organizational innovation. Finally, this study provide recommendations to SMEs, government agencies and future researchers.

Keywords: Women Entrepreneurs; Network; Innovation

Abstract ID: AIC-2017-FMM-831

EVOLUTION OF CORPORATE SOCIAL RESPONSIBILITY (CSR) AND COMMUNITY ENGAGEMENT-UNIVERSITY MODEL: SUSTAINING PUBLIC RELATIONS EDUCATION AND PRACTICE IN MALAYSIA

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Abstract

In recent years, the term corporate social responsibility (CSR) has emerged as an inclusive and global concept to embrace corporate social responsibility, responsiveness, and the entire spectrum of socially beneficial activities of businesses. The focus on social performance emphasizes the concern for corporate action and accomplishment in the social sphere. Blending in the CSR practicality within the Public Relations curriculum public relations has been a challenge as business and corporate entity not always cooperative to get students involves in their CSR project due to so many reason mainly financial obstacles. However, creative and fun tools for community engagement include innovative like visual-arttechniques, storytelling, social-networking technology, exhibits, music, performance, festivals, and community gatherings can be awesome learning strategies for students. Incorporating real audience and classroom learning are not always easy but the immense benefit to learning Public Relations proves significant. When lecturer and students use these tools, it allows the receptive to feedback, genuine in their acknowledgment of others' viewpoints, and

committed to making participation and the development of relationships as easy as possible. This study used Carroll's CSR pyramid to examine their public relations skill and CSR knowledge and at the same time replicated and extended Werder and Strand's 2011 research by framing service-learning within the larger context where we used public relations students of University Malaya and their overall community engagement involvement and the impact towards their perception and skills of public relations. This study examined the usefulness of real community engagement as a basis for public relations learning tools. For this study students were involved with two community engagement and PR campaign program; one at Kuala Gandah Elephant Sanctuary and the other was a CSR program at Orang Asli Village at Pos Betau, Pahang, Malaysia. Students planned and executed this program in April 2017. Classroom-community engagement proves potent in the students learning process and was fun too. The findings supported a general service-learning assessment instrument measuring students' perceptions of their development of key public relations skills, along with citizenship and social responsibility mindsets, as a result of their participation in community-based projects in a public relations capstone course. The community engagement improved students' awareness and usefulness of responsibility and ethics of CSR. While the results, overall, were consistent with Werder and Strand's study, where community involvement, strategic planning skills, and ability to work with others scored the highest mean. The findings contribute to the collective understanding of community engagement, public relations education and practice, and the lasting impact of public relations learning skills. Students reported that community engagement and social responsibility "stick" after graduation is a key consideration for public relations.

Keywords: Public Relations, Service-Learning, Community Engagement, Citizenship, Student Outcomes

Abstract ID: AIC-2017-FMM-832

MUSEUM INSTITUTIONS IN THE DIGITAL AGE: THE INSIGHTS OF MALAYSIAN MUSEUMS' USE OF FACEBOOK

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Abstract

Media, entertainment, and other forms of popular culture play a significant role in shaping our perceptions of others. For many of us, popular culture is the primary way we learn about people who are different from us. The problem, though, is that many representations are based on cultural stereotypes, which tend to marginalize and caricature members of nondominant groups. Through these representations, we see a limited, and distorted, view of others. Both entertainment and news media are powerful forces in creating and perpetuating negative cultural stereotypes, especially about racial and ethnic groups. In television and film, characters from nondominant racial and ethnic groups often fall into formulaic tropes, and their storylines easily follow cliché narratives. The consistency of these representations reinforces stereotypes and makes them more readily available in our minds. Over the last decade, museums have experienced a strong cultural shift from object-oriented towards audience-oriented strategic approaches. The new approaches need to be addressed due to social change and the advent of communication technology as a result of the establishment of new forms of community. This research paper examines the relevant literature on this transformation and presents supportive evidence of the impact that social media have upon the relationship between museum institutions and their audiences. The Department of Museums Malaysia's Facebook page provides a comprehensive evaluation of the museum's general social media strategy. Given the widespread and dominance use of Facebook and other social media, the degree of engagement of museum institutions and social media seem to have become an inseparable factor on the scale of effectiveness of the relation with museum audiences and the levels of visitor attendance. The purpose of this research aims to provide an initial comprehensive set of insights into the use of social media by museum institutions by using one of the most prestigious museums in Malaysia as a case study.

Keywords: Museum; Digital Age; Representation; Facebook

Abstract ID: AIC-2017-FMM-833

THE IMPACT OF ONLINE SHORT AND MOTIVATIONAL VIDEOS BY ISIS ON TWITTER TOWARDS THE SAUDI YOUTH?

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Abstract

Social Media tools especially Twitter and YouTube are helping ISIS spread their promulgation and philosophy to a great many online sympathizers over the world. For sure, the gathering has effectively been utilizing online networking destinations, for example, Twitter, Facebook and YouTube to enroll new would be individuals. This is being done through pictures and the spilling of fierce online viral recordings shot and professionally altered that are focusing on youthful and susceptible individuals. Depicting a glamorized and 'cool' picture, Isis contenders are starting to go about as the new demigods of worldwide digital jihad. The Internet in this way is turning into the virtual play area for fanatic perspectives to be strengthened and go about as a resound chamber. This examination dissected 100 distinctive Facebook pages and 50 Twitter client accounts which produced more than 2050 outcomes and helped the writer make a typology of seven key conduct attributes and inspirations. The discoveries in this examination affirmed the creator's unique speculation, i.e. online detest is being utilized by gatherings, for example, Isis for an assortment of reasons, for example, enlistment and publicity. In addition, this material is composed and controlled by Isis as a method for

distributing and conveying key messages. While these activities may make the figment of wellbeing, physical obstructions may not be a match for ISIS's innovatively smart techniques. Utilizing online networking and scrambled informing applications is an approach to for all intents and purposes manage homegrown fear based oppressors that are a great many miles away. Training and guidance towards the right can restrict youth from getting influenced by such activities and this paper will work on finding such solutions for the Saudi Youth. To gather data and analysis, interviews will be used as the instrument for data collection and the focus will be on assessing the impact of motivational videos on youth through Twitter in Saudi Arabia.

Keywords: ISIS Propaganda; Twitter; Social Media.

Abstract ID: AIC-2017-FMM-834

TERRORIST GROUPS ONLINE NETWORKING TACTICS: WHY TWITTER MAGNETIZE THE YOUTH OF SAUDI ARABIA?

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Abstract

In July 2013, the European Parliament distinguished Wahhabism as the fundamental wellspring of worldwide fear mongering, but then the Grand Mufti of Saudi Arabia, censuring IS in the most grounded terms, has demanded that "the thoughts of fanaticism, radicalism and psychological warfare don't have a place with Islam in any capacity". Different individuals from the Saudi decision class, be that as it may, look all the more sympathetic on the development, commending its staunch restriction to Shiaism and for its Salafi devotion, its adherence to the first practices of Islam. IS's abuse of online networking and computerized system assumes a key part in its worldwide scattering of promulgation, radicalization, and enlistment. Be that as it may, deliberate research on Islamic fear monger correspondence by means of online networking is constrained. Our examination researches the inquiry: How do IS individuals/supporters utilize Twitter for fear based oppression correspondence: publicity, radicalization, and enrollment? Hypothetically, we drew on microeconomic system speculations to build up a hypothetical structure for multi-sided Twitter organizes in the worldwide Islamic psychological militant correspondence condition. Exactly, we gathered 3,039 tweets posted by @shamiwitness who was recognized in earlier research as "a data disseminator" for the IS cause. Methodologically, we performed interpersonal organization investigation, pattern and substance examinations of the tweet information. We find solid proof for Shamiwitness-intermediated multi-sided Twitter systems of worldwide broad communications, territorial Arabic broad communications, IS warriors, and IS sympathizers, supporting the structure's utility. The paper will focus on probing solutions that can guide the youth in using Twitter for a more positive approach and how can this influence be eradicated. The interview approach will be used to gather data and make the implications.

Keywords: Terrorist, Online Tactics; Twitter, Youth; Wahhabism, Shiaism; Saudi Arabia.

Abstract ID: AIC-2017-FMM-835

PERCEIVED EFFECTS OF KOACI.COM HEALTH CAMPAIGN TARGETING MOTHER-CHILD WITH HIV/AIDS IN COTE D'IVOIRE

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Abstract

The advent of developing media landscape, such as Internet, social network sites) has been adopted by different groups and populations across the world. Through a diversity of media, many health care practitioners and health departments have employed mass media to disseminate public health information to the general population and to raise awareness of HIV/AIDS, because media representations are deemed able to sway public perceptions and opinions, advocate behaviour change, and influence policy and campaign strategies (Sern & Zanuddin, 2015). The aims of this study, is the access to health information, and able to reach the public through online newspaper services, in that context, the analysis of HIV/AIDS awareness campaign through the daily online newspaper effective, such KOACI.COM targeting mother-child within the Ivorian people. Koaci.com, an independent Pan-African online newspaper created since 2008 and based in Abidjan, which gathers every day on its supports (web, mobile and application) nearly 100,000 readers per day (unique visitors, ed), it achieved the highest score at the time; all press focal points with a superb trophy. The media was recognized by the jury best press focal point relayed in real time, the information of the state-sector consultation committee private (Koaci.com, 2017). The national AIDS Indicator Survey (AIS) find out that the HIV/AIDS epidemic in Côte d'Ivoire has changed in gender, age, and geographic distribution. Female HIV prevalence declined from 6.4% to 4.6%, still much higher than male HIV prevalence, which remained almost unchanged at 2.7%. Prevalence dropped dramatically among women ages 30-34 (from 14.9% to 6.8%) and women are the HIV-positive partner in about 50% of serodiscordant couples now, down from about 67% in 2005. Geographically, HIV prevalence remains highest (5.1%) in Abidjan and high (4.3%) in the Southwest, but other higher-prevalence zones have shifted to the Center- North (4.4%) and the West (3.6%), where civil and ethnic conflict displaced populations, disrupted social networks, and increased rates of gender-based violence (GBV) (Sessions, 2014).

Keywords: Health Information; Online Newspaper; Awareness Campaigns; Mother-Child, HIV/Aids

Abstract ID: AIC-2017-FMM-836

ONLINE NEWSPAPER ROLES ON HIV/AIDS CAMPAIGNS IN COTE D'IVOIRE: A CASE STUDY ON FRATMAT.INFO

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Abstract

The study of media awareness campaigns and health communication tools considered to promote health and preventable of disease, particular HIV/AIDS prevention. Transmissions of this virus depend largely on human behaviour related to sexuality and drug use. Communication plays an important role in this process because it disseminates information that may prevent risk and spread awareness. AIDS prevention programs disseminated through media or community awareness campaigns, are directed towards changing sexual practices and the use of intravenous needles. Most theories and models applied in HIV/AIDS awareness campaign are derived from social psychology, communications family planning and population (Hanan, 2009). The aim of this paper is to examine the initial role of online newspaper, in case of Fratmat.info in health communication awareness campaigns related to HIV/AIDS prevention in Cote d'Ivoire. Thus, Fratmat.info is an Ivorian daily newspaper controlled by the state and published in about 25,000 copies and publishes an online version of its newspaper since 1997. Fratmat.info has the largest daily sale, it sold between 13,000 and 16,000 copies per day in the first half of 2010. Concerning the media readership, a survey conducted by the marketing firm Media, revealed that 27% of all regular newspaper readers read Fratmat.info (Infoasaid, 2011). It has the largest circulation of any newspaper published in Cote d'Ivoire. The newspaper traditionally reflects official views. But of all the state media, Fratmat.info is the most moderate and balanced in its news coverage (Infoasaid 2011). The quantitative content analysis was conducted for data collection, which was retrieved from online newspaper, such as Fratmat.info's article relating to public healthcare coverage, particular on HIV/AIDS in Cote d'Ivoire. The coding instruments were developed for analysis of the 94 items of the online newspaper. For the inter-coder reliability, two independent coders were used to test the instrument. Therefore, the inter-coder reliability testing was calculated by using Holsti Test Format, it showed: 81%. In terms of the publication, which varies from January 2016 (1.4%) to December 2016 (12.9%), depending on monthly activities and health programs. However, in mass media campaigns actions, seeing that they are effective at increasing public awareness of the harms of HIV/AIDS, the campaigns that are sustained over long periods are more likely to result in long-term behavioral change, mass media campaigns can reach large populations more quickly and efficiently than other communication programmes in preventing HIV/AIDS and behavior changes.

Keywords: Online Newspaper; Awareness Campaigns; HIV/Aids, Case Study; Fratmat.Info

Abstract ID: AIC-2017-FMM-837

CNN AND BBC NEWS COVERAGE OF VIOLENT WAR BETWEEN HAMAS AND ISRAEL IN 2014

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Abstract

The dispute between Israel and Palestine on the ownership of land, according to New York Times (2009) that after the Arab-Israeli War of 1947 -1948, Palestine was divided into three areas. Jewish Israelis, whose ancestors began migrating to the area in the 1880s, as they claimed that the land is based on a promise from God, and also for the need for a safe haven from widespread hostility toward the Jewish people (known as anti-Semitism). The Palestinian Arabs say they are the rightful inhabitants of the land because their ancestors have lived there for hundreds of years. However, this conflict has evolved over time and has become more violent and brutal. Also, media coverage for this conflict show different roles during the time. Media reports on the issue are almost on daily basis with casualties on increase by the day and oppressions compel attention. The media reports of the issue vary between local and international media as well as within international mass media depending on the ownership structure of the media. This study will only focus on variations in the television coverage of the issues among some selected international television stations. Regarding media framing of conflicts, each of the television stations uses different frames to build news around the issue based on the interest the media are trying to protect. Therefore, this study uses the case study of two television stations to examine the extent to which the media differ in their coverage of the conflict. This study will also assess how the media stations portray the conflict and such assessments will be compared to the mass media (CNN, BBC Arabic). The news items which reported daily in the online version of those TV's during the last war between Israeli and Hamas which established in 8 July and continued until 26 August, 2014 will be considered as a sample content. Therefore, there is 91 news items from BBC Arabic and 86 news items from CNN. The news items will sum up to 177. A content analysis will be conducted of news broadcasted on those TVs. This study will investigate two major frames (thematic and episodic) which proposed by Iyengar (1991), further more two generic frames (conflict and responsibility) frames which proposed by Semetko and Valkenburg (2000), as dependant variables. The news coverage will be the independent variable. Holsti Inter-coder reliability and validity test value is 0.988 or 98% agreement. The results showed that thematic frame counted as much as episodic frame in both TV's. the conflict frame used in BBC news coverage more than CNN news coverage. For Attribution of Responsibility frame both TV's didn't mention it as much enough, but in general BBC counted more than CNN in this issue.

Keywords: CNN, BBC; News Coverage; Violent War; Hamas; Israel

Abstract ID: AIC-2017-FMM-838

AL JAZEERA ARABIC NEWS COVERAGE ON PALESTINE AND ISRAEL WAR AND AGGRAVATE CONFLICT OF 2014

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Abstract

The ongoing conflict between Palestinian and Israeli has begun from the early of twentieth century when Britain gave a promise to the Jews to establish a national home for them on Palestine (Tesseler, 1994). The period followed that specific time have witnessed many war that changed the interface of the Middle East. In this study the researcher will focus on the last war between both Israel and Palestine in 2014 which considered as the most violent war between them. Indeed, after 50 days of war in Gaza, it found that 2143 Palestinians were dead (including 577 children, 263 women and 102 elderly), and 11230 were injured, 10800 buildings had been destroyed and 8000 partially destroyed, 40000 homes had been damaged, and more than 350000 people had been displaced from their homes (Sathar, 2014). This study aims to explore the media coverage for this conflict between Palestine and Israel during the last war which established between parties in 8 July until 26 August 2014. Considering that mass media sometimes act as a mediator during conflicts thereby report crises in a way that a lasting solution is projected or redress is sought to ameliorate tense conflicts until final resolution is achieved (Burnett, Johnston, Corlett, & Kearney, 2014). On the other hand, mass media create or aggravate conflicts by being partial while reporting the issues. Media roles before, during, and after conflicts therefore are determined by how the issues are framed to reflect the interest that the mass media are protecting. Every mass media reports are pregnant of different focuses and meanings. The content of the online news on the conflict within the period specified will cover news items on the issue and how they were structured by the media while reporting the issue. News items reported daily in the online version of Al Jazeera TV during the last war between Israeli and Palestine which started in 8 July and continued until 26 August, 2014 will constitute the sampled content. Therefore, this study will examine 213 news items from Al Jazeera online version. A quantitative content analysis was employed to examine the news published during the war using five generic frames developed by Semetko and Valkenburg (2000). Holsti Inter-coder reliability and validity test value is 0.988 or 98% agreement. The results showed that bombing of civilian area and loss of life issues were significantly visible compared to other frames in Al Jazeera news coverage. The cost of war and the daily survival income for Palestinian didn't appear enough compared with other frames in Al Jazeera coverage.

Keywords: Al-Jazeera Arabic; News Coverage; Palestine, Israel; Aggravate Conflict

Abstract ID: AIC-2017-FMM-849

IMPACT OF WORK ENVIRONMENT FACTORS ON EMPLOYEE PERFORMANCE; EMPIRICAL EVIDENCE FROM MANUFACTURING INDUSTRY OF PAKISTAN

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Abstract

The purpose of this study is to examine the impact of the workplace environment factors on employee performance at manufacturing industry. In this study different elements of the organization environment / work environment are discussed and check their impact on the employee performance. Employee Performance is dependent variable in this study and independent variables are physical work environment, supervisor support, employee willingness and job aid. The population of the study is elected from manufacturing sector of sunder industrial estate Lahore. The data collection process completed through adapted questionnaire. A quantitative analysis with a sample of 352 respondents is performed using correlation and regression analysis in order to test the research hypotheses. Hypotheses of the study test by the statistical technique correlation and regression. The results of the studies show that all the variables are positively correlated with each other and all variables have the positive effect on each other's. Furthermore, result shows that physical environment can disturb the level of performance of the employees.

Keywords: Employee Performance, Physical work environment, Supervisor support, Employee willingness and Job Aid

Abstract ID: AIC-2017-FMM-950

THE IMPORTANCE OF SPIRITUAL LEADERSHIP AND SPIRIT AT WORK AS INTANGIBLE RESOURCE CAPABILITIES IN THE SERVICE INDUSTRY: A RESOURCE BASED VIEW FRAMEWORK

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Abstract

Despite the increasing interest in the research of Spirit at Work (SW), empirical research on the SW from a resource based view (RBV) framework is still lacking. This study takes an empirical examination with 530 data taken from a leading telco service company in Indonesia on the impact of organizational intangible resource (in the form of integrated spiritual leadership (SL) variables: Vision, hope/faith, altruistic love, meaning/calling and membership) toward SW, showing that SL is organized into employees experiencing SW. Further, SW is tested toward Job Satisfaction (JS) and Organizational Commitment (OC) as competitive advantages, where both JS and OC are valuable and directly influence service excellence. Findings show that all work related SL variables are significant toward SW, while one variable of spiritual leadership, namely Altruistic Love, is not significant toward SW. The SW is also significantly and positively impacting JS and OC. SL and SW conforms to valuable, rare, inimitable resource and organized VRIO framework which leads to sustainable competitive advantage.

Keywords: Resource Based View; Spirit at Work; Spiritual Leadership; Workplace Spirituality; Competitive Advantage; Service Industry

Abstract ID: AIC-2017-FMM-951

**IMPLEMENTATION OF PSAK 13 (AFTER IFRS ADOPTION) ON INVESTMENT PROPERTIES USING COST MODEL AND FAIR-VALUE MODEL VALUATION
(CASE STUDY: PT SEMEN INDONESIA TBK AND PT ELNUSA TBK 2013-2016)**

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Abstract

PSAK 13 (after IFRS adoption) allows firms to choose between cost model and fair-value model with impairment testing for property, plant and equipment (PPE). The research aimed to analyze the implementation of PSAK 13 on property investment and the effect for the company. This research uses company data of PT Semen Indonesia Tbk and PT Elnusa Tbk as a company listed on Indonesia Stock Exchange. The data used is secondary data based on the company's financial statements in 2013-2016. The method used in this research is descriptive, and the focus are the value of investment property, accumulated depreciation, the difference between cost model and fair-value model, profit before tax, income tax expenses and profit after tax. The results of this research are the difference value of investment property valuation especially for tax expense and profit after tax and its effect to investor's confidence towards the company.

Keywords: PSAK 13, Investment Properties, Cost Model, Fair-Value Model.

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Abstract ID: AIC-2017-GDHEC-14

GLOBAL DEVELOPMENT IN THE CONCEPT OF RACISM: TURN OF THE CENTURY AMERICA

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Abstract

Race and racism as a dominant concept of sociology and anthropology are recognized by the name of Islamophobia in the contemporary world carrying religious implications. Transgression of Islam has been a Western and global agenda reiterated through media. The present study attempts to explore the development of racism and Islamophobia as interconnected phenomena. It unravels racism manifested in Islamophobia in the literary work of Don DeLillo's Falling Man. Written within the context of 9/11 disaster, the narrative piles up memories of those Americans who survived. It reenacts the horrors of attacks on Twin Towers. Fredrickson concept of racism as 'scavenger ideology' is used to situate the study arguments. The concept views racism as an ideology that gains its power from its ability to pick out and utilize ideas and values from other sets of ideas and beliefs in specific socio-historical context. Runnemedede Trust Report strengthened the concept of Islamophobia far more in public and political spheres. Islamophobic assumptions about Islam as a single monolithic system and dangers created or exacerbated by Islamophobia for Muslim communities in the West are the twofold intentions of the Trust Report, also countered by the present study. Taken as subject matters, writers scavenge Islamic beliefs and manipulate these to rationalize their superficial knowledge. Literary texts possess eternal quality and according to Derrida, these outlive their authors to 'become' sets 'of cultural habits that are equivalent to, if not exceeding, the value of authorial' intentions' (1966). The text is deconstructed to identify binaries in the text. My research will contribute to the existing philosophies of racism and Islamophobia and highlight that a bunch of fanatics exist everywhere. Blaming Islam for terrorism and having racist attitude towards its followers is mere transgression that cannot be justified.

Keywords: Racism; Islamophobia; Deconstruction; Scavenging; Binary

Abstract ID: AIC-2017-GDHEC-18

TOWARDS INCLUSIVE EDUCATION IN MALAYSIAN UNIVERSITIES: ADDRESSING BARRIERS AND CHALLENGES OF SPECIAL EDUCATIONAL NEEDS STUDENTS

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Abstract

This study explored the experiences of the students with disabilities (SWDs) at one of the public universities in Malaysia. Twenty-one SWDs from the selected university participated in this study. Most of them are first year and second year university students during the study conducted. The study revealed that most of the participants faced barriers and challenges at their respected university particularly in teaching and learning processes. In addition, the participants also suggested that facilities, infrastructure and services should be SWD-friendly to support them so that inclusive environment could be created at their respected university.

Keywords: Inclusive Education; Special Educational Needs; University; Malaysia; Barriers; Challenges

Abstract ID: AIC-2017-GDHEC-21

EFFECTS OF GENDER DISCRIMINATION ON EMPLOYEE PERFORMANCE: EVIDENCE FROM A NIGERIAN HIGHER EDUCATION INSTITUTION

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Abstract

This study examines the effect of gender discrimination on employee performance in a mid-sized Higher Education Institution in Yola, Nigeria. To achieve this objective, 246 copies of the questionnaire were administered to employees of Adamawa State Polytechnic, Yola, Nigeria to gather quantitative data for the study. A total of 236 valid responses were obtained and treated as the sample for the study. Pearson correlation and linear regression were used to analyse the data with the help of SPSS version 21. Findings from the study revealed that gender discrimination in managerial role and gender discrimination on promotion affect the performance of employee in the Polytechnic in a negative manner, such that productivity was at low ebb. Other variables such as recruitment and training have no effect or relationship with employees' performance in the institution. The study recommended among others that promotion and appointment into managerial positions should be based on additional qualifications, merit and job performance in the polytechnic. Management of the polytechnic should make conscious effort not to allow gender discrimination concept creep deep into policies such as promotion and appointment into managerial positions or higher offices.

Keywords: Gender; Discrimination; Positions; Polytechnic; Nigeria

Abstract ID: AIC-2017-GDHEC-27

FACTORS AFFECTING STAFF'S JOB SATISFACTION AND PERFORMANCE: A CASE STUDY AT UNIKL

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Abstract

Academics are often saddled with heavy workload that impedes efficient performance. This workload not only includes the core business of teaching but also additional tasks. Some of these tasks, though related to academic matters for example supervising students' projects beyond the acceptable quantity, are still burdening to the staff. If the teaching staff do not enjoy working due to the burden, they may not be driven or committed to their work. The objective of this study is to identify the factors that determine job satisfaction and performance among the academics at UniKL and also to analyse the relationship between job satisfaction and job performance. A survey was administered to 98 academics at the institution. The findings indicated that there are several factors that determine job satisfaction among the academics among which are working hours and the rights to express their opinions. The respondents were also found to rate themselves as above average performers. However, it is also shown that there is no correlation between workload and performance as perhaps the shortcomings, if any, were supplanted by other benefits provided by the organisation.

Keywords: Job Satisfaction; Job Performance; Workload; Academics

Abstract ID: AIC-2017-GDHEC-31

THE FUNCTION OF POTTERY IN THE IBAN COMMUNITY IN SIBU'S LONGHOUSE, SARAWAK.

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Abstract

Tajau or more commonly known as pot is an inherited heritage for generations by the Iban in Sarawak. It is made of clay and each tajau has its own uniqueness in terms of sculpture, height, size, shape and color. Tajau also become a symbol of wealth in the family. Owners who have a lot of tajau are often associated with wealth and generosity of the food especially when tajau filled with rice. Moreover, tajau have a variety of functions in everyday life Iban use. The research is based on the function, beliefs, taboos and other types of tajau.

Keywords: Function; Beliefs; Taboos And Types Of Tajau.

Abstract ID: AIC-2017-GDHEC-37

SUSTAINABILITY ASSESSMENT FOR HIGHER EDUCATION INSTITUTIONS: A CRITICAL SUCCESSFUL FACTOR OF IMPLEMENTATION

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Abstract

Sustainability assessment for Higher Education Institutions starting to be implemented worldwide. Apart from the implementation, a study on how this implementation can be successfully implemented is not deeply and critically discussed. Therefore, the aim of this research paper is to critically discuss numbers of factors that should be considered to implement sustainability assessment towards Higher Education Institutions regardless of the country implemented that assessment. This research paper strictly discusses on critical factors that should be referred from any background of Higher Education Institutions who intend and already implemented those assessments. In order to answer those statements, a detailed study on existing research papers has been used. By the end of this research, the contribution is on updating the existing knowledge on factors that may lead to the successful implementation of sustainability assessment in Higher Education Institutions.

Keywords: Sustainability Assessment; Higher Education Institutions; Critical Successful Factors

Abstract ID: AIC-2017-GDHEC-48

EDUCATION FOR ALL: THE CASE OF EDUCATION SYSTEM IN WONOSARI DETENTION CENTER, DI. YOGYAKARTA

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Abstract

In 2017, the crime rate by teenagers in Yogyakarta has increased significantly which led them to end up in prison. This situation led to an evaluation that government apparatus needs to overcome through education in the detention center. However, the condition itself is not supporting, as in minimum facilities, infrastructures, and the absence of the teacher in class. Moreover, they only do activities for the sake of formality and this does not make them useful when returning to the society. Based on those findings, it can be concluded that education system inside the detention center has not fulfilled the teenagers' right to get decent education. They supposed to receive extra guidance to develop better mindset.

but formal school is not quite a solution either, so the only option is a better education in prison. This research focuses on the implementation of the education system in the institution of special education (LPKA) in Wonosari, Yogyakarta, as a manifestation of education for all. We also provide a recommendation for government by involving education community in Yogyakarta which emphasizes on fun and friendly learning. For the methodology, we will use qualitative approaches with data triangulation techniques that combine data, observation, and interview.

Keywords: Detention Center; Education System; Community

Abstract ID: AIC-2017-GDHEC-55

DISASTER MANAGEMENT FOR CHILDREN PROTECTION

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Abstract

Recognizing Indonesia as a country prone to disasters and the potential to reduce the risk necessary preventive measures for all citizens, including children living in disaster-prone areas. There are the highest vulnerable disasters to children in times of disaster victims in Indonesia. A child is someone having no 18 years old yet; including those still having in the mothers' womb and those unmarried ones. The United National Treaty, a Convention on the Right of Children Retrieved 2009 every child has the seven rights, one of which is that to the fulfillment of all requirements including safety needs of the disaster and rights protection. On the other side of the Convention on the rights of children, it must uphold the rights of children and the survival of the principle of non-discrimination. Disaster management of child protection in this article is a concept of planning and market which are easily applied consisting of: 1) preventive planning by describing the potential environmental hazard; the potential for serious harm to the child who starts from the learning to the prevention, giving the preparedness of the child in facing catastrophic events, Management of mitigation is readily accepted by the children and can be done or undertaken by the organized children with the plot to the prevention, preparedness and emergency response of each child, Recovery and rehabilitation of children at all age levels with a variety of directions to minimize the crisis they encounter are realized within the framework of post-disaster rehabilitation and reconstruction easily to do, fun without any pressure. This article is devoted to the children under normal conditions, meaning that any knowledge, experience, and skills contained in this article do not apply to children with special needs.

Keywords: Disaster Management; Disaster; Child Protection.

Abstract ID: AIC-2017-GDHEC-58

SUSTAINABILITY ASSESSMENT FOR HIGHER EDUCATION INSTITUTIONS: CRITICAL SUCCESS FACTORS FOR IMPLEMENTATION

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Abstract

Sustainability assessment for Higher Education Institutions has been implemented around the globe. Apart from the implementation, studies on how this implementation can be successfully implemented are not deeply and critically discussed. Therefore, the aim of this paper is to investigate the barriers factors leading to the unsuccessful implementation of sustainability assessment in Higher Education Institutions and transform those barriers into critical success factors and strategy. 30 research papers published within the timeline of 2007 to 2017 are critically reviewed. Abstracting all the relevant literature, analyzing and coming out with the findings of what strategy can be used to enhance the critical success factors in implementing sustainability assessment in Higher Education Institutions are important to help to achieve the aim of this paper. The findings of this paper are expected to enhance the existing knowledge of critical success factors that may lead to the successful implementation of sustainability assessment in Higher Education Institutions.

Abstract ID: AIC-2017-GDHEC-61

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Abstract

Welfare organisations playing vital role in upraising the standards of living in Pakistan. These crews not only helping poor financially, but are also keen in equipping them skills without any charges. Not one, there are plenty of such groups working namely Selani, Edhi, Ansar Burni. Access to clean water, healthy food and other necessities seem in reach than they used to be. A recent survey report suggests that around 1.2 million tubewells were installed in the poorly developed remote areas of Pakistan. As a consequence, the agriculture production peaked and provided wealth enough to spend a good life. Lack of support from Government doesn't seem to stop such Godly organisations from working. They are pure example of 'Helping ourselves'.

Abstract ID: AIC-2017-GDHEC-62

COMPARATIVE ANALYSIS OF COMMUNICATION CLIMATE AND SELF-EFFICACY OF TEACHERS AT UNIVERSITY LEVEL

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Abstract

The main focus of the current study was to comparatively analyzed communication climate and self-efficacy of teachers in both public and private universities in Islamabad. The objectives of the study were; to explore the teachers' opinions regarding communication climate at the university level; to assess the level of self-efficacy among teachers at the university level and to explore the relationship between communication climate and self-efficacy of the teachers at university level. All the teachers of Islamabad Universities where the population of the study. Random sampling technique was used for this study. In the sample, 508 teachers were selected from both public and private universities of Islamabad. This study was descriptive in nature. The researcher used the survey method and data were collected through two questionnaires. Communication climate questionnaire was developed by researcher and the questionnaire regarding Self-Efficacy of the teachers developed by Ralf Schwarzer in 1999. Data were analyzed through mean, percentages, Regression and t-test by using SPSS. Findings of this study showed that teachers generally expressed defensives communication instead of supportive communication climate and they have a low degree of self-efficacy at the university level. The communication climate (Supportive & Defensive) and Self-Efficacy of the teachers were highly correlated with each-others.

Keywords: Communication Climate; Self-Efficacy; University Teachers

Abstract ID: AIC-2017-GDHEC-63

EFFECT OF DEMOGRAPHIC FACTORS OVER THE ACHIEVEMENT MOTIVATION OF THE STUDENTS AT UNIVERSITY LEVEL IN ISLAMABAD

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Abstract

This study was undertaken to find the extent of Students' opinions towards Achievement Motivation and also measured the effect of demographic factors (gender, qualification & organization) on the Achievement Motivation of the Students at University level. Descriptive and Survey method was applied through multilevel mixed method sampling technique. All Public and Private University students of Islamabad were taken as the population of this study. 622 university teachers were considered as the sample of this study. A standardize research inventory about achievement motivation contained three dimensions in the form of social, mastery and performance goal lines was used. Findings of this study showed that students generally expressed a high degree of achievement motivation at the university level. There were no significant mean differences in gender and academic qualification of university students while there were significant mean differences in public & private organization, disciplines, and universities of students regarding achievement motivation.

Keywords: Achievement Motivation; Social Goal; Mastery Goals; Performance Goals; University Students

Abstract ID: AIC-2017-GDHEC-67

GLOBAL NETWORK DEVELOPMENT ON KOREAN HUNTINGTON'S DISEASE ASSOCIATION INCREASED GOVERNMENT HEALTHCARE CIVILIZATION WITH EDUCATION NATION-WIDE.

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Abstract

Huntington's disease (HD) is autosomal dominant, neurodegenerative disorder showing abnormal progressive movement that leads to death. It is a rare disorder in south Korea with prevalence of 1-2/100,000 based on national insurance data. However, predicted incidence is expected higher and approximately more than 2000 subjects- however, most family members do not want to be exposed having such inheritable situation. As a result, Huntington's disease has been neglected by government health benefit, even the basic care. To overcome these situation, authors and known members have tried efforts for the following activities. First, to provide information and facilitate the communication, development of Korean HD was established. Multimedia material, personal website (2005), on-line family site (2010), registration as one of rare disease in the government (2015), broadcast family members (2016) and Band activity as a SNS tool within HD community. For each activities, the increasing rate of members had improved for only 2-3 months and returned to the steady state. However, translating Korean HD Buzz, -a global network HD information system- still increasing number of members currently, which has provided recent clinical research activities as well as updated European HD network news. Increased members and educated Korean HD society now ask their own humanity care from the government, Health and welfare department, as well as being acknowledged as one of international clinical trial center. In conclusion, global online networking system is one of the most efficient way of strategies for changing concept on Huntington's disease in Korea

Keywords: Huntington's Disease; Global Network; Humanity

Abstract ID: AIC-2017-GDHEC-71

PALESTINE CONFLICT: AN ANOTHER PERSPECTIVE FROM THE REALM OF CONFISCATION OF LAND AND LEGITIMIZATION

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Abstract

This paper seeks out the historical background of Palestine conflict over the years with its respective stages from the perspective of defining who are Israelis, Jewish and Judaism. How they came and made Israel from historical events and what lure them to occupy this land and developed it for themselves. This paper also sketches a number of geographical patterns pertaining to the ongoing process of confiscation of Palestinian-Arab land in Israel. It points out a geographical pattern and course of action of "enclaving" and "exclaving", a form of spatial apartheid and exclusionary zoning which was espoused during the pre-state period of Jewish settlement and has continued down to the present day. By having findings on the conflict, paper suggest legitimization from the realm of psychological repertoires by following Kurt Lewin model of change for peaceful resolution of Palestine conflict on concluding notes.

Keywords: Palestine Conflict; Jews And Judaism; Land Confiscation; Legitimization; Psychological Repertoire; Kurt Lewin Change Model

Abstract ID: AIC-2017-GDHEC-72

AN ANALYTICAL REPERTOIRE APPROACH FOR REVIEW OF BDS CAMPAIGN AND PALESTINIAN SOLIDARITY

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Abstract

This paper analyzes and reviews the Boycott, Divestment, Sanctions (BDS) campaign against Israel. First, it adumbrates the different conflicts with emergence and prominence of the BDS campaign. Then, it explains the BDS strategy, particularly the boycott. Next, the paper convoluted by recognized the campaign's power and promise with relation to the discourse of Palestinian-Israeli politics. More explicitly, the campaign is powerful because it is a networked contestation of the discursive rules that entails symmetry be posited between Palestinians and Israel. In this stratum by portraying analytical repertoire, paper also discussed the academic boycott of Israel. Despite its limitations, paper findings by analyzing literature that the campaign's diplomacy of boycotts, divestment and sanctions open, for Palestinians and supporters of their rights and international law, multitude new and varied points of political struggle.

Keywords: Bds; Discourse Of Palestinian-Israeli Politics; Networked Contestation; Analytic Repertoire; Academic Boycott Of Israel; Campaign'S Diplomacy

Abstract ID: AIC-2017-GDHEC-77

INTEGRATION OF MOBILE SMARTPHONES IN SELECTED TERTIARY INSTITUTIONS IN JIGAWA STATE, NIGERIA AS A VIABLE TOOL FOR RESEARCH AND DEVELOPMENT

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Abstract

The greatness of any nation depends largely on the system of education that is used to nurture its talent from within. Information technology helps in promoting opportunities of knowledge sharing, communication and exploration to strengthen the teaching and learning process throughout the world. The study investigated how mobile smartphones have been used for teaching and learning process in selected higher institutions of learning in Jigawa State, Nigeria. Specifically the study assessed how mobile smartphones facilitated the teaching and learning process, identified the mobile phones applications used for teaching and learning activities facilitated through mobile phones and assessed common limitations of smartphones usage. The study employed a survey where teaching staffs and students from faculties and institutes hosting academic programmes were involved. In-depth interviews, observations and questionnaire were used for data collection. It was found that majority of the respondents used mobile phones for teaching and learning process, it was found that most respondents reported to use traditional mobile learning applications including text messages and calls. Few respondents that had smartphones and they were able to create upload, download and share academic resources through their smartphones while others recorded and stored files in their phones. It was also found that among the teaching staffs many were not aware of the capacity of their mobile phones such that they underutilised them. Cost associated with downloading multimedia content was another constraints which limited some respondents especially students for using smartphones. Key word: Information Technology; Smartphones; E-learning; Computer; Knowledge Exploration.

Keywords: Information Technology; Smartphones; E-Learning; Computer; Knowledge Exploration

Abstract ID: AIC-2017-AMOS-79

GLOBAL DEVELOPMENT IN HUMANITIES, EDUCATION AND CIVILIZATION

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Abstract

Development in Global Humanities, Education, and civilization all of them meet the challenges in the past and trying to keep its position as a developed factor and remain constant, although it still facing the challenges. Education basically itself a very big and prominent factor for the development. Without education, someone won't be able to call itself a civilized human being in any field of life. In Asia particularly, we are facing problems and difficulties in all these three factors. My paper will meet the challenges and the possible remedies to overcome these difficulties, and how to move forward for the achievements and prosperity. As today's world is a global village and we need to face different challenges of the world in the area of Humanities which is leading and connect with the Education and as well civilization.

Keywords: Global Development; Challenges; Remedies; Way Forward.

Abstract ID: AIC-2017-GDHEC-85

IMPACT OF TRADITIONAL INSTITUTION ON NATIONAL INTEGRATION: A NIGERIAN PERSPECTIVE

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Abstract

Nobody can debunk the fact that in any war turn area communities play an August role not only in conflict resolution, conflict transformation but also conflict management. Hence conflict management can never be a successful one unless the local communities are fully involved. Further, the traditional institution from time immemorial has been recognized as the most promising institution toward national integration. This institution has been instrumental before and after colonialism. They are equally regarded as indispensable pillars toward ensuring and sustaining national integration in Nigeria. This paper is aimed at discussing on the impacts of traditional institutions in the re-organization of national integration in the Nigerian context.

Keywords: Conflict Resolution; Conflict Transformation; National Integration; Traditional Institutions

Abstract ID: AIC-2017-GDHEC-88

SUICIDAL BEHAVIOR AMONG YOUTH WITH SENSORY IMPAIRMENT: PREVALENCE AND COMPARISON

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Abstract

There are only a few studies reported the prevalence of suicidal behavior among the individuals with disabilities in Pakistan whereas there is a dearth of published material describing the comparison of the suicidal behavior of the individuals with sensory impairment. This comparative survey was conducted to explore the prevalence of suicidal behavior among the youth with visual impairment and Hearing loss. Total N= 1072 n (537, 311 Male=visually impaired & 535, 312 Male, hearing impaired) age ranged from 12 to 25 years from 10 institutions located in the cities of Lahore and Rawalpindi were recruited by multistage stratified sampling technique. Urdu form of suicidal behavior revised was used. The results indicated the overall prevalence of suicidal behavior for participants with hearing loss was 32% while among visually impaired it was 38%. Further, 28%, 18%, 35% and 19% participants with hearing loss appeared to fall in non-suicidal, suicidal plan, suicidal ideation and suicidal attempt sub-groups respectively. On the other hand, 18%, 25%, 29% and 28% of the participants with visual impairment observed to fall in non-suicidal, suicidal plan, suicidal ideation and suicidal attempts groups respectively. Odd Ratio shows that youth with visual impairment were 1.50 times more likely to exhibit suicidal behavior as compared to the participants with hearing loss. Though participants with visual impairment exhibited more suicidal behavior as compared to the individuals with hearing impairment the steps at prevention and intervention level should be taken for both of the groups according to the unique needs of their disability.

Keywords: Prevalence; Comparison; Sensory Impairment; Suicidal Behavior

Abstract ID: AIC-2017-GDHEC-92

A CRITICAL ANALYSIS OF TERRORIST GROUP IN SOUTH EAST ASIA

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Abstract

The logic of war and strategy is universal, it is valid at all times and in all places. This is primarily because war is a human activity and human nature has remained unchanged in the face of material progress. The same passions that motivated those who lived millennia ago continue to drive us today. The logic of strategy is ultimately about how to win wars. The fact that the struggle against violent Islamist extremist groups such as Al-Qaeda and its associated movements fits the classical definitions of a war, in that both sides have political aims and are using military means to achieve them. It is to be sure a strange war, one waged by irregular forces with unconventional means. However, the

fact it is a violent clash of will means that it is amenable to strategic analysis. Since September 2001, the world especially United States has increased focus on radical Islamist and terrorist groups in Southeast Asia particularly those in Malaysia, Indonesia, Thailand, Philippines and Singapore. Sometimes, Southeast Asia has been a base for terrorist operations. Al-Qaeda penetrated the region by establishing local cells, training Southeast Asians in its camps in Afghanistan and by financing and cooperating with radical Islamist groups. Indonesia and the Southern Philippines have been particularly vulnerable to penetration by Islamic terrorist groups. Members of one indigenous network Jemaah Islamiyah (JI) which has had extensive ties to Al-Qaeda helped two of the September 11, 2001 hijackers and have confessed to plotting and carrying out attacks against Western targets. These include the deadliest terrorist attack since September 2001, the October 2002 bombing in Bali, Indonesia that killed approximately 200 people mostly Westerners. Since the Bali bombing in 2002, crackdowns by various governments in the region encouraged and in some cases supported by the US government and military are believed to have weakened JI to such an extent that it essentially is no longer a regional organization but rather is one confined to Indonesia with some individuals still operating in the southern Philippines. The degrading of JI's leadership structure is believed to have altered the group's strategy. More violent, anti-Western JI members have formed breakaways cells. To combat the threat, the US has pressed countries in the region to arrest suspected terrorist individuals and organizations, funded and trained Indonesia's elite counter-terrorist unit and deployed troops to the Southern Philippines to advise the Philippines military in their fight against the violent Abu Sayyaf group. Regional Maritime Security Initiative has also launched to enhance security in the Straits of Malacca, increased intelligence sharing operations, restarted military relations with Indonesia and provided from congress substantial aid for Indonesia and the Philippines. Also since 2001, Thailand, Malaysia and the others states in Southeast Asia increased their anti terrorism cooperation. In understanding the concept of Clausewitz's war theories to the war on terrorism, this study also will be able to analyze the ideas of Islamist militancy and the terrorist network in Southeast Asia region. Recent increases in violence by regional and local terrorists with links to Al-Qaeda in the Philippines, Indonesia and Thailand have the potential to threaten the region's political stability, economic growth and the security environment. ASEAN regional willingness to address issues dealing with transnational terrorism has shown promise only in the last year. Terrorism is now an important component of many intractable conflicts. And the presence of active terrorist movements makes conflict all the more difficult to solve. Terrorism in Southeast Asia was at their peak following the end of World War Two and the emergence from colonial rule of regional states. It was a time when fragile states and new born nations had to contend with strong divisive forces from within as well as threats from the major powers and a Cold War which turned hot in the Southeast Asia countries. Every country was wracked by violence, subversion, terrorism, insurgency and war for extended periods. The threats were mildest in Singapore and Brunei but most serious in Vietnam, Cambodia and Myanmar. Until now, Southeast Asia countries still received the threat from terrorist groups and these issues become our concern because it is involve life of innocent civilians. It is also giving a huge impact not only to state and regional level but also to the international system. This paper will analyse the main threat and analyse of terrorism issues in Southeast Asia and what prompts Islamic extremists in Southeast Asia to respond to a call to arms, despite their not perceiving war and violence as an instrument of policy.

Keywords: Terrorism; Security; Global Threat; Extremist; Non- Traditional Security

Abstract ID: AIC-2017-GDHEC-94

THE USE OF MUSIC FOR CHILDREN WITH SPECIAL NEEDS: EDUCATION OR THERAPY? (AN INTERDISCIPLINARY COMPARISON)

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Abstract

Music has an undeniable effect on people. It is utilized in special education with children with special needs as a practical approach. Yet the way it is used can diversify the benefits being acquired. Features of the different uses of music in special education are varied based on the objectives of its use. The purpose of this study is to identify the different uses of music in special education and to reveal the commonalities and differences between two disciplines; music education and music therapy. It is also aimed to present the transition and joint area between disciplines. This study was planned as an interdisciplinary comparative review supported by examples. After relevant literature was reviewed, two disciplines use music within special education were explicated and some case studies were given. The results of review were exhibited under categories and presented within tables and graphics.

Keywords: Music Education; Music Therapy; Special Education

Abstract ID: AIC-2017-GDHEC-95

THE CONTRIBUTIONS OF WORLD MUSIC ASSOCIATION TO THE CULTURAL AND ARTISTIC LIFE OF BURSA

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Abstract

Associations, common forms of organizing in every area of social life, has an important place in terms of individuals' expressing themselves. Art associations, being one of the nongovernmental organizations, are also the foundations that contribute to the cultural and artistic life of the society in terms of local, regional and national art and that are considered as having an important place in the increase of the awareness level of the society. In this context, World Music Association, founded in 1994, directs the cultural and artistic life of Bursa with the aim of spreading the culture of

polyphonic music, forming a common sharing platform in this field and spreading the love and education of polyphonic music to the grassroots and thus enhancing the musical culture of the city. In this study, it has been tried to include the contributions of World Music Association to the cultural and artistic life of Bursa in private and Turkey in general.

Keywords: Associations; Culture; Artistic Life; Bursa

Abstract ID: AIC-2017-GDHEC-109

AMBIGUITY IN RISK COMMUNICATION: A FORENSIC STUDY OF PATIENT INFORMATION LEAFLETS

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Abstract

Product liability law is one of the emerging fields which empowers the consumers to get information about the content and the side effects of a product. It bounds a manufacturer to inform and warn the users in clear and comprehensible language through leaflets attached to the product. This area has caught the attention of Forensic linguists who advocate clarity and plainness in the language. In Pakistan where self-medication is a common phenomenon so it becomes necessary for the manufacturers to make the consumers aware of potential risks but the ambiguity in language hinders the process of comprehension and results in wrong interpretation. This ambiguity is in fact a strategy to save the manufacturers from litigation and to gain bigger profits. The present study aims to identify the elements of an adequate warning, examine the language of warnings and highlight the strategies used to create ambiguity. The present study is a first attempt to analyse the strategies used by drug manufacturers for creating ambiguity in risk communication. The study is delimited to the available leaflets on internet of "Over the Counter" medicine only as the OTC drugs are sold without doctor's prescription to treat common illness. This qualitative study examines randomly selected 30 leaflets of OTC medicines of national and multinational companies available on internet. The elements of warnings are analysed in the light of the criteria mentioned by Dallavalle, Hunter and Lozada (2014) to check the effectiveness and adequacy. The method of emergent content analysis was employed to examine and highlight the strategies used by manufacturers to conceal the risks and to serve their own needs. Results show that the risk communication through warnings is inadequate. The placement and the font size are not reader friendly. The possible hazards are mentioned in the leaflets but the extent of the danger is minimized by using modal verbs such as "may" and "can" which makes the text and its interpretation uncertain. Use of technical terms and empty adverbs like long term, small amount, prolonged use help the manufacturers to save themselves from litigation. The findings of the study will also help the drug regulatory authority to rethink and re-examine the language and the trends in communicating risks and hazards through leaflets

Keywords: Product Liability; Forensic Linguistics; Risk Communication; Ambiguity

Abstract ID: AIC-2017-GDHEC-110

INFLUENCE OF TERRORISM ON EDUCATIONAL INSTITUTIONS: PERCEPTIONS OF UNIVERSITY STUDENTS

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Abstract

Terrorism is a brutal activity. It creates fear among innocent people. The group of extremists raise up indifferent regime of the globe and trained the young children for terrorism. Terrorism is asold as people. Terrorism is the unlawful utilization of power or viciousness by a man or a sorted out gathering by the general population or property with the aim of intimidation or compulsion of social orders or governments frequently for ideological or political reasons. The main purpose of the study was to identify the influence of terrorism on educational institutions. This study was quantitative in nature. Survey method was used to collect data. A sample of two hundred and sixty seven students was selected from public universities. A five point Likert scale was used to collect data. The different tests Mean, SD, independent t-test, and One Way ANOVA were applied to analyze the data. The major findings of the study indicated that brutal and impassive activities have psychological impact on students' mind due to which they do not pay their attention on studies properly and their academic performance is also affected due to terrorism. It is also concluded that the students of higher educational institutions were agree that extremists' activities disturbed the daily functioning of institutions, and created fear among learners. Terrorism affects the integrity of higher educational institutions. Educational institutions can't grow and compete globally in education field without peaceful environment.

Keywords: Terrorism; Innocent People; Ideological; Political; Educational Institutions; Integrity.

Abstract ID: AIC-2017-GDHEC-111

MORAL DISENGAGEMENT, PROSOCIAL PERSONALITY AND SOCIALLY DESIRABLE BEHAVIOR IN POLICE OFFICER

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Abstract

The aim of the current research was to investigate the relationship between moral disengagement, prosocial personality and socially desirable behavior in police officers. It was hypothesized that there is likely to be a relationship between

moral disengagement, prosocial personality and socially desirable behavior in police officers. Correlational research design and convenient sampling technique was used to collect the data from police officers (N=150) with age range between 25 to 55 years. The data was collected from different police stations of Lahore. A demographic information sheet, Moral Disengagement Scale (Moore et al., 2012), Prosocial Personality Battery (PPB) (Penner et al., 1995 and Social Desirability Scale (SDS-17) (Stober, 2001) were used as assessment measures. Data was analyzed by using Pearson product moment correlation, hierarchical regression and independent sample t-test. The results revealed that the prosocial personality and its three subscales i.e. mutual concerns, perspective taking and personal distress were positively correlated with socially desirable behavior. Moral disengagement was not correlated with socially desirable behavior. Furthermore, it was found that profession of spouse was positively correlated with socially desirable behavior. The present research raises implication for the training of police force.

Keywords: Moral Disengagement; Prosocial Personality; Socially Desirable Behavior

Abstract ID: AIC-2017-GDHEC-122

IMPLICATIONS OF DRONES ON ECONOMIC, POLITICAL AND SOCIAL CORRIDORS OF FATA REGION

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Abstract

Al-Qaeda leaders to leave Afghanistan and take refuge along the western border of Pakistan. This movement facilitated the militants to recuperate and regroup. The growing influence of Al-Qaeda and Tehreek-e-Taliban Pakistan (TTP) on the western border of Pakistan made a focal point for both national and international concern. The US in order to counter the militant leaders taking refuge along the western border of Pakistan, initiated the drone campaign of "target killing." This paper attempts to study the social, political, and economic effects of drone strikes since 2004 by US in FATA (Federally Administered Tribal Areas) region of Pakistan. Drone strikes represented a new form of damage on the security and livelihood of people living in FATA region of Pakistan. These strikes have badly affected the social, economic and political life of FATA. This qualitative paper shows a significant negative relationship between drones and economic growth, social progress, and political advancement.

Keywords: Drones; Economic; Political And Social Concerns

Abstract ID: AIC-2017-GDHEC-124

COMMUNITY OUTREACH AS STRATEGY FOR ACTUALIZING SUSTAINABLE DEVELOPMENT GOALS IN NIGERIA: ROLES OF LIBRARIES

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Abstract

There are seventeen general goals for sustainable development set to be achieved by 2030 that respond to the world's main development challenges. For the goals to be reached, all stakeholders need to do their part: governments, the private sector, civil society and people in general. In this regard, community outreach services are vital tool for actualizing sustainable development goals. Libraries and librarians can educate the community on the laudable goals of sustainable development by providing necessary skills and facilities on how to access the information which would enable people lead gainful lives. The paper describes the importance of library community outreach as a strategy for actualizing the SDG in Nigeria. In addition, the paper also examines the roles of libraries and librarians for ensuring the actualization of the sustainable development goals in the country. Suggestions were proffered on ways libraries can contribute to the achievement of the SDGs through laudable outreach programmes. The challenges faced by libraries were also highlighted. Based on the review of literature, the paper provided some recommendations.

Keywords: Community; Outreach; Libraries; Sustainable Development Goals (Sdgs); Nigeria.

Abstract ID: AIC-2017-GDHEC-125

GENDER IN HAMID'S FICTION: REFLECTION OF CULTURAL PARADIGM SHIFT BREWING AMONG PAKISTANI WOMEN

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Abstract

*The modern woman is not satisfied with the roles traditionally ascribed to her as obligatory; she rather feels stifled by them. The Pakistani woman, especially the one who is urban and having global exposure, is no exception. Hamid's two novels under study, *Moth Smoke* and *How to Get Filthy Rich in Rising Asia*, underline the evolving cultural transformation in Pakistan regarding female sexuality and gender in the wake of global cultural interactions. Based on the postmodern theories of fluid and performatively differential identity and subjectivity by cultural theorist Homi K Bhabha and feminist theorist Judith Butler, this study seeks to analyze the transformation of Pakistani urban woman who is constantly exposed to global cultures by means of globalization and is influenced to redefine her sexuality and gender, through textual analysis of the major female characters of the two of Hamid's novels. The study also analyses how the modern Pakistani woman, embarked on her journey to self-fulfillment, defies the religio-culturally sacred institutions of wifehood and motherhood finding them to be restrictive. However, a resisting impact of the place (i.e.*

Pakistan) is obvious; the feelings of anxiety are not seen totally missing on the part of these displaced women. In addition to contributing to the contemporary discourse on the blurring of boundaries caused by the increasing connection between spatial scales, particularly the local and the global, this paper attempts to make a maiden contribution in the areas of fluidity in sexuality and gender in the Pakistani context.

Keywords: Female Sexuality; Gender; Culture; Globalization; Mohsin Hamid; Pakistan.

Abstract ID: AIC-2017-GDHEC-126

BINARISM AND HYBRIDITY- COMPLEMENTARY CULTURAL PHENOMENA FOR PAKISTANI DIASPORA IN THE WEST: A COMPARATIVE STUDY OF MOHSIN HAMID'S THE RELUCTANT FUNDAMENTALIST AND NADEEM ASLAM'S MAPS FOR LOST LOVERS

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Abstract

*Binary polarization between the West and the East stands through centuries; it hastaken a new dimension in the aftermath of the cataclysmic event of 9/11 resulting in intense marginalization of Muslims in western countries. However, despite this sharpened discrimination against Muslims in the West, cultural hybridity stays well on its course. Binary polarization and cultural hybridity are often discussed in postcolonial literature as being two mutually exclusive concepts that either follow or negate each other in theory. The novels *The Reluctant Fundamentalist* and *Maps for Lost Lovers* by Mohsin Hamid and Nadeem Aslam respectively, however, may prove the opposite by presenting an intriguing portrayal of the interaction between the West and the East. This research, on the basis of the two texts, argues that binarism and hybridity are complementary cultural phenomena – rather than mutually exclusive – for Pakistani diaspora in the West. Founded on the theoretical ideas of Edward Said and Homi K Bhabha, it fills the gap between theory and practice by arguing that neither binarism can block the course of hybridity nor the latter can do it to the former, the two go side by side being essential parts of the experience of the cultural interaction in the lives of Pakistani diaspora.*

Keywords: Binarism, hybridity, Pakistani diaspora, Mohsin Hamid, Nadeem Aslam

Abstract ID: AIC-2017-GDHEC-127

COMMUNICATION PATTERN OF KYAI AND STUDENTS AT PONDOK PESANTREN TARBIYAH WILDAN CASE STUDY ABOUT COMMUNICATION PATTERN OF KYAI AND SANTRI FAMILY IN PONDOK PESANTREN TARBIYAH WILDAN RAWA MERTA KABUPATEN KARAWANG

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Abstract

This study discusses the pattern of kyai communication in Pondok Pesantren Tarbiyatul Wildan in Karawang regency. Pondok Pesantren Tarbiyatul Wildan is a boarding school that specializes in self education in children aged 5 to 7 years. In this study, Pondok Pesantren Tarbiyatul Wildan is viewed as a family system. So the pattern of communication kyai in question is the pattern of communication in the context of family communication. The research's significance lies in the importance of knowledge about communication patterns, especially the communication pattern of a kyai who plays father and mother in a pesantren system for children who still need parents, so that the communication process will continue to predict and run effectively. This case study research attempts to describe the pattern of communication of kyai and santri in the pesantren. To get the result of research, researcher use in-depth interview method and observation of passive participation. The pattern of kyai communication in both boarding schools has a communication pattern in the form of 'Y' and wheel-shaped. In addition, kyai communication pattern is also seen from the communication content, communication flow direction, channel or way of communication, communication style and communication barrier.

Keywords: Pesantren Communication Pattern; Family Communication Pattern; Communication Pattern Of Pesantren Education

Abstract ID: AIC-2017-GDHEC-129

AN ANALYSIS OF MEN'S PERCEPTION REGARDING WOMEN RELIGIOUS EMPOWERMENT IN RURAL AREAS OF KHYBER PAKHTUNKHWA PAKISTAN

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Abstract

Main objective of this research paper is to explore the men's perception regarding women empowerment from religious perspective. The study was conducted in the rural area of district Dir lower, Khyber Pakhtunkhwa, Pakistan, through measurement of variables as obstacle to women empowerment and stability from religious point of view i.e. religious misinterpretation, exercise of religious rights, women ignorance from religious right, misuse of religion, cultural and traditional influence on religion. The study sum-up with uni-variate and bi-variate level main outcomes are, Joint family pattern is very common in rural traditional society. People are less educated, earning low compare to the economic necessities. Religious misinterpretation is the major influential factor behind the disempowerment of women, majority

of the women cannot exercise the rights given by Islam, and most of the women are unaware from their religious rights. Common masses considered women empowerment as a bad stigma from the religious background of the family while the misuse of the religion also goes against the favor of women empowerment. A significant association was found between women empowerment and religious misinterpretation which is the major influential factor behind the disempowerment of women, a significant association was also noticed between women empowerment in exercise of religious right and with women social activities which are considered against the religious dogmas.

Keywords: Religious Misinterpretation; Religious Rights; Ignorance; Negative Stigma; Misuse Of Religion; Subordination And Social Activities.

Abstract ID: AIC-2017-GDHEC-131

DEVOLUTION AND PUBLIC SERVICE DELIVERY OF EDUCATION IN SINDH- PAKISTAN

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Abstract

Decentralization approaches have been applied broadly in both developing and developed countries around the globe. This paper provides an explanation of the devolution reforms in Pakistan under General Pervez Musharraf. The aim of present research is; therefore, focus on finding the impact of devolution and public education provision with a focus on the province of Sindh. The main purpose of this research is to develop an empirical evidence to verify the role of devolution in public service delivery in Sindh and the relationship between devolution and quality of the governance at local level. However, some studies like that of (Shah, et al., 2012) and (Khan & Mirza, 2013) based on the inter-province comparison of the provision of basic education identified issues as worst in the Sindh province. The solution of the problem involves interdisciplinary fields. There is dire need to improve the implementation process of decision at the local level to tailor the system effectively and efficiently.

Keywords: Devolution; Local Government; Public Service Delivery; Education; Sindh

Abstract ID: AIC-2017-GDHEC-137

MEDIA USE AND OBESITY IN SABAH MALAYSIA

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Abstract

This study explores the possible direct and indirect effects of media consumption, which are thought to be mostly sedentary in nature, towards the problem of obesity among youths in Sabah, Malaysia. The overweight and obesity problems have been given due attention by various sectors of the society including medical sector, government and concern individuals and groups. Overweight people tend to be associated with poor health and it is believed such health conditions will affect the performance of a leader in the future. This study surveyed 549 respondents from 12-19 years old categories from various schools in Sabah, Malaysia. Some interesting findings of this study include the high preference among youths in Sabah to choose foods offered by franchised restaurants. It was also found that youths in Sabah are not active physically because most of their times were spent engaging with various forms of information and communication technology (ICT), particularly handphone and computer. Excessive usage of ICT/media appears to replace the time for physical activities, which deprive them the chance to burn the calories absorbed from franchised restaurants' foods. Such situation was made worst when youths tend to consume unhealthy foods, such as snacks and crisps, when engaging with ICT/media. This indirect effect of ICT/media was also indicated in this study.

Keywords: Media; Obesity; Physical Activity; Youth

Abstract ID: AIC-2017-GDHEC-139

PARENTAL ATTITUDES TOWARDS PARTICIPATION OF FEMALE STUDENTS IN CO CURRICULAR ACTIVITIES AT SECONDARY LEVEL IN PAKISTAN

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Abstract

Educational institutions provide intensive training to the students through planned curricular and co-curricular activities. Curricular aspects involve teachers and students' academic interaction and follow up through class or home assignment. The co-curricular activities of the students improve their inner skill, enhance their creativity and inspire them for a future leading role. Co-curricular activities improve academic, social, physical and cognitive development of the children. The present study has been designed to study the parental attitudes towards participation of female students in co-curricular activities at secondary level in Pakistan. The objectives of the study were to examine the i) significance of co-curricular activities for the balance development of students' personality, ii) parents' perceptions about female students' participation in co-curricular activities and iii) find out the problems faced by the students regarding their participation in co-curricular activities. Sample of the study comprised two groups' i.e. 50 secondary school female students and 50 parents of sampled students. Sample was selected randomly. For data collection two questionnaires on three-point scale for students and parents were developed. The study concluded that both the groups of the respondents agreed that co-curricular activities have the major impact on the balance development of cognition, psychomotor and emotional aspects. Both the groups pointed out some major constraints such as family barriers, community culture and

their financial position which become the major hurdles regarding female participation in cocurricular activities. Overall parents were not inclined to allow their daughters for their participation in different co curricular activities. Female students were of the opinion that there should be proper arrangements for increasing the chances of female participation in co curricular activities.

Keywords: Curricular Activities; Co Curricular Activities; Parental Attitude; Secondary Education; Development

Abstract ID: AIC-2017-GDHEC-146

POLICIES VS IMPLEMENTATIONS IN COMMUNITY BASED PROGRAMS: EVERYTHING HAPPENS FOR A REASON “A QUALITATIVE STUDY TO EXPLORE THE GAPS”

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Abstract

Community-based programs are considered as cost-effective ways to reduce disease burdens, however, most of the programs end up in development of new challenges. The rationale of this study was to explore the reasons for the failure of such type of programs. “A qualitative study” was conducted to assess the policies and implementation strategies of two community-based programs; Lady Health Workers Program (LHWP) and Community Midwives program (CMWP). The study population was divided into two categories; (A) Community health workers (LHWs, CMWs and LHSs), (B) Representatives of LHWP, MNCHP, WHO, UNFPA, UNICEF, DHMT & EDO Health. FGDs and IDIs were conducted where appropriate. “Constant Comparison Analysis” method was used. Although both programs have better policies; however, an ample room in a modification in policies and extensive implementation issues were observed at all levels from managers to the community and their health workers. Two different programs with same goals and objectives with Lack of; commitment, linkages, ownership, quality training and performance indicators were observed. Community acceptance of young CMWs, professional jealousy, fear to lose CMWs, cooperation, and demand of LHWs to work as CMWs were some of the major challenges faced. Nevertheless, developing a good policy is an important pillar to raise a strong building, whereas, making policies without good strategic plans can land up in wastage of many resources and creating new challenges to face. Implementation of strategic communication of all stakeholders within the program, in between programs and with the community is the key to success CBPs. Moreover, to work under one umbrella with strong communication skills, sensitization workshops/training, performance-based incentives for the workers are some of the salient features behind the success of CBPs.

Keywords: Cbps; Lhw; Cmw; Lhss (Lady Health Supervisors); Lhwp; Mnchp; Who; Unfpa; Unicef; Dhmt & Edo; Fgds (Focus Group Discussions); Idis (In-Depth-Interviews).

Abstract ID: AIC-2017-GDHEC-155

ENGLISH FOR ACADEMIC PREPARATION PROGRAM: AN EXPERIENTIAL EXPEDITION

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Abstract

This case study delineated on such challenges faced whilst designing and teaching English for Academic Preparation Module to a multi-lingual beginner level English group of students at Forman Christian College (A Chartered University) covering various phases over this thrash about, firstly, the pedagogical underpinnings for the English Language course design and learning goals for the course were highlighted as interact effectively in myriad contexts and with many different speakers, learners needed to develop a repertoire of practical situation-dependent communicative choices. The paper used the reflective artifacts to review the paradigmatic issues in an English immersion program. It presented detailed considerations for teachers designing a communicative language course, documented the encountered problems, issues in restructuring the curricula and how the existing course changed through the thorough reflections and collaboration on the teaching practices, teachers' perspectives and the needs of the learners. Corresponding teaching methods and class activities were also revisited. However, it is proposed that issues related to English as a second language could be meaningful, engaging and motivating for students in English Immersion class if taught in a specific context and for specific purposes.

Keywords: Immersion Program; Eap; University Preparation; Fccu; Language Curriculum

Abstract ID: AIC-2017-GDHEC-156

EXPLORING THE IMPACT OF ETHNOCENTRISM ON INTERCULTURAL INTERACTION AMONG NON-NATIVE MANDARIN SPEAKERS AND NON-MANDARIN SPEAKERS

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Abstract

Ethnocentrism is the belief that one's own culture is centrally important and is superior to other cultures. Ethnocentric people tend to use their culture as a benchmark against which to judge those from other cultures. This study is aim to measure the difference in the level of ethnocentrism and the impact on the interethnic interaction among two groups of samples; namely Mandarin speaking and non-Mandarin speaking Malay & Indian undergraduates. This would be a quantitative based research. The first group of respondents consists of 20 Malay and Indian undergraduates who were

from Chinese national-type primary school and able to speak fluent Mandarin (non-native Mandarin speakers). The second group of respondents consist of 20 Malay and Indian undergraduates who were not from Chinese national-type primary school and doesn't speak Mandarin (non-Mandarin speakers). Quantitative method will be employed. SPSS will be used to analyses the data. This study will incorporate Social Identity Theory as the backbone of this study. This study, is intended to provide detailed information concerning the level of ethnocentrism and the difference on it between non-native Mandarin speakers and non-Mandarin speakers. This study is capable of being a benchmark for local education policy makers to accept the fact that interethnic experience do plays a vital role in reduce ethnocentrism and also to foster the national integration.

Keywords: Ethnocentrism; Non-Native Mandarin Speaker; Interethnic Interaction; National Integration

Abstract ID: AIC-2017-GDHEC-169 & GDHEC-108

AN ANALYSIS OF GENDER REPRESENTATION IN PAKISTANI TEXTBOOKS

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Abstract

This paper attempts to investigate how the two genders are represented in the English textbooks of class IX and X used in the secondary schools of Khyber Pakhtunkhwa, Pakistan. A descriptive analysis of the text is used to examine sexism in the categories of visibility, order of mention, generic masculine expressions and occupational roles. The results reveal that women suffer from poor visibility by the ratio of 25 % against 75% in one book and almost 12% against 88% in the other. In the order of mention, men are given the first place and the generic expressions are male-referenced. Whereas men are drawn in a wide range of occupations, women are most often stereotyped as stay-at-home wives. The study concludes by recommending gender inclusive content in textbooks and creating awareness among teachers to present a balanced view of life to learners.

Keywords: Gender Representation; Textbooks; Visibility; Stereotypical Role.

Abstract ID: AIC-2017-GDHEC-175

TRANSLATOR'S VISIBILITY: A LINGUISTIC ANALYSIS OF ENGLISH TRANSLATIONS OF THE SELECTED VERSES OF THE HOLY QUR'AN

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Abstract

The Quran has a distinct form, with remarkable textual features, that is expressive of a discourse deep rooted in ever broader context encompassing the whole sphere of human existence—the mundane and the spiritual, the universal and the temporal, the physical and the metaphysical, the worldly and the eternal. As its addressee is the whole human race, millions of people read it every day making it one of the most widely read, researched, and translated texts in the world. Most of the researchers of 'The Book' view it as a linguistic miracle when they see that a translator is always at a loss to reproduce its form and achieving the right level of equivalence in the receptor language. However, it is obligatory for a translator that he must be loyal to the act of translator to avoid any sort of semantic loss and achieve the nearest equivalent possible. This research aims to uncover the ideological interventions of the translators by studying the translation adjustments made by the translators. It applies the concept of translation adjustments/shifts as mentioned by Nida & Taber (1982) to find whether the translators have adopted appropriate shifts, at different linguistic levels, for achieving the nearest equivalence in the target language, or they have made themselves visible in the translations by adopting adjustments which were not obligatory in that particular context. It studies 7 verses of the Qur'an which are about the Holy Messenger (P.B.U.H). It takes translation of three translators: A. Jarberry (a Christian); N.J Dawood (an Iraqi Arab Jew); and Mohsin Ali (a Muslim). The analysis reveals that translators, at times, become visible in the translations by adopting non obligatory translation shifts in the act of translation.

Keywords: The Holy Qur'an; Translation; Linguistic Levels; Equivalence; The Holy Messenger (P.B.U.H).

Abstract ID: AIC-2017-GDHEC-179

ARCHETYPAL DECONSTRUCTION IN MAHASWETA DEVI'S -

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Abstract

Archetypes are the symbols, images, characters and stories recurring again and again in the works of literature, and are therefore transformed into collective prototypes. As per M.H. Abrams and Geoffrey Harpham: "The term archetype denotes recurrent narrative designs of action, character types, themes, and images which are identifiable in a wide variety of works of literature, as well as in myth, dreams and even social rituals." (23) While the Deconstruction looks at what makes a text whole and what holes are in between its pieces, in other words, what's said and what's left unsaid. This paper tries to review and reassess the archetypal representation of the tribal woman in Mahasweta Devi's "Draupadi" with special reference to the Ancient Draupadi represented in the great epic Mahabharata. It is an attempt to locate the 'Aboriginal woman' question in the context of women's suffering in the past and the present. Mahasweta Devi's Draupadi is an attempt to deconstruct and reconstruct the episode of "Draupadi's Cheerharan by Duryodhan"

from the great epic Mahabharata. This paper aims at analyzing the myth and presenting how archetypes are used as a significant tool of recasting the past tradition and creating a history for women as an act of survival.

Keywords: Aboriginal; Marginalization; Patriarchy; Subaltern.

Abstract ID: AIC-2017-GDHEC-182

SELF-REGULATION AND ACADEMIC ACHIEVEMENT: A COMPARATIVE ANALYSIS OF HIGH AND LOW ACADEMIC ACHIEVERS

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Abstract

The present study was conducted to assess the differences in the self-regulation of undergraduate high and low academic achievers. Self-regulation is a process by which people seek to exert control over their thoughts, feelings, and their task performance. In the field of education and especially in the development of desirable behaviour this model appears more influential because it explains the basis of self-efficacy, motivation, and acquiring goals successfully in relation with the cognitive abilities. Thus it is important to explore the level of self-regulation among high and low academic achievers. The sample of the study consisted of 450 participants, including both high achievers (n=250), and low achievers (n=200). The participants having GPA three (3.00) or more were taken as high achievers and participants with the GPA 2.50 or less were low academic achievers in the present study. Purposive sampling technique was used to collect the data from undergraduate high and low academic achievers of Sindh University, Jamshoro, Pakistan. The age range of the participants was 20-24 years. Findings confirmed that high academic achievers were more self-regulated as compared to low academic achievers. Males have more self-regulation than the females. Results have been discussed in terms of the importance of self-regulation to manage the learning and to overcome the problem of low academic achievement.

Keywords: Self-Regulation; Academic Achievement; High Achiever; Low Achiever

Abstract ID: AIC-2017-GDHEC-184

TEACHER CLASSROOM QUESTIONING IN THE TEACHING OF ENGLISH SUBJECTS

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Abstract

The recent focus on teacher questioning has been due to the opportunities that teacher questioning can engage students in classroom talk. This poster presents a study of teacher classroom use of questioning in different English subjects at a public university. Data is collected using a semi-structured interview protocol to determine teacher rationale and beliefs for teacher questions used in the classrooms. Classroom interactions between teacher and students were videotaped to determine teacher use of categories of questions. The data from interviews and videotapes were transcribed verbatim. The qualitative data was analysed using Atlas-Ti. Inter-rater reliability for coding and question categorisation was employed using three raters. Respondents consisting of six (6) English language instructors teaching four (4) different English subjects.

Keywords: Teacher Questioning; Display Question; Referential Question; Teacher Rationale

Abstract ID: AIC-2017-GDHEC-190

DEVELOP THE CONCEPT OF SUSTAINABLE RESIDENTIAL COLLEGE: STUDY A ROOM SPACE

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Abstract

Developing a sustainable residential home concept requires a room space study. The problem of this study was the discomfort of students when living in public university residential colleges. The result of adverse impact on the learning process of the population has continued to impact the sustainability of residential colleges. This problem eventually leads to the deterioration of the quality of life of its inhabitants. The purpose of this study is to identify the level of comfort of occupant room space at public university residence, Quantitative data collection. The study involved seven public university residential colleges from USM, UPM, UTHM, UITM, UTEM, UPSI and UKM (2874 respondents). Descriptive and inferential data analysis is used for quantitative data using Statistical Package for the Social Sciences (SPSS) software. The results showed that the comfort of the respondents on the provision of accommodation was at a comfortable level. T test shows female respondents have higher level of comfort. Comfort in staying in a residential college is important as it is able to impact the overall quality of life of the occupants. As a result of this assessment, we can find the current situation of the occupants of available room space. Therefore, these information can contribute to the development of a sustainable residential college and are more comfortable and conducive in the future.

Keywords: Residential Colleges; Accommodation Rooms; Quality Of Life And Comfort

Abstract ID: AIC-2017-GDHEC-200

UNDERGRADUATE STUDENTS' SELF-EFFICACY IN LEARNING PROGRAMMING

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Abstract

This study presents the results of a survey on undergraduate students' perceived programming self-efficacy. Self-efficacy is an important factor that affects the level of motivation. A total of 110 undergraduate computing students participated in the survey to measure programming self-efficacy. The survey consisting of 32 items were pilot-tested before being administered to the respondents. The reliability of the survey instrument was 0.755. The results of the study showed that students' programming self-efficacy was mostly either lower average. Students' self-efficacy level was low when they were solving complex programming tasks independently. However, they were confident when there was an assistant to guide them while performing the tasks. In order to confirm whether students' self-efficacy rating match their actual programming knowledge and skills, written and practical tests are recommended. From this study, it can be concluded that self-efficacy is an important success factor in programming courses.

Keywords: Motivation; Programming; Programming Difficulties; Self-Efficacy

Abstract ID: AIC-2017-GDHEC-208

THE STRUCTURE OF ENGINEERING INTERNSHIP IN PUBLIC AND PRIVATE UNIVERSITIES IN MALAYSIA

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Abstract

The Engineering Programme Accreditation Manual 2012 and its draft rev. 2015 (BEM, 2012, 2015) in Malaysia did not specify in detail the mechanism of implementation of engineering internship. The guideline determines the engineering internship period, and describes the other characteristics in three words without any details or standers about how universities will control and ensure the quality of engineering internship. In other words, the structure of internship has been left to be determined by the universities which lead to a high variability in the quality and effectiveness of internship across programmes and institutions. The main objective is to observe the execution of internship's practice in private and public university. By using a semi-structure interview a matrix of the best-practice guideline for internship planning will be generated. The generated matrix will contribute effectively in addressing the main issues and challenges in the structure of engineering internship.

Keywords: Engineering Internship; Internship Planning; Internship Characteristics

Abstract ID: AIC-2017-GDHEC-210

EXPLORING THE POTENTIAL NEEDS OF A MENTORING RELATIONSHIP BETWEEN YOUNG ACADEMICS AND SENIOR FACULTY MEMBERS IN HIGHER EDUCATION IN PAKISTAN

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Abstract

This study aims to examine the potential needs of the mentoring relationship for young academics in Higher Education Institutions (public and private universities) in Pakistan under the purview of Higher Education Commission (HEC) focusing on the UK/USA sponsored young PhDs, working in senior posts on the completion of their Ph.D. since 2012 in higher education institutes overseen by HEC Pakistan. This study attempts to answer the fundamental research question; "How important is academic mentoring for young academics in higher education?". As the previous research suggests that 'evidence exists demonstrating the benefits of mentoring and suggesting that it is a component in attracting and retaining higher education faculty' (Luna & Cullen, 2008; also cited in Cook, 2011:1). The need for mentoring is in line with Danielson's (1999) view that 'mentoring helps novice teachers face their new challenges; through reflective activities and professional conversations, they improve their teaching practices as they assume full responsibility for a class'. The new faculty member is challenged with many responsibilities, therefore; the shared mentor relationship with senior faculty members could be active and esteemed towards their career development. The early career researchers to any field of work encounter challenges and change. The situation in higher education is no different. Cook (2011) stated that the mentoring program is primarily focused on higher education with an aim to promote the development and success of junior faculty members, especially the first two years of their career. It is expected that the mentoring program if successful should contribute to professional development, psychosocial, and cultural aspects for newly appointed faculty members (Kram, 1985). Methodology: This study will have a convergent mixed method design as it allows conducting the qualitative and quantitative research concurrently. This research is focused on two datasets: the primary data (interviewing young academics) and the secondary data.

Keywords: Career Guide; Professional Academic Development; Higher Education; Mentoring Models; And Academic Challenges

Abstract ID: AIC-2017-GDHEC-212

USAGE OF ONLINE LEARNING RESOURCES AMONG ACADEMIC STAFF AT A MALAYSIAN UNIVERSITY

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Abstract

This paper reports on the awareness of online learning resources and their usage among the academic staff at a public university in Malaysia. In addition, the challenges in implementing online learning strategies and suggestions on improving the implementation are also presented. Available resources recommended by the management of the university include e-Learning modules, Open Courseware, Massive Open Online Courses, Blossoms, Edutainment and Video of Exemplary Professionals. Data were collected using a survey questionnaire with Likert scale items and open-ended questions. The questionnaires were distributed to 160 academic staff of the university. The results show that 73.8% of the respondents are aware about the existence of online learning resources at the university. The most attended training was e-learning (83.1%) and most of the respondents are currently implementing it in their courses (89.8%). However, not many respondents implemented the other online learning resources. For example, less than 10% of the respondents implemented Open Courseware, Massive Open Online Course, Blossoms, and Edutainment. About 23.1% of the respondents implemented Video of Exemplary Professionals. The main challenge faced by the respondents was having to spend too much time in preparing and uploading the teaching materials onto the e-learning management system. In addition, slow and unstable internet connection also hampered their efforts in using the resources. Few respondents also reported lack of student participation due to system instability. The practical implication of this study is that more training on new online learning resources should be provided to the academic staff to increase their awareness and skills in using the online resources in their teaching.

Keywords: Online Resources; E-Learning; Online Teaching And Learning Strategies

Abstract ID: AIC-2017-GDHEC-218

LEARNING AND PRACTICING OF INNOVATIVE PEDAGOGICAL SKILLS OF PROSPECTIVE TEACHERS' IN TEACHING PRACTICUM AT B. ED (HONS) ELEMENTARY PROGRAM

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Abstract

Pedagogical support for prospective teachers plays fundamental role in pre-service teacher education program. The present study was designed to explore the existing practices of university tutors and cooperative teachers in providing Pedagogical support for prospective teachers during teaching practicum at B. ED (Hons) Elementary program. It is an exploratory cum-descriptive study following quantitative and qualitative methods to collect the data. The population of the study was university tutors, cooperative teachers and prospective teachers of practicing schools, who were involved in the mentoring process of teaching practicum of the B. ED (Hons) Elementary Program in the public-sector universities, and teacher education institutions of Rawalpindi, Islamabad. The researcher applied simple random sampling, purposive sampling and criterion sampling techniques to select the participants of the study. The study found contradictions between the perceptions of cooperative and prospective teachers. They did not agree on providing guidance in planning lessons, designing lesson activities, managing classroom discipline, practicing latest techniques, providing feedback and reflection on lesson etc. University tutors and cooperative teachers both tried to provide guideline to prospective teachers during teaching practicum, but it was difficult for cooperative teachers to touch all the components of innovative pedagogical practices without proper training. Teaching practicum for prospective teachers was quite an experience to explore to what teaching is all about in real life situations. Prospective teachers learnt a lot from this experience but they need proper guidance from all relevant parties to learn how to teach with its original spirit.

Keywords: Mentors; Prospective Teachers; Cooperative Teachers; Teacher Education Program; Pedagogical Support

Abstract ID: AIC-2017-GDHEC-222

SPIRITUAL WELL-BEING TO ADOLESCENT WHO DIFFICULT TO MANAGE IN THE SCHOOL

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Abstract

This study aims, how about spiritual well being in adolescents are difficult to manage when in school. Difficult to manage adolescents are part of the adolescent with delinquent behavior. They have the inability to adapt socially in individuals to difficult situations and show opposition to social norms in societies that interfere with, steal, difficult to manage, harm others, to ditch the school, against the parents, and damage. Used in-depth interview method with 5 subjects of students in one junior high school in Jakarta and religious approach (the prayer activity dhuha, reading the Qur'an and sharing in every morning before entering school which started at morning). The results are difficult to manage students have a spiritual well being that is still low due to family conditions that are less attention to both students themselves, and the progress of learning. Parents and schools have a very strong role and the influence of friends becomes very strong for difficult to manage students. A friend for them is well heard and followed by all the

patterns and behaviors that are to your liking. The study also found that social media and gadgets are media that can make students not listen to teachers' invitations, school rules, and parental advice. Following religious approaches, few changes to difficult to manage students, such as those willing to learn, the lack of harsh words and dirty words spoken by them when talking and releasing gadgets while studying. Difficult to manage students can have a good spiritual can be done through a religious approach. This approach is one way to make changes to them in order to become a better person according to their development. In addition, it takes a long time and patience for teachers to face them.

Keywords: Spiritual Well Being; Adolescent; Difficult To Manage

Abstract ID: AIC-2017-GDHEC-224

EDUCATORS VIEWS REGARDING INTEGRATION OF EDUCATIONAL VIDEOS AND GAMES INTO SOCIAL STUDIES TEACHING; A QUALITATIVE INQUIRY

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Abstract

The purpose of this research was to know the views of head-teachers and teachers (educators) about their experience of using educational videos and games into teaching of social studies subject at elementary level. These were the educators from two government secondary schools. The usual approach to teach students the subject of social studies, was traditional lecture method. In this intervention, two head teachers and four teachers participated in the teaching of complex and difficult concepts of social studies subject with the help of educational videos and games. Utilising educational videos and games was helpful for teachers to make their teaching effective. The effective and meaningful teaching-learning process is facilitated through the use of educational videos and games (Prensky, 2006). As the teachers in both schools observed and experienced first time teaching through educational videos and games, therefore, it was considered important to know their views and opinions regarding the use of educational videos and games into teaching. Activity theory was used as theoretical framework. Qualitative data was collected through semi-structured interviews with the head teachers and teachers of both schools. Semi-structured interviews were audio recorded and transcribed. The data was analyzed through coding and thematic analysis in the light of activity theory. Findings show that the educators were happy because educational videos and games helped in making teaching interesting. According to them government provides ICT facilities in schools and teachers can provide good learning experience to students through it. This experience creates awareness among teachers and head-teachers about the utilization of educational videos and games into teaching. Moreover, Head teachers appreciated this intervention because it was an interesting and innovative teaching way. The teachers found this experience very beneficial and want to continue in future in their teaching.

Keywords: Technology; Educational Videos And Games; Social Studies; Teaching; Learning.

Abstract ID: AIC-2017-GDHEC-227

THE SIGNIFICANT EFFECTS OF COMMUNICATION ACTIVITIES IN THE CO-CURRICULAR TOWARDS REDUCING SHYNESS AMONGST ELEMENTARY SCHOOL CHILDREN

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Abstract

Shy children tend to have verbal communication problems and low self-esteem. However, the confidence and communication skills of these children could not be developed solely through classroom instruction. Ironically, the co-curricular program provides a good medium for communication activities that can improve their confidence and communication skills. Therefore, this study examined children's communication skills and communication activities during the co-curricular program at their school. The areas of study were the children's level of shyness, the implementation and the effectiveness of communication activities in the co-curricular program. The quantitative study adopted a non-experimental descriptive research design. The participants were 357 Grade Six students from elementary schools in Segamat, Johor, which was drawn from a random sampling. Results showed that most children were having a medium level of shyness and the communication activities were moderately implemented in the co-curricular program at their schools. Almost all respondents viewed communication activities in the co-curricular program as very effective to reduce shyness, enhance their self-esteem and improve their communication skills. Children should be encouraged and trained to speak in public by participating in the debate, public speaking and theater activities during the co-curricular program to reduce their shyness.

Keywords: Communication Activities; Co-Curricular; Self-Esteem; Shy

Abstract ID: AIC-2017-GDHEC-231

ASSOCIATION OF DIVIDEND AND SHARE PRICE IN LONGRUN

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Abstract

This research is to scrutinize the long-haul causal relationship between dividend and share price. It helps investors to make right decisions and also organization to build dividend policy. Prior to this, FMOLS shows long-run association to

dividend that influence share price. Panel unit root tests, Panel LeastSquares test and Granger Causality tests are used for statistic findings of unitroot test that affects the results of existing long-run causal link between thevariables. 50 non-financial organizations of different sectors are selectedfrom the panel of KSE-100 index, 25 top listed firms are selected from KSE-100and 25 are multinational organizations are selected. The criteria for the selectedfirms are that those organization that have paid the dividend from 2003-2013 forat least three consecutive years. The result of the causal relationship betweenvariables explains the movement of the share prices into two oppositedirection.

Abstract ID: AIC-2017-GDHEC-233

BLOGGING AND POLITICAL ORIENTATIONS

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Abstract

The objective of this study is to examine political blogging, particularly in relation to electoral process in Malaysia. This study used content analysis method by analyzing 193 political blogs. The selected blogs were categorized into three main categories: the pro-government blogs, the opposition blogs and the neutral blogs. The finding reveals that the opposition parties utilized more blogs to discuss local political issues compared to the ruling parties. Both the oppositions and the ruling parties generally not refrained from attacking other political parties and saw it as a tool of campaigning. There was evidence that the popularity of certain politician was heighten because of their blog, even though many said such popularity did not contribute to vote payoff. The findings shows that 114 political blogs did not support the government and only 28 blogs supported the government. The main issues discussed by the bloggers were about the leadership of the Prime Minister. It also shows that Malay bloggers dominated the political blogs. They liked to use their pseudonyms to protect their real identities. Most of them were male and the youth were the most active. This study implies that political blog was widely used by the cybersociety to share information and to speak their mind freely and openly. Therefore, more researchers should concentrate more on studying political blogging as key media of political communication especially in a multi-ethnic society.

Keywords: Political Blog - Voters - Election - Political Parties

Abstract ID: AIC-2017-GDHEC-234

KNOWLEDGE AND AWARENESS ON ENVIRONMENTAL SECURITY

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Abstract

The objective of this study is to examine environmental knowledge and awareness among the students of Higher education in Malaysia and to understand their views on environmental security issues. The main method of collecting data is by Questionnaires that involved 948 respondents randomly selected. The data was then analyzed using Statistical Package for Social Sciences (SPSS). The results show that the respondents are well informed, knowledgeable and aware of environmental security issues as the pattern is fairly consistent by sex, age, and ethnic grouping. Findings from this study provide insight into the importance of awareness in generating environmental consciousness and public response towards policy and practices related to the environment. Furthermore, the study captures what it means by environmental security for the respondents. It is important for future analyses to look into this question and to enhance more study related to understanding of environmental security.

Keywords: Environmental Awareness; Security

Abstract ID: AIC-2017-GDHEC-235

EXPLOITING LEXICAL AMBIGUITY AND MISUNDERSTANDING IN SOFTWARE ENGINEERING WITH REGARDS TO ENGLISH LANGUAGE

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Abstract

This paper is concerned with lexical ambiguity, ambiguity that occurs when a word has more than one meaning. The aim of this research is to identify kinds of ambiguity found in words in the field of software engineering specifically and in all other programs which students come across during their studies. Outside etymology, lexical semantic overlaps for controls for example, philosophy, psychology, anthropology, PC science etc. It focuses on the cases of ambiguity found among these selected words related to software engineering with regards to English Language. For this purpose, a questionnaire comprising words having different meanings in common English and different in software engineering. 50 students of software engineering and 50 students from all other study programs were taken. SPSS results have shown significant difference in between both. That leads towards the dire need of having a specific course for software engineering students at BS level in which they are taught their subject related vocabulary to remove ambiguity. Such a course can better be developed after mutual consultation of English and software engineering faculty. It is hoped that this research can improve teachers' as well as learners' performance to great extent. Moreover, it can also be applicable to other fields of study.

Keywords: Lexical Ambiguity; Kinds Of Ambiguity; English Language; Software Engineering

Abstract ID: AIC-2017-GDHEC-236

FLUID CONSUMPTION AND HYDRATION STATUS IN TENNIS ATHLETES

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Abstract

The hydration status strongly supports the performance and replacement of fluids during exercise or match was very important. The purpose of this study was to describe fluid consumption and hydration status in tennis athletes. This study used a quantitative method. The subject in this study was Yogyakarta Tennis Athletes (N= 8) which prepared for PON competition. The data collected comprises fluid consumption, hydration status, drinking habit consisting of the frequency, the type and the source of drink, and the knowledge about fluid. Drinking habit and water consumption and the knowledge of fluid are measured by using questionnaires "Food Beverage" and hydration status can be seen using the color graphic. The data were analyzed by the descriptive statistic. The research findings showed that (1) Fluid requirement of Tennis Athletes was fulfilled. There are 3 types of fluid which are frequently consumed by respondents, mineral water, milk, and tea; whereas there are 5 types of fluid belonged to the category of occasionally consumed which are pure fruit juice, pure vegetable juice, packed fruit juice, soft drink without soda, and non-alcoholic drink; (2) Hydration status of Tennis Athletes were mostly experiencing dehydration (50%). Total of 8 athletes; 1 (12,5%) respondent has good hydration status, 4 (50%) respondents experience dehydration, and 3 (37,5%) respondents have high-level dehydration; (3) There is no association between total liquid consumption and hydration status of Tennis Athletes in Pelatda DIY. This study contributed in providing knowledge about fluid consumption and hydration in tennis athletes. Recommendations were made that there is an arrangement on liquid consumption of athletes prior to, during and after training is needed.

Keywords: Fluid Consumption; Hydration Status; Tennis Athletes

Abstract ID: AIC-2017-GDHEC-237

THE STUDY OF LEARNING AND CONCEPT OF MATHEMATICAL SCIENCE : CHARACTER FORMING OF HONEST HUMAN AND TOLERANCE

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Abstract

Mathematics is not only a science which make human to be smart, but also has a big potency to form a characteristic of human. However, from research finding that has been done by former researcher, the implementation of mathematic learning in the world of education just taught the intelligent competency only. The purpose of this research is to produce development theory of mathematic learning model based on character education, specifically to find mathematic learning model that form an honest human character and tolerance. The research phases that have been done are as follows : (1) need assessment; (2) literature study; (3) arrange the model plan of mathematic learning theoretically-hypothetically; (4) content validation and empiric validation ; (5) model plan revision; and (6) arrangement of development theory to be tested and implemented. The conclusion of the research is to form an honest human character and tolerance, mathematic learning model must be done through habitual learning process and involved three aspect of learning system, they are; moral knowing, moral feeling, and moral action. Teacher has an important role to implement mathematic learning process to form honest character and tolerance. Recommended that teacher should do detailed study about learning theory and the concept of mathematical science to relate with the concept of character education.

Keywords: The Science Of Mathematics ; Honest And Tolerance

Abstract ID: AIC-2017-GDHEC-238

THE DIFFERENT EFFECT OF VIDEO IMAGERY AND SCRIPT IMAGERY ON BEGINNER TENNIS FOREHAND SKILL

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Abstract

The background of this study was a lack of attention in applying psychological exercise to improve tennis skills in the learning process of tennis courses at the university. Imagery as a cognitive and motivational function was expected to improve tennis skills. This study was designed to assess the effectiveness of imagery training and comparison the effectiveness between video imagery and script imagery. This study used the experimental design. 32 adult beginner tennis players (aged 19 to 21 years) from physical education and sports student of Yogyakarta State University who take tennis course participated in this study. The subject divided into two groups: (1) video imagery group (n=16) who received 15 minutes of video imagery followed by 30 minutes of physical practice and (2) script imagery group (n= 16) who received 15 minutes of script imagery followed by 30 minutes of physical practice where held two times a week for eight weeks. The performance accuracy of the groups on forehand strokes was measured at pre- and posttest using Hewitt tennis test. The research findings showed that (1) Video imagery and Script imagery significant to improve forehand groundstroke skill; and (2) independent t-test showed significant difference effect ($p = 0,025$; $p < 0,05$) of video imagery and script imagery. The results strongly support the use of imagery training in enhancing tennis skills. These findings could have important implication for students who want to improve tennis skill. Therefore, Tennis Lectures

should maximize psychological training to have the optimal effect on tennis skill performance. The recommendation was made that imagery implementation for beginner tennis player better used video imagery training.

Keywords: Video Imagery; Script Imagery; Forehand Skill; Beginner Tennis Player

Abstract ID: AIC-2017-GDHEC-240

INTRINSIC & EXTRINSIC FACTORS OF JOB HOPPING: A PERSPECTIVE FROM FINAL YEAR BUSINESS STUDENT

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Abstract

From past activities, motivations often are part of the world current issues. Apart from the issues, the values of intrinsic and extrinsic factors are among variables needed in motivation. The purpose of this paper is to identify the motivating factors among student who now currently in their final year studies at university in Malaysia. How they perceived the perspective on searching the new opportunities and what are the main factors that they want for. This paper also reviewed student opinions and perspectives about job hopping to another better job. To flow the growth of competitiveness, motivation is needed to bear with the excessive development of productivity. The results of this research will commit to the job search field and can avoid, reduce the job dissatisfaction as well as turnover. Consequently, it will raise the rate of employee comfort among the nations from hopping too often. To inspire and attract them to commit with the current job, motivation is strongly rigid to support the factors.

Keywords: Millennials; Turnover Intentions; Job Satisfaction; Retention; Motivation; Job Search

Abstract ID: AIC-2017-GDHEC-247

GLOBAL LEADERSHIP STUDY IN EMERGING MARKET - SURVEY OF BUSINESS LEADERS OF PAKISTAN

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Abstract

The purpose of this exploratory research is to survey senior executives to explore the strategic issues and leadership challenges facing global organizations. This issue has rarely been addressed by the academicians and researchers in Pakistan. Interview was conducted with several business owners and multinational companies' senior managers in Karachi, Pakistan. The aim of this research was to present challenges faced by global leaders and share advice they would give to other regional leaders in the world. The results suggested that successful leadership qualities are vision, change and recognition by leaders in Pakistan.

Keywords: Vision; Global Leadership; Change Management

Abstract ID: AIC-2017-GDHEC-248

A CONCEPTUAL FRAMEWORK FOR ONLINE AUTHENTIC LEARNING TO SUPPORT KNOWLEDGE CONSTRUCTION AMONG UNDERGRADUATES

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Abstract

The paper presents a conceptual framework of student's knowledge construction through online authentic learning environment in learning inferential statistics that enhances student's performance and knowledge retention. The online learning environment was designed based on situated learning theory and social learning theory as an approach for enhancing knowledge construction of the students. An authentic task will serve as the precursor to encourage social interaction among students, teachers and more experienced experts in the process. The social interaction afforded by online learning environment facilitate students' knowledge construction, leading to students' performance and knowledge retention.

Keywords: Online Authentic Learning; Knowledge Construction; Inferential Statistics

Abstract ID: AIC-2017-GDHEC-254

READINESS OF TEACHERS TO TEACH STUDENTS WITH SPECIAL NEEDS IN MAINSTREAM SECONDARY SCHOOLS

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Fatima Jinnah Women University, The Mall, Rawalpindi

Abstract

This present research was conducted to explore the teaching strategies and teachers' attitude toward teaching students with special needs in mainstream secondary schools of tehsil Rawalpindi. The study followed a descriptive mixed method design. The study selected fifty-eight teachers from thirty rural secondary schools of tehsil Rawalpindi. The study aimed to assess the teachers attitude towards teaching students with special needs and teaching practices in mainstream secondary schools. The data collection tools were survey questionnaire and interviews. Semi structure interviews were conducted to triangulate the results derived from quantitative data. The study found that most of the teachers had

not positives attitudes towards teaching students with special needs in mainstream secondary schools due to overcrowded classrooms, insufficient teachers training and lack of understanding. The study recommended for the provision of professional training and interaction and collaboration between mainstream teachers and special education teachers so they may learn the skills and strategies required for the teaching of students with special needs. It may help them to change their attitudes toward teaching students with special needs.

Keywords: Mainstream Secondary Schools; Attitude; Strategies; Secondary School Teachers

Abstract ID: AIC-2017-GDHEC-260

FROM MYANMAR TO MALAYSIA: PROTRACTED REFUGEE SITUATIONS OF ROHINGYA PEOPLE

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Abstract

This paper examines the prolonged situation of Rohingya Refugees who are escaped from Myanmar to Malaysia for survival. Based on the literature, the Protracted Refugee Situations of Rohingya people occurred due to the several factors in Myanmar and Malaysia. For example, the Rohingya people forced to escape from their place of origin because of the government persecution and also the discrimination by locals. The journey as refugees are not easy for Rohingya and they need to face some risk before reach to a new destination like Malaysia. Although the Rohingya refugee made to reach Malaysia to start a new life, other problems are emerged due to the host government policy which not recognize the status of them as refugees. Hence, the Rohingya refugees' live in Malaysia possibility in limbo and this situation relates to the protracted refugee situations concept. However, the Rohingya refugee assuming the life in Malaysia is better than Myanmar and at the same time, Malaysia also strives to find a durable solution in order to manage the Rohingya refugees' problem.

Keywords: Rohingya; Refugee; Myanmar; Malaysia; Protracted Refugee Situations

Abstract ID: AIC-2017-GDHEC-263

INCLUSIVE PHYSICAL EDUCATION IMPLEMENTATION: CASE STUDY IN YOGYAKARTA, INDONESIA

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Abstract

In recent years, inclusive education has become a very interesting issue in Indonesian education system. Implementation of this policy in this field has never been evaluated. This study aims to explore an overview of the implementation of Inclusive Physical Education in Yogyakarta. This research used survey with observation technique, interview, and give a questionnaire to 40 Physical Education Teachers in inclusive primary schools representing 5 regencies in Yogyakarta Special Region. Inclusive Physical Education Implementation was observed on the documents of lesson plan and preparation of learning equipment. All observations, interviews, and questionnaires were analyzed descriptively. The result showed that there was variability across the schools on the implementation of inclusive physical education. In general, teachers still have difficulty in managing inclusion learning in primary schools because special infrastructure facilities for disability are not yet available, and specific instructional models for inclusive schools are limited. Most teachers (95%) have difficulty in compiling learning variations to keep children excited. Inclusive Physical Education Implementation in Yogyakarta, Indonesia has not been optimal. Then based on the findings, possible recommendations for improvements in implementing inclusive physical education, especially adapted learning model

Keywords: Inclusive Physical Education; Disability; Elementary School

Abstract ID: AIC-2017-GDHEC-267

MEDIATING ROLE OF INTERPERSONAL EMPLOYEE CONFLICT ON THE RELATIONSHIP OF SERVANT LEADERSHIP AND EMPLOYEE TASK PERFORMANCE AND ORGANIZATION CITIZENSHIP BEHAVIOR IN MALAYSIAN TECHNICAL UNIVERSITY NETWORK (MTUN).

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Universti Tun Hussein Onn Malaysia

Abstract

In the contemporary times, different ways are being explored and implemented to optimize employees performance. It is well understood that servant leadership is very fruitful, being a follower first approach to raise the employees outcomes. But there have been lack in empirical researches on servant leadership in Malaysia. The relationship between servant leadership with employee task performance, and OCB is explored first in this research. Employee conflicts can not be avoided and exist by somehow in each social environment. nature. These interpersonal employee conflicts mediate the relationship of leadership and employee outcomes, moreover impact on employee in-role and extra role performance. This paper focuses the significance of servant leadership resulting in employees' positive performance outcomes. This is also supportive in resolving interpersonal employee conflict. This paper performs empirical research on the relationship between servant leadership, employee conflicts and employee task performance and organizational citizenship behavior in Malaysian Technical University Network (MTUN). It also focuses the mediating role of interpersonal employee conflicts on the Servant leadership and employee task performance, and OCB relationship.

Keywords: Servant Leadership; Interpersonal Employee Conflicts; Employee Performance And Behavior

Abstract ID: AIC-2017-GDHEC-268

PERCEPTION OF INTERNAL QUALITY AUDITORS ON TRAINING, EXPERIENCE, INDEPENDENCE, PROFESSIONALISM, ACCOUNTABILITY, AND COMPETENCY: CASE STUDY ON UNIVERSITY

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Abstract

Internal quality audit is one of audit types that can improve the quality of organization's services. Nowadays internal quality audit is not only applied by profit-oriented organizations but also on non-profit-oriented organizations such as university. This research aims to find out how the perception of the internal quality auditor of a university on training, experience, independence, professionalism, accountability, and competency in the terms of quality auditing. The respondent of this research is internal quality auditors of Satya Wacana Christian University Salatiga. This research uses descriptive qualitative approach using questionnaire and interview 10 internal quality auditors who agree to be respondent. The result shows that all internal quality auditors have a good perception on their training, experience, independence, professionalism, accountability, and competency.

Keywords:

Abstract ID: AIC-2017-GDHEC-279

UTILIZING THE FLIPPED CLASSROOM APPROACH FOR THE TEACHING OF SCIENCE AT ELEMENTARY LEVEL: AN EXPERIMENTAL STUDY

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Abstract

Information and communication technology (ICT) has variety of software and applications (Marcelle, 2000; UNESCO, 2007). ICT has a strong potential to influence the instructional practices of teachers. Education sector has experienced paradigm shift recently, from teacher to student centered classrooms. It comes up with a new innovative model known as the flipped classroom. It is known as flipped class because it flipped or inverted the classroom-homework paradigm. The flipped classroom is such a revolutionary structure that shifts the lecture, via technology, outside the class by using videos and transfer homework inside the classroom by the use of learning activities. In Pakistan the concept of flipped classroom is in the air. No research has been found in the Pakistan context in best of my knowledge so this study is a pioneer in its nature. This experimental study focused on investigating the effects of flipped classroom on student's science achievement at elementary school level in Pakistan. Quasi-experimental research design was selected. Two sections of 8th grade were chosen as experimental and control group. Experimental group was taught in the flipped classroom, and control group was taught in the traditional classroom. Pre- and post-test was designed for both experimental and control group. Both independent and paired sample t-test was used keeping the research questions and type of data in mind. Independent sample t-test showed that the difference was highly significant between the mean scores of experimental and control group after the experiment ($p=0.00$). Paired sample t-test showed that there was highly significant difference in the mean score of pre- and post-test of the experimental group ($p=0.00$). The effect size was also calculated to determine the magnitude of the difference through Pearson's correlation coefficient r . The effect size value (0.93) indicated a very large effect. Current research has implications if proper training and workshops are arranged for teachers related to the flipped classroom. Findings of this research will help to improve the situation of use of ICT for teaching and learning in Pakistan as well.

Keywords: Flipped Classroom; Science Achievement; School Level; Videos; Homework

Abstract ID: AIC-2017-GDHEC-280

FANATICISM OF A KOREAN BOY BAND "SHINEE" AS PERCEIVED BY K-POPERS "SHINEE WORLD INDONESIA" IN KARAWANG REGENCY

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Abstract

Korean popular music, or broadly known as K-Pop, is the most noticeable example of hallyu-wave products. Actors, actresses, soloists, duos, and groups consisting of several members are considered as K-Pop performers. In Korea, such performers are popular by the term "idol". Those who idolize a particular idol, whether it is soloist or group, often join a fans-club called "fandom". Teenagers as common members of fandom will identify and try to behave in similar way to their idols. Looking at that phenomenon, this study aims to find the motive behind K-Popers "SHINEE World Indonesia" fanaticism of a Korean boy band, SHINEE. This study applies qualitative method, a research method which is defined as an attempt to get a better understanding regarding the complexity of human interaction. It results in several keywords of qualitative research: process, understanding, complexity, interaction, and human. The researchers adopt qualitative method with phenomenology approach, due to the fact that the research object is closely related to the motive behind K-popers fanatics and their imitative behavior. The researchers realize that the motive and imitative behavior of K-Popers fanatics are processed within themselves, not by the visible behaviors in the outside. This phenomenology research tries to gain knowledge regarding how an early fan constructs the important meaning and

concepts in inter-subjectivity frame. Fanaticism process is triggered by a motive which is divided into four reasons: (1) generating interest, (2) satisfaction, (3) knowledge, and (4) absorbing "SHINee" as a part of fanaticism lifestyles.

Keywords: Fanaticism; POP Culture; K-POP

Abstract ID: AIC-2017-GDHEC-283

STUDENT PERCEPTIONS OF THE USE OF ASYNCHRONOUS DISCUSSION FORUMS, QUIZZES AND UPLOADED RESOURCES

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Abstract

This study examined student perceptions of the use of asynchronous discussion forums, quizzes and uploaded resources within polytechnic students. There has been an increase in the use of LMS in many higher learning institutions in the world. Based on the potential benefits LMS can offer for education, Polytechnic has reviewed several educational policies to reflect the integration of LMS into the teaching-learning process. LMS have tools such as asynchronous discussion forums, and quizzes. The sampling of the research participants was purposive. Employing a case study approach, 97 students from two departments participated in a survey. The instrument's Cronbach's alpha was 0.899. The student questionnaire was divided into three sections. The first section addressed students' perceptions of LMS tools, namely the discussion forums, quizzes, and the use of uploaded resources. The questions were in a Likert scale ranging from 1 to 4 (i.e. Strongly Disagree to Strongly Agree). Quantitative data were analyzed through IBM SPSS. Results were presented in percentages, frequencies, independent sample t-test and ANOVA.

Keywords: Asynchronous Discussion Forums; Quizzes; Uploaded Resources; Lms; Polytechnic.

Abstract ID: AIC-2017-GDHEC-288

THE INTERRELATIONSHIP OF PERSONALITY, SELF-EFFICACY AND ENTREPRENEURIAL INTENTION AMONG FUTURE TECHNICAL PROFESSIONALS

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Abstract

The past literature has reported that intention of an individual plays a significant role in his or her decision to establish a new firm and getting involved with business activities. This study aims to investigate the impact of future technical professionals' personality and self-efficacy moderating with the gender in non-for-profit higher education institution. Total of 654 future technical professionals from non-for-profit higher education institutions in Malaysia has been collected. Results of this study show that personality and attitude of future technical professionals were found to have a significant impact on the entrepreneurial intention. Furthermore, genders also found to have an influence in determining the intention to be entrepreneur among the future technical professionals.

Keywords: Self-Efficacy; Entrepreneurial Intention; Technical Professionals

Abstract ID: AIC-2017-GDHEC-294

THROUGH A DIFFERENT LENS: ENGLISH TEACHERS' PERCEPTIONS OF THE PROFESSIONAL UP-SKILLING OF ENGLISH LANGUAGE TEACHERS (PRO-ELT) PROGRAMME AND ITS EFFECTIVENESS.

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Abstract

The explosion of in-service professional development programmes for English teachers is inevitable in the 21st century. Nevertheless, many English teachers across the globe are still found linguistically deficient, thus jeopardizing the quality of English teaching as a whole. In spite of in-service professional development programme being the ubiquitous measure to leapfrog the quality of teachers, there is still no guarantee that it would resolve the English teachers' language competency. Thereby, this paper intends to cast light on the perceptions and effectiveness of the Professional Up-skilling of English Language Teachers (henceforth Pro-ELT) Programme from the viewpoints of 111 Malaysian English teachers in the state of Terengganu using retrospective survey questionnaires. The findings indicated that Pro-ELT, on average, is effective in enhancing the English teachers' language proficiency but suffered from some criticisms such as duration of the programme and teachers' workload. Most importantly, this study indicated that mandatory in-service programme, which often yielded negative results, is reacted favourably albeit its shortcomings. This therefore accentuates the significance of the in-service professional development programme in enhancing the proficiency level of English teachers, especially in a limited English-speaking milieu.

Keywords: Pro-ELT; Quality Of Malaysian English Teachers; In-Service Teacher Training; Continuous Professional Development; Language Programme Evaluation

Abstract ID: AIC-2017-GDHEC-303

IMPACT OF ORGANIZATIONAL JUSTICE ON EMPLOYEE PERFORMANCE: MEDIATING ROLE OF EMOTIONAL INTELLIGENCE: AN ANALYSIS OF PUBLIC SECTOR ORGANIZATIONS OF PAKISTAN

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Abstract

Abstract One essential element of understanding an organization's behavior is Justice. Organizational Justice (OJ) is an employee's perception towards the fairness of policies made by the organizations. Justice is one of the critical components in an organization for the self-motivation and satisfaction of employees to perform better. Moreover, the justice types i.e. Distributive Justice (DJ), the perception of workers towards the distributed compensations and other rewards, Procedural Justice (PJ), the transparency in the procedures like making policies, rewards and to gain desirable outcome, Interactional Justice (IJ), fairness of manners in carrying procedures, are main the dimensions of OJ and found critical for Employee Performance. Employee's Performance (EP), as the propensity of the employee to use means proficiently and meritoriously to bring out organization's goals is the ultimate outcome. The current study purposely investigated the relationship of organizational justices with employee performance with the mediating role of emotional intelligence in three public sector organizations of Pakistan with the reason of addressing the potential issues associated with employee performance which have not been addressed yet in Pakistani context. Quantitative data collection from three public sector organizations of Pakistan i.e. State Bank of Pakistan (SBP), NADRA and OGDCL, using a self-administered questionnaire survey method, the study followed simple random sampling technique with the sample of 342 questionnaires. The study results designated that organizational justice is positively associated with employee performance with the mediating role of emotional intelligence which exhibits that there is a dire need to address emotional intelligence which is inevitable between the relationship of organizational justice and employee performance.

Keywords: Organizational Justice; Distributive Justice; Procedural Justice; Interactional Justice; Emotional Intelligence; Employee Performance

Abstract ID: AIC-2017-GDHEC-304

DIGITAL MICRO-LEARNING (DML) BASED E-TRAINING FOR ENHANCING DIGITAL COMPETENCE OF TEACHER EDUCATORS

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Abstract

e-Training has gained potential enticement in this era of digitized educational networks. Teachers are facilitated with extensive e-Training programs to develop and augment their digital knowledge and skills according to the modern patterns. Countries like Pakistan have smaller trends of e-Training programs as teachers are not digitally competent enough. They take such programs as professional burden and wastage of time as these programs comprise of information which may be extended beyond the relevance and professional utilization in teaching and other relevant activities. Also teachers remain unwilling to absorb the cognitive load of lengthy and prolonged information. Digital Micro-Learning (DML) addresses these issues of teachers by diminishing the time allowable for consuming the content during e-Training. DML is a strategy of training through brief, digestible, and well-planned units of information which are consumed by the trainees via digital media. DML contains micro-content and micro-activities within digital training environment. For this research study, e-Training program was conducted on the concept of Digital Micro-Learning so that to maximum facilitate the teacher educators by spending lesser time on learning and taking brief/bit-size content in different forms during this course which was intended to enhance the digital competence of teacher educators focusing on enhancement of two areas: i) digital literacy and ii) e-Teaching skills. Findings of the study revealed the higher engagement level during e-Training and enhanced digital literacy and e-Teaching skills. The study suggests to use the significant approach of DML for attaining optimal outputs from e-Training programs of teacher educators as a tool for continued professional development. This study also identifies the gap of lacking the awareness and utilization of micro-content and related activities amongst teacher educators.

Keywords: E-Training; Digital Micro-Learning (Dml); Digital Competence; Digital Literacy

Abstract ID: AIC-2017-GDHEC-306

FIRM AND INDUSTRY LEVEL VARIABLES EFFECTS ON FINANCIAL DISTRESS PREDICTION

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Abstract

Default has become an extreme concern in the current world due to financial crisis. Early prediction of companies default delivers evidence for monetary institutions. In spite of numerous advanced approaches that have extensively been projected, this part of study is not outmoded and still needs additional inspection. In this research, the enactment of dissimilar several firm and industry related variables are evaluated in terms of their competence to properly categorize default and non-default Pakistani companies listed in Karachi Stock Exchange (KSE). Additionally, KSE have remained consistent for some years to grow and provided benefit to its stockholders. For this purpose, KSE can be more attractive for investors. Most variables provided noteworthy developments over the prediction models but logit analysis seems to be

the step ahead of all the techniques. In addition, logitanalysis shows to robustness and better prediction accuracy among all othertechniques.

Keywords:

Abstract ID: AIC-2017-GDHEC-307

MULTICULTURALISM EDUCATION IN THE ART OF TELEVISION ADVERTISING: A RESPONSE AND CREATION OF AUDIENCES CULTURAL TOLERANCE

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Abstract

The world is always evolving accompanied with the development in other fields, such as technology, art, and education. The point of educational objectives in order to build a humanist, academic, and professional person, must be translated into indicators of learning in everyday life that relevant to the situation and condition of the learners. This means that education should not be "uniform" the multicultural competence of the learner in every region in Indonesia, but rather should be the axis development of the competencies that are needed in each area of the learners. Education process must not thus "alienating" learners on local wisdom in his area and himself as Indonesian. Thus, education as the process of culturalizing for the sake of harmonious person or a citizen of Indonesia sovereign will happen properly. There is the problem of how the categorization given in relation to the field of arts, that makes art increasingly is not considered a cause of its existence. In fact, art can represent a symbolic culture of Indonesia. Linear thinking is very closely related to categorization and comfort life, causing unconsciousness that there is multidisciplinary in the art of television commercials which represents multiculturalism Indonesia. Multiculturalism and the "Indonesian" symbolized through daily life, that dialogues by the audience and creators of advertising via the medium of television. Ads, that are often included in the realm of non-art is a television show featuring the art of the complex role or as a performance that is actually capable of becoming effective and also efficient learning methods about Indonesian and its multiculturalism. It's symbolizing in the art of television advertising that must not be detached from the reality of the socio-positioned as a "spiritual son" of empirical reality in society. Throughout its development, he "formed" and "established" through the upper tolerance of multiculturalism Indonesia.

Keywords: Education; Multiculturalism; Tolerance; Advertising; Television

Abstract ID: AIC-2017-GDHEC-314

THE EFFECT OF WORK LOAD UPON WORK SATISFACTION LECTURER WITH WORK STRESS AS A MEDIATION VARIABLE

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Bina Nusantara

Abstract

Job satisfaction is an emergency some very important factors to get maximum results. Satisfaction can be influenced by several factors, organizations need of looking at these factors to improve employee job satisfaction. The purpose of research to determine how much influence the workload on job satisfaction with job stress as a mediating variable. This research was conducted at STTPLN in Jakarta. The number of samples taken by 55 employees, with the saturated sample method. Data were collected by a questionnaire survey and interview tool. Assumption from this research reflected in hypothesis that suspects that there is a positive and significant influence from leadership, motivation, training, and working environment to performance. Path analysis was used to obtain the results that found workload positive effect on job stress, if the workload of employees makes an increase in employee stress will increase. Workload negatively affects job satisfaction, when the workload increases, job satisfaction decreases, and vice versa. Job stress negatively affects job satisfaction. Job stress increases, job satisfaction decreases, and vice versa

Keywords: Work Load; Job Satisfaction; Job Stress

Abstract ID: AIC-2017-GDHEC-322

ECO-TAINMENT DIGITAL LIBRARY AND LEISURE TOURISM: A PRACTICAL APPROACH FOR GENERATION Z

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Abstract

Reading culture is one of the elements that need to be strategically enhanced to produce an educated and knowledgeable society in the future, specifically in meeting the National Transformation 2050 strategic objective. However, in Malaysia, reading habit is not comprehensively practiced among the Malaysian youth. The paper provides a brief description of a new concept of an eco-tainment digital library named as Float eVilla. It highlights the importance of reinventing the traditional library concept into a new eco-tainment digital library to create excitement in the reading experience for generation Z. This study employed the random sampling technique for data collection. Self-administered questionnaires were distributed to local and international tourists visited Putrajaya. The results of this study are presented in descriptive statistics and describe the patent of respondents' feedback on the eco-tainment digital

library characteristics and preferences. Results of the study indicated positive support on the implementation of the Float eVilla concept, which will be able to increase the number of readers among young Malaysians, to create excitement in reading habits, and provide support to the government's mission in education. This study contributes to provide a new perspective in integrating environment, education, and entertainment in leisure tourism setting, which will enhance government transformation strategies to establish a smart young society in the future.

Keywords: Education; Innovation; Eco-Tainment Digital Library; Leisure Tourism; Generation Z

Abstract ID: AIC-2017-GDHEC-323

THE PRACTICE IMPLICATIONS OF COGNITIVE EDUCATION TO EARLY CHILDHOOD EDUCATION LEARNING ENVIRONMENT: A RESEARCH SYNTHESIS

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Abstract

The aim of this study was to examine the implications of cognitive education to early childhood education learning environment. Research method has been research synthesis. In introductory search, approximately two hundred sources were found and after a preliminary examine, fifty sources were studied in-depth. Then a content analysis used to extracting the implications of cognitive education to components of early childhood education learning environment. Based on findings the learning environment in early childhood should be safe and supportive. Also interactive relationships between child-child and adult-child are very important for brain development and as a result child development in all areas, cognitive, physical, social-emotional and linguistic development. Open-ended materials in the environment play an important role in child development especially in creativity realm. Results show learning environment as third teacher of child must be enriched with the proper equipment of the child's age and all types of healthy foods and fresh air. Also existence of outdoor spaces for physical activity is essential for early childhood learning environments based on cognitive education.

Keywords: Cognitive Education; Early Childhood Education; Learning Environment; Brain Development

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TEACHERS' LEVEL OF KNOWLEDGE AND ICT USE INTO PEDAGOGY

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Abstract

Teachers are one that has the most impact on ICT use in the classroom. The importance of ICT integration is reliant upon teacher decision about the use of ICT into their classrooms. Objectives of the current study were to identify teachers' level of knowledge towards use of ICT into pedagogy and teachers' level of ICT use in classroom at secondary school. Under the descriptive design of the study quantitative method was used. The study was conducted with 100 secondary school teachers using Knowledge and frequency of ICT use Scale. Results were found out through descriptive statistics by identifying percentage, mean score, frequency and standard deviation. Results show that well known ICT types by teachers are the internet, email and word processing with highest mean score 3.38, 3.35 and 3.17 respectively. Teachers depicted high level of knowledge towards internet, communication and play games with highest mean score 3.58, 3.51 and 3.23. It was also found that significant correlation (.692) exists between teachers' knowledge and ICT use into pedagogy. Research identified that teachers' lack of knowledge in 11 areas of ICT and use 3 ICT types. It depicted the need for enhancing their level of knowledge on ICT.

Keywords: Teachers' Level Of Knowledge; Ict Use; Pedagogy

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COMMUNICATION PATTERN OF Kiyai AND SANTRI AT PONDOK PESANTREN TARBIYAH WILDAN RAWA MERTA KABUPATEN KARAWANG

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Abstract

Pondok Pesantren Tarbiyatul Wildan in Rawa is an educational institution intended for children 5 years to 7 years old. The age is quite unique because usually children at such ages are in need of the family. This research will discuss about the meaning of santri or students for kyai or teachers who play the role of teachers and parents at the same time. This study uses a case study approach where the resource persons are drawn from different angles. In this study found the result that kyai has a function as a teacher, friends as well as parents at the same time. Various problems arise in the management of educational institutions which certainly appeals to a kyai more patient and understand the students built

Keywords: Communication Pattern; Teacher Communications Pattern; Interpersonal Communications

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HEALTH COMMUNICATION STRATEGY KARAWANG REGENCY GOVERNMENT IN REDUCING MATERNAL MORTALITY AND INFANT MORTALITY RATE

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Abstract

Maternal mortality rate and infant mortality rate is still a homework for health office of Karawang regency government. As one of the pilot districts in the EMAS program initiated by USAID karawang district was chosen to be a pilot district in the handling of maternal and infant mortality. this study uses case study research methods where a problem that has occurred is studied more deeply and then revisited in a narrative form. In this study found that karawang regency succeeded in reducing maternal mortality and infant mortality rate through 3 steps that is 1. improvement of health officer accountability 2. activation of civil society 3. continuous program which akna influence index of human development

Keywords: Health Communications; Health Communications Program; Community Health Communications

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RELATIONSHIP BETWEEN HYDRATION STATUS AND FLUID CONSUMPTION IN BASKETBALL ATHLETES

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Abstract

In addition to nutritional needs, athletes also require good hydration and fluid consumption. The purpose of this study was to determine the athlete's perception of fluid requirement (hydration) and fluid consumption both during exercise and matches at 18-year-old male and female basketball athletes. This study used a quantitative method and population sampling. The subject in this study was Indramayu basketball athletes (N= 23) which followed region competition. The data collected comprises fluid consumption, hydration status, drinking habit consisting of the frequency, the type and the source of drink, and the knowledge about fluid. Drinking habit and water consumption and the knowledge of fluid are measured by using questionnaires "Food Beverage" and hydration status can be seen using PURI. The data were analyzed by the descriptive statistic and Pearson correlation. The research findings showed that (1) majority of research subjects are dehydrated, the total of 23 athletes, 12 (52,2%) athletes are dehydrated and 11 (47,8%) athletes in good status and very dehydrated. (2) majority of research subjects in fluid consumption is still lacking, 11 (47%) of the total respondents are in the category of fewer fluids consumption. (3) based on Pearson correlation between fluid consumption and hydration status of $r_{xy} -0.185$ with p (sig.) = 0,399. It turns out $p > 0.05$; and the direction is negative (-); thus H_0 accepted and H_a rejected; so it can be concluded there is no significant negative relationship between the amount of fluid consumption and hydration status of Indramayu basketball athletes. This study contributed in providing knowledge about fluid consumption and hydration in basketball athletes. Recommendations were made that there is an arrangement on fluid consumption of athletes prior to, during and after training is needed.

Keywords: Hydration Status; Fluid Consumption; Basketball Athletes

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CROSS CULTURAL ANALYSIS ON ELECTRONIC APPLIANCE PURCHASING CONSIDERATION AND USING BEHAVIOUR IN RESIDENTIAL SECTOR BETWEEN MALAYSIA AND JAPAN

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Abstract

Electronic appliances purchasing consideration playing huge effect in using behavior which unique and complex. The role of culture in purchasing and using the electronic appliances in Japanese and Malaysian households is focused in this research. The Japanese are much better in terms of energy savings behavior in order to decrease the emission of the country. It will help to sort out energy usage patterns that are rooted in the Japanese culture and thus resistant to rapid changes in the technological aspect of buying household appliances. The Japanese daily use of appliances is more effective and efficient than Malaysians who make up one-third of the Japanese population. The impact of occupant behavior on energy consumption is therefore crucial to be investigated. It was observed that the Japanese to be better informed about energy end use. however, the following similarities in knowledge levels and attitudes between these two cultures were also observed.

Keywords: Energy Saving Behavior; Energy Usage Pattern; House Hold Appliances; Occupant Behavior

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YOUNG GARUDA INDONESIA (GMI) AS INNOVATION CHARACTER EDUCATION PROGRAM FOR ELEMENTARY SCHOOL STUDENTS

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Abstract

Elementary School as one of the institutions of formal education has a very important role and essential to the formation of national character. To form a mature personality traits required continous processes and continous throughout life. This process should start early because is the right time to instill the values of character because this

will form the basic foundation for further development. Garuda Muda Indonesia (GMI) program is present as one of the characters early education innovation where students 5th grade elementary school choice that comes from towns and villages to exchange and learn. The activities include the introduction of environment-based learning methods and IT, fun outdoor activities, rural and rural environment study, and making creative works of student. Thus through this program are expected to occur transfer of knowledge and the transfer of value between students in rural and urban that supports character education destination for Indonesian youths.

Keywords: Young Garuda Indonesia; Character Education; Elementary School

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COMPARATIVE EFFECTIVENESS OF TECHNOLOGY ENHANCED, GUIDED AND DIRECT LEARNING ON STUDENTS' PERFORMANCE IN CREATIVE ART IN NIGERIA.

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Abstract

Technology has virtually revolutionized every phase of life in this dispensation. The discovery of technology has provided a fore for continual progress in educational circles and several other areas. Guided and direct instructional learning are popular, widely accepted and employed for passing instructions and acquiring skills in technical and vocational education. However these learning approaches have their shortcomings. Following the varying discoveries of technologically enhanced learning, alternatives are being sought by several researchers in order to improve performance in different disciplines, and promote rapid acquisition of skills in practical fields. This experimental study compared the effectiveness of three instructional strategies for upper basic eight classes in Creative Art in Nigeria. 542 participants were involved. Technology-enhanced strategy group consisted of 200 students; 170 for guided and 172 for direct instructional strategies. Male and female participants were 273 and 269 respectively; while public and private schools had 347 and 195 participants. Pretest was administered on each of the groups before instructions were carried out according to the identified instructional strategies. Drawing and painting was the content area of Creative Art subject employed; then the posttest to assess the effectiveness of the instructional strategies. The study revealed, employing ANOVA analysis, that all students improved performance with each of the three instructional strategies, but technology-enhanced learning group showed most improvement, while the guided group did more than the direct group. There was no significant main effect of gender on performance in both public and private schools. Technology-enhanced learning was recommended as a veritable strategy that could improve upper basic students' performance in Creative Art.

Keywords: Technology Enhanced Learning; Guided; Direct; Instructional Strategy

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EVALUATION OF THE RESOURCES FOR THE IMPLEMENTATION OF SCIENCE CURRICULA FOR SENIOR SECONDARY SCHOOLS IN NIGERIA

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Abstract

Evaluation of resources to ascertain the appropriateness, availability and adequacy of the process of implementing the science education curricula has become a major factor in the realization of the stated science objectives in the curriculum. Evaluation design was employed for the study. This research was guided by eight (8) research questions and three hypotheses. Eight hundred and eighty teachers (880) in the one hundred and forty four secondary schools in Nigeria formed the population for the study. Data were collected through questionnaire. The questionnaire was validated and trial tested to confirm its internal consistency which was found to be 0.91. The research questions were answered using simple percentages while the three hypotheses were tested using t-test statistics. The result of the study revealed that the resources (human and materials) were not adequately available and the available ones were not properly managed. The available resources were more pronounced in schools located in urban locations than schools in rural areas. The result further revealed that the science teachers were inadequate to go round the schools and some of the teachers were not qualified. Upon these findings some recommendations were made toward improving the resources for the teaching and learning of science in Nigeria, and to foster scientific and technological breakthrough in Nigeria. : .

Keywords: Evaluation; Resources; Implementation; Science And Curriculum

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DEVELOPING CIVIL SOCIETY: CAN WE EXPECT NGO ?

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Abstract

The development of civil society becomes an important issue today. Democracies in some countries have stagnated because civil society failed to play his roles, as controlling, watching, influencing policy, and so forth. In other side, society as environment where civil society is, may has different characters between one area and each others. For example, society with equal and individual values, while other has patronage values. The existence of civil society can not be separated from character of society. It means, developing civil society need to consider character of society. In Indonesia, some scholar mentioned weakness of Indonesian civil society. Most of them seen activity of civil society through observing NGO activities, demonstration, and so forth. Institutionally, we can call them as civil society