BOOK OF ABSTRACTS

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Business and Entrepreneurship Development in a Globalized Era

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Preface

This Book of Abstracts contains abstracts of all papers that have been accepted for presentation at the 12th Annual World Congress of the Academy for Global Business Advancement (AGBA) that is being hosted by the Faculty of Industrial Management, University of Malaysia Pahang, Kuantan City, State of Pahang, Malaysia, on November 16-19, 2015.

The main theme of the conference is "Business and Entrepreneurship Development in a Globalized Era".

This "Book of Abstracts" has been edited by Joonas Kishwar (Prairie View A&M University, Prairie View, Texas, USA), Klaus-Peter Wiedmann (Leibniz University, Hannover, Germany), Mohd Ridzuan Bin Darun (University of Malaysia Pahang, Kuantan City, State of Pahang, Malaysia), and Zafar U. Ahmed (Academy for Global Business Advancement, Fort Worth, Texas, USA), and assisted with patience, diligence, and professionalism by Syed Radzi Bin Rahamaddulla (University of Malaysia Pahang, Kuantan City, State of Pahang, Malaysia).

AGBA would like to express its appreciation and gratitude to Prof. Dato' Dr. Daing Nasir Ibrahim, Vice Chancellor (University of Malaysia Pahang) and Patron of AGBA for his exemplary leadership in organizing this conference on the campus of University Malaysia Pahang.

AGBA also extends its heartfelt thanks to AGBA- University of Malaysia Pahang Conference Committee comprising of Mr. Syed Radzi Rahamaddulla, Dr. Senthil Kumar, Mr. Hasahuddin; Puan Airin, Mr. Deen Hassan, and Ms. Safiynaz Binti Omar for organizing a great conference.

We place on record our sincere thanks for your participation and support, and look forward to having you with us next year at AGBA's 13th Annual World Congress in Lucknow, India in 2016.

Sincerely,

Joonas Kishwar
Klaus-Peter Wiedmann
Mohd Ridzuan Bin Darun
Zafar U. Ahmed
2015 AGBA Conference Leadership-at-a-Glance
(Officers and Notables for the 12th Annual World Congress)

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AGBA Profile

Academy for Global Business Advancement (AGBA) is an association of professionals in the fields of business administration, commerce, economics, entrepreneurship, information technology, tourism, hospitality and recreational sectors.

AGBA is an independent, non-aligned and not-for-profit, charitable NGO registered in the state of Texas (USA) with a worldwide network of more than 1000 members based across more than 50 countries that include scholars from reputed academic institutions, corporate leaders, governmental officials, entrepreneurs and consultants hailing from both western and emerging countries.

AGBA, as a global organization, aims to help academics and scholars at business schools across emerging countries to connect with the western (developed) world for mutual benefit. Such collaboration would accelerate the process of globalization by furnishing ample opportunities to scholars in emerging countries to get recognition, disseminate new knowledge and assert themselves on the global stage.

AGBA’s Vision
To be globally recognized as a leading "not-for-profit charitable NGO" dedicated to serve the academic, professional, government, corporate and entrepreneurial sectors worldwide.

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Building on the dynamics of the ongoing globalization process, AGBA is committed to provide a global platform aimed at assisting academics, scholars, professionals, officials, entrepreneurs and consultants of emerging countries to assert themselves on the global stage for recognition, networking and dissemination of knowledge.

AGBA’s Core Values:

- Nurture globally competitive talents; expertise and skills in academics across the emerging countries;
- Arrange apprenticeships for academics, scholars, professionals, officials, entrepreneurs and consultant on the global stage;
- Provide advisory services to upcoming business schools across the emerging countries for accreditation by the US based Association to Advance Collegiate Schools of Business (AACSB);
- Provide advisory services to peers worldwide to obtain “Fulbright Grants” from the US government successfully;
- Offer customized training and professional development programs globally;
- Act as a platform for the advancement of “Global Entrepreneurship”; and
- Act as a platform for the publications of scholarship in globally respected and world-class journals.
International Entrepreneurship: The Case of Hispanic Latino Entrepreneurs in the USA

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ABSTRACT

Hispanic Latino entrepreneurs constitute one of the fastest growing minority groups in the USA. They are dynamic job creators and economic contributors. Despite being exposed to daunting personal and business challenges, many managed to prosper and created viable enterprises. This article is based on a qualitative survey of 20 Hispanic Latino entrepreneurs and their pathways to entrepreneurial success.

Keywords: Entrepreneurship, Hispanic, Latino, Qualitative Research, U.S.A.
Home Market Effect and Spatial Wages Disparity: An Empirical Reinvestigation of China

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ABSTRACT

It is argued that the size of a region affects the spatial configuration of economic activities, known as the home market effect (HME). Concerning the definition of HME, it can be interpreted from different aspects but most empirical studies testing HME focus mainly on investigating firm share and exports. Within a theoretical framework, we unscramble the definition of HME and find that it is more general than firm share, in terms of factor price (wages). Moreover, an empirical reinvestigation in terms of wages in the case of China is given by using panel data for the period 1980-2012. We find that the wages in coastal regions are higher than those in the interior, due to the size differences between regions. Additionally, regional inequality in wages between the coastal and interior regions evolves in an inverted U-shape curve during periods of regional integration. The evolution of the space economy in China during the past three decades supports the inverted U-shaped pattern predicted by the theoretical models of spatial economics.

Keywords: Home market effect, Wages disparity, Transport costs, Inverted U-shape.

JEL Classification R12·F1
An Examination of the Effect of Negative Mood Disorder on Compulsive Buying Behavior: A Meta-Analysis

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ABSTRACT

Recently, there has been a growing interest in studying compulsive buying tendencies among consumers. Much attention has been given to why consumers become engaged in compulsive activities. More specifically, most studies have focused on personal factors that cause shoppers to buy compulsively (e.g., cognitive and emotional factors); however, these studies have reported contradicting findings about the causes of compulsive buying behavior; whether it involves negative mood disorders or positive mood disorders. Based on evaluating the effect sizes of 9 studies using fixed and random effect models, the researcher concludes that negative mood disorder is associated with compulsive buying behavior.

Keywords: Compulsive buying; Mood disorder; Depression; Negative mood
The Link between Creativity and Credibility with Sustainable Growth of Entrepreneurial Firms: Evidence from Sri Lanka

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ABSTRACT

This paper shows how creativity and credibility of entrepreneurial firms contribute to sustained growth in constantly turbulent and hostile market conditions. Emerging markets are characterized by high uncertainty and risk due to political and economic instability, changes in social values, and the resultant turbulent and hostile market conditions.

Sri Lanka as an emerging market has been challenged by a three decade long civil war and severe economic crises. This is a suitable context to test the significance of individual and corporate credibility on the survival and growth of entrepreneurial firms operating in different market environments. This study applied a mixed research methodology by combining case research on 12 entrepreneurs of high-growth firms with face-to-face interviews and a questionnaire based large survey on the owners and top managers of 146 successful entrepreneurial firms operating in Sri Lanka. This research found that in a turbulent and hostile emerging market context, creativity and credibility significantly influence entrepreneurial firm growth. This paper addresses a knowledge gap in the literature by investigating the contribution of both creativity and credibility on entrepreneurial firm performance in hostile emerging markets in developing countries. The findings offer entrepreneurs in emerging markets important insights into growth strategies for surviving and thriving in often-hostile market conditions.
Keywords: Creativity, Credibility, Entrepreneurial firm performance, Survival Strategies, Emerging Markets
Telework Regulatory and Legal Contingencies for Employers and Consultants

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ABSTRACT
Contingency theory is used to investigate legal and regulatory constraints on telework practices. This literature review provides an important resource that helps bridge the gap between academic insight and human resources consultants’ application in the establishment of telework practices that are in conformance with these rules. This literature review aims to discuss the Legal and regulatory issues associated with telework, which are (1) employment status of teleworking employees, (2) safe and healthy workplaces, (3) the Fair Labor Standards Act, (4) teleworkers with disabilities, (5) intellectual property protections, (6) environmental impacts of telework, (7) teleworkers’ privacy, and (8) telework regulations in the international setting.

Keywords: Telework, Regulation, Fair Labor Standards Act, Environmental Issues, International
The Unpopularity of Sachet Marketing in China: Perspectives from Managers and Consumers

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ABSTRACT

Purpose – This study aims to investigate the factors that make the huge China market less conducive to the practice of buying products in sachet sizes.

Design/methodology/approach – The investigation involves two studies: (1) in-depth interviews with Chinese managers in five multinational companies operating in China (Procter & Gamble, Unilever, Johnson & Johnson, Amway, and Avon) to understand why these companies have abandoned sachet marketing, and (2) a face-to-face survey of 468 Chinese consumers in two cities of different sizes in China, namely, Shanghai and Zhuhai, to gain insights into consumers' perception of products in sachets.

Findings – Study 1 finds that multinational companies use sachets mainly for product introduction or promotion. According to the interviewed managers, the relatively higher level of disposable income, historical habits, and inconvenience of frequent purchases are the main factors why sachets are not popular in China. The increasing purchasing power and the monthly salaries of urban Chinese employees provide them with the liquidity to buy products in larger packages. Chinese consumers tend to perceive that products in sachets cost more per unit than do products in regular sizes. Besides, the presence of cheaper local brands
make branded products in sachets less attractive. Generally, the Chinese would buy sachets only when they want to try a personal care product.

Study 2 finds that Chinese residents in Zhuhai and Shanghai differ in their agreements to the various reasons for the unpopularity of products in sachet in China. Shanghai participants show significantly higher agreements than do Zhuhai participants to the following reasons:

- I do not like buying products in sachets because I will need to go to buy them often.
- Products in sachets are often more expensive than larger-sized products in terms of price per gram/ml.
- Products in sachet do not provide good value for money.
- Using products in sachet is more wasteful to the environment than larger-sized products (because sachets use more raw materials on the packaging than necessary).
- Sachet packages are harmful to our environment.
- China does not have enough small corner stores to make products in sachet widely available to consumers.
- There is no advertising of products in sachets in China.
- I buy products in sachets only when I want to try new personal care products.
- I buy products in sachets only when I want to try new food products.
- I buy products in sachet only for use while traveling.

In contrast, Zhuhai participants exhibit higher agreements than do Shanghai participants to the following reasons.

- Products in sachets are not hygienic.
- Products in sachets tend to lower the brand image.
- People may perceive me to be poor if I buy products in sachets.

The two samples do not differ in their agreements to the remaining nine reasons. The adjusted agreement scores of both samples range from 2.738 to 5.651 out of 7.

Originality/value – There has been little in-depth analysis of the unpopularity of sachet marketing in China. This study fills this gap in research. It analyzes reasons why sachet marketing is not popular in China from the perspectives of both managers and consumers, identifies factors to consider before employing sachet marketing, and provides managerial advices and implications for using sachet marketing successfully.

Keywords: China, Consumer goods, Marketing strategy, Sachet marketing, Package size, Multinational companies, Distribution systems, Empirical research
Issues Concerning the Statutory Duties of Licensed Housing Developers

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ABSTRACT

Housing developers in Peninsular Malaysia who carry out housing development are imposed with statutory duties. The duties are imposed to protect the rights of purchasers. However, despite the existence of statutory duties, there are still many cases that demonstrate the duties have not been fully fulfilled. Due to this failure, many purchasers have become victims. Among the consequences are: shoddy workmanship and abandoned housing projects. This paper aims to study this issue arising from section 7 of Act 118. The research methodology that is used is a mixture of qualitative case studies and legal research methodologies. This paper finds that indeed there are laws prescribing duties of housing developers but it has not been fully enforced by the authority. Because of this, many purchasers have become victims without obtaining adequate remedies and yet the defaulting housing developers escape from any penalty. This paper also suggests ways to overcome this problem.

Keywords: Housing Development Projects in Malaysia; Statutory Duties of Housing Developers; Defaults; Purchasers’ Losses; Legal Remedies
Issues Concerning the Housing Development Account (HDA) in Peninsular Malaysia: A Case Study of Abandoned Housing Projects

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ABSTRACT

In Peninsular Malaysia, it is a mandatory requirement that all housing developers who carry out housing development must open Housing Development Account (‘HDA’). The housing developers are only allowed to use the funds subject to the conditions of the Housing Development (Control and Licensing) Act 1966 (Act 118). Thus, the house purchasers’ moneys can be protected. Nonetheless, despite this law, there are practices that have caused losses to purchasers. This paper highlights this issue through two case studies of housing projects in Peninsular Malaysia. The research methodologies that are used are a composite of qualitative case study and legal research methodologies. The author finds that despite there is a law governing the HDA, there are still dishonest methods used by irresponsible housing developers that have caused irreparable damage to purchasers. At the ending part of this paper, the author suggests ways to overcome the problems.

Keywords: Abandoned Housing Projects, Housing Development Account Issues, Fraudulent Housing Developers, Purchasers’ Losses, Legal Remedies
The Interminable Surge in Internal Conflicts in Nigeria: The legal and socio-economic implications

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ABSTRACT

The surge in internal conflicts in Nigeria seems interminable. The resultant implications range from forced displacement, flagrant infringement of the constitutionally guaranteed rights of the citizens, wanton and ruthless wreckage of private and public properties and its associated vices to the monumental assault on the nation’s economic fortunes. This paper being conceptual in approach briefly investigates the endless surges in internal violence in Nigeria and its impacts on the legal and socio-economic psyche of the nation and its citizens with a view to proffering recommendations that will help to nip the erring bud. Reliance shall be placed on both primary and secondary sources. This study is apt as findings from the investigation will assist policy makers and relevant stakeholders in developing legal and policy frameworks that consider examining the causes and implications as part of the solution in the quest for an enduring peace and security in Nigeria.

Keywords: Conflicts; Insecurity; Legal; Socio-Economic Issues; Nigeria.
Marketing Capability, Marketing Strategy Implementation and Performance in Small Firms

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ABSTRACT

Managers and researchers assume that marketing capabilities and strategy implementation play a major role in determining firm performance. Understanding the nature, impact, and drivers of effective marketing strategy implementation is an important issue in small firm performance. Employing the resource-based view and dynamic capabilities theories, we created a model to examine the relationships among these constructs. Regression results from a self-administered survey of 296 small firms in Kenya shows that effectiveness of marketing strategy implementation mediates the effect of marketing capability on small firm performance which in turn leads to better financial performance.

Keywords: marketing capabilities, resource based view, marketing implementation.
The Influence of Organizational Commitment on Building Organizational Branding

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ABSTRACT

The aim of this paper is to explore the historical development of organizational commitment and link it to employer branding, then propose a framework to study the influence of brand loyalty, organizational culture, and organizational identity on organizational commitment.

Keywords: Organizational Commitment, Employer Branding, Employer Brand Association, Employer Brand Loyalty, Organizational Culture, Organizational Identity.
The Potential of Neuromarketing in Exploring Consumer Behavior: Proposed Model and Implications

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ABSTRACT

The purpose of this paper is to explore the ability of functional Magnetic Resonance Imaging (fMRI) to study brain activities during the decision making process to select a brand. This type of research is already studied before for generic products. However, this study is proposing to utilize high technology product to explore consumer switching behavior. A simple model of consumer acceptance technology, which contains perceived usefulness and pleasure variables, was used in this study. The level of brain activation at the ventromedial prefrontal cortex (vmPFC) is expected to increase when participants are asked to judge images that reflect brand perceived usefulness compared with judging images that reflect brand pleasure. This research could enhance our understanding of the decision making during brand switching process, and what managers can do to increase the likelihood of switching into their products.

Keywords: neuromarketing, high technology product, perceived value, pleasure, fMRI
General Population Sampling in Malaysia: A New Approach

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ABSTRACT
The challenge for most researchers in Malaysia has been the difficulty in sampling the general population because of the costs involved in reaching such a sample. The tendency has been to sample a smaller populace or to confine them to certain states in Malaysia. This paper aims to provide a more meaningful sampling procedure without actually covering all parts of a state whilst at the same time providing a high degree of generalization capability. It combines the concepts of domestic migration, urbanization with postal sampling to achieve a high generalization value. This concept may also be applied to other developing countries provided the dynamics of nation building through long term plans as carried out in Malaysia through its Malaysia Plans are apparent. Urbanization here is the result of domestic migration where people from the rural areas migrate to city centres in search of jobs or better quality of life. Postal sampling can be used to achieve random sampling objectives because of the availability of rural folk (domestic migrants) who represent a cross-section of society in a particular state without having to cover all areas in a chosen state. In other words these three concepts will allow the researcher to sample the cross-section of society (covering the whole state) by merely targeting the population of town centres.

Keywords: Urbanization, Domestic Migration, Random Sampling
E-Strategy Adoption and Implementation: Re-examining the Concept

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ABSTRACT

The use of strategic management in firms today is not to be denied but with the ever increasing use of technology the way and means with which the strategic direction of the firm will be achieved has seen a paradigm shift. This requires organizations seeking to expand or grow by widening their customer base to look at an option very often misunderstood called E-strategy. E-strategy is the adoption of an electronic strategy to achieve the same goals and objectives of the firm within its environment primarily premised on enhancing effectiveness and efficiency. The E-strategy that is adopted is meant to develop and categorically alter the way the firm operates by incorporating e-commerce, e-business and other technology based tools to realize the objectives of the firm. Understanding E-strategy per se will not only simplify its implementation but accord due relevance to its strategic nature as opposed to it being just operationalized as a functional tool. This will enable a more strategic fit between technology that is utilized and the firm’s strategic intentions to be understood by the personnel tasked with implementing it.

Keywords: E-strategy, E-commerce, E-business, Competitive Advantage
Consumer Evaluations of Store Brands: The Case of an Emerging Country (Malaysia)

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ABSTRACT
There has been an increase in the importance of retail store brands across the world. Although many exclusive retail products have been introduced in recent years, not all retail products were successful. Retailers seem to have a myopic understanding of the multiple risks associated with adding new category to their store brands. This study investigates how different categories of perceived risks associated with products, attributes and store atmosphere affect consumer evaluations of store-branded products. A structural model has been developed and tested, which provided indications of the likelihood of consumer evaluations of store brands. Results revealed that respondents have different perceptions toward store brands and our study found significant perceptional differences between user and non-user of store brands.

Keywords: Retailing, Store Brands, Atmospherics, Consumer Evaluation, Consumer Behavior
Managing Multinational Human Resources in a Volatile Region: An Exploratory Study of Kurdistan Region, Iraq

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ABSTRACT

The Republic of Iraq is one of the most volatile countries in the Middle East and the world as a whole. The country is a dangerous location for managing Human Resources because of the war within and around her borders such as Iran and Syria. This war affects, to a very significant extent, the overall economy of all the regions, including Kurdistan. Businesses of all kinds including some of the few foreign ones have been starved of capable human resources due to the high degree of volatility in the country. As a result of this volatility emanating from the ceaseless war, and the terrorist group known as Islamic State of Iraq and Syria (ISIS) various multinational corporations are relocating their businesses elsewhere. In addition, there is a high turnover of human resources required to keep corporations afloat. As globalization is rapidly progressing with the advent of information age, MNCs need to be competitive and to make this happen requires constructive human resource policies that will focus on employees’ commitment and productivity increase. This paper will explore some of the reasons for the high turnover and proffer suggestions for ameliorating the problems. To do this, the paper emphasizes its discussions and analyses on the Kurdistan Region of Iraq. The paper will, therefore, address the issue of whether or not the success of international corporations will depend very much upon its social capital capable of development.

Keywords: Multinational, Iraq, Kurdistan, Human Resources, Management
Shareholders’ Perception on Corporate Social Responsibility Reporting (CSRR) and Financial Performance of Listed Companies in Sri Lanka

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ABSTRACT

This study is carried out with an objective of examining shareholder perception on CSR reporting and how CSR reporting has influence financial performance. 78 companies, which were listed on the Colombo Stock Exchange (CSE) and reported CSR, are included in the sample. 115 major individual shareholders were interviewed in addition to data gathered from annual reports. Scores ranging from 1 to 5 are assigned for the perception on 16 question asked by representing strong agreement to strong disagreement respectively. Data is analyzed quantitatively and it reveals that CSR reporting is important for firms mainly to deal with the stakeholder pressure thus confirming the relevance of stakeholder theory compared to the real intention of doing some good to the society. Profit making is not perceived as the prime objective of a firm and the social consequences of corporate operations should be taken into consideration while achieving corporate objectives.

Further, firms are found to low interest of engaging in CSR activities and leased bothered about social issues. Interesting it is found, users of financial statements are not familiar with the concept of CSR. On the other hand firms are perceived to tend to engage in CSR to build corporate image. Buying decisions of customers were least affected by CSR reporting.

There is a positive relation between CSR reporting and financial performance of firms despite the fact the explanatory power of the relationship is relative low.

Keywords: CSR, CSR Reporting, Perception, Financial Performance,
Competitiveness and Entrepreneurship: Analysis of the global Economy with Special Reference to India and Malaysia

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ABSTRACT

We define competitiveness as the set of institutions, policies, and factors that determine the level of productivity of a country. The level of productivity, in turn, sets the level of prosperity that can be earned by an economy. The productivity level also determines the rates of return obtained by investments in an economy, which in turn are the fundamental drivers of its growth rates. In other words, a more competitive economy is one that is likely to sustain growth. The concept of competitiveness thus involves static and dynamic components. Although the productivity of a country determines its ability to sustain a high level of income, it is also one of the central determinants of its returns to investment, which is one of the key factors explaining an economy's growth potential.

Keywords: Competitiveness, Entrepreneurship, Global Economy, India, Malaysia
The Effect of Performance Management System Implementation: The Case of a Malaysian Service Organization from BSC Learning and Growth Perspective

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ABSTRACT

The objective of this research was to investigate the impact of the employees’ attitude derived from the usage of Balanced Scorecard (BSC) learning and growth’s perspective as the performance management system (PMS) in ABC Service Organization. Other objectives include recommendation to improve existing performance management system (PMS) practices and to identify issues and challenges in its implementation which merits further research. A total of 1000 respondents were surveyed and the data was analysed using Pearson Correlation Analysis and Regression Analysis. Analysis of results indicated that there was a positive relationship between the implementation of BSC learning and growth’s perspective and Employee Attitude in ABC. The implication of this research would benefits the organization in terms of employees’ effectiveness and the pervasiveness of the performance metric implementation.

Keywords: Organizational Performance, Employee Attitude, Performance Management System, Balanced Score Card

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ABSTRACT

Relation between Business Strategies (BS) and Management Control Systems (MCS) and its influence on performance in relation to companies operating in telecommunication industry in Sri Lanka is tested based on data obtained through survey questionnaire and interviews. Based on Euclidian theory of distance (ED) three econometric models are used to analyse and interpret data. 62 respondents, the middle managers, out of 90 provided the data. It reveals that Dialog is the 'Ideal' company which uses BS and MCS in a desirable fit so that generating satisfactory financial performance. BSs are identified as Defender, Prospector, Analyzer and Reactor whereas performance evaluation, product and marketing policy, communication, commitment and compensation are taken as MCS. Performance are measured as Returns on Assets, Net Cash Flows from Operating Activities over Assets and profit for the year.

Results evidence that only a single or couple of strategies are critical to firms and performance is highly influenced when there is fit between BSs and MCSs. Further, study also highlights the benefits of examining seven similar organizations over the same period of time to compare their ways of using the same type of MCS to achieve the same type of organizational change in performance. Hence, the study contributes in identifying significant MCSs and strengths and weaknesses of the companies in the industry and in providing tools for extended framework for studying of the operation of performance management and control systems.

Keywords: Business Strategy, Management Control Systems, Performance,
National Human Resource Development Strategy Under the Effective Public Policy Framework

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ABSTRACT

Even within the global context, poverty can be identified as one of the major issues. Whether poverty is a root cause or a symptom of underdevelopment is debated. Based on that principle many international, national as well as non-governmental organizations are putting their actions into eliminating the poverty issue through formulating and implementing different strategies. But the unfortunate reality is poverty issue still exists in many parts of the globe especially in the third world. Considering about the process of formulating policies and strategies which is lead to achieving the national economic growth while eliminating the poverty, there should be a strong political economic foundation within the country. That political economic foundation can be identifying as pre-determinants for effective public policy process. It means that before moving to formulating competitive policies as a country they should fulfill three fundamental pre-determinants for creating a better environment to formulating effective public policies including well established capitalism economic structure, democratic political culture and good governance practices. The reason is those three pre-determinants are interrelated and interdependent to each other’s. If a particular country is able to formulate and implement public policies within this framework it can be a reason for solving many national issues. Move on to the competitive policies which can be implementing within the effective public policy framework, the national human resources development policy is very significant. Because of only the developed human resource can be able to transform countries from least development stage to the developed stage. Therefore this paper is basically addressing to the shape and functionality of the national human resource development strategy model and its expected positive impacts to achieving countries economic prosperity and social wellbeing in the long run based on the normative approach. Basically the proposed national human resource development model consist of four dimensions including right attitude towards the human values, right knowledge through well-developed curriculums, Freedom of thinking and encouraging creativity and experimental based skill development. Ultimately the model is responsible to delivering economic as well as social values including Earth friendly innovations, Effectiveness and Sustainability in to the economic system in order to increasing the standards of living of its citizens. Further, this proposed national human
resource development model can be used as a competitive advantage to the entire economy and this will adding more value to the national resources based.

Keywords: Poverty, Economic Development, Public Policy, Human Resource Development
Adopting Building Information Modeling to Achieve Dynamic Capability

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ABSTRACT

This paper describes the importance of adopting the Building Information Modeling (BIM) tool as a method to enhance the dynamic capability of firms in the construction industry. In this industry many players interact within a network to execute a specific project, which involves significant challenges during the coordination process. Any mismatch in project requirements could cause delays and substantial financial loss to project stakeholders. By adopting the BIM tool, each subcontractor is obliged to follow specific standards that facilitate all coordination activities reflected in the master model. Information sharing and data processing capabilities allow for rapid transfer of data amongst members of a project network. Resources and capabilities are rapidly and efficiently aligned towards a timely execution of construction activities. The primary advantage of BIM is to eliminate potential project clashes and design challenges prior to actual execution, thereby avoiding unnecessary costs and achieving significant savings in material and time.

Keywords: Building Information Modeling, Construction Industry, Dynamic Capability, Information Technology, Coordination, Competitive Advantage
Consumers’ Perceived Interactivity of Mobile Banking Usage: A Conceptual Review

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ABSTRACT

Despite various studies has been carried out on mobile banking adoption but only a limited number of studies focused on perceived interactivity. As a matter of fact, literature on the key motivations of the intention to use mobile banking is incommensurable. Therefore, there is a need to understand the factors influencing consumers' intention to use mobile banking services. This research fills the gap by integrating Technology Acceptance Model (TAM) with Diffusion of Innovation Model (DOI). Additionally, perceived risk and perceived cost aspects are incorporated. The chief aspiration of this study is to determine the factors that influence the intention to use mobile banking services. This conceptual study reviews the past literatures and eight variables are pieced together, that are Usefulness, Easefulness, Relative Advantage, Perceived Interactivity, Perceived Risk, Attitude towards Using, Perceived Cost, Age, Education and Intention to Use Mobile Banking which is translated into eight research hypotheses. A discourse of the future of mobile banking concludes this paper.

Keywords: Technology Acceptance Model, Diffusion of Innovation Model, Perceived Interactivity, Perceived Risk, Perceived Cost

Paper Type: Working paper (work in progress)
Jordanian Banks’ Perception of Customer Relationship Management: A TAM-based Investigation

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ABSTRACT

The main objective of this research is to investigate Jordan banks’ perception and acceptance of Customer Relationship Management (CRM) based on technology acceptance model (TAM). The investigation is conducted in two steps. First, five external variable are added to the TAM framework, namely subjective norms, computer experience, training, self-efficacy, and top management support. In the second step, the developed model was validated using the following statistical techniques: Kaiser-Meyer-Olkin Measure of Sampling Adequacy, Bartlett's Test of Sphericity, Rotated Component Matrix, and regression and correlation analysis. Furthermore, respondents’ demographics were correlated to the variables using Chi-Square testing to explore any possible relationship among them. The analysis demonstrated that all factors are related except subjective norm, which was found to be not aligned with the other external factors. Evidence form he questionnaires revealed that Jordan Banks do not use CRM system. This led to the development of several recommendations to encourage Banks to adopt CRM system. Further research will involve modifying the model according the findings for this study and explore current research extension on TAM and advanced statistical techniques such as SEM.

Keywords: Customer Relationship Management (CRM), Technology Acceptance Model (TAM), Jordanian Banks
A Framework for Social Media at Entry Mode of Indian Small Enterprises

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ABSTRACT

In the era of globalization and industrialization social media is playing a very crucial role. Now day’s Small enterprises scope is increasing day by day due to globalization. This article focuses on the role of social Media at the entry mode of Indian Small enterprises. On the basis of marketing theories and concepts with services as a key component, it has been focused on the interface of social media and small enterprises. It offers an integrative conceptual framework that explicates the role of social media on the entry mode choice of small enterprises, and also proposed that several internal and external factors moderate this relationship. This research paper mainly based on the literature review and evidences collected from various sources of published scholarly journals, articles and reports. Finally the conclusion with discussion of framed proposed framework of integration of Social Media with Indian small enterprises at entry mode level.

Keywords: Entry Mode, Small Enterprises, Social Media.

Type of Paper: Conceptual Working Paper

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ABSTRACT

Consumer protection concerns the efforts of governments, non-profit organisations and activists to protect consumer rights, by taking into account consumers' needs and interests. Today's consumers need to be equipped with high consumerism knowledge and skills in order to become more empowered. However, empowered consumers will not be created without the government intervening to protect consumers with adequate legislations. This paper aims to examine the existing Malaysian laws specifically the Sale of Goods Act 1957 and the Consumer Protection Act 1999 in protecting consumers in a sale of goods transaction and determine their adequacy. The paper adopts a legal library based research methodology focusing mainly on primary and secondary legal sources. Although the aforementioned Malaysian laws continue to protect consumers of goods, the paper concludes that there is a need to completely revamp these laws in order to reflect a more uniform and modernised approach.

Keywords: Consumer Protection; Consumer Protection Act 1999; Sale of Goods Act 1957; Malaysia.

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ABSTRACT

In this conceptual paper, it is acknowledged that comprehensive literature on Intellectual Capital Disclosure (ICD) studies were reviewed globally and in the context of Sri Lanka. The results point out that there was a commonly upward trend for the disclosure of Intellectual Capital (IC) in the annual reports. Literature review and content analysis show that there is a generally increasing trend of ICD in the Sri Lankan listed companies. Most of the Sri Lankan listed companies are now being disclosed at least ICD in their annual reports in terms of text, sentences, pictures, tables and graphs with the core discipline of Global Reporting Initiatives (GRI4) guidelines. We developed an IC coding framework incorporating various prior studies. We proposed two conceptual models which can be applied by the future researcher towards ICD.

Keywords: Conceptual paper, Colombo Stock Exchange (CSE), Global Reporting Initiatives (GRI4) Guidelines and Intellectual Capital Disclosure (ICD)
Destination Discontinuity for Sustainable Development of a Tourist Destination

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ABSTRACT

The Himalayan region in India attracts massive inflow of tourist round the year. Most of the tourist comes here for either for adventures or pilgrimage purpose. For the purpose of study we have chosen Uttarakhand and its two districts Uttarkashi and Chamoli as they provides both adventures and pilgrimage tourism which made it one the most important region of tourism in complete Himalaya. Tourism here is a source of employment opportunity although here it is creating socio-economic and environmental, therefore mountain tourism require major concern as massive infrastructural development for supporting tourism by private as well as government is taking place without even estimating the tourism carrying capacity. Therefore there is a need to understand the general framework of tourism management for understanding problem’s related to the Himalayan region’s requirement with “S” curve analysis and Destination discontinuity for shifting the inflow of tourist from one destination to other destination to make the Uttarakhand region a popular among all the regions in Himalayas.

Keywords: Himalayan Tourism, Uttarakhand, Management of Tourism, S Curve, Destination Discontinuity, India.
Abandoned Housing Projects in Malaysia: A Planning Law Perspective

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ABSTRACT

In Malaysia, it is a mandatory that all housing developers who carry out housing development must comply with planning laws before embarking on housing development projects. With the compliance, the purported housing development projects are deemed to be compatible with the planning guidelines. Thus, we can ensure successful and sustainable housing development projects. Nonetheless, despite this, many housing projects are abandoned in Malaysia due to issues arising from planning stage. This paper highlights planning legal issues through two case studies of housing projects in Malaysia. The research methodology is a composite of qualitative case study and legal research methodologies. The authors find that despite there is a planning law governing housing development projects, there are still issues in the law that can cause housing development projects becoming abandoned and evidently have caused losses to purchasers. At the ending part of this paper, the authors suggest ways to overcome the problems.

Keywords: Malaysia: Abandoned Housing Projects, Case Studies, Legal Research, Planning Legal Issues, Purchasers’ Losses, Malaysia
Public sector entrepreneurial innovation: A History-based Pattern of Adjustment

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ABSTRACT

This paper suggests that entrepreneurial innovation is necessary for state organizations to adapt. It is the mechanism by which solutions to adaptation problems are found. To resolve complex problems, public sector organizational initiative is stimulated, through governmental adjustments to the existing organizational and institutional framework. Then, as the problems are resolved, it is reined back to ensure the integrity of the institutions. This process repeats itself and makes the occurrence and lack of public sector entrepreneurial innovation predictable. There is some evidence that, since WWII, three waves of innovation took place in most modern nation-states. The main conclusion is that public sector entrepreneurial innovation may transform institutions, but most importantly it is created by institutions as a mechanism to ensure adjustments to environmental changes. This leads to important implications for both research and practice. Institutional theory, and public sector innovation scholars may find these ideas intriguing and worthy of debate.

Keywords: Public sector, Entrepreneurial Innovation, State Organization Change, Waves of State Transformation, Institutional Change, Public Sector Change
On Investigating the Difference between Outcomes Obtained from Nominal Group Technique and Survey Method

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ABSTRACT
Nominal Group Technique (NGT) is a powerful group decision making tool. Many kinds of people – social science researchers, academicians, heads of business organizations, social activists have been using NGT to make decisions in group setting. Basically, NGT is a brainstorming method that generates a large number of ideas pertaining to a certain issue and also prioritizes those ideas through a voting scheme. Outcome of a nominal group (NG) session is a prioritized list of ideas. Normally, six to ten people participate in a NG session and they make the prioritized list together as a group through the aforementioned voting scheme. The present research is proposed to investigate the difference, if any, between the outcomes obtained from a nominal group session and a subsequent follow-up survey. Two experiments have been conducted in quick succession in order to compare the results of NGT study and the subsequent survey. It has been observed that, for both the experiments, the ranking of the ideas obtained in NGT and survey method is significantly close as supported by the associated rank correlation test. The findings of the present research reinforce the usefulness of NGT in terms of generating ideas and the reliability of the ranking that it generates.

Keywords: Nominal Group Technique; Survey Method; Comparison; Qualities of a Manager; Location Selection.
Legal Aspect of Islamic Banking: A Case study of Bahrain

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ABSTRACT

Kingdom of Bahrain is considered the gateway to Islamic banking in the Middle East where it is growing tremendously adopting various legal changes necessary to provide a level playing field to the Islamic banking industry. Innovative legislative improvements are also taking place from time to time in order to pave the road to smooth running of the industry. More importantly, the government of Bahrain is showing immense interest to set it as an international hub for Islamic banking. Hence, the Bahrain may be considered as an ideal model for countries which are interested to develop Islamic banking in their countries. Hence, the objective of this paper is to examine Islamic banking in Bahrain focusing on legislative changes to accommodate it and to learn from its experiences. For this purpose, the study adopts a qualitative research method that considers primary and secondary data. Eventually, the study finds that Bahrain has introduced various legal changes for smooth running of Islamic banking industry which can be adoptable examples by other countries.

Keywords: Islamic Banking, Growth of Islamic Banking, Bahrain, Legal Changes,
Criminal Liability of Legal Entities for Polluting the Environment: Shariah and Law Perspectives

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ABSTRACT

The purpose of this paper is to determine the criminal liability of a legal entity that is not specified as a crime for polluting the environment within man-made laws except if it is committed by a natural person (human being). The offender of environmental crime can either be a natural person or a legal entity. However, the determination of the responsibility of legal entities for this particular crime has been the subject of much debate between supporters and opponents within the legal community. It should be noted that the damage caused by a natural person in the field of environmental crimes is limited as compared with that of a legal entity, especially by the industrial companies in major industrialized countries. Therefore, this paper seeks to find out the real position of a legal entity’s criminal liability for the crimes committed against the environment in the Islamic and legal jurisprudence. This paper adopts qualitative method of research. Since determining the criminal liability of legal entities concerning crimes of polluting the environment in the light of Islamic Sharia law is worth all the attention due to the continuous increase in the number of the legal entities as well as its great influence in the social and economic life of society. Jurisprudence has been split between supporters and opponents of this new direction of the liability of these persons concerning their crimes against the environment. The rage of disputes at the level of jurisprudence from time to time, has led to a need to adopt a more practical approach in the implementation of criminal legislation that is a deterrent against legal entities on the issues in order to protect the environment.

Keywords: Environmental Issues, Pollution, Environmental Crimes, Legal Entity Person, Criminal Liability, Environmental Protection
A Study of Attrition Rate and Retention Strategies in Indian and Malaysian Network Marketing Companies

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ABSTRACT

Network Marketing (NM) involves many satisfied customer-cum-distributors who are consuming products, retail and enrol new members. NM provides an opportunity for retail distributors to reach their prospective customers. This is a ‘Low investment and high returns’ business opportunity to become micro entrepreneurs. This paper is to identifying and analysing the reasons for attrition in NM companies, includes the retention strategies; and ethical issues are discussed. The organized NM companies are Amway India, Avon Beauty Products, Hindustan Unilever Network, Modicare, operating in India and in Malaysia are Amway (Malaysia) Sdn Bhd, Avon Cosmetics (M) Sdn Bhd.

Purpose– An attempt to understand the motivation behind the attrition rate among distributors.

Design / Methodology / Approach – Survey using ‘Snowball’ sampling technique on Network distributors in Hyderabad with the help of structured questionnaire. Sample size is 600.

Originality / Value – Attrition studies NM in Indian context has very few studies on attrition rate.

Keywords: Network Marketing, Attrition rate, Retention Strategies, Hindustan Unilever Network, Amway India.
An Overview of Network Marketing in India

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ABSTRACT

The concept of Network Marketing (NM) has been transforming the way companies are doing business and is gaining a steady momentum. Many companies across the world have perceived the potential of this concept to reach prospective customers in the nook and corners of the world. The World Federation of Direct Selling Association (WFDSA) encourages various member country associations, such as Indian Direct Selling Association (IDSA) in India and other country Regulatory Bodies (or Associations), for organizing and promoting NM. The NM has been in vogue in many of the countries in the world. There has been a surge in NM in India to improve standard of living of Indians by converting unproductive time of housewives, unemployed, physically challenged, retired people and students into productive time on either part-time or on full-time basis. Another feature of direct selling is the efficient ‘division of labor’ between the NM Company and the distributor. The direct sales person is free to focus on what he or she can do best, such as identifying customers, demonstrate products, take orders and deliver products.

Keywords: Direct Sales, Network, Incentives, Multilevel Marketing, India
A Study of Factors Affecting Training Effectiveness in the Banking Sector: A Study With Reference To the State Bank of India, Allahabad, Uttar Pradesh

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ABSTRACT

In today’s volatile business environment, staff training and development is generally accepted as an investment in the future both for companies and individuals (Hayward, 2002). Training is essential for maximum effectiveness of the staff, not only for current duties but also on a continuing basis for the future. In industry situation, training knowledge, problem solving ability or attitude, it is expected that the employees apply their newly acquired knowledge & skills on the job is such a way that they aid in the achievement of organization goals (M. N. Ramesh Kumar, 1994). The present paper attempts to identify the approach of the SBI in identifying training need at different level and factors that affect the training and its effectiveness. In this milieu, three missing links for effective training are pointed out. First, a very practical approach to training need analysis and evaluation, it should be remembered, effective training depends on people wanting to learn and change. Second, the organization while designing, planning, assessing and evaluating training should be more employees centric. Third, training should be linked both to organization goals and employees need.

Keywords: Training, Training Effectiveness, Training Methods, Human Resources, India.
Apparel Purchase Decision-making Styles of Youth across Lucknow, State of Uttar Pradesh, India

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ABSTRACT
Consumer purchase decision making research is always a very attractive field for the researchers working in the field of consumer research. These researches not only produce substantive understanding of the consumer characteristics and help the marketers in formulating better strategies. The present study deals with the decision making aspects of the consumer behavior. Consumers show the different styles of their behavior while making their purchase decision. The study focuses on the apparel purchase behavior of the youth of India. The concept of youth has emerged as a dignified social class in the last decade as a consequence of the development and modernization. In India today, the youth has become the focus for all the stakeholders in the economy and their choice of apparel shows their economic and social status and influences their lifestyles. This study is based on the primary data which was collected from college students of the Lucknow City, one of the historical and cultural centers of India, through a self-administered questionnaire. This study also tries to validate the CSI Scale of Sproles and Kendall (1986). The study shows the different styles of the purchase decisions among youth of Lucknow (India) and compares these results with the other validations of the CSI scale worldwide.

Keywords: Decision-making Styles, Consumer Behavior, Youth, Apparel, CSI
Exploring the Scope of Multinational Firms of India in the Overseas Market: An analysis of OFDI

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ABSTRACT

As India’s economy continues from strength to strength, Indian companies are building on their success by looking offshore for investments and growth opportunities. In recent years, emerging market economies (EMEs) are increasingly becoming a source of foreign investment for rest of the world. It is not only a sign of their increasing participation in the global economy but also of their increasing competence. More importantly, a growing impetus for change today is coming from developing countries and economies in transition, where a number of private as well as state-owned enterprises are increasingly undertaking outward expansion through foreign direct investments (FDI). Companies are expanding their business operations by investing overseas with a view to acquiring a regional and global reach. This paper aims to identify the scope of Indian Multinational Companies in Overseas market. It also focuses on the trends of Indian Outward Foreign Direct investment. Also try to find out the pattern of OFDI, whether its goes to East or West. This study is purely based on secondary data analysis focused on government reports, RBI bulletins, UNCTAD reports and other officials report. The study reveals that there is a positive sign of growth for Indian MNCs in overseas market in recent past.

Keywords- Emerging Market Economies, Foreign Direct Investment, Outward Foreign Investment, India
Obligation and Liability of the Carrier under Rotterdam Rules: An Appraisal

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ABSTRACT

The United Nations Convention on Contracts for the International Carriage of Goods Wholly or Partly by Sea 2008 (the Rotterdam Rules) facilitates modern alternatives and provides substantial changes to the Hague Rules, the Hague-Visby Rules and the Hamburg Rules from various perspectives. Nonetheless, it not yet even entered into force up to the present day because the major maritime countries are not much in favour as it increases the obligation and liability of a carrier. Accordingly, this paper evaluates to what extend the carrier’s obligation and liability is extended under the Rotterdam Rules. In fact, the obligation and liability of the carrier envisaged under these rules provide the balance of interest between the shipping companies and shippers. Therefore, authors propose that it is beneficial for States which have little or no maritime transportation industry to go for ratification, acceptance, approval or accession of the Rotterdam Rules.

Keywords: The United Nations Convention on Contracts for the International Carriage of Goods Wholly or Partly by Sea, Rotterdam Rules, Obligation of the Carrier, Liability of the Carrier, Carriage of Goods by Sea
Development of Network Marketing In Indian Telecom Sector

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ABSTRACT

Indian Telecom network is largest after China. It offers competitive prices and enhancing accessibility to public. It has wide scope in marketing Telecom products and services. For marketing its products / services, direct selling plays a vital role. It creates self-employment opportunities, contributing Socio-Economic development and improving Gross Domestic Products (GDP) and Living standards. The Telecom business is wide-spread in urban but far-flung areas to be covered. The Indian Network Marketing (NM) business is INR 40 Billion in 2015-16. India with highest population and largest independent consumer market in the world, the NM has good scope, if it is customized to befitting Indian culture / requirement. It helps to reduce unemployment and business opportunity for middle class. NM concept is gaining popularity in helping ordinary people become entrepreneurs. Telecom Multi- National Companies are interested to invest in India.

Keywords: Direct Selling, Network Marketing, Telecom Business, Indian Telecom sector, Demographics.
Chinese and Japanese Investments in South Asia: Are They Matching with the Economic Prospects of the Region?

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ABSTRACT

In 2013, China and Japan accounted for about 16.8 percent of world’s outward FDI and 6.1 percent of outstanding investment stocks. Due to underlying objectives and strategies, they seem to differ in selecting economies for their investment. While the Japanese investors invest distinctively more in the developed economies, the Chinese investors invest mainly in the developing countries. This paper, however, looks into the Chinese and Japanese investment in the South Asian economies and finds that they are yet to channel any significant amount of FDI there. This contrasts the investment positions the Chinese and Japanese investors have followed in the economies of East and Southeast Asia. However, Japan has much higher investment stocks than China’s in South Asia at the moment though the Chinese investment in the region is catching up. But the paper argues that investments from these two major investing countries have not matched with the economic growth record and prospects of the South Asian region. In fact, most of the countries in the SAARC region have the potential to grow more quickly than many other parts of the world and Japan and China should take notice of this fact while devising their investment approach.

Keywords: China, Japan, FDI, SAARC, Investment Destination
Determinants of Brand Equity across the Kuwaiti Clothing Market

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ABSTRACT

Our study analyses the interface, relationship, and influence of selected marketing activities for the creation of brand equity in the Kuwaiti clothing market. The Brand Equity Creation Model developed by Yoo, Donthu and Lee (2000) and expanded by Tong (2006) was employed to study the relationships between selected marketing elements and the four dimensions of brand equity (perceived quality, brand loyalty, brand awareness and brand associations) and the relationships among four dimensions of brand equity. A survey was administered across the state of Kuwait to collect data and Structural Equation Model (SEM) was used to empirically test our hypotheses. Our results show that store image, event sponsorship, target marketing, and Web advertising expenditures have a strong combined effect on brand equity creation across Kuwait. Frequent price promotions have negative effects on brand quality level and brand image. Different results with those from similar studies conducted with the American, Korean and Chinese samples suggest that cultural differences mediate the effect of marketing effects on brand equity creation.

Keywords: Clothing Market, Structural Equations Modeling, Brand Equity Creation Model, Kuwait
VW Brand- The Fall of an Auto Empire

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ABSTRACT

In September 2015 the news of Volkswagen exploded when the biggest auto manufacturer was found to be involved in a huge scandal. Now, business gurus are grappling with the same enemies called, fraud, trickery and unethical conduct. In the last six decades corporate scandals used to injure consumers and investors but this scandal is more pervasive. It made a mockery of the loyalties of millions of consumers, ridiculed environmental agencies of a few dozen nations and devastated investors who thought that VW brand with a history of seven decades of integrity was their best bet. In the months ahead as the scandal unfolds we will find out how meticulously and with an evil but genius mind the world was deceived by the once loved VW brand. Still the most intriguing secret to find out will be how the company will play the game of restoring its consumers’ confidence?

Keywords: Brand, Ethics, Corporate Governance, Scandal, Consumer Loyalty
Financial Non-Neutrality: The Inextricable Link between Finance and Inequality

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ABSTRACT

This is a two-decade study of American socio-economic dynamics within the context of finance and monetary policy using a unique data set compilation. The analysis utilizes the innovative and contemporary understanding of the nuances between System GMM and Fixed effects estimators to pull short and long-term effects out of macroeconomic inequality models. This analysis identifies and gauges some of the channels linking finance and monetary policy to socio-economic dynamics. The principal recommendation to be taken from this investigation is that inequality cannot be excluded from the monetary policy debate on the premise that it is a social issue because it is in and of itself an engine of economic growth and stability and consistent with the mandate of the Central Bank.

Keywords: Inequality, Finance and Inequality, Finance and Growth, Monetary Policy, Socio-economic Dynamics, Access to Finance, Loan Maturity, Maturity Structure, FDIC.

JEL classification: D63; E43; E52; G21; O11; O42; O51
The Impact of Host Country Conditions on Market Entry Mode: A Case Study on the Lebanese Oil and Gas Industry

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ABSTRACT

The purpose of this study is to gain a deeper knowledge of how unfavorable host country conditions can impact the market entry strategy chosen by Multinational Corporations (MNC). We use the case of Lebanon conditions and their impact on the MNC type and entry decisions into the prospective Oil and Gas Industry.

Keywords: Multinational Corporations (MNC), Market Entry Strategy, Oil and Gas Industry, Lebanon
Technology Penetration and its Impact on Information Access by Customers: An Exploratory Study

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ABSTRACT

Purpose – The purpose of this paper is to analyze the change in buying behavior of consumers with the increasing penetration of technology. Specifically, the change in how consumers are now accessing more product information before making a purchase decision and why there will be a need of Omni-Channel retail presence in the future.

Design / Methodology / Approach – Based on a framework designed for this paper, the relationship between the buyer and the seller was analyzed. Based on the framework, hypotheses relating consumers and business were put forth. An exploratory method was used to analyze these hypotheses. Since the study is new and on upcoming issues being considered for first time, the Case Study approach as proposed by Eisenhardt was used to prove/disprove the hypotheses put forward. Two companies: Macy's and Suning Appliances were researched to understand their working and approach, with the technology changes affecting both of them. A case from a developed nation (USA) and from a developing nation (China) provides a proper mix and results for the stated hypotheses.

Findings – The hypotheses are found to be true and there seems to be a change in the customers buying pattern with an increasing advent of technology.

Research Limitations – The number of cases/companies considered could have been more in number to give a wider reach and a better understanding of the changing dynamics. Also, this is not an empirical study and thus results in severe limitations.

Keywords: Buying Behavior, Search for Information, Technological Change, Retailing, Case Study, U.S.A., China
Antecedents and Outcomes of Export Market Orientation: An Entrepreneurial Capability Perspective with Evidence from an Emerging Economy

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ABSTRACT

Market oriented behaviour of exporters has attracted much research interest recently. Much effort has been put to operationalize market oriented behaviour and to link such behaviour with greater performance in international markets. Despite this, little is known about the antecedents of export market orientation and the performance outcome of this is not also unequivocal. This study, drawing on the data from an emerging economy’s low-tech industry’s early internationalizing firms using two different market orientation scales, confirmed the relationship between market-oriented behaviour and performance in international markets. This also showed that export market orientation mediates the entrepreneurial capability-export performance relationship.

Keywords: Export market Orientation, Entrepreneurial Capability, Export Performance, Emerging Economy, International New Ventures
Learning Transfer Factors on Employee Performance Competencies as a Mediator

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ABSTRACT

The hotel industry has become one of the major contributors to the gross domestic product (GDP) of Malaysia and has been identified as one of the core economic sectors in the 12 National Key Economic Areas (NKEAs). However, the hotel industry is confronted with the issues of strong competition such as the growth of registered hotels and uncertainty in the environments such as natural disasters, health emergencies and terrorist attack. As such competitive and uncertainty environment, hotels are aggressively boosting the promotional activities to attract and retain customer loyalty toward its hotel for the sustainability and growth. These issues have later highlighted employees are one of the important elements in the hotel industry as they are the main assets in providing excellent service quality towards the customers. Indeed, the hotel industry is facing challenges to enhance employee performance due to the low level of quality service and decrease the average occupancy rate provide strong justification of the need for enhancement. In order to provide an excellent service, employee training is a very prominent factor. Therefore, the training outcomes should be evaluated to ensure that the training contributed to an increase in competencies and employee performance. With regard to this, the learning transfer has become the most important factor because it is part of the training process that will influence the development of human capital and employee performance. The objective of this study is to examine the relationship between learning transfer factors, competencies and performance among employees especially in Sabah hotel industry. Quantitative approach has been used for this study and the sample size consists of 331 operational employees. The data are analyzed using the Statistical Package for the Social Sciences version 21 (SPSS 21) and SmartPLS 2.0. The study analyzed based on PLS-SEM to test the hypothesized relationship, which focuses on the measurement model and the
structural model. The results of this study suggested that employee performance could be increased through learning transfer factors such as secondary influence and motivation. Besides that, the results also suggested that competencies could be increased through secondary influence, motivation, environment, ability and reaction. Moreover, this study found the evidences that competencies mediate the learning transfer factors and individual performance in the following three [3] relationships: (1) secondary influence and employee performance; (2) motivation and employee performance; and (3) environment and employee performance.

Keywords: Learning Transfer, Competencies, Employee Performance, Statistical Package for the Social Sciences (SPSS), SmartPLS, Hotel Industry, Malaysia
The Malaysian Experience in Science and Technology: From Tin to High-Tech

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Abstract

Science and technology policy has played a pivotal role in the advances Malaysia has been able to boast. This paper outlines the main steps taken by Malaysia in advancing science and technology (S&T) activities in the country, and takes stock of the S&T infrastructure, in comparison with other upper-middle income countries.

The study uses basic statistical techniques to shed light on the relationship between S&T indicators and the economic development record in Malaysia and the extent to which S&T efforts have been associated with economic growth. In particular, the S&T variables include gross expenditures on research and development (GERD), researchers in research and development, technicians in research and development, and patent applications.

Contending that science and technology indicators have been associated with economic development indicators, the study proposes that further research and robust quantitative techniques be conducted to assess the causal relationship between development indicators and S&T indicators in Malaysia.

Keywords: Malaysia; Innovation; Science and Technology; R&D; Economic Growth

Paper type: Working paper
An Exploratory Study of the Pygmalion Effect in an HBCU: Reflections of an Online Graduate Service-Learning Course

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ABSTRACT

Herein is presented an exploratory study concerning the Pygmalion Effect, a type of self-fulfilling prophecy, as initiated and observed in a graduate online course in a historically black institution of higher education (HBCU). The purpose of the study is to describe the documented Pygmalion Effect occurring within online graduate student teams. In addition, the congruence of goals as perceived by instructor and students is examined. Results support a stronger effect on the perceived achievement of students’ goals—personal, academic, and professional—in comparison to institutional goals. Study limitations, contributions, and directions for future research are also discussed.

Keywords: Consumer Behavior, Pygmalion Effect, Teaching Style, Communication Effectiveness, Business Education, Minority Institutions, HBCU

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Measuring Service Quality and Its Effects on Customer Satisfaction and Loyalty in the Private Banking Sector of Bangladesh

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ABSTRACT

Customer satisfaction and loyalty are essential factors for the success of service organizations like bank. Day by day service quality has become an important aspect of customer satisfaction and loyalty. Thus, service organizations need to understand their customers’ expectations in order to compete more effectively with other service providers for managing and fostering a successful business. This study investigates the impact of service quality dimensions on customer satisfaction and loyalty in the private banking sector of Bangladesh. In this study, self-administered survey questionnaires were distributed among 320 customers of different private banks in Bangladesh to obtain 200 useful responses with 62.5% valid response rate. The research data were analyzed based on confirmatory factor analysis (CFA) and structural equation modeling (SEM) by using AMOS-22 version software. The research results indicated that three dimensions of service quality, namely responsiveness, visibility and employee commitment have significant impact on customer satisfaction, whereas quality bank management and convenience found insignificant relationships with customer satisfaction. The research results also indicated that customer satisfaction has significant impact on customer loyalty. The findings are expected to provide guidelines for enhancing the level of customer satisfaction and loyalty in the private banking sector in Bangladesh and other countries.

Keywords: Service quality, Customer Satisfaction, Customer Loyalty, Private Banking, Bangladesh
Identifying the Factors for Reducing Turnover Rate in Aviation Business: Bangladesh context

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ABSTRACT

Managing employee turnover for any organization is considered one of the demanding tasks for today’s competitive business world. This has been evident as an enduring problem in the aviation business of Bangladesh. In recent days, the impact of employee turnover has received considerable attention of human resources professionals and senior management working in the sector. In Bangladesh, skilled employees join the aviation companies with high expectations, but reality frustrates them and forces to switch. As a result, gradually this sector is facing shortage of talents and failing to achieve their goals. Thus, this research aims to find out the influencing factors that help to reduce employee turnover in aviation industry. A survey questionnaire was administered among the employees of aviation companies targeting the purpose using random sampling method. Data collected are analyzed through descriptive statistics. Subsequently, multiple regression models are used to portray the causal relationship among variables. The paper provides necessary recommendations that will help reduce employee turnover and aid in retaining the qualified employees. The outcome will provide a new initiative to the human resources professionals and senior management of the sector to deal with the shortage of talents more efficiently.

Keywords: Aviation Business, Employee Turnover, Job Facilities, Employee Satisfaction.
Developing Entrepreneurship in Large Product Software Organizations

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ABSTRACT

Many large product software organizations that are multinational have offshored their operations to low cost locations such as India, Philippines, China, East European countries, over the last two decades. Cost arbitrage was the initial starting point of these initiatives and over time, bulk of the operations has shifted to these locations including many strategic software product development and support operations. With the offshore centers becoming strategic, there is a need to create new software products for the organizations to stay competitive globally besides maintenance and support. This has created the need to encourage the local employees to generate new product ideas and provide a channel for the viable ideas to fructify into a product. An avowed practice is to hold Hackathons in the local offshore operations. Hackathons originated in Silicon Valley as an employee engagement practice which had evolved into a full-fledged creative armory for the organizations to generate new product ideas. This paper explores the practice of Hackathons in a software product offshore organization in India and how it is helping them to stay competitive globally. The aspects discussed are qualitative and from the perspective of a key member that had organized the Hackathons.

Keywords: Entrepreneurship, Domain Knowledge, New Idea Generation, Core Values, India.
Impact of Personality on Workplace Spirituality

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ABSTRACT

Despite the growing literature on personality and workplace spirituality, empirical studies on the influence of personality on workplace spirituality remain limited. The purpose of this study is to explore the relationship, if any, between personality traits and spirituality in the workplace as applicable to the Indian context. An individual with high degree of personality traits is expected to be more satisfied in work and likely to experience positive and significant degree of spirituality at the workplace. In view of the positive influences of personality traits on spirituality in the workplace, there is a potential need for organizations to develop the personality traits of employees which would create a spiritual climate and culture at the workplace and foster the workplace spirituality. The results of the study facilitate further insight to leaders and managers on the importance of personality towards increasing the workplace spirituality which would eventually provide many positive benefits to the organizations and individuals.

Keywords: Spirituality, Workplace Spirituality, Personality, Big-Five, Five factor model, India
Conflict Management and Evaluation in Organizational Change: A Critical Systems Thinking Perspective

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ABSTRACT

Change management is often complex as it relies on an organized methodology to complement on organization’s commitment and participation. An ambiguous environment surrounding change mechanism tends to develop unintended attitudes, resulting in resistance and conflict. The study proposes a model for the management of such conflicts among change participants (involved and affected) in an organizational context. The authors consider organizational change as an innovation diffusion project that treats change and conflicts holistically with the Ulrich’s notion of boundary considerations (boundary critique). A social network setting of multiple stakeholders is considered to effectively help in resolving problematic situations that hinder organizational learning and change. The proposed model is based on Critical Systems Heuristics (CSH), change theory, stakeholder theory and conflict management.

Keywords: Systemic Model; Conflict; Critical Systems Thinking; Organizational Change
Halal Logistics: Where Are the Industries Heading?

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ABSTRACT

Halal food consumers are now aware and concern about the integrity of halal status of the food products that they consume. The halal status is not just concerning the ingredients of the product that must be of halal resources but also the supply chain processes. Supply chain is the processes involved in the product manufacturing and handling from the sources such as the farm right to the point of purchase by the customers at retail outlets. This paper is a progress report on research in halal industry in Malaysia focus on logistics capabilities. Three main aspects of logistics that is highlighted: mainly halal transportation, halal warehousing and halal delivery. The halal logistics in Malaysia is a new frontier especially for halal researchers to look forward in ensuring no cross-contamination in the movement of inventories from one destination to another. There is a lot of work need to be done even though there is a halal standard that is being introduced by the government.

Keywords: Halal food, Supply Chain, Logistics, Malaysia
Impact of Trust, Communication, and Cooperation on Suppliers’ Performance: A Malaysian Experience

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ABSTRACT

A sustainable competitive advantage is now essential for survival in a competitive global marketplace, with its rapidly disappearing borders. The changing forces for new firms or existing firms is to manage its resources better in order to be competitive. One option is to use global supply chain management that can optimize costs in an integrated fashion along the entire chain. Within SCM environment managing relationship is a central issue. This paper seeks to understand relational factors that have an impact on supplier performance that is trust, communication, and cooperation. The findings show that relational factors are significant variables in influencing suppliers’ performance over the long run. The paper suggest that in order to be sustainable suppliers need to engage more on trust, communication and cooperation over a period of time.

Keywords: Sustainable Competitive Advantage, Trust, Communication, Cooperation, Supply Chain, Firm Performance
The Influence of Personal Values on Generation Z's Purchase Intention for Natural Beauty Products

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ABSTRACT

Generation Z (Gen Z) consumers are now one of the most influential buying segments. Gen Z is known as the digital driven youngsters operates in a diverse manners set of consumers as they have unique taste, choice, opinion, preferences and behavior. This information is crucial for marketers to understand how they make purchase decision and factors influencing them. In this current study, it shows that personal values (environmental consciousness, health consciousness, appearance consciousness, and need for uniqueness) are significant in influencing Gen Z purchase intention toward natural beauty products. The study findings indicated that Gen Z's environmental consciousness contributed to the highest variance in their purchase intention on natural beauty products, with $\beta = 0.397$ and $p = 0.000$. The practical contributions of the study and its managerial implication are in the provision of marketing strategies and positioning of the natural beauty products. The present study provides empirical evidence in the context of personal values that drives the Gen Z intention to purchase. It is to be suggested that markets need to be creative and interactive and thus emphasizing on ecological beauty or product safety to satisfy the values of potential consumers. Understanding the value that drives these young consumers will aid in designing messages with better persuasion.

Keywords: Generation Z, Natural Beauty Products, Environmental Consciousness, Health Consciousness, Appearance Consciousness, Need for Uniqueness
The Effect of Organizational Culture: The Case of A Malaysian Service Organization from Balance Scorecard Perspectives

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ABSTRACT

The objective of this research was to investigate the impact of the employees’ attitude derived from the usage of Balanced Scorecard (BSC) perspectives and Organizational Culture in ABC Service Organization. Other objectives include recommendation to improve existing performance management system (PMS) practices and to identify issues and challenges in its implementation which merits further research. A total of 1000 respondents were surveyed and the data was analyzed using Pearson Correlation Analysis and Regression Analysis. Analysis of results indicated that there was a positive relationship between the Organizational Culture and Employee Attitude in ABC. The implication of this research would benefits the organization in terms of employees’ effectiveness and the pervasiveness of the performance metric implementation.

Keywords: Organizational Performance, Employee Attitude, Performance Management System, Balanced Score Card
Knowledge Spillovers via Patenting Activity and the Financial Performance of Malaysian Firms

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ABSTRACT

We test for the ability of firms in an emerging economy to profit from advanced economies by using patenting activity. This is done through analyzing the relationship between knowledge spillovers from the patenting activity and financial performance of Malaysian firms. Using a micro panel dataset on Malaysian firms that have been granted patents for the period from 2000 to 2008, we use three measures of patenting activity; namely, backward citations, patent claims and patent family. To measure financial performance we use the profit margin. The model is estimated using a random effects model and generalized method of moments. The former shows a significant negative relationship between patent family and profit margin; while the latter shows a significant positive relationship between backward citations in the US patent specifications and profit margin. Even though we found mixed results, our findings suggest that Malaysian firms are learning from advanced economies through their patent citations, which supports knowledge spillover theory.

Keywords: Knowledge Spillover, Patent Citations, Patent Claims, Patent Family, Firm Financial Performance

JEL Classification: O31; O33
Entrepreneurial Motivation and Intention of Undergraduates: Investigating the Moderating Role of an Entrepreneurship Course

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ABSTRACT

Purpose – The purpose of the present study is to examine how basic psychological needs, as conceptualized in Self-Determination Theory, are related to attitudes, control beliefs and entrepreneurial intention of Theory of Planned Behavior. Specifically, it aims at understanding the relationship between autonomy and competence and students’ intention to start their own businesses. It further aims at testing the direct and indirect effects on entrepreneurial intention. In addition, entrepreneurship education and training could be one of the factors that help in fostering positive attitudes about entrepreneurship and in unleashing entrepreneurial skills and developing the required competencies. Thus, the present study also aims at examining the moderation role entrepreneurship course on students’ inclination to be entrepreneurs.

Methods - Data were obtained from 622 final year undergraduate university students, enrolled in various disciplines, from two largest public and private universities in Yemen. Using standardized instruments, structural equation modeling was used to test the hypothesized model and structural relationships.

Findings – The findings reveals that autonomy and competence have significant effect on student attitude and perceived behavioral control, and in turn, they have significant effects on entrepreneurial intention. In addition, attitude and perceived behavioral control play a full mediation role in the relationship between autonomy and competence and entrepreneurial intention. Further, contrary to our expectations, the multi-group analysis indicates that entrepreneurship course does not moderate any relationship.

Research limitations - The generalizability of the findings is limited to the university students, not the entire youth population in Yemen. Further, a
longitudinal design is recommended to examine the effect of entrepreneurship course.

Implications – Entrepreneurship is critical for the development of individuals and nations as well. Fostering it among people is critical so that they may be inclined towards starting their new businesses.

Keywords: Autonomy, Competence, Entrepreneurial Intention, Entrepreneurship Education.
Motivational and Attitudinal Determinants of Entrepreneurial Intention: Application of Structural Equation Modeling

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ABSTRACT

The paper examines the role of basic psychological needs fulfilment in rendering entrepreneurship more attractive and advantageous to university students. Specifically, it aims at integrating Self-Determination Theory (SDT) and Theory of Planned Behavior (TPB) to better understand entrepreneurial intention. Participants were 622 final year undergraduate university students in Yemen. Standardized instruments were used and structural equation modeling was employed to test the hypothesized model and structural relationships. The findings show that basic psychological needs fulfilment influenced students’ entrepreneurial intention through its proximal attitudinal predictors. The study emphasizes the significance and relevance of the integration of SDT and TPB in entrepreneurship motivation research.

Keyword: Self-Determination Theory, Theory of Planned Behavior, Entrepreneurial Intention, Malaysia
Factors Influencing the Satisfaction of Distributors of Network Marketing: A Study of Amway India and Hindustan Unilever

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ABSTRACT

Network Marketing is an opportunity through which people can protect themselves from the unemployment or insufficient salary of paid jobs. In foreseeable future significant number of goods and services sold in the world will be through Network Marketing companies. Network Marketing Companies’ sales revenues are rapidly increasing year by year with a Compounded Average Growth Rate (CAGR) of 20% additional source of income, employment, contribution of tax revenue to government for development, and Corporate Social Responsibility (CSR) initiatives. It is quite relevant and pertinent to study Network Marketing in Indian context focusing on the factors influencing the satisfaction of distributors of network companies. The market size of the Direct Selling industry was INR 63,851 million for 2011-2012 and is expected to reach INR 1,08,436 million by 2014-2016. This study is descriptive in nature and based on a survey. The study units are select distributors of ‘Amway India’ and ‘Hindustan Unilever Network’. These two leading network marketing companies have attained high level of marketing success in the network marketing type of business organizations and are considered as market leaders in this kind of business. The study highlights the network marketing with special reference to Indian context and the factors influencing business orientation of network marketing.

Keywords: Network Marketing, Distributors, Satisfaction, Customers, Product Selling, Business Orientation, India
Do 4Ps of Marketing Discriminate among Customer’s Retail Format Choice Decisions? Insights from a Study on Jeans Wear Retailing

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ABSTRACT

PURPOSE: To understand customers’ perceptions on 4 Ps of marketing and their impact on retail format choice decisions in buying jeans. This study focuses on rarely explored research question i.e. ‘Which 4 Ps of Marketing Discriminate among Customer’s Retail Format Choice Decisions in shopping for Jeanswear’.

DESIGN / METHODOLOGY / APPROACH: The data was collected by simple random sampling technique using random mall intercept method from 505 customers through structured questionnaire in Hyderabad, Andhra Pradesh. A valid Discriminant model was designed to test the predictors of 4 Ps of marketing attributes across two retail formats (Departmental Stores & Shopping Malls). The data was analyzed through descriptive and inferential statistics.

FINDINGS: The classification accuracy in analysis sample, holdout sample and cross-validated sample is able to correctly classify the 4 Ps of marketing mix attributes across the two retail formats. Out of the 4Ps of marketing attributes studied, ‘Place and Price’ related attributes, differ significantly across the two retail formats (Departmental Store and Shopping Malls) in buying jeans. ‘Promotions and Product attributes’ do not have any significant impact on customers’ retail format choice decisions in shopping for jeans.

RESEARCH IMPLICATIONS: Findings from this study helps retailers, marketers and companies in understanding customer paradigm shifts in shopping patterns across various retail formats and aids them in serving customers better, hence increasing the overall marketing efficiency.

LIMITATIONS: Even though precautions were taken to include all sections to represent Hyderabad, it is proper to conduct such studies geographical segment-
wise to be more accurate, secondly retailers’ perceptions were completely ignored and thirdly unorganized retail was not taken in this context.

ORIGINALITY / VALUE - The studies which focus on marketing mix related attributes in jeans wear retail especially in Indian context are quite a few and hence add more value in understanding customer's buying behavior across various retail formats.

Keywords: 4 Ps of Marketing, Jeanswear Retailing, Discriminant Analysis, Retail Format Choice, Departmental Stores, Shopping Malls, India
Entrepreneurship and Business Development through Network Marketing Strategy

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ABSTRACT

INTRODUCTION: Network Marketing (NM) is a system of moving products or services via a Network of distributors known as Independent Business Owners, who are not salaried employees but independent contractors of Network Marketing companies. NM Companies’ sales revenues are rapidly increasing year by year with a CAGR of over 20%. The sampling frame is select distributors of ‘Amway India’ and ‘Hindustan Unilever Network’.

DESIGN / METHODOLOGY / APPROACH: The primary data was collected from 602 customers through structured questionnaire in Hyderabad. Phi Cramer V test, Phi Cramer’s V Test’ to ascertain ‘strength of association’ applied for testing of hypotheses and to answer the research questions.

FINDINGS: The basis of testing of Hypotheses using statistical tools like ‘Phi Cramer’s V Test’, the results of establish a clear understanding of data, conclusions, suggestions, limitations, and directions for further research. Phi Cramer’s V Test’ to ascertain ‘strength of association.

RESEARCH IMPLICATIONS: It helps Network marketing companies in understanding distributors paradigm shifts in serving distributors, hence enhancing overall marketing efficiency.

LIMITATIONS: Precautions were taken to include all mandals of Ranga Reddy districts, only 15 urban mandals considered.

ORIGINALITY / VALUE - The study focused on distributor attributes in NM i.e. Amway India.

Keywords: Diversification, Strategy, Amway, Phi Cramer V test, Hyderabad, India.
Central Bank Intervention in Foreign Exchange Market: 
A Review of Literature

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ABSTRACT

This study reviews the market intervention technique used by central banks for the management of exchange rate. The study is a review of literature on central bank intervention and, it starts by defining the intervention, different types of intervention and its objectives. The study goes on to discuss various channels of foreign exchange intervention and highlights the profitability and secrecy of intervention. In literature enough evidence is available describing that most of the countries used intervention as a tool to control the volatility of foreign exchange; however, recently the larger industrialized nations shifted from physical intervention policy to the oral intervention policy. Whereas the evidence suggests that the oral intervention remained more successful in controlling the volatility compared to oral intervention.

Keywords: Foreign Exchange Market, Intervention, Oral Intervention
Emotional Intelligence, Leadership Style & Organizational Climate

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ABSTRACT

In the midst of changing global business prospects, the emotional intelligence of the leader is attracting higher interest among executives as it seems to allow for better multi-cultural managerial results. But when focusing on organizational climate, it appears to be mediated by the personality or the leadership style of the leader. Using a cross sectional data analyzed using SPSS, the results from testing this hypothesis show that leadership style does mediate this relationship, and that different leadership styles result in different feelings of responsibility, rewards and warmth and support by employees.

Keywords: Emotional Intelligence, Leadership Style, Organizational Climate, Responsibility, Reward, Warmth and Support
Social Media User Self Efficacy Moderating the Tourist Hotel Satisfaction Level Relationship with Social Media Posting Behavior

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ABSTRACT:

Social media users today are becoming ever more aggressive in their posting behavior, posing as a fourth party assessment agency of many sectors, most importantly hotel services. The moderating effect of the personal competencies of these social media users in the relationship between hotel satisfaction and emotional stability on one side and their posting behavior on the other, warrants a closer look. Using standard statistical analysis using SPSS, as well as Structured Equation Modeling through AMOS, the results clearly show that efficacy is playing a role in this respect, while their personal emotional stability seems to be less effective.

Keywords: Social Media, Self-efficacy, Hotel Customer Satisfaction, Posting Behavior
Muslim Consumers’ Perception on Halal Branding: An Exploratory Qualitative Study

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ABSTRACT

The main purpose of this paper is to outline empirical findings of an exploratory research conducted to understand Muslim consumers’ perception and preferences on Halal brandings. The research investigates Muslim consumers’ consumption and selection decision on Halal products and services in general and any variation with their religiosity level and country of origin. The research exploits exploratory research approach in this investigation. Empirical evidences have been gathered using focus group interviews for a clear understanding in participants’ own expression on their experience of Halal consumption in a group setting for deeper insights. A sample of local and international undergraduate students participated in the study. Major findings reveal that Halal labelling is an important tool for Muslim consumer’s consumption decision though Halal labelling alone has very limited universal appeal as a cue in the decision making process of some participants. Halal certification by many authorities and countries may be seen as less reliable or less consistent by some Muslim consumers. Research also shows that some Muslim consumers have negative image on brands associated with countries that had controversies with Islam. Though small sample in an exploratory study is a limitation, the paper
contributes in our understanding perception on Halal labelling of Muslim consumers from different countries.

Keywords: Islamic Branding, Halal Branding, Muslim Consumer Perception, Religiosity, Halal Consumption.
Muslim Consumers’ Halal Consumption: The Role of Emotional and Religiosity Factors in Buying Intention

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ABSTRACT

Objective of this study was to understand the Muslim consumers’ Halal consumption behavior and identify factors that influence their behavior. While the Arabic word “Halal” means permissible, the Holly Qur’an repeatedly emphasized on the consumption of ‘halalan-tayeban’ (permissible and wholesome) that constituted into Halal labelling of food as well as several non-food products and services in recent decades. This study aims to provide empirical evidence on the antecedence of Muslim consumers’ adoption of Halal labelled food products as well as test Muslim consumers’ acceptance of alternative concepts of Islamic branding. The study on a sample of 146 Muslim consumers reveals that emotional value, religious value, perceived value of the halal labelled product as well as degree religiosity have significant positive relationship with the intention to buy. The study also reveals that degree of religiosity of the Muslim consumers is positively related to authentic Halal branding and acceptance of ‘True Halal’ over ‘Assumed Halal’, ‘Inbound Halal’ and general branded products. This paper presents findings of the study and concludes with implications of the finding for managers, policy makers and future researchers.

Keywords: Islamic Branding, Halal Branding, Muslim Consumer Perception, Religiosity, Halal Consumption.
Muslim Consumers’ Awareness and Attitude towards the Concept of Istihalah and Acceptance of Istihalah Products

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ABSTRACT

Purpose – The concept of istihalah is as old as the religion of Islam but it is least known by the Muslim community and not much debated in the Islamic scholarly community. The purpose of this study is to investigate Muslim consumers’ the awareness and attitude towards the concept of istihalah and their acceptance of istihalah products for consumption. This study aims to investigate the level of knowledge of the Muslim community about istihalah and its impact on it in their daily consumption decision.

Design/methodology/approach – Quantitative research approach was adopted using a survey method to collect data. A questionnaire focusing on awareness towards the istihalah concept and their attitude towards different mechanical and natural process of istihalah products was distributed to Muslims in a local university campus physically or emailing Google Doc to the wider community which generated 123 usable responses for analysis.

Findings – Findings indicate that most respondents lack the exposure to the istihalah concept and their attitude toward the consumption of products using

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the concept is very low. However, mean difference test between and among demographic (country or regional) and religious groups of Muslims (Mazhab) revealed some significant differences in their level of acceptance products transformed by mechanical and natural istihalah processes. Irrespective of their level of current awareness, all respondents believe that the istihalah concept is very important to Muslim consumers and they are very keen to know more about the concept.

Implications and Limitations – This study has significant managerial implications in selecting ingredients for product targeted to Muslim markets around the globe. It has research implications to understand Muslim consumers’ attitude towards the concept and dissemination of such knowledge for the benefit of the Marketing discipline, particularly in dealing with Muslim market that is around two billion globally. This research is in its exploratory stage and was conducted within a limited geographic scope due to resources time constraints. Findings derived from a small sample size should be interpreted cautiously and any generalization of the findings on the Muslim communities should be avoided without further study on a representative sample.

Originality/value – This paper has novelty value for addressing an important but least researched topic in contemporary marketing literature to understand Muslim consumers’ Halal consumption needs. This study has novelty value for using Likert type scale to measure attitude and awareness of the Muslim community towards the concept of istihalah for better analysis of variance in responses compared to using dichotomous measure of purchase intention. This can provide better insight into the attitude and awareness towards istihalah concept and istihalah based products.

Keywords: Istihalah in Islam, Istihalah Based Products, Muslim Consumers and Istihalah, Attitude towards Istihalah.
Occupational Stress among Teachers at Secondary Schools in Perak

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ABSTRACT

The purpose of this study is to present the findings on the occupational stress of teachers in Perak. Quantitative data were collected via questionnaire distributed amongst teachers in Ipoh, Perak. A total of 329 teachers completed the questionnaires. The findings of the research showed that there were significant relationship between occupational stressors and stress. It is interesting to note that hierarchical multiple regression analysis indicated the four dimension of occupational stress namely role overload, work hour, family factors, financial factors and work location. The research also indicates that three variables work load, hour work, family factors have significant relationship with stress while financial factors and work location have no relationship with stress. The variables have significant impact on the teachers stress. The regression analysis showed that there is significant impact between occupational stressors and stress.

Keywords: Stress, Work Load, Work Hours, Financial Problem, Family Conflicts, Work Location.
Developing Integrated Halal Logistic Management Framework

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ABSTRACT

The local halal industry is a growing business with a value of more than a trillion dollars. As such, Malaysia has positioned itself as one of the hubs for Halal products and services. The aim of this paper is to identify logistic management elements in Halal Industry in Malaysia and consequently develop a Halal Logistic Management (HLM) integrated framework. The case study approach adopted to establish framework. This framework will be developed by engaging companies that are currently adopting and implementing HLM in their day-to-day operation. The companies that have engaged the HLM are the Malaysian International Shipping Corporation (MISC), Kontainer Malaysia Berhad (KMB), and MAS Cargo. The preliminary study reveals that there is an absence of dedicated framework for Halal Logistic Management. As such, this paper will address some of the challenges faced by companies that are championing halal logistic. The development of this framework is envisioned to open new horizon for possible holistic implementation of HLM in Malaysia and globally.

A Study of Students Employability Experience through Simulation Development Content for Logistics and Transportation Field in Malaysia

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ABSTRACT

Student’s employability is a crucial factor that brings development to all economy. This paper looked into simulation content development which is all about developing, enriching and the applications of internet protocols in order to enrich the work-related competencies experience among graduate in the field of logistics and transportations and will focus on the real challenges inputs to the generic workflow of the simulation content development. The study was carried out within multi-national and local manufacturing companies, third party companies (3PL) and government agency which are selected from Peninsular Malaysia. A qualitative approach was mainly conducted to gather data in the study. It was then discovered from the study that the systems used in process of outbound and inbound are System Application Products (SAP) and Material Requirement Planning (MRP). It was further discovered that there are only four companies using Enterprises Resources Planning (ERP) and Electronic Data Interchange (EDI) as part of the Suppliers Own Inventories (SOI) networking as a result of globalized business between one country to another. It was further shown that the resources involved in the outbound and inbound processes are computerized documentation i.e. email, telephones and fax well trained staff handling the processes in computer system and dealing with suppliers and customers. The study contributes to the body of knowledge on the enrichment of the student’s employability. It also provided a practical recommendation for the organizations, employees and fresh graduate from the universities.
Keywords: Student’s Employability, System Application Products (SAP) and Material Requirement Planning (MRP), Electronic Data Interchange (EDI)
Transformational and Transactional Leadership Style with Employee Performance: Conformity of Relationship Analysis

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ABSTRACT

The objective of the study is to investigate the relationship between transformational and transactional leadership style with employee performance. To measure both leadership style the researcher used the MLQ-5X leadership instrument which was developed by Bass and Avolio. The instrument consists of transformational leadership dimensions which include the idealized influence (10 items), inspirational motivation (10 items), intellectual stimulation (10 items), and individualized consideration (9 items). For the transactional dimensions, it includes contingent reward (7 items), management-by-exception (6 items), and laissez-faire (6 items). The Cronbach’s alpha of the instrument is (0.906). The sample consists of 107 respondents from a list of managers of Malaysian Handicraft Development Corporation. The descriptive statistics showed that the transformational leadership style (Means=3.7869; Std. Deviation=.47011), the transactional leadership (Means=3.1603; Std. Deviation=.37423), and the employee performance (Means=3.6847; Std. Deviation=.27063). The regression and correlation analysis were used in this study to determine the relationship between the study variables. The finding revealed that transformational and transactional leadership styles were related to organizational commitment. The transformational dimension with employee performance have significant relationship (beta .537, p<0.005), and the transactional dimension (beta .141, p<0.005). The transformational dimension with organizational commitment have significant relationship (N=105, r=.562**, p<0.01), and the transactional dimension (N=105, r=.237*, p<0.05). The findings of the study offer useful contribution to the field of management both in terms of theory and practice. Theoretically, the study presents a relationship model that depicts the significance and role of transactional and transformational leadership style in explaining the changes in employee performance. In practice, the results of the study will benefit managers of organizations to evaluate their respective leadership styles and effectiveness based on the dimensions of transactional and transformational leadership.
Keywords: Leadership Styles, Transactional Leadership, Transformational Leadership, Employee Performance, Malaysia
Liberating the Entrepreneurial Spirit among Young Bruneians: An Enabler of Its Economic Diversification Policy

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ABSTRACT

Entrepreneurs are considered as agents for economic growth and development. Entrepreneurial behavior of a nation has positive and significant effect on job creation, productivity and growth, according to many researches. Therefore, entrepreneurial behavior boosts the fundamentals of any country’s economic growth. An enterprise culture success is vital to enabling the success of Brunei’s economic diversification plan. Brunei (Global 2015) is the world fifth richest nation. Its wealth has generally derived from the country's oil and gas industry. However in the recent years, the oil production in Brunei is slowing; and the issue of the remaining size of the country’s reserve is unanswered. Hence Brunei is making efforts to reducing its dependency on oil and gas industry. Under the ‘Wawasan Brunei 2035 or National Vision program; Brunei plans to transform itself from a country wholly dependent on oil and gas sector to a financial hub and regional trading. Brunei is aiming to be a mini Singapore with an enterprising knowledge based economy. It seeks to diversify its economy by promoting investment, increasing food self-sufficiency; encouraging more entrepreneurial opportunities for its people and to developing many small and medium enterprises. Brunei's diversification policy will be underpinned by an environment and culture that supports and celebrates entrepreneurs and businesses. Therefore, Brunei needs an enterprising nation that fosters a positive attitude towards entrepreneurship and entrepreneurial career.

An exploratory research to investigate the young Bruneians' attitudes towards business and enterprise was undertaken. The research looks at the level of interest Bruneians have in the economy and business enterprise as well as how supportive Bruneians are of the entrepreneurial activity. The results are based on a survey of 985 secondary school students between the ages of 15-20 years using a questionnaire. The outcome of this research is hoped to assist the relevant governmental institution to develop, refine and evaluate the existing if any the business and enterprise programs that acts as enablers to the success of its diversification policy.

Keywords: Enterprising culture, Entrepreneurial Spirit, Entrepreneurship Education Economic Diversification, Brunei
Employability of Graduates in Higher Education Institutions in Malaysia: Unveiling the Real Issue?

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ABSTRACT

The Ministry of Higher Institution and the Ministry of Human Resources, Malaysia, have a substantial annual allocation to support individuals with knowledge and skills required by the country’s employment market. This also enhances the education delivery system that aims to produce graduates that are employable after leaving the HIE, thus addressing the issue of employability among graduates. The objective of this study is to identify the real factors that impact the employability of graduates in HEI. It is achieved by conducting a desk study on literatures and government related documents regarding employability. The stakeholders for the employability, namely the HIE program providers, industry players (employers), the types of industry, and the HIE graduates, were interviewed. The finding of this study will unveil the real factors that have an impact on the employability of Malaysian HIE graduates. These factors should enlighten the policymakers in the respected ministries to deal with the issue of unemployment among graduates. As such, strategy and the implementation of programs to address the issues of employability can be devised by taking into consideration these real factors. Future study to integrate these real factors of employability should add up to the theory of employability and practical solutions to the on-going unemployment problem, primarily among HIE graduates.

Keyword: Employability, Higher Education Institution, Real Factors, Malaysia
Intellectual Capital in Small and Medium Enterprises: Case study of Malaysian Manufacturing SMEs

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ABSTRACT

Intellectual capital is used by the SMEs to survive in the competitive market as well as maintain their performance. This study intends to identify the influence of intellectual capital on SMEs in Malaysia and the way that contributes in the performance of overall organization. This paper also aims to examine whether SMEs organizations in Malaysia are using IC or not. The finding of this study indicated a positive relationship between intellectual capital and SMEs organizational performance in Peninsular Malaysia. This study associated the lack of SMEs organizational performance in Malaysia into the lack of intellectual capital. The finding of this study helps to better understanding SMEs performance in Malaysia and highlights the intensity of strategic or business orientation as the key solution to the lack of organizational performance. In this respect, Malaysian SMEs organizations should adopt techniques of intellectual capital as a primary condition to the success of their organizations.

Keywords: Intellectual Capital, Human Capital, Customer Capital, Structural Capital, Organizational Performance, Malaysia
Management of Change, Lean Practice and Organisational Performance of Private Companies in Malaysia

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ABSTRACT

Government-linked companies (GLCs) are playing an important role towards economic growth and development of Malaysia. GLCs account for 36 percent of the market capitalization of the Malaysian stock market. GLC also has a part in ensuring Malaysia achieve its ambition of becoming a developed country by the year of 2020. Global competition in business has forced most production sectors to realign their strategies to achieve competitive advantage. There has been an increasing demand for quality output by the industry; which can be achieved by effective adoption of various production systems. In this paper, we examine the relationship between management of change, lean practice and business performance of GLCs companies. Results showed all hypotheses were supported; therefore, GLCs should ensure the favorable results to give the right priority to the implementation of the best practices in order to improve organizational performance.

Keywords: Lean Management, Management of Change, Firm Performance, Government Linked Companies (GLCs), Malaysia
The Effect of Corporate Governance on Performance of Private Companies

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ABSTRACT

Corporate governance has received much attention in recent years and academicians, regulators, governments tend to focus on the corporate governance more vigorously in order to assess the effect of good governance practice to firm performance. Likewise improvisational activity in recent years has emerged as being critically important in the business arena. Improvisation enables managers to continually learn while working and act spontaneously and creatively to consistently move products and services out of the door. The study aimed at investigating the effect of best practice of corporate governance and strategic improvisation on government linked companies (GLCs) performance in Malaysia. The data were collected from the firms meeting the criteria of government linked companies or GLCs throughout Malaysia. Based on the total of 26 companies, the disproportionate sampling technique employed is to choose 5 executives from each company, making a total of 520 respondents. Descriptive statistics, correlation analysis, were run to test the research hypotheses. Results showed all hypotheses were supported; therefore, we ensured the favourable results to give the right priority to the implementation of the best practices.

Keywords: Corporate Governance, Strategic Improvisation, Firm Performance, Government Linked Companies (GLCs), Malaysia
Indigenous Knowledge, Entrepreneurial Orientation, Grassroots Innovations and Indigenous Entrepreneurship: The Moderating Role of Mindfulness

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ABSTRACT

This paper highlights the moderating role of mindfulness in the link between indigenous knowledge, entrepreneurial orientation, grassroots innovations and indigenous entrepreneurship. Through an extensive analysis of extant mindfulness and indigenous entrepreneurship literatures and mini-case analyses of Malaysia “Batik” designer, the YAMAHA Group (the global musical instrument giant) and the Biopharma Industry, the paper argues for the facilitating role of mindfulness and consequently generates several propositions. Mindfulness encourages appreciation of other forms of knowledge and practices distinct from the more prevalent Western forms, and by so doing, promotes indigenous innovations and indigenous entrepreneurship. We reason that indigenous communities around the world have rich experiences and accumulated knowledge that have enabled them to develop explanations of their environments and economic development and sustainability, and by recognizing and valuing such knowledge and experiences, mindfulness facilitates grassroots innovations and entrepreneurship. This work is a pioneer in the effort to integrate mindfulness concept into the indigenous entrepreneurship research.

Keywords: Mindfulness, Indigenous Knowledge, Entrepreneurial Orientation, Grassroots Innovations, Indigenous Entrepreneurship, New Entry, New Venture Creation.
Assessment of the Impact of Computerized Accounting Information Systems on Efficiency of Human Resources in State Universities

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ABSTRACT

This study aims to assess the impact of Computerized Accounting Information Systems on the efficiency of human resources involved in finance departments of state universities in Sri Lankan. There are fifteen state universities in Sri Lanka but the study sample is limited to three universities located in the Eastern Province as a case study.

Data was collected through questionnaire from 66 employees working in Finance departments and 35 duly filled questionnaires were returned. Data was analyzed by using SPSS statistical applications with descriptive statistics, regression and correlation coefficients.

It finds that all the variables related to competencies of employees has positive correlation with the application of computerized accounting systems but only the level of the skill and the innovation of employees have significant relationship with efficiency of computerized accounting information system in finance departments of the Sri Lankan state universities.

Keywords: Human Capital, Computerized Accounting Information System, SPSS, Sri Lanka
A Business Process Reengineering Case Study at AZAM Travel

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ABSTRACT

Business Process Reengineering (BPR) advocates the fundamental examination and redesign of business processes, recognising that the legacy of scientific management has been the excessive fragmentation of work practices in organisations today. The study explore on a case study of one organization's experiences with radical change for the purpose of uncovering how they achieved success. The organization we examined was Azam Travel & Tours Sdn. Bhd (proxy name) in Seremban, Malaysia. From the interview data, and observation, we were able to develop a number of lessons to help others transform successfully. Some of this lessons learnt from the case study research includes; execution of a carefully developed change plan separates the high performers from less successful BPR projects. Top management should make change management a top priority and communicate the change vision across the organization. Team work is also one of the crucial lesson that help to a successful BPR implementation.

Keywords: Business Process Reengineering, Case study, Travel Agency, Teamwork, Organizational Change, Malaysia
Human Resource Management Practices and Organizational Innovation: A Study of Four and Five Star Hotels in Malaysia

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ABSTRACT

The objective of this study was to investigate the relationship between staffing, compensation, performance appraisal and training & development on organizational innovation. Data was gathered through questionnaire from the target sample, the head of departments working in four and five star rating hotels in Malaysia using purposive sampling technique. A total of 170 head of departments participated in the study. The study found that out of four hypotheses developed for the study, only three hypotheses were supported (compensation, performance appraisal and training & development were supported, whereas staffing was not supported). Implications of the study and further research were highlighted as well.

Keywords: HRM Practices, Four and Five-star Rating Hotels, Organizational Innovation, Malaysia
Success of Family Businesses and the Effectiveness of the Role of CEOs

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ABSTRACT

The concept of the family business dates back to ancient time and it is believed to have been playing a pivotal role in the socio-cultural and economic development throughout the world. This research focuses on identifying factors which impact the effectiveness of a family business CEO.

Data is collected through questionnaire and hypotheses and relevant indicators are developed accordingly. Sample size is 35 family and non-family CEO's of family business in the western province of Sri Lanka. Data analysis is done by using the Statistical Package for Social Sciences (SPSS). The research finds that the effectiveness of CEOs in family businesses has an association with ownership structure, values and practices and the adopted leadership style whereas variables such as religious beliefs, culture of the organization, family practices and family influence are found to be negative. Research finding that the biggest advantage for a CEO to run the business is the family business in the Sri Lanka is in conformity with the scholarly work of Amy Schuman as cited Mooney (2012). A “Triangle Module” is also developed based on the findings of the research to depict the factors affecting the effectiveness of a CEO in a family business with a view to recommend for use in future researches.

Keywords: Family Business, CEO Effectiveness, Statistical Package for Social Sciences (SPSS), Triangle Module, Sri Lanka
The Mediating Effect of IT Importance between IT Knowledge, IT Training and IT Utilization among External Auditors: Evidence from Yemen

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ABSTRACT

The present study is an attempt to examine the IT utilization and the relevant related factors (IT knowledge and IT training) that impact utilization of IT among audit professionals in the context of audit job in Yemen. The study proposed a model to examine the mediating impact of IT importance between IT training, IT knowledge and IT utilization. Data was collected through a survey questionnaire from 197 external auditors from the Big-Four and the non-Big-Four firms. The researcher employed the Partial Least Squares (PLS) to analyze the data in order to test the proposed model. According to the results, IT knowledge, IT importance and IT training had a significant role in IT utilization among the study sample. The paper was motivated to contribute in shedding a light on the combined impact of IT knowledge, IT importance, IT training in their explanation of IT utilization. Added to this, the paper improves the understanding of the mediating impact of IT importance on the relationships between IT knowledge, IT training and IT utilization among Yemeni external auditors.

Keywords: Information Technology, Auditors, IT Importance, IT Utilization, IT Training, IT Knowledge.
Network Marketing

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ABSTRACT

Network Marketing (NM) is an emerging marketing concept in the world. It is added value to GDP of many countries by paying taxes and providing direct and indirect employment. NM operates in Global Business Environment as the distributors sponsors people in different countries citizens. NM Companies outsource sales people for promotion and giving them additional source of income and it is a family owned business and ‘Word of Mouth’ promotion. NM companies and Up line sponsors impart business training and education to the down lines and prospective distributors. As it is a global business cross-cultural issues crop-up and it is a people business.

Keywords: Network Marketing, Malaysia, Entrepreneurship, India, Globalized Era, Amway
Improving Consciousness for Sustainable Consumption and its Implementation in Concrete Customer Behavior via Storytelling – A Challenge for Social Marketing Research

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ABSTRACT

Regarding the future development of our global economy the orientation towards more sustainability advanced to one of the most important guidelines for propelling forward societal change towards a better world. This, of course, actively challenges policy makers, business corporations, nonprofits, and social entrepreneurs regarding balanced contributions to handle the interconnected and still increasing ecological, social, and economic problems within global society. Against this background, mindful citizens - in their roles as voters, investors, employees, and especially consumers - seem to be the key bottleneck in supporting and/or activating those organizations in their course of change. However, a closer look on reality – as we had the chance in Germany via a representative empirical study – quickly reveals the insight that the group of such mindful citizens being ready playing their role in an active society is pretty small.

Of course, especially business corporations and social entrepreneurs should not wait till they might get broad support from mindful citizens cultivating a strong consciousness for sustainable consumption (CSC). Conversely, implementing an influential social marketing approach to assure acceptance and support for their sustainable offers and contributions seems to be the appropriate strategic direction to handle the risk of losing future opportunities and/or being attacked by critical social and political institutions. However, such a social marketing approach implies extremely high demands on the design and implementation of
appropriate measures. First of all, the topic is with all its facets pretty complex. Secondly, it requires usually a more or less profound change in mindsets, assessments, values and behavior patterns. Following insights from neuro-economics as well as psychological influence know-how storytelling seems provide excellent option for realizing demanding social marketing tasks regarding the change of consciousness, the values, attitudes and behavior patterns. Based on both, a) our empirical insights regarding the deficits in sustainability awareness and behavior, and b) an overview over existing knowledge about storytelling, its design and possible impact, we aim to develop a well-founded conceptual framework which shows the relevant prerequisites, influence and design factors of a “transformative storytelling approach” which appears suitable to effectively and efficiently influence the consciousness of consumers towards sustainable consumption and especially the necessity to really change behaviors. Moreover, several ideas for designing empirical research to analyze the effects of theoretically developed transformative storytelling approaches will be discussed.

Keywords: Sustainable Consumption, Customer Behavior, Storytelling, Social Marketing Research, Conceptual Framework
Fast and Furious to Social Media Success: The Effect of Social Media Unique Relevance Features in the Premium Cars Segment – The Case of Audi and YouTube

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ABSTRACT

Many car manufacturers in the automotive sector are using social components within their advertising and communication campaigns to e.g. raise their brand awareness. For example, Audi encourages their customers in the 2013 “Steer the Story” campaign to direct the storyline of a unique Iron Man comic book (including the Audi R8). Still, many manufacturers lack to integrate holistically their overall campaigns into their specific social media strategy, leading to unused or misused branding potential. Although social media brand managers in the automotive sector in general and in the premium cars segment in particular are aware of the main success factors, marketing research and practice lacks a profound understanding of the determinants and drivers of social media success in detail. In order to fill this research gap, the primary purpose of this paper is to introduce and examine a multidimensional model of relevant social media characteristics (here in case of YouTube) and their related outcomes concerning customer’s perception and behavior. The results of our structural model show that customers of Audi who are attracted to the official YouTube channel of Audi, experience a higher positive perception of Audi’s social media presence in general (e.g. online brand image), a higher willingness to share YouTube videos of Audi with their relevant peers or to revisit Audi’s YouTube channel in future. Also the brand perception (e.g. brand trust) and the brand behavior (price premium or
buying intention) in general can benefit from specific social media activities, e.g.
in terms of a higher usage intention (e.g. video views).

Keywords: Social Media, Brand Community, Customer Relationship, Audi,
YouTube
Causal Link between Trade, Political Instability, FDI and Economic Growth: Evidence from Nigeria

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ABSTRACT

The current liberal policies adopted by the government in Nigeria since 1986 provided a stronger bilateral ties which continue to spring up between Nigeria and other participating trading partners, hence trade and foreign direct investment continue to increase noticeably on oil and gas sector. Nigeria continues to emerge as one of the biggest hubs for trade and investment in Africa while the free flow of FDI is expected to contribute and increase the exports rate. The last two decades witnessed numerous trade reforms, which has given more liberal export favorable surroundings. The pace of FDI is greater than the growth at international level, which would enhance grandness rational behind FDI inflow with the volume of trade and goods, as well as the possible effect of FDI inflow on the economic growth in Nigeria while not neglecting the likely effect of political instability that might pose to a major threat to foreign investors. An attempt is made to investigate the causal nexus between FDI inflow, volume of trade, political instability index and Gross Domestic Product in Nigeria within the period of 1981 to 2012 using co-integration analysis and multivariate Granger causality. Multivariate Granger causality test is carried out using VECM approach to analyze the causal links among all the variables considered for estimation. A bi-directional causality was discovered between FDI inflow and economic growth (GDP); however there is one –way direction between political instability and FDI, between political instability and GDP. Moreover, there is also one –way relationship between FDI and volume of trade within the period of study.

Keywords: Trade, Political Instability, FDI, Economic Growth, Nigeria
Examining an Innovative New Design in Simulating Teaching Course on Entrepreneurship: Case Study of Polytechnic Approach in Learning

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ABSTRACT

The goal of this study is to see how far the innovation uses of new design in the teaching and learning among engineering lecturers from a technical perspective. In this study, the factors being the main study were engineering knowledge for lecturers to produce new product design in the innovation of teaching and learning. This study was carried out on engineering lecturer who teaches courses in entrepreneurship (PB 201) in a Malaysian Polytechnic. Lecturers in this subject selected for the purposes of the implementation of the research and survey instruments have been used to obtain feedback for the purpose of data collection. The analysis shows that engineering lecturer involved practicing innovation in teaching and learning in the polytechnic. From the findings obtained, it can be concluded that the use of technology innovation in teaching and learning in engineering lectures of the polytechnic of being at a high level. This is because all items are mostly obtained from respondents and to the meaning of the respondents adopt new product design in the innovation in teaching and learning in the polytechnic. To address the use of technology and innovation in teaching and learning, lecturers’ needs skills result in the changing product technologies as well as further enhance knowledge. A lecturer should be exposed to the latest teaching techniques or learning how to use technology in the classroom so that the role of teaching and learning more interesting and easily received by students.
Keywords: New Product Design, Teaching of Technology and Innovation, Entrepreneurship, Engineering Lectures, Malaysia
Teaching and Learning Innovation in Entrepreneurship Education: A Systematic Review of the Evidence

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ABSTRACT

This article reviews the entrepreneurship education literature to expose the need for engaging teaching methods in this field. Entrepreneurship education has been measured one of the key instruments to enhance the entrepreneurial attitudes of both potential and nascent entrepreneurs. Several researchers have discovered that exposure to entrepreneurship education extensively increases the participants’ entrepreneurial intentions.

Keywords- Entrepreneurship education, teaching and learning,
The Influence of Perceived System Quality and Perceived Information Quality towards Continuance Intention of Tax E-Filing System in Malaysia

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ABSTRACT

In the current globalization arena, government of each countries facing challenges and keep on finding the better ways to provide the better government services to the their stakeholders. For that governments in each countries including Malaysia have been spent huge amount of money for the development of electronic government (e-government) and specifically in e-filing system to ease the government services. At this vein, investigation on factors that influences continuance intention is important because ineffective usage of e-government service after initial adoption caused undesirable cost and waste of development of particular e-government service. Most of the prior studies focused more on individuals' adoption intention of e-government services, however, there are limited empirical studies that focused on continuance intention which is about what happens beyond the initial adoption stage in e-government studies and particularly in e-filing context in Malaysia. Thus, given the paucity of research in continuance intention, this study attempts to examine the influence of perceived system quality and perceived information quality towards continuance intention of tax e-filing system using a review of literature.

Keywords: e-Government, e-Filing, Continuance Intention, Perceived System Quality, Perceived Information Quality
The Determinants of Self-initiated Academic Expatriates’ Performance in Malaysia

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ABSTRACT

Globalization and internalization have led to many organizations, including the education sector to transform their establishment to change their path and increase the number of individuals interested in deciding to take up international assignments. Most of the organizations’ activities have turn into a more complex form as they need to deal with international human resource that involves people with different nationality and mixture of employees’ background. Higher Education Institutions (HEIs) in Malaysia are no exception in this matter. The HEIs sector are seeking for self-initiated academic expatriates as they are known as mobile knowledge worker capable of transferring knowledge hence driving the universities to improve their global rankings on quality standards. The present study examines the effects of individual, organizational and contextual factors on job performance using a sample of 114 self-initiated academic expatriates in HEIs in northern region of Malaysia. The results of this study have revealed that there is a significant relationship between self-efficacy, cross cultural training, family support and job performance (teaching and research performance) of self-initiated academic expatriates in Malaysia. The findings of this study has significant contribution to international human resource management practices and policy makers especially HEIs with regards to recruitment and retention of self-initiated expatriates.

Keywords: Self-initiated Expatriates, Job Performance, Self-efficacy, Cross cultural Training, Family Support, Cultural Similarity
The Mediating Effect of Entrepreneurial Self-efficacy on Relationship between Entrepreneurship Education and Entrepreneurial Career: A Conceptual Study

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ABSTRACT

The relationship between entrepreneurship education and entrepreneurial career has established by several researches, but there are inconsistencies in the findings. Many studies highlight the importance of entrepreneurship education in promoting entrepreneurial career among graduates. In contrary, numerous studies reported a negative and significant relationship between the two constructs. This conceptual paper maintained that graduate with entrepreneurship training are most likely to become entrepreneur. It is also maintained that graduate with entrepreneurship training might not necessary become entrepreneur unless he/she possesses entrepreneurial self-efficacy to be self-employed. The study provides assumptions that helps in future studies and makes suggestion for future research.

Keywords: Entrepreneurial Self-Efficacy, Entrepreneurship Education, Entrepreneurial Career, Conceptual Studies
The Influence of Organizational Size, Organization Culture (Culture of Un-Trust), and Execution Objectives on the Organizational Performance of Higher Educational Institutions

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ABSTRACT

Undoubtedly, the environment’s uncertainty towards the institutions of higher learning has risen nowadays. Therefore, executing techniques and strategies by any organization has become significant to either achieve success or produce failure, depending on the ability of such organizations to be fully aware of the forces in the learning field internally and externally. However, the aim of this paper is to examine the strategy execution’s three aspects relationship, including the organizational size, the organizational culture and execution objectives, with the performance of the higher educational organizations in Palestine. A quantitative method was adopted using a questionnaire and a sample of 236 Palestinian respondents who belong to the medium management level of the higher educational institutions in Palestine. Data was analyzed using the partial least squares-structural equation model PLS-SEM. Generally, the findings revealed that organizational size, organizational culture, and execution objectives can be significantly related to the higher education institutions’ performance in Palestine. Discussions of the findings, implication and limitation of the study were also included.

Keywords: Strategy Execution, Organizational Size, Organizational Culture (Culture of Un-trust), Execution Objectives, Performance, PLS-SEM
The Important Roles of Islamic Business Ethics towards Housing Project Performance in Malaysia

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ABSTRACT

The issue of success and failure of housing project performance has gained serious attention in the Malaysian 2014 budget presentation recently. Purification efforts by all parties had been put forward, but there is one issue that is overlooked by stakeholders such as the role of business ethics. Business ethic, practice of all stakeholders in the housing projects involves developers, contractors, sub-contracts, consultants, financial institutions, governments, local authorities, the suit, customers and the community play an important role in reducing the problems that arise during implementation of housing projects in Malaysia. Although the previous research discussion, had documented the concept of project management success model theory serve as the core for housing project performance, business ethical practices among the stakeholders involved in housing projects is seen as not being given adequate consideration. Business ethic practices intended to control the attitude and behavior of the stakeholders involved in the management of housing projects in order to provide benefits to all parties fairly and impartially. Generally, although there is a large and significant gap between the Islamic and conventional business ethics in which Islamic business ethics emphasize on the concept of faith and the oneness of Allah s.w.t. Therefore, the purpose of this paper is to discuss the importance of business ethics, especially Islamic business ethical practice in the implementation of housing projects. In order to achieve this purpose comparison between conventional and Islamic business ethic will be elaborated. Then, this paper will show the importance of business ethic, practice especially Islamic business ethic in order to enhance the performance of the successful housing project in Malaysia.

Keywords: Housing Project Performance, Conventional and Islamic Business Ethics, Conceptual Studies
Optimizing Performance Outcomes of Manufacturing Firms: Does Plural Sourcing Matter?

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Abstract

Over almost two decades, scholars have sought to examine the role of various factors that could possibly influence performance of a firm. Extent literature considered sourcing as an evident governance modes or forms to enhance better performance but little attention has been given to the underlying quality of relationship between sourcing firms which might influence performance. We have proposed a research model based on a multi-theoretical perspective for manufacturing firms and provide the link between competitive strategy and sourcing strategy and their relationship with performance of manufacturing firms. In addition, sourcing relationship quality construct developed in this study as a moderator to investigate the influence on the relationship between sourcing strategy and firm’s performance.

Keywords: Sourcing Strategy, Competitive Strategy, Sourcing Relationship Quality, Firm Performance, Manufacturing Firm, Conceptual Studies
Organizational Capability and Sourcing Strategy: An Integrated Strategic Approach of Manufacturing Firms’ Performance

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ABSTRACT

To cope with competitive pressures, constantly changing consumer preferences and technological changes firms are striving to reduce their cost of production in order to keep pace with delivery requirements and to maintain competitive advantage. Manufacturing firms are confronted with the challenge to respond to these issues to enjoy the benefits of higher returns through the adoption of innovative sourcing strategies to keep pace with the competitive environment in the marketplace. To achieve organizational goals, strategies for specific capability enhancement have been neglected by published literature, even though organizational capabilities are critical success factors for a firm. This lack of strategic management literature needs to be addressed. We propose a framework for examining sourcing strategy, and organizational capabilities in order to enhance the firm’s performance. The objective of this study is to evaluate industrial organization theory, transaction cost economics and resource-based view to provide a theoretical rationale for the proposed framework.

Keywords: Sourcing Strategy, Organizational Capability, Firm Performance, Competitive Advantage, Manufacturing Firm, Conceptual Studies
Innovativeness and Sustainability: Difference and Antecedent Relationship

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ABSTRACT

Construction firms, just like other firms are facing increasing demand from governments and environmentalists to incorporate sustainable construction in their operations and construction products, considering the industry’s contribution to environmental degradation. While it is important for construction firms to provide innovative products and services and adopt sustainability in project delivery in order to reduce negative impacts of construction on the environment, examining the differences and antecedent relationship between innovativeness and sustainability among the construction firms is imperative for researchers, policymakers and managers of large, medium and small contracting firms within the construction industry. The propensity and capacity of companies to innovate in construction products, processes or concepts, business and technology that are new to the construction company or the industry in order to attain competitive advantage, meet customers’ needs and for sustainability considerations is vital for firm survival and growth, and also an important direction for the adoption of the principles of sustainable development in project execution. Thus, this conceptual paper seeks to discuss the differences and antecedent relationship between these two constructs to resolve different understanding by researchers in various fields, causing various definitions and inconsistent terminologies.

Keywords: Innovativeness, Sustainability, Construction Industry, Antecedent Relationship, Conceptual Studies
An Examination of Shari’ah Compliance in Takaful Window Operations

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ABSTRACT

This paper conducts a study into takaful window operations with a view to ascertaining the existence or non-existence of issues of compliance with the principles of shari’ah relating to takaful. The study therefore highlights the areas of shari’ah compliance and then proceeds to review window operations against the backdrop of these identified areas. The research established that there are facets of window operation which may result in a deviation from shari’ah compliance and concludes with recommendations for streamlining the windows to establish complete compliance.

Keywords: Takaful, Takaful windows, Islamic Banking, Shari’ah compliance
E-Strategy Adoption and Implementation: Re-examining the Concept

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ABSTRACT

The use of strategic management in firms today is not to be denied but with the ever increasing use of technology the way and means with which the strategic direction of the firm will be achieved has seen a paradigm shift. This requires organizations seeking to expand or grow by widening their customer base to look at an option very often misunderstood called E-strategy. E-strategy is the adoption of an electronic strategy to achieve the same goals and objectives of the firm within its environment primarily premised on enhancing effectiveness and efficiency. The E-strategy that is adopted is meant to develop and categorically alter the way the firm operates by incorporating e-commerce, e-business and other technology based tools to realise the objectives of the firm. Understanding E-strategy per se will not only simplify its implementation but accord due relevance to its strategic nature as opposed to it being just operationalized as a functional tool. This will enable a more strategic fit between technology that is utilised and the firm’s strategic intentions to be understood by the personnel tasked with implementing it.

Keywords: E-strategy, E-commerce, E-business, Competitive Advantage.
Gaining Sustainable Competitive Advantage through Human Capital: Does Firm Specific Human Capital or General Human Capital Matter?

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ABSTRACT

Plethora of studies reported firm specific human capital to have a direct link with competitive advantage and performance. But, the level at which this resource is most appropriately developed and utilized, either in general or specific form to achieve optimum performance is still not clear. Therefore, this paper reviewed human capital literature from two perspectives, i.e. specific versus general human capital. We argue that while developing firm specific human capital provide firms with competitive advantage, such advantage may only be relevant in long run. In this vein, previous findings were highlighted and direction for future studies is also presented.

Keywords: Competitive Advantage, Firm Specific Human Capital, General Human Capital, Conceptual Studies
Work Time Demand and Job Satisfaction of Geographically Dispersed Team: The Mediating Role of Organizational Support

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ABSTRACT

Employee job satisfaction is often attributed to amongst others the level of co-worker and supervisory support in an organization. For geographically dispersed teams (GDT), the ability to support team members remains a spatiotemporal challenge with limited face-to-face contact, time zone differences, cultural and language impediments. The inability to collaborate and organizing work across different time zones with few overlapping hours exert psychosocial stress that impedes job satisfaction. This research was undertaken to gauge the satisfaction level of Malaysian GDTs working under such conditions and the effect of organizational support to buffer the impact and restore job satisfaction. Outcome of the quantitative survey involving 306 Information Technology Outsourcing and Business Processing Outsourcing respondents located in multimedia-super corridor flagship town of Cyberjaya shows a causal linkage between work time demand and job satisfaction. The finding also reveals that job satisfaction is partially mediated by organizational support in relation with work time demand.

Keywords: Job satisfaction, Work Time Demand, Organizational Support, Geographically Dispersed Teams, Temporal Dispersion Separation
Creating Winning SMEs and Surviving in the Midst of Crisis: A Conceptual Framework

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ABSTRACT

The purpose of this paper is to propose a conceptual framework for creating a winning SME and survive in the midst of crisis. The study used a developmental configuration approach with a derived mathematical model, which are powerful tools for building and relating detailed models consisting of several variables and domains, illustrating complicated and inter-related relationships between several variables. The basis for the developmental configuration applied in the present study was an in-depth review of academic literature on creating a winning and survive. The paper concludes with the presentation of a theoretical conceptual model of wealth creation. The three major domains included in this model are human resources capability, production planning system, and technology. The new conceptual model provides an entirely new premise to view creating a winning organization, and survive at the firm level, particularly for SMEs. The study also provides different indicators for the identified domains.

Enhancing the Support-execution Model of Strategy Execution: A Moderated Mediation Effect of Strategy Engagement and Strategy Communication

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ABSTRACT

The support-execution model of strategy execution is advanced by a joint investigation of the i) mediating role of strategy engagement and ii) the moderating role of strategy communication in influencing the mediated relationship. Using a moderated mediation framework, the model was tested with 224 middle level managers selected from the service industry in Malaysia. The result reveals that strategy engagement mediates the relationship between organizational and strategy execution. The moderated mediation analysis shows that strategic communication moderates the second stage of the mediated relationship between organizational support and strategy execution via strategy engagement. Results from the integrated moderated mediation model provide new insights on the interaction of several strategy related constructs in the literature.

Keywords: Strategy Execution, Strategy Engagement, Strategy Communication, Service Industry, Malaysia
Equity Valuation Multiples of Listed Firms in Nigeria: Principal Component Analysis Approach

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ABSTRACT

Security analysts regularly used equity valuation multiples (EVMs) to evaluate stock performance in relation to expected future yield to shareholders. Equity valuation multiples used by stock analysts includes price-earnings, price-book value, price-sales and price-cash flow valuation multiples. Nevertheless, researchers in the area of valuation multiples and stock value prediction have maintained that strong relationship exists amongst the valuation multiples hence evaluating them individually and later merging them to one value multiple results to replication of the individual EVM contribution. This research adopted the principal component analysis (PCA) technique to condense the four (4) equity valuation multiples of firms listed on the Nigerian Stock Exchange (NSE) to three (3) components explaining 90% of the original variables. Therefore, the research recommends the use of principal component analysis approach in the analysis of the equity valuation multiples as a result of correlation that exists amongst the valuation multiples. Using principal component analysis to condense equity valuation multiples ensures accurateness and reliability of their effect interpretation due to nonexistence of multicollinearity in the decomposed principal component.

Keywords: Principal Component Analysis, Equity Valuation Multiples, Nigerian Stock Exchange, Nigeria
Demographic Factors Consideration in Stress Level Determination in Tertiary Educational Institution in Nigeria

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ABSTRACT

This study examines the stress levels of students in Kaduna Polytechnic. Stress among students of tertiary institutions is normally unavoidable parts of everyone’s life that desire periodic assessment. Two null hypotheses were formulated to guide the study. Stratified random sampling technique was utilized to select 250 students in the 2014/2015 academic session. The instrument for data collection was adapted from the well-known DHFS Wellness perceived Stress Scale developed by Cohen (1983,) structured on a Likert five point rating scale. Its computed reliability using Cronbach alpha gave 0.70 coefficients. The data was analyzed using parametric statistics of t-test and one-way ANOVA. The results indicated that student’s levels of stress are significantly high. Similarly academic programs and marital status significantly influenced the students’ levels of stress. Based on these findings, some recommendations were made among which is institutional management and other stakeholders should provide psychological and academic counseling services to the generality of the students.

Keywords: Higher Education, Stress, Tertiary Institution, Demographic Factors, Emotional Factors, Physiological Factors, ANOVA
Pay-performance Relationship: An Empirical Study on Employee Performance in the Context of Nigeria

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ABSTRACT

This paper highlighted the effect of performance-based pay and organizational benefits on employee performance with the mediating role of distributive justice in the context of Nigeria. Cross sectional approach was used to collect data from a sample of 140 Nigerian employees. Using hierarchical regression analysis, the findings showed that performance-based pay and organizational benefits have positive effect on employee performance and distributive justice fully mediated the nexus. Hence, performance-based pay system and organizational benefits plan should constitute a competitive reward system. Implications and suggestions were discussed.

Keywords: Performance-based Pay, Organizational Benefits, Distributive Justice, Employee Performance, Compensation, Nigeria
Does Organizational Culture Moderate the Relationship between Trust of BSR on Performance of Small Scale Industries? Partial Least Square (PLS) Approach

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ABSTRACT

The purpose of this paper is to provide moderating effect on association between the trust of BSR and performance of Small Scale Industries in Nigeria. The study was exploratory survey research conducted in Kano- North West of Nigeria. The samples drawn from Small Scale Industries owner/manager using purposively samples. 800 copies of questionnaires were distributed by hand delivery and 514 were completed and returned in which 486 turnout to be usable for our data analysis using SPSS version 18 and PLS modeling 2.0m3 software’s. The finding firstly, the mean for trust construct was 5.60 with standard deviation of 0.61. This indicate the level of keeping promised on the issue of social behavior among the Small Scale Industries, secondly, the result of composite reliability and Cronbach alpha were all above the yard stick of 0.7; the Average Variance Extracted reveals above 0.5. Similarly, the R square value was 0.40, which suggest the model explained 40% of the variance. The hypotheses result reveals that trust was significantly related dependent variable business performance, and organizational culture has substantial impact of performance, but surprisingly, organizational does not moderates the relations as hypotheses. The necessary suggestions regarding future research and practical as well as theoretical implications were also recommended.

Keywords: Trust of BSR, Organizational Culture, Performance, Small Scale Industries, SPSS, PLS
Audit Committee Independence, Abnormal Directors Compensation, Corporate Governance Disclosure and Price to Earnings Multiple of Nigerian Firms

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ABSTRACT

The failure of corporate organizations has continued to attract various stakeholders of corporate organizations. Countries across the world issued different regulations for best practices and protection of corporate failure. One of the objectives of the guides is to improve company value. In Nigeria similar guides are issued for companies known as the codes of corporate governance. However, investment analysts, researchers and other stakeholders continue to argue on whether those governance mechanisms improve the value of stockholders. Other suggested the consideration company governance practices before investment whiles others argued that CG is not important in Nigeria. This study empirically investigated the effect of audit committee independence, abnormal directors compensation and disclosure of CG disclosure on price-earnings multiple of Nigerian firms. The study used data from 100 firms from the Nigerian Stock Exchange (NSE). The study used generalizes method of moment (GMM) to estimate the regression because of endogeneity problem between the variables. The results reveals a significant positive relationship between audit committee independence, abnormal directors compensation, governance disclosure and price to earnings multiple of Nigerian firms. Therefore, the study recommends, consideration of firm CG before investment decision.

Keywords: Audit Committee Independence, Abnormal Directors' Compensation, CG disclosure, Nigerian Stock Exchange, Nigeria
Initial Concept of Islamic Social Entrepreneurship: A Study from 12 Existing Models

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ABSTRACT

Social entrepreneurship has become a new phenomenon in a country in order to reduce social problems and eradicate poverty communities. However, the study based on Islamic social entrepreneurship from the social entrepreneurial activity is still new especially in the Islamic perspective. In addition, this research found the lacking of model on social entrepreneurship that focuses on Islamic perspective. Therefore, the objective of this paper is to identify the issues and research gap based on Islamic perspective from existing models and to develop a concept of Islamic social entrepreneurship according to Islamic perspective and Maqasid Shari’ah. The research method used in this study is literature review and comparative analysis from twelve existing models of social entrepreneurship. The research finding shows that shows that the existing models on social entrepreneurship do not emphasize on Islamic perspective.

Keywords: Component; Social Entrepreneurship; Islamic Perspective; Research Gap
Effects of Information Technology for Market Information, IT compatibility, and Intellectual Capital on Bank Performance in UAE

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ABSTRACT

Today, information is the contributing factor for banks’ success and Management Information Systems (MISs) plays an important role in helping banks to create and support a strategic opportunity. This article seeks to examine the compatibility of IT and IT for market information of banks at UAE. Methodology of research is descriptive method - survey type and data collecting tool is questionnaire. The finding of this study will indicate that there is IT compatibility and IT for market information for responding to future changes of the banks.

Keywords: Information Technology for Market Information, IT compatibility, Intellectual Capital, Bank Performance, UAE Banks
Characteristics of Ethical Business Culture in Small and Medium Enterprise: A Case Study

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ABSTRACT

Literature suggest that ethical culture creates ethical business, however literature is not clear on what are the ethical culture characteristics and how the ethical culture characteristics build foundation for ethical business. Hence, the purpose of this paper is to identify the ethical culture characteristics and in that attempt the study employs a single case study approach. The findings indicate similar patterns with Ardichvili, Mitchell and Jondle’s ethical characteristics model which are: effectiveness and mission-and value-driven cluster. These two keystones of ethical culture characteristics emerged as the foundation of a comprehensive ethical organizational cultures model that can be engaged to influence practices in ethical business. Overall, understanding of the ethical characteristics in organization contributes to the management field in the aspect where it developed new perspective of enhancing ethical culture. The paper recommends SME to template the ethical practices of our case study in order to conduct sustainable business environment.

Keyword: Ethical Business Culture, Small and Medium Enterprise, Case Study, Sustainable Business Environment
Impact of Product Diversification, Geographic Diversification and their Interaction on Corporate Performance of PLCs in Malaysia

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ABSTRACT

This paper investigated the impact of product diversification and geographic diversification on corporate performance of Public Listed Companies (PLCs) in Malaysia. The sample consisted of 569 PLCs. The findings show that product diversification strategy has negative impact on return on assets (ROA) and return on equity (ROE) and positive impact on enterprise value. Besides, the geographic diversification strategy has a positive impact on enterprise value. Significantly, this paper found a negative moderating impact of geographic diversification on product diversification and performance link, along with a negative moderating impact of product diversification on geographic diversification and performance link. The findings provide some decision making guidelines regarding the selection of diversification strategies for Malaysian PLCs based on particular corporate performance targets. Moreover, this research enriches the body of knowledge on diversification strategies and their interaction impacts as well as putting forward solid suggestions for the Malaysian strategists and decision makers in particular.

Keywords: Product Diversification, Geographic Diversification, Corporate Performance, Public Listed Companies, Malaysia
The Influence of Porter’s Competitive Strategy on Organizational Performance: The Role of Strategic Capability

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ABSTRACT

This research examines how strategic capabilities impact competitive strategies and the effect on organizational performance. The target population of this study was 475 three- to five-star hotels in Malaysia. Questionnaires were sent by mail and email to all the targeted 3 to 5 star hotels’ managers. Multiple regressions were used to analyze the relationship of competitive strategy, strategic capability and organizational performance. The outcomes indicate that competitive strategy has a significant impact on performance and strategic capability. Similarly, strategic capability has a significant impact on performance. Specifically, it establishes that strategic capability partially mediate the association of competitive strategy and performance. This study found hoteliers that executing competitive strategy should simultaneously use strategic capability to attain better performance. It fills in some of the gap and showing the importance of competitive strategy and strategic capability in the Malaysia hotel industry which has received little empirical attention.

Keywords: Competitive Strategy, Strategic Capability, Organizational Performance, Hotel Industry, Malaysia
Ethnic Affiliation and Access to Affordable Healthcare in Nigeria and Malaysia

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ABSTRACT

This research focused on the evaluation of the level of relationship between healthcare access and affordability with ethnic group affiliation of the patients in Nigeria and Malaysia before and after healthcare reform.

The data of this study was collected through the use of questionnaire. The 750 respondents were randomly selected with 500 from Nigeria and 250 from Malaysia based on the country’s population as at 2010 estimate. The questionnaires were distributed by the recruited survey assistants from the Department of Statistics Kaduna Polytechnic in Nigeria and Research and Innovation section of University Malaya in Malaysia.

The data collected were analyzed using SPSS version 16.0.

The result of this research found that reform had succeeded in increasing the chances of the poor, vulnerable and incapacitated citizens spanning from various ethnic groups in the two countries to having access to an affordable healthcare and safety services. It showed that there is an insignificant variation between various ethnic groups in terms of having access to affordable healthcare and safety services in the two countries. The results from the t-test comparing relationship between the various ethnic groups with access to an affordable healthcare showed F=1.660, P=.116>0.05 greater than 0.05, affordability to ethnic groups F=3.778, Mean=.53721, P=000<0.05. These results showed that, there is some level of variation to having access to healthcare services due to
affordability problem in other words; there is significant difference between affordability and ethnic group access to healthcare services in both Nigeria and Malaysia.

It was recommended that the reform should policies that will identify the lapses leading to affordability challenges by certain category of groups despite making the services accessible. The research has both theoretical and practical implication, theoretically it challenges the postulation that accessibility is equal to affordability and practically reform does necessarily translate into cross subsidization for all categories of citizens.

Keywords: Ethnicity Affiliation, Affordability, Access, Healthcare Services, SPSS, Nigeria, Malaysia
Business Process Management for an Effective Hydrotherapy System

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ABSTRACT

Malaysia is ranked as the country with the most obese population in the South-East Asia region, and placed sixth in the Asia Pacific. Current study explored the effectiveness of hydrotherapy in weight reduction and quality of life improvement. In hydrotherapy subjects of both sexes and diverse age ranges, immersed themselves in a medium temperature water pool within hospital setting or in bathtubs with high-energy turbulent water movement. This study is based on several experiments to analyze the role of hydrotherapy in weight reduction. Mixed research method was deployed in this study. Quantitative data was analysed, with the help of descriptive statistics and paired sample t-test. Qualitative data was analysed manually with the use of thematic analysis and specialized qualitative assessment software. This research reveals that hydrotherapy has improved subject’s mobility, flexibility and exercise capability. Results reveal the reduction in the weight of obese subjects, as well as improved their quality of life. A well-managed hydrotherapy system within the BPM context can provide positive results in weight reduction process and improving quality of life. The Ministry of health already installed hydrotherapy system in hospitals but still positive results not derived from this system. This study recommends BPM to improve hydrotherapy system. The major limitation of this research was to conduct the experiment at government hospitals, which is the main public access in seeking medical treatment including obesity.

Keywords: Active Hydrotherapy, Passive Hydrotherapy, Obesity, Quality of Life, Weight Reduction, Malaysia.
A Visual Framework for Identifying Sources of Unnecessary Regulatory Burdens on Business

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ABSTRACT

This paper studies the development of a visual framework for identifying unnecessary regulatory burdens on business. The objectives of regulations are to protect people, environment and economic activities. Poor designed regulations and poor enforcement and administration of regulations resulting in unnecessary regulatory burdens on business. The burdens are cost to business, which could otherwise be put to a more productive usage. From literature review conducted, we noticed there is a lack of information on identification of sources of unnecessary regulatory burdens. To date, no single study has been conducted on developing a visual framework to facilitate regulators in identifying sources of unnecessary regulatory burdens. We have utilized action research model in carrying out the study. A visual framework for identifying unnecessary regulatory burdens on business has been successfully developed and tested as the output of the study.

Keyword: Unnecessary Regulatory Burdens, Enforcement, Conceptual Studies
Fisheries Subsidies and Overfishing In Malaysian Fisheries

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ABSTRACT

Subsidies can reduce the cost of fishing operations and enhance revenues that make fishing enterprises more profitable. However, in Malaysia, over-capitalization and excessive fishing capacity lead to the overexploitation of fishery resources. The poor fishing yield is inadequate to meet the needs of fisheries resources for future generations. Reduction in catch will lead to the fall of the standard of living of fisher and poor economic status of fishing households who depend on the fishery resources for their livelihoods. This study investigates the impact of fisheries subsidies on fisheries resources and livelihoods of fishers’ households in Malaysia. Data for this research obtained selected respondents of various interest groups (stakeholders) in three states of Peninsular Malaysia: Kedah, Perak, and Terengganu. The results of the study show that fisher are aware of the degradation of marine resources but are unable to do something about it because of their poor situation. They were very dependent on subsidies, especially fuel subsidy since this subsidy can reduce their operational costs. Finally the study revealed that many fishers are willing to stop fishing. However, the lack of employment possibilities will probably only drive more people to fishing, causing more severe degradation of marine resources. The study ends with some recommendations which might attribute to the degradation of marine resources and the deteriorating situation of artisanal fisher.
Keywords: Fisheries Subsidies, Overfishing, Malaysian Fisheries, Marine Resources, Malaysia

Impact of Religiosity on Intention to Pay Zakat: Mediating Effect of Subjective Norms

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ABSTRACT

Zakat is one of the pillars in Islam. Zakat refers to the determined portion of wealth recommended by Allah SWT for distribution among the deserving classes of those permitted to receive it. Zakat is important for development of Muslim socio-economy. However, the disbursement of Zakat among Muslim in Kano Nigeria is at low level. Despite several factors that influence intention to pay Zakat suggested in the literature, research model that address this issue is still remained scares. The main objective of this paper is to suggest a research model for examining the impact of religiosity on intention to pay Zakat using subjective norms as mediator among Muslim businessmen in Kano Nigeria. The paper proposes a model which if validated empirically will be used for policy decision making by the following: Kano state Zakat and Hubsi commission, government and Zakat payers among others.

Keywords: Religiosity, Intention to Pay Zakat, Subjective Norm, Socio-economic Studies, Zakat and Hubsi Commission, Kano.
Religious Dissimilarity towards Job Satisfaction: A Study on Public Health Employees in Thailand Southernmost Provinces

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ABSTRACT

The Southern part of Thailand is a region with a multi-ethnic population. As such, the diversity issue in terms of cultural background, religion and custom among their employees is a matter of great importance. From the human resource standpoint, employers in this region need a good understanding of how employees behave and work in such an environment of employees’ dissimilarity in order to ensure the fulfilment of employees’ job satisfaction. This study critically reviews previous researches on how religious dissimilarity impacts job satisfaction to support and develop a conceptual framework of job satisfaction among Muslim public health employees in Thailand Southernmost Provinces while there is a religious diversity takes place in this region. The conceptual model for this study posits that job satisfaction is dependent on the four independent variables, namely; a) religious dissimilarity; b) nature of work; c) rewards and compensation; d) staff relations. The results of this study showed that there is negative relationship between religious difference amongst employees and job satisfaction.

Keywords: Religious Dissimilarity, Job Satisfaction, Public Health Employee, Thailand Southernmost Provinces, Conceptual Studies
The Impact of Leadership on Employee Stress at a Commercial Bank in Malaysia

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ABSTRACT

Stress is a common epidemic in today’s workplace and it is very costly to organizations. The impact of stress and has drawn much attention from organizations. There are many potential sources of stress; however leader is the one who stand at a better position to put a curb on employee stress. Unfortunately leaders sometimes are not aware that their behaviors could transmit stress to employees. Although some types of leadership behavior are believed to mitigate employee stress in nature, while other types of leadership behavior could lead employee to experience stress. This study sought to examine the impact of leadership on various symptoms of stress. The sample was drawn from nine commercial banks in Malaysia. The findings indicated that transformational leadership is negatively related to various stress symptoms while transactional leadership is positively related to various symptoms of stress. This study urged bank leaders and managers to constantly identify their leadership behaviors which could influence employee’s emotions and induce stress to employees, by adjusting their leadership styles to demonstrate appropriate leadership behaviors when they interact with their subordinates.

Keywords: Leadership, Transactional Leadership, Transformational Leadership, Employee Stress, Commercial Banking, Malaysia
The Understanding of Shariah Compliant Practices among Selected Medical Tourism Providers in Malaysia

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ABSTRACT

The study examines the degree of practice of Shariah compliance among government and private medical tourism providers in Malaysia. The objectives were to investigate the extent of Shariah compliance practices in three specific areas of operations such as: the treatments given, the services and facilities made available and the managing of the human resources in the chosen medical providers in the country. Medical tourism is gaining popularity in the country and Shariah compliance medical tourism providers might want to determine the extent of such services, for the regional and overseas Muslims (Middle-east, North Africa and even from south Asia) but open to everybody else who want to experience it. In fact many medical tourism operators in Malaysia are already providing such services and facilities, but the degree of compliance to the Shariah standards in the three areas of interest have yet to be ascertained. Data and records of such activities were not easily available if at all they exist. This study adopted the case study methodology where the four hospitals were treated as cases and a qualitative analysis done on the information gathered from the four sets of in-depth interview data. They were two government hospitals, identified as “Hospital Mesra Ibadah” (hospitals that are declared as user-friendly to religious activities) namely a) Sultanah Fatimah Specialist Hospital, in Muar, Johore, and b) University Sains Malaysia Hospital at Kubang Kerian, Kelantan. For private hospitals, “PUSRAWI” in Kuala Lumpur and “Specialist Hospital Al-Islam” in Kampung Baru, Kuala Lumpur were selected. The findings shed
several lights toward better understanding of the current practices with some
unique differences not only between the private and the public hospitals but also
amongst them. Some guidelines and suggestions on the Shariah compliance are
made to improve on the services provided which perhaps can result in the

Increase of the number of tourists looking for such services. In the long run this
particular niche can be further developed and strengthened, expanding the
tourism sector as well as perhaps making a significant contribution to the
nation’s economy.

Keywords: Tourism Industry, Medical Tourism, Medical Tourism Providers,
Shariah Compliant Medical Tourism, Malaysia
Technology Strategy Framework: Learning and Evolution

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ABSTRACT

China and India are two of the BRICS countries with rapidly growing economies where technology has been appropriately considered as an engine for growth. Moreover, strategic management of technology is now being considered as an area of paramount importance even by developing countries across the globe. This study aims to deeply understand mechanisms for developing advanced technologies and their transfer and use in developing countries. A framework has been subsequently proposed and implemented to evolve technology strategy for many important firms in different sectors of industry and have been deployed for technology development, acquisition, indigenization, absorption, innovation, phase out, transfer, financing and commercialization.

Keywords: BRICS, India, China, Strategic Management of Technology, Technology Strategy, Technology Transfer.
A Framework for Team Integration in Malaysia Industrialized Building System (IBS) In Construction Project

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ABSTRACT

The reality of Malaysian construction is that most of the problems encountered in the field such as reworks, redesign, delay and low in quality or productivity are often compounded by inherent design flaws that generated in the design phase. Research has addressed poor integration among project stakeholders in design phase is one of the main barriers of IBS adoption in Malaysia. Looking to that, a number of reports challenged the construction industry to create a fully integrated process capable of delivering predictable results to clients through processes and team integration. Team integration approach is often portrayed as a highly effective way to bring together various skills and knowledge and removes the traditional barriers towards effective and efficient delivery of the project. Malaysian construction industry also has been urged to change from using a conventional design process toward integrated design practice. Due to this aforementioned issue, this study attempt to provide a solution towards a betterment of integration of IBS and integration team approach in design phase. Thus, this paper has discussed the development of framework to improve the integration design and construction based on literature and result from workshops.

Keywords: Industrialized Building System (IBS); Integration, Integrated Practices; Malaysian construction industry; Qualitative Study
The Impact of Project Manager and Project Team Competency and Authority towards Waste Management Practices Success

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ABSTRACT

Most of the construction stakeholders around the world especially in developing countries did not really aware on Waste Management Practices (WMP) in their construction projects. Previous survey reported that any WMP issues received less attention from the construction industry stakeholders compared to construction costs and time related issues. However, this kind of trend has changed due to the depletion of non-renewable resources, greenhouse gas emissions and global warming. Regarding to this issues, construction stakeholders worldwide have gain wider attention on WMP in the construction projects. Many efforts are being directed to build greener construction projects through proper application of WMP. Human factor which relate to project team competency and authority is one of the key factor which believed have a strong relationship with WMP success. The focus of this research was to identify the relationship between project manager and project team competency and authority and its impact on WMP success. By using the survey method, questionnaires were sent to the Malaysian construction stakeholders. 122 questionnaires were analysed by using statistical software Statistical Package for Social Science (SPSS). This study found that Project Manager and Project Team Competency and authority have significant relationships with the WMP Success.

Keywords: Waste Management Practices, Project Manager, Project Team Competency, Project Team Authority, Waste Management Practices, Malaysia
Determinants of Kuwaiti Consumers' Attitudes towards Fine Dining Restaurants: Applications of Psychological Ownership Theory to the Restaurant Industry

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ABSTRACT

Humans have claimed ownership of financial assets, relationships and all kinds of other entities since the dawn of civilization. They often build emotions and even get attached to the things they own, and then they tend to base their actions or reactions on these emotions. This process can be observed in many areas and aspects of people's everyday lives. This research study focuses on the application of the concept of the aforementioned psychological ownerships on the "Fine Dining Industry across Kuwait", discovering how fine dining restaurants across Kuwait are using and utilizing this kind of emotions to improve their business and aim at higher levels of Kuwaiti consumers' loyalty, and satisfaction in order to reach higher profitability.

This research study proposes a model to further discover the relationships between Kuwaiti consumers and the fine dining restaurants across Kuwait in order to provide a perspective in which we can understand how they establish feelings of ownerships to those restaurants and their brands. In addition, the research studies the backgrounds and consequences of "Psychological Ownership Theory", which proposes that when people interact with things that they feel is theirs; they have certain emotions like psychological ownerships in this case.

Keywords: Customer Loyalty, Customer Satisfaction, Services, Psychological Ownership Theory, Kuwait.
Effects of Green Marketing Strategy on Firm Performance

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ABSTRACT

This is a conceptual paper to study the effects of green marketing strategy on the firms’ performance. The paper aims at presenting the reviews of the literature on the green marketing strategy and analyses the seven factors that will influence the firms’ performance. As green marketing strategy become increasingly more important to firms adhering to a triple-bottom line performance evaluation, the present paper seeks to better understand the role of “green marketing mix” as a marketing strategy. The conclusion that was drawn is that, green product, green price, green distribution, green promotion green people, green process, and green physical evidence have a positive effect on the firms’ performance.

Keywords: Green Marketing Strategy; Firm Performance, Conceptual Studies.
Environmental Leadership and Employees’ Organizational Citizenship Behavior towards the Environment (OCBE): Psychological Distance as a Moderating Variable

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ABSTRACT

Research in industrial and organizational (I-O) psychology has increasingly been captivated to comprehend the features and causes of “green” employee behavior. Environmental leadership was acknowledged as one of the major aspects in ensuring the organization’s environmental management success. Employees’ reactions to organizational citizenship behavior towards the environment (OCBE) depend very much on his or her assessment of leadership greening support. The relationship of environmental leadership to OCBE has been confirmed in previous researches. Nevertheless, an environmental leadership as an only variable in illuminating OCBE is rather plain, so this study would like to propose an exogenous variable of psychological distance as a moderator to enlighten employees’ environmental related behaviours.

Keywords: Environmental Leadership, Organizational Citizenship Behavior towards the Environment, Psychological Distance
Knowledge Sharing in Malaysia Small and Medium Family Businesses: The Influence of Family Commitment and Psychological Ownership

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ABSTRACT

This study provides information and insight into the influence of family commitment and psychological ownership on knowledge sharing in Malaysia small and medium family businesses’ (SMFBs) by using the variance based SEM techniques in testing hypotheses. 167 valid and usable responses were collected through a self-administered questionnaires survey in year 2014. Data is analyses using Partial Least Squares (PLS)- Smart PLS. The findings supported the hypotheses that family commitment and psychological ownership act as antecedents to both knowledge collecting and donating. Future research may consider examine the effect of different group of employees if they moderate the relationships between family commitment and knowledge sharing as well as psychological ownership and knowledge sharing.

Keywords: Knowledge Sharing, Knowledge Donating, Knowledge Collecting, Family Commitment, Psychological Ownership, Small and Medium Family Businesses
Driving Shareholders’ Wealth: Economic Value Added versus Traditional Measures

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ABSTRACT

This paper empirically examines the relationship between performance measurement tools and shareholder's wealth in the context of Malaysian public listed construction companies. The question guiding this study is focused on whether the development of performance measures had an impact on shareholder's value. Both traditional accounting measures like earnings per share (EPS), return on asset (ROA), return on equity (ROE), return on capital employed (ROCE), dividend payout ratio (DPR) and economic measures like economic value added (EVA) and market value added (MVA) have failed in reflecting the company's true value due to lack of creating long term sustainability of business. The study exploits panel data analysis techniques particularly Error Correction Models (ECM) to test for the existence of a relationship of error terms and Panel Ordinary Least Square (OLS) regression to test the hypothesis. Using a sample of panel data of 280 observations over the period 2003-2012, this study finds compelling evidence that shareholder value is a function of performance measures. The results conclusively support the claims made by Earnings per Share, Economic Value Added and Dividend Payout Ratio proponents and further supports the potential usefulness of the performance metric for internal and external performance.

Keywords: EVA; Traditional Measures; Shareholder's Wealth; Dividend Policy; Malaysia
Unlocking the Barrier of Implementing the Product-service System: A Knowledge-based perspective

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ABSTRACT

The successful of an integrated product-service depends on how well user requirements are embedded in the product-service offering. It offers a range of benefits, including competitive advantage, stability in the business performance, social activities and environmental safety. However, there are many challenges that impede the success of PSS implementation. This article is a conceptual paper, using business model and the input-process-output (IPO) diagram for analyzing barriers of Product-service implementation. From knowledge management perspective, distinct, newness and relevance of knowledge-based can help reduce barriers on PSS implementation.

Keywords: Product-service System (PSS), Knowledge Management, Internal Barrier and External Barrier, Customer Knowledge, Firm Internal Knowledge, Conceptual Studies
Construction Business Success from the Perspectives of Entrepreneurship Theory: Applying the DEMATEL Technique to Analyze the Causal Relationships of the Success Indicators

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ABSTRACT

Achieving success in construction business should be based on many factors which have direct effect on the overall performance of the organization. It is considered as a multidimensional construct and can be assessed using multiple success indicators. The success indicators may also have resulted from the interrelationship among themselves. This paper analyses the indicators of success for the construction business from the perspectives of the entrepreneurship theory by applying the Decision Making Trial and Evaluation Laboratory (DEMATEL) technique. Four main perspectives of entrepreneurship theory that are related to business performance were identified from the literature reviews. Eighteen success indicators were reached consensus as recommended by thirty six construction industry experts. Then, the DEMATEL technique was employed to analyze the importance of the indicators and the causal relations among the indicators were established. The DEMATEL questionnaire was answered by twenty experts. The results showed that seven indicators were of great importance to the successful of the construction business. These indicators are ‘Business and Management Competencies’, ‘Technical Competencies’, ‘Technological Competencies’, ‘Commercial and Professional Infrastructure’, ‘National Economic Growth’, ‘Government Programs’, and ‘National Political Stability’, respectively. This paper also presents the significant indicators for each perspective.

Keywords: Construction Business Success, Entrepreneurship, DEMATEL Technique, Causal Relationship
The Effect of Knowledge Management Capabilities on the Performance of Malaysian Large-Scale Organizations: An Empirical Study

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ABSTRACT

Knowledge Management Capabilities (KMC) could be divided into processes and infrastructure. Researchers related the effect of KMC either to processes or infrastructure. But many KMC studies did not consider trust as an important influential variable. The purpose of this study is to identify and compare the effect of processes and infrastructures of KMC on the organizational performance of large Malaysian companies. It will also bring in trust as a variable that mediates between these two groups of variables. A total of 176 returned questionnaires from senior managers of companies listed in Bursar Malaysia were usable. Data were analyzed using Analysis of Moment Structure (AMOS). The findings indicate that knowledge process capabilities are more important for organizational performance than knowledge infrastructure capabilities. In addition, the strongest predictor of organizational performance is knowledge sharing followed by knowledge utilization, knowledge acquisition, organizational culture, organizational structure, and technology infrastructure. Furthermore, the mediating role of trust was confirmed. Building organizational trust between employees and manager could enhance the KMC.

Keywords: Knowledge Management Capabilities, Trust, Organizational Performance, Knowledge Sharing, Knowledge Acquisition, Organizational Culture.
Barriers to Community Capacity Building towards Sustainable Tourism: The Case of the Langkawi Islands

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ABSTRACT

Community capacity building is widely acknowledged as a crucial tool to foster the process of tourism development. Through capacity building approach, related stakeholders in tourism development such as local authorities, community leaders, non-governmental organizations (NGOs), and private sectors are able to contribute in tourism growth. However, in reality the lack of community capacity building in tourism context has becomes as a critical issues especially in developing nations. Similarly, tourism development in the Langkawi Islands is also facing with the same issue. Therefore, this study highlights several barriers faced by public and private sector in capacity building strategies implementation process in Langkawi. This study was done based on qualitative approach through 20 semi-structured interviews with local stakeholders comprising government and non-governmental agency representatives, community leaders, tourism business operators and hotel managers. The findings conclude that community capacity building approach is a significant indicator to determine the success of Langkawi tourism industry and able to help local communities to make better decisions in tourism planning for their future.

Keywords: Tourism Development, Local Stakeholders, Capacity Building, Qualitative Studies, Social Barriers, Langkawi Island, Malaysia.
Acceptance towards Tourism Development: The Pangkor Island Case

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ABSTRACT

After cities, islands have become another prime tourism destinations and to date, islands have been enjoyed by a notable percentage of the world population. Given the ample benefits brought by island tourism, Malaysia allocates a considerable investment for the purpose of developing the islands and Pangkor Island is no exception. Since 2000s, intense tourism development has taken place in Pangkor Island to further flaunt its charming combination of fishermen settlements and resorts. As tourism is lucrative, it is realized that tourism development is pressured by the intention to cater the visitors’ needs whilst paying limited attention towards the locals’ acceptance towards the tourism industry. Conventional knowledge has that a successful tourism industry is not only derived from well-structure management, strategies and planning; it also involves well-established interactions between the locals and the impacts of tourism. As locals recognize the positive and negative consequences tourism would bring, their acceptance towards tourism development in the sense of comfort level and supportiveness should be of interests to the tourism planning organizations. Employing qualitative research approach, self-administered questionnaire was developed to achieve two research objectives. First is to assess the locals’ support for an increase in tourism development and second is to find whether the locals are comfortable with the tourism activities of Pangkor Island. Findings showed the Pangkor Islanders’ positive towards increases in tourism development where the acceptance was dominantly derived from the locals’ perception of tourism industry as a pragmatic tool of improving their quality of life (locals’ participation), other than influenced by locals’ needs, safety issues, social issues, image improvement, tourism benefits distribution (equally enjoyed) and tourism phase. A mixed state of acceptance for comfort level was observed where in detail, locals showed a strong negativity towards social issues.

Keywords: Pangkor Island, Tourism Development, Local Acceptance, Local Support, Comfort Level, Local Stakeholders, Social Issues, Malaysia
Developing Medical Tourists’ Experiences from the Eyes of Medical Tourists in Malaysia

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ABSTRACT

In recent years medical tourism has significantly gained popularity. Malaysia along with other Asian countries such as Thailand, Singapore, India, and Korea has been expanding the increasingly popular industry as they strive to be promising medical tourism destinations. As competition rises among the top destinations, medical travelers are increasingly looking for quality, choosing among the best options available. Thus, it is important to identify what medical tourists expect to experience and how their experiences can be improved. The purposes of the current study were to understand medical tourists’ experiences in detail, identifying what went wrong and what could be better during their visit. The results could be of paramount importance for managers and leaders in the industry for enhancing the quality of medical tourist’s experiences. In-depth interview with five medical tourists at a private hospital in Malaysia reveal what international medical tourists believe should be improved for better future experiences. Based on the findings, it is evident that medical tourists are often faced with confusion and lack of available information regarding the destination and simple procedures during their visit. At some cases, medical tourists were disappointed by lack of following basic standards among hospital staff. Problems with shortage of tourist visa versus the long-term nature of treatments was a concern as well as complications with opening bank accounts. Recommendations included providing informational booklets and guides, improving quality of service through strict adherence to established standard operating procedures (SOP), and having more environmentally friendly practices.

Keywords: Medical Tourism, Malaysia, Tourist Experience, Qualitative Studies, Malaysia
Measuring the Sufficiency of Public Facilities and Infrastructures from Local Community and Tourists’ Views: A Case Study of Mabul Island, Malaysia

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ABSTRACT

Developing public facilities and infrastructures in an island is challenging due to the unique physical environment. The level of sufficiency of public facilities and infrastructures is significant to tourists and the local community. Therefore, this study is to measure the physical capacity in Mabul Island from the perception of local community and tourists. Through a self–completion survey of 175 tourists and 206 residents of Mabul Island, Malaysia, this paper explores the perception of tourists and the local community towards public the sufficiency of public facilities and infrastructures. The results show there was a significant difference in the perception of the local community and tourists in measuring the sufficient level of facilities and infrastructures. Tourists deem that the garbage collection system needs to improve, while local people reflect on the utility supply (e.g. water and electricity). The paper can be used to improve the quality of tourism planning and development in Mabul Island, Malaysia.

Keywords: Physical Carrying Capacity, Sufficiency of Facility and Infrastructures, Local Community, Tourists, Mabul Island, Malaysia
Visitors’ Perception on Tourism Impacts in Perhentian Island, Malaysia

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ABSTRACT

For many small island destinations, tourism is economically significant as a source of income and employment especially for the local community. However, tourism can also imply an excessive pressure on the environment, socio-cultural condition and change in the quality of life of the local people. Previous research has focused on hosts’ perception on these impacts with little emphasis on the visitor, resulting to an empirical investigation on how visitors perceive and evaluate their impacts. Based on the principle that visitors’ perception can support better impact management strategies, this study uses Social Exchange Theory to examine visitors’ perception on tourism impacts in Perhentian Island, Malaysia. In total, 452 questionnaires were completed by both foreign and domestic tourists. Findings of the study revealed that visitors recognized tourism activity increases impacts and perceived these as mostly positive for the island community. While visitors were aware of the positive and negative impacts of tourism, they evaluated their own impacts to be more positive than that of tourism collectively. Improvement of public facilities and promoting conservation awareness were the most positive impacts. By understanding the perceptions of the visitors, suitable adaptive measurements and actions may be developed to cope with the impacts of tourism activities.

Keywords: Visitors’ Perception, Social Exchange Theory, Tourism Impacts, Island Tourism, Malaysia
Key Performance Indicators (KPI) and Employees’ Attitude

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ABSTRACT

Rapid growth of new technologies has placed many organizations around the globe into a fierce competition. In order to survive ever demanding world, organizations should poses competitive advantage compared to their competitors. Key performance indicator (KPI) plays a role as a benchmarking tool that drives processes or performances of a project or organization towards it objectives. Thus, this paper discusses the effect of key performance indicator on employees’ attitude. The employees’ attitude becomes positive towards implementation of key performance indicator when there is commitment from management, training and clear key performance indicator contents. However, empowerment does not affect employees’ attitude towards key performance indicator, and it is up to the organization on how to set appropriate KPI's that will bring more benefit to the organization.

Keywords: Key Performance Indicators, Employees’ Attitude, Benchmarking
Reward System and Its Impact On Employee Motivation:  
A Preliminary Study Of A Malaysian Service Company

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Abstract

Motivating employees nowadays is one of the most critical issues on the company's path towards business success. It is important for employers to understand what motivates their employees and how to improve their work performance in an effort to optimize the overall organizational performance. Efficient reward systems are designed for attracting new recruits, encouraging employees to perform higher, retaining key competencies and to extend their overall potentials to perform for the company. The aim of this research is to examine the reward system and its impacts on employee motivation. For reward system, two sub-categories were investigated: extrinsic (i.e. pay, bonus, and promotion) and intrinsic (i.e. responsibilities, meaningful work and achievement). 132 respondents from Puspakom Sdn. Bhd., a Malaysia service company, were surveyed by questionnaire. The collected data was analyzed using descriptive statistic (frequency), reliability analysis (Cronbach’s alpha), correlation test (hypothesis testing), and regression analysis. Results show that there are significant positive relationships between the reward system dimensions and employee motivation, which are in align with previous researches. Hopefully, this study could further provide initial proof for Malaysia service companies to strengthen their employees’ motivation through a better designed reward system.

Keywords Rewards System; Promotion; Employee Motivation; Malaysia; Service
A Study on the Effect of Communication on Project Performance

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ABSTRACT

Communication is plays an important role in personal and professional field. For the success of an organization, a considerable credit goes to communication. Greater the effectiveness of communication better is the management of organization at different levels. In this article, the role of communication in different forms and their effect have been studied. This study conducted on the managers and team members associated with different projects reveals that verbal form of communication has more impact on understanding, executing and controlling phases of different projects. The authors suggested for improving the writing communication skills for the team members who would yield better results for the success of projects. And there is need for proper communication of evaluation and follow-up actions taken by the projects to all members involved in the projects. 

Keywords:-Management, Communication, Effective Communication
Knowledge Sharing and the Level of Innovation: A Field Study for Managers at the Palestinian Ministries in the Gaza Strip

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ABSTRACT

The aim of this research is to investigate the influence of knowledge sharing on the level of innovation at the Palestinian Ministries in the Gaza Strip. The researcher used the descriptive analytical method and utilized both primary sources. A structured questionnaire including (63) close ended questions was used for this study. The study population consisted of all manager at the Palestinian ministries in the Gaza strip with grades General Director (A4), Deputy Director (A), Unit managers (B) and Unit manager (C) they were (777) managers. The study sample was a stratified random sample, Out of the (350) questionnaires distributed, (270) questionnaires were returned and analyzed, with response rate (77.14%). Sample size was 34% from the study population. The study revealed that the Palestinian Ministries in the Gaza Strip enjoy a satisfactory level of innovation. However, these Ministries do not have a fair and efficient reward system to encourage innovation and knowledge sharing practices. Organizational structure does not encourage innovation and promotion of work. The stock of knowledge at the Palestinian ministries is available and accessible; Managers at the Palestinian ministries seem satisfied with the practices of knowledge sharing. There is a significant relationship between CITs and the level of innovation. Finally the multiple regression model explained (65.0%) of the variation in the level of innovation is explained by Knowledge Applicability and Knowledge Availability.

Keywords: Innovation, Level of Innovation, Knowledge Sharing
Bank Merger Announcements and Stock Returns: An Indian Perspective

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ABSTRACT

The impact of select merger announcements on the stock returns of acquiring and acquired banks in India during 2000-2008 was analyzed using event study analysis. Single-factor model was used to analyze the shareholders’ returns before and after merger announcement. The results indicate that in general the markets have reacted negatively to the merger announcements in case of acquiring banks and the negative returns have increased over time. The combined cumulative abnormal returns for acquiring banks are positive till the day before announcements and they immediately became negative post-announcement. Likewise, the markets have reacted negatively to all the merger announcements in case of acquired banks. However, negative reaction of the markets is more pronounced compared to that of the acquiring banks. The negative returns of acquired banks increase remarkably during the immediate time period following the announcements. The combined cumulative abnormal returns for acquired banks were positive till two days before merger announcements and they turned highly negative the day after announcements. Nevertheless, the returns turned positive for the acquired banks over a time period.

Keywords: Bank Merger, Consolidation, Event Study, Merger Announcement, Stock Return, India
Identifying the Factors for Reducing Turnover Rate in Aviation Business: Bangladesh Context

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ABSTRACT

Managing employee turnover for any organization is considered one of the demanding tasks for today’s competitive business word. This has been evident as an enduring problem in the aviation business of Bangladesh. In recent days, the impact of employee turnover has received considerable attention of human resources professionals and senior management working in the sector. In Bangladesh, skilled employees join the aviation companies with high expectations, but reality frustrates them and forces to switch. As a result, gradually this sector is facing shortage of talents and failing to achieve their goals. Thus, this research aims to find out the influencing factors that help to reduce employee turnover in aviation industry. A survey questionnaire was administered among the employees of aviation companies targeting the purpose using random sampling method. Data collected are analyzed through descriptive statistics. Subsequently, multiple regression models are used to portray the causal relationship among variables. The paper provides necessary recommendations that will help reduce employee turnover and aid in retaining the qualified employees. The outcome will provide a new initiative to the human resources professionals and senior management of the sector to deal with the shortage of talents more efficiently.

Keywords: Aviation Business, Employee Turnover, Job facilities and Satisfaction, Bangladesh
The Negotiating CEO: Examining the Role of Social Power in International Business Negotiations

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ABSTRACT

This paper examines the bases of social power namely individual information power, expert power, legitimate power and referent power on successful international business negotiations (IBNs). The author conducted an online survey among international business executives working in the UK for MNC subsidiaries who were asked to report on the success of their most recent negotiating experience in terms of cooperative (integrative) and competitive (distributive) outcomes. Information power, expert power and referent power were supported by these results in terms of significance. Unexpectedly, however, information power was positively correlated with integrative or cooperative outcomes and processes. The correlation related to legitimate power was negative but not statistically significant so this hypothesis was not supported. Our results not only contribute to international negotiation theory, but also can assist in the selection and training of practitioners. The academic contribution of this study also relates to model exploration. It brings causal statistical objectivity to qualitatively developed concepts, as an essential step in development of knowledge. These theoretical and managerial implications of the study are examined. Furthermore, directions for future research that build on the findings of the study are indicated.

Keywords: International Negotiation, Power, Integrative Outcomes, Cooperative Processes, United Kingdom
Islamic Bank’s Financial Performance Indicators

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ABSTRACT

Financial performance is pertinent in verifying the strength and survival of a company or business as the market player in the industry. However, there is an element which applied in the conventional bank but been prohibited to be applied and recognized by Islamic bank which is riba’ (interest) element. Conventional and Islamic banks have different practice in doing business which conventional bank would generate their main income from interest charged, but, Islamic bank is prohibited involve in riba’ (interest) practice. Unfortunately, financial performance of Islamic banks currently still be measured by conventional performance measurement which widely be measured by financial ratios. Since the recognition and approval of interest from these two types of bank is differ, hence, there is a need for different performance measurement indicators. In order to develop a unique indicator for financial performance, it should be refer to the objective of establishing the business. As for Islamic bank, supposedly the establishment of the institution is to fulfill the maslahah and should not be focused on profit-earnings as the priority. It is suggested Islamic banks should put maslahah and Maqasid al-Shari‘ah as the main framework for Islamic financial performance measurement indicators. Hence, further study need to be done on reconstructing the pure framework of Islamic financial performance measurement.

Keywords: Financial Performance, Islamic Banking, Maslahah, Maqasid al-Shari‘ah
JIT and Small Companies

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ABSTRACT

Just-in-time (JIT) manufacturing means producing the necessary items in necessary quantities at the necessary time. To achieve JIT manufacturing, a few other concepts in production system such as Kaizen, 5S and Kanban also need to be applied. In order to do this a lot of effort and resources has to be allocated. This included research for flexible manufacturing, Total Quality Control and smooth production. Due to lack of resources, small companies having lack of bargaining power with financial institutions, customers and even with suppliers. With the situation mentioned, there is high likely for the small company will be resorting into cost saving activities. This cost saving activities however may lead to deteriorating quality due to cheaper materials and less manpower. JIT is one of the most important factors in achieving quality. With this study, we find that it is very difficult achieve JIT in a small company.

Keywords: Just in Time, Kanban, Total Preventive Maintenance, Total Quality Control,
Micro Entrepreneurship among Women in India

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ABSTRACT

Small, Medium, and Micro Entrepreneurship (MSME) is one of the vital growth engines by contributing to direct and indirect employment opportunities. MSME business can be lucrative if they have entrepreneurial qualities. Women Entrepreneurs (WE) accept the challenging role for meeting economic independency. The primary objective of this paper is to study the ascertain rise of WEs in Hyderabad, to find out various motivating and de-motivating internal and external factors, problems faced by WEs. Both primary and secondary data have been collected. Structured questionnaire have been administered. Research concludes that the women entrepreneurs are those women, who think of a business enterprise, initiate it, organize and combine the factors of production, operate the enterprise, undertake risk and handle economic uncertainties involved in running a business enterprise. Network Marketing (NM) concept has been transforming the way companies are doing business and is gaining a steady momentum. IDSA & WFDSA member companies consists majority of women as micro entrepreneurs by utilizing time productively of housewives on either part-time or on full-time basis.

Keywords: Micro Entrepreneurship, Women Entrepreneurs, Multilevel Marketing, Hyderabad, India.
Awareness of Management and Science University Students towards Traditional Dances in Sarawak, Malaysia

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ABSTRACT

Malaysia has many ethnic groups and each ethnic group in have its own tradition and cultures that most of Malaysian are not aware, especially traditional dance. Among the Malaysian states, Sabah and Sarawak situated in the Borneo have the most diverse ethnics. Focusing in Sarawak, it has more than 30 ethnics group. Each of the ethnic groups has its own language, cultures and lifestyle. In this regards, this research focused on the main ethnic groups which are Orang Ulu, Malays, Melanau, Bidayuh, Chinese and Ibans. The aim of this study is to investigate the level of awareness among Management and Science University MSU students regarding traditional dance in Sarawak, and their knowledge about the dance. To undertake this study, the data was gathered by conducting a questionnaire among MSU students to evaluate their level of awareness and knowledge about traditional dance in Sarawak. The data were then analysed through SPSS system version 18.0. Results concluded that, most of MSU students are not aware of Sarawak traditional dance and general knowledge about Sarawak cultures. Independent variables which are interest, internet, performing arts club and family background can be factors to learn and get knowledge about Sarawak traditional dance. Interest in traditional dance can
increase the level of awareness among MSU students towards Sarawak traditional dance. Events and occasion should be organized involving Sarawak cultures to increase their awareness and knowledge. Recommendation were made to increase the level of awareness towards Sarawak cultures, government plays a great role in introducing Sarawak cultures to the whole Malaysia. Future studies could focus on factors that influence the level of awareness towards Sarawak traditional dance in a prouder level, and analyze the contribution of Sarawak’s culture to Malaysia’s tourism.

Keywords: Awareness, Traditional Dance, Management and Science University, SPSS, Sarawak, Malaysia
Competitiveness and Entrepreneurship: Analysis of Global Economy with Special Reference to India and Malaysia

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ABSTRACT

We define competitiveness as the set of institutions, policies, and factors that determine the level of productivity of a country. The level of productivity, in turn, sets the level of prosperity that can be earned by an economy. The productivity level also determines the rates of return obtained by investments in an economy, which in turn are the fundamental drivers of its growth rates. In other words, a more competitive economy is one that is likely to sustain growth. The concept of competitiveness thus involves static and dynamic components. Although the productivity of a country determines its ability to sustain a high level of income, it is also one of the central determinants of its returns to investment, which is one of the key factors explaining an economy's growth potential.

Competitive economies drive productivity enhancements that support high incomes by ensuring that the mechanisms enabling solid economic performance are in place. For more than three decades, the World Economic Forum's annual Global Competitiveness Reports have studied and benchmarked the many factors underpinning national competitiveness. From the onset, the goal has been to provide insight and stimulate the discussion among all stakeholders on the best strategies and policies to help countries to overcome the obstacles to improving competitiveness. In the current challenging economic environment, our work is a critical reminder of the importance of structural economic fundamentals for sustained growth.

Keywords: Competitiveness, Entrepreneurship, Globalization, India, Malaysia
Internal Stakeholder Perception on the Role of HR for Ensuring Organizational Justice and Protecting Human Rights: A Study on Manufacturing Sector Firms in Eastern India

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ABSTRACT

With the HR function emerging as the strategic pillar in today’s organizations, it has become important for HR captains and industry leaders to create affirmative models that ensure organizational justice and protect human rights at the organizational level. This issue has become more relevant in the context of organizations facing cut throat competition and survival challenges in the highly turbulent business environment. In many instances employees, trade union representatives and people management experts have raised the issues of workplace exploitation, harassment, lack of justice, fairness and openness in the context of heightened organizational targets and rapid expansion of business. Taking this perspective into consideration, an attempt has been made in this paper to study the role of HR function for facilitating organizational justice and protecting human rights particularly with reference to organizations belonging to the manufacturing sector in Eastern India. Responses have been collected from employees, trade union members in order to identify important issues or factors related to organizational justice parameters which could facilitate the preservation of human rights and bring about effective and inclusive workplaces.

Keywords: Stakeholders, Human Resources, Organizational Justice, Human Rights, Manufacturing, India
Role of Market Intelligence on the Organization Performance

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ABSTRACT

The purpose of this paper is to identify the drivers of market intelligence and find the influence of it on organizational performance. Furthermore it is a brief review of some relevant approaches which have been used for the measurement of market intelligence. It also describes the number of factors which may consider facilitating customers in India. The aims and objectives of this research are to determine the impact of market intelligence on customer satisfaction, customer loyalty, new features of product, customer retention which in turn will determine the performance of the organization.

Keywords: Market Intelligence, product Intelligence, Competitor Intelligence, Customer Insight, India
The Perception on the Importance and Practice of Top Management Commitment and Leadership in Palm Oil Industry Benchmarking Implementation

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ABSTRACT

The palm oil industry is the backbone of Malaysian commodities market that contributed to the nation economic stability. In order to sustain and stay competitive, this industry needs to continuously improve its productivity and process efficiency. Benchmarking techniques can be used to identify and investigate palm oil industry best practices adopted by palm oil planters and millers. Past studies showed that the success of benchmarking initiative is very much dependent on top management’s commitment and leadership. This paper aims to discuss managers’ perception on the importance and actual practice of eight attributes of top management’s commitment and leadership in palm oil industry benchmarking implementation. A survey questionnaire was sent 700 middle managers involved in oil palm plantation and palm oil mill in Malaysia. The survey response rate was 49%. Analysis of the survey results shows significant differences between respondents’ perception on the importance and actual practice of the eight attributes of top management’s commitment and leadership. In other words, they have high perception of importance for the eight attributes; however, in reality the practice of attributes are still low. In conclusion, to ensure benchmarking implementation success, top management need to practice these attributes systematically.

Keywords: Top Management, Leadership, Surveys, Benchmarking, Palm Oil Industry, Malaysia
Spare Parts Requirement Strategy for Plant Operation

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ABSTRACT

Financial losses due to equipment breakdown have created an upset situation among the stakeholders. In order to avoid the losses, the management strengthened the financial policy in many ways such as improve the operation capability and maintenance works. However, by focusing at inventory requirement planning the management has better advantage against possible production losses. Moreover the previous model suggested that by incorporating the element of financial risk in the stock requirement planning will give a broader aspect of decision making in inventory control mechanism. This paper describes the development of risk quantification program and spare part requirement strategy using the classification technique in data mining.

Keywords: Inventory Management; Inventory Requirement Planning; Financial Risk, Data Mining
The Roles Relationship Value and Trust in Franchising Relationship: Evidence from Malaysia Franchise Sector

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ABSTRACT

Firms have options to develop new business models such as franchising in which can imitate and work in diverse economic systems and different geographical areas. Franchising has become a successful business model in that it replicates the business format to other businesses. This study attempts to examine empirically relational value which may influence the trust in franchising relationship. Furthermore, this study examines the effect of trust towards loyalty in franchising relationships. This study adopts a quantitative approach, applying a cross-sectional study. Thirteen franchisors were willing to participate in the survey, and one hundred and twenty eight useable questionnaires were received from mail and online survey from franchisees. The results provide strong evidence that franchisee’s trust is found to significantly affect franchisee’s loyalty to stay in the franchise system. The inclusion of relationship value is suggested to contribute additionally to the literature of relationship marketing relationship and provide a more complete model within the franchising context. Findings also imply the need for franchise players in general, and franchisors in particular, to strategically handle the key antecedents of relationship quality and loyalty in pursuit of a more competitive and long term profit.

Keywords: Value, Trust, Franchising, Business Relationship, Malaysia
The Antecedents to Strengthen Halal Food Supply Chain Integrity and its Influence on Halal Food Supply Chain Performance

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ABSTRACT

Muslim consumers have been shocked with the news of cross-contamination issues in the Halal food that they consumed. These issues make them aware and put more effort in ensuring the integrity of the Halal status and curious whether the products that they purchased being monitored throughout the food supply chain. In order to achieve the untainted Halal food supply chain integrity, each partners in the supply chain from supplier until the end user needs to play their role in ensuring the integrity are not being disintegrate. The Halal food supply chain (HFSC) should adequately provide information that consumers and other concerned bodies need to know from the raw material/supplier until the finished goods reach the end user. Based on survey with 127 Halal food producers specifically in food and beverages category, the study found that the highest contribution in enhancing the Halal food supply chain integrity (HFSCIn) among the supply chain partners are the manufacturer integrity and supplier integrity. The results also found that there is a significance influence of HFSCIn on Halal food supply chain performance. These findings have given some thoughts on the development of theoretical framework specifically on the food supply chain integrity and supply chain performance in the context of the Halal industry.

Keywords: Halal food supply chain integrity, Halal food supply chain performance, Halal product, food industry.
Celebrity Endorsement and Consumers’ Attitude towards the Advertisement

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ABSTRACT

Products and brands are commonly promoted through advertisement. Celebrities have been used extensively to endorse products and brands in the advertisement. High usage of celebrity endorsement can be seen for shopping, specialty and luxury products. Earlier studies have also indicated that by using celebrities, it would increase the rate of acceptance among consumers towards a particular product and brand. This study attempts to analyze the effect of celebrity endorsement consumers’ attitude towards advertisement. A questionnaire was prepared based on earlier research in the same area. The questionnaire was distributed to the public in the Federal Territory of Putrajaya, Malaysia using the survey method. Respondents approached were asked to rate their perception on the advertisement shown in the questionnaire on a seven point Likert scale. The results found that the celebrity endorsement is positively related to consumers’ attitude towards advertisement. Celebrity endorsement has higher influence on consumers’ attitude towards advertisement with product-brand congruency as the most important factor followed by trustworthiness.

Keywords: Celebrity Endorsement, Attitude, Consumer Product, Perception, Malaysia
Exploring Best SHRM Practices- Trust Relationship: An Empirical Approach

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ABSTRACT

The main purpose of this paper is to examine the linkage between best strategic human resource management (SHRM) practices, perceived organizational support and employee trust. The proposed framework and findings intends to aid the understanding of the perceived organizational support that mediates between SHRM practices and employee trust. To carry out this research, a quantitative survey approach was followed with the sample frame consisted of Libyan oil and gas sector, employing at least 50 employees. The final research sample consisted of 331 questionnaires. Structural equation modeling (SEM) techniques were used to analyze the data. The results indicated that oil and gas companies pursuing best SHRM practices along with perceived support achieve better increase in trust of employees. This paper can help human resource practitioners to understand better the importance of SHRM practices and the way of support and management processes towards the employees, lead to sustainable performance.

Keywords: SHRM Practices, Perceived Organizational Support, Employee Trust, SEM, Libya
A Study of the Relationship between Morale of Employees and Project Performance in the Construction Industry in Kedah

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ABSTRACT
A study was conducted to determine the relationship between morale of employees and project performance in the construction industry. Based on a study conducted by the American Management Association study reported that among firms applying job cuts in the 1990s, 69 percent reported a decline in employee morale. This shows that morale of employees is one of important factor in the companies and organization; they should focus more on this factor to ensure best in project performance. The literature review is about the information for each variable that are used in this study, which are job satisfaction, Esprit de corps and motivation as an independent variable. For dependent variable it would explain the information about time performance and quality performance. Besides that, this study using Krejcie & Morgan (1970) table to calculate the sample size and 44 contractors’ from Grade 4 (G4) in Kota Setar, Kedah had been chosen as respondent of this study. In methodology, this research used quantitative method and questionnaire as a main instrument to collect the data. These questionnaires consist of three sections which are section A: Demographic, section B: Morale of employees and section C: Project performance. The data that are collected from the questionnaire will be analyzed by using Statistical Package for the Social Sciences (SPSS) database software. Descriptive analysis, reliability analysis, ranking analysis, Pearson correlation analysis, regression analysis and analysis of hypothesis were used in the data analysis. Ranking analysis show that motivation is the higher rankings that lead to project performance and follow by job satisfaction and Esprit de Corps. From the data obtained from multiple regression analysis, there is a positive relationship between morale of employees and project performance.
Keywords: Employee Morale, Project Performance, Statistical Package for the Social Sciences (SPSS), Malaysia
Acquisition of Experts’ Opinions to Explore the Drivers of Business Success in the Construction Industry

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ABSTRACT

Entrepreneurial behavior is seen as one of the most important drivers for the success of business, regardless of size, age, or industry sector. This paper considers the success of construction business could be formulated from the perspectives of entrepreneurship theory. Four major perspectives of entrepreneurship theory that related to business performance have been identified from the literature reviews, namely entrepreneurial orientation, entrepreneurial organization, entrepreneurial competencies, and entrepreneurial environment. Twenty three success indicators from the four perspectives of entrepreneurship theory were abstracted from the literature. Eighteen success indicators have been reached consensus as recommended by thirty six construction industry experts in two iterative rounds of the Delphi study. It is considered that the study was the first to use the perspectives of entrepreneurship in searching success indicators for construction business. It also confirmed that the concept of entrepreneurship is universal that could be used in construction engineering management fields.

Keywords: Business Success, Construction Industry, Entrepreneurship, Constructionpreneurship, Delphi Study, Malaysia
Customer Patronage Intention of Healthcare Insurance Products: Service Quality and Customer Satisfaction- an Embedded Model

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ABSTRACT

This paper has tried to provide a comprehensive understanding of customers’ patronage intention from the perspective of service quality and customers satisfaction context in the Malaysian healthcare insurance industry. Till now studies in this sector under Malaysian context did not appear adequately to take into account service quality, customers’ satisfaction and customers’ patronage variables. Thus, the aim of this paper is to investigate the effects of service quality along with customer's satisfaction on customers’ patronage intention in the healthcare insurance products in Peninsular Malaysia. In this regard, this paper tested the mediating effect of customers' satisfaction in the relationship between service quality and patronage intention. In addition, this current study also admits customers switching behavioural intention as moderating effects in the relationship between customers' satisfaction and customers’ patronage intention.

As this inquiry is a cross-sectional study in nature, a pre-existing questionnaire was adopted and distributed through a self-administered technique to collect data from the customers of healthcare insurance products in Peninsular Malaysia. The findings of this study were based on the analysis of a sample of 237 usable questionnaires. Structural Equation Modelling (SEM) approach was used to analyse and test relationships among proposed variables. The findings of this study indicated that all paths of the proposed relationship were significant except in their relationship except one. Despite that the
mediation impact of customers' satisfaction was partial rather full. Moreover, the result revealed that there is a moderating effect of customers' switching behaviour in the structural model while measuring the relationship between customers' satisfaction and customers' patronage intention of healthcare insurance products. The results of this paper revealed that the essential part of all healthcare insurance industry is to improve their service quality by continually improving it to effects more on customers patronage intention and make customers feeling more satisfied which in turn minimise the possibility of customers to defect or shift to other providers in the same industry. Since there was a lack of such research in Malaysian healthcare insurance context, this study can provide theoretical contribution and a managerial basis for future researchers as well as implications for the managers.

Keywords: Service Quality, Customer Satisfaction, Customer Switching Behavioural Intention, Customer Patronage Intention, Healthcare Insurance Products, Peninsular Malaysia.
A Critical Study on Motivational Factors Influencing Development of Women Entrepreneurs in SME’s in India

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ABSTRACT

Over the years, there is a rapid growth of women entrepreneurs all over the world. In India, in the year 1981, only 5.2 percent of women to total were self-employed, but as per Census 2001, this figure has risen to 11.2 percent and if the prevailing trend continues it is likely that in another ten years women will comprise 20 percent of the entrepreneurial force. Small and medium-sized enterprises (SMEs) represent the backbone of local economies in most developing countries. In recent times, Indian women entrepreneurs have increased a lot because of varying socio-cultural environment and also because of increase in educational and developmental opportunities. Women entrepreneurship has been considered to be an important resource of economic growth of any nation. Women entrepreneurs create opportunities not only for themselves but also provide employment for others. Entrepreneurship development is a significant part of human resource development. This paper focuses on identifying the motivational factors of women entrepreneurs in setting up the business. The literature review for the study includes all documentary material relevant to women entrepreneurship development such as published and unpublished official reports from District Industry Centres, State industrial development corporation, Directorate of industries & commerce, periodicals & web sites of government & non-governmental organizations, statistics, books, articles etc over a period of time which forms the secondary data. The data was analyzed quantitatively using frequency distributions and descriptive statistics while ANOVA was used to establish associations between variables. The study revealed that the major motivational factors influencing the women entrepreneurs in India are previous experience, family support, ambition to become an entrepreneur and proper social support. Both the government and private sectors have a major responsibility to promote entrepreneurship development for women.
Key words: Entrepreneurship, Motivational, Factors, Small and Medium Enterprises (SMEs), Women in Entrepreneurship
The Development of Causal Relationship Model of Perceived Service Quality, Perceived Price, Perceived Product Quality, Customer Satisfaction and Store Loyalty to Convenience Store Retailing Business in Bangkok

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ABSTRACT

The purposes of this study were to develop the causal relationship model of factors effect on customer store loyalty to convenience store retailing business in Bangkok, to validate factors of variables for perceived service quality, perceived product quality, perceived price, customer satisfaction and customer store loyalty to convenience store retailing business in Bangkok and to study variables both directly and indirectly effect and whole effect on customer store loyalty to convenience store retailing business in Bangkok. Variables in this study were exogenous latent variable, intervening variable and endogenous latent variable. Exogenous were perceived service quality, perceived product quality and perceived price. Intervening variable was customer satisfaction and Endogenous was customer store loyalty to convenience store retailing business. Researcher used quantitative methodology by conduct empirical research. Data collection tool in this research was a questionnaire collected from customers of 3 convenience stores which is sampled by probability independent and accidental sampling. There were 400 samples including 312 customers of CP 7-Eleven Co., Ltd, 48 customers of Tesco Lotus Express Co., Ltd and 40 customers of Big C Super Center Co., Ltd. Statistics used in this research were frequency, mean, percentage and analysis of structural causal relationship. The results of this study show that the model well fitted to empirical data with $\chi^2 = 267.702, \chi^2/df = 1.899, \text{GFI} = 0.937, \text{CFI} = 0.981, \text{NFI} = 0.961, \text{IFI} = 0.981, \text{AGFI} = 0.906, \text{RMR} = 0.508$ and $\text{RMSEA} = 0.047$. From validated results of variable factors: perceived service quality, perceived product quality, perceived price, customer satisfaction and customer store royalty, it was found that all variable factors were structural direct according to empirical data. From direct and indirect validated results of influencing, it was found as follows:
Perceived service quality did directly influence on perceived price. Also, perceived service quality did directly influence on customer satisfaction. Perceived price did directly influence on perceived product quality.

However, perceived price did not directly influence on customer satisfaction. Perceived product quality did directly influence on customer satisfaction while customer satisfaction did directly influence on customer store loyalty to convenience store retailing business. Perceived service quality did indirectly influence on customer store loyalty to convenience store retailing business passed through intervening variable of customer satisfaction. Perceived price did indirectly influence on customer store loyalty to convenience store retailing business passed through intervening variable of customer satisfaction. Additionally, perceived product quality did indirectly influence on customer store loyalty to convenience store retailing business passed through intervening variable of customer satisfaction.

**Keywords:** Structural Causal Relationship; Perceived Service Quality; Perceived Product Quality; Perceived Price; Customer Satisfaction; Customer Store Loyalty
Export Performance Model of Handicraft Entrepreneurs in Thailand

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ABSTRACT

This study examines influences of perceived quality (PQ) and satisfaction (ST) on export performance (EP) of Thai handicraft businesses. These factors shall enhance Thai business to understand their roles on handicraft export and also benefits public agencies as well as other stakeholders to better align and strengthen their export promotion strategy. A total of 500 Thai handicraft exporters were selected by systematic random sampling for this study. After conducting structural equation modeling and confirmatory factor analysis, the results proves that perceived quality and satisfaction able to explain export performance factors well. The most significant factors impacting on export performance is satisfaction, as exceeding expectation or overall expectation on production which involves production meeting customer need leading to buying decision for service and goods.

Keyword: Perceived Quality, Satisfaction, Export Performance, Thai Handicraft Products, Exporters, SEM, Thailand
Social Media Impact on Marketers

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ABSTRACT

Social media is a new phenomenon that has changed how the business environment operates. Businesses are able to gain access to resources that were otherwise not available to them. It has also helped businesses to increase their worthiness, cultivate strategic partnerships and increase their contact with customers and suppliers. It has become important for business owners and marketers to understand how social media work as a communication and marketing tool and how they can significantly grow their businesses.

The research findings suggest that social media has significant influence on the performance of the organization. In recent years, social media as it is seen in the form of Facebook, YouTube, eBay, Twitter, and others has exploded as a form of interactive communication. Equipped by the advancement in technology, social media has changed the delivery, structure and availability of information, putting the once capital-intensive role of broadcasting within the reach of individuals. This has given immense power to consumers and transformed individuals around the world from passive recipients of information and products into active creators of content (information and ideas) who are able to actively and immediately communicate with one another with the help of social media.

Keyword: Social Media, Social Media Marketing Sites, Organization
Measuring Constructs Useful for Studying Industrial Automation: Assessment in Terms of Performance

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ABSTRACT

Increasing global competition, effective process integration, along with the focus on core activities has led to notion that organizations are manufacturing high quality products with controlled process interventions, in minimum time and less price. This novel perspective has created the challenge of designing, managing and implementing inter-related manufacturing process oriented relationships developed and fostered through innovative planning. Although research interests in industrial automation (IA) are growing, limited research has been directed towards a systematic development. This study identifies and consolidates various IA initiatives and factors to develop key IA constructs conducive to advancing the field. To this end, we analyzed over 250 articles and amalgamated the large, fragmented body of work dispersed across many disciplines. The results of this study, through successive stages of measurement, analysis and refinement, is a set of reliable, valid, and unidimensional measurements that can be subsequently used in different contexts to refine or extend conceptualization and measurements to test various theoretical models, surfacing the way in theory building in IA.

Industries have been facing challenges since years in deciding the level of automation required to achieve desired targets in terms of quality products and production volumes. To meet these challenges, the key constructs of the industrial automation are identified in the present study through successive stages of analysis and refinement considering the environmental, competitive, technological, and performance factors. The results of reliability, validity, unidimensionality and LISREL framework will assist the practitioners in selecting suitable and customized measures for designing Industrial Automation map. While implementing automation and industrial networking technologies,
the knowledge of these customized and focused constructs will enable engineers
to produce innovative solutions that can lead to further improvement in
productivity, quality and efficiency in the manufacturing organizations. The set
of these measurements on further refinement and extension will help the
practitioners to develop customized implementation plan on Industrial
Automation.

**Keywords:** Industrial Automation, Assessment, Performance.
A Review on the State of Methodological Trends in International Marketing Literature

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ABSTRACT

The purpose of this paper is to determine the use of research designs and analytical techniques in the literature related to international marketing. To assess the methodological trends, the authors attempted to develop a general conceptual framework for the international marketing research process and also classified methodologies to substantiate the state of the methodological domain in the international marketing literature. This study is conducted as a systematic review based on an assessment of papers on international marketing published in academic journals between 1990 and 2012. It was found that the methodological domain is still lacking a significant theoretical basis. The authors classified methodologies and adjudged the advancements thereon by perusing 1787 research papers published between 1990 and 2012. They considered the seven established research streams of international marketing and found that, on the whole, preference was skewed towards quantitative techniques - 1219 papers prioritized quantitative research designs and 568 qualitative research designs.

Keywords: Methodological Trends, International Marketing Literature