

CONFERENCE PROGRAM

**12th Annual World Congress
of the
Academy for Global Business Advancement (AGBA)
(www.agba.us)**

**Conference Theme
Business and Entrepreneurship Development in a Globalized Era**

**Hosted by the
Faculty of Industrial Management
University of Malaysia Pahang
Kuantan City, State of Pahang, Malaysia
November 16- 19, 2015**

Conference Program Prepared by

**Kishwar Joonas
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**

**Zafar U. Ahmed
Academy for Global Business Advancement (AGBA)
Fort Worth, Texas, USA**

Preface

This conference program presents the schedule of 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". Papers selected for presentation at this conference have been double-blind peer-reviewed and explore the cutting edge of knowledge and theory in their respective research domains and disciplines.

This conference program has been prepared by Kishwar Joonas (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 Rahamadulla (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 fabulous 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 Rahamadulla, 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,

Kishwar Joonas
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)**

Conference Chair: Klaus-Peter Wiedmann, Chair Professor & Director, Institute of Marketing and Management, Leibniz University, Hannover, Germany

Conference Co-Chair: Mohd. Ridwan Darun, Dean, Faculty of Industrial Management, University of Malaysia Pahang, Malaysia

Academic Keynote Speaker: Norman Wright, Dean, Woodbury School of Business, Utah Valley, Orem, Utah, USA.

Conference Patron: Daing Nasir Ibrahim, Vice-Chancellor, University of Malaysia Pahang, Malaysia

Distinguished Speaker: Gary L. Frankwick, Marcus Hunt Chair of International Business, University of Texas, El Paso, Texas, USA

AGBA President & CEO: Zafar U. Ahmed, Academy for Global Business Advancement, USA

Distinguished Speaker: Nelson Oly Ndubisi, King Fahd University of Petroleum and Minerals, Saudi Arabia

Conference Director and Program Chair: Kishwar Joonas, Associate Professor of Marketing, Prairie View A&M University, USA

Corporate Speaker: Lavanya Rastogi, President & CEO, Value-One Inc. North Carolina, USA

Distinguished Speaker: Prof. James Mortensen, Professional in Residence, Woodbury School of Business, Utah Valley University, USA

Distinguished Speaker: Prof. Dr. Zainal Abidin Mohamed, Editor-in-Chief: Asian Case Journal, Professor and Coordinator, Graduate School of Management, Islamic Science University of Malaysia.

Distinguished Speaker: Associate Prof. Dr. Haim Hilman Bin Abdullah, Director, Institute of Quality Management, Universiti Utara Malaysia

AGBA Managing Director: Wolfgang Hinck, Dean, College of Business Administration, Prince Mohammed University, Saudi Arabia

Conference Manager: Syed Radzi Bin Rahamadulla, Faculty of Industrial Management, University of Malaysia Pahang, Malaysia

Conference Sponsors:

University of Malaysia Pahang, Malaysia

Prince Mohammed University, Saudi Arabia

American Institute for the Advancement of Leadership, USA

University of Texas at El Paso, USA

Epic Malaysia Sdn. Bhd., Malaysia

Leibniz University, Hannover, Germany

Utah Valley University, USA, and Value-One Inc., North Carolina, USA

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.

AGBA's Mission

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.

Day # 1 --- Monday --- November 16, 2015

Conference Inauguration Program

- 8:00– 9:00 Conference Registration
- 9:00– 9:15 Conference Inauguration
Prof. Dr. Yousseri, Deputy Vice- Chancellor for Students, Universiti
Malaysia Pahang, Malaysia
- 9:15– 9:30 Welcome Address
Prof. Dr. Klaus-Peter Wiedmann
Chair, AGBA's Global Board of Trustees
Chair: AGBA's 12th Global Conference
Leibniz University, Hannover, Germany
- 9:30- 9:45 Welcome Address
Prof. Dr. Zafar U. Ahmed
President/CEO, Academy for Global Business Advancement, USA
- 9:45- 10:00 Keynote Speech # 1
Academic Keynote Speaker
Prof. Dr. Norman Wright
Dean, Woodbury School of Business, Utah Valley University, USA
Higher Education: Thriving in a Period of Change
- 10:0- 10:30 Keynote Speech # 2
Corporate Keynote Speaker
Mr. Lavanya “Leo” Rastogi
*Global Serial Entrepreneur & Leadership Thought Leader, Founder &
CEO of OSS Cube Inc., and Co-Founder & Sr. Partner: American
Institute for Leadership Advancement, USA*
***Disruptive Innovation- The Emerging Paradigm for Global
Entrepreneurship and Value Creation***
- 10:30- 11:00 Coffee/Tea Break
- 11:00- 12:00 Faculty Development Workshop # 1
Trainer: Prof. Dr. Gary L. Frankwick, Associate Dean, Professor, and
Marcus Hunt Chair of International Business, University of Texas at El
Paso, USA
Dynamics of Contemporary Business Research
- 12:00- 13:00 Faculty Development Workshop # 2
Trainer: Prof. Dr. Nelson Oly Ndubisi, King Fahd University of
Petroleum & Minerals, Saudi Arabia
Research Design: Ontology and Musings

- 13:00- 14:30 Lunch and Prayer Break
Luncheon Keynote Speech
Prof. Dr. Wolfgang Hinck, Dean, College of Business Administration,
Prince Mohammad University, Saudi Arabia
***Global Marketing Communications: Integrating Social and Digital
Media Strategy***
- 14:30- 15:30 Faculty Development Workshop # 3
Trainer: Prof. James Mortensen, Professional in Residence, Woodbury
School of Business, Utah Valley University, USA
Modern Teaching Pedagogy: Applied Learning = Accelerated Learning
- 15:30- 16:30 Faculty Development Workshop # 4
Trainer: Prof. Dr. Zainal Abidin Mohamed
Editor-in-Chief: Asian Case Journal
Professor and Coordinator, Graduate School of Management, Islamic
Science University of Malaysia
Case Writing
- 16:30- 17:00 Coffee/Tea Break
- 17:00- 18:00 Faculty Development Workshop # 5
Trainer: Assoc. Prof. Dr. Haim Hilman Bin Abdullah, Universiti Utara
Malaysia
Rankings of Universities: The Way Forward of Tertiary Education
- 18:00 – 19:00 Quiet Time

Academic Paper Presentations

19:00- 20:30

Room TBA

Special Session- Management

Session Chairs: **Bassem Maamari**, Lebanese American University, LEBANON
Wissam AlHussaini, Lebanese American University, LEBANON

Adopting Building Information Modeling to Achieve Dynamic Capability

Mousalam Alabdulrazzak, Prime Holdings, Dubai, United Arab Emirates (UAE)

Osama Sam Al-Kwafi, Qatar University, Qatar

Financial Non-Neutrality: The Inextricable Link between Finance and Inequality

Jamil Chaya, Rafik Hariri University, Lebanon

The Impact of Host Country Conditions on Market Entry Mode: A Case Study on the Lebanese Oil and Gas Industry

Wissam AlHussaini, Lebanese American University, Beirut, Lebanon

Jida Jaroudy, Lebanese American University, Beirut, Lebanon

Mohammad El Namash, Lebanese American University, Beirut, Lebanon

The Malaysian Experience in Science and Technology: From Tin to High-Tech

Ibrahim Akoum, Rafik Hariri University, Beirut, Lebanon

Emotional Intelligence, Leadership Style & Organizational Climate

Bassem E. Maamari, Lebanese American University, Beirut, Lebanon

Joelle F. Majdalani, Grenoble École de Management, Grenoble, France

Social Media User Self-efficacy Moderating the Tourist Hotel Satisfaction Level Relationship with Social Media Posting Behavior

Bassem E. Maamari, Lebanese American University, Beirut, Lebanon

Johnny C. Chaanine, Grenoble École de Management, Grenoble, France

Day # 2 --- Tuesday --- November 17, 2015

8:00 a.m. – 9:30 a.m.

Room 1

SESSION A Human Resource Management

Session Chair: **Majdi Anwar Quttainah**, Kuwait University, Kuwait
George O. Tasie, University of Kurdistan Hewler, Kurdistan

Exploring Best SHRM Practices- Trust Relationship: An Empirical Approach
Alaeldeen Saleh M Al Adresi, Universiti Malaysia Pahang Malaysia

Religious Dissimilarity towards Job Satisfaction: A Study on Public Health Employees in Thailand Southernmost Provinces

Emeela Wae-esor, Universiti Utara Malaysia, Kedah, Malaysia

Azizi Abu Bakar, Universiti Utara Malaysia, Kedah, Malaysia

Hoe Chee Hee, Universiti Utara Malaysia, Kedah, Malaysia

Human Resource Management Practices and Organizational Innovation: A Study of Four and Five Star Hotels in Malaysia

Norsiah Mat, Universiti Utara Malaysia, Kedah, Malaysia

Noorulsadiqin Azbiya Yaacob, Universiti Utara Malaysia, Kedah, Malaysia

Shaker Bani Melhem, Universiti Utara Malaysia, Kedah, Malaysia

National Human Resource Development Strategy under the Effective Public Policy Framework

Shihan Fernando, University of Colombo, Sri Lanka

A Study of the Relationship between Morale of Employees and Project Performance in the Construction Industry in Kedah

Idah Rizyani Tahir, University of Malaysia Pahang, Malaysia

Abubakar Sambo Junaidu, Usmanu Dan Fodiyo University Sokoto, Sokoto City, Nigeria

Telework Regulatory and Legal Contingencies for Employers and Consultants

Majdi Anwar Quttainah, Kuwait University, Kuwait

William Paczkowski, Palm Beach Community College, Florida, United States of America (USA)

Managing Multinational Human Resources in a Volatile Region. An Exploratory Study of Kurdistan Region, Iraq.

George O. Tasie, University of Kurdistan Hewler, Kurdistan, Iraq

Occupational Stress among Teachers at Secondary Schools in Perak

Jasmani Binti Mohd Yunus, Univesiti Utara Malaysia, Kuala Lumpur, Malaysia

Abdul Jumaat Bin Mahajar, Universiti Pendidikan Sultan Idris, Perak, Malaysia

8:00 a.m. – 9:30 a.m.

Room 2

SESSION B

Business Law and Ethics

Session Chair:

Adnan Latif, University of Dammam, Saudi Arabia

Nuarrual Hilal Md. Dahlan, Universiti Utara Malaysia, Malaysia

Consumer Protection for Sale of Goods: A Malaysian Perspective

Ahmad Masum, Universiti Utara Malaysia, Malaysia

Nuarrual Hilal Md. Dahlan, Universiti Utara Malaysia, Malaysia

Seeni Mohamed Nafees, Universiti Utara Malaysia, Malaysia

Kyaw Hla Win Md. Hassan Ahmed, Universiti Utara Malaysia, Malaysia

Islamic Bank's Financial Performance Indicators

Norazidah Shamsudin, Universiti Malaysia Pahang, Malaysia

Fatimah Mahmud, Universiti Malaysia Pahang, Malaysia

Safiyaz Omar, Universiti Malaysia Pahang, Malaysia

Characteristics of Ethical Business Culture in Small and Medium Enterprise: A Case Study

Zaleha Othman, Universiti Utara Malaysia, Malaysia

Khadijah Mohamed, Universiti Utara Malaysia, Malaysia

Fathilatul Zakimi Abdul Hamid, Universiti Utara Malaysia, Malaysia

Rohami Shafie, Universiti Utara Malaysia, Malaysia

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

Sani Adamu Muhammad, Northwest University, Kano, Nigeria

Ram Al Jaffri Saad, University Utara Malaysia, Kedah Darul Aman, Malaysia

The Important Roles of Islamic Business Ethics towards Housing Project Performance in Malaysia

Adi Anuar Azmin, Universiti Malaysia Perlis, Malaysia

Azizi Abu Bakar, Universiti Utara Malaysia, Malaysia

Abdullah Hj. Abd Ghani, Universiti Utara Malaysia, Malaysia

Effects of Green Marketing Strategy on Firm Performance

Bilal Mohammad Eneizan, Universiti Sains Islam Malaysia, Malaysia

Kalsom Abd. Wahab, Universiti Sains Islam Malaysia, Malaysia

Ummi Salwa Ahmad Bustaman, Universiti Sains Islam Malaysia, Malaysia

The Interminable Surge in Internal Conflicts in Nigeria: The Legal and Socio-economic Implications

Shedrack Ekpa, Universiti Utara Malaysia, Malaysia

Nuarrual Hilal Md. Dahlan, Universiti Utara Malaysia, Malaysia

VW Brand- The Fall of an Auto Empire

Adnan A. Latif, University of Dammam, Saudi Arabia

Zafar U. Ahmed, Kuwait University, Kuwait

8:30 a.m. – 9:30 a.m.

Room 3

SESSION C Islamic Marketing

Session Chair: **M. Yunus Ali**, Monash University, Selangor, Malaysia
Jamil Bojei, Universiti Putra Malaysia, Malaysia

Developing Integrated Halal Logistic Management Framework

Abdul Aziz Abdullah, Universiti Sultan Zainal Abidin, Malaysia

Abdul Razak Ibrahim, Kolej Polytech MARA, Malaysia

Rafikullah Deraman, Universiti Tun Hussein Onn Malaysia, Malaysia

Initial Concept of Islamic Social Entrepreneurship: A Study from 12 Existing Models
Islamic Bank's Financial Performance Indicators

Mohd Adib Abd Muin, Universiti Malaysia Perlis, Perlis, Malaysia

Shuhairimi Abdullah, Universiti Malaysia Perlis, Perlis, Malaysia

Azizan Bahari, Universiti Malaysia Perlis, Perlis, Malaysia

Edzham Armin, Universiti Malaysia Perlis, Perlis, Malaysia

The Antecedents to Strengthen Halal Food Supply Chain Integrity and its Influence on Halal Food Supply Chain Performance

Norasekin Bt Ab Rashid, Universiti Putra Malaysia, Selangor, Malaysia.

Jamil Bojei, Universiti Putra Malaysia, Malaysia

Muslim Consumers' Perception on Halal Branding: An Exploratory Qualitative Study

M. Yunus Ali, Monash University, Selangor, Malaysia

Fathima N. Yoonoos, Monash University, Selangor, Malaysia

Inqiyad Karim, Monash University, Selangor, Malaysia

Tasaddak Murtaza, Monash University, Selangor, Malaysia

Muslim Consumers' Halal Consumption: The Role of Emotional and Religiosity Factors in Buying Intention

Tan Yinn Wayne, Monash University, Selangor, Malaysia

Yap Keen Wye, Monash University, Selangor, Malaysia

Keith Piong Roc Wing, Monash University, Selangor, Malaysia

M. Yunus Ali, Monash University, Selangor, Malaysia

Muslim Consumers' Awareness and Attitude towards the Concept of Istihalah and Acceptance of Istihalah Products

Loh Pishon, Monash University, Selangor, Malaysia

Teh Xiao Bee, Monash University, Selangor, Malaysia

Heon Theng Hsiang, Monash University, Selangor, Malaysia

M. Yunus Ali, Monash University, Selangor, Malaysia

8:00 a.m. – 9:30 a.m.

Room 4

SESSION D Business Education

Session Chair: **Wael Zaraket**, Swiss Business School, Switzerland
Haim Hilman Bin Abdullah, University Utara Malaysia,
Malaysia

The Influence of Organizational Size, Organization Culture (Culture of Un-Trust), and Execution Objectives on the Organizational Performance of Higher Educational Institutions

Mohammed Siam, University Utara Malaysia, Malaysia

Haim Hilman Bin Abdullah, University Utara Malaysia, Malaysia

Demographic Factors Consideration in Stress Level Determination in Tertiary Educational Institution in Nigeria

Yahya Saleh Ibrahim, Kaduna Polytechnic, Tudun-Wada Kaduna, Nigeria

Muhammad, Abdullahi Sabo, Kaduna Polytechnic, Tudun-Wada Kaduna, Nigeria

Halilu Bello Rogo, Kaduna Polytechnic, Tudun-Wada Kaduna, Nigeria

The Determinants of Self-initiated Academic Expatriates' Performance in Malaysia

Subramaniam Sri Ramalu, Universiti Utara Malaysia, Malaysia

Gunalan Nadarajah, Universiti Utara Malaysia, Malaysia

Teaching and Learning Innovation in Entrepreneurship Education: A Systematic Review of the Evidence

Ahzilah Wahid, Universiti Utara Malaysia, Malaysia

Amlus Ibrahim, Universiti Utara Malaysia, Malaysia

Norashidah Hashim, Universiti Utara Malaysia, Malaysia

Punitha Chandra, Universiti Utara Malaysia, Malaysia

Examining an Innovative New Design in Simulating Teaching Course on Entrepreneurship: Case Study of Polytechnic Approach in Learning

Mazita Mat Ali, Universiti Utara Malaysia, Malaysia

Amlus Ibrahim, Universiti Utara Malaysia, Malaysia

Kamsidi Sidek, Universiti Utara Malaysia, Malaysia

Fathirah Jamaluddin, Universiti Utara Malaysia, Malaysia

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

Nizamuddin B. Zainuddin, University Utara Malaysia, Kedah, Malaysia

Adam Mohd Saifudin, University Utara Malaysia, Kedah, Malaysia

Ahmad Yusni Bahaudin, University Utara Malaysia, Kedah, Malaysia

Mohd Hanizan Zalazilah, University Utara Malaysia, Kedah, Malaysia

Roslan Jamaluddin, University Utara Malaysia, Kedah, Malaysia

Employability of Graduates in Higher Education Institutions in Malaysia: Unveiling the Real Issue?

Abdul Aziz Abdullah, University Sultan Zainul Abedin, Kuala Terengganu, Malaysia

Mohd Nazari Ismail, University of Malaya, Kuala Lumpur, Malaysia

Nurulsuzilawati Saadon, University of Malaysia, Kuala Lumpur, Malaysia

Entrepreneurial Motivation and Intention of Undergraduates: Investigating the Moderating Role of an Entrepreneurship Course

Ibrahim Al-Jubari, Management and Science University, Malaysia

Arif Hassan, International Islamic University Malaysia, Malaysia

8:00 a.m. – 9:30 a.m.

Room 5

SESSION E Marketing-1

Session Chairs: **Klaus-Peter Wiedmann**, Leibniz University, Hannover, Germany

Gary Frankwick, University of Texas at El Paso, Texas, United States of America (USA)

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

Klaus-Peter Wiedmann, Leibniz University, Hannover, Germany

Sebastian Fritz, Leibniz University, Hannover, Germany

Sascha Langner, Leibniz University, Hannover, Germany

Steffen Schmidt, Leibniz University, Hannover, Germany

Improving Consciousness for Sustainable Consumption and its Implementation in Concrete Customer Behavior via Storytelling – A Challenge for Social Marketing Research

Klaus-Peter Wiedmann, Leibniz University, Hannover, Germany

Jan C.L. Konig, Leibniz University, Hannover, Germany

Evmorfia Karampournioti, Leibniz University, Hannover, Germany

Determination of Kuwaiti Consumers' Attitudes towards Fine Dining Restaurants: Application of Psychological Ownership Theory to the Restaurant Industry

Zafar U. Ahmed, Kuwait University, Kuwait

Celebrity Endorsement and Consumers' Attitude towards the Advertisement

Nor Pujawati Binti Md. Said, Universiti Utara Malaysia, Kuala Lumpur, Malaysia

Consumers' Perceived Interactivity of Mobile Banking Usage: A Conceptual Review

Darmesh Krishanan, Management and Science University, Malaysia

Aye Aye Khin, Universiti Tunku Abdul Rahman, Malaysia

Kevin Low Lock Teng, Universiti Tunku Abdul Rahman, Malaysia

8:00 a.m. – 9:30 a.m.

Room 6

SESSION F Organization Behavior-2 (Skype Session)

Session Chair: **Broto Ruth Bhardwaj**, Bharti Vidyapeeth University, New Delhi, India

Competitiveness and Entrepreneurship: An Analysis of Global Economy with Special Reference to India and Malaysia

Kamaljit Kaur, Institute of Information Technology and Management, New Delhi, India

Broto Rauth Bhardwaj, Bharati Vidyapeeth Institute of Management, New Delhi, India

Geeta Mahajan, Institute of Information Technology and Management, New Delhi, India

Role of Market Intelligence on Organization Performance

Nishu Marwah, Sri Venkateswara University, Meerut, India

Broto Rauth Bhardwaj, Bharti Vidyapeeth University, New Delhi, India

Internal Stakeholder Perception of the Role of HR for Ensuring Organizational Justice and

Promoting Human Rights: A Study of Manufacturing Sector Firms in Eastern India

Preety Wadhwa, Bharati Vidyapeeth University, New Delhi, India

Indranil Mutsaddi, Delhi School of Professional Studies, New Delhi, India

Rimi Mutsaddi, Bharati Vidyapeeth University, New Delhi, India

Social Media Impact on Marketers

Savneet Kaur, Bharati Vidyapeeth Deemed University, New Delhi, India

Megha Sehgal, Bharati Vidyapeeth Institute of Management and Research, New Delhi, India

Broto Rauth Bhardwaj, Bharati Vidyapeeth Institute of Management and Research, New Delhi, India

9:30 a.m. – 10:00 a.m.

COFFEE BREAK

10:30 a.m. – 12:00 noon.

Room 1

SESSION A Accounting and Entrepreneurship

Session Chair: **Nayana Dehigama**, Asian Institute of Technology, Thailand
Isah Shittu, Universiti Utara Malaysia, Malaysia

The Link between Creativity and Credibility with Sustainable Growth of Entrepreneurial Firms: Evidence from Sri Lanka

Nayana Darshana Prasad Dehigama, Asian Institute of Technology, Thailand

Barbara Igel, Asian Institute of Technology, Thailand

Geetika Goel, National Institute of Technology, India

A. Anil Jayantha Fernando, University of Sri Jayawardenepura, Nugegoda, Sri Lanka

Audit Committee Independence, Abnormal Directors Compensation, Corporate Governance Disclosure and Price to Earnings Multiple of Nigerian Firms

Ayoib Che Ahmad, Universiti Utara Malaysia, Malaysia

Zuaini Ishak, Universiti Utara Malaysia, Malaysia

Equity Valuation Multiples of Listed Firms in Nigeria: Principal Component Analysis Approach

Isah Shittu, Universiti Utara Malaysia, Malaysia

Salau Abdulmalik O., Universiti Utara Malaysia, Malaysia

Ayoib Che Ahmad, Universiti Utara Malaysia, Malaysia

Zuaini Ishak, Universiti Utara Malaysia, Malaysia

Assessment of the Impact of Computerized Accounting Information Systems on Efficiency of Human Resources in State Universities duplicate

Dona Ganeesha Priyangika Kaluarachchi, Eastern University, Trincomalee, Sri Lanka

A. Anil Jayantha Fernando, University of Sri Jayawardenepura, Nugegoda, Sri Lanka

Knowledge Sharing in Malaysia Small and Medium Family Businesses: The Influence of Family Commitment and Psychological Ownership

Lai-Kuan Kong, Universiti Teknologi MARA, Malaysia

Noor Hazlina Ahmad, Universiti Sains Malaysia, Malaysia

Ramayah Thurasamy, Universiti Sains Malaysia, Malaysia

A Conceptual Paper on Intellectual Capital Disclosure Practices: In the Context of Companies Listed on Colombo Stock Exchange, Sri Lanka

Chandrasegaran Larojan, University of Jaffna, Vavuniya, Sri Lanka

A. Anil Jayantha Fernando, University of Sri Jayawardenepura, Nugegoda, Sri Lanka

10:30 a.m. – 12:00 noon.

Room 3

SESSION C Entrepreneurship

Session Chairs: **J. Mark Munoz, Millikin University**, United States of America (USA)
Lavanya Rastogi, Founder & CEO of OSSCube, Co-founder & Senior Partner, American Institute for Leadership Advancement

International Entrepreneurship: The Case of Hispanic Latino Entrepreneurs in the USA

J. Mark Munoz, Millikin University, United States of America (USA)
Michelle Spain, Walsh University, United States of America (USA)

Creating Winning SMEs and Surviving in the Midst of Crisis: A Conceptual Framework

Harits Nu'man, Univesitas Islam Bandung, Indonesia
Haim Hilman Bin Abdullah, Universiti Utara Malaysia, Malaysia

The Mediating Effect of Entrepreneurial Self-efficacy on Relationship between Entrepreneurship Education and Entrepreneurial Career: A Conceptual Study

Yakubu Abdullahi Yarima, Universiti Utara Malaysia, Malaysia
Norashidah Bint Hashim, Universiti Utara Malaysia, Malaysia

Success of Family Businesses and the Effectiveness of the Role of CEOs

Mr. Gerard Suares, University of Wales, United Kingdom (UK)
A. Anil Jayantha Fernando, University of Sri Jayewardenepura, Nugegoda, Sri Lanka

Liberating the Entrepreneurial Spirit among Young Bruneians: An Enabler of Its Economic Diversification Policy

Habrizah Hussin, Kolej Universiti Poly-tech MARA Kuala Lumpur, Malaysia

Public sector entrepreneurial innovation: A History-based Pattern of Adjustment

Taïeb Hafsi, HEC Montréal, Canada
Luc Bernier, ENAP Québec, Canada
Mehdi Farashahi, Concordia University, Montréal, Canada

Acquisition of Experts' Opinions to Explore the Drivers of Business Success in the Construction Industry

Zahidy Abdul Hamid, University Malaysia Pahang, Malaysia
Noor Azlinna Azizan, University Malaysia Pahang, Malaysia

10:30 a.m. – 12:00 noon.

Room 4

SESSION D Management Information Systems

Session Chair: **Ali Ali Al-Ansi**, University Utara Malaysia, Malaysia
Syed Arshad Raza, University of Dammam, Saudi Arabia

Effects of Information Technology for Market Information, IT compatibility, and Intellectual Capital on Bank Performance in UAE

Hamad Salmen Saeed Banalzwa, Universiti Utara Malaysia, Malaysia
Haim Hilman Bin Abdullah, Universiti Utara Malaysia, Malaysia

The Influence of Perceived System Quality and Perceived Information Quality towards Continuance Intention of Tax E-Filing System in Malaysia

Punitha Chandra, Universiti Utara Malaysia, Malaysia
Amlus Ibrahim, Universiti Utara Malaysia, Malaysia
Fathirah Jamaludin, Universiti Utara Malaysia, Malaysia

E-Strategy Adoption and Implementation: Re-examining the Concept

Shahmir Sivaraj Abdullah, Universiti Utara Malaysia, Sintok, Malaysia
Haim Hilman Bin Abdullah, Universiti Utara Malaysia, Sintok, Malaysia

The Mediating Effect of IT Importance between IT Knowledge, IT Training and IT Utilization among External Auditors: Evidence from Yemen

Ali Ali Al-Ansi, University Utara Malaysia, Malaysia
Abdullah Kaid Al-Swidi, Qatar University, Al Doha, Qatar
Hassan Saleh Al-Dhaafri, American University in the Emirates, United Arab Emirates (UAE)

The Effect of Performance Management System Implementation: The Case of a Malaysian Service Organization from BSC Learning and Growth's Perspective

Mohd Haizam Mohd Saudi, Kolej Poly-Tech MARA, Kuala Lumpur, Malaysia
Khairul Baharein Mohd Noor, Kolej Poly-Tech MARA, Kuala Lumpur, Malaysia

The Effect of Knowledge Management Capabilities on the Performance of Malaysian Large-Scale Organizations: An Empirical Study

Saad Alaarj, University Sains Islam Malaysia, Malaysia
Zainal Abidin Mohamed, University Sains Islam Malaysia, Malaysia
Ummi Salwa Binti Ahmad Bustamam, University Sains Islam Malaysia, Malaysia

Conflict Management and Evaluation in Organizational Change: – A Critical Systems Thinking Perspective

Syed Arshad Raza, University of Dammam, Dammam, Saudi Arabia

10:30 a.m. – 12:00 noon.

Room 5

SESSION E Marketing-2

Session Chairs: **Wolfgang Hinck**, Prince Mohammad University, Saudi Arabia
Abubakar Sambo Junaidu, Usmanu Dan Fodiyo University,
Sokoto City, Nigeria

Apparel Purchase Decision- making Styles of Youth across Lucknow, State of Uttar Pradesh, India

Ambrish Singh, University of Lucknow, Lucknow, India

Sanjay Medhavi, University of Lucknow, Lucknow, India

An Overview of Network Marketing in India

Bhavannarayana Kandala, Jawaharlal Nehru Technological University, Hyderabad, India

Sujaendra Swami P., Wesley Post-graduate College, Hyderabad, India

Jordanian Banks' Perception of Customer Relationship Management: A TAM-based Investigation

Ghazi Alkhatib, Hashemite University, Jordan

Muneer Abbad, Community College of Qatar, Qatar

Faten Jaber, Reading University, United Kingdom (UK)

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

Mahbubar Rahman, International Islamic University Malaysia, Kuala Lumpur, Malaysia

Selim Ahmed, International Islamic University Malaysia, Kuala Lumpur, Malaysia

Rafikul Islam, International Islamic University Malaysia, Kuala Lumpur, Malaysia

The Roles Relationship Value and Trust in Franchising Relationship: Evidence from Malaysia Franchise Sector

Khairol Anuar Ishak, Universiti Utara Malaysia, Kedah, Malaysia

Francis Chuah, Universiti Utara Malaysia, Kedah, Malaysia

Haim Hilman Bin Abdullah, Universiti Utara Malaysia, Kedah, Malaysia

A Review on the State of Methodological Trends in International Marketing Literature

Sudhir Rana, National Institute of Technology Hamirpur, Himachal Pradesh, India

Somesh Kumar Sharma, National Institute of Technology Hamirpur, Himachal Pradesh, India

10:30 a.m. – 12:00 noon.

Room 6

SESSION F Business Administration- 1

Session Chairs: **Charles Lagat**, Moi University, Eldoret, Kenya
 Nelson Oly Ndubisi, King Fahd University of Petroleum and
 Minerals, Dhahran, Saudi Arabia

*Knowledge Sharing and the Level of Innovation: A Field Study for Managers at the
Palestinian Ministries in the Gaza Strip*

Anas R. Lubbard, Universiti Utara Malaysia, Malaysia

Kamal Ab. Hamid, Universiti Utara Malaysia, Malaysia

*Indigenous Knowledge, Entrepreneurial Orientation, Grassroots Innovations and
Indigenous Entrepreneurship: The Moderating Role of Mindfulness*

Nelson Oly Ndubisi, King Fahd University of Petroleum and Minerals, Dhahran,
Saudi Arabia

A Study on the Effect of Communication on Project Performance

Sitansu Panda, University of Malaysia Pahang, Malaysia

Senthil Kumar, University of Malaysia Pahang, Malaysia

Syed Radzi Bin Rahamadulla, University of Malaysia Pahang, Malaysia

Ethnic Affiliation and Access to Affordable Healthcare in Nigeria and Malaysia

Yahya Saleh Ibrahim, Universiti Utara Malaysia, Malaysia

Shahimi bin Mohtar, Universiti Utara Malaysia, Malaysia

Yahya Mahmood, Universiti Utara Malaysia, Malaysia

Ahmad Shabudin Ariffin, Universiti Utara Malaysia, Malaysia

Mohd Kamarul Irwan Abdul Rahim, Universiti Utara Malaysia, Malaysia

Fisheries Subsidies and Overfishing In Malaysian Fisheries

Jamal Ali, Universiti Utara Malaysia, Malaysia

Gazi Nurul Islam, Universiti Utara Malaysia, Malaysia

Saifoul Zamhuri, Universiti Utara Malaysia, Malaysia

K. Kuperan Viswanathan, Universiti Utara Malaysia, Malaysia

Hussin Abdullah, Universiti Utara Malaysia, Malaysia

*Knowledge Spillovers via Patenting Activity and the Financial Performance of
Malaysian Firms*

Farha Ghapar, Kolej Universiti Poly-Tech MARA – Kuala Lumpur, Malaysia

*Marketing Capability, Marketing Strategy Implementation and Performance in Small
Firms*

Charles Lagat, Moi University, Eldoret, Kenya

Gary L. Frankwick, University of Texas at El Paso, El Paso, Texas, United States of
America (USA)

12:00 noon – 1:00 p.m.

LUNCH BREAK AND QUIET TIME

1:00 p.m. – 2:30 pm

Room 1

SESSION A **Finance**

Session Chairs: **Ibrahim Akoum**, Rafik Hariri University, Beirut, Lebanon
Azlinna Binti Aziz, University Malaysia Pahang, Kuantan, Malaysia

Home Market Effect and Spatial Wages Disparity: An Empirical Reinvestigation of China

Junqian Xu, Jiangnan University in Wuxi, China

Shareholders' Perception on Corporate Social Responsibility Reporting (CSRR) and Financial Performance of Listed Companies in Sri Lanka

Deshani Hettiarachchi, University of Sri Jayewardenepura, Nugegoda, Sri Lanka
A. Anil Jayantha Fernando, University of Sri Jayawardenepura, Nugegoda, Sri Lanka

Bank Merger Announcements and Stock Returns: An Indian Perspective

Senthil Kumar, Universiti Malaysia Pahang, Kuantan, Malaysia
Sitansu Panda, Universiti Malaysia Pahang, Kuantan, Malaysia

Exploring the Scope of Multinational Firms of India in the Overseas Market: An analysis of OFDI

Rakesh Kumar, University of Lucknow, State of Uttar Pradesh, India

Chinese and Japanese Investments in South Asia: Are They Matching with the Economic Prospects of the Region?

Munim K Barai, Ritsumeikan Asia Pacific University, Oita, Japan

Central Bank Intervention in Foreign Exchange Market: A Review of Literature

Ishtiaq Ahmad Bajwa, University of Dammam, Saudi Arabia
Eric Girardin, Aix Marseille School of Economics, France
Muhammad Ather Elahi, University of Dammam, Saudi Arabia

Causal Link between Trade, Political Instability, FDI and Economic Growth: Evidence from Nigeria

Afolabi Luqman.O., Universiti Utara Malaysia, Malaysia
Noraznin Abu Bakar, Universiti Utara Malaysia, Malaysia

Driving Shareholders' Wealth: Economic Value Added versus Traditional Measures

Shrikant K. Panigrahi, University Malaysia Pahang, Kuantan, Malaysia
Yuserrie Bin Zainuddin, University Malaysia Pahang, Kuantan, Malaysia
Azlinna Binti Aziz, University Malaysia Pahang, Kuantan, Malaysia

1:00 p.m. – 2:30 pm

Room 2

SESSION B Organization Behavior

Session Chairs: **Arif Hassan**, International Islamic University, Kuala Lumpur, Malaysia
 Mohammad Basir Saud, Universiti Utara Malaysia, Kedah, Malaysia

The Influence of Organizational Commitment on Building Organizational Branding
Wael S. Zaraket, Swiss Business School, Kloten-Zurich, Switzerland

Environmental Leadership and Employees' Organizational Citizenship Behavior towards the Environment (OCBE): Psychological Distance as a Moderating Variable
Soon-Yew Ju, Universiti Teknologi MARA, Malaysia
Noor Azlinna Azizan, Universiti Malaysia Pahang, Malaysia
Ramayah Thurasamy, Universiti Sains Malaysia, Malaysia

The Impact of Leadership on Employee Stress at a Commercial Bank in Malaysia
Hooi Sin Soo, Universiti Utara Malaysia, Kedah, Malaysia
Hassan Ali, Universiti Utara Malaysia, Kedah, Malaysia

Does Organizational Culture Moderate the Relationship between Trust of BSR on Performance of Small Scale Industries? Partial Least Square (PLS) Approach
Abdullahi Hassan Gorondutse, Universiti Utara Malaysia, Malaysia
Haim Hilman Bin Abdullah, Universiti Utara Malaysia, Malaysia

Environmental Leadership and Employees' Organizational Citizenship Behavior towards the Environment (OCBE): Psychological Distance as a Moderating Variable
Soon-Yew Ju, Universiti Teknologi MARA, Malaysia
Noor Azlinna Azizan, Universiti Malaysia Pahang, Malaysia
Ramayah Thurasamy, Universiti Sains Malaysia, Malaysia

Leadership Style and Communication: Influence on Job Satisfaction in an Organization in the Government Sector
Norazilawani Bt Ahmad, Universiti Malaysia Perlis, Perlis, Malaysia
Hanum Bt Hassan, Universiti Malaysia Perlis, Perlis, Malaysia

The Effect of Corporate Governance on Performance of Private Companies
Hartini Ahmad, Universiti Utara Malaysia, Malaysia
Johari Jalil, Director, Shell Indonesia, Indonesia
Rosli Mahmood, Universiti Utara Malaysia, Malaysia

Transformational and Transactional Leadership Style with Employee Performance: Conformity of Relationship Analysis
Baharu Kemat AlHaj, Universiti Teknologi MARA, Malaysia
Noraini Othman, Universiti Teknologi MARA, Malaysia

Motivational and Attitudinal Determinants of Entrepreneurial Intention: Application of Structural Equation Modeling

Ibrahim Al-Jubari, Management and Science University, Malaysia

Arif Hassan, International Islamic University, Kuala Lumpur, Malaysia

Intellectual Capital in Small and Medium Enterprises: Case study of Malaysian Manufacturing SMEs

Masayu Othman, Universiti Utara Malaysia, Kedah, Malaysia

Mohammad Basir Saud, Universiti Utara Malaysia, Kedah, Malaysia

1:00 p.m. – 2:30 pm

Room 3

SESSION C Operations Management-1

Session Chair: **Abdul Razak Ibrahim**, Kolej Universiti Poly-Tech MARA, Malaysia

Zahidy Abd-Hamid, Universiti Malaysia Pahang, Malaysia

Halal Logistics: Where Are the Industries Heading?

Aida Shaari, Unitar International University, Kuala Lumpur, Malaysia

Nurul Ashikien Kusaini, Unitar International University, Kuala Lumpur, Malaysia

Abdul Razak Ibrahim, Kolej Universiti Poly-Tech MARA, Malaysia

Hirnissa Mohd Tahir, Kolej Universiti Poly-Tech MARA, Malaysia

The Perception on the Importance and Practice of Top Management Commitment and Leadership in Palm Oil Industry Benchmarking Implementation

Fatimah Mahmud, Universiti Malaysia Pahang, Malaysia

Baba Md Deros, Universiti Kebangsaan Malaysia, Malaysia

Dzuraidah Abdul Wahab, Universiti Kebangsaan Malaysia, Malaysia

Norazidah Shamsudin, Universiti Malaysia Pahang, Malaysia

Spare Parts Requirement Strategy for Plant Operation

Kamal Imran Mohd Sharif, Universiti Utara Malaysia, Kedah, Malaysia

Jafni Azhan Ibrahim, Universiti Utara Malaysia, Kedah, Malaysia

Zulkifli Mohamed Udin, Universiti Utara Malaysia, Kedah, Malaysia

Acquisition of Experts' Opinions to Explore the Drivers of Business Success in the Construction Industry

Zahidy Abd-Hamid, Universiti Malaysia Pahang, Malaysia

Noor Azlinna Azizan, Universiti Malaysia Pahang, Malaysia

Shahryar Sorooshian, Universiti Malaysia Pahang, Malaysia

A Business Process Reengineering Case Study at AZAM Travel

Mohd Zahrin Hashim, Universiti Utara Malaysia, Malaysia

Hartini Ahmad, Universiti Utara Malaysia, Malaysia

Johari Jalil, Universiti Utara Malaysia, Malaysia

1:00 p.m. – 2:30 pm

Room 4

SESSION D Flexibility and Management

Session Chairs: **Zafar Husain**, Al Ain University of science and Technology, United Arab Emirates (UAE)
Priyan Khakhar, Haigazian University, Beirut, Lebanon

JIT and Small Companies

Wan Muhammad Noor Sarbani, Universiti Malaysia Pahang, Kuantan, Malaysia
Nur Syamimi, Universiti Malaysia Pahang, Kuantan, Malaysia
Zarith Sufia, Universiti Malaysia Pahang, Kuantan, Malaysia
Shahryar Sorooshian, Universiti Malaysia Pahang, Kuantan, Malaysia

The Negotiating CEO: Examining the Role of Social Power in International Business Negotiations

Priyan Khakhar, Haigazian University, Beirut, Lebanon

Management of Change, Lean Practice and Organizational Performance of Private Companies in Malaysia

Hartini Ahmad, Universiti Utara Malaysia, Kedah Malaysia
Muhammad M. Ma'aji, Universiti Utara Malaysia, Kedah Malaysia
Johari Jalil, Director, Shell Indonesia, Indonesia

Communication in Management

Norazilawani Bt Ahmad, Universiti Malaysia Perlis, Perlis, Malaysia
Hanum Bt Hassan, Universiti Malaysia Perlis, Perlis, Malaysia

The Effect of Organizational Culture: The Case of A Malaysian Service Organization from Balance Scorecard Perspectives

Mohd Haizam Mohd Saudi, Kolej Universiti Poly-Tech ABC, Kuala Lumpur, Malaysia

Innovativeness and Sustainability: Difference and Antecedent Relationship

J.A. Bamgbade, Universiti Utara Malaysia, Malaysia
A.M. Kamaruddeen, Universiti Utara Malaysia, Malaysia
M.N.M. Naw, Universiti Utara Malaysia, Malaysia

Impact of Trust, Communication, and Cooperation on Suppliers' Performance: A Malaysian Experience

Mohammad Ikram Ahmed Fadzil, Universiti Sains Malaysia, Pulau Pinang, Malaysia
Abdul Razak Ibrahim, Kolej Universiti Poly-Tech MARA, Kuala Lumpur, Malaysia
Zarihan Samsudin, Kolej Universiti Poly-Tech MARA, Kuala Lumpur, Malaysia

Technology Strategy Framework: Learning and evolution

Zafar Husain, Al-Ain University of Science and Technology, Abu Dhabi, United Arab Emirates (UAE)

1:00 p.m. – 2:30 pm

Room 5

SESSION E Marketing -3

Session Chairs: **Abdullah J. Sultan**, Kuwait University, Kuwait
 Osman Mohamad, Multimedia University, Malaysia

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

Kishwar Joonas, Prairie View A&M University, Prairie View, Texas, United States of America (USA)

Consumer Evaluations of Store Brands: The Case of an Emerging Country (Malaysia)

Abdullah A. Aldousari, Kuwait University, Kuwait

Farzana Yasmin, Management and Science University, Malaysia

Ali Khatibi, Management and Science University, Malaysia

The Unpopularity of Sachet Marketing in China: Perspectives from Managers and Consumers

Jamal Ali, Universiti Utara Malaysia, Malaysia

Chanthika Pornpitakpan, University of Macau, Taipa, Macau, China

Qiuling Li, University of Macau, Taipa, Macau, China

Joseph A. Sy-Changco, East China University of Science and Technology, Shanghai, China

Junsong Chen, East China University of Science and Technology, Shanghai, China

An Examination of the Effect of Negative Mood Disorder on Compulsive Buying Behavior: A Meta-Analysis

Abdullah J. Sultan, Kuwait University, Kuwait

Customer Patronage Intention of Healthcare Insurance Products: Service Quality and Customers Satisfaction an Embedded Model

Osman Mohamad, Multimedia University, Malaysia

Fadi Abdel Muniem Abdel Fattah, Multimedia University, Malaysia

Muhammad Sabbir Rahman, International Islamic University Malaysia, Malaysia

1:00 p.m. – 2:30 pm

Room 6

SESSION F Business Administration-2

Session Chairs: **Adnan Latif**, University of Dammam. Saudi Arabia
Nuarrual Hilal Md. Dahlan, Universiti Utara Malaysia,
Malaysia

A Visual Framework for Identifying Sources of Unnecessary Regulatory Burdens on Business

Izhar Che Mee, Universiti Utara Malaysia, Malaysia
Haim Hilman Bin Abdullah, Universiti Utara Malaysia, Malaysia

Obligation and Liability of the Carrier under Rotterdam Rules: An Appraisal

Kyaw Hla Win Md. Hassan Ahmed, Universiti Utara Malaysia, Malaysia
Seeni Mohamed Nafees, Universiti Utara Malaysia, Malaysia
Nuarrual Hilal Md. Dahlan, Universiti Utara Malaysia, Malaysia
Ahmad Masum, Universiti Utara Malaysia, Malaysia

Abandoned Housing Projects in Malaysia: A Planning Law Perspective

Nuarrual Hilal Md. Dahlan, Universiti Utara Malaysia, Malaysia
Seeni Mohamed Nafees, Universiti Utara Malaysia, Malaysia
Ahmad Masum, Universiti Utara Malaysia, Malaysia
Kyaw Hla Win Md. Hassan Ahmed, Universiti Utara Malaysia, Malaysia

Issues Concerning the Housing Development Account (HDA) in Peninsular Malaysia: A Case Study of Abandoned Housing Projects

Nuarrual Hilal Md. Dahlan, Universiti Utara Malaysia, Malaysia

Issues Concerning the Statutory Duties of Licensed Housing Developers

Nuarrual Hilal Md. Dahlan, Universiti Utara Malaysia, Malaysia

An Examination of Shari'ah Compliance in Takaful Window Operations

Maryam Dikko, Universiti Utara Malaysia, Malaysia

Legal Aspect of Islamic Banking: A Case Study of Bahrain

Seeni Mohamed Nafees, Universiti Utara Malaysia, Malaysia
Kyaw Hla Win Md. Hassan Ahmed, Universiti Utara Malaysia, Malaysia
Ahmad Masum, Universiti Utara Malaysia, Malaysia

Criminal Liability of Legal Entities for Polluting the Environment: Shariah and Law Perspectives

Ameel Jabbar Ashour, Universiti Utara Malaysia, Malaysia
Haralida Abadul Wahab, Universiti Utara Malaysia, Malaysia
Seeni Mohamed Nafees, Universiti Utara Malaysia, Malaysia

2:30 p.m. – 3:00 p.m.

COFFEE BREAK

3:30 p.m. – 5:00 pm

Room 1

SESSION A Tourism and Hospitality Management

Session Chair: **Badaruddin Mohamed**, Universiti Sains Malaysia
Zikri Muhammad, Universiti Sains Malaysia, Pulau Pinang,
Malaysia

Visitors' Perception on Tourism Impacts in Perhentian Island, Malaysia

Nurbaidura Salim, Universiti Sains Malaysia, Penang, Malaysia

Siti Zulaiha Zainal Abidin, Universiti Sains Malaysia, Penang, Malaysia

Badaruddin Mohamed, Universiti Sains Malaysia, Penang, Malaysia

Acceptance towards Tourism Development: The Pangkor Island Case

Diana Mohamad, Universiti Sains Malaysia, Pulau Pinang, Malaysia

Zikri Muhammad, Universiti Sains Malaysia, Pulau Pinang, Malaysia

Barriers to Community Capacity Building towards Sustainable Tourism: The Case of the Langkawi Islands

Joanne Khoo Rou Yan, Universiti Sains Malaysia, Pulau Pinang, Malaysia

Azizan Marzuki, Universiti Sains Malaysia, Pulau Pinang, Malaysia

The Understanding of Shariah Compliant Practices among Selected Medical Tourism Providers in Malaysia

Nur Hidayah Kadir, Universiti Sains Malaysia, Malaysia

Abdul Manan Ismail, Universiti Sains Malaysia, Malaysia

Nursilah Ahmad, Universiti Sains Malaysia, Malaysia

Zurina Kefeli Zulkefli, Universiti Sains Malaysia, Malaysia

Zainal Abidin Mohamed, Universiti Sains Malaysia, Malaysia

Destination Discontinuity for Sustainable Development of a Tourist Destination

Gaurav Rana, Indian Institute of Technology Delhi, Delhi, India

Sushil, Indian Institute of Technology Delhi, Delhi, India

Awareness of Management and Science University Students towards Traditional Dances In Sarawak, Malaysia

Irna Darini Amir, Management and Science University, Selangor, Malaysia

Nur Shuhada Nik Muhammad, Management and Science University, Selangor,
Malaysia

Albattat Ahmad, Management and Science University, Selangor, Malaysia

Arfah Kassim, Management and Science University, Selangor, Malaysia

Razali Ibrahim, Management and Science University, Selangor, Malaysia

Measuring the Sufficiency of Public Facilities and Infrastructures from Local Community and Tourists' Views: A Case Study of Mabul Island, Malaysia.

Kai Xin Tay, University Sains Malaysia, Penang, Malaysia

Badaruddin Mohamed, University Sains Malaysia, Penang, Malaysia

Nurbaidura Salim, University Sains Malaysia, Penang, Malaysia

Kamaruzaman Jaaffar, The Polytechnic of Seberang Perai, Pulau Pinang, Malaysia

Developing Medical Tourists' Experiences from the Eyes of Medical Tourists In Malaysia

Golnaz Nazem, Universiti Sains Malaysia, Penang, Malaysia

Badaruddin Mohamed, University Sains Malaysia, Penang, Malaysia

3:30 p.m. – 5:00 pm

Room 2

SESSION B Management

Session Chairs: **Norman Wright**, Utah Valley University, United States of America (USA)

Jim Mortensen, Utah Valley University, United States of America (USA)

Key Performance Indicator (KPI) and Employees' Attitude

Azizan Hj Azit, Universiti Malaysia Pahang Malaysia

Kancana A.P. Munisamy, Universiti Malaysia Pahang Malaysia

Syafinaz Omar, Universiti Malaysia Pahang Malaysia

Hajah Mazita Mokhtar, Universiti Malaysia Pahang Malaysia

Ida Rizyani Tahir, Universiti Malaysia Pahang Malaysia

Wan Khairul Anuar, Universiti Malaysia Pahang Malaysia

Hassahudin, Universiti Malaysia Pahang Malaysia

Pay-performance Relationship: An Empirical Study on Employee Performance in the Context of Nigeria

Abdussalaam Iyanda Ismail, Universiti Utara Malaysia, Kedah, Malaysia

Abdul-Halim Abdul-Majid, Universiti Utara Malaysia, Kedah, Malaysia

Mohd-Hasanur Joarder, Universiti Utara Malaysia, Kedah, Malaysia

Reward System and Its Impact on Employee Motivation: A Preliminary Study Of A Malaysian Service Company

Liu Yao, Universiti Malaysia Pahang, Pahang, Malaysia

Ezza Izzyana Bt Mohd Nor, Universiti Malaysia Pahang, Pahang, Malaysia

Work Time Demand and Job Satisfaction of Geographically Dispersed Team: The Mediating Role of Organizational Support

Shee-Mun Yong, Universiti Utara Malaysia, Kedah, Malaysia

Thi Lip Sam, Universiti Utara Malaysia, Kedah, Malaysia

Impact of Personality on Workplace Spirituality

M. Subramaniam, Bharathiyar University, India

N. Panchanatham, Annamalai University, India

Learning Transfer Factors on Employee Performance Competencies as a Mediator

Toh Pei Sung, Universiti Malaysia Sabah, Sabah, Malaysia

Hjh Arsiah Bt Bahron, Universiti Malaysia Sabah, Sabah, Malaysia

Muhammad Madi Bin Abdullah, UNITAR International University, Selangor Darul Ehsan, Malaysia

A Study of Factors Affecting Training Effectiveness in the Banking Sector: A Study With Reference To the State Bank of India, Allahabad, Uttar Pradesh
Asma Feroz, University of Allahabad, Allahabad, India

3:30 p.m. – 5:00 pm

Room 3

SESSION C Operations Management-2

Session Chair: **Rafikul Islam**, International Islamic University, Kuala Lumpur, Malaysia
 Kamaruldin Radzuan, Universiti Utara Malaysia, Malaysia

General Population Sampling in Malaysia: A New Approach
Shahmir Sivaraj Abdullah, Universiti Utara Malaysia, Malaysia
Haim Hilman Bin Abdullah, Universiti Utara Malaysia, Malaysia

Business Process Management for an Effective Hydrotherapy System
M. Hazim M. Noordin, Universiti Utara Malaysia, Malaysia
Hartini Ahmad, Universiti Utara Malaysia, Malaysia
Shamsuddin Baharein, Universiti Utara Malaysia, Malaysia

A Framework for Team Integration in Malaysia Industrialized Building System (IBS) In Construction Project
Mohd Nasrun Mohd Nawi, Universiti Utara Malaysia, Malaysia
Mohamed Nor Azhari Azman, Universiti Pendidikan Sultan Idris, Tanjong Malim, Malaysia
Wan Nadzri Osman, Universiti Utara Malaysia, Malaysia
Che Sobry Abdullah, Universiti Utara Malaysia, Malaysia
Angela Lee, University of Huddersfield, United Kingdom

The Impact of Project Manager and Project Team Competency and Authority towards Waste Management Practices Success
Wan Nadzri Osman, Universiti Utara Malaysia, Malaysia
Mohd Nasrun Mohd Nawi, Universiti Utara Malaysia, Malaysia
Nur Najihah Osman, Universiti Utara Malaysia, Malaysia
Kamaruldin Radzuan, Universiti Utara Malaysia, Malaysia

On Investigating the Difference between Outcomes Obtained from Nominal Group Technique and Survey Method
Rafikul Islam, International Islamic University Malaysia, Kuala Lumpur, Malaysia

Identifying the Factors for Reducing Turnover Rate in Aviation Business: Bangladesh context

Rezbin Nahar, International Islamic University Malaysia, Kuala Lumpur, Malaysia
Rafikul Islam, International Islamic University Malaysia, Kuala Lumpur, Malaysia
Kazi Tareq Ullah, Uttara University, Dhaka, Bangladesh

Measuring Constructs Useful for Studying Industrial Automation: Assessment in Terms of Performance

Vikas Acharya, National Institute of Technology Hamirpur, Himachal Pradesh, India
Somesh Kumar Sharma, National Institute of Technology Hamirpur, Himachal Pradesh, India
Sunand Kumar, National Institute of Technology Hamirpur, Himachal Pradesh, India

3:30 p.m. – 5:00 pm

Room 4

SESSION D Business Strategy

Session Chairs: **Zainal Abideen Mohammed**, Universiti Sains Islam, Malaysia
Haim Hilman Bin Abdullah, Universiti Utara Malaysia, Kedah, Malaysia

Unlocking the Barrier of Implementing the Product-service System: A Knowledge-based perspective

M.Yusoff, Anisa, University of Malaysia Pahang, Kuantan, Malaysia
Azizan, N. Azlinna, University of Malaysia Pahang, Kuantan, Malaysia

Fit between Business Strategies and Management Control Systems and its Impact on Financial Performance in Telecommunication Industry in Sri Lanka

R. M. M. H. D. Rajapkshe, University of Colombo, Sri Lanka
A. Anil Jayanta Fernando, University of Sri Jayawardenepura, Nugegoda, Sri Lanka

Technology Penetration and its Impact on Information Access by Customers: An Exploratory Study

Swati Dhir, Indian Institute of Management (IIM) Ranchi, India
Sanjay Dhir, Indian Institute of Management (IIM) Delhi, India

Optimizing Performance Outcomes of Manufacturing Firms: Does Plural Sourcing Matter?

Haim Hilman Bin Abdullah, Universiti Utara Malaysia, Kedah, Malaysia
Md. Shamimul Azim, Universiti Utara Malaysia, Kedah, Malaysia

Organizational Capability and Sourcing Strategy: An Integrated Strategic Approach of Manufacturing Firms' Performance

Md. Shamimul Azim, Universiti Utara Malaysia, Kedah, Malaysia
Haim Hilman Bin Abdullah, Universiti Utara Malaysia, Kedah, Malaysia

Gaining Sustainable Competitive Advantage through Human Capital: Does Firm Specific Human Capital or General Human Capital Matter?

Muhammad Garba Ibrahim, Universiti Utara Malaysia, Kedah, Malaysia

Haim Hilman Bin Abdullah, Universiti Utara Malaysia, Kedah, Malaysia

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

Francis Chuah, Universiti Utara Malaysia, Kedah, Malaysia

Kenny Teoh, Universiti Putra Malaysia, Selangor, Malaysia

Haim Hilman Bin Abdullah, Universiti Utara Malaysia, Kedah, Malaysia

Impact of Product Diversification, Geographic Diversification and their Interaction on Corporate Performance of PLCs in Malaysia

Haim Hilman Bin Abdullah, Universiti Utara Malaysia, Kedah, Malaysia

Khawaja Khalid Mehmood, Universiti Utara Malaysia, Malaysia

Narentheren Kaliappen, Universiti Utara Malaysia, Malaysia

The Influence of Porter's Competitive Strategy on Organizational Performance: The Role of Strategic Capability

Narentheren Kaliappen, Universiti Utara Malaysia, Malaysia

Haim Hilman Bin Abdullah, Universiti Utara Malaysia, Kedah, Malaysia

3:30 p.m. – 5:00 pm

Room 5

SESSION E **Marketing- 4**

Session Chairs:

Osama Sam Al-Kwafi, Qatar University, Qatar

Navidreza Ahadi, King Mongkut's Institute of Technology
Ladkrabang, Thailand

The Influence of Personal Values on Generation Z's Purchase Intention for Natural Beauty Products

Siti Nor Bayaah Binti Ahmad, UNITAR International University, Malaysia

Roslan Bin Rose, Universiti Sains Malaysia, Malaysia

Antecedents and Outcomes of Export Market Orientation: An Entrepreneurial Capability Perspective with Evidence from an Emerging Economy

Anisur R. Faroque, American International University- Bangladesh, Dhaka,
Bangladesh

Determinants of Brand Equity across the Kuwaiti Clothing Market

Abdullah A. Aldousari, Kuwait University, Kuwait

Do 4Ps of Marketing Discriminate among Customer's Retail Format Choice Decisions? Insights from a study on Jeans wear Retailing

Sudha Vemaraju, Indian Institute of Technology Delhi, India

Bhavannarayana Kandala, Jawaharlal Nehru Technological University, Hyderabad, India

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

Ratana Klankaew, King Mongkut's Institute of Technology Ladkrabang, Bangkok, Thailand

Vinai Panjakajornsak, King Mongkut's Institute of Technology Ladkrabang, Bangkok, Thailand

Export Performance Model of Handicraft Entrepreneurship in Thailand

Vipada Sitabudr, King Mongkut's Institute of Technology, Ladkrabang, Thailand

Navidreza Ahadi, King Mongkut's Institute of Technology, Ladkrabang, Thailand

The Potential of Neuromarketing in Exploring Consumer Behavior: Proposed Model and Implications

Osama Sam Al-Kwafi, Qatar University, Qatar

3:30 p.m. – 5:00 pm

Room 6

SESSION F Business Administration- 3

Session Chairs: **Sanjay Medhavi**, University of Lucknow, Lucknow, India
Bhavannarayana Kandala, Jawaharlal Nehru Technological University, Hyderabad, India

A Framework for Social Media at Entry Mode of Indian Small Enterprises

Vinay Kumar Yadav, University of Lucknow, Lucknow, India

Sanjay Medhavi, University of Lucknow, Lucknow, India

Developing Entrepreneurship in Large Product Software Organizations

T. V. D. R. K. S. V. Prasad, Jawaharlal Nehru Technological University, Hyderabad, India

D. Masthan, Founder President, Centre for Leadership Research and Development, Hyderabad, India

A. R. Aryasri, Chaitanya Bharathi Institute of Technology, Hyderabad, India

Micro Entrepreneurship among Women in India

Vijaya Sarada Kumari, Jawaharlal Nehru Technological University, Hyderabad, India

Bhavannarayana Kandala, Jawaharlal Nehru Technological University, Hyderabad, India

Network Marketing

Bhavannarayana Kandala, Jawaharlal Nehru Technological University, Hyderabad, India

Goi Chai Lee, Curtin University, Sarawak, Malaysia.

Entrepreneurship and Business Development through Network Marketing Strategy

Bhavannarayana Kandala, Jawaharlal Nehru Technological University, Hyderabad, India

Varanasi Madhusudhan Prasad, Al Yamamah University, Riyadh, Kingdom of Saudi Arabia

Factors Influencing the Satisfaction of Distributors of Network Marketing: A Study of Amway India and Hindustan Unilever

Bhavannarayana Kandala, Jawaharlal Nehru Technological University, Hyderabad, India

G.V.R.K.Acharyulu, University of Hyderabad, Hyderabad, India

Ramaiah Itumalla, Apollo Institute of Hospital Administration, Hyderabad, India

Development of Network Marketing In Indian Telecom Sector

Jagadeesh Kumar B., Bharat Sanchar Nigam Limited, Hyderabad, India,

Bhavannarayana Kandala, Jawaharlal Nehru Technological University, Hyderabad, India

A Critical Study on Motivational Factors Influencing Development of Women Entrepreneurs in SME's in India

B. Ratan Reddy, Ratan Global Business School, Hyderabad, India

Uma Rani Bade, Osmania Universit, Hyderabad, India

A Study of Attrition Rate and Retention Strategies in Indian and Malaysian Network Marketing Companies

Bhavannarayana Kandala, Jawaharlal Nehru Technological University, Hyderabad, India

T. Uma Devi, Aurora Post- graduate College, Hyderabad, India

Day # 3 --- November 18, 2015
(Reserved for Professional Networking)

Day # 4 --- November 19, 2015
(Reserved for Professional Networking)

Profiles of AGBA Leaders

Prof. Dr. Klaus-Peter Wiedmann

Chair: AGBA's Global Board of Trustees and

Chair: AGBA's 12th Global Conference

Univ.-Prof. Dr. Klaus-Peter Wiedmann, Leibniz University Hannover
Full Chaired Professor of Marketing and Management
Director of the Institute of Marketing and Management
Königsworther Platz 1, D-30167 Hannover, Germany



Professor Dr. Klaus-Peter Wiedmann is a Full Chaired Professor of Marketing and Management and the Director of the Institute of Marketing and Management at the Leibniz University Hannover, Germany. He is also Visiting Professor at the University of Reading, UK, as well as at the Université de Savoie, Annecy, France, and Chairman of the Academy of Global Business Advancement (AGBA). Moreover Professor Wiedmann has many years of experience as a management consultant and top management coach, and takes a leading position in different business organizations as well as public private partnerships - e.g., Chairman of WOB AG, which is the No.1 Agency for B2B Brand Management in Germany, Chairman of the Union of European Turkish Entrepreneurs (BDTEU-TIDAF), member of several supervisory boards of business companies, Head of different competence centers (for more details see: <http://www.m2.uni-hannover.de>). He was also founder and leader of two consulting companies in Germany (ISUMA Consulting and Strategy & Marketing Institute) as well as until recently the German Director of the Reputation Institute, New York et al., but since 2013 the main focus is on top management consulting & coaching.

Main subjects of research and teaching as well as consulting are: Strategic Marketing, Brand & Reputation Management, Corporate Identity, Corporate Culture & Change Management, Consumer Behavior & Neuro Marketing, Innovation & Technology Marketing, Marketing Research & Controlling, and each of this topics with a special focus on International Marketing, Luxury Marketing and Societal Marketing (Sustainability and Value Change). In these fields Professor Wiedmann has realized numerous research and consulting projects which were mainly directed to support business companies, but to some extent also helped to publish widely with over 700 academic publications. Some of the publications received an award from important international organizations such as the American Marketing Association, Marketing Trends Initiative etc. Moreover, Professor Wiedmann has been appointed as Editorial Board Member of several international journals (e.g., Journal of Brand Management, Journal of Customer Behavior, Corporate Reputation Review, Journal of Marketing

Trends, Journal of Global Scholars of Marketing Science, Journal of Global Fashion Marketing, and Journal of Global Business Advancement).

Prof. Dr. Zafar U. Ahmed
President and CEO,
Academy for Global Business Advancement (www.agba.us)
Fort Worth, Texas, USA



Biopic:

Zafar U. Ahmed is currently serving College of Business Administration at the Kuwait University (KUWAIT) as a Professor and Director of Research for its AACSB accredited College of Business Administration since Fall 2014. Zafar was a Tenured Full Professor of Marketing and International Business at the Texas A&M University at Commerce, (USA) before moving overseas in 2007. Zafar earned his BBA in International Business from the University of the State of New York's Regents College at Albany (USA), an MBA in International Business from the Texas A&M International University (USA), and a Ph.D., with a focus on Branding from the Utah State University (USA) in 1988. Zafar has well over 10-year industry experience earned across Africa as an exporter and global entrepreneur, and 28 years academic experience to his credit accumulated at six different universities across the United States. He has been affiliated with overseas institutions such as Nanyang Technological University (Singapore), American University of Beirut (Lebanon), the University of the Witwatersrand (South Africa), University of Malaya (Malaysia), University of Science Malaysia, Fahad Bin Sultan University (Saudi Arabia, as Founding Dean of Business School), Prince Sultan University (Saudi Arabia as Founding Associate Dean of Business School), Universiti Putra Malaysia (as Renong Distinguished Endowed Chair of Marketing), University of Dammam (Saudi Arabia) as a Founding Professor of Marketing, and the Lebanese American University (Lebanon) as a Visiting Professor of Marketing. Zafar has been advisor and consultant to numerous governmental organizations such as Singapore Ministry of Foreign Affairs, United Nations Development Program, Japan International Cooperation Agency, British Commonwealth Secretariat, and MNCs across Africa and Asia. He has got more than 150 world-class refereed scholarly publications to his credit, has organized and presided more than 12 global conferences, serves on the editorial board

of more than 10 world-class journals, serves as the Founding President/CEO, US based Academy for Global Business Advancement (www.agba.us), Founder and Editor-in-Chief, UK based Journal for Global Business Advancement (www.inderscience.com/jgba), Founder and Honorary Chief Editor, UK based Journal for International Business and Entrepreneurship Development (www.inderscience.com/jibed).

Prof. Dr. Kishwar Joonas

Conference Director: AGBA's 12th Annual World Congress

Program Chair: AGBA's 12th Annual World Congress

Proceedings Editor: AGBA's 12th Annual World Congress

Associate Professor of Marketing

Prairie View A&M University

Prairie View, Texas, USA



Dr. Kishwar Joonas currently serves as Associate Professor of Marketing at Prairie View A&M University, Texas, USA. Dr. Joonas earned a Bachelor of Commerce degree from Sydenham College of Commerce and Economics, Bombay University, Bombay India. She earned a Master of Management Studies degree from Jamnalal Bajaj Institute of Management Studies, University of Bombay, India. Dr. Joonas earned a Doctorate in Marketing at Louisiana Tech University in August 2004, and has since the past 12 years, taught face-to-face and online Marketing courses, graduate and undergraduate courses in the College of Business at Prairie View A&M University. Research interests of Dr. Joonas include consumer behavior, international and cross-cultural issues, health and environmental marketing and marketing education. Dr. Joonas was the winner of the prestigious Lockheed Martin Award for Excellence in Teaching in 2007, as well as the College of Business Excellence in Service Award in 2008. She was a Pioneer of Service-Learning, and was instrumental in Prairie View A&M University being recognized with the President's Honor Roll for Community Service in Higher Education. She was recognized with the PVAMU Service-Learning Pioneer award in 2007, 2008, 2009, and 2010. Further, Dr. Joonas is active in grant-writing; as an example, her participation was crucial in the PVAMU team proposal to the HBCU Library Alliance, funded by the Andrew W. Mellon Foundation. A grant has been awarded for the proposal, "Effective Information Literacy Collaboration with University Faculty: Developing Embedded Librarians with the Mullins (2014) IDEA Instructional Design Model". In addition, Dr. Joonas served as President, 2011 Association of Collegiate Marketing Educators (www.a-cme.org), and 2011 Board

Member of the Federation of Business Disciplines (www.fbdonline.org). She served as 2011 Chair of the ACME Board, and until 2016, she will continue to serve as an ACME Board member. In addition, she serves on the Editorial Board of AIMS International (aimsinternational.org), and won the Best Editor Award in 2008 and 2011. Dr. Joonas serves as Conference Director and Program Chair, as well as Proceedings Editor for AGBA's 12th Annual World Congress in Malaysia in 2015. In terms of institutional service over the years, Dr. Joonas actively served Prairie View A&M as member, University Service Learning Committee; and member, University Bayou Beautification Committee, member, University Senate; member, University Assessment Committee, member, Annual Research Symposium Committee, and member, PVAMU Student Research Committee. In addition, Dr. Joonas has served the College of Business as Assessment Coordinator and Chair, Assurance of Learning Committee, member, Instructional Resources and Responsibilities Committee, and member, Intellectual Contributions Committee. Dr. Joonas brings to academe over 20 years of experience in the executive echelons of industry, primarily of multinational organizations, covering diverse aspects of marketing such as brand management, research, consultancy, advertising and public relations.

Academic Keynote Speaker:

Prof. Dr. Norman S. Wright

Dean:

Woodbury School of Business

Utah Valley University

Orem, Utah, USA



Dr. Norman Wright currently serves as the dean of the Woodbury School of Business at Utah Valley University. While serving at UVU, he has launched several new programs including an MBA degree and new track in Digital Marketing. Further, he has worked tirelessly to promote student success through a school-wide writing program, significantly enhanced quantitative tutoring, and an initiative to reduce the costs of course materials. During his time at Utah Valley University, Dr. Wright has

also brought a greater focus on cross-cultural understanding, developing multiple international partnerships as well as reaching out to the local Latino population to ensure greater access to higher education. Perhaps that of which he is most proud during his time as dean of the Woodbury School has been his success in hiring student-centric faculty who have increased the number and quality of engaged learning experiences available to students intent on building skills that will serve them in careers and community leadership.

Dr. Wright holds a Ph.D. in Management from Wharton, University of Pennsylvania, USA) as well as a Master of Public Administration degree and B.S. degree in Economics from Brigham Young University. Prior to joining the Woodbury School of Business, he taught and served in administration in universities in Saudi Arabia, Dubai, Nigeria, and Hawaii. Dr. Wright is an active scholar having served as the editor of the Journal of Microfinance and publishing his own research on cross-cultural management, entrepreneurship in and around protected areas, and issues in higher education. He has also been a trainer and consultant to such diverse organizations as Dubai Municipality, HSBC, World Wildlife Fund, China Youth Travel Services, Ajman University of Science and Technology, the Polynesian Cultural Center, Be Your Best Self, and the National Entrepreneurship Centre in Saudi Arabia.

Corporate Keynote Speaker:

Mr. Lavanya “Leo” Rastogi

Global Serial Entrepreneur & Leadership thought leader

Founder & CEO of OSSCube

CoFounder & Sr. Partner AILA

(American Institute for Leadership Advancement)

Houston, Texas, USA



Recent Awards & Recognitions:

- CEO Of the Year - 2015, SHRM World Congress, USA
- Inc 5000 List of fastest growing private companies in America (2014,15)
- Top 100 Great Place to Work (2014,2015)
- Featured on Cover of CIO Review, CA, USA (2014)

- Featured in the book *Corporate Wizards of America* by Michael Caldwell , USA (2015)
- Featured in the book *Lead or Bleed* by Rajiv Talreja, India (2014)
- Member of World Affairs Council of Houston
- Member of YPO Global One
- Founding Member Entrepreneurs Organization (EO) of North Houston

Lavanya is a blended mix of global serial entrepreneur, business strategist, researcher, management thought leader and leadership mentor.

He is currently the CEO and Chief Mentor of OSSCube – A global Leader in Technology Solutions, headquartered in USA. Lavanya started his entrepreneurial journey at the age of 20 by Founding his first IT company, which as CEO he grew to a market footprint of 22+ countries servicing leading fortune 500 organizations and won Presidential recognition for outstanding quality of Research and commercialization of innovative technology. As a recognition of this enviable achievement in his young years –in 2009 he received the “Distinguished Young Entrepreneur Award” .

After his successful exit from his first venture, Lavanya went on to co-create a series of successful global businesses in the field of Management Consulting, Investment Banking, Telecom and Leadership Training, spread across North America, Europe and Asia. Lavanya still continues to retain investment interest and serve on the boards of some of these ventures.

Under his leadership companies founded by Lavanya have also won prestigious global accolades including being listed in *100 Great Places to Works*, *INC 5000 Fastest Growing Private Companies in America*, *SHRM Award on Talent Management Excellence* and *Company of the Year* by *CIO Review*.

He has also been an active face in many trade association and industry chambers including NASSCOM, North Carolina Technology Association (NCTA), FICCI, Austin Technology Council (ATC), Entrepreneurs’ Organization (EO), Indo American Chamber of Commerce (IACCGH), World Affairs Council of Houston, etc. He has also served on the executive board of Advance Computing Society (ACS), participated in trade delegations and served as Industry Chair for ADCOM.

Lavanya is an alumnus of Harvard Business School, and as a thought leader in the field of entrepreneurship, leadership and global economy, Lavanya has published over a dozen research papers in international journals and been a highly sought after speaker globally. He has delivered several keynotes in field of Entrepreneurship, Business Transformation, Corporate Social Responsibility, Transformational Leadership and Global economic issues and also advised global corporations on technology enabled emerging business models. He has also been an active contributor to financial press on entrepreneurship and new face of world economic affairs.

Lavanya is routinely sought after to serve as Independent Director on the board of prestigious global public and private companies.

Lavanya is very passionate about giving back and serves on the boards of Non Profits in USA & India working in the field of medically non responding diseases around the world.

Lavanya's current interest and focus is mentoring Organizations in the areas of entrepreneurship, leadership development and corporate social responsibility. He also mentors high potential leaders one-on-one in the areas of global entrepreneurship and balancing life

Faculty Development Workshop # 1 Presenter:

Prof. Dr. Gary L. Frankwick

Associate Dean, Professor, and Marcus Hunt Chair of International Business

College of Business Administration

University of Texas at El Paso

El Paso, Texas, USA



Gary L. Frankwick (Ph.D., Arizona State University) is Professor and Marcus Hunt Chair in the department of Marketing and Management, and currently serves as Associate Dean for Faculty Development in the College of Business Administration at The University of Texas at El Paso. Dr. Frankwick's research and teaching interests include marketing strategy, sales, business-to-business marketing, and new product development. His research has been published in multiple journals, including the *Journal of marketing*, *Journal of Business Research*, *Journal of Product Innovation Management*, *Journal of Supply Chain Management*, *Sloan Management Review*, *Journal of Marketing Theory and Practice*, and *Journal of Personal Selling & Sales Management*. He has also presented papers at the AMA, PDMA, and AMS conferences among others. He has served as a session chair for the AMA and PDMA conferences and was co-chair of the AMS-Mary Kay 2010 doctoral dissertation competition. He is a member of the American Marketing Association, Academy of Marketing Science, and the Product Development and Management Association.

Faculty Development Workshop # 2 Presenter

Prof. Dr. Nelson Oly Ndubisi

Professor of Marketing

College of Industrial Management

King Fahd University of Petroleum & Minerals

Saudi Arabia



Synopsis:

This workshop will discuss the typologies of research design and their relations, their up- and down-sides, and my ruminations on how researchers can apply them in pursuit of their research goal/s. By the end of the workshop, attendees will be able to distinguish the different research designs, their characteristics, strengths and weaknesses. The session will also help them to hone their skill in identifying and applying the most suitable method for their research need.

Biopic:

Professor Nelson Oly Ndubisi is a well-known scholar with research and teaching interests in Entrepreneurship, Marketing and Internationalization of Small Firms. He holds a PhD in Entrepreneurship, MBA, and BSc in Marketing. His wide professional experience includes Professor of Marketing & Entrepreneurship, KFUPM; Professor of Entrepreneurial Marketing, Griffith Business School; Chair Professor of Entrepreneurship, Nottingham Business School; Director of SME & Entrepreneurship Research Unit and Deputy Director of Research & Development, Monash Business School; and Head of Post-graduate Studies, University of Malaysia Sabah, among others. He has been a Visiting Professor and presented guest lectures in a number of Universities across Americas, Asia, Australasia and Europe namely: Australia, China, Denmark, Finland, India, Japan, Malaysia, New Zealand, Philippines, Saudi Arabia, South Korea, Taiwan, and USA. Oly has bagged many awards in recognition of his outstanding research, and innovative teaching and teaching innovation. He has been recognized as 3rd most cited/downloaded author in Australia and New Zealand, as well as author of 2nd most cited/downloaded article by Emerald, UK. His research has been represented in over 200 publications including 4 books and 4 e-books. Many of these publications are in leading international journals. He has served as either Chief Editor or Guest Editor of over a dozen high quality journals in Marketing and Entrepreneurship fields. He is on the editorial board or an ad-hoc reviewer for leading journals in Entrepreneurship and Marketing. He has received over \$1million in research grants from international and regional grant bodies and agencies.

Prof Ndubisi has been listed in Who's Who in the World, Who's Who in Business and Finance, and Who's Who in Asia since 2007 by Marquis Who's Who, USA. Oly is a highly experienced consultant. He has consulted many organizations and governments and been granted audience by Presidents and Prime Ministers of a few countries where he has advised on policy issues and strategies for developing the entrepreneurship and small business sector, as well as the application of relationship marketing concept in political and social marketing. His opinion is often sought after by the media on policy and strategy issues relating to entrepreneurship and relationship marketing, and he has served as keynote speaker in a number of international academic and practitioner conferences. He has supervised and mentored numerous students and early career researchers, and some of them have become professors in their own right. He is the convener and general chair of the Global Conference on SME, Entrepreneurship & Service Innovation (www.gcsmes.org). He was also convener and co-chair of Mindfulness & Entrepreneurial Marketing Special Track at the 2013 AMA Summer Educator's Conference.

Luncheon Speaker:

Dr. Wolfgang Hinck

Dean

College of Business Administration

Prince Mohammad University

Saudi Arabia



Synopsis --- Global Marketing Communications: Integrating Social and Digital Media Strategy

Market evidence has shown that even the largest corporations often seem to struggle with the significant changes that social and digital media have brought to the global marketing environment. While some firms simply miss out on opportunities that new media tools have to offer, a remarkable number of companies attempted their integration but ignored even the most basic rules and - thus - found themselves creating PR disasters that negatively affected their global brand and bottom line. This presentation will address some of the more recent media catastrophes and provide general guidelines on how to successfully integrate social and digital media into

global marketing communications.

BIOPIC

Dr. Wolfgang Hinck is the Dean of the College of Business Administration at Prince Mohammad bin Fahd University in Al Khobar, Kingdom of Saudi Arabia. He earned an MBA and a Ph.D. in International Business and Marketing from the University of Texas in Edinburg, as well as undergraduate marketing degrees from Ireland and Germany. Before joining PMU in 2014, he served as Dean of the Luing School of Business at Berkeley College, New York, and was a tenured marketing professor at Louisiana State University in Shreveport, holding the *AA/VJM Professorship in Teaching Excellence* and the *BlueCross BlueShield Professorship in Business*. His practitioner background consists of full-time and consulting assignments with several German, French, English, Mexican, Norwegian, Irish, and U.S. organizations. Dr. Hinck has published in dozens of proceedings and journals, including *Journal of International Marketing*, *Journal of Euromarketing*, and *Journal of Global Business Research*, and is a contributing author to “*Marketing Issues in Western Europe*” (Haworth Press). His research has won various awards and is cited in several textbooks.

Faculty Development Workshop # 3 Presenter

**Prof. James Mortensen,
Professional in Residence,
Woodbury School of Business,
Utah Valley University
Orem, Utah, USA**



Synopsis

Learning through lecture is a necessary part of adult pedagogy, but is incomplete without practical application. Student mental and emotional engagement is increased through engaged learning practices that require students to apply classroom concepts to real world situations. At Utah Valley University, we have implemented student consulting engagements with business partners as a method for accelerating learning and providing practical experiences for student curriculum vitae. Though not

without its challenges, our student consulting engagements have been a highlight of the students' learning experiences. These consulting engagement are augmented by an online global business simulation that allows students to experiment with various approaches within the safety of a simulated environment. Additionally, students participate in "live" case studies, where businesses provide real issues that are currently relevant and students are given a short time to identify critical issues and proffer solutions. Jim Mortensen will provide an overview of how he structures his courses to provide a challenging and supportive consulting process that is valuable both to students and to the business partners.

Biopic

Jim is a strategy/management consultant with cross-functional (technology, trade, finance, & human capital) experience in leading projects for clients in North America, the Middle East, and Asia. He has a track record of building high performance teams to turn around projects and outperform on challenging client engagements. With two decades of experience using technology to boost performance, Jim knows the difference between technology as a tool vs. technology as a "solution." With engagements spanning the private, public, and academic sectors, he has a clear view of the competitive landscape, helping clients to build partnerships bridging multiple sectors.

Jim is a trusted advisor to C-level clients due to his well-developed aptitude for clear, honest communication, a strategic view of complex situations, and innovative problem solving skills. Advanced analytical abilities allow for rapid transitions between diverse projects, including market penetration strategies and complicated supply chain analyses. On his most recent assignment, he led the development of strategy for human capital IT projects totaling \$US 100 million and impacting over 25,000 personnel. Based on his successful track record, Jim was recently appointed as a full-time faculty member, teaching business graduates at two universities in leadership and strategic management. His degrees include: Bachelor in Business, Master in Human Development, and Executive Master of Public Administration.

Faculty Development Workshop # 4 Presenter

Prof. Dr. Zainal Abidin Mohamed
Professor and Coordinator
Graduate School of Management
Islamic Science University of Malaysia
Malaysia



Zainal Abidin Mohamed is currently a professor and Coordinator of Graduate School of Management in Islamic Science University Malaysia (USIM). He moved to this university 5 years ago from University Putra Malaysia (UPM) where he served as an academic as well as holding several management positions of the university for 35 years. Today he is also the President of the Case Writers Association of Malaysia and has held that post since 2003. He holds a Bachelor in Agricultural Science from University of Malaya (74), an MBA from Wisconsin (76) and a PhD from Edinburgh University (88). In 1976 Malaysia was still considered very young both academically and intellectually. The country was using all the available resources to quickly chart pathways for the growth of the existing academic institutions as well as adding one more every two years. So efforts were made for the academics to help run and manage these machineries wherever they can.

At the age of 65 now, and looking back where the number of public universities in Malaysia now has reached an equilibrium number at 20 with a synergistic role played by the private universities which now number at 70. He moved to USIM because the experience is very much needed and valued in the young university rather than UPM with student number of 1500 when he joined and has grown to 27. His whole inventory of activities done are just too many and clustered into many categories. But having the pleasure of supervising and graduating 24 PhD graduates is quite an achievement though another 5 did not make it to the end. With such long years, alumni are also a pride when looking at some of the more successful ones, some being Ministers, diplomats, CEOs and even Vice chancellors, including those outside Malaysia.

In fact most academics have similar stories to tell, but being an educator this is one of the utmost satisfactions one will ever cherish. The thousands that have gone through your classes will remember you (hopefully) “but more for your acting in front of the stage”. We do not have the current technology at that time as what the Gen Y’s have now. But the ‘black and white’ frames are still as valuable as memoires for the grandchildren.

Zainal’s other passion is in case writing. Although the MBA program at Madison Wisconsin was already into case usage, no one talked about the case writing part and everyone just used it. So the Van Horne’s and Kotler’s classes did little to indicate the art of writing the cases used. It was only in 1986 that the first exposure on case writing was attempted in Malaysia with Conrad Adenauer Foundation from Germany

backing it. That opened a new world of opportunities. It was no turning back after that and although there was not much of an academic reward it was the passion for case writing that fuelled the momentum. My former VC's comments are still clear in my head when he said "why should the university reward you academically for your case publication when you are already paid for your consultancy work"? That was quite a beating but then passion rules and the advisory work need to be shared with my students in class.

The Student-centred Learning approach (SCL) finally came and the use of case study is then appreciated. It took that long but still not that long! Using of cases are here to stay and journals publishing such documents as an academic output are still few but increasing in number and is encouraging. Where is the academic rigour and the professional level of intellectuality of case research? Many have asked this question and my duty in this Congress is to share that with all those interested. We case writers will continue to be on the side line but if the passion persists and writing is continuous, our future students will acquire more knowledge through this mode perhaps more than the articles in the high impact journals that many researches are madly chasing!

Faculty Development Workshop # 5 Presenter

Assoc. Prof. Dr. Haim Hilman Bin Abdullah

Director

Institute of Quality Management

Universiti Utara Malaysia

Malaysia



Synopsis -- Rankings: The Way Forward of Tertiary Education

It is very important for all universities to have sustainable competitive advantage. The use of ranking as a basis for building competitive advantage is a new way forward for tertiary education. Many universities have redirected their resources as to support and finally achieve better rankings. Quacquarelli Symonds (QS), Times Higher Education (THE), Webometrics, Academic Ranking of World Universities (ARWU) are among the most widely used ranking bodies by universities all over the globe.

More and more parents, students, academicians, industry players, governments start to use ranking of respective university as basis for their decision making before joining or collaborating with a university. Study, work or connected with highly reputable universities

would not only create personal satisfaction but long term success as it creates better opportunity for those to build strategic network as most elite students or professors study or work at top universities.

So, it is important for universities to achieve such status and to do so it needs to develop strategic plan with strong emphasis on addressing ranking matters. Failure will cause severe implication to their survival, growth and prosperity. This means competition is not about big versus small anymore, but more about fast versus slow.

Universities that are fast in interpreting changes' signal that occur in the world of tertiary education market will always have the advantage to secure better market share as well as having a better chance to establish sustainable competitive advantage. No doubt to establish sustainable competitive advantage is not an easy task as it requires comprehensive plan besides well executed action plan and more importantly, both plans are well received by members of staff at all levels.

High performance universities that manage to visualize its sustainable competitive advantage agenda clearly to all its members of staff will have better opportunity to actualize it. Failure to do so will lead them to perish or if they do survive will not make them to be recognized as a market leader or known as great universities.

Biopic:

Haim Hilman Bin Abdullah is an Associate Professor, active researcher, writer and consultant in the fields of strategic management, competitive strategy, marketing, leadership, quality management, and entrepreneurship at School of Business Management, Universiti Utara Malaysia (UUM). Academically, he obtained his PhD in Management (Strategic Management) from Universiti Putra Malaysia (UPM).

His thesis was about competitive strategy and worthy to mention, had won two 'Best PhD Thesis Award' nationally and internationally. Prior to that, he had received BA (Hons) Business Administration (BBA) and Master in Business Administration (MBA) from the University of Portsmouth, United Kingdom.

Currently, he serves the university as the Director for Institute of Quality Management that is responsible to drive the Universiti's strategic plan, quality and global competitiveness agenda. To date he has published more than 20 academic papers in ISI/SCOPUS indexed journals and more than 50 articles in other refereed/indexed journals.

He has also written several academic books and chapter in book in the field of strategic management and management. He also supervises a number of PhD students in the area of strategic management, strategic marketing, business social responsibility, leadership, strategic human resource and quality management.