

# Eleventh International Business Research Conference

## PROGRAM

2-4 December 2009

Venue: Sydney Harbour Marriott Hotel  
Circular Quay, 30 Pitt Street, Sydney, Australia

Main Theme: “**Research for Change**”

Prof. Dr. Robert Clift  
Conference Chair

Dr. Zia Haqq  
Coordinator

Proudly sponsored by



World Business Institute  
*Journal of Business and Policy Research*  
*International Review of Business Research Papers*  
*Global Economy and Finance Journal*  
*World Journal of Management*  
*Global Review of Accounting*

## Please Read all the Instructions Below

- **What to see in the program**

Please let Dr. Zia Haqq know immediately either via [papers@wbint.org](mailto:papers@wbint.org) or [haqz53@gmail.com](mailto:haqz53@gmail.com) if you find information relating to your name, subject tract, paper title and personal details are not correct . We will try our best to adjust the change, though it is not guaranteed. Please make sure that your paper is included and if not, please contact us immediately.

- **How to reach us from the Airport**

You can go to your hotel or directly come to the conference venue from the Sydney International Airport either by taxi or by train.

### **To Conference Venue: Sydney Harbor Marriott Hotel :**

#### **By Train**

Our conference venue ( above Hotel) is well connected by train from Sydney Airports. It takes only 12-15 minutes to reach conference venue. There are two stations : Domestic and International. After your baggage collection, ask information desk or follow the sign directing the train station and go down to the ticket counter. Buy one way ticket ( if you are not returning same day) to Circular Quay Railway Station . It departs from platform 1 and it is the 6<sup>th</sup> Station after airport station. The one way trip will cost you A\$15 and it takes 12 minutes to reach Circular Quay Station. Once you get out of the train, get down to the ground level and ask for Pitt Street which is 1 minute walk from the station. Then follow Pitt Street and find number 30 which is Sydney Harbour Marriott Hotel. **Please remember that there is another Marriott Hotel in Sydney and we are located very close to Sydney harbour , 30 Pitt Street, Circular Quay.** Once you reach the hotel, take lift to one floor up and you will find us in front of Dorothea Mackellar Room. Or ask at the Hotel Reception for Dorothea Mackellar room for our conference ( International Business Research Conference)

#### **By taxi**

You can take taxi from the airport and the driver will charge you as per metre and it may cost between A\$40-60 to reach our venue depending on the traffic condition.

## **How to Complete Registration ?:**

**Conference registration desk is located at Foyer, Level 1 which is just in front of Dorothea Mackellar Room .Please report either to Mrs. Khaleda Akhter or Dr. Sarod Khandakar or Dr. Zia Haqq for your registration. If you have not yet paid your registration fee, please complete your cash payment on arrival. We do not accept any other mode of payment except cash and hope you will not negotiate with us for other mode of payment. Please collect your conference bag which contains, among other materials your name badge, your payment receipt, participation certificates, lunch and dinner coupon **The name badge is required for all participants/spouse/guests to participate in all sessions/events, refreshments, buffet lunch, dinner and tea/coffee breaks.****

## **Where are Presentation rooms and equipments?**

Your presentation rooms are located at level 1. These rooms are fitted with **Data Projector or LCD projector and Laptop Computer, screen and there is designated person to help you to load your paper in the laptop. Please do not attempt to use these equipment before we show you as there is chance that these equipments may not work if you cannot handle them properly and as such **please do not handle those before we show them to you**** and ask us for assistance. **We will upload your paper in the system before your presentation or during break.** All authors are requested to make their pen/USB drive virus-free before we upload your paper.ey use our computer. For emergency, overhead projector will be provided by the hotel.

- **What should you bring along for your presentation ?**

**Pease bring your virus-free pen drive/USB stick/flush drive to make power point presentation. Please also bring overhead transparencies as stand-by if data projector does not work for any reason.** Please bring in **15-2- copies** of your (printed) paper for distribution at your session. Each paper will have about 15 minutes for presentation and 5 minutes for discussion.

**Please do not ask us for blank transparency or for photocopying or email or computer facilities as we do not have access to these facilities.**

- **What about Tea/Coffee Break and Lunch ?**

This International conference is featured by day-long feedings. Arrival, mid-Morning and afternoon tea/coffee and lunch will be served as per following schedule

Break Time	Items to be served	Place of Service
7.30-9.00 AM	Arrival Tea and Coffee	Foyer, Dorothea Mackellar Room
10.30 -11 AM	Tea/Coffee plus cookies	Same
12.45- 1.50 PM	Buffet Lunch	Hotel Restaurant, Ground Floor
3.30-3.45 PM	Tea & coffee	Foyer, Dorothea Mackellar Room

Serving time will be strictly maintained and please do not go for lunch before scheduled time as the caterers will be busy to set the tables there. **There will be different types of hot and cold food, halal and vegetarian food and salad.** The area is a smoke-free area and please respect this requirement. Please bring your lunch coupon and these will be collected by our team members before you take lunch. If you lose them, please report to the conference Registration desk.

### • What about Conference Dinner ?

Conference dinner will be served to the registered delegates from 7 PM sharp on 3rd December 2009 at the Lawson Room 1. The dinner must be completed within 10.00 PM. On arrival at the restaurant, you will be greeted by conference organizers and served with three course dinner and unlimited drinks. Dining at this Restaurant is a life-time experience and such memory would not fade away so easily. Best Paper Award will be announced at the conference dinner

### • River Ferry Trip to Manly Island ?

In honour of the conference delegates, the World Business Institute has arranged a return Ferry trip to and from Manly Island on the first day of the conference, 2nd December 2009, at 6.30 PM . The double-decker ferry boat will depart just at 6 .30 PM from **Wharf 3, Circular Quay** which is just opposite to our hotel. If you do not know, please gather either at the ground floor (near the hotel entrance) or at the registration desk. This is a courtesy trip and you do not need to pay anything for this trip. It takes half an hour to reach Manly Beach and we will spend about 2 hours there. There are many restaurants (including Halal kebab and fish ) and shops and you can take your dinner at your own cost. **But everyone must return to the Ferry station by 9 PM for our return journey.**

This is a rare opportunity to see Sydney, especially, Opera House and Central

Business District at night from upper deck of the ferry boat. You will see the amazing and breath-taking view of Sydney by night and be ready with your camera to take snaps which is an unforgettable experience. If you want to avail this trip, **you must register at the conference registration desk prior to our departure.**

## **Doctoral Symposium**

We organize Doctoral symposium on the last day of the conference for the doctoral students and other invited guests only. Eminent academics who have wealth of doctoral thesis supervision and examinations will conduct this symposium for three hours from 9 ,00 AM -12.30 PM on 4 Dec, 2009. It would be followed by buffet lunch at the restaurant of the Marriott Hotel. Do not miss out this opportunity to get your doctoral work commented on by these academics.

- **Weather :**

Sydney weather during December is very pleasing since it varies between 20- 30C. But do not forget to bring your warm cloth as you may be caught by sudden cold weather and rain

## **Guaranteed Publication of your Paper**

All papers at our conference are refereed papers and you can publish your paper in our journals. If you have paid submission fee, you are required to send us your paper -which must be revised as per feedback received at the conference - within 15<sup>th</sup> January 2010. You **must indicate in red ink** the materials you have added at the time of revision and comply to the guidelines of the journal concerned within deadline. **We guarantee that your paper will be published within six months after the conference** if you comply to all requirements. No reminder notice will be sent. **If you do not send your paper by 15<sup>th</sup> January, 2010 , your paper will not be published even you have paid for such publication.** You cannot blame us later on for not publishing your paper if you fail to send us your revised paper within the deadline of 15<sup>th</sup> January 2010.

Those who have not paid submission fee but are interested to publish can make cash payment at the registration desk. We need to mention here that submission fee shown in our fee schedule is 20-30% less than normal fee. You can take this advantage now to increase your publication list..

## Frequently Asked Questions?

### **1. Do I need to bring my laptop ? Can I use my laptop ? Should I bring transparencies of my paper ?**

No need, as it will be provided by us. You cannot use your laptop for presentation. Yes, you should bring transparency of your paper.

### **2. How long is my presentation time ?**

Your presentation must be finished by 20 minutes. 15-16 minutes for presentation and 4- 5 minutes for questions from the floor

### **3. Can I pay by check or by credit card on arrival ?**

No. Only cash payment is received. No change is given

### **4. When can I find my paper in the proceedings ? How ?**

Please browse CD Rom provided at the conference and follow the instructions there.

### **5. When will my paper be published ?**

Your paper will be published by June 2010. However, you must send your revised and reformatted paper to **papers @wbint.org** within one month after the conference. No reminder notice will be sent. If you do not send your paper by 15<sup>th</sup> January, 2010 , your paper will not be published even you have paid for such publication.

### **6. I want to publish my paper but I have not paid yet. Can I pay now?**

Yes, you can pay now. But you need to check the name of the journal as indicated in your acceptance letter.

### **7. When can I know that my paper got best paper award ?**

All winners will be informed within 2 weeks after the conference. You may also know at the conference dinner.

## **Conference Team**

<b>Chair :</b>	Professor Bob Clift, University of Tasmania, Australia
<b>Chief Coordinator :</b>	Dr. Zia Haqq , World Business Institute, Australia
<b>Events Director :</b>	Mrs. Khaleda Akhter, World Business Institute,
<b>Proceeding Editor :</b>	Mr. Tanzil Hoque, World Business Institute, Australia
<b>Admin. Manager :</b>	Mrs. Nuha Jahan, World Business Institute, Australia
<b>Website Manager :</b>	Mr. A. Q. Prodhan, W.J.Computer, Australia

## **Paper Review Committee Members**

Professor Dr. Robert Clift, Victoria University, Australia

Professor Dr. Stuart Orr, Deakin University, Australia

Professor Dr. Peiter Nel, Unitec New Zealand, New Zealand

Professor Dr. Mazhar Islam, Florida A & M University, USA

Professor Dr. James Healey, Point Park University, USA

Professor Dr. Nurul Azam, University of Malay, Malaysia

Professor Dr. Mohamed Nasr, COMSATS Institute of Technology, Pakistan

Asso. Prof. Dr. Ravi Kiran, Thapar University, India

Asso. Prof. Dr. Suhaiza Halin, University Sains Malaysia, Malaysia

Asso. Prof. Dr. Madan Lal Bhasin, Dhofar University, Oman

Asso. Prof. John Okpara, Bloomberg University, USA

Dr. Ruhul Salim, Curin University, Australia

Dr. Mohammad Hoque, Monash University, Australia

Dr. Omar Masood, East London University, UK

## **WELCOMING NOTE FROM THE CONFERENCE CHAIR**

As always it gives me great pleasure to welcome you to the our 11<sup>TH</sup> International Business Research Conference. Your programme suggests that this conference, like the earlier ones, will be a great success; there are papers from all the business disciplines and people from 20 countries. Our mixing of business disciplines and international participants creates an unique atmosphere. As it is an academic conference, we have to ensure that the papers are of an appropriately high intellectually standard and are at the leading edge of research in the relevant disciplines. However, I sometimes think that the better measures of success are the number of countries represented and the number of languages spoken. I believe that different backgrounds and languages introduce interesting and diverse attitudes to the technical subject matter and to normal discourse.

The theme of the conference is “Research for Change” and we certainly have to come to grips with some rather substantial changes – political, economic and natural. As all those changes will affect Business in some way, and hence our disciplines, we may have to consider whether the authors have really appreciated the dynamic world in which we live.

Bob Clift  
Conference Chair  
Professor of Accounting, University of Tasmania, Australia

# Welcome from the Conference Coordinator

## Dear Colleagues,

On behalf of the World Business Institute (WBI), I would like to welcome all of you attending this truly international gathering in Sydney – the business capital of Australia.

This conference brings together our academic friends specializing in accounting, economics, finance, banking, management, marketing and E-business from **Australia, Bangladesh, China, India, Indonesia, Iran, Fiji, Japan, Kuwait, Oman, United Arab Emirates, Romania, Saudi Arabia, Thailand, Malaysia, Singapore, South Korea, New Zealand, USA and Taiwan.** This conference provides us a great opportunity for exchanging and sharing ideas, for building alliances among our colleagues around the globe and for advancing knowledge to face the existing as well as emerging challenges in a rapidly changing world.

As in the past, we include Doctoral Symposium in our conference program and I hope that our delegates and doctoral students will find this symposium very useful. I am indebted to the paper reviewers and our office staff for their hard work and relentless efforts in making this conference successful. I am grateful to the Directors of the WBI for their generous and continuous support.

This is 'your conference'. We hope that you will get value added from this truly international conference. Our learning curve is steep and we learn continuously. If you find this conference useful, please tell your friends about this and if we have missed anything, please tell us. We welcome your suggestions and value your comments. Your ideas will enable us to serve you better through our future conferences. We hope that WBI will grow from strength to strength in future with your support. I am sure that you would go home with a new experience and memories. Thanks for all your support and making this conference successful. We look forward to seeing you again in our next conference in Dubai, United Arab Emirates during 8-9 April 2010.

**Dr. Zia Haqq, B.A. Hons, M.A. MBA, Ph.D, AFAIM, FWBI**

Conference Coordinator of WBI

**Editor: *Journal of Business and Policy Research and***

Founding Editor: *Global Economy and Finance Journal*

*World Journal of Management*

*International Review of Business Research Papers*

# Conference Program Outline

Sydney Harbour Marriott Hotel, 30 Pitt Street, Circular Quay, Sydney

## Wednesday , 2 December 2009

7. 30 AM - 8.50 A.M	Arrival Tea/Coffee Foyer, Level 1 Dorothea Mackellar Room (DMR)
7.30 AM - 12.00 PM	Conference Registration Level 1 Foyer , Dorothea Mackellar Room
9.00 AM - 10.30 AM	Three Concurrent Sessions
10.30 AM -10.50 AM	Light refreshment and Tea/Coffee Foyer, Level 1 , DMR
11.00 AM - 12.40 PM	Paper Presentation : Three Concurrent sessions
12.45 PM - 2.00 PM	Hot Buffet Lunch Ground Level, Hotel Restaurant,
2.00 PM - 3.30PM	Paper Presentation : Three Concurrent Sessions
3.30 PM - 3.45 PM	Tea/coffee Break , Foyer, DMR
3.45 PM - 5 . 30 PM	Paper presentation : Three Concurrent Sessions
5.30 PM – 5.45 PM	Gather at the Ground Floor
6.30 PM to 7.00 PM	Ferry Trip to Manly Beach
9.00 PM	Ferry Station at Manly Beach

## **Thursday , 3 December 2009**

8.00 AM - 8.45 A.M	Arrival Tea/Coffee Foyer, DMR
8.45 AM - 10.30 AM	Paper Presentation : Two Concurrent Sessions
10.30 AM – 10.50 AM	Light Refreshment, Foyer , DMR
11.00 AM – 12.40 PM	Paper Presentation : Two Concurrent Sessions
12.45 AM - 2..00 PM	Buffet Lunch Ground Floor, Hotel Restaurant
2.00 PM - 3.30 PM	Paper presentation: Two concurrent sessions
3. 30 P.M - 3. 45 PM	Tea/coffee break
3.45 PM - 5. 30 PM	Paper presentation : Two concurrent sessions
7.00 - 10.00 PM	Conference Dinner Henry Lawson Room 1

End of Conference

# Doctoral Symposium

**Friday, 4 December 2009**

(Only for listed delegates)

8.30 AM - 8.50 A.M	Arrival Tea/Coffee Foyer, DMR
9.00 AM - 10.30 AM	Doctoral Symposium for Listed students and delegates Level 1, DMR
10.30 AM – 10.50 AM	Light Refreshment, Foyer
11.00 AM – 12.30AM	Doctoral Symposium for Listed students and delegates Level 1, DMR
12.45 AM - 2.00 PM	Buffet Lunch Hotel's Restaurant, Ground Level

End of Program

**Wednesday 2 December 2009, 9.00 AM – 10.40 AM Room: Dorothea Mackellar**

**Track: Management**

**Session Chair :** Golam Mostafa Khan, Sultan Qaboos University, Oman

**(452) A Study On The Effect Of Lecturers' Commitments In Relation With The Students' Academic Performance Of A Private University Located In The Klang Valley:** Mohd Shahir Liew, Universiti Teknologi PETRONAS and Tengku Noorainun Tengku Shahdan, University Tun Abdul Razak, Malaysia

**(434) The Impact of a Changing Student Learning Culture on Performance in a Business Maths Course:** P.J. Cybinski, Griffith University, Australia

**(403) Accountability and Information in Local Government:** John Tippet, Victoria University, Australia and Ron Kluvers, Swinburne University, Australia

**(454) International Business Strategies after the GFC:** Stuart Orr, Deakin University, Australia

**(408) Midwest Oilfield Services L.L.C.-The case of a young Omani's successful start-up:** Darwish Al Moharby and Golam Mostafa Khan, Sultan Qaboos University, Oman

**Wednesday 2 December 2009, 9 AM -10.40AM, Room: Henry Lawson 1**

**Track: Economics**

**Session Chair :** Chin-Hong Pua, Universiti Malaysia Sarawak, Malaysia

**(206) Factors Impacting the Adoption and Use of ICT in the Malaysian SME Sector :** Ali Salman Saleh, Victoria University, Australia and Lois Burgess, University of Wollongong, Australia

**(217) Monetary Policy Transmission to Stock Market in China:** Fei Mo, University of South Australia, and Yuan George Shan, The University of Adelaide, Australia

**(201) Input Efficiency of Rice, Cassava, and Maize Production in Thailand: The DEA-Bootstrap Approach:** Poomthan Rangakulnuwat, University of the Thai Chamber of Commerce, Thailand

**(216) The impact of CER on trade between New Zealand and Australia:** Satya Gonuguntla, Manukau Institute of Technology, New Zealand

**(215) Economic Factors That Hinder The Implementation Of Information Systems In Local Government:** Rugayah Hashim, Universiti Teknologi MARA, Malaysia

<b>Wednesday 2 December 2009, 9.00 AM 10.30 AM Room: Banjo Paterson</b>
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**Track: Finance**

**Session Chair : Robert Clift, University of Tasmania, Australia**

**(307) Who Are Driving Commonality in Liquidity?:** Min Bai and Yafeng Qin, Massey University, New Zealand

**(330) Enhancing Procedural Efficiency in Multiple-Industry Ratio-Based Modeling of Corporate Collapse:** Ghassan Hossari, Deakin University, Australia

**(329) Impact of Stochastic Correlation on CDO Pricing:** . Ravindran Ramasamy, University Tun Abdul Razak, Malaysia, Ganisen Sinnasamy, University Technology Mara, Malaysia, and Mohd Hanif Mohd Helmi, University Tun Abdul Razak, Malaysia

**(331) China's Corporate Governance: Emerging Issues and Problems:** Yuan George Shan, The University of Adelaide, Australia and David K Round, University of South Australia, Australia

**(324) An evaluation of stakeholder added value in today's Malaysian corporate governance scene:** Saidah Hamizah Ahmad, Universiti Teknologi MARA, Malaysia

<b>Wednesday 2 December 2009, 11.00 AM – 12.40 PM Room: Dorothea Mackellar</b>
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**Track: Accounting**

**Session Chair : Semisi Prescott, Auckland University of Technology, New Zealand**

**(113) Measuring Bankruptcy Risk: Impact of Changing Accounting Methods for Intangible Assets Pre and Post A-IFRS:** K.A. Bodle and P.J. Cybinski, Griffith University. Australia

**(106) The influence of Hofstede's cultural dimensions and tax compliance attitudes of the business owner-managers:** Sue (S.E.) Yong, Auckland University of Technology, New Zealand

**(110) Accounting Choice, Firm Life-Cycle And The Value-Relevance Of Intangible Assets:** Hartini Jaafar and Robert Clift, University of Tasmania, Australia

**(115) Voluntary Disclosure of Intangibles among Australian Publicly Listed Companies:** Hazianti AbdulHalim, Robert Clift and Tom Baxter, University of Tasmania, Australia

**(114) Client legal privilege: history and relevance to tax advisors:** Maria Italia, Victoria University, Australia

**(118) Incentives and Empirical Investigation of Incentives facing Accounting Standard Setters:** Arvind Patel and Ashna Prasad, University of the South Pacific, Fiji Islands

<b>Wednesday 2 December 2009. 11.00 AM -12.40 PM Room: Henry Lawson 1</b>
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### **Track: Marketing**

**Session Chair :** Roger Brooksbank, University of Waikato, New Zealand

**(512) Males and Elderly People are more Consumer Ethnocentric:** Rooma Roshnee Ramsaran-Fowdar, Central Queensland University, Australia

**(519) Using Moderated Regression Analysis to Understand Customer-Supplier Relationships:** Neeru Sharma, University of Western Sydney, Australia

**(522) Understanding Levels Issues in Cross-Cultural Marketing Research:** Alvin M. Chan, University of Western Sydney, Australia

**(502) How to Use Multiple Case Studies in International Business Research: Methodological Aspects:** Marwan N. Al Qur'an, King Fahd University Petroleum & Minerals, Saudi Arabia

**(506) A Demographic and Personality Analysis of the Healthy Lifestyle Consumers:** Yap Sheau Fen, Monash University, Malaysia and Md. Nor Othman, University of Malaya, Malaysia

**(517B) Experiential Retailing: How To Make The Customers Want To Come Back.**  
Ivan Kah Mun Chin, Carmen Pui Mun Chong and Ding Hooi Ting

<b>Wednesday 2 December 2009, 11.00 AM – 12.40 AM Room: Banjo Paterson</b>
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**Track: Banking**

**Session Chair :** Saidah Hamizah Ahmad, Universiti Teknologi MARA, Malaysia

**(605) Impact of Legal Environment on Bank Performance: An Empirical Study from a Developing Country:** Anh Tuan Tran and Kok-Boon Oh, La Trobe University, Australia

**(608) Re-designing banking services: A case of a government-owned bank in Thailand:** Kitti Tananitikul, Asian University of Science and Technology, Thailand, and Nuttawuth Muenjohn, RMIT University, Australia

**(603) Islamic Banking and Monetary policy: Experience of Iran (1982-2006):** Mohammad Hassani, Afsaneh Dabbaghi and Ali Chakandi Nejad, Islamic Azad University of Iran, Iran

**(604) Usage Intention of Internet Banking: The Role of Perceived Utilitarian Value, Hedonic Value and Website Quality:** Norzalita Abd Aziz, Ahmad Azmi Ariffin and Nor Asiah Omar, Universiti Kebangsaan Malaysia, Malaysia

**(607) An Insight into the Efficiency Factors of a Full-Fledged Islamic Bank in Malaysia:** Roza Hazli Zakaria, Radiah Abdul Kader University of Malaya, Malaysia

<b>Wednesday 2 December 2009, 2.00 PM – 3.30 PM Room: Dorothea Mackellar</b>
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**Track: Management**

**Session Chair :** Stuart Orr, Deakin University, Australia

**(429) Utilizing the Resource Based View to Examine Information Communication Technologies:** Karyn Rastrick and James Corner, University of Waikato , New Zealand

**(444) Managerial Perspectives of Bribery and Corruption in Vietnam:** Dr Michael Segon and Mr Chris Booth, RMIT, Australia

**(435) Diversity management and flexibility for female managers in the Australian retail sector: A research strategy:** Sue Johnston, Victoria University, Australia

**(417) Work Life factors of academics that lead to the acceptance of transformational change: A Research Strategy:** George Comodromos, Victoria University, Australia

**(431)The Relationship of Psychological Empowerment, Talent Engagement and Talent Outcomes:** Shaik Roslinah Bux and Angeline Tay, University of Malaya, Malaysia

<b>Wednesday 2 December 2009, 2.00 PM – 3.30 PM Room: Henry Lawson 1</b>
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### **Track: Accounting**

**Session Chair :** Maria Italia, Victoria University, Australia

**(103) Disciplinary Power Inculcated through Examination – Observations from a Chinese Accounting Cram School:** Gina Xu, Keith Hooper and Semisi Prescott, AUT University, New Zealand

**(101) The Challenges Facing Pacific Businesses Operating Within A Western Financial Accounting Framework:** Semisi M Prescott, Agnes Masoe and Gina Xu, AUT University, New Zealand

**(107) A Framework for Public Private Partnerships Research: Opportunities for Case Studies:** Dr. Nick Sciulli, Victoria University, Australia

**(105) Value Relevance of Information in Hi-tech Industries in Australia: Accounting Information and Intangible Assets Disclosures:** Nadana Abayadeera, Bob Clift and Guneratne Wickremasinghe, Victoria University, Australia

**(119) Procedural fairness and the small business entrepreneurs' perceptions of the tax authority:** Yong, Sue (S.E), Auckland University of Technology, New Zealand and Rametse, Nthathi, RMIT University, Australia

**Wednesday 2 December 2009, 2.00 PM – 3.30 PM Room: Banjo Paterson**

**Track: Finance**

**Session Chair :** Yanthi Hutagaol, Binus University, Indonesia

**(332) Beyond The Purchasing Power Parity: A Time Varying Cointegration**

**Approach:** Noreha Halid, Hawati Janor and Izani Ibrahim, Universiti Kebangsaan Malaysia, Malaysia

**(333) The International Financial Crises and the European Union Labor**

**Market:** Paul Lucian and Lucian Belascu, University of Sibiu, Romania

**(319) The Link Between Corporate Social Performance And Institutional**

**Investors' Shareholdings In Malaysian Public Listed Companies:** Jothimani K. Muniandy, Bussra Malaysia Bhd, Mlayasia and Lisa Barnes, University of Newcastle, Australia

**305) FDI and staffing strategy of Korean firms: the impact of industry**

**structure:** Heejung YEO, Chungnam National University, Korea

**Wednesday 2 December 2009, 3.45 PM – 5.30 PM Room: Dorothea Mackellar**

**Track: Management**

**Session Chair :** Johari Talib , National University of Malaysia, Malaysia

**(419) Career Self-Efficacy, Organizational Embeddedness, and Inter-**

**Organizational Mobility Preparedness:** Chui-Yan Yap, Universiti Malaysia Pahang, Malaysia and June M. L. Poon, Universiti Kebangsaan Malaysia, Malaysia

**(446) Obtaining Internal Tangible Benefits From Corporate Social**

**Responsibility (CSR): A Conceptual Framework:** Chong Wei Nurn and Gilbert Tan, Singapore Management University, Singapore

**(433) Performance vs. Philanthropy Revisiting the Wages of Social**

**Responsibility:** Chiming Wu and Timothy H.E. Tan, National Chengchi University, Taiwan

**(429) Work Status Congruence, Work-Related Attitudes, And Satisfaction Towards Work-Life Balance:** Muhamad Khalil Omar, Universiti Malaya, Malaysia  
**Performance Comparison Derived from Influential Factors between Male and**

**(428) Female Headed Firms in the Lao MSMEs:** Sengaloun Inmyxai and Yoshi Takahashi, Hiroshima University, Japan

**(409) Renaissance Services Company- An Entrepreneurial Services Firm from Oman Goes International:** Darwish Al Moharby and Golam Mostafa Khan, Sultan Qaboos University, Oman

<b>Wednesday 2 December 2009, 3.45 PM – 5.30 PM Room: Henry Lawson 1</b>
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### **Track: Marketing**

**Session Chair :** George Comodromos, Victoria University, Australia

**(502B) Determinants of Successful International Expansion of Professional Service Firms: A Case Study of Arabian Firms:** Marwan N. Al Qur'an, King Fahd University Petroleum & Minerals, Saudi Arabia

**(518) Exploring the Role of Business Relationship Value as a Mediator between Functions of Customer-Supplier Relationships and Business Relationship Quality:** Neeru Sharma, University of Western Sydney, Australia

**(508) Market Orientation and Business Performance in Food & Beverage Industry: Moderating Role of External Environment:** Norzalita Abd. Aziz, Norjaya Mohd Yassin and Mazuri Abd Ghani, Universiti Kebangsaan Malaysia

**(515) Comparison Of The Marketing Environment Before And After Thailand's Economic Crisis: Case Study Of Alcoholic Beverages:** Sinee Sankrusme, Ramkhamhaeng University, Thailand

**(514) Customer Service Communication Quality: Trend Comparison and Analysis between Government Organisation and Non-government Organisation :** *Shukri bin Haji Zain*, Universiti Pendidikan Sultan Idris, Malaysia

**(524) Factors Affecting Consumption Behavior Of Metrosexual Toward Male Grooming Products :** Fan Shean Cheng, Cheng Soon Ooi and Ding Hooi Ting Monash University, Malaysia

**Wednesday 2 December 2009, 3.45 PM – 5.30 PM Room: Banjo Paterson**

**Track: Economics and Finance**

**Session Chair :** Min Bai, Massey University, New Zealand

**(328) Dynamics of Volume and Price: A New Approach:** Li Gan, Texas A & M University, USA and Lin Zou, Lingnan University, Hong Kong

**(210) Variance Analysis of GDP for GCC Countries:** Shafiqur Rahman, Sultan Qaboos University, Oman

**(231) Observations on an Index of Labour Market Flexibility:** Philip E. T. Lewis and Greg Mahony, University of Canberra, Australia

**(218) Evaluating Local Government Expenditure Efficiency and Productivity: Evidence for China 1997-2007:** Yi-Chung Hsu, National Taichung Institute of Technology, Taiwan

**(219) The Nexus Between Oil Price And Stock Performance Of Power Industry In Malaysia:** Chin-Hong Puah, Lay-Phin Tan and Abu Hassan Md Isa Universiti Malaysia Sarawak, Malaysia

**(338) Does the choice of stock market synchronicity measure matter? Evidence from developed and emerging countries:** Sarod Khandaker, Swinburn University of Technology, Australia and Richard Heaney, RMIT University, Australia

**Thursday 3 December 2009, 8.45 AM – 10.40 AM Room: Dorothea Mackellar**

**Track: Management**

**Session Chair :** Chiming Wu, National Chengchi University, Taiwan

**(426) Business Sustainability and Undergraduate Management Education in Australia:** Josie Fisher, University of New England, Australia and Ingrid Bonn, Bond University, Australia

**(452) Fathers' Work Conditions, Parenting Styles and Children School Achievement:** Johari Talib and Nasruddin Yunus, National University of Malaysia, Malaysia

**(421) The Structure Modification of the Crisis Management Team:** Jianxin Shi and Yan Cui, Harbin Institute of Technology, China

**(451) Dimension of Halal Purchase Intention: A Preliminary Study:** Jamal Abdul Nassir Shaari and Nur Shahira bt Mohd Arifin, Universiti Malaysia Sarawak, Malaysia

**(442) Trust in Coworkers and Employee Behaviors at Work:** Ong Lin Dar, University of Malaya, Malaysia

**(411) A Study On The Adoption Of M-Commerce Services Among Employed Mobile Phone Users In Bangladesh:** Md. Aminul Islam, Universiti Malaysia Perlis, Malaysia

<b>Thursday 3 December 2009, 8.45- M – 10.40 AM Room: Banjo Paterson</b>
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**Track: Accounting**

**Session Chair :** Nthati Rametse, RMIT University, Australia

**(109) Financial Capabilities of Superannuants:** Ide Clinton, Australian Catholic University, Australia

**(111) Timing Of Fixed Assets Sales: Efficient or Opportunistic Intention? (evidence from Indonesian Firms):** Siti Nurwahyu Harahap, Universitas Indonesia, Indonesia

**(112) Ownership Structure and Dividend Policy: Evidence from Malaysian Companies:** Nathasa Mazna Ramli, La Trobe University, Australia

**(108) Questionnaire Validation:** Jeffrey Faux, Victoria University, Australia

**(104) An Empirical Investigation of Accounting Restatements by Public Companies: Evidence from Kuwait:** Husain Y. Alyousef and Ali R. Almutairi, Kuwait University, Kuwait

**(118) Reporting of Corporate Social Responsibility by the Financial Sector Companies: Evidence from Bangladesh :** Mohammad Azim, Swinburne University of Technology, Australia

**Thursday 3 December 2009, 11.00 AM – 12.40 PM Room: Dorothea Mackellar**

**Track: Economics and Finance**

**Session Chair :** Rugayah Hashim, Universiti Teknologi MARA, Malaysia

**(230) Learnings from regulatory frameworks for FDI into Australia and New Zealand:** Greg Mahony and Chris Sadleir, University of Canberra, Australia

**(220) Positive Shocks , Hawk-Dove Games and Business Cycles:** Xiaojing (Jenny) MA, Holy Family University, USA and Qiang Pan, University of Pennsylvania, USA

**(207) Impact of Inflation on Expenditure Patterns of Low-Income Groups in Kuching, Sarawak:** Wong Swee Kiong and Ling How Kee, , Universiti Malaysia Sarawak, Malaysia

**(341) The Role of Culture in Mergers and Acquisitions in the Telecommunication Industry:** Meena Chavan, Macquarie University, Australia

**(308) Risk Management and Effect to Shareholders Wealth:** Rabihah Md.Sum Islamic Science University Malaysia, Malaysia

**Thursday 3 December 2009, 11.00 AM – 12.40 PM Room: Banjo Paterson**

**Track: Marketing**

**Session Chair :** Timothy H.E. Tan, National Chengchi University, Taiwan

**(516) Measuring the influence of brand social power on young adults' purchases intention on sportswear apparels:** Gabriella Sharon Kartyasa, Michelle Su-Yin Wong, Mohd Ikmal Bin Mohd Nasir, Trida Venny Setyawan and Ding Hooi Ting, Monash University, Australia

**(527) Marketing's Great Identity Crisis: A Revised Definition and an Urgent Research Agenda:** Roger Brooksbank, Janet Davey, and James McIntosh, University of Waikato, New Zealand

**(517) Customer Service Communication Quality: Trend Comparison and Analysis between Government Organisation and Non-government**

**Organisation:**

*Shukri bin Haji Zain*, Universiti Pendidikan Sultan Idris, Malaysia

**(508) Determining Passengers' Expectation, Service Quality and Satisfaction for Low Cost Carriers:** Ahmad Azmi M.Ariffin, Aliah Hanim M.Salleh, Norzalita A.Aziz, Astuti Agustina Asbudin, Universiti Kebangsaan Malaysia, Malaysia

**(511) The process of developing customer driven opportunities in related diversification—A case of composite material company:** Feng-Hsu Liu, Yuan Pei University, Taiwan, ; Mei-Chen Hsieh, Chin Min Institute of Technology, Taiwan and Heng-Yih Liu, Yuan Ze University, Taiwan

**(526) Consumers' Shopping Behaviour Pattern on Selected Consumer Goods: Empirical Evidence on Malaysian Consumers:** Oriah Akir, University Technology MARA, Malaysia and Md. Nor Othman, University Malaya, Malaysia

<b>Thursday 3 December 2009, 2.00 PM – 3.30 PM Room: Dorothea Mackellar</b>
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**Track: Management**

**Session Chair :** Gilbert Tan, Singapore Management University, Singapore

**(448) Employee Theft Problems with Imperfectly Honest Employees:** Pattarin Adithipyangkul, City University of Hong Kong, Hong Kong and Dan A. Simunic, University of British Columbia, Canada

**(453) Motivational factors in a volunteer organisation:** Chris Booth, Michael Segon and Timothy O'Shannassy, RMIT University, Australia

**(422) Music Teachers' Intention to Stay and Likelihood to Job Hop:** Wong Chyi Fei and Angeline Tay, University of Malaya, Malaysia

**(457) Practical studies in e-governance: an empirical exploration of enterprise resource planning:** JD Thomson, RMIT University, Australia

**(418) The effect of the introduction of textbook test banks into the overall assessment of first year management units:** John McElvaney, Deakin University, Australia

<b>Thursday 3 December 2009, 2.00 PM – 3.30 PM Room: Banjo Paterson</b>
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## **Track: Finance**

**Session Chair : Victoria Wise, Deakin University, Australia**

**(322) The Importance of Financial Education to Australian Defined Contribution Superannuation Fund Members:** Michael Ntalianis, Victoria University, Australia and Victoria Wise, Deakin University, Australia

**(311) The determinants of management forecasts error and the IPO underpricing: A case study of Indonesian IPO:** Yanthi Hutagaol, Binus University, Indonesia and Florens Siauw, Universitas Indonesia, Indonesia

**(310) The Role of Accruals and Cash Flows in Explaining Stock Returns: Evidence from Companies Listed in TSE:** Ali Saeedi and Mohammad Ebrahimia, University of Isfahan, Iran

**(314) The Announcement Effect of Equity Private Placements in Malaysia :** Norhafiza Nordin and Kamarun Nisham Taufil Mohd, Universiti Utara Malaysia

**(327) Causal Relations and Correlation among Stock Market and Macroeconomic Variables: An Empirical Study in India:** Dr. Naliniprava Tripathy, Mr. Aditya Prakash Gore and Mr. Mayank Arora, Indian Institute of Management Shillong, India

<b>Thursday 3 December 2009, 3.45 PM – 5.50 PM Room: Dorothea Mackellar</b>
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## **Track: Management and Marketing**

**Session Chair : Angeline Tay, University of Malaya, Malaysia**

**(455) Communication and Social Identity Dynamics in UAE Organizations:** Michael Willemyns, University of Wollongong, Dubai, UAE

**(445) Managing Knowledge In Offshore Software Development: Experiences of a small UK firm offshoring to Bangladesh:** Aini Aman, Universiti Kebangsaan Malaysia, Malaysia

**( 427) Corporate social responsibilities (CSR) in manufacturing in China: evidences and consequences:** Luo Shaoling, Carlos Wing-hung Lo, Hong Kong Polytechnic University, Hong Kong

**(428B) Case Study Analysis of Wine Marketing Strategies:** Sinee Sankrusme, Ramkhamhaeng University, Thailand

**(419) Career Self-Efficacy, Organizational Embeddedness, and Inter-Organizational Mobility Preparedness:** Chui-Yan Yap, Universiti Malaysia Pahang, Malaysia and June M. L. Poon, Universiti Kebangsaan Malaysia, Malaysia

**(517A) Consumers' Perception Of Quality, Subjective Norm And Attitude Towards Counterfeit Dvds.** Yi Qing Goh, Su Sean Lim, Kuen Yi Yap and Ding Hooi Ting

<b>Thursday 3 December 2009, 3.45 PM – 5.50 PM Room: Banjo Paterson</b>
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**Track: Accounting and Finance**

**Session Chair : Md. Aminul Islam, Universiti Malaysia Perlis, Malaysia**

**(309) An Empirical Investigation Into The Dual Listed Ipos In The Bangladesh Capital Market:** Md. Aminul Islam, Universiti Malaysia Perlis, Malaysia

**(601) MEASURING SERVICE PERFORMANCE WITH BANK SERVICE QUALITY (BSQ) INDEX:** Firdaus Abdullah, Rosita Suhaimi, Gluma Saban and Jamil Hamali, Universiti Teknologi MARA (UiTM), Sarawak Branch, Malaysia

**(611) Bank Governance Effectiveness In Bangladesh: Empirical Analysis Of Private Commercial Banks .** Zia Haqq , World Business Institute, Australia and G. M Javed Anwar, University of Dhaka, Bangladesh

**(327) Applications of Stable Distributions to estimate Measure of risk (VaR) in financial markets :** Mohammad Ali Baradaran Ghahfarokhi, Mohammad Ali baradaran ghahfarokhi, University of applied science and technology, Iran

**(338) Income smoothing and long-run stock returns in Iran:** Vali Khodadadi and Abbas Aflatoonj, University of Ahwaz, Iran

**(229) Designing and Evaluation Model Productivity for Tourism Industry with System dynamics (case study Fars Province in Iran:** Dr.Keivan Shahgholian and Rouhollah Ahmadi, Islamic Azad University of Zahedan Branch, Iran