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Paper No: ICBSSS-01

- Title:** **The Value Relevance of IFRS Mandatory Requirements: Evidence From Kuwait**
- Author(s):** **Mishari M. Alfraih** (Accounting Department, College of Business, The Public Authority for Applied Education and Training Kuwait)
- Abstract:** This purpose of this study is to explore the association between the level of compliance with International Financial Reporting Standards (IFRS) and the value relevance of accounting information to market participants. This association is examined in the context of listed companies in the emerging economy of Kuwait – a jurisdiction with a history of applying international accounting standards but with lax enforcement. Both the price and returns models are applied in testing the value relevance of the accounting information captured by a compliance index which comprehensively captures the level of compliance with IFRSs by all Kuwait Stock Exchange (KSE) listed firms in 2010. The results show a significant association between the level of compliance with IFRS and the value relevance of earnings and book value to KSE investors, highlighting the importance of establishing and maintaining adequate monitoring and enforcement mechanisms to ensure compliance with accounting standards. The outcomes of this study serve to inform regulators and companies on whether moving toward stricter compliance with IFRS will necessarily improve the value relevance of financial statement information.

Paper No: ICBSSS -02

- Title:** **Comparison of Regular Aerobic Exercise and Yoga on the Psychosocial Status in Patients with Multiple Sclerosis**
- Author(s):** **Ali Hasanpour Dehkordi** (Shahrekord University of Medical Sciences, Shahre-kord Nursing Faculty, Iranian National Elite Foundation, Iran), **Forogh Izadi** (Midwifery, Imam Ali Hospital, Shahre-kord Insurance, Iran)
- Abstract:** Background: The pathophysiology of multiple sclerosis (MS) is characterized by fatigue, motor weakness, spasticity, poor balance, heat sensitivity, anxiety, bio psychosocial problem, Withdrawal from the community and mental depression. Also, MS symptoms may lead to physical inactivity associated with the development of secondary diseases.
Purpose: Comparison of regular aerobic exercise and yoga on the psychosocial status in patients with multiple sclerosis
Methods: The present quasi-experimental study was conducted on 90 patients with chronic MS chosen by random allocation sampling and randomly divided into three groups, two cases and one control, in Iran in 2012. The data were analyzed by SPSS 11.5 using independent t-test.
Results: The results did not demonstrate significant differences among the scores of psychosocial status and quality of life in the three groups, prior the investigation. However, significant differences among the scores of psychosocial status and quality of life were found after the intervention, so that the score of yoga group was higher than that of aerobic and the latter group in turn showed a higher score than that of the control. Also results had shown that yoga and regular aerobic exercise not only has a useful and positive influence on the QOL but also reduces fatigue, pain, anxiety, intensity of the disease and increase. Physical activity, mental status and social function.
Conclusions: According to the results yoga and aerobic exercises improve psychosocial status and quality of life in patients with MS. These kinds of sports are simple with minimal damage and also can be done in most places such as home and office. It is highly recommended that governor together with MS societies and other organizations servicing and supporting patients start to write sport-regulated programs in order for the psychosocial status and quality of life in these patients to be improved.
- Keywords:** Multiple sclerosis, Yoga, Aerobic exercises, Quality of life.

Paper No: ICBSSS -03

- Title:** **The Effect of Muscle Relaxation Program on the Level Patient Stress Under Surgery**
- Author(s):** **Ali Hasanpour Dehkordi** (Shahrekord University of Medical Sciences, Shahre-kord Nursing

Faculty, Shahrekord, Iran), **Forough Izadi** (Midwifery, Imam Ali Hospital, Shahre-kord Insurance, Iran)

Abstract:

Background & aims Psychiatric disorders are quite common in surgical patients. In the preoperative period, surgeons frequently request psychiatric consultation regarding several common psychosocial issues. Preoperative anxiety and health-related phobias, such as fear of anesthesia, needles, sight of blood, and contamination from blood transfusions, are common in surgical patients. Psychiatric consultation may focus on the discontinuation of antidepressants prior to general anesthesia administration and how to give patients psychiatric drugs when they are temporarily unable to take medication orally. Stress is common among patient under surgery. The researcher observed that patients before entering to operation room feel high stress, dread and horror. The present study aimed to investigate the effect of muscle relaxation program on the level patient stress under surgery Method The research study was a practical, experimental study. A total of 90 patients were randomly selected and divided into tow groups of test and control. Before surgery (in the ward), an exam questionnaire consisted of the stress test of Spielberger and control of physiological determinants (blood pressure, pulse, respiration,) was performed for the two groups. During a 45-min session, relaxation was given to the muscle relaxation group .The practice of relaxation was continued for two and three times a day previous surgery. Two days after operation, Spielberg and control of physiological determinants were again performed for the two groups. The questionnaire was comprised demographic features, physiological determinants, and Spielberg test assessment of apparent stress containing 5 questions. Data were collected and analyzed using t-test and Chi-square and SPSS. Results Results show there was no significant difference between two groups in relation stress and the average of physiological signs before study. But after research using t-test, show difference in relation to the average of physiological determinants .In muscle relaxation program groups Pulse, blood pressure and Respiratory average reduce. In addition, the average scores of stress between the test and control groups did not show any significance before muscle relaxation program education. However, in the muscle relaxation program, the average scores of stress after the research significantly different ($P<0/05$).So that the level of stress among them reduced. Also, in both groups, the average scores of stress are significantly different and the level of stress in the case group reduced. ($P<0/05$). But in the control group no significant difference was observed in the average scores of stress and physiological signs between before and after surgery Conclusion Muscle relaxation program alleviates stress, anxiety and health-related phobias, such as fear of anesthesia and needles. Thus if the patients before surgery use of muscle relaxation program heal faster from illness, and they experience increased benefits to their health and well-being. On an intellectual level, muscle relaxation program connects patients to the world, which in turn enables patients to stop trying to control things. When you feel part of a greater whole, it's easy to understand that you aren't responsible for everything that happens in life.

Paper No: ICBSSS -04

Title: **The Effect of Cultural and Socio-Economic Factors in Health, Promotion in Iranian Patients with Chronic Hepatitis**

Author(s): **Ali Hassanpour Dehkordi** (Shahrekord University of Medical Sciences, Shahre-kord Nursing Faculty, Shahrekord, Iran), **Forough Izadi** (Midwifery, Imam Ali Hospital, Shahrekord Insurance, Iran)

Abstract: Background: Culture and socio-economic issues as an important factor associated with health, health behaviors and a potential means of enhancing the effectiveness of health communications Programs and interventions Hepatitis people health status and promotion are surrounded within the specific socioeconomic, political and cultural contexts, which they are brought up in. The purpose of this study was to explore the effect of Cultural and socio-economic factors in health, promotion in Iranian Patients with Chronic Hepatitis

Methods/Design: This present study was designed as a qualitative method. It is undertaken with patients living with hepatitis in a metropolitan city in the Iran. A purposive sampling method was used to recruit participants. The study participants were at least 18 year-old. Data was collected through a semi-structured interview. Data analysis process performed on the texts which generate from verbatim transcripts of the participants interviews by using thematic content analysis.

Results: The core-theme for the study was struggling to do health promotion. There were three themes derived from data including, negative culture of hepatitis among people, insufficient socio-economic resources and lack of knowledge about health promotion

Conclusion: Cultural and socio-economic issues present major challenges for patients with chronic hepatitis to do self-care activities and health, promotion providing appropriate information, knowledge, changing negative perspective of society on hepatitis and provision sufficient facilities help Iranian patients with chronic hepatitis to do self-care activities and health, promotion appropriately.

Keywords: Health promotion, Cultural, Socio-economic factor chronic hepatitis.

Paper No: ICBSSS -05

Title: Review of Industrial 3D Image Scanning Solutions for Enhanced Quality Control in Manufacturing Assembly Lines

Author(s): Mohammed Saeed Jawad, Abdul Rani Othman, Zahriladha Zakaria

Abstract: Recently due to the advances of 3D scanning by using the structured and robotic light sensors, a significant enhancements of quality-control in automated industry can be achieved. These enhancements open the door for new industrial quality control solutions and presented in different industrial/research case studies and scenarios. Surface deformations detection in automotive industrial panels, 3D intelligent illumination in industrial gauge dimensional scenarios and reverse engineering are some of these main utilizations of the recent advances in 3D industrial scanning. This paper presents the latest solutions in this field which aim to efficient quality-control management in automated industries with high precision results. These types of presented reviews in this paper help industry developers as well as academic researchers to collaborate in developing the processes of 3D image scanning to reduce the cost and the time with highly precise achievements in automated industrial applications and future scenarios.

Keywords: 3D scanning, Surface deformations, Gauge dimensional, Automated industry, Supply chain management.

Paper No: ICBSSS-06

Title: Mobile Phone Market in Mexico: Strategies to Undermine the Monopoly

Author(s): José G. Vargas-Hernández (University Center for Economic and Managerial Sciences, University of Guadalajara Periférico Norte Edif, Núcleo Universitario Los Belenes Zapopan, Jalisco, México), José Raúl Nava Fonseca (University Center for Economic and Managerial Sciences, University of Guadalajara Periférico Norte Edif, Núcleo Universitario Los Belenes Zapopan, Jalisco, México)

Abstract: Being considered as one of the most dynamic markets in Mexico, the mobile phone market becomes a really interesting market to analyze. The objective of this work is to find the factors that allowed the creation of a monopolistic competence market, being Telcel the leader in such monopoly, as well as the strategies that have been the power of the latest. I suggest a game, based on both economic and business theory, who may predict the outcomes of such strategies. It is concluded that Telcel's rival firms now have with them both resources and capabilities to lower even more this monopoly.

Keywords: Differentiation, Strategies, Institutions, Monopoly, Technology.

Paper No: ICBSSS -07

Title: The Forecasting of Wheat Yield Using ARIMA (Box-Jenkins) Method in Libya

Author(s): Said Yousif Khairi (Assistance Professor at the Agricultural Economics Department, Agriculture

Faculty, University of Tripoli, Tripoli, Libya)

Abstract: The main purpose of this study was to make forecasting of wheat yield . ARIMA model (Box-Jenkins) was used for this goal because the ARIMA model is stochastic model, the results were more acceptable than other model . the results show that the model for forecasting was ARIMA (2,1,0) and residual analysis indicates the model was acceptable for forecasting. The results show the forecasts of yield had minimum error, and confidence interval had been plotted.

Keywords: Wheat, Arima, Forecasting, Libya

Paper No: ICBSSS-09

Title: Analyzing Economic Impact of Tourism In Bangladesh

Author(s): Matiur Rahman (Professor, Faculty of business Administration, Eastern University, Bangladesh)

Abstract: This paper aims at providing a profile of tourism scenarios existing in Bangladesh. It is also attempted to identify the loopholes and shortcomings prevailing in various dimensions and directions of tourism industry in Bangladesh. A regression based analysis has been performed to identify economic impacts of tourism sector in Bangladesh economy. Several constructive recommendations are put forth for better Operations Management in the tourism sectors of Bangladesh so that challenges faced can be tackled well.

Keywords: Economic Impact, Tourism Characteristic and Connected industries, Inbound Travel, Outbound Travel, International visitor, Regression based analysis.

Paper No: ICBSSS -10

Title: Impact of Solar Home System in Bangladesh: PSM Approach

Author(s): Matiur Rahman

Abstract: Principal aim of the paper is to present some assessment of the socio-economic impact of the solar Home System (SHS) in rural Bangladesh. For such purpose Propensity Scoring Method (PSM) has been adopted to data collected at household level. For matching without replacement we have considered low-to-high, high-to-low and random matching. We have also considered weighted difference in means to estimate intervention effect as well as weighted regression. Spectacular identification of impact has been obtained through PSM. Research results expose tremendous potentials for solar energy system in the context of rural Bangladesh.

Keywords: SHS, PSM, RET, Non-random assignment, Counterfactual, Face-to-Face interview.

Paper No: ICBSSS-12

Title: Effect of Omitted Variable in Misspecification Error in Regression Analysis

Author(s): Babatunde O.S (Mathematics, Statistics and Computer Science Department, Kwara University Wukari, Wukari, Taraba State, Nigeria), Ikughur A.J (Mathematics and Statistics Department, Federal University Wukari, Wukari, Taraba State, Nigeria), Ogunmola A.O (Mathematics and Statistics Department, Federal University Wukari, Wukari, Taraba State, Nigeria)

Abstract: The practical problem is not why specification errors are made but how to detect them. There are number of tests for specification error in detecting the errors of omitted variables from a regression analysis. Using bootstrapping experiment and some properties which estimators should possess if they are to be accepted as good and satisfactory estimates of the parameters, this include the bias, variance, mean square error, and root mean square error.

The models investigated in the bootstrapping experiment consist of the problem of omitted variables. Using the observations on the dependent variables generated from Microsoft Excel according to the specification labeled true, a bootstrap simulation approach was used for the data

generated for each of the models at different sample sizes 20, 30, 50, and 80 respectively each with 100 replications.

For the models considered, the experiment reveals that the estimated changes the effect of omitted variable as the coefficient varies in the different models. The effect of omitted variable (bias, mean square error, root mean square error) becomes unstable which may be due to the change in the coefficient of the omitted variable, i.e. the omitted variable produces a bias and inconsistent estimator.

Keywords: Specification error, Omitted variables, Bootstrapping, Inconsistent estimator, Estimators.

Paper No: ICBSSS-13

- Title:** Corporate Social Responsibility Risk and Return in Portfolio Management
- Author(s):** Amrollah Amini (Associate Professor, Allame Tabatabaee University (ATU)) Mostafa Emami (Young Research Club, Islamic Azad University and PhD Student, Department of Finance, The University of Texas, Dallas) Alireza Emami (PhD Student, Department of Finance, University of Tehran)
- Abstract:** Volatility dynamics of stock returns and portfolio management implications are investigated for a sample of companies that are major advocates of corporate social responsibility (CSR) and key members of the Greek CSR Network. The risk-return profile of selected CSR stocks and its impact on shareholder value is assessed in alternative generalized and exponential autoregressive conditional heteroscedasticity models. The EGARCH model takes into account asymmetric effects and is found to be an adequate and statistically satisfactory representation of CSR stock return volatility. A negative shock is anticipated to potentially cause volatility to rise more than a positive shock of the same magnitude supporting a leverage effect. The CSR stocks show persistent though varying volatility, indicating that asset allocation to CSR companies may not present a low risk investment opportunity. Domestic 'market effects' can have an impact on CSR stock behavior, but sectoral and company-specific fundamentals may also be important to portfolio management strategies.
- Keywords:** Corporate social responsibility, Socially responsible investments, Conditional EGARCH volatility dynamics, Portfolio management strategies.

Paper No: ICBSSS-14

- Title:** Covert Marketing and Its Impact on Consumer Buying Behavior in Pakistan
- Author(s):** Raja Irfan Sabir, Muhammad Iqbal Rana, Rab Nawaz Lodhi, Iqra Hafeez, Benish Sarwar
- Abstract:** Purpose: This paper seeks to investigate the impact of covert marketing and its influence on consumer buying behavior by taking brand awareness, brand recognition and brand recall as independent variables and consumer buying behavior as dependent variable.
Design/methodology/approach: In this paper quantitative approach has been used and data has been collected by using survey research method through adapted questionnaire.
Sample size: The sample size was 275 consisted of three cities (Sahiwal, Pakpattan and Okara) of Pakistan.
Data Analysis Method: Research Data has been analyzed by SPSS software. Descriptive, scatter diagram, correlation and linear regressions tests has been applied to test the research model.
Findings: Results of the research show that the instrument is reliable to measure the constructs. Correlation values show that there is moderate positive correlation among Brand awareness, brand recognition and Consumer buying behavior where as there is positive and significant correlation between Brand recall and consumer buying behavior. The Regressions results show that Brand awareness and Brand recall are responsible for significant change in consumer buying behavior but Brand recognition is not responsible for any change in consumer buying behavior.
Research limitations/implications: This study has some limitations as well. Firstly there is risk regarding placements and appearances of product in the entertainment programs. Secondly, sample size of research was 275 and data has been collected through adapted questionnaires, although

there are other instruments also to measure the construct. Lastly, only quantitative research approach has been used in this study.

Keywords: Covert Marketing, Brand Awareness, Brand Recognition, Brand Recall, Consumer Buying Behavior and Pakistan.

Paper No: ICBSSS -16

Title: A Comparison of Artificial Neural Network (ANN) and Econometric Methods in Libyan Agricultural Output Forecasting

Author(s): Ragiab Mansour Elwerfelli

Abstract: The agricultural sector is one of the most important components of economic activity in a nation as a major source to meet the needs of human requirements of food. Food security is one of the most important strategic issues that are taken care at national level, because of their direct impact on Libyan people. The contribution of Libyan agricultural sector is declining in the Gross Domestic Product (GDP) from 8% for the year 2001 to less than 2% for the year 2012. Forecasting has been very important in decision making at all levels and sectors of the economy. This paper aims to comparison between the artificial neural network and econometric models in Libyan agricultural output throw the period (2014-2020). The results showed that the pioneer neural networks has less error and much better performance to estimate Libyan agricultural output comparing the econometric methods.

Keywords: Artificial neural network, Forecasting, Libya, Agricultural production, Econometric models.

Paper No: ICBSSS -17

Title: "Community Interest Corporation": Development of Social Entrepreneurship Business Vehicles; A Proposal for Malaysia

Author(s): Zuhairah Ariff Abd Ghadas, Suhaimi Shariff, Mohd Ali Bahari Abdul Kadir

Abstract: Social entrepreneurship generally refers to the synthesis of business concepts and social welfare to bring about social and economic development of a country. The term has also been used to describe innovative approaches to solve social problems as well as an entrepreneurial activity that serves a social objective apart from being an effective, innovative and sustainable solution to deal with the complexity of social problems. In addition, social entrepreneurship is contended to be a result of pressure to relieve modern societies from social illnesses such as unemployment, inequalities in the access to health care and social services, squalor, poverty, crime, privation or social exclusion.

Despite its recognized importance, the sustainability of the social entrepreneurship highly depended on the owner of the business entity. If anything happened to the owner or the founder, the "social activities" and the main objective of the business might be halted or suspended.

This paper discusses the development of business vehicle for social entrepreneurship and an appropriate legal framework of business vehicle for social entrepreneurship. The main objective of this paper is to propose a business entity is to propose a new business entity in Malaysia which could strengthen and sustain social entrepreneurship in this country.

Keywords: Social entrepreneurship, Business vehicle

Paper No: ICBSSS-19

Title: Effect of Leadership Styles, Organizational Culture and Organization Commitment on Performance through Motivation

Author(s): **Budiyanto** (Indonesia School of Economics (STIESIA) Surabaya), **Hidayat Aryo Windarto** (Indonesia School of Economics (STIESIA) Surabaya), **Hening Widi Oetomo** (Indonesia School of Economics (STIESIA) Surabaya)

Abstract: Matter of local government's original income is always becoming main problem for every local government in Indonesia, including for Local Income Agency in East Java Provincial Government. Target for local government's original income achievement has been growth from year to year so that impacting the performance of employee on Local Income Agency office need to boosted to achieve the optimum level. The main aim of this study is to examine the relationship between variables which influence employee performance theorytically and based on previous studies, namely relationship between leadership style, organizational culture, organizational commitment with employee performance which motivation as an intervening variable. Sampling method in this study is census approach in which all employees in the Local Income Agency office of East Java Provincial Government on jalan Manyar Kertoarjo, Surabaya are used as respondent in this study which number 164 people. The data in this study is proceesed and analyzed by Structural Equation Modelling method so that can be analyzed the significancy level and relation characteristic between variables. The findings in this study is leadership style, organizational culture and organizational commitment have a significance and positive relation with employee performance. And motivation can mediate the relation between leadership style, organizational culture, organizational commitment with employee performance.

Paper No: ICBSSS -20

Title: **The Great Gatsby as A Novel Triumphant Over the 2013 Film Adapt**

Author(s): **Avhinav Jaiswal**

Abstract: F. Scott Fitzgerald's third book was first published by Scribner publication in April 1925. Not only is it one of Fitzgerald's finest works but also one of the finest written works that represents the complete decadence that happened with the Great Depression and the simultaneous birth of the Jazz Age. This research article aims to seek out that a novel of the stature of The Great Gatsby remains unfulfilled as a promise in the conversion of any attempt to be made into a film in lieu of the latest screen adaptation by Baz Luhrmann.

Keywords: F. Scott fitzgerald, Jazz age, The Great Gatsby, New York, Leonardo di Caprio, Robert redford, Carrey mulligan, Toby mcguire.

Paper No: ICBSSS -21

Title: **The Role of Media Management and Entrepreneurship Growth in the Iranian SMEs**

Author(s): **Meisam Marofi** (Lecturer of Payame Noor University of Aligodarz- Lorestan), **Rouhollah Mojtahedzadeh** (Lecturer of Allame Mohaddes Noori Institute of higher education, Noor, Iran), **Seyed Rashid Mousavi** (Master of Science student, Department of Management and Accounting, Rasht branch, Islamic Azad University, Rasht, Iran)

Abstract: The phenomenon of media management and entrepreneurship are currently attracting increasing interest by scholars and practitioners alike. However, most of this attention is devoted to entrepreneurship within new media, while some of the traditional media industries are believed to be the living dead without much future promise. Furthermore, the study focused on establishing the impact of Media Management and Entrepreneurship on the growth of SMEs in the Iranian SMEs. This was done by determining the effect of Media Management on the innovativeness and pricing of products, customer relationship management, and market access of SMEs in Iran. The research utilized descriptive research design. Questionnaires were administered on 246 SMEs in Tehran, with the respondents being either the owners or managers. Cluster sampling was used to divide the population of interest and then simple random probability sampling technique was used to further identify the specific businesses to be used for the study. Both quantitative and qualitative data was collected and then analyzed using SPSS and AMOS. The outcomes of the study have been presented in tables and figures for easy interpretation. The study established that media

management offer greater market accessibility and CRM which in turn have a significant impact on the growth of SMEs. On the other hand, the pricing of products and innovativeness aspects offered by media management have had very little impact to cause any growth in the SMEs. It emerged that geographical barriers can be broken down by the use of media management. Further, media allows businesses to communicate speedily and cheaply with customers as well as allow them to construct a database that can be used to generate business leads that may translate to increased sales and thus grow the SMEs. The study recommends that policy makers such as the government should be keen on the current trends of technological adoption by SMEs to come up with policies that encourage best practices for the growth of the SME sector. Issues of copyright and privacy should also be addressed, and training of media management and provision of business solutions that would bridge the gap and encourage more SMEs to adopt the use of media management tools which would lead to their growth.

Keywords: Entrepreneurship growth, Small and medium enterprises (SMEs), Media management, Media, Iran

Paper No: ICBSSS -22

Title: **The Role of Knowledge Management and Performance in Developing Countries**
Author(s): **Rouhollah Mojtahedzadeh** (Lecturer of Allame Mohaddes Noori Institute of higher education, Noor, Iran), **Meisam Marofi** (Lecturer of Payame Noor University of Aligodarz, Lorestan)
Abstract: This article indicates a conceptual model to conduct an empirical study in Iranian small and medium enterprises (SMEs) in order to develop their performance. The Innovation is a mediating variable and has a fundamental role in determining the performance in Iranian SMEs. In this research, a model has been developed that includes the factors of Knowledge Management (including tangible knowledge and intangible knowledge) and Innovation to study their effect on the financial performance of Iranian Industries. It is hoped that this paper can provide an academic source for both academicians and managers due to investigate the relationship between Knowledge Management, Innovation, and Performance in a systematic manner to increase successful rate of Knowledge Management implementation.
Keywords: Performance, Innovation, Malaysian, SMEs, Knowledge management.

Paper No: ICBSSS -24

Title: **Does Optimal Government Size Exist for Developing Economies? The Case of Nigeria**
Author(s): **R. Santos Alimi**
Abstract: Government size, its roles and the efficiency of the public sector has becomes a more important issue recently especially when the financial crisis has covered severely almost all Economies worldwide. Using time-series techniques, this study empirically tests the validity of existing theory (Barro, 1990; and Armeiy, 1995) which stipulates there is a nonlinear relationship between government size and economic growth; such that government spending is growth-enhancing at low levels but growth-retarding at high levels, with the optimal size occurring somewhere in between. This study employed three estimation equations. First, for the size of government, two measures are considered as follows: (i) share of total expenditures to gross domestic product, (ii) share of recurrent expenditures to gross domestic product. Second, the study adopted real GDP (without government expenditure component), as a variant measure of economic growth other than the real total GDP, in estimating the optimal level of government expenditure. The study is based on annual Nigeria country-level data for the period 1970 to 2012. Estimation results show that the inverted U-shaped curve exists for the two measures of government size and the estimated optimum shares are 19.81% and 10.98% respectively. Finally, with the adoption of real GDP (without government expenditure component), the optimum government size was found to be 12.58% of GDP. Our analysis shows that the actual share of government spending on average (2000 - 2012) is about 13.4%. This study adds to the literature confirming that the optimal government size exists not only for developed economies, but also for developing economy like Nigeria. Thus a public intervention threshold level that fosters economic growth is a reality;

beyond this point economic growth should be left in the hands of the private sector. This finding has a significant implication for the appraisal of government spending and budgetary policy design.

Paper No: ICBSSS -26

- Title:** Pakistani Apparel Consumption: Intergenerational Comparison of Generation X And Generation Y Female
- Author(s):** Humna Ijaz, Khurram Bukhari
- Abstract:** Purpose: The purpose of this research was to test the statement. "The intergenerational differences of apparel expenditure among Pakistani females" & differences in perception about personal proximity of self to clothing, ethnic identity and parental influence. We examined some aspects of apparel consumer behavior, Parental influence, Ethnic sensitivity. Where do our respondents live, how often they buy apparel, how much they spend, who/what influence them to buy, who/how influence on their clothing style and other statements related with apparel. Design/methodology/approach. The Total sample of 300 female respondents was collected. Out of the total sample size, the sample consisted of 93 first generation (Generation X) and 207 second generation (Generation Y young adults & Tweens) females. Findings "Based on the survey, it can be concluded that daughters are highly influenced by their mothers (Parents) when comes to apparel selection compared to cultural & fashion sensitivity. The population observed is not homogeneous, although the differences are not so obvious and numerous as one could expect. Research limitations/implications: This paper demonstrates a simple a priori segmentation based on professional and social activities of respondents. In further research it is inevitably to compare results with a posteriori segmentation based on cluster analysis or discriminant analysis. Practical implications : The results are useful for product, place, price, and promotion management and through this for planning differential marketing mixes for separate older consumer segments. Originality/value : The value of this article is to extend our knowledge in the field of apparel behavior in different age cohorts of consumers, and to demonstrate how useful could be just few simple questions (about consumption behavior and parental influence) in comparing them regarding apparel behavior

Paper No: ICBSSS -27

- Title:** Reputational Capital as an Ethical Questioning of Technological Innovation The Case of Monsanto
- Author(s):** José G. Vargas- Hernández (University Center for Economic and Managerial Sciences University of Guadalajara), Salvador Ortiz Sánchez (University Center for Economic and Managerial Sciences University of Guadalajara)
- Abstract:** The introduction of transgenic crops as an alternative to solve the problem of food deficiency in most economies represents an area of opportunity for the development of biotechnology which in recent decades has pioneered Monsanto. Through literature review and a qualitative analysis of the main theoretical approaches that explain the behavior and strategies of expansion and growth of the company, checking the assumption that the active participation of society in the evidence of damage caused determine the strategic value of corporate reputation of leading transnational disputes, uncertainty and distrust regarding their products and processes, assuming that a danger to the health of the population and the environment in general.
- Keywords:** Corporate reputation, Distrust, Strategies, Transgenic.

Paper No: ICBSSS -33

- Title:** **The Role of the Sick in the Economy of Health: Exploring Global Health Innovations and Diffusion as Emerging Business Strategy**
- Author(s):** **Shadrack Baleseng Ramokgadi**
- Abstract:** The “global healthcare innovations” and “global diffusion of healthcare innovations” are emerging discourses in the field of Global Health Policy. As a supportive mechanism, the “health systems research” institutes focus on “people-centred health systems” as a point of reference in both theory building and advancement of normative practices in Public Health. Most scholars in the field of “health system research” respond to inequities in healthcare and healthcare access as demanded by the growing significance of non-communicable diseases. This study acknowledges the invitation extended by the “health systems research” to the fields of “operational research” and “health services research”. This implies that these three independent research approaches converge at “people-centred health system” as a point of reference. Given this common point of convergence, this study seeks to explore the role of the sick in the economy of health by examining the global health innovations and diffusions as a new business strategy in Public Health. In doing so, the study intend to close the gap created in the theorizing of the sick as a “subject” within the health services system and an “object “ in operational research. In attempting to establish the role of the sick in the value chain of healthcare systems and policy decision, the preliminary question arises: can initiating the dialogue between “indigenous knowledge system” and “intellectual knowledge system” on the “health space” between them contribute to identification of their complementary diversities, and produce innovative interconnections that advance business strategy for public health? In responding to the preliminary question to the study, the author follows grounded theory methodological approach to analyze qualitative and qualitative data. The study use data obtained from accessible scholarly literature that focus on “health system research” and other supportive methods. The findings are developed into a report that will assists in establishing new avenues for future research and developing innovative health business strategy.

Paper No: ICBSSS -34

- Title:** **Share Valuation and Earnings Response to Bank Risk Factors in US Banking Practice**
- Author(s):** **Cheng Fan Fah** (Associate Professor, Faculty Economics and Management, University Putra Malaysia, UPM, Serdang, Selangor, Malaysia) **Annuar Nasir** (Professor, Faculty Economics and Management, University Putra Malaysia, UPM, Serdang, Selangor, Malaysia)
- Abstract:** The purpose of this paper is to investigate stock valuation in response to earnings, price risk, market risk and financial risk for commercial banks in the United States. There are about 150 top financial institutions in the USA, of which 50 banks play an important role in facilitating economic growth. This study uses relevant accounting and financial ratios in panel regression models and aims to extend the literature on earnings response and banking theory to include research on banks. This study determines the influence of bank-related risk determinants that affect risk management by banks. The results show that, for the first time of reported findings, price risk, market risk and credit risk significantly affect stock valuation; however, these risks have no effect on the earnings of banks. In other words, investors look beyond the earnings of a bank for valuation. This study also proves that credit risk positively affects the Cumulative Abnormal Returns (CAR). Credit risk is one of the main financial risks in bank management. Credit risk is the uncertainty that arises from the probable outcome that a bank borrower or counterparty might fail to meet its obligations in accordance with agreed terms. This study employed ratio of Provision for bad and doubtful debts/incomes as the proxy for credit risk. The study shows a positive relationship between credit risk and stock abnormal returns. This positive sign is plausible because having a higher provision for bad and doubtful debts/incomes and yet being able to achieve the same amount of earnings means a bank that is better operated than others.
- Keywords:** Financial risks, Market risk, Price risks, Earnings response coefficients, Stock valuation, Factor analysis.

Paper No: ICBSSS -35

- Title:** Does Age of the Firm determine Capital Structure Decision? Evidence from Malaysian Trading and Service Sector
- Author(s):** Noryati Binti Ahmad (Associate Professor of Arshad Ayub Graduate Business School, Universiti Teknologi MARA, Shah Alam, Selangor, Malaysia) Yon Bahiah Wan Aris (Associate Professor of Faculty of Business Management, Universiti Teknologi MARA, Shah Alam, Selangor, Malaysia)
- Abstract:** Trading and services sector has been identified as the next engine growth for Malaysia since the country's manufacturing sector has lost its ability to sustain its export-led growth. Similar to other sectors, optimal capital structure is also a pertinent issue for trading and services sector. Hence, this study aims to uncover the firm-specifics' determinants that have significant influence on the capital structure decision of companies in trading and services sector. The sample comprises of 181 trading and services companies listed in Bursa Malaysia Main Market. The data covers the period from the year 2007 until 2011. Three pooled ordinary least square (OLS) equations are estimated using three different leverage proxies. Our findings reveal that tangibility, profitability, firm size, firm growth, non-debt tax shield, earning volatility, liquidity and firm age are able to explain capital structure decision of firm in trading and services sector in Malaysia. Age of the firm also play an important role in the firm's decision to seek for debt financing. Although three capital structure theories can jointly explain the capital structure of Malaysia's trading and services companies, however the pecking order theory tends to dominate the other theories for the trading and services companies.
- Keywords:** Capital structure, Tangibility, Firm age, Profitability, Static-trade off theory, Pecking order theory.
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Paper No: ICBSSS -37

- Title:** The Effects of Interactive Learning Environment on Media and Information Skills of Students in Higher Education
- Author(s):** Anucha Somabut (Educational Technology Programs, Faculty of Education, Khon Kaen University, Thailand), Sumalee Chaijaroen (Educational Technology Programs, Faculty of Education, Khon Kaen University, Thailand), Nanthikarn Pakkothanang (Educational Technology Programs, Faculty of Education, Khon Kaen University, Thailand)
- Abstract:** People in the 21st century live in a technology and media-suffused environment, media and information literacy is an important prerequisite for fostering equitable access to information and knowledge and promoting free, independent and pluralistic media and information systems. Research had design the interactive learning environment (i-Learn) to enhancing media and information skills of the students. The i-Learn was designed based on the constructivist theory and framework for 21st century learning. The target groups were 37 bachelor degree students studying in Technology and educational media course at Khon Kaen University, Thailand. Additionally, both the quantitative and quantitative data were collected and analyzed. Results also showed that the average scores of media and information skills test are 86.50 percent over the 80 percent threshold. The students' performance which learn with i-Learn have been including: 1) access information efficiently and effectively by new technology tools and evaluate information critically and competently, 2) use information accurately and creatively for the issue or problem in technology and educational media and manage the flow of information from a wide variety of sources, 3) understand both how and why educational media messages are constructed, and for what purposes and examine how individuals interpret messages differently, how values and points of view are included or excluded, and how media can influence beliefs and behaviors, and 4) understand and utilize the most appropriate new media creation tools, characteristics and conventions, and understand and effectively utilize the most appropriate expressions and interpretations in diverse, multi-cultural environments.
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Paper No: ICBSSS -38

- Title:** **Investigating the Role of Foreign Direct Investment on Stock Market: Evidence from Tehran Stock Exchange**
- Author(s):** **Faez Ali** (Department of Management, Semnan Branch, Islamic Azad University, Semnan, Iran), **Lajevardi Masoud** (Master of marketing, Young researchers' club, Semnan Branch, Islamic Azad University, Semnan, Iran), **Fakharmanesh Sina** (Department of Management, Semnan Branch, Islamic Azad University, Semnan, Iran)
- Abstract:** Macroeconomic variables have always been crucial for volatility of capital market. An integral part of capital market is the stock market, the development of which is linked with the country's level of savings, investment and the rate of economic growth. Iran's stock market has been classified as one of the fastest growing markets. Tehran Stock Exchange (TSE) is the biggest and most liquid exchange in Iran and is a major source of capital formation in Iran. The developing countries are witnessing changes in the composition of capital flows in their economies because of the expansion and integration of the world equity market. The stock markets are also experiencing this change. Foreign direct investments (FDIs) are becoming important source of finance in developing countries including Iran. The paper investigates the impact of FDI on the stock market development of Iran. The key interest revolves around the complementary or substituting role of FDI in the stock market development of Iran. The study also examines the other major contributing factors towards the development of stock market. An ARDL bound testing approach is used for long-run relationship among variables and the error correction model is used for short run dynamics. Our results support the complementary role of FDI in the stock market development of Iran. Other macroeconomic variables affecting stock market development are domestic savings, GNP per capita, and inflation.
- Keywords:** Stock exchange, Foreign direct investment, Tehran stock exchange.
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Paper No: ICBSS -39

- Title:** **Firm-specific Characteristics and Technical Efficiency of Electronics Manufacturing Firms in China**
- Author(s):** **Mei-Foong Wong** (Faculty of Accountancy, Finance and Business, Tunku Abdul Rahman University College), **Hui-Boon Tan** (Nottingham University Business School, University of Nottingham, Malaysia Campus), **Yoong Hon Lee** (Nottingham University Business School, University of Nottingham, Malaysia Campus)
- Abstract:** This paper analyses the technical efficiency and total factor productivity (TFP) growth in China's electronics industries from 2006 to 2010 by using the stochastic production frontier model. The estimated results show that the mean technical efficiency scores of electronics firms in Hong Kong and Mainland China are 63% and 90%, respectively. The estimation using the technical inefficiency effects model further reveals that firm specific characteristics, namely the capital structure, profitability, firm size and regional location are crucial determinants of firms' efficiency. Since firm size has a positive effect on inefficiency, small and medium-sized electronic firms appear to demonstrate a higher level of efficiency than their larger counterparts. In the TFP analysis, Hong Kong firms recorded both higher TFP growth and technological progress compared to their Chinese counterparts. In contrast, Mainland China firms performed better in the context of managerial and scale efficiency.
- Keywords:** Firm-specific characteristics, Stochastic frontier analysis, Electronics manufacturing firms, Technical efficiency, Total Factor Productivity, China
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Paper No: ICBSS -40

- Title:** **Stakeholderism and Ethical Management Practices in Nigerian Industrialization**
- Author(s):** **Oludele Mayowa Solaja** (Department of Sociology, University of Ibadan, Ibadan, Nigeria), **Peter Oluwadamilare Kalejaiye** (Department of Olabisi Onabanjo University, Ago-Iwoye, Nigeria)

Abstract: Perhaps we need another Milton Friedman today to blow the whistle on much of the rhetoric surrounding the increasingly fashionable idea of stakeholders. The term "stakeholder" started in 1963 and was a neat play on ethical management idea that in addition to shareholders-those holding stock in a company or organization, lots of the people who are also affected by the organization has a stake" in a company in terms of how it behaves. The rapid growth of industrialization coupled with uncontrolled depletion in environmental goods as a result of industrial pollutants and effluent in many countries today makes the understanding of stakeholderism and ethical management practices very essential. However, this paper set out to examine the concept of stakeholderism and ethical management in Nigeria from the stockholder's theory adapted from the pluralist and structural-functionalist perspective. It also aims at explaining the nexus between the two concepts. Conclusively, the paper recommends that stakeholders and ethical management practices in business administration should be enhanced in Nigerian industrialization in order to ensure sustainable industrial environment and ethically responsible management.

Keywords: Stakeholders, Industrialization, Environment, Ethical and management.

Paper No: ICBSSS -41

Title: **Rethinking Nigerian Tertiary Education Policies: Toward Equity and Accessibility**
Author(s): **Oludele M. Solaja** (Department of Sociology, University of Ibadan, Nigeria), **Ayo Okundare** (Department of Sport Science and Health Education, Olabisi Onabanjo University), **Grace T. Soyewo** (Department of Social work, University of Ibadan, Nigeria)

Abstract: Nigeria as a country gives much credence to tertiary education as the means for social and economic mobility, social transformation, as well as the major platform for higher level workforce development- managerial and technological. To achieve these laudable objectives, government has given approval to private individuals and organizations to own and manage private tertiary institutions of learning. This paper examines some of the glitches that accompany Nigerian tertiary education policies such as high costs, the widening gap between the upper class and indigent students, the circumvention of standards in the name of profits, among others. Suggestions made for improvement; include government regulation of tuition fee in both public and private institutions, mandatory entrepreneurial studies for undergraduates, guide against gender, religious and academic qualification discrimination, restoration of rigor and commitment in Nigerian tertiary institutions. The study concluded that for tertiary institutions in Nigeria to remain self-reliant, self-steering and able to survive in a competitive world; various educational policies should be effectively institutionalized and operationalized.

Keywords: Nigeria, Tertiary education, Policy, Equity, Access, Tuition fee, Entrepreneurial studies.

Paper No: ICBSSS -42

Title: **Crude Oil Price & Inflation in Pakistan**
Author(s): **Masood Mashkoor Siddiqui**

Abstract: This research is particularly aimed to determine the existence and intensity of relation between crude oil price and inflation in Pakistan. Moreover the study also investigates other determinants of inflation in Pakistan. Effects of crude oil price on GDP deflator index have been analyzed using time series data from 1979-80 to 2009-10. OLS method and Johan son Co-integration technique have been employed for estimation and determination of relationship between variables. The study concludes that increase in Money Supply, Crude Oil Price, Exchange Rate, Interest rate and Indirect taxes have accelerate inflation while increase in real GDP shrinks inflation rate in Pakistan. More over the study also verifies Phillips's™ theory famed as Phillips Curve which concludes the positive relationship between inflation and level of unemployment

Paper No: ICBSSS -44

- Title:** **Economic and Structural Effects on FDI: A Case of Pakistan, India and Bangladesh**
Author(s): **Syed Atif Ali** (Asst. Professor, CIIT Lahore, Pakistan)
Abstract: In this study the factors which are taken to check FDI flow are Tax revenue, Inflation, GNI per capita, Unemployment, GDP, Population, Internet user, Mortality rate and Life expectancy. It is observed that individual effect of each factor and combined effect of all factors as well. Through this study it is checked that in which way FDI inflow respond to the economic and structural conditions of a country. These three South Asian countries (Pakistan, India and Bangladesh) are developing countries and it is a perception that there is low cost labor in such developing countries. Foreign investor likes to invest in such countries where labors are agreed to work at lower wage rate or where the unemployment rate is higher. Likewise the effects of Tax revenue, Inflation, GNI, Unemployment, GDP and Population, Internet user, Mortality rate and Life expectancy factors on FDI have studied through regression methodology. Data of past 20 years is taken to use regression model, which reflects that structural and economical instability significantly reduces the flow of FDI. Hypothesis is taken that unemployed labor demand for FDI inflow but low structural and economic development reduces the FDI inflow. It is proved in this study that individually unemployed labor is not effective on FDI inflow but combine all factors of economic and structural variables have significant effect on FDI inflow.
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Paper No: ICBSSS -45

- Title:** **Developing Regional Core Competence Through Superior Product of Small Scale Industries : Case of Agro Processing Industries in Makassar City, Indonesia**
Author(s): **Ir. Palmarudi Mappigau** (Chairman of the Magister Study Programs in Agribusiness, Postgraduate Programs, Hasanuddin University, Indonesia), **Haris Maupa**
Abstract: This study is aimed to identify and establish regional core competence through superior product of Agro processing base small scale industries (SSIs) in Makassar City, Indonesia. Data and information collected using the instrument: questionnaire, and depth interview. Forum Group Discussion (FGD) of multi stakeholders is not only to validate the findings from the case study but also to identify core product and establish core competence of the region. Determining important criteria for selecting perspective priorities of superior products was done by using analysis of tree diagram and expected value (TEV). Then, identification core product and its core competence were done by using value chain analysis, and determine the regional core competence was done by using criteria regional core competence analysis. The results of this study indicate that the marquisa juice-syrup product was established as core product with its core competence was lay on distinctive aroma and flavor and also it is containing medicine. The core competence has fulfilled criteria as the regional core competence of Makassar City. The priorities of selected strategy for the regional core competence development are improvement of the quality processing and products, industrial capacity strengthening, improvement of HRD capacity and the development of products supply chain collaboration network that are effective and efficient, diversified products and the fulfilment of the needs of the pharmaceutical industry and raw materials of cosmetics; and development of a network of cooperation with the private sector, universities and the government. This study provides new evidence on application of core competence concept and theory for regional core competence
Keywords: Superior products, Small scale industries, Regional core competencies, and strategy.
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Paper No: ICBSSS -46

- Title:** **Integrated Education from the Qur'anic Perspective: Contribution of Mohammad Natsir**
Author(s): **Mohd. Shuhaimi Bin Haji Ishak** (International Islamic University Malaysia), **Sohirin Mohammad Solihin** (International Islamic University Malaysia)
Abstract: The research attempts to study the concept of Mohammad Natsir on integrated education from the Qur'anic perspective. Natsir was obsessed to develop the Muslim ummah in Indonesia through educational services. He disagreed with the then system of Islamic education as represented within Islamic boarding school known as pesantren. He argued that graduates from such institution were not equipped with worldly knowledge to maintain their survival and development of the ummah. He also criticized Western graduate students who were highly motivated with material interest. The purpose of education according to Natsir cannot be separated from mission of life in this world to promote justice and to eradicate evil practice in the community. Natsir disagreed on the division of knowledge into the Eastern and Western as those two blocs also belong to God. So, the research attempts to study his educational theory how far it is relevant with today's concept on Islamization of knowledge.
Keywords: Education, Development, Ummah, Justice and Islamization.
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Paper No: ICBSSS -47

- Title:** **Non-Financial Disclosure and Performance in Libyan**
Author(s): **Libyan Arab Jamahiriya, Nagib Salem Bayouda** (Lecturer, the University of Tripoli (Libya), Faculty of Economy and Political science, Department of Accounting)
Abstract: This paper examines the relationship between non-financial disclosure (NFD) and performance (P) in a Libyan context. There is many works that have been done in the area of non-financial disclosure (NFD) in developed countries, while little works have been done in developing countries such as Libya. The sample paper included the perceptions of 31 managers. The interviews method was utilized to identify the relationship between non-financial disclosure (NFD) and Performance (P) in Libya. This paper revealed that there is a positive relationship between non-financial disclosure and performance as a result of stakeholder pressure in Libyan companies.
Keywords: Non-Financial Activities (NFA), Non-Financial Disclosure (NFD), Performance (P), Non-Financial disclosure related to employees Activities (NFDM), Non-Financial disclosure related to Community Activities (NFDC), Non-Financial disclosure related to Consumer Activities (NFDCO), Non-Financial disclosure related to Environmental Activities (NFDE) and Stakeholder Theory.
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Paper No: ICBSSS -49

- Title:** **Store Atmospherics and Its Impact on Impulse Buying Behavior in Shopping Goods in Pakistan**
Author(s): **Iqra Hafeez, Raja Irfan Sabir, Muhammad Iqbal Rana, Muzaffar Hafeez, Saba Hafeez**
Abstract: In present era the situation in all the businesses are characterized by cut throat competition and at any time companies and retailers are willing to pay for undifferentiated merchandising. Retailers are using store layout and its components to differentiate themselves from their competitors and to become prominent in the market and to attract the customers. Current research is among very few on consumer impulse buying and the components of store atmospherics and Impulse Buying in Pakistan. It will provide new insights to producers and retailers in Pakistan by enabling them to develop strategies for more sales and profits through impulse buying behaviors. Survey Research method will be used in this research and data will be collected through adapted questionnaire.
Keywords: Store atmospherics, Customers, Impulse buying behavior, Pakistan
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Paper No: ICBSSS -50

- Title:** **The Innovative of Anxiety Disorder Healing: Moringa Pudding for HIV/AIDS-infected Patients**
- Author(s):** **Ingg Yonico Martatino** (James Cook University, Singapore and Gadjah Mada University, Indonesia), **Rizki Habibie** (State Hospital of Walujo Jati, Indonesia), **Mirrah Samiyah** (State Hospital of Walujo Jati, Indonesia)
- Abstract:** Anxiety disorder is a common psychologically symptom in HIV/AIDS infected patients. These disorders include panic disorder, generalized anxiety disorder, obsessive-compulsive disorder, and post-traumatic stress disorder (PTSD). Among HIV/AIDS-infected patients receiving medical care, 20.3% have been found to have an anxiety disorder, with 12.3% meeting the criteria for panic disorder, 10.4% for PTSD, and 2.8% having generalized anxiety disorder. Patients with other psychiatric disorders, such as adjustment disorders, major depression, psychosis, or substance use disorders, can also present with significant anxiety. Medication such as antidepressant (benzodiazepines) has negative effect to solve this problem. Recent studies showed that gamma amino butyric acid (GABA) is also important on decreasing of anxiety. Moringa Pudding is a new innovation was combined between pudding with *M. oleifera* extract plant in psychotherapeutic. It has shown the most effective treatment of anxiety disorder's healing. Moringa Pudding contained GABA largely 10mg/kg *M. oleifera* extract as an inhibitory neurotransmitter in CNS. This study examined the effects of Moringa Pudding on decreasing of anxiety disorder. The research subject is determined by the purposive sampling and it was conducted on HIV/AIDS patient. A pretest with the anxieties scale (Nevid, 2012) followed by first group (n=50), then selected a sample that has the highest anxiety score (n=30) and they will be the subjects. The result of the post-test by Paired Sample t- test analysis (SPSS 19) with a value of $t = 0.008$ or $P < 0.05$, where the results show a significant or hypothesis is accepted.
- Keywords:** Anxiety, Moringa pudding, HIV/AIDS, GABA

Paper No: ICBSSS -53

- Title:** **Risk management Practices: A Comparison of Local and Foreign banks in Pakistan**
- Author(s):** **Adeel Daniel**
- Abstract:** Purpose: The purpose of the research paper is to examine and degree to which Pakistan banks use risk management practices and secondary purpose is to compare the risk management practices of Local and Foreign banks in Pakistan. Design/Methodology/Approach: A modified questionnaire on six aspects understanding risk and risk management, risk identification, risk assessment and analysis, risk monitoring, risk management practices and credit risk analysis, has been used containing 45 questions of Likert scale. A total of 300 questionnaires have been distributed to collect the data on Local and Foreign banks of Pakistan. Findings: Ordinary Least Square and one-way ANOVA have been used to estimate the results. It has been deducted from the study that credit risk analysis, risk monitoring and understanding risk in most influencing variable on risk management practices. Moreover, there is significant difference in risk management practices of the local and foreign of Pakistan. Originality/value: The article will be beneficial for Local banks of Pakistan to be aware of the difference of risk management practices with foreign banks.
- Keywords:** Risk management practices, Conventional Banks Understanding risk and risk management, Risk identification, Risk assessment and analysis, Risk monitoring, Credit risk analysis.

Paper No: ICBSSS -55

- Title:** **The Effect of Market Orientation on Entrepreneurial Competency in SMEs in Upper Northeastern Region of Thailand**

Author(s): **Phana Dullayaphut** (Faculty of Management Science, Udonthani Rajabhat University, Udonthani, Thailand), **Subchat Untachai** (Faculty of Management Science, Udonthani Rajabhat University, Udonthani, Thailand)

Abstract: The paper is aimed to examine the validity and reliability of the model of entrepreneurial competency in the upper Northeastern of Thailand. The research mainly involves a survey design. It includes a pilot test using undergraduate business students at Udonthani Rajabhat University for pretesting questionnaire items. In addition, this investigates into market generation, market intelligence, leadership, and adaptability competency attributes necessitates uncovering variables of interest and this involves a large-scale field study. The data are collected via personal questionnaires from 395 samples. They include the managers of SMEs in four provinces including Udonthani, Nongkhai, Beungkan and Loei. Respondents are asked to rate, on a five-point Likert scale, their agreement or disagreement on the entrepreneurial competency attributes. Quantitative data are analyzed by the statistical techniques, namely exploratory factor analysis and structural equation modeling. It is found from the study that the four which consists of market generation, market intelligence, leadership, and adaptability competency of the SMEs in the upper Northeast of Thailand, are empirically fit the data. The managerial implications are discussed.

Keywords: Market orientation, Market generation, Competency, Leadership, Structural equation modeling.

Paper No: ICBSSS -59

Title: **The Influence of Environmental Materials, School Location and the Academic Achievement of Ss1 Chemistry Students Taught Separation Techniques in Akamkpa Local Government Area of Cross River State, Nigeria**

Author(s): **Neji Hope Amba** (Department of Curriculum and Teaching, University of Calabar, Calabar), **Nja Cecilia Obi** (Department of Curriculum and Teaching, University of Calabar, Calabar)

Abstract: The research work investigated the influence of environmental materials on the academic achievement of SS1 Chemistry students in Akamkpa Local Government Area of Cross River State, Nigeria. A two group pre-test and pro-test quasi-experimental design was adopted for the study. Two research question and two research hypothesis were formulated to guide the study. A total of 120 senior secondary one (SS1) students were selected from four (4) secondary schools in Akamkpa Local government Area of Cross River State through simple random sampling technique. Sixty (60) SS1 students (experimental/group) were taught separation techniques with environmental materials and another sixty (60) control group were taught without environmental materials. A validation Chemistry Achievement Test (CAT) was used to gather data for the study and a split-half was carried out using Pearson's product moment correlation to obtain a reliability of 0.82. Independent t-test was used to analyze the research hypothesis. The research findings revealed that students taught separation techniques with the use of environmental materials performed significantly better than those taught without the use of environmental materials. Also, findings revealed that school location does not significantly contribute to the variance in students' academic performance. This implies that the use of environmental materials generally improved the understanding, retention and academic achievement of Chemistry students. Based on the findings, it is therefore recommended that the use of environmental materials should be encouraged in secondary schools for teaching chemistry.

Keywords: Environmental resources, School location, Students, Chemistry, Academic performance, Separation technique.

Paper No: ICBSSS -60

Title: **Shaping of Peasant Economy: Classification of Land and Agricultural Technology in Kashmir during Dogra's 1885-1925 A.D.**

Author(s): **S.A. Khanday** (Lecturer History, GDC Kokernag Anantnag J&K, India), **Jamsheed Bhat** (Lecturer History, GDC Utrasoo Anantnag J&K, India)

Abstract: The colonial critique of Dogra state's control over rural landscape of Kashmir and 'rural deprivation' executed through a wide variety of modes, prepared the ground for colonial intervention especially in agrarian domain. The colonial intervention in the capacity of Wingate and Lawrence's agrarian reforms could not save the system from its disease. The reforms did not altogether purify the evils in the agriculture; only the surface level changes were ensured. The Kashmiri peasant economy during the 2nd half of the 19th century provides us with a classic illustration of the elite in a backward society holding back the society's progress lest the change undermines its position. The present work is an endeavour to study the peasant economy of Kashmir during the period of high colonial intervention. It is difficult, if not impossible to study the different aspects of peasant economy of Jammu & Kashmir state as a single entity, owing to its physical, geo-climatic, social and economic distinctions, so this study had tried capture the aspect of 'Land classification and Agricultural Technology of given period. The study covers time period between 1885-1925 A.D. as this period has been labelled as Dawn of Modernism.

Keywords: Heterogeneous, Dogra, Kerewas, Cultivation, Agricultural technology

Paper No: ICBSSS -61

Title: **The Extent Of Jordanian Banks Commitment In Applying The Principles Of Corporate Governance**

Author(s): **Eman Hanini**

Abstract: This study aimed to reveal the extent of Jordanian banks commitment to apply the principles of corporate governance. And to achieve this objective , a questionnaire was designed and distributed to a sample consisted of 120 respondents of the general managers assistants, managers of the administrations , managers of the branches, the assistants of the managers of the branches and the employees of the audit departments in the Jordanian banks. After data was analyzed using SPSS, the study concluded that the Jordanian banks are committed to apply the principles of the corporate governance regarding protecting the rights of the stakeholders and the shareholders and treating them fairly. Moreover, the Jordanian banks are committed to issue systems that determine the powers of the Board of Directors and its executive administration and its responsibilities. And the members of the board of directors in the Jordanian banks committed to the rules and the ethics of the professional functional work, to the disclosure and the transparency of the information published and to fulfill their social responsibilities towards the community. The study recommended the necessity of the control and supervision authorities to encourage all the banks to follow the approach of the banks regarding their commitment to the principles of the corporate governance regarding the social responsibility, and the necessity of establishing a private committee of the governance named the committee of corporate governance that cares of planning, revising and controlling the operations of the governance. Moreover, the necessity to make corrections whenever there is a need. Key words: Corporate Governance, Ethics, Social Responsibility, Stakeholders, Shareholders.

Paper No: ICBSSS -62

Title: **Stressed and Depressed, Still Well Dressed: Employee Motivation, A Critical Question for the Banking Sector of Pakistan**

Author: **Muhammad Imran Rassheed, Saira Yousaf**

Abstract: The purpose of this research is to identify/explore/investigate various aspects of employee motivation in the banking sector of Pakistan. This is an exploratory research where survey has been conducted in 04 larger banks of Pakistan situated in 07 major cities; primary data has been collected through questionnaire and in depth face to face interviews. Findings of the research have shown that although compensation/benefits and financial incentives are important factors for

employees in the competitive market environment but some other issues like job design, working environment, performance management system, training & development, career development opportunities, empowerment and participation in decision making are also significant. This research can play an important role in compelling the top management of the banks to ponder over the issues of employee motivation.

Keywords: Human resource management, Employee motivation, Banking sector.

Paper No: ICBSSS -63

- Title:** **Health and Economic Implication of Solid Waste Dumpsites: A Case Study Hazar Khwani Dumpsite - Peshawar City**
- Author(s):** **Huma Salma Gillani** (IMSciences, Peshawar, Pakistan), **Muhammad Rafiq** (IMSciences, Peshawar, Pakistan)
- Abstract:** This study evaluates the economic burden of diseases associated with the inappropriate disposal of solid waste at dumpsite located at the Hazar Khwani, Peshawar provincial headquarters of K-P, Pakistan. A sample of 200 respondents was selected from 5% of the total population residing in the targeted area, on the basis of two-stage sampling technique. The sample data was regressed with the help of Tobit & Poisson models for estimation of mitigation costs and work days lost. Poisson & Tobit model estimates suggest an inverse and significant association between the distances and work days lost and mitigation costs, respectively. Annualized monetary impact of one representative individual in Pakistani Rupees is 124.38 million for residential proximity within 4km radius of the dumpsite. Therefore, the study recommends adoption of an alternate solid waste management solution, such as composting or sanitary landfill, or providing the populace of the target area with a residential facility at a considerable distance from the dumpsite.
- Keywords:** Environmental Pollution, Dumpsite, Work Days lost, Mitigation Costs, Tobit Regression
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Paper No: ICBSSS -64

- Title:** **A Meta-Analysis of the Relationship between Information and Communications Technology and Academic Achievement in Iran**
- Author(s):** **Hossein Najafi** (Assistant Professor, Department of Educational Sciences, Payame NoorUniversity,Iran)
- Abstract:** The present research was to a meta-analysis of the relationship between information and communications technology (ICT) and academic achievement. The population consisted of all the research on this subject until 2013, and using systematic sampling, 18 research studies were selected as the sample. Structured review based on meta-analysis was used to answer the research questions, and Cohen's model was used to interpret the results. The results showed that the relationship between ICT and academic achievement is significant, because the effect size for this relationship was 0.581, which is above average based on Cohen's model.
- Keywords:** Information and communications technology, Academic achievement, Meta-analysis
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Paper No: ICBSSS -65

- Title:** **The Human Capital Index Impact In Small and Medium Enterprise Development: Case Study in Indonesia**

- Author(s):** **Nurlia Balqish** (School of Business and Management, Institut Teknologi Bandung, Bandung), **Wawan Dhewanto** (School of Business and Management, Institut Teknologi Bandung, Bandung)
- Abstract:** Nowadays, a lot of small and medium enterprises (SMEs) become more exist in Indonesia, but some enterprises existence cannot stand for a long time. One of the reasons comes from employee condition which has role in developing enterprise. Human capital index of the enterprise can be a tool to measure the employee condition in the enterprise so we can know which part of enterprise that should be fixed. This study is going investigate two small and medium enterprises (SMEs) human capital index that influencing the enterprise development by using qualitative method by doing semi-structured interview. From this study, we find that higher educational background, ability to keep enterprise health and well, controlled employee management, and supported infrastructure of human capital index give positive impacts to enterprise development making of employee gives positive effect to the enterprise development. The purpose of this study is to give information about the impact of certain human capital index in SMEs to enterprise development. The contribution of this study is to give description to practitioners and stakeholders about the human capital index situation that usually happen in SMEs so that they can make some preparation and improvement to develop their SMEs.
- Keywords:** Human capital index, Small and medium enterprise.

Paper No: ICBSSS -67

- Title:** **Consumers' Behavioural Responses towards Products with or Without Nafdac Number**
- Author(s):** **Ogbuji Chinedu. N** (Department of Marketing, Faculty of Management Sciences, University of Port Harcourt, Nigeria), **Asiegbu Ikechukwu. F.** (Department of Marketing, Faculty of Management Sciences, University of Port Harcourt, Nigeria) , **Izogo Emeka Ernest** (Assistant Lecturer, Department of Marketing, Faculty of Management Sciences, Ebonyi State University, Abakaliki, Nigeria), **Gazie S. Okpara** (Associate Professor and Head, Department of Marketing, Faculty of Business Administration, Abia State University, Uturu, Nigeria)
- Abstract:** Though the National Agency for Food, Drug Administration and Control(NAFDAC) under Decree No. 20 of 1990 is empowered to regulate and control the manufacture and marketing of certain products in Nigeria, the impact of such regulatory and control practices on the behavior of the consumers is far from conclusive. Specifically, much uncertainty still beclouds consumers' behavioural responses towards products with or without NAFDAC "Seal of Approval Numbers". Given that this area has suffered a dearth of research till date, this paper represents the latest attempt to explore this uncertainty. Hypotheses were generated in this light and tested with cross-sectional data set extracted from bottled water consumers who are senior staff of tertiary institutions located in some of the South-Eastern Nigerian cities. Some interesting findings were made and discussed in line with the study implications.
- Keywords:** NAFDAC, Regulation, Consumers, Purchase behaviour and Bottled water.

Paper No: ICBSSS -68

- Title:** **Analysing Impact of Kilns Emission on Human Health in District Peshawar**
- Author(s):** **Munir Khan Afridi** (Ms Economics, Institute of Management Sciences, Peshawar), **Muhammad Rafiq** (Ms Economics, Institute of Management Sciences, Peshawar), **Sadaf** (Ms Economics, Institute of Management Sciences, Peshawar), **Huma Gillani** (Ms Economics, Institute of Management Sciences, Peshawar)
- Abstract:** The aim of the study is impact of kilns emission on human health in district Peshawar. In the kilns rubber is used which create huge emission of carbon, which bad effect on human health. We took two groups one is control (Janakor) and second is kiln group (Baghbanan) . We take 200 samples from both groups. We have total observation are 2654. We have two model of regression one is mitigation cost function and second is health production function. The household survey was conducted. Tobit and pool OLS regressions are used for the mitigation cost function. Main variable PM10 is positive coefficient and significant at one percent. PM10 level is very high in

kiln area; Therefore we are finding total welfare gain of mitigation cost for district Peshawar. In 1998 censuses total population of district Peshawar is 2.019 million. Total welfare gain for district Peshawar will be PKR 6692.985 million or (PKR 6.7 billion) per annum (or USD 63.44 million). Second Poisson and negative binomial regression are used for health production function. In this model PM10 is also significant and positive coefficient. Now to extrapolate to the entire city, the estimates benefit to the safe level is PKR 107.935 million (or USD 1.023 million). total health cost made 6.80092 billion PKRS.

Keywords: Health production function, Demand for mitigating activities, Loss of productivity, Economic welfare.

Paper No: ICBSSS -70

- Title:** **Optical Properties of NaI Doped Polyvinyl Alcohol Films**
- Author(s):** **Faisal A. Mustafa** (Laser Physics Department, College of Science for Women, Babylon University, Iraq)
- Abstract:** The optical characteristics of polyvinyl alcohol (PVA) doped with different concentrations (0, 1, 2, 3 and 4 wt%) of NaI nanocrystalline powders were studied. The films are prepared using solution casting technique, in order to investigate the effect of NaI additions on the optical properties of PVA host. The optical properties of samples are investigated by measuring optical absorption spectra in the wavelength range from 190 to 850 nm at 300 K using UV- Vis spectroscopy. The influence can be explained by the PVA matrix. The results show that Egopt. of the films decreases with increasing NaI contents. The absorbance, absorption coefficient, extinction coefficient, finesse coefficient, refraction index and reflectance of PVA doped with NaI increase with increasing of doping percentages except the transmittance. The real and imaginary parts of the dielectric constant and optical conductivity increases with increase sodium iodine concentration. The indirect optical band gaps for these undoped and doped PVA films were estimated to be about 5.05, 4.91, 4.79, 4.70 and 4.55 eV for indirect allowed transitions, whereas the indirect forbidden band gaps were determined as 4.91, 4.82, 4.75, 4.65 and 4.54 eV with increase sodium iodine contents, respectively. Absorption spectra peaks of the pure and doped films have shown an absorption band at 284.5 nm assigned to the monovalent state of sodium and iodine ions. The spectra peak points are between 204 and 259 nm for the calculated variables.
- Keywords:** Polyvinyl-alcohol, Doping, Optical properties, Sodium iodine, Optical energy gap, Concentration.

Paper No: ICBSSS -71

- Title:** **Corporate Governance in the Mexican SMEs Competitive Strategy**
- Author(s):** **José G. Vargas-Hernández** (University center for Economic and Managerial Sciences, University of Guadalajara, Universidad de Guadalajara, Av. Periférico Norte N° 799, Edif. G201-7. Núcleo Universitario Los Belenes, C.P. 45100, Zapopan, Jalisco, México) **L.A.E. Verónica Flores Gaeta** (University center for Economic and Managerial Sciences, University of Guadalajara, Universidad de Guadalajara, Av. Periférico Norte N° 799, Edif. G201-7. Núcleo Universitario Los Belenes, C.P. 45100, Zapopan, Jalisco, México)
- Abstract:** The current governance model is a fundamental change in the corporate culture, given the constant change and globalization of markets, it serves to strengthen the organizational structure of the company, particularly Mexican small and medium enterprises (SMEs) are more vulnerable to change, what comes the interest of "Analyze corporate governance as a competitive strategy in SMEs of Mexico" under the assumption that SMEs are more competitive by adopting management as corporate governance, and if not adopted this strategy, the company may be displaced from the national or international market. As a result the long term, this strategy aims to create social and economic welfare of SMEs, being labor strength in Mexico.
- Keywords:** Competitiveness, Corporate culture, Corporate governance, SMEs.

Paper No: ICBSSS -72

- Title:** **Investigating the Mediation Role of Job Satisfaction and Affective Commitment between Perceived Organizational Support and Turnover Intention**
- Author(s):** **Ghulam Ali** (Associate Professor, Department of Commerce, University of Sargodha, Pakistan), **Talat Islam** (PhD Scholar, Faculty of Management, Universiti Teknologi Malaysia, Malaysia)
- Abstract:** Now days it has become challenging for employers to survive because of the fierce competition. One of the key to remain competitive is to have best human resource. Therefore, every organization is hiring best men from their rival firm which has created the problem of employee turnover. The present study was aimed to examine the impact of POS on employee TI through mediation of JS and AC. SEM has confirmed that JS and AC perform the role of mediation between POS and TI.
- Keywords:** Job satisfaction, Affective commitment, Perceived organizational support, Turnover intention.
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Paper No: ICBSSS -73

- Title:** **The Moderating Effects of User Interface and Data Quality towards Diffusion of a Personalized Health-Records Technology in using iPHER**
- Author(s):** **Siti Noraini Mohd Tobi, Saiful Farik Mat Yatin**
- Abstract:** While the technology for Personal Health Records (PHRs) is evolving, there comes a new innovation in the field of PHRs aimed to fulfil the gaps created by the PHRs known as the Personalized Health Records Technology (PHRT). The concept is introduced through a device called "Individual Personal Health Electronic Record (iPHER) in 2008. Limited studies were conducted on exploring users' intention to use iPHER though this new technology is said to increase the quality of care while lowering the cost of its purpose. This propose study is intended to investigate the iPHER usage and other related factors that influence its usability using a mixed-methodology design. This research is practically imperative as it can help Malaysian aware of their health conditions by having ultimate access to their latest medical records and takes full control of it by sharing with their healthcare providers. This will help in cutting the burden cost of repeating healthcare investigations. A conceptual framework is also developed indicating the key determinants of individual intention to use an iPHER through the central tenets of Rogers' Diffusion of Innovations (DoI) to identify the key critical success factors that will influence individuals' attitude based on the Theory of Planned Behavior (TPB) constructs by Ajzen and Fishbein (1980).
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Paper No: ICBSSS -74

- Title:** **The Impact of the Global Financial Crisis on the Debt, Liquidity, Growth, and Volume of Companies in Palestine Stock Exchange**
- Author(s):** **Tamer Bahjat Hussain Sabri** (Palestine Technical University- Kadoorie, Tulkarm, Palestine), **Khalid Mohammad Sweis** (Palestine Technical University- Kadoorie, Tulkarm, Palestine)
- Abstract:** This study investigates the potential impact of the global financial crisis On the companies listed in Palestine stock exchange to achieve the objectives of the study, a sample including all the companies listed in Palestine Stock Exchange that meet certain conditions consists of 23 company . The study covered the period from 2006 to 2010. All the necessary statistical tests will be used to test the hypotheses of the study.
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Paper No: ICBSSS -75

- Title:** **Corporate Governance in Emerging Markets and its Impact on Finance Performance**
Author(s): **Edmundo Lizaraburu Bolaños** (Universidad Esan, Perú)
Abstract: This paper reviews the theoretical framework of Corporate Governance and multiple issues in which it is evaluated such as agency costs, asymmetric information, insider trading, manipulation of earnings, Board of Directors, etc. Finally, it is reviewed the impact of Corporate Governance over cost of equity, capital structure and financial performance.
Keywords: OECD, corporate governance, CAF, Treasury, Asymmetric information, Capital market, Finance performance, Treasury ethics, Board of Directors, Cost of equity, Capital structure.

Paper No: ICBSSS -76

- Title:** **Peruvian Financial Market: Bank Treasury**
Author(s): **Edmundo R. Lizaraburu Bolaños** (Universidad ESAN)
Abstract: The present document, seek to show the relevant aspects to consider in the development of bank business. We can Identified, according to Aburto (2000), that bank treasury is one of the most important areas in the development of an entity (bank) for its adequate performance .Like the same author say, to achieve this objective, it is essential that area be always be aware of the global and national economy. However, the document is based on the Peruvian market. As it said above, it is an study of the economic and financial environment of Peru, besides of the principals national and international events whereby the principals macroeconomic variables have fluctuated. In the same way, we analyze the principals instruments of the monetary politics which have monetary authority in order to increase or remove liquidity in the domestic financial system ; and the operations of an open market which one the Banco Central de Reserva del Perú - forward BCRP- can affect the monetary offer, the interest rates and laces. The analysis is between January and August 2013. In the same way, are reviewed the principals products of treasury offer to financial enterprises that operate in Peru with the intention to know more about the market offer. At last, there are done a general review of the law of Banks of Peru with the objective to know the requirements to constitute an financial enterprise in that country and to know the minimum requirements of capitals, legal laces and lace, at the same time, there analyzed the inherent associate risk with financial enterprises with the objetive of management them as the best way possible: Market Risk, Credit Risk and operational Risk.
Keywords: Bank treasury, Finance system, Central Bank, Political instrument.

Paper No: ICBSSS -77

- Title:** **Social Networks Effects on Security An Analytical Study**
Author(s): **Akef M. Mobaydeen** (Naif Arab University for Security Sciences (NAUSS), Riyadh, Kingdom of Saudi Arabia)
Abstract: In this paper, the author represents the positive and negative effects social networks on personal and national security. He will discuss this issue through the following aspects: evolution of social networks, public interaction, positive and negative exchange, social networks effects on human values, social networks and national culture, social networks and terrorism, means and methods of combating terrorism in social networks. The results and recommendations of this paper includes developing a national strategy involving all related devices to combat social networks crimes, establishing specialized units to combat these crimes in all police locations, as well as in the branches of the Bureau of Investigation and Prosecution, introducing a mechanism for cooperation between members of the public and government agencies involved in combating such crimes, and strengthen international cooperation in combating these crimes.

Paper No: ICBSSS -78

- Title:** **Asymmetrical Impact of Monetary Policy on Stock Market Returns During Bullish and Bearish Market Trend**
- Author(s):** **Haji Suleman Ali** (PhD Scholar & Lecturer, COMSATS Institute of Information Technology, Pakistan), **Arslan Qayyum** (PhD Scholar & Lecturer, COMSATS Institute of Information Technology, Pakistan)
- Abstract:** The current study is aimed at examining the relationship between monetary policy instruments and aggregate stock market returns under bullish and bearish market conditions for Karachi Stock Exchange (KSE-100) in Pakistan from January 1992 to February 2013. By using Auto Regressive Distributed lag approach to co-integration (ARDL) and Error correction Model (ECM) the study evidences that there is a negative and significant relationship between monetary policy instruments and aggregate stock market returns. Stock market returns are differently affected by monetary policy instruments between bullish and bearish market conditions. The results further highlighted that increase in reverse repo rate (RRR) affect the aggregate stock market returns more adversely than increase in cash reserve ratio (CRR) particularly during bearish market conditions. The results of this study suggest two important implications for investors. First, whenever the SBP increases the RRR and CRR, investors should not invest immediately in stocks because this study found that increase in reverse repo rate and cash reserve ratio generate negative returns particularly in months when market is in bearish trend. Second, investors should focus on the market conditions i.e. Bull vs. Bear because they have significant asymmetrical influence on stock market returns while State Bank of Pakistan (SBP) take monetary policy actions.
- Keywords:** Monetary policy, Bull vs. Bear Market, Karachi Stock Exchange.
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Paper No: ICBSS -79

- Title:** **Core Competencies Requirement of Staff in Organization in ASEAN Community: A Case Study of Staff in the Head Office of Krungthai Bank Public Company Limited**
- Author(s):** **Chidthinut Khomphangchan** (Student of Research Institute for Languages and cultures of Asia , Mahidol University)
- Abstract:** The objectives of this paper are 1. Finding the requirement of competencies in the head office of KrungThai bank public company limited in ASEA Community. 2. Comparing the requirement of competencies in each departments of the head office of Krung Thai Bank Public company. 2. Comparing the requirement of competencies in each departments of the head office of Krung Thai Bank Public Company. The study is quantitative research by Questionnaires and qualitative research by in-depth interview. This is an ongoing research and the result has not been finished. The expected benefits of this research are 1.To know about requirement of core competencies in organization In ASEAN Community. 2. The results of this research can be a model of human resource development for other organizations in ASEAN Community. The questionnaires of the research base on 3 theories of competencies : Global Competencies , ASEAN Competencies and 10 skill to be successful in the future and interview more about competencies by in-depth interview. The conclusion of this research will show about the most requirements of competencies in organization and the most requirements of each department in organization. Then group Global Competencies, ASEAN Competencies an 10 skill to be successful in the future in 3 parts: Personal Competencies, Communication Competencies and Behavioral competencies.
- Keywords:** Competency, Organization, ASEAN Community
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Paper No: ICBSS -80

- Title:** **Micro-finance and Community-Based Entrepreneurship A Story of BLPS Program:**

Yogyakarta, Indonesia

Author(s): **Wipti Eka Prahadipta** (Entrepreneurship and Technology Management Research Group, School of Business and Institut Teknologi Bandung, Indonesia), **Wawan Dhewanto** (Entrepreneurship and Technology Management Research Group, School of Business and Institut Teknologi Bandung, Indonesia), **Bambang Rudito** (Entrepreneurship and Technology Management Research Group, School of Business and Institut Teknologi Bandung, Indonesia)

Abstract: The Indonesia Government has proposed many programs about entrepreneurship and empowerment using microfinance system. One of the national-scale programs is the Direct Grant for Social Empowerment (Bantuan Langsung Pemberdayaan Sosial - BLPS). It has been implemented facilitated by Social Ministry in a national scale since 2006. There are the Collective Business Groups (Kelompok Usaha Bersama - KUBE) and the Productive Economic Activity for Poor Family (Usaha Ekonomi Sektor Produktif Keluarga Miskin - USEP-KM) as a form of this Community-Based Entrepreneurship approach. In 2010, Indonesia Government then established the acceleration of poverty eradication (Program Percepatan Penanggulangan Kemiskinan) using social aid, social empowerment, and Small and Medium Enterprises (SME) development approaches in order to integrate other similar programs. On the other side, there is lack of published papers relating to that, especially in the microfinance activities in Indonesia. It will be a problem if we agree that this kind of activity needs annually research and evaluation to improve the method so it can be sustainable in the long term. Because of that, this paper aims to explore how the BLPS microfinance program has been implemented in Yogyakarta using a qualitative participatory action research methodology. By describing some activities and interactions between target groups and a program facilitator, we describe some adaptive approaches of Yogyakarta Government, interest of the target groups and its member, and the arisan system applied in this program. We also found that arisan, the Indonesia's Rotating Savings and Credit Association (ROSCA), is beneficial to the group development but the system is not support the development of individual entrepreneurship when the member of KUBE and USEP-KM are involved to other arisan. It is better to use existing system such as the neighborhood level (RT) and the Family Welfare Movement (PKK) type of ROSCA to support this program in the future. This conclusion, however, needs to be recognized as contextual conclusion, regarding to time and location, and it cannot be generalize to all Government microfinance programs in Indonesia.

Keywords: Microfinance, Community-based entrepreneurship, Participatory action research, ROSCA

Paper No: ICBSSS -81

Title: **Feasibility Study on Institutionalization of Small and Medium-Sized Business the Focus of Corporate Governance as A Solution to the Deficiencies in Some Small and Medium-Sized Family**

Author(s): **José G. Vargas-Hernández, L.A.F. Ismael Escoto Valencia**

Abstract: This article aims to better understand the problems faced by those family owned firms due their size that are still in development stage, and puts at risk its growth and even its permanence in the market, as well to observe those features that firms in similar situations have allowed them to overcome the obstacles and to become productive and efficient firms.

Keywords: SMBs, Corporative governance, Family business.

Paper No: ICBSSS -82

Title: **Green Products Purchasing Among Malaysian Consumers (Preliminary Study)**

Author(s): **Masoumeh Hosseinpour** (Post graduate student, Department of Agribusiness and Information System, Faculty of Agriculture, University Putra Malaysia (UPM),Malaysia), **Hossein Nezakati** (Department of Management and Marketing, Faculty of Economics and Management, University Putra Malaysia (UPM),Malaysia)

Abstract: The world is facing with the environmental degradation. Mainly human behaviour is the

responsible of this matter. Malaysian government as a part of the world tries to protect the environment. Along with this way, government aims to encourage the public to change their behaviour towards the environment. Therefore, government has been promoted green products for the desired consumers. This study as a primary one aims to discover the awareness of Malaysian people about the green products in the market. In addition, it is aimed to measure the likelihood of intention of consumers to purchase green products. Chi-square analysis and binary logistic regression were applied.

Paper No: ICBSSS -83

- Title:** **The Management Accounting Involvement In Sustainability Practices**
Author(s): **Che Zuriana Muhammad Jamil** (School of Accounting, College of Business, Universiti Utara Malaysia, Kedah)
Abstract: Management Accounting is one of the accounting categories which concern on the collection of internal information for decision making. Most of the companies concentrate on the traditional information which is related to cost, while at the same time they want to move to the global market. Therefore, companies should also focus on the sustainability practices in order to place themselves in the global market and sustain in the future. The extent of management accounting involved in the sustainability practices is still in doubt and need to be researched. The people and types of accounting function involved in collecting the sustainability information also need to be identified, Therefore, this paper tries to review the previous studies which concern on the extent the management accounting involved in sustainability practices.

Paper No: ICBSSS -85

- Title:** **The Financial Stability of Islamic Banks in the MENA Countries During Financial Crisis and Political Uncertainty**
Author(s): **Mohamed Ali OMRI, Ghenimi Ameni, Khaled oweis**
Abstract: The recent financial crisis has triggered a series of failure of many conventional banks, and led to an increased interest in the Islamic banks. In this study, we seek to address the following question: What was the effect of the financial crisis and the recent political uncertainty on the stability of Islamic banks (IBs) and their conventional (CBs) peers? The conditional variance and various GARCH models were used to measure financial stability, using the daily returns for the period (09/11/ 2005 to 09/ 12/2013). It covers a sample of 11 Islamic banks (IBs) and 17 conventional banks (CBs) from 7 countries. The results of this paper show that IBs were more stable than conventional banks during the global financial crisis. It explains that the financial crisis has effect on the financial stability of CBs than IBs. In addition, the volatility of IBs increases during the recent political turmoil. While, Islamic banks saw their volatility- initially low- increase during the crisis, though this increase remained very moderate. Our result shows that the political uncertainty has effect on the financial volatility of IBs and CBs of golf countries and the MENA region than Mediterranean region, while, the effect remained very moderate. These results corroborate that Islamic banks were more stable than their conventional peers during the two types of crisis and the IBs are not subject to the same risks and the same governance as CBs. Overall, the findings are important in understanding the role of financial crisis and Arab spring on financial stability of IBs and CBs and are of great significance to investors.

Paper No: ICBSSS -86

- Title:** **Job Satisfaction: A Comprehensive Literature Review**

Author(s): **Shruti Traymbak** (Research Scholar Deptt. of Management, BITEC Lalpur, Jharkhand, India), **Pranab Kumar** (Associate.Prof Deptt. of Management, BITEC, Lalpur, India), **A.N.Jha** (Prof. Deptt. of Management BITEC, Lalpur, India)

Abstract: The purpose of this paper is to study the concept of affective, cognitive, global as well as facets level of job satisfaction and highlights the relationship of job satisfaction with absenteeism, turnover & performance which show highly contradictory results. The study finds that global job satisfaction cannot be calculated by simply adding the scores of the facet dimension because they are independent dimensions. It can be calculated with the help of global measures instrument, which focus on overall measurement of a job and facets-level job satisfaction can be measured with the help of facets measure instrument which assess satisfaction with specific facets of a job. Many work satisfaction theories have explained job satisfaction and among those Hackman and Oldham's a three stage Job Characteristics Model's states that five core job characteristics play an important in explaining job satisfaction, internal work motivation etc. The current paper explores conceptual framework to study the relationship of job characteristics with five facets of job satisfaction in the form of two stage research models which had been adapted from Hackman & Oldham's three stage models.

Keywords: Global satisfaction, Facets satisfaction, Turnover intentions, Absenteeism, Job Performance, Job Characteristics Model (JCM).

Paper No: ICETSR -87

Title: **Effective Tax Administration and Institutionalization of Accounting Systems in Small and Medium Scale Enterprises: Evidence from Nigeria**

Author(s): **OGOUN Stanley** (Department of Finance and Accountancy, Niger Delta University, Wilberforce Island, Yenagoa, Bayelsa State, Nigeria)

Abstract: The study investigated the role of effective tax administration in institutionalizing accounting systems in Small and Medium Scale Enterprises (SMEs) in Nigeria against the backdrop of the prevalence of poor accounting systems in this sector. Data was obtained from SME operators and staff of the internal revenue agencies like the Federal Inland Revenue Service (FIRS) and State Boards of Internal Revenue (SBIRs) as applicable in Nigeria. The econometric e-view was used to analyze the data so obtained, and it was observed that the lack of an effective tax administrative system which undermines the collection of profit tax from the operators of this sector accounts to a large extent for the non institutionalization of accounting systems SMEs in Nigeria. The study also identified several variables that militate against the establishment of an effective tax administrative system in the country. Accordingly the study advocated the need to build strong institutions, enact appropriate laws and implement stiffer penalties for defaulters. This should be predicated on the basis of an enhanced citizens' confidence in the government and its institutions, which can be attained through the enthronement of fiscal transparency and accountability framework and good governance that has the capacity for building trust thereby enhancing voluntary compliance with tax laws.

Keywords: Tax administration, Institutionalization, Decision useful accounting information, SME.

Paper No: ICBSSS -88

Title: **The University Readiness-based Model towards Students' Entrepreneurship Education Menu Script Field: Entrepreneurship Education**

Author(s): **Zaimah Zainol Ariffin** (School of Accounting, College of Business Universiti Utara Malaysia, Sintok, Kedah), **Che Zuriana Muhammad Jamil** (School of Accounting, College of Business Universiti Utara Malaysia, Sintok, Kedah)

Abstract: Entrepreneurship has been acknowledged as one of the economic indicator and received more attention from universities in many countries. Entrepreneurship skills and capabilities can be developed through implementing a holistic training, education and lifelong learning. The

universities must improve their facilities if they want to support future entrepreneurship education. As mentioned by strategy in 10th Malaysian Plan, graduate entrepreneur will act a catalyst for economic transformation, therefore, need to be very careful in handling and managing them. The purpose of this study is to provide further understanding of the entrepreneurship education in the Higher Learning Institution in Malaysia. Specifically, the aim of this study is to measure the University's readiness in providing entrepreneurship education for the undergraduate students. The results of this research are important because the students' perception towards entrepreneurship is crucial in creating the culture and environment as to promote a 'seed of entrepreneurs' from the University students. In addition, this study should help in providing richer set of insights into the effectiveness of entrepreneurship education to the University's students. This study used perceived desirability and feasibility to measure students' perception towards the readiness of the University in providing entrepreneurship education. This is a survey method of study. This study confirmed that the desirability and feasibility factors were able to explain students' perception on the University's readiness in providing entrepreneurship education.

Paper No: ICBSSS -89

Title: Human Capital Development: Implications for Information and Communications Technology Management in Jigawa State, Nigeria
Author(s): Musa Ladan
Abstract: The objective of the study is to investigate the role of Human Capital Development in determining the ability of Jigawa state civil servants to address challenges in Information and Communications Technology Management. Emphasis is focused on availability of Human Resources including its quality, level of education and skills, vocational and other industry related training, productivity as well as efficiency of the civil service.

Paper No: ICBSSS -90

Title: Credit Risk Evaluation and Analysis on Chinese Commercial Banks Using Logistic Model
Author(s): Xiaorong Zou (Leonardo Investment Ltd, United Kingdom)
Abstract: With high loan demand of manufacturing enterprises, the management efficiency is vulnerable to be disturbed by macroeconomic risks. Therefore, the breach of contract will result in the huge fluctuation in domestic financial industry. In this paper, Logistic model was used to evaluate credit risks of commercial banks and manufacturing enterprises. Firstly, according to the status quo of depressive manufacturing industry impacted by macroeconomic form, further resulting the declining of bank credit assets quality, some empirical data of manufacturing listed companies are selected specially, and the data of selected index shall be published for transparency. Secondly, data analysis was processed by not only the conventional financial index, but also non-financial index, such as ownership structure, board structure and enterprise scale. Finally, to clear and distinct the extracted variable factors, to better explain and elaborate on the actual economic issues, the indexes are divided into financial index and non-financial index, the financial index is further divided into four types, with each type being factor analyzed separately. Combined with the macroeconomic trend, and according to the results obtained from model, the possible fluctuations resulted by the default of manufacturing enterprises have been made the summary analysis.

Paper No: ICBSSS -91

Title: Mental Types of Eurasian Culture And Civilization: Russia and Kazakhstan

Author(s): **Manassova Mira Manaskyzy** (PhD Student Department of Religious and Cultural Studies Faculty of Philosophy and Political Science, Al-Farabi Kazakh National University Almaty, Kazakhstan), **Gabitov Tursyn Hafizovich** (Doctor of philosophy professor Department of Religious and Cultural Studies Faculty of Philosophy and Political Science, Al-Farabi Kazakh National University), **Gazizova Ainur Yersainovna**

Abstract: The article is devoted to defining the place and role of the Kazakh and Russian cultures in the civilizational Eurasian area. Discusses the choice of models social and cultural development of the Republic of Kazakhstan in conditions of globalization and localization. Kazakh culture identification is held in the context of its interactions with the nomadic, Islamic, Russian, Central Asian and East Asian civilizations. The article analyses the role of cultural factors in the formation post-Soviet Central Asian States. To better understand the specifics of the Russian culture and determine its place in the Asia super civilizations advisable to apply comparative analysis of social and cultural phenomena. In the culture of the late twentieth century, comparative acts as one of the main ways of analyzing cultures and civilizations.

Keywords: Identification, mentality, eurasism, traditions and innovations, East and West, tolerance, civilization, nomadism, Islam

Paper No: ICBSSS -92

Title: **The Vulnerability Perception of Urban Elder in Khon Kaen, Thailand**
Author(s): **Nopparat Rattanaprathum** (Ph.D. Candidate in Sociology, Department of Sociology and Anthropology, Faculty of Humanities and Social Sciences, Khon Kaen University), **Dusadee Ayuwat** (Assistant Prof, Department of Sociology and Anthropology, Faculty of Humanities and Social Sciences, Khon Kaen University)

Abstract: This research aimed to study the vulnerability perception of urban elder in Thailand. The study was conducted by the qualitative approach. The target group of 15 elders, who lived in the urban area in Khon Kaen province, Thailand. Those were purposively selected from a variety of elder characteristics including gender, age, education and health status. Data were collected by in-depth interviews with interview guideline and non-participatory observation during February – March, 2014. Content analysis was employed for data analysis. Descriptive analytic method was used for result presentation. Results showed that: The urban elders were perceived vulnerability differently in accordance with their perception and experience. That is, healthy elders who still earned income and provided financial support to their family recognized that they were not vulnerable. For elders who started having health problems, hearing, vision and, cognitive problems, although physically independent, and also worked to support the family, recognized that they had no vulnerability. However, elders who faced a chronic disease, (diabetes, stroke) and must rely on others on outdoor activities (a visit to the hospital or to the temple) perceived themselves to be vulnerable. In addition, older adults with severe chronic illness (paralysis, kidney disease) with difficulty in doing daily activities, were perceived to be a burden to their spouses and children most of the time, and recognized as strongly vulnerable.

Keywords: Vulnerability, Elderly, Chronic disease.

Paper No: ICBSSS -93

Title: **Does Sovereign Debt Create the Sustained Growth? The Case Study of Thailand**
Author(s): **Pornpong Sakdapat, Thanawut Limpanitgul, Sirikwan Jaroenwiriaykul, Kamolwan Rodring**

Abstract: The aim of this research is to explore the impact of sovereign debt and debt services on the economic growth of Thailand in long-term and short-term period including other considered macroeconomic factors: gross capital formation, consumer price index, inflation and trade by using time series data. The study has been divided into two cases: a short-term case using quarterly data from first quarter of 2006 to the fourth quarter of 2011, and a long-term case using

annually data from 1990 to 2010. The study evaluate the relationship between external debts, debt services and other considered variables by using Ordinary Least Square (OLS) regression model. Stationary of time series has been checked with Unit root test of the augmented Dickey-Fuller (ADF test) model. OLS regressions, test of normality, autocorrelation have been used in order to find the best linear unbiased estimator. It was displayed through tests that the estimation of regression lines is fitted; most of individual variables are statistically significant, independent variables of the model are jointly significant in order to explain dependent variables, and the error terms have no correlation. The empirical estimation equations results illustrate that external debt to GDP ratio has no correlation with economic growth either in short-term or long-term case, while debt services to GDP ratio has negative effects to economic growth of Thailand in both cases. So, the null study hypothesis is accepted that external debt has impact on economic growth of Thailand in both short-term and long-term. Consumer price indexes have positively impact on economic growth in both short-term and long-term, while gross capital formations and trade balances have positively impact only in long-term. The result of this study suggests that even borrowing level does not impact to economic growth, its obligation or debt service still threaten the growth of economy; therefore, improving of overall debt management policies, trading policy, inflation control are the way to develop an different outcome between short-term and long-term.

Paper No: ICBSSS -94

- Title:** **The Fee Setting for Working Abroad of Thai Labour**
- Author(s):** **Dusadee Ayuwat** (Assistant Professor, Faculty of Humanities and Social Sciences and committee of the Research and Training Center for Enhancing Quality of Life of Working-age People, Faculty of Nursing, Khon Kaen University, Thailand), **Thanapauge Chamaratana** (Ministry of Labour, Institute of Skill Development Regional VI Khon Kaen, Thailand)
- Abstract:** This research was aimed to examine the cost setting for working abroad of Thai labourers. The study had been conducted by the qualitative approach, by in-depth interview as well as employing participatory observation techniques with 37 key informants who were labour brokers of legal labour agency company and labour sub-brokers. Key informants were selected by snowball technique from 5 main provinces which have many workers abroad; Udon Thani, Nakhon Ratchasima, Khon Kaen, Chaiyaphum, and Nongkhai. Data collection was done during May - November 2012. Content analysis was employed for the data analysis. The results of the study indicated that the cost setting for working abroad is a main function of labour brokers who are the core of each sub-network. It is also determined by the policy of labour agency company and management cost of the sub-brokers. This cost was employed by the sub-broker in the labour broker's network to communicate to their job- seekers or customer's aboard. At the same time, the price will be set as an agreement with the labour brokers in other areas to maintain good relationship among them.
- Keywords:** Labour Broker, Labour Sub-Brokers, Cost Working, Working Abroad, Thai Workers

Paper No: ICBSSS -95

- Title:** **The Social control of the folk healers in northeastern Thailand : A Case Study of the Mor Lum Pee Fah group**
- Author(s):** **Kriangkrai Pasuta** (Ph.D. Candidate in Department of Anthropology and Sociology, Faculty of Humanities and Social Sciences. Khon Kaen University), **Somsak Srisontisuk** (Ph.D. Corresponding author, Associate Professor, Department of Anthropology and Sociology, Faculty of Humanities and Social Sciences), **Viyouth Chamruspanth** (Ph.D. Lecturer, Department of Anthropology and Sociology, Faculty of Humanities and Social Sciences. Khon Kaen University)
- Abstract:** This article is part of the research " Social control of Mor Lam Pee Fa Groups in dealing with family problems in the Northeast of Thailand. The objectives of the research that "To study the social control of the Mor Lam Pee Fa Groups as a group of the traditional doctors In dealing with

the family in society, Northeast Thailand". This study is a qualitative study by selecting a specific target group in Khon Kaen province , Thailand. Findings showed that traditional doctors are the 4 forms of social control including 1.Social control through the creation of a symbolic ritual 2. Social control through the teachings of the ritual 3. Social control over its implementation after completion of the ritual and 4. Social control through the creation of the participation of the group. The success of social control that arise in rituals to achieve results is to handle family problems within the local community. Affect the regulation of social behavior caused the members of the society to behave in accordance with the rules established members together. Success in managing conflict within the community. The maintenance of cultural capital within local communities. Building a network of people in the group. And conservation of local knowledge clearly.

Keywords: Social control, Mor Lam Pee Fa Groups, Rite

Paper No: ICBSSS -96

Title: **Coaching in Action Research**
Author(s): **Norasmah Othman** (Faculty of Education, Universiti Kebangsaan Malaysia, Selangor, Malaysia), **Swee Yee Chia** (Faculty of Education, Universiti Kebangsaan Malaysia, Selangor, Malaysia)
Abstract: Action research is a systematic activity implemented by educators in improving the teaching and learning process. However, its implementation is time consuming. As a result, most of the educators are not able to conduct action research, despite of the recommendations provided by the administrations. The failure in implementing the activity is mostly due to time constraints, educators' workload, and also the lack of skills and knowledge on action research itself. This paper is going to discuss on a method that can be applied by the educators in conducting action research, known as coaching. The coaching and Kolb's Model as a model for action research will be discussed in this research. The flow of implementation also will be discussed in details.
Keywords: Coaching, Action research, Kolb's Model

Paper No: ICBSSS -97

Title: **Legal Protection of Users in Cyberspace**
Author(s): **Aida Jafari** (Department of Private Law, Tarbiat Modares University, Tehran , Iran)
Abstract: All of the accomplished proceedings (including electronic crimes law, convention of cyber crimes and ancestral and Vienna convention) follow a common aim which is the issue of support. Cyber space has provided remarkable opportunities for human beings, but there are like each nascent technology of the world. Affrication of the data (plagiarism), sabotaging, disabling and inactivating of computer systems, defraudation and espial can be named as the destructive effects of cyber space for human life. According to the results of this study as well as the necessity of the correction of the law of crimes of the faults of this law as the junior and up-to-dated law which must accompany with dynamicity based on the exigencies and the current needs of commercial needs and ultra-nation and international approach of the commerce, the correction of the legal deficiencies and shortages is offered for supporting of the users because of its necessity. Nevertheless, the ignorance of the users of this space cause misusing occasionally.
Keywords: Cyber crimes, Computer, Cyber space, The Rights of Moral and Spiritual Ownership

Paper No: ICBSSS -98

- Title:** **Analyzing the Challenges for Promoting Saffron Industrial Cluster in Mashhad to Move towards a Knowledge City Paradigm**
- Author(s):** **Omid Ali Kharazmi** (Assistant Professor, Urban Management, Ferdowsi University of Mashhad, Iran), **Masoumeh Valipourerami** (Master of Urban Management, Ferdowsi University of Mashhad, Iran)
- Abstract:** Industrial cluster is identified as one of the powerful mechanisms in order to stimulate innovation and upgrade competition in specific city region and to enhance its capability to move efficiently towards the concept of knowledge city paradigm. Researches in developing countries also show the increasing interest toward the use of this mechanism. The aim of the current paper is to explore the current status of Saffron industrial cluster of Mashhad city in Iran and evaluate its role in creating a concept of knowledge city according to porter's diamond model. Both qualitative and quantitative research was used for the purpose of triangulation of data and 30 questionnaires were distributed among the Saffron cluster members and 7 semi-structured interviews were conducted with stakeholders' experts, using snowball sampling technique. Results indicate that regarding Porter's diamond model determinant, this cluster do not perform well, although it is assumed by Iranian Government in the later stage of cluster development. Also many deficiencies were found in the system such as trust problem between firms and main actor in the cluster. Suggestions for improving a current situation were also proposed.
- Keywords:** Knowledge, Innovation, Saffron cluster, Porter's diamond model, Mashhad.
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Paper No: ICBSSS -99

- Title:** **Role of Micro Credit Institution of Pakistan for Poverty Alleviation**
- Author(s):** **Mohammad Imran Qureshi** (Assistant Professor Department ofcommerce City Campus Gomal University Dera Ismail Khan KPk,Pakistan), **Amjad Saleem**, **Safia Bashir**, **Umm e Ruqia**, **Aman Ullah Khattak**, **Mian Gul Khan**, **Fatima Kundi**
- Abstract:** This Research study is conducted to elaborate the role of Khushhali Bank of Pakistan for poverty alleviation. The core objective of this study is to highlight the ways which may cause to reduce poverty, to improve the living standards of the poor people on sustainable basis and to enhance the economic prosperity and growth. As micro credit is a substitute for formal loan, so this study is conducted to make people self sufficient and self employed and expose the basic features of micro credit financing. Primary data through Questionnaire is used for data collection, filled by a sample of 150 customers of this institution. The questionnaire is developed on the basis of personal observations and the information which are provided by bank officials. The questionnaires were filled by the customers of the Khushhali Bank. Conclusion of this study reveals that this sector is effectively disbursing Micro credit according to the needs of people who have no or less access to formal loan from different financial institutions. Moreover this study also highlighted a few recommendations including expansion of this system and making possible its access to the people of rural and urban areas along with introducing effective working system.
- Keywords:** Micro Credit, Living Standard, Loan, Poverty Reduction, Khushhali Bank.
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Paper No: ICBSSS -100

- Title:** **Consumer Innovativeness and Shopping Style: A Study on Consumer Shopping Behavior at Greater Jakarta Area**
- Author(s):** **Pantri Heriyati** (Faculty, BINUS Business School, BINUS International, BINUS university Jakarta), **Asmarakandi Ahmad Yusuf** (Student, BINUS International, BINUS University, Jakarta)
- Abstract:** The objective of this research is to analyze the relationship between consumer innovativeness and consumer's shopping styles in the department store in Jakarta. To test the Construct of this research, the Reliability is measured by Cronbach alpha and Confirmatory Factor Analysis was used to test the validity. Furtherm, the hypotheses testing was employed Simple Linear

Regression. The result suggests that the cognitive innovativeness has significantly and positively influencing quality consciousness, price consciousness, and confusion by overchoice. On the other hand, the results suggest that the sensory innovativeness has significantly and positively affecting brand consciousness, fashion consciousness, recreational orientation, impulsiveness, and habitual/brand loyal. Conclusions- The results also indicates that cognitive innovativeness has the most influence towards price consciousness, in which sensory innovativeness has the most influence towards brand consciousness. Keywords consumer innovativeness, decision making style, department store.

Keywords: Consumer Innovativeness, Sensory Innovativeness, Cognitive Innovativeness, Shopping Style, Brand Consciousness, Consumer Shopping Behavior.

Paper No: ICBSSS-101

Title: Economic and Accounting Perspective of Firm's Competitive Advantage – Empirical evidence from Pakistan's Financial and Non-Financial Sector

Author(s): Muhammad Abdus Salam (Deputy Director, Statistics & DWH Department, 6th Floor, State Bank of Pakistan, Karachi), Shazia Salam (Faculty at SZABIST Karachi)

Abstract: Drucker, p. (1994) defines Strategy as a firm's theory about how to gain competitive advantage which is the ability to create more economic value than competitors e.g. there must be something different about a firm's offering vis-à-vis competitors' offerings. Hesterly and Barney (2010) presented a more comprehensive and detailed framework of strategic management process for firms.



Based on above, firms can identify and exploit differences that may lead to competitive advantage through two types of difference such as preference for the firm's output i.e. people choose the firm's output over others' and people are willing to pay a premium, and cost advantage vis-à-vis competitors i.e. lower costs of production / distribution.

To measure competitive advantage, two classes of measures which include the accounting measures such as ROA, ROE etc. that exceed averages of the industry and economic measures (earning a return in excess of the cost of capital) have been employed. To achieve the above, information on firm's financials from financial and non-financial sector (based on December 2012) have been taken from their annual reports and financial statements. Results on the basis of accounting and economic measures will be provided. The correlation aspect of the two approaches has also been examined and will be provided in full length paper. Initial results on the banking industry in Pakistan suggest that most of the banks are well below from the industry average and therefore their performance is "Below Average Accounting Performance". The ROA of around ten banks are well above than the industry average and therefore they are classified as "Above Average Accounting Performance". The details will be provided in full length paper.

Keywords: Strategy, Competitive advantage, WACC, ROA, Accounting and economic measures

Paper No: ICBSSS -102

- Title:** **Investigating the Moderating Effect of Demographic Factors on the Relationship between Monetary Motivation and Employees' Job Performance at Oil and Gas Offshore Production Facilities in Malaysia**
- Author(s):** **Mak Met** (Doctoral student, Asia eUniversity, Kuala Lumpur, Malaysia), **Ibrahim Ali** (Adjunct Professor, Asia eUniversity, Kuala Lumpur, Malaysia)
- Abstract:** This study investigated the moderating effect of demographic factors (age, gender, education level, tenure, and job level) on the relationship between monetary motivation and employees' job performance at oil and gas offshore production facilities in Malaysia. The outcomes of this study provide useful insight to employers for adoption into their performance management strategy and policy. In addition, the study outcomes could also influence company's resourcing and talent management strategy. Data were collected using self-administered survey questionnaire from 341 employees at oil and gas offshore production facilities of selected companies in Malaysia. Convenience sampling method was used. Quantitative data analyses, which included descriptive, reliability, and inferential analyses were performed using the Statistical Product and Service Solution 21. At the .05 level, the results of the General Linear Model univariate analysis of variance showed that there was a significant moderating effect of tenure and job level on the relationship between monetary motivation and employees' job performance while gender did not show any significant moderating effect. Age and education level showed weak moderating effect. Employees with tenure of 31 years or more reported significantly higher job performance level compare to their younger counterparts with tenure of 10 years or less. Managers and supervisors scored significantly higher job performance level than technicians.
- Keywords:** Monetary Reward, Job performance, Demographic factors, Moderating effect, Employees, Oil and Gas, Malaysia
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Paper No: ICBSS -103

- Title:** **The Process of Community Health Policy Formulation in Community, Thailand**
- Author(s):** **Chanaboon Intharaphan** (Ph.D. Candidate in Development Science, Faculty of Humanities and Social Sciences, Khon Kaen University, Thailand), **Dusadee Ayuwat** (Assistant Prof, Department of Sociology and Anthropology, Faculty of Humanities and Social Sciences, Khon Kaen University, Thailand), **Wongsa Laohasiriwong** (Department of Public Health Administration, Faculty of Public Health, Khon Kaen University, Thailand)
- Abstract:** This research aimed to study the process of community health policy formulation in rural, Thailand. The study was conducted by the qualitative approach, in a rural village, Ubon Ratchathani province, Thailand where the community health policy formulation was done. The 25 key informants were sub-district health promotion hospital officers, sub-district municipality officers, community leaders, senior citizens, community organizational leaders, health volunteers and villagers who had participated in the community health policy formulation. Data were collected by in-depth interviews with interview guideline and non-participatory observation during February – April, 2014. Content analysis was employed for data analysis. Descriptive analytic method was used for result presentation.
- Results showed that: The key operational principle of the process of community health policy formulation was the participation and consultation among community members. It consists of these three major procedures 1) Identifying health problem issues by village civil society meeting 2) Preparing a policy proposal by village health volunteers meeting and 3) Arranging village civil society to accepted community health policy together. The results have led to the establishment of problem management project with chronic diseases in the village and the declaration of village announcement to create healthy environment. In addition, it was found that social capital in the community such as community unity, the strength of the village health volunteer group and the cooperative networking's organizations outside the village were significant supporting factors for the success of the process of community health policy formulation.
- Keywords:** Health Policy Formulation, Community, Social capital, Policy process

Paper No: ICBSSS -104

- Title:** **Astana: Features of Cultural and Civilizational Development of the New Capital of Kazakhstan**
- Author(s):** **Manassova Mira Manaskyzy** (PhD student Department of Religious and Cultural Studies Faculty of Philosophy and Political Science, Al-Farabi Kazakh National University Almaty, Kazakhstan), **Gabitov Tursyn Hafizovich** (Doctor of philosophy professor Al-Farabi Kazakh National University), **Gazizova Ainur Yersainovna** (Lecturer Department of Professional training and Social Science Almaty Technology University), **Assem Mukhanbet**
- Abstract:** Research of urban picture of the world actual today than ever before. Our cities are obviously necessary changes and dynamics in development. Urbanization in modern times has found scope and content significantly change the nature of cities and their role not only in the nation-state, but also in the global economy as a whole. Urbanization in countries such as Kazakhstan combines the era - from traditionalism to post-industrialism. This article examines the role and formation of the Kazakh city of Astana. And also, the influence of Astana in improving cultural and civilizational development. The new capital has become a factor of further internal consolidation, internal integration of Kazakhstan into the new global and regional circumstances. Moving the capital to Astana, Kazakhstan opened a new page in the history of the city, it became a symbol of rebirth and renewal of independent Kazakhstan at the turn of the third millennium. Methodological basis of the article is the set of theoretical and methodological principles and approaches in the study of the phenomenon of the city as an integrated territorial, social and cultural education. Author relied on the general scientific research principles: the principle of objectivity, integrity and systemic. The author used methods for studying urban culture, have found application in various areas of socio-humanitarian knowledge.
- Keywords:** Kazakhstan, Capital city, Urbanization, Civilization.
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Paper No: ICBSSS -105

- Title:** **The Relevance of Increased Food Production to Economic Development in Africa**
- Author(s):** **Anthony Orji** (Department of Economics University of Nigeria, Nsukka), **Sam Umesiobi** (Department of Economics University of Nigeria, Nsukka)
- Abstract:** It is common knowledge that industry has long been considered the engine of growth and the darling of economic development. On the other hand, agriculture was believed to be unresponsive to economic incentives and therefore did not apply itself to technical change. As a result, policy makers believed, rightly or wrongly, that promoting industry at the expense of agriculture would sacrifice little in output. At least, this was the conventional wisdom in the 1970s and early 1980s. But this conventional wisdom had not been put to test. However, by the late 1980s it became clear that agriculture was deeply influenced by some factors external to the sector. These were industrial policies and exchange rates, which in turn affected investment, growth and income in agriculture. Against this background, this paper therefore focuses on the relevance of increased food production to economic development in Africa with particular reference to population, land use, technological innovations and policy implementation.
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Paper No: ICBSSS-106

- Title:** **The Impact of Rice Production, Consumption and Importation in Nigeria: The Political Economy Perspectives**
- Author(s):** **Madu Abdulrazak Yuguda** (Ghazali Shafie Graduate School of Government, College of Law, Government and International Studies, Universiti Utara Malaysia), **Terwase Isaac Terungwa** (School of International Studies, Ghazali Shafie Graduate School of Government, College of Law, Government and International Studies, Universiti Utara Malaysia)

Abstract: Nigeria's population is estimated at 174, 507,539 with the annual growth rate of 2.54%. The country is endowed with enormous mineral and natural resources with verse land adjudge to be the most fertile and suitable for agriculture. Rice demand and consumption is high among its people irrespective of the region or culture. This paper attempts to investigate the level of the country's production, consumption and importation of rice with a view to establishing its impacts on it economy and development. The methods adopted for obtaining data for the study was purely empirical and secondary. It was found amongst others that; while its level of production of rice was low, the consumption is high and its importation was highly inelastic. It was recommended that, deliberate attempts must be made by government interms of policy to improve its agricultural base particularly in rice production not only as substitute for its importation and domestic use, but export as well. This will go a long way in increasing foreign earnings, which can be replicated, and to complement the nation's development.

Keywords: Rice production, Rice consumption, Rice importation, Nigeria, and Political economy

Paper No: ICBSSS -107

Title: **Fraud Profile and Fraud Preventive and Detective Measures in Public Sector: Perceptions by Internal Auditors**

Author(s): **Kalsom Salleh** (Faculty of Accountancy, Universiti Teknologi MARA, Malaysia)

Abstract: In recent years, fraud cases in the public sector have been given more publicity through the mainstream media and other social media. With increasing public awareness comes public perception which in turn affects the level of public confidence. Thus, the research objectives are to understand the fraud profile in public sector and to examine the effectiveness of fraud preventive and detection measures based on the internal auditors' perceptions. Extensive literature review and survey questionnaires are used to collect perception based data on Fraud Profile and Fraud Preventive and Detective Measures in two different functional types of public sector organization in Malaysia This comparison study provides an understanding of the general fraud profile and it also contributes towards the identification of specific preventive and detective measures in the fight against fraud in Malaysia's public sector.

Keywords: Fraud, Fraud profile, Fraud preventive and detective measures, Internal auditor, Public sector

Paper No: ICBSSS-108

Title: **The Role of Social Enterprise in Supporting Economic Development in Nigeria**

Author(s): **Yahaya Salihu Emeji** (Department of Economic, Taraba State University Jalingo, Nigeria), **Jerome Nyameh** (Department of Economic, Taraba State University Jalingo, Nigeria), **Muftahu Idris and Jane Jauro** (Department of Economic, Taraba State University Jalingo, Nigeria)

Abstract: Many contemporary organizations in Nigeria are placing a greater emphasis on business enterprise systems as a means of generating higher levels of economic development. Many business research and literature has also concur that enterprise drive economic development, giving little or no credit to social enterprise, whose profit is reinvest to the community development compare to the business enterprise that share their profit to shareholders yet the economic development in Nigeria is rated below expectation compare to the available human and natural resource. Economic development includes economic policies that affect the beneficiaries of the economic entity. We suggest that producing social enterprise increments may be best achieved by orienting social enterprise entrepreneurs system to promote economic development. To this end, we describe a new approach to the social enterprise process that includes social entrepreneur and the key drivers of economic development at each stage. We present a model of social enterprise that incorporates the main ideas of the paper and suggests a new perspective for thinking about how to foster and manage social enterprise to achieve high levels of economic development.

Paper No: ICBSSS -109

- Title:** **Relationship of Sociology with Business Strategy**
Author(s): **Pr.Laala Boukemiche** (Adrar University, Algeria)
Abstract: This paper aims to clarify the relationship of sociology with business strategy, through the role played by this science in the understanding and interpretation of the culture of the society and the behavior of individuals. Sociology helps in the development of the business strategy from several points; the most important are the following: A - Understand the culture of the community and its needs in light of the cultural determinants of those needs, and this help to draw a strategy to build projects and the expansion of the investment. B - Helps to understand consumer behavior, and this helps in the formulation of marketing and advertising strategies. D - to assist in understanding the behavior of workers and their cultures, which helps to draw . Strategies for the management of the human resource, especially if the workers belonging to different cultures.
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Paper No: ICBSSS-110

- Title:** **Funding Trends and Funding Reforms of Public Universities in Malaysia: Empirical investigation**
Author(s): **Ibrahim Kamal Abdul Rahman** (Faculty of Accountancy, Universiti Teknologi MARA, Shah Alam Malaysia), **Syed Noh Syed Ahmad** (Faculty of Accountancy, Universiti Teknologi MARA, Shah Alam Malaysia), **Kalsom Salleh** (Faculty of Accountancy, Universiti Teknologi MARA, Shah Alam Malaysia), **Noor Hasniza Haron** (Faculty of Accountancy, Universiti Teknologi MARA, Shah Alam Malaysia)
Abstract: Research findings from previous studies had pointed out that many public universities in different countries had been facing with decreasing trends of government funds to finance their operational and research expenditures. Thus, this study attempts to provide empirical findings on the funding trends and funding reforms for Malaysia Public universities for the period of six years from 2005 until 2010. The objectives of study are to identify the main sources of funding and the funding trends for twelve (12) public universities in Malaysia in consideration with the strategic funding reforms introduced by the government in 2007. Content analysis approach of public universities' annual reports and interviews with key public officers are used as the research methodological supports for this empirical study. Public Universities are still found heavily relied on government funds despite the funding reforms for education policy in Malaysia.
Keywords: Government fund, Funding trends, Funding reforms, Public universities
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Paper No: ICBSSS-112

- Title:** **How Strategic Alliances Work for Performance of Small Medium Enterprises in Jepara, Central Java, Indonesia**
Author(s): **Kesi Widjajanti** (Economic Of Faculty of Semarang University Jl Sukarno Hatta Tlogosari Semarang Indonesia)
Abstract: The study of strategic alliances in the area of strategic management has been developed as a business concept for improving the company performance. However the application of strategic alliances in small and medium enterprises (SMEs) has not been examine comprehensively. The relationship between the factors fostering strategic alliance and the company performance is still debatable. This study aims for fullfilling the research gap through the conceptual model of a theoretical basis that will be tested empirically to predict the best relationship between an exchange of management resource, management process, strategic alliance, market orientation, and performance. Data were collected from 105 respondents as SMEs manager in Jepara, Central Java, Indonesia and analyzed descriptively using index numbers and simultaneous equation

modeling. The results indicated that strategic alliance did not influence directly to the company performance. In addition, indirect effect of market orientation as a mediating variable might increase the company performance as compared to the direct effect of strategic alliance. The contributions of the theory support the strengthening Resource Based View that proved the influences of an exchange of management resource as a perspective of strategic alliance to motivate the company for improving its performance. This research provides managerial implications to improve performance of SMEs, the company not only simply adopts a strategic alliance, but also must be able to access resources so that market orientations can be strengthened.

Keywords: Management resource, Strategic alliance, Market orientation, Performance, Small and Medium enterprises, Indonesia

Paper No: ICBSSS -113

Title: **Human Capital Production Function at Analyzing Firm Specific Competitive Advantage Strategies**

Author(s): **Marko Kesti** (University of Lapland)

Abstract: The business plan or strategic plan provides a comprehensive view of the firm's situation and its goals and plans for the next 3 to 5 years. Financial business targets describe the bottom line results of the plan. Profit and loss statements show revenue, variable costs, staff expenses and other fixed costs, and eventually the target profit. These statements should be in line with organization human resource plan. Strategy includes corporate wide plan how to match internal strengths and weaknesses with external opportunities and threats in order to achieve competitive advantage. Strategic human resource management (SHRM) should formulate and execute human resource policies and practices that produce employee competencies needed to achieve organization wide competitive advantage. Research-based view studies indicate that company can differentiate in competition through profound understanding of its resources and by continuous improvement of its human competencies. It seems that human competencies form intangible asset that form sustainable unique strengths that are key to firm specific superior performance. Evidence-based human resource management argues that gaining competitive advantage through human capital development should be verified and estimated scientifically. It should answer for example to the question: How much more productive will our employees be if we institute planned high performance work system? Unfortunately human resource management contribution to business strategy is usually limited to stating HR-metrics and HR-practices that are not linked to financial aims. Latest resource-based view research indicate that Human Resource Production Function provide theoretical framework for evidence-based human resource management. The research aim is to form scientifically solid theory that explains tangible and intangible human capital meaning to business scorecard in terms of profit and loss account metrics. Paper illustrates how Human Capital Production Function explains human resource management essential role in supporting strategic aims in achieving either cost advantage or differentiation advantage. Using example company data the paper delineates how profitability can be improved by four different phenomenons:

1. Make more revenue with the same human resources,
2. Make same revenue with less staff,
3. Make same revenue with smaller overtime work and
4. Make same revenue with less variable purchase costs.

All these strategies can be estimated with organization specific metrics and also explain the phenomenon how the additional value can be achieved though better organization human capital management.

Paper No: ICBSSS -114

- Title:** **How Strategic Alliances Work for the Performance of Small Medium Enterprises in Jepara, Central Java, Indonesia**
- Author(s):** **Kesi Widjajanti** (Semarang University (USM), Semarang, Indonesia)
- Abstract:** The study of strategic alliances in the area of strategic management has been developed as a business concept for improving the company performance. However the application of strategic alliances in small and medium enterprises (SMEs) has not been examine comprehensively. The relationship between the factors fostering strategic alliance and the company performance is still debatable. This study aims for fullfilling the research gap through the conceptual model of a theoretical basis that will be tested empirically to predict the best relationship between an exchange of management resource, management process, strategic alliance, market orientation, and performance. Data were collected from 105 respondents as SMEs manager in Jepara, Central Java, Indonesia and analyzed descriptively using index numbers and simultaneous equation modeling. The results indicated that strategic alliance did not influence directly to the company performance. In addition, indirect effect of market orientation as a mediating variable might increase the company performance as compared to the direct effect of strategic alliance. The contributions of the theory support the strengthening Resource Based View that proved the influences of an exchange of management resource as a perspective of strategic alliance to motivate the company for improving its performance. This research provides managerial implications to improve performance of SMEs, the company not only simply adopts a strategic alliance, but also must be able to access resources so that market orientations can be strengthened.
- Keywords:** Management resource, Strategic alliance, Market orientation, Performance, Small and medium enterprises, Indonesia
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Paper No: ICBSSS-115

- Title:** **The Role of Management Accounting Systems in Supporting Strategic Planning in Jordanian Commercial Banks**
- Author(s):** **Barihan A. Nabil** (Head of Accounting Department American University of Madaba Madaba, Jordan)
- Abstract:** The paper looks at the role management accounting systems (MAS) have in providing information to support and enhance strategic planning in Jordanian commercial banks (JCB). It discusses that role from two sides; the availability and types of information provided by MAS; and diffusion of information in JCB through the interface of organizational structure and the design of MAS. The fieldwork was through a survey that covered eight JCB (which at the time of the survey constituted the whole population of JCB). Data was collected through 32 personal interviews based on the findings of a case study on one of the Jordanian commercial banks prior to the survey. The paper also briefly looks at the nature of MAS in JCB, their operation and problems that face their users.
- Keywords:** MAS, Strategic planning, Jordanian commercial banks.
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Paper No:ICBSSS -116

- Title:** **Information and Communication Technology Development and Its' Impact on Human Resource and Business Strategy**
- Author(s):** **Maslin Masrom** (Universiti Teknologi Malaysia), **Asma Moomal** (Universiti Teknologi Malaysia)
- Abstract:** The advancement in information and communication technology (ICT) is increasing frequently within the business world. Its rapid progress is reshaping the strategies of the business and management of human resource within the organizations. However, development of ICT is now considered as most crucial part of modern world, thus this is the reason that organizations strive for the ongoing improvement in ICT so that it helps to empower the business strategies and

strengthen the capabilities of human resource of an organization. Therefore, bearing the importance of ICT, and its impact on business strategy and human resource division, the objective of this paper is to explore the interrelationship between ICT development, business strategy and human resource aspects. The paper covers four stages to achieve the objective; at first stage, it describes the definition of ICT and its' recent development, at the second stage it provides the impact of ICT on human resource, thirdly, it demonstrates the impact on business strategy, while at the final stage, in order to clarify the discussion and make relevant to the human resource and business strategy, the paper discusses the conceptualization of interrelationship of these three elements (i.e. ICT, human resource and business strategy). The data collection technique used in the paper is done through the secondary data resources (i.e. online database like Emerald, SAGE journals, Science Direct, and Wiley Online Library). The results of the paper confirms that the ICT has significant impact on the area of human resource and business strategy.

Keywords: Information and communication technology (ICT); Development; Human resource; Capabilities; business strategy

Paper No: ICBSSS -117

Title: Changes of Brand Meaning in Multiple Brand Extensions: An Advertising Analysis

Author(s): Kaisa Lund

Abstract: Introducing new products under existing brand names is one way to use the image of a brand name to enter new markets. Although the meaning of a brand is communicated through advertising, there is little knowledge of how companies use advertising to transfer brand meaning from one product to another in a brand extension process. This research explores how advertising content can be used to transfer brand meaning from one sub-brand to another in multiple brand extensions. The empirical data are based on a case study of the personal and skin care brand Nivea and include an advertising analysis that spans a time period of 72 years, interviews with executives, and a document analysis. The results show how visual changes of the advertising content change the brand meaning of extended products even though the verbal aspects of the advertisements emphasize the brand meaning of the parent brand and prior extensions.

Paper No: ICBSSS -118

Title: Diagnosis of the Process of Building Relationships between Customer and Company, and Between Company and Employee

Author(s): Lukasz Skowron (Faculty of Management, Lublin University of Technology, Poland), Marcin Gasior (Faculty of Management, Lublin University of Technology, Poland)

Abstract: In the article the authors address the problem of the growing significance of measuring intangible assets of an organization and its increasing influence on the market position of companies. Within the set of intangible assets of an organization the authors focus on the problems of measuring employee motivation and customer satisfaction. As the results of these studies show, by nature non-quantifiable issues are key aspects of building market position of the twenty-first century company. To make an accurate diagnosis of the issues discussed in the work the authors present structural equation modelling method (SEM), as an effective tool for the presentation of the process of building complex marketing phenomena such as both employee motivation and customer satisfaction. Presented in this paper the results of our' own studies show (in the measurement of employee motivation and customer satisfaction) performed SEM modeling confirm the high efficacy of these tools in the area of measuring the phenomena studied with the determination of the main success factors within the analyzed issues. The results show that the structural equation modeling is now regarded as the most advanced and simultaneously accurate method of measurement within the analysis of intangible assets of an organisation. Thanks to the structural equation modelling investigator obtains the exact knowledge about the perception of the company by its main stakeholders (internal - employees or external - customers), so it can match the management of the company to meet the needs and expectations of the market, which in in the

strategic perspective, ensures the company sustainable competitive advantage and strong market position.

Keywords: Intangible assets, Customer satisfaction, Employee motivation, Structural equation modeling (SEM)

Paper No: ICBSSS -119

- Title:** **Assessing the Impact of Outsourcing on the Performance of Listed Banks on the Ghana Stock Exchange**
- Author(s):** **Evans Sokro**
- Abstract:** With evidence of recent increase in banks' engagement in service outsourcing in Ghana, this study examines the influence of outsourcing on performance of listed banks. In particular, this study examines the different services and reasons for outsourcing, followed by a causal analysis of how outsourcing and other predetermined variables influence performance. Using a multiple linear regression model to ascertain the effect of outsourcing on performance, the study found outsourcing to influence Return on Assets (ROA) and Return on Equity (ROE) negatively. Outsourcing however had positive relationship with Profit Rate (Rp). All the variables however were statistically not significant at (0.05) but provided strong explanations on performance. There is therefore no significant relationship between outsourcing and performance of listed banks. Banks should therefore, handle outsourcing strategy very tactfully because it has the potential of reducing the returns banks receive on both their assets and shareholders' equity.

Paper No: ICBSSS -120

- Title:** **Evaluation Active Firms in Communication and Information Technology Field Based on Service-Based Business Models**
- Author(s):** **Lida Ahmadi** (Department of Business Administration & MBA, payame Noor University Tehran, Iran), **Mohammad Mahmodi Meymand** (Department of Business Administration & MBA, payame Noor University Tehran, Iran)
- Abstract:** According to the importance of the communication and information technology productivity subject, this study is looking for evaluating of service-based business in communication and information technology firms. Service-based business consists of: value proposition, revenue mechanisms, value chain, value network, competitive strategy, target market, co-create with customers, competence and capability. Therefore, in order to reliability the questionnaire, its first edition was studied and reviewed by 30 experts in this field and reforms were done and after reaching to a consensus ,the mentioned elements were evaluated and also based on these opinions, a framework was designed. By analyzing the managers' and experts' comments in 268 communication and information technology firms, data was analyzed by the statistical tests. Based on the results, the eight elements were not in a good situation, but the value chain is in the best situation and the competence and capability are in the worst situation

Paper No: ICBSSS -121

- Title:** **Role of Micro Finance Institutions for the Empowerment of Fisher Women Community in Kerala**
- Author(s):** **K. Sreeranganadhan** (Director, School of Management studies, M G University, Kottayam, India), **Veena Priya S** (Research Scholar, School of Management studies, MGUniversity, Kottayam)
- Abstract:** Introduction

The fisheries sector plays a vital role in the economy of India. This sector provides employment to over 5 million fishers and fish farmers. Majority of them are living in over 6300 coastal villages besides fishers' hamlets along major river basins and reservoirs in the country.

Kerala Scenario

The total geographical area of Kerala is 38,863 sq.kms. The total coastline comes around 590 kms. The entire coastline is divided into 222 fishing villages. The total number of fishermen population is 8,55,828 in which 3,35,271 male and 3,00,305 female. Children number is 2,20,252.

The male fishermen are actively involved with fishing activities. But due to the uncertainties prevailing in the fishing sector there is no guaranteed income. Actually the women fisher folk of the fishing sector in the real force behind the fisher folk to cater the domestic needs. By doing the retail sale of fish and fish products from house to house they are earning a small income by which they are looking after, not only the male but also the adult male members. In an already socio and economically backward community, the roles of women fisher folk are significant.

Need for the Study

The women folk in the fishery sector need financial assistance for petty business they are doing. Presently they are depending on the local money lenders for meeting their working capital requirement and also they are charging very high rate of interest. The only way by which they can escape from the clutches of the money lenders are through micro finance schemes.

Role of Microfinance

Microfinance as defined by ADB(2000) refers to 'the provision of a broad range of financial services such as deposits, loans, payment services, money transfers and insurance to poor and low-income households and their micro-enterprises'. Microcredit from microfinance institutions is increasingly common in India and is used for activities from simple thrift to credit support for income generating activities. If the Microfinance services (depositing savings, taking loans) are made available at low cost and are easily accessible (available next door) and flexible, it will definitely help the poorer fisherwomen to meet their requirements.

Keywords: Fisherwomen, Micro finance, Empowerment, Fisher folk, Fishing community.

Paper No: ICBSSS -122

- Title:** **The Role of Bandung Digital Valley as the Business Incubator for Digital Business Small Medium Enterprise**
- Author(s):** **Jurry Hatammimi** (Faculty of Economics and Business, Telkom University, Bandung Indonesia), **Adika Puspita Ramadhani** (Faculty of Economics and Business, Telkom University, Bandung Indonesia)
- Abstract:** The recent development of entrepreneurship in Indonesia is growing fast, also in the digital business field. As the new economic pillar, digitalpreneurs in the form of small medium enterprise have to be supported. The role of business incubator in providing space, shared office, services, support, skill development, seed capital, and synergy is very important as the small medium enterprise business development institution. This qualitative research aims to analyze the role of Bandung Digital Valley as the business incubator for digital business small medium enterprise. By interviewing the tenants, organizer, and business incubator expert, Bandung Digital Valley was found running those seven roles with several recommendations.
- Keywords:** Business incubator, Digital business, Small medium enterprise

Paper No:ICBSSS -123

- Title:** **It Pays to be an Executive in ESOS Adopting Firms**
- Author(s):** **Zahiruddin Ghazali, Fauziah Md. Taib**
- Abstract:** The modern corporation philosophy helps to overcome the lack of competency in managing the firm, it at the same time brought new sets of problem i.e. agency problems. To combat this problem various schemes such as employees share option scheme (ESOS), executive

remunerations, accounting and market based contracts etc. are devised as incentives for the two parties to reach common objectives. Owners of emerging market firms are alleged to take on decisions that would compromise the well-being of the minority group where Malaysian companies are paying fixed compensation far too high and thus driving up their total fixed costs. To ascertain if the phenomenon exist in the Malaysian market, in ESOS adopted and matched non-adopting ESOS firms, this paper investigates if there are any digressions (moral hazard behaviour) from the usual factors that are mentioned to influence the executive remuneration that align the interest of all parties and utilize the use of a standard OLS regression. This study reveals that firms revenue predominantly shapes executives remunerations and executives remunerations in ESOS adopted firms have been found to be significantly higher compared to non-adopters, and so is firms revenue. Nonetheless, conflict of interest could occur as executives remuneration is focused solely on firms revenue rather than improvement in other financial/accounting variables that prompted the adoption of ESOS. Moreover, introducing ESOS to the already over paid executives is unwarranted.

Paper No: ICBSSS -124

- Title:** **Celebrity Endorsement, Brand Credibility and Brand Equity of Smartphone in Jakarta**
Author(s): **Rini Setiowati** (Binus Business School, Bina Nusantara University), **Maureen Susanto** (Binus University International, Bina Nusantara University)
Abstract: Objectives– To analyze the significant difference between endorser credibility (high vs. low endorser credibility) and brand credibility (high vs. low brand credibility) towards consumer-based brand equity of parent and sub-brands. Method – A field experiment was conducted in Jakarta to 240 respondents. The data was collected using 2x2x2 between subject factorial designs. One-way ANOVA and Tukey’s Post Hoc Test were employed to analyze the significant different between research variables. Results – For Parent brands: celebrity endorser credibility does not increase brand awareness, brand association, but it increases perceived quality of brand with high credibility. Meanwhile, celebrity endorser credibility increases awareness but it does not increase brand association and perceived quality of brand with low credibility. For sub-brands: celebrity endorser credibility of sub-brand of highly credible brand only increases brand awareness of the sub-brand but it does not increase brand awareness, brand association, and perceived quality of both sub-brands with high and low credibility. Conclusion – The role of celebrity endorser has important role in increasing awareness of brands with low credibility, so that celebrity endorser can be considered as effective marketing tools for new brand in the market. Moreover, celebrity endorser increases perceived quality of the more established brands.
Keywords: Celebrity endorser credibility, Brand credibility, Consumer-based brand equity, Parent brand, Sub-brand
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Paper No: ICBSSS -125

- Title:** **Predicting Intention towards Sustainable Entrepreneurship among SMEs in Malaysia**
Author(s): **Wei-Loon Koe** (Universiti Teknologi MARA, Kampus Bandaraya Melaka, Malaysia), **Roaimah Omar** (Universiti Teknologi MARA Kampus Bandaraya Melaka, Malaysia), **Izaidin Abdul Majid** (Universiti Teknikal Malaysia Melaka Kampus Bandar, Malaysia)
Abstract: Sustainable entrepreneurship is a practice which emphasizes equally on obtaining business gains, maintaining social welfare and improving environmental quality. It is deemed as a possible way to handle the increasing problem of environmental degradation. However, many SMEs in Malaysia perceive sustainable entrepreneurship as a new practice and only a small number of them have actively embarked on it. One of the initial efforts to promote sustainable entrepreneurship among SMEs is to understand their intention towards it. Unfortunately, there are scant intention-based studies in the field of sustainable entrepreneurship. As such, this study is geared towards determining the intention towards sustainable entrepreneurship and its influencing factors. A total of 404 SMEs in Malaysia were surveyed using self-administered questionnaires. The results

revealed that the owner-managers of SMEs possessed rather high level of intention towards sustainable entrepreneurship. Furthermore, it also found that perceived feasibility and sustainable attitude positively and significantly influenced such intention. However, perceived desirability and social norm were not playing a significant role in affecting the intention. As such, this study pointed out that establishing a positive or favorable sustainability attitude and developing sufficient sustainability capabilities should be emphasized in promoting sustainable entrepreneurship among SMEs. Recommendations for future research have also been put forth in this paper.

Keywords: Entrepreneurship, Intention, Small and medium enterprises (SMEs), Sustainability JEL classification: L26, M13

Paper No: ICBSSS -126

Title: Knowledge Co-creation Through the Mediating Role of Service Quality–A University Education Perspective in Bangladesh

Author(s): Samira Rahman (Student, School of Business, North South University, Bashundhara, Dhaka, Bangladesh), Varqa Shamsi Bahar (Lecturer in Marketing, School of Business, North South University, Bashundhara, Dhaka, Bangladesh)

Abstract: Extant research confirms the significance of value co-creation through the participation of some key stakeholders of an organization. However, to the best knowledge of the authors of this paper, there exist no empirical studies conceptualizing the implementation of value co-creation in the education industry. Hence, this research addresses a gap in the body of existing knowledge by examining how students and academics together co-create knowledge through the mediating role of service quality. Furthermore, this research also examines how service quality is co-created in the process of generating an intangible valuable output in the form of knowledge. Limited research studies in the milieu of services marketing have examined how service quality is co-created. Moreover, there exist no studies confirming the aforementioned theoretical foundations in the education industry of Bangladesh. Hence, this research addresses a gap in the literature and generates significant findings as to how knowledge can be enhanced in Universities through the application of value co-creation. An exploratory research driven by semi structured interview sessions with students and academics were conducted while embracing a qualitative research strategy to build new insights regarding the phenomenon under examination. Subsequently, a quantitative research strategy was implemented through the utilization of self administered questionnaires to facilitate generalize-ability beyond the confines of the sample being tested to the larger population.

Keywords: Value Co-creation, Service Quality, Knowledge Management, Services Marketing.

Paper No: ICBSSS -155

Title: Tolerance as a Phenomenon of Kazakh Culture

Author(s): Saltanat Aubakirova (PhD Student of Cultural Studies, Al-Farabi Kazakh National University), Zukhra Ismagambetova (Doctor of Philosophy, Professor, Al-Farabi Kazakh National University), Tursun Gabitov (Doctor of Philosophy, Professor, Al-Farabi Kazakh National University), Gaukhar Akhmetova (Cadidate of Philsophy Sciences, S. Toraighyrov Pavlodar St)

Abstract: Analysis of traditional Kazakh culture shows that tolerance is organically inherent in Kazakh culture, and its most important feature. Kazakh worldview focused on the preservation of world harmony as a way of being with the approval of another person in the context of the world. Ethical principles of the Kazakh people imbued high universal ideas of kindness and mercy. That compassion and humanity as the highest manifestation of tolerance are fundamental values of the cultural heritage of the Kazakh people.

Paper No: ICBSSS -128

- Title:** **China National Minorities Dopted Islam**
- Author(s):** **Nurzat Mukan** (PhD Student Religious Studies, Department of Religious and Cultural Studies, Al-Farabi Kazakh National University), **Sagadi Bolekbaev** (Doctor of Philosophy, Professor, Department of Philosophy, Al-Farabi Kazakh National University), **Shamshiya Rysbekova** (Doctor of Philosophy, Professor, Department of Religious and Cultural Studies, Al-Farabi Kazakh National University)
- Abstract:** The article considers the geographical location of some nations who have culture within Islam, and cultural features, traditions, customs of these peoples. Islam is the foundation of unity of the peoples. Twenty years after the death of the Prophet there was established diplomatic relations with China. Fostering trade relations led to the emergence of Muslim settlements in this country. Islam is the latest world religion among all religions which appeared in China. In non-Muslim civilization they managed to create an Islamic culture, which is unique for the Chinese, and for Muslims.
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Paper No: ICBSSS -129

- Title:** **Cultural Continuity and Creativity in Kazakhstani Society**
- Author(s):** **Kairat Zatov** (Doctor of Philosophy, Associate professor, Department of Religious and Cultural Studies, Al-Farabi KazNU), **Aliya Omirbekova** (Candidate of Philosophy Sciences, Associate Professor, Department of Religious and Cultural Studies, Al-Farabi KazNU), **Zhanna Urynbasarovna** (Senior Lecturer of the chair of Religious Studies), **Zhanna Kantarbayeva** (Candidate of Philosophy)
- Abstract:** The article analyses features of Kazakh culture and its archetype structures which represents its civilizational regarding their cultural educational peculiarities. Surveying social-philosophical, cultural anthropological aspects of nomadism phenomenon which is considered as the beginning of Kazakh culture, it has been analyzed the process of establishment of social structure of nomadic society. During the analysis of interrelation between natural and social factors of establishment of cultural unity authors paid attention to the importance of idea of civilization. Civilizational idea comes over the biological adaptation to environment conditions and forms subject of history which actively participates in general human processes. The article investigates rules of formation of government institution in nomadic society, its aims and functions. In evaluation of place and role of the nomadic country in commune it had been taken into consideration views and concepts of Western scholars. Progressive development of society is based on its long-term spiritual experience and it identifies society's creative power and potentials. Authors prove the idea that Kazakhstan's culture linking tradition and innovation takes its place in the world association and will become the country with all potentials to contribute to the development of human culture and civilization.
- Keywords:** Nomadic Society, Culture, Civilization, State, Ethnos, Ethno Culture, Tradition, Tolerance
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Paper No: ICBSSS -130

- Title:** **Financial Distress of Local Government in Indonesia**
- Author(s):** **Lulus Kurniasih** (Universitas Sebelas Maret, Indonesia), **Christiyaningsih Budiwati** (Universitas Sebelas Maret, Indonesia), **Juliati** (Universitas Sebelas Maret, Indonesia)
- Abstract:** This study aims to evaluate the local government's financial condition after the implementation of regional autonomy regulation No. 22 of 1999, which was amended by regulation No. 32 of 2004, that each region has the authority to manage and utilize existing resources to finance their own expenditures. The problem faced is that region local revenue has not been able to finance its own

expenditure. As a result, many regions are experiencing financial distress. The region is classified as a region that experiences financial distress if the local government employment expenditure reaches more than 60%. The methods used in this study are the descriptive analysis and logistic regression analysis. Based on the results of the evaluation of the Local Government Financial Report, out of 349 Local Governments that formed the sample, 19.48% are experiencing financial distress. The financial performance, as indicated by the independence ratio, the ratio of routine expenditure, and the ratio of development expenditure, also indicates the poor financial performance of local governments in Indonesia. The ratio of routine expenditure in the preceding year is found significant to predict financial distress in the following year.

Keywords: Financial distress, Financial performance, Local government.

Paper No: ICBSSS -131

- Title:** **Family Interfering with Work, Job Satisfaction, and Turnover Intention in Indonesian Accountant (Empirical Study in Accounting Firm and Accounting Service Firm in Java Island)**
- Author(s):** **Halim Dedy Perdana** (Accounting Department of Sebelas Maret University), **Gitta Rosdhiany Septianissa** (Mutiara Bank)
- Abstract:** Turnover intention is a threat that often faced by service companies that may effect to the cost of the company. It caused by an unbalanced life of the employees between family and work, therefore the job satisfaction become the reason for turnover intention. This studies tests the direct effect of family interfering with work to turnover intention, and indirect effect with job satisfaction as the intervening variable. The respondents of this study is all of the auditor who worked on the public accounting firm in the area of Surakarta, Yogyakarta, Semarang, and Jakarta. The Primary data obtained with the direct distributions of questionnaires, with 89.6% rate of return, and all of the data can be used. The quality test doing with validity test, reliable test, and a classical assumption test. The data analysis techniques use regression analysis and path analysis. The result of this study show how family interfering with work has a direct significant influence with turnover intention and has an indirect significant influence if valued by job satisfaction. While the job satisfaction insignificant influence with turnover intention.
- Keywords:** Family interfering with work, Job satisfaction, Turnover intention

Paper No: ICBSSS -132

- Title:** **Good Governance, Development and Poverty Alleviation in Nigeria: Issues and Challenges**
- Author(s):** **Okinono Otega** (Lecturer, department of Sociology and Psychology, Delta State University Abraka, Nigeria, PhD candidate School of Government, Law and International Studies, Universiti Utara Malaysia, Kedah, Malaysia), **Muhammed Muneer'deen Olodo AlShafi'i** (Institute of Islamic Thought and Civilisation, International Islamic University Malaysia, Gombak, Kuala Lumpur)
- Abstract:** Good governance has always been an important issue in global development. Most third world countries especially in Africa have been identified by the World Bank as chronically groaning under the spell of under-development which is believed to be rooted in corruption and bad leadership. Many ad-hoc solutions embarked upon by various International Organisations have proved insignificant and insufficient in most African countries. The pseudo-development approaches based on the replication of western mode of development to the developing world have aroused suspicion that the mode of development in the West cannot be used as a basis for engineering growth in other parts of the world especially in Nigeria. Many studies have been conducted in Nigeria to explain how good governance can lead to development and poverty alleviation, yet sufficient breakthrough has not been achieved. Hence, there is need to explore why it is difficult for Nigeria to translate its economic development to enrich its people and how one would explain poverty in the midst of economic prosperity. Based on this, the article wants to

examine the loopholes in the development priorities of various governments in Nigeria. The research is timely based on the recent statistics from the IMF that Nigeria is now the largest economy in Africa. This article therefore, examines the impact of development and good governance on poverty alleviation in Nigeria. It seeks to explore the potency and place of good governance in poverty alleviation in the largest country in Africa. To achieve this, relevant literatures will be reviewed to closely examine the gap which will ultimately provide rationale for conducting the research. It is therefore based on the established rapport between good governance, development and poverty that this study examines the relevance to the Nigeria case. This research is therefore premised on the conviction that these three concepts are inevitably intertwined and thus if properly integrated can be employed in studying Nigerian situation and used in the alleviation of poverty.

Keywords: Governance, Poverty, Development, Alleviation

Paper No: ICBSSS -133

- Title:** Westernization as a Cultural Phenomenon
- Author(s):** Gulzhan Abdigalieva (Doctor of Philosophy, Professor, Al-Farabi Kazakh National University), Kenzhegul Biyazydykova (Candidate of Philosophy sciences, Senior Lecturer, Al-Farabi Kazakh National University), Kulpan Alikenova (Candidate of Philosophy sciences, Associate Professor, Jetysu State University)
- Abstract:** The article shows the cultural identity as a problem of the modern Kazakhstani society. Culture of Kazakhs becomes the main object of the transformation processes occurring in the Republic of Kazakhstan. In these conditions, studying the traditional culture of Kazakh people in terms of the history of culture is the paramount importance, oriented on the features of the Westernization of the current Kazakh culture in modern conditions. The concepts of cultural integrity show the tendency to cultural integrity, mutual dependence, and global interaction of mankind. This is explained by the presence of cultural values, which are common achievements of the humanity of each civilization. These values include the role of the individual in society, secular and religious humanism, aesthetic beauty, freedom, a number of economic values, ecological concepts and others. On this basis, the concept of a global civilization is appeared as a single organism.

Paper No: ICBSSS -134

- Title:** Strategic System Audit Vs Traditional Audit: The Role of audit Method, Auditors' Experience and Time Pressure in Issuing an Effective Judgment during the Orientation Phase
- Author(s):** Murad Abuaddous (Phd student at Faculty of Economics and Muamalat, Universiti Sains Islam Malaysia (USIM), Mustafa Hanefah (Professor at Faculty of Economics and Muamalat, Universiti Sains Islam Malaysia (USIM), Nur Hidayah Laili (Doctor at Faculty of Economics and Muamalat, Universiti Sains Islam Malaysia (USIM)
- Abstract:** The development of audit practice is a continuous process. "SSA" audit method considered one of the recent audit innovations, the method is a complete shift from old audit technique as it relies on assessing the client's business risk using a top down approach rather than Bottom-up approach that used under traditional audit . Previous studies had focused on the effectiveness and efficient of "SSA" audit method in performing the audit. However, high risk environment that exist in developing countries such as Jordan has not been investigated yet. In addition, previous studies have not excluded the role of auditors' experience during an experimental method when comparing between these two methods. Moreover, the effect of time pressure in auditors' "JDM" effectiveness under traditional and "SSA" audit during the orientation phase is still missing in the literature. Using expert auditors as a benchmark, a2x2 factorial design experiment and a Mann-Whitney U test show that auditors under "SSA" method issues a more effective audit assessment than TA method with the absence or presence of time pressure.

Paper No: ICBSSS -135

- Title:** **Information Seeking Behaviour in Recruiting: Job Search Motivation and Specific Job Related Information**
- Author(s):** **Noor Awanis Muslim** (University Tenaga Nasional, Malaysia), **David Dean and David Cohen** (Lincoln University, New Zealand)
- Abstract:** Recruitment involves a number of decisions; some are made within the organization and others by individual job seekers. If done well, recruitment leads to success for organizations and job satisfaction for the individual. If done poorly, success suffers and individuals can be dissatisfied with their job, make poor decisions, and perhaps leave the firm. Job dissatisfaction occurs when jobs fail to meet the individuals' expectations or fulfil their needs. Such job dissatisfaction often leads to a new job search. In the job search literature, the type and attributes of the job information play an important role for job seekers. However, the most valued job-specific related information varies across potential employees. This is because the search for particular job-specific related information differs among individuals, probably according to individuals' needs and expectations. The process of matching individuals' needs as well as expectations and the selection of job-specific related information may help avoid job dissatisfaction and turnover. This research combines theory from the context of individuals (different backgrounds of potential employees), the theory of motivation to search and the theory of job information into a new research framework. The research will examine the relationship between motivation to search and job-specific related information to search. The findings of this research will contribute theoretically and practically to the job search field.
- Keywords:** Recruitment, Job dissatisfaction, Motivation to search, Job specific related information.
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Paper No: ICBSSS -136

- Title:** **Students Satisfaction as Consumer in the Agricultural Polytechnic State Samarinda**
- Author(s):** **Ita Merni Patulak** (Lecturer In Agricultural Polytechnic State Samarinda)
- Abstract:** Abstract This research aims to examine the importance of increasing customer service based on the theory of Parrasurachman about Consumer Satisfaction, which in this case the consumer is a student in the Agricultural Polytechnic State Samarinda. It is expected that with better service quality can increase their enthusiasm for learning, and will make a loyal student to Agricultural Polytechnic State Samarinda, even helping promotion to family, friends, relatives, so that they also want to continue their education in Agricultural Polytechnic State Samarinda. Independent Variable of Consumer satisfaction are Responsiveness (X1), Guarantees (X2), Empathy (X3), and Physical Evidence (X4), have an influence on consumer satisfaction, is evidenced by the F test (F ratio), where all four variables 13.386% free of the effect on quality improvement. While the influence of the independent variables namely Responsiveness (X1), Guarantees (X2), Empathy (X3), and Physical Evidence (X4) on the dependent variable is customer satisfaction (Y), partially visible from each T value, namely: a. Responsiveness of 1.684 with a significant level of 0.046 b. Guarantees of 1,395 with a significant level of 0.017 c. Empathy was 4.914 with a significant level of 0.000 d. Physical evidence of significant levels of 1,751 to 0,033 Among the variables X1-X4 above, Empathy variable (X3) predominantly affects customer satisfaction with t value significant at 4.914 and 0.000. Based on the regression coefficient of the independent variables are obtained, the overall effect on customer satisfaction (Y) all showed positive values (significant), but the greatest influence Empathy. This suggests that some students Agricultural Polytechnic State Samarinda, Empathy variables tend to choose the most touching and motivate them to learn, because it is not merely urge sympathy but rather try to become a part of the student, and it felt immense influence for the students themselves. Especially when the majority of students come from outside the region Agricultural Polytechnic State Samarinda, such as Malinau, Nunukan, Tarakan, some even from outside the province, such as North Sumatra, Palu, West Java, and so on. If some variables are more services considered by the Management Agricultural Polytechnic State Samarinda, will create contentment in students as consumers in Agricultural Polytechnic State Samarinda, that encourages them to learn in the educational institutions. Keywords: Students,

Paper No: ICBSSS -137

- Title:** **The Relationship between Proactive Market Orientation and Hotel Business Performance in Thailand**
- Author(s):** **Sittichai Nuansate** (Othman Yeop Abdullah (OYA), Graduate School of Business Management Universiti Utara Malaysia (UUM), **Sany Sanuri Mohd Mokhtar** (College of Business (COB), Universiti Utara Malaysia, Sintok, Kedah, Malaysia)
- Abstract:** The purpose of this study is to examine the relationship between Proactive Market Orientation and Business Performance of large size hotels in Thailand. Hypothesis regarding the relationship between customers need fulfillment, Firms' strategies, Strategic flexibility and Business Performance had set and test. Data collection used a mail questionnaire survey approach. This study employs a simple random sampling procedure in the selection the large size hotels for inclusion in the sample. A total of 310 directors of marketing in large size hotels in Thailand participated in this study. Linear Regression methods of data analysis were used for hypotheses testing. The research result provides the in depth knowledge on the nature of proactive market orientation practices in large size hotels in Thailand. The result of this study showed positively related between customers need fulfillment, Firms' strategies, Strategic flexibility and Business performance. And this study, hence, will be widely beneficial for hotel executives, business operators, the Thai government, and the academic.
- Keywords:** Proactive Market orientation, Business performance, Large size hotels, Thailand.

Paper No: ICBSSS -138

- Title:** **Electronic Marketing Home Stays Tourism in Nakhon Si Thammarat Province Thailand**
- Author(s):** **Kornkanok Phoksawat** (Faculty of Management Technology (MT) Rajamangala University of Technology Srivijaya (RMUTSV) Thailand)
- Abstract:** This study investigates the Electronic Marketing Strategy used by Home stay Entrepreneurs in Nakhon Si Thammarat Thailand. The study also aims to identify inthe tourism characteristics and the ways of tourism information perception. Moreover, the methodology that used to achieve the objectives of the study, quantitative data collected by interview the representatives of four communities who are home stay entrepreneurs and electronic questionnaire used for collecting data from the tourists during December 2012 – February 2013. A total of 315 tourists returned the electronics questionnaire. The findings of the study indicated that the major strategy used in home stay business is Electronic Marketing that used by three of four home stay communities in order to promote their business provided by social network (face book). And only one community had their own web site. The problem and entrepreneurs need were found in this study as follows; the potential development of information systems strategy for tourist behavior responding and communicate with target group. And they also require the supervision and budget from the government in order to improve the tourist attractions. The findings also showed most of the travelers were female; their tourism style was traveling by the group and most of them searched for home stay by pictures as a search engine their used. On the other side, some of the touristswere used website and social media online for searching.
- Keywords:** Electronic marketing home stays tourism in Thailand.

Paper No: ICBSSS -139

- Title:** **Impact of Reference Groups on Innovative Product Adoption**
- Author(s):** **Bushra Baig, Zohaib Ali Jamal**
- Abstract:** This empirical study investigates the impact of different reference groups on young adults purchase behavior of smart phones. As mobile phone industry has been flourishing rapidly in Asian economy during the last decade. Both domestic and international mobile phone producers competing with a variety of different marketing strategies and competitive advantages. Some companies are competing by promoting its high tech features or word of mouth of opinion leaders while others competing through œstar power with celebrity endorsement to their products .The current research addresses the same issue, as authors have stressed research is required in the field of telecommunication industry in emerging economies to understand diffusion of innovation patterns. The objective of the study is to compare impact of normative or comparative reference groups on buying behavior of Pakistani youth. Regression and correlation analysis was conducted. Findings and results of the study reveals, normative reference group and opinion leaders significantly influence the smart phone adoption by youngsters than comparative reference group. Result shows that opinion leaders have greater pursuance power than celebrity endorsers. Comparative groups can have a longer loyalty relationship among followers. Marketing implication is that marketers should use opinion leaders influences as it is asserted that change agents have substantial power in persuading individuals than celebrities. They must identify opinion leaders and use these reference group influences (e.g., peer pressure messages and slogans) to target mobile phone consumers in their future promotional efforts. Opinion leaders has more persuasiveness as compared to other celebrities as they are considered to be more credible than celebrities; who are believed to display brands but donot actually consume them.
- Keywords:** Young adults purchase behavior, Normative reference group influence, Comparative reference group influence, Opinion leaders, Celebrity endorsers, Mobile communications, Smart phones

Paper No: ICBSSS -140

- Title:** **An Econometric Framework for the Determinants of Household Food Security**
- Author(s):** **G M Monirul Alam** (PhD Student, School of Commerce, Faculty of Business, Education, Law & Arts University of Southern Queensland, Australia. And Assistant Professor, Department of Agribusiness, Bangabandhu Sheikh Mujibur Rahman Agricultural University, Bangladesh), **Khorshed Alam** (Associate Professor, School of Commerce, Faculty of Business, Education, Law & Arts University of Southern Queensland, Australia)
- Abstract:** Food security issues have been a key concern globally over the last four decades. The recent escalation of food prices pushed many poor households in the world to a vulnerable condition due to lack of purchasing power despite a reasonable level of food availability nationally. Therefore, determinants of household food security are becoming more crucial for an in-depth analysis of food security in the changing global market economy. This paper is aimed at improving the theoretical framework and to derivate the standard approaches in order to determine the household food security. The methodology represents the common framework for investigating these types of research applicable for any economies in the world.
- Keywords:** Determinants, Econometric framework, Household food security, Methodology.

Paper No: ICBSSS -141

- Title:** **Bim Implementation: Enablers, Barriers and Challenges for Quantity Surveying Firms**
- Author(s):** **Julian Osman** (PhD Candidate, International Islamic University Malaysia), **Sharifah Mazlina Syed Khuzzan** (Assistant Professor, International Islamic University Malaysia), **Abdul Razak Sapian** (Associate Professor, International Islamic University Malaysia)
- Abstract:** Building Information Modelling (BIM) can be defined as a set of technologies and processes to streamline the building lifecycle processes. Various studies have shown the multiple capabilities

of BIM and the benefits of using BIM in their project or organisations such as increased i) quality, productivity, constructability, communication and collaboration whilst decrease i) wastage, cost, clashes and reworks. Some studies even emphasise that ultimate benefits to be acquired from BIM is through collaborative platform, ie full utilisation of BIM throughout the project cycle and by all keyplayers. However, surprisingly, the adoption rate of BIM is not the same among the industry players. Literature review reveals that majority users of BIM are Architects followed by Engineers. On the other hand, Quantity Surveyors/estimators being one of the significant industry players also, have low level of adoption and awareness. Thus, this paper aims to explore the implementation of BIM among quantity surveying (QS) firms with the focus on the enablers and barriers to BIM adoption as well as the challenges of BIM implementation. This paper reports on the findings from; 1) literature review of BIM and 2) questionnaire survey to QS firms. The paper further identifies and discusses the key factors for BIM adoption and implementation among QS firms.

Keywords: Building information modelling (BIM), Adoption, Implementation, Quantity surveying, Barriers, Challenges

Paper No: ICBSSS -142

Title: Image of a Man and the Universe in Kazakh and Mongol Myths

Author(s): Shamakhay Saira, Shamakhay Kuanduk, Sarkulova Manifa

Abstract: Myth can be defined in three ways: 1) ancient fable, story; 2) creation of myth, mythological cosmic genesis; 3) historically, culturally symbolized peculiar state of mind. Along with information about creation of the universe, animals, plants and humankind, myths transfer significant information about vital events in the history of mankind. It always informs us about 'creation' of something, it always informs us of how something happened. In myth we stay in the initial origins of some creations. In mythological time and space continuum there is no any borders between a man and the universe. Words and actions of mythological character are in syncretic and in unified feature. Power which realizes its unity is peculiar system of customs and traditions. In the age of mythology unity of a man with nature was highly glorified. Interlacement of the different cultures and worlds, intersection of different time lines, alternation of unbelievable and imagined scenes with the scenes of true life are appearances of mythological consciousness.

Keywords: Steppe mythology, Tengrism, Genealogical consciousness, Archetype, Symbol, Totem, Ternary world, Sacral, Nomadism, Source of origin, Indigenous culture, Cultural variance, Syncretism.

Paper No: ICBSSS -143

Title: An Exploratory Study of Success and Failure Factors of Women Entrepreneurs in Indonesia

Author(s): Henilia Yulita (Lecturer, Faculty of Economy Bunda Mulia University)

Abstract: The motivations and reasons of men to initiate ventures have been examined by numerous researchers over the past few decades (Cooper & Dunkelberg 1981; Denison & Alexander 1986; Birley & Westhead 1994; Dubini 1998; Hisrich & Brush 1985; Scheinberg & MacMillan 1988; Shane, et al., 1991; Shapero 1975). However, This study examines the success factors of women entrepreneurs in Indonesia who were randomly collected using a self-administered questionnaire that was distributed through mail survey. Multiple regression analysis was used as a more suitable methodology to identify the important determinants of success of women entrepreneurs of success and failure of women entrepreneurs.

Paper No: ICBSSS -144

- Title:** **A Preliminary Insights into the Disclosure of Energy-Related Information Among the Malaysian Public Listed Companies**
- Author:** **Norlaila Mazura Mohaiyadin, Norhayati Mat Husin, Bakhtiar Alrazi**
- Abstract:** This study investigates the energy-related disclosures of 284 public listed companies in Malaysia. Using annual reports for the 2012 fiscal year, the study finds that (1) only 38% made some form of energy disclosures; (2) although some of the disclosures relate to the company's direct impact, the large majority pertain to company policies and are general in nature; (3) the disclosure of quantitative indicators that portray real company performance is still lacking; and (4) only three companies in the sample used GRI sustainability reporting guidelines to report on their policies, initiatives, and performance on energy. The findings of the study contribute to the dearth of literature focusing on energy-related disclosures and are significant in the light of global energy crisis. It reiterates the importance of disclosure as a means for companies to discharge their social and environmental accountability to the stakeholders.

Paper No: ICBSSS -145

- Title:** **The Environmental Cost of Economical Development in Developing Regions: Case Study Ecuador and Malaysia**
- Author(s):** **Manuela Fernandez de Cordova**
- Abstract:** In the last two decades we have witnessed how different countries have chosen diverse models of development that vary according to the conveniences and characteristics inherent to each economy. In the case of South America, between the 1940s and 1970s many of the countries opted for the import substitution model, which is considered a model created by South American for South America. It is seen as the first valid attempt to create options and models according to the realities of the South American countries, instead of trying to apply foreign models. On the other hand, the Southeast Asian countries followed the model of the so called Asian tigers'. After decades of isolationism (due to various factors and regimes) they began in the 1960s and 1970s to open their markets to the west and the world. Due to this opening up of free-trade they are now currently considered one of the most dynamic regions of the world. This view has still persisted to today even after the 1997/98 economic crisis and the financial crisis of 2008 as it is still the region that registers some of the highest percentages of economic growth. Both South East Asia and South America share many similarities, both geographically and in terms of resources and population demographs which all point to further potential for economic growth and development. Malaysia and Ecuador, in the past decade, have been growing steady, showing an important and sustained development. I have selected these two countries as the focus of my research due to several shared qualities, such as; both countries share the same latitude, have similar territorial extension, similar population demography, they are both considered megadiverse countries and both have important shares of the most antique forest in the world, in the case of Malaysia, and the biggest tropical forest, the Amazon basin, in the case of Ecuador. With all the resources owned by these two countries, one may think that they share a similar plan for economic development, but there are many differences between them both. One of the main causes, among many, that may explain this different level of development is the way they have managed their natural resources.

Paper No: ICBSSS -146

- Title:** **Crowdsourcing as a Start-Ups Enabler**
- Author(s):** **Lina Girdauskiene** (Department of Management, Kaunas University of Technology, Kaunas, Lithuania), **Asta Savaneviciene** (Department of Management, Kaunas University of Technology, Kaunas, Lithuania), **Agnė Gedeikaitė**
- Abstract:** 80 percent of first year operating start-ups encounter many internal and external factors limiting their development or even determining their failure due different obstacles: in their first year of

existence start-ups lacks entrepreneurial skills, fund raising knowledge, and later („valley of death” - up to 5 years) - leadership skills, human resource development, production costs, quality assurance, product support, and others. In this case start-ups could use crowdsourcing as a business model as well as a method for competence and fund compensation. Crowdsourcing can help to compete successfully in a market (Zott & Amit, 2010), to decrease expenditures, to gain huge source of knowledge and ideas, to get cheap and fast feedback from clients. During the recent decade start-ups as a research topic is being analysed very actively, but still there is a lack of knowledge how crowdsourcing can be used for start-ups performance. Thus, the purpose of this research is defined as the issue: what factors of crowdsourcing do influence crowd decision to take part in a start-ups performance? A quantitative research, based on a scientific literature analysis and conducted in Lithuania 2013, allowed revealing the key features of a crowdsourcing that make an impact on crowd to participate in start-ups performance. The research results show that motivation, task, organization identity and IT are the most important factors, influencing the successful usage of crowdsourcing in start-ups performance.

Keywords: Crowdsourcing, Start-ups, Motivation, Identity, Task, IT.

Paper No: ICBSSS -147

Title: Health Care Efficiency across South Asian Countries: A Stochastic Frontier Analysis
Author(s): **Adiqa Kausar Kiani** (Federal Urdu University, arts, science and technology Islamabad, Pakistan), **Sana Ullah** (Department of Economics Federal Urdu University, arts, science and technology Islamabad, Pakistan)

Abstract: In this study, we highlighted the “efficiencies and inefficiencies” produced in the health sector for south Asian countries. Stochastic Frontier Analysis has been applied for estimation purposes. Major findings show that Year of schooling, health spending and technology advancement improve the health efficiency in most of the South Asian regions. Per capita income and Out-of-pocket health expenditure further help in reducing the inefficiencies in health sector. The econometric analysis shows that we can get better value for the health efficiency if we concentrate more on important health indicators. Our findings provide very solid policy for the policy makers and government more investment on human capital, technology advancement in health system; increase in per capita income may increase the efficiency in this sector in almost all regions under study.

Keywords: Health care, Efficiency.

Paper No: ICBSSS -148

Title: Corporate Machiavellianism and Macintyrian Capitalism: The Battle for the Soul of Business
Author(s): **Godwyns Ade' Agbude** (College of Development Studies, Department of Political Science and International Relations, School of Social Sciences, Covenant University, Ogun State, Nigeria)

Abstract: The pursuit of profit and business success has always been the goal of CEOs and many business practitioners. This has further led to the devaluation of the human person in many business practices. This global economy system can best be described as the reinvention of the “Hobbesian Jungle” that is described as the state of ‘war of all against all’ (bellum omnium contra omnes), and a state of ‘man becoming wolf to man’ (homo lupus homini). The present economic arrangement bequeaths on us a state where man is involved in constant economic war of self-survival to the detriment of other peoples’ happiness and wellbeing. That the business world embodies its own morality different from other practices is the final conclusion of some ethicists. Therefore, this paper, with the use of appropriate secondary data, critically examines the fundamental strategy of the corporate world with particular attention placed on the recurrent battle between “Corporate Machiavellianists” and “MacIntyrian Capitalists”. Alasdair MacIntyre’s intellectual-moral intervention is worthy of critical assessment in any interpersonal relationship, the corporate world inclusive. Alasdair MacIntyre’s theory of virtue forms the basis of interrogating unethical business

practices generated from the loopholes in the capitalist economic system. Its purposes are threefold. First, to introduce MacIntyre's ideas of virtue within the interface of organizational behaviour. Second, to trace the development of these ideas. Finally, to sketch some of the uses to which they can be put in organizational behavior resulting into the emergence of virtuous corporations or MacIntyrian capitalism.

Keywords: Corporate machiavellianism, MacIntyrian capitalism, Virtue and Vice, Ethics and development

Paper No: ICBSSS -149

- Title:** Introduction of Madrasah Educational Reform in Colonial Bengal(1905-1915) A Study on "Middle Madrasah Scheme"
- Author(s):** Md. Abdullah Al Masum (Department of History University of Chittagong Bangladesh)
- Abstract:** "Middle Madrasah Scheme" was the first step of the system of Islamic educational reform in Bengal as well in Indian Sub-continent which was contributed by the British government and the leader of Bengal Muslims. It is seen and observed that personalities who are learned from 'Middle Madrasah Scheme' which was introduced by the British Colonial government in Bengal in 1905, later, offered their peaceful role and leadership in worldly life connection in Bengal as well as Indian Subcontinent. The 'Middle Madrasah Scheme' made English education compulsory including Islamic studies with the aim of elevating the only Junior High Madrasah to the standard of modern Middle English High School. As a result, the popularity of modern English education system gradually increased among the Muslims in Bengal. But Middle Madrasah Scheme was transformed after the establishment of "Reformed Madrasah Scheme" in 1915 which was long-term (1915-1964) and much popular new scheme of Islamic education system in colonial Bengal. This paper has tried to describe a comprehensive summary of findings of the study on British colonial policy on reform of madrasah education in Bengal in the context of Middle Madrasah Scheme. This paper also focuses on the Middle Madrasah Scheme success achieved in the field of further long-term development and modernization of madrasah education in Bengal with the help of public- private efforts. Besides, there is an attempt to shed light on the reaction and backlash perceived in the education system and Muslim society during the period. Finally, it has been evaluated whether madrasah education is an impediment to the worldly life and a threat to security in the context of Bangladesh. The study is based on the basis of contemporary official-non official source material. It is observed from the research that colonial policy on Madrasah education was one of the most focal point issues regarding educational restructuring movement in Bengal and still this education system need reformation to face Global challenges of the 21st century.

Paper No: ICBSSS -150

- Title:** Impact of Market Orientation Strategy on Organizational Innovation
- Author(s):** Bushra Baig, Sarwar Azhar, Talha Zubair
- Abstract:** The study empirically investigates the impact of Market Orientation on Organizational Innovation to address inter-relationship between MO strategy and innovation, as technology is being considered as missing link between Market orientation and organizational performance in academia. Global competition ,technology proliferation and changing needs of customers calls for marketers to develop a mechanism for information generation, information dissemination and responsiveness, market orientation serves as a driver for market innovation, technical innovation and administrative innovation which are important components of Organizational Innovation. The study investigates moderating effect of customer and competitor oriented culture on organizational innovation. This study is arguably the first to establish the finding that the level of market orientation is linked to firm innovation and customer and competitor oriented culture foster this relationship to gain competitive advantage. Based on the results of co-relation analysis it is recommended that in order to maximize a firm's financial performance, organizations should increase their market orientation to become innovation driven because both market orientation and innovation factors operate synergistically.

Paper No: ICBSSS -151

- Title:** **Viable Role of Market Orientation Strategy in Organizational Innovation: Resolving technology turbulence tension by finding a missing link between MO and Organizational Performance**
- Author(s):** **Bushra Baig, Talha Zubair**
- Abstract:** This paper conceptualizes the importance of market orientation as a driver for organizational innovation. Based on the systematic review of present literature, the study explores the viable role of MO in organizational innovativeness to address the gap of technology as a missing link between Market orientation and Organization performance. Global competition ,technology proliferation and changing needs of customers calls for marketers to develop a mechanism for information generation, information dissemination and responsiveness, market orientation serves as a driver for Market innovation, technical innovation and administrative innovation which are important components of Organizational Innovation. Based on the results of the critical review managerial insights and practical implications for organizational innovation in service sector are recommended accordingly.

Paper No: ICBSSS -152

- Title:** **Position Paper on Marketing Orientation and Organizational Performance: Based on Systematic Review of the Literature**
- Author(s):** **Ahmad Adnan** (School of Business and Economics, University of Management and Technology, Pakistan), **Mobin-ul-Haque** (School of Business and Economics, University of Management and Technology, Pakistan), **Bushra Baig** (School of Business and Economics, University of Management and Technology, Pakistan)
- Abstract:** This position paper reports towards the study which blend and restore the work of three different groups of researchers who in the late 1980's developed measurements of a firm's Market Orientation after first time develop in 1960's. Market orientation perspective includes market intelligence, culturally based behaviors and customer orientation. The two most prominent conceptualizations of market orientation are the one given by Kohli and Jaworski (1990) proposed that behavioral perspective of market orientation concentrates on organizational activities that are related to the generation and dissemination of and responsiveness to market intelligence and Narvar and Slater (1990) presents cultural perspective focuses on organizational norms and values that encourage behaviors that are consistent with market orientation. This paper takes position in the favor of Kholi and Jaworski conception of market intelligence, across departments and organizational wide responsiveness. Extensive literature review done in the perspective or conceptualization of market orientation phenomena and owing the claim that activities leads to market orientation culture and top management support plays vital role to foster market orientation culture.
- Keywords:** Market orientation, Cultural perspective, Behavioral Perspective, Market Intelligence, Customer Orientation.

Paper No: ICBSSS-153

- Title:** **Debt Sustainability in India-An Interstate Analysis**
- Author(s):** **Baljit Kaur** (Assistant professor, Punjab School of Economics, GNDU,Amritsar), **Amanpreet Kaur** (Research Scholar, Punjab School of Economics, GNDU,Amritsar)
- Abstract:** The rationale for this paper is to establish relationship between growth and internal debt. The subject of public debt has long been a concern for the governments and policy makers. The present empirical study covering the period of 32 years i.e., from 1981 to 2012 appraises the trajectories of

internal debt and outstanding liabilities of 17 major states of India. The paper reaches the conclusion that there has been significant improvement in Debt/GSDP ratio since 2004-05. But there is difference between rate of growth of nominal GSDP and growth rate of debt. GSDP affects the Debt significantly and the recent growth slowdown may lower down the tax revenues and will have an adverse impact on debt servicing. Moreover, the substantial rise in guarantee commitments i.e., explicit contingent liabilities of some of the state governments at the end of March 2012, is major source of potential risk to debt sustainability.

Paper No: ICBSSS-154

- Title:** **Portfolio Construction in Enhanced Index Tracking Modelling**
- Author(s):** **Saiful Hafizah Jaaman** (School of Mathematical Sciences, Faculty of Science and Technology Universiti Kebangsaan Malaysia), **Lam Weng Siew** (School of Mathematical Sciences, Faculty of Science and Technology Universiti Kebangsaan Malaysia)
- Abstract:** A stock market index consists of stocks with high capitalization. In stock market investment, investors and fund managers aim to generate similar return as the stock market index. The simplest way to track an index is to purchase all of the stocks that make up the index in the same proportions as in the index. However, this investment strategy is not practical for it incurs high capital and transaction costs. Investors, thus, aim to generate similar return or higher return than the stock market index without purchasing all of the stocks in the market index. Enhanced index tracking has been introduced to achieve this objective. In enhanced index tracking, a portfolio is constructed to track the performance of the stock market index and generate excess return over the return of the market index without purchasing all stocks which form the index. The objective of this study is to construct an optimal portfolio and determine the portfolio's performance by using weighted model in enhanced index tracking. Weighted model focuses on the trade-off between maximizing the excess return and minimizing the risk. Results of this study show that the optimal portfolio for the weighted model is able to outperform the Malaysian market index the FTSE Bursa Malaysia Kuala Lumpur Composite Index by only selecting 40% of the market index component stocks because of higher mean return and lower risk.
- Keywords:** Optimal portfolio, Return, Risk PACS: 80

Paper No: ICBSSS-156

- Title:** **Imagining Alternative Modernity: Negotiating Islamic-ness and Malay-ness on Popular TV Fiction**
- Author(s):** **Idrus M. M., Ruzy Suliza Hashim, Raihanah M. M.**
- Abstract:** Malay identity in Malaysia has historically been wrought by the contradictions inherent in its colonial discourses, and among the Malays themselves -a transition that was made possible by virtue of religion, language, and customs. Now, television fiction (TV fiction) has transpired debates to account for its interconnectedness and Malay identity, moving away from the established works found in most short stories, novels, poems memoirs, and (auto) biographies. Instead, this paper reveals the fragmentations of Malay cultural identity which are not simply about embracing Islam, speaking the Malay language, or believing in the Malay customs, but engage with the figurative crossings of Malayness and un-Malayness in Malaysian TV fiction- Julia and On Dhia. By scrutinizing two sets of data- critical content analysis of transcribed episodes and focus group interviews, the ubiquitous alternative Malay identity issues are revealed. Specifically, this research shows that they are inextricably connected to the wider spheres of Malayness through the appropriation of media. While the issues in these TV fiction texts all strive for a degree of negotiated inclusion in their (new) Malay lives, the balance between negotiation of their subjectivities depends on the extent to which they are positioned in a wider socio-political experiences. This study lends a support to the claim that there is a dire need to position these alternative Malay realities across TV fiction in the field of postcolonial literature.
- Keywords:** Culture, Postcolonial literature, Popular culture, Malay cultural identity, TV fiction.

Paper No: ICBSSS -157

- Title:** **The Association Between Corporate Risk Disclosure and Firm Performance in Egypt**
Author(s): **Marwa Mohamed Abdel Razek** (Alexandria –Egypt)
Abstract: The aim of this paper is to investigate the association between corporate risk disclosure and firm performance (ROA, ROE, ESP) To accomplish the paper , I collect data from 37 listed companies using content analysis (sentence number) to determine risk disclosure quantity Using SPSS analysis , the study found that there is no relationship between corporate risk disclosure and firm performance (ROA, ROE, ESP) I believe this study contributes to literature because it is important to regulators to release a mandatory risk disclosure which could effect decision maker such as investors, creditors and other stakeholders This study is limited to examining one year annual report 2013, exclude financial sector due to their specific law and regulations This study is limited to Sample size Studies are needed concerning the effect of risk disclosure on capital market and firm value especially in emerging countries The researcher may undertake this study using other methodology and finally researcher has to investigate the other kind of risk disclosure such as operational risk.
Keywords: Egypt , Risk disclosure , Credit risk, Liquidity risk , Foreign exchange risk , Rate risk disclosure , Firm performance , Egypt
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Paper No: ICBSSS-158

- Title:** **Literacy and Numeracy in South African Schools. The Effectiveness of the Annual National Assessments (ANA) in ‘Assessing’ Foundational Literacy and Numeracy**
Author(s): **Audrey Lawrence** (Centre for Military Studies (CEMIS), Military Academy, Faculty of Military Science, Stellenbosch University)
Abstract: Improving a nation’s educational outcomes is a core function of any government that holds not only economic but various social benefits for society at large such as higher life expectancy and better employment choices. The quality of education in South Africa is a topic that has been discussed and debated largely due to the contemporary and historic constraints and discrepancies inherited from decades of Apartheid and maladministration. Various criticisms on the system as a whole have been highlighted especially where it concerns funding, resources and the effectiveness of the system. It can be argued that a core feature of ensuring quality education in any education system is foundational literacy and numeracy skills which form the basis for higher learning. In 2011, the South African Department of Basic Education introduced the Annual National Assessments (ANA) to measure literacy and numeracy in schools and the effectiveness of the education department. Results have been measured again in 2012 and 2013 but are not comparable over the three year period for various reasons. What the results do show is that the students do not obtain the necessary foundational literacy and numeracy skills to perform at peak in higher grades. The aim of this paper will be to shed light on the cardinal importance of literacy and numeracy in the foundational phase of education and why the ANA is important in aligning policy directives to determine the quality of education in SA schools.
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Paper No: ICBSSS -159

- Title:** **Analysing Impact of Kilns Emission on Human Health in District Peshawar**
Author(s): **Munir Khan Afridi** (Ms Economics, Institute of Management Sciences, Peshawar), **Muhammad Rafiq** (Ms Economics, Institute of Management Sciences, Peshawar)
Abstract: The aim of the study is impact of kilns emission on human health in district Peshawar. In the kilns rubber is used which create huge emission of carbon, which bad effect on human health. We took two groups one is control (Janakor) and second is kiln group (Baghbanan) . We take 200 samples

from both groups. We have total observation are 2654. We have two model of regression one is mitigation cost function and second is health production function. The household survey was conducted. Tobit and pool OLS regressions are used for the mitigation cost function. Main variable PM10 is positive coefficient and significant at one percent. PM10 level is very high in kiln area; Therefore we are finding total welfare gain of mitigation cost for district Peshawar. In 1998 censuses total population of district Peshawar is 2.019 million. Total welfare gain for district Peshawar will be PKR 6692.985 million or (PKR 6.7 billion) per annum (or USD 63.44 million). Second Poisson and negative binomial regression are used for health production function. In this model PM10 is also significant and positive coefficient. Now to extrapolate to the entire city, the estimates benefit to the safe level is PKR 107.935 million (or USD 1.023 million). total health cost made 6.80092 billion PKRS.

Keywords: Health production function, Demand for mitigating activities, Loss of productivity, Economic welfare

Paper No: ICBSSS -161

Title: **Quality Assurance in Higher Education**

Author(s): **Kingstone P. Ngwira** (Chancellor, Exploits University, Malawi)

Abstract: Higher Education is considered to play a unique role in all parts of the world. Quality Assurance in Higher Education is more complicated than quality assurance in industry because there are so many players in the field. For example Higher Education has many stakeholders such as Government or the State, Employers, Academic World, Students, Parents, Society at Large and all stakeholders have their own ideas and needs. This is a call to address the issue of quality in the university education provision. This effort should be pursued in response to the realization of the importance that development of human resources through Quality Assurance in higher education is harmonized. Well established higher education institutions in the USA, Europe, Africa and other parts of the world have defined quality as input (students, staff, facilities), quality of process (teaching and learning) and outputs (graduates, results on research and consultancies). There is need for Higher Education Institutions to produce quality research products since quality output of institutions does not only come through delivery of curricula but also from quality research products. This is an area of Higher Education Sector that needs to be redressed. Therefore Higher Education Institutions need to build capacity in this area through Postgraduate training and collaborative approach to research proposal writing and implementation. Research Collaboration will contribute to both knowledge generation and exchange and also capacity building for supporting institutional development and promote global integration. The on-going process to develop quality assurance framework and the future Higher Education Institutions as a common Higher Educational Area is paramount. This will require process of internal and external program assessment in Higher Education Institutions as an integration of tracer study (graduate survey) into quality assurance and management processes in Higher Education Institutions.

Paper No: ICBSSS -162

Title: **Evaluation Active Firms in Communication and Information Technology Field Based on Service-Based Business Models**

Author(s): **Mohammad Mahmudi Meymand** (Department of Business Administration & MBA, payame Noor University, Iran), **Ali Shayan** (Ph.D student of Tarbiat Modares University), **Lida Ahmadi** (MA student of Payam noor University of Tehran)

Abstract: According to the importance of the communication and information technology productivity subject, this study is looking for evaluating of service-based business in communication and information technology firms. Service-based business consists of: value proposition, revenue mechanisms, value chain, value network, competitive strategy, target market, co-create with customers, competence and capability. Therefore, in order to reliability the questionnaire, its first

edition was studied and reviewed by 30 experts in this field and reforms were done and after reaching to a consensus, the mentioned elements were evaluated and also based on these opinions, a framework was designed. By analyzing the managers' and experts' comments in 268 communication and information technology firms, data was analyzed by the statistical tests. Based on the results, the eight elements were not in a good situation, but the value chain is in the best situation and the competence and capability are in the worst situation.

Keywords: Service-based business, Value proposition, Co-create with customers, Competitive strategy.

Paper No: ICBSSS -163

- Title:** **Effect of Manager's Role in Performance based Pay on Job Satisfaction**
- Author(s):** **Azman Ismail** (Faculty of Economics & Management, Universiti Kebangsaan Malaysia, Malaysia), **Juanita Suhaimi** (Graduate Business School, Universiti Kebangsaan Malaysia, Malaysia), **Fatmawati Abidin** (Institut Islam Hadhari, Universiti Kebangsaan Malaysia, Malaysia)
- Abstract:** This study investigates the relationship between manager's role in performance based pay and job satisfaction. A survey method was employed to gather self-administered questionnaires from bank employees in Malaysia. The SmartPLS was employed to determine the psychometric of survey questionnaire data and test the research hypotheses. The outcomes of SmartPLS path model analysis showed three important findings: first, performance appraisal related pay was positively and significantly correlated with job satisfaction. Second, pay participation was positively and insignificantly correlated with job satisfaction. Third, pay allocation was positively and significantly correlated with job satisfaction. This result demonstrates that the ability of managers to properly manage performance based pay has been an effective determinant of job satisfaction in the organizational sample. Further, this study provides discussion, implications and conclusion.
- Keywords:** Performance appraisal related pay, Pay participation, Pay allocation, Job satisfaction

Paper No: ICBSSS -164

- Title:** **Effectiveness of Student Training Employment Programme (STEP) for Students Career in Hotel Industry**
- Author(s):** **Christian Kahl, Avi Monalisa Efendi**
- Abstract:** In this 21st century people travel around the world more than before, whether the purpose for leisure or for business. New hotels keep open up, which make people aware of the job opportunity of hospitality industry. It was hard maintaining the quality of the employee because of some challenge that the hotel faced. Language is one of the big issues that the hotel faced because employee in the hotel did not use English as their first language. It causes hotel industry need good employees especially youth workers with high education level. That is the reason of tourism and hospitality school are growing fast especially in Asia Pacific. They provide education in hospitality industry to develop student skill on their knowledge and practical on service. The numbers of people who graduate from hospitality background every year keep increasing as well as the job vacancy in the hotel. Even though there are a lot of job vacancy available in the hotel industry, a study (Blomme, Rheede, & Tromp, 2009) indicated seventeen percent of the graduates did not have intention to work in the hospitality industry. Hotel industry also recognized that there are increasing numbers in hospitality management graduates from high-ranking universities, but few of graduates are dedicated to the industry and committed to their jobs (Song and Wang, 2008). Studies have been conducted that examine the image of working life in the hospitality and tourism industry. In the study, (Barron, 2007) identified that impressions of working life in the industry changed from being wholly positive to wholly negative as consequence of the period of industrial experience that was core to the students program of studies. Most of the expectations of the students towards working life in hotel industry are above the reality. As mention in the study (Blomme, Rheede, & Tromp, 2009) interventions should then be extended to the school system, where student's pre-entry expectations are developed. (Cheuk, 2005) his study conclude that

current education system do not have connection with hotel industry that made the gap between the industry needs and students expectation unfilled. Further, he suggests hospitality programme should strengthen by cooperation with the industry. Which in this study there is the STEP that train and contribute in the internship programme. (Gunlu and Usta, 2009) Internship is important for students because they assume that internship is a turning point in their professional life. Further, he explains that internship process may lead students to the right places in their future and it is a path for self-development.

Paper No: ICBSSS -165

- Title:** **Effect of Government-Mediated Access Pricing on Availability of Directly Affected Drugs in Retail Drug Stores in the Philippines**
- Author(s):** **Jesus N. Sarol, Jr.** (National Teacher Training Center for the Health Professions, University of the Philippines Manila, Philippines)
- Abstract:** The effect of price regulation through price cap and reference pricing on drug price, health use, health outcomes and expenditures has been extensively studied but not drug availability. Likewise, the effect of government mediation on drug pricing has not been studied as a separate approach to price regulation. This study compared the availability of drugs carrying selected drug molecules affected by the maximum drug retail pricing (MDRP) and government-mediated access pricing (GMAP) policy in 2009 and 2011. Data from independent surveys in 2009 and 2011 conducted by IMS Health Philippines were used. This had a sample of 600 drugstores each, stratified by location and retail type. Eleven drug molecules were included in this study. For each molecule, information on availability of the innovator brand, a competitor, and the cheapest generic version were collected from the drug stores. Percent availability of each drug in drug stores was compared for 2009 and 2011. These comparisons were likewise done by location and retail type. There were no significant changes in the percent availability of most innovator and competitor drugs. Three innovator drugs had significant percent reductions ranging from 9.7% to 39.0%. Reduction in availability of 3 competitor drugs were significantly larger than for innovator drugs, from 37.4% to 81.7%. These adversely affected drugs did not reduce their 2009 prices in accordance with MDRP/GMAP levels. The availability of cheap generic versions of drug molecules in this study all immensely increased in 2011 except for telmisartan, a drug still under patent in the country. Government mediated pricing can adversely affect availability of drugs, specifically those that do not reduce prices in accordance with reference prices. Availability of cheaper generic drugs in drug stores has evidently increased in the Philippines.
- Keywords:** Drug industry, Delivery of health care, Government regulation, Philippines

Paper No: ICBSSS -166

- Title:** **Analysis of Stock and Index Return Using ARMA and ARCH/GARCH: the Case Study of Indonesia**
- Author(s):** **Ani Silvia** (School of Business and Management Bandung Institute of Technology Indonesia)
- Abstract:** Analysis of return and its volatility are very important aspect in financial sector especially for investors who want to invest their money in stocks or indices. The aims are to minimize the risk and to make a decision. Investors tend to buy the stock which has a high market capitalization that reflects the value of the firm because it has a good prospect in the future. This research will analyze the linkage between the returns of the company stock in agricultural sector which have different market capitalization and the agriculture index return. This research also will make a model for index return and stock returns that very influence to the index return using ARMA (Autoregressive and Moving Average) model and model its volatility using ARCH/GARCH (Autoregressive Conditional Heteroscedasticity/General Autoregressive Conditional

Heteroscedasticity) model. This research will be expected to get the best model of ARMA and ARCH and GARCH.

Keywords: Volatility, Risk, Market capitalization, ARMA, ARCH and GARCH

Paper No: ICBSSS -167

Title: **The Role of Extrinsic Product Cues in Consumers' Preferences and Purchase Intentions in Automobile Marketing Strategy**

Author(s): **Aayed Qasem** (Business Administration Department, Faculty of Management, Universiti Teknologi Malaysia, Malaysia), **Rohaizat Baharun** (Business Administration Department, Faculty of Management, Universiti Teknologi Malaysia, Malaysia), **Mohd Nasir Mahmood** (Language Department, Universiti Teknologi Malaysia, Malaysia)

Abstract: In today's highly internationalized economy, consumers are facing increasing pressures and are looking for short-cuts to simplify their purchase decision making, especially high-involvement products such as automobiles where their attributes are complex and difficult to assess. This study extends the existing body of knowledge related to the consumer buying behavior in Third World Countries by using a variety of national settings to understand the underlying determinants of consumers' brand preferences as applied in different cultures. The main purpose of this study is to investigate the role of several information cues setting on consumers' purchase intention by highlighting the intervening role of brand preferences and the moderating role of social factor. This study was conducted in Yemen as a representative of consumers from less developed countries. A multistage cluster sampling was employed to identify the research respondents. A total of 600 questionnaires were distributed and the analysis was based on 375 usable questionnaires. This study found that in high-involvement products, consumers used three-way extrinsic cues interaction such as country of origin, brand name and price as indicators for brand quality rather than individual cue to enhance the behavioral intention. This suggests that there is an intervening role of brand preferences between the variables which enhances the purchase intention according to consumers' roles and status.

Keywords: Industrial automotive, Extrinsic cues, Brand preferences, Purchase intention, Social factor.

Paper No: ICBSSS -168

Title: **Impact of Strategic Protectionism Implemented by Brazil and Argentina in the Field of Mexican Auto Industry**

Author(s): **José G. Vargas-Hernández** (University Center for Economic and Managerial Sciences, University of Guadalajara Zapopan, México), **María Laura García Pérez** (University Center for Economic and Managerial Sciences, University of Guadalajara Zapopan, México)

Abstract: Today protectionist actions have been highly adopted by the nations, that in order to cope with the constant crises that threaten to slow economic growth. The cancellation of trade agreements has led to a strategic management restructuring, which now seeks to minimize the negative effects. Mexico is not the exception, because last year suffered the imposition of a series of protectionist guidelines by Brazil and Argentina, which were intended to reduce the number of exports that are made to these South American economies. This study intends to analyze the impact and strategic changes adopted by Mexico in the automotive industry as a result of these regulations. Using a method of analysis of quantitative and qualitative data is to estimate the damages to the sector as well as the measures taken by Mexico to decrease side effects.

Keywords: Automotive industry, International trade, Institutions based view, Protectionism, Game theory.

Paper No: ICBSSS -169

- Title:** **Analysis Volatility of ASEAN Stocks Indices using Var and GARCH**
- Author(s):** Syahrir A.M (School of business management)
- Abstract:** this study is going to propose evaluation of the market risk exposure of three Big ASEAN equity portfolios using value-at-risk (VaR). This risk metric measures the worst case loss for a business in the course of its weekly transactions. By calculated VaR reflects emerging risk characteristics, this aims to ensure the event that happened. This study introduces an approach that incorporates time-varying volatility. The methodology of this study is the GARCH technique to measure the volatility metric with which VaR estimates are obtained. The out-of-sample performance of the VaR is then assessed by comparing them to the actual market risk losses in that period. The author compares different models and proposes an opportunity cost function able to evaluate the cost related to capital requirements. It is identified seven asset classes and studies the effects of different models for estimating VaR simulating financial portfolios with increasing risk. The series consists of the daily return from 01/01/2003 to 12/31/2013. This study reminds that for VaR to fully account for market risk losses, the risk metric must be correctly measured. The unparalleled approach in this study of incorporating time-varying volatility in VaR measurement offers banking institutions a more reliable means of determining their capital adequacy.
- Keywords:** Value at risk, Time varying volatility, GARCH model, Market risk losses.
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Paper No: ICBSSS -170

- Title:** **Designing Copyright Licensing Schemes to Suit the Digital Age: The Merits of Transitioning from Compulsory to Voluntary Schemes**
- Author(s):** Niloufer Selvadurai (Macquarie Law School Macquarie Univeristy Sydney, Australia)
- Abstract:** The growing realisation that compulsory copyright licensing schemes have the potential to critically limit the contribution of content industries to the digital economy is forcing nations to reconsider their copyright laws. Statutory licensing schemes permit, subject to the provision of reasonable remuneration, certain dealings with copyright material which would otherwise constitute infringement. Such schemes have been traditionally been justified on the basis of the need to support the continued dissemination of copyright material whilst simultaneously protecting the interests of copyright proprietors. However, the changed nature of dissemination and exchange of information on the internet has undermined the historic public policy rationale for such schemes, and made it necessary to reevaluate the relevance of such regimes and the extent to which they effectively balance the need to protect the interests of copyright owners against the information needs of the wider public. The purpose of the present paper is to analyse the merits of repealing statutory licensing regimes with voluntary licensing schemes so as to support the development of the digital economy. In this regard, the theoretical discourse on the justification for statutory licensing schemes and the Australian Law Reform Commission's review of statutory schemes in its 2013 inquiry as to Copyright and the Digital Economy will be examined. Finally the paper will outline recommendations for refinement and reform to adapt copyright licensing law to meet the realities of contemporary business practice.
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Paper No: ICBSSS -171

- Title:** **The Poverty Cycle in Political Distortions: Case Study of the Fortress Chinese Community in Tangerang, Indonesia**
- Author(s):** Edi Purwanto (Department in Strategic Management Faculty of Social Science and Humanities, University of Bunda Mulia, Jakarta, Indonesia)
- Abstract:** This paper is based on a part of result of my PhD dissertation research on the complexity poverty of the Fortress Chinese (Cina Benteng) in Tangerang, Indonesia. There are three primary reasons I have chosen to research poverty in the Fortress Chinese community. First, in my observation, the

social, economic, and cultural characteristics of the Fortress Chinese community are unique compared to other overseas Chinese communities in Indonesia. In particular, while most overseas Chinese communities in Indonesia are relatively prosperous, poverty is the norm for the Fortress Chinese people. Secondly, the causes for this poverty are complex, and the usual theories of poverty do not appear to adequately explain it. Finally, there is a scarcity of published research on factors contributing to poverty in the Fortress Chinese community. But in this paper I will just explained the poverty cycle in political distortions that be experienced by the Fortress Chinese. The result of research showed that poverty in this community is caused by both unemployment and a lack of civil rights accessibility. The lack of civil rights accessibility is in turn caused by statelessness which itself is often a result of political discrimination, bureaucracy barriers, social pressures, and carelessness in obtaining civic documents. Unemployment is caused by the lack of the job opportunities, a situation quite often caused by statelessness factor. The poverty itself ultimately led to political discrimination, bureaucracy barriers, social pressures, and carelessness, so that formed the cycle of poverty under the political distortions.

Keywords: Fortress chinese, Policy, Political distortions, Poverty, Development

Paper No: ICBSSS -172

Title: Antecedent Managerial Performance (Study on Government of Kendal Regency, Indonesia)
Author(s): Christiyarningsih Budiwati (Faculty of Economic and Business, Sebelas Maret University, Solo, Indonesia), Lulus Kurniasih (Faculty of Economic and Business, Sebelas Maret University, Solo, Indonesia), Hilda Meidithia Winastri (Faculty of Economic and Business, Sebelas Maret University, Solo, Indonesia)

Abstract: The purpose of this study is to find the empirical evidence of factors that affect the managerial performance in the budgeting process in Government of Kendal Regency, Indonesia. Antecedent from managerial pefomance which are used in this study is the participation of budgeting, organizational commitment, and perception of innovation. The sampling technique used purposive sampling. The number of last samples are used as much as 177 employees with criteria included in the category of structural SKPD and have minimum two years term of office. SEM technique (Structural Equation Modelling) are used in analyzing data. Result of this study indicates that antecedent of managerial performance include budgetary participation and organizational commitment and a significant possitive effect on managerial performance. While perception of innovation has no efect on the managerial performance. Suggestion for the further study, should adding the samples and expanding the scope of this study, considering other variables that are closely related to the variables in this study.

Keywords: Budget, Participation, Performance, Perception, Government and Organization of public sectors.

Paper No: ICBSSS -173

Title: The Pass-Through Rates of Carbon Costs on to Electricity Prices Within the Australian National Electricity Market

Author(s): Fatemeh Nazifi (Macquarie University, Sydney)

Abstract: The previous Australian government aimed to strengthen its position as an international leader in the development of environmental markets by introducing the Carbon Pricing Mechanism (CPM) in July 2012. Stationary energy in Australia is the largest source of CO₂ at around half of total emissions, of which more than two-thirds come from electricity generation (i.e. electricity generation accounts for 35% of all CO₂ emissions in Australia). In the confines of the Australian wholesale electricity market, the intention behind imposing a price on carbon was to encourage producers to switch away from coal-fired generation and move to gas and renewable sources of energy. However, the coincidence of increases in power prices with the implementation of the CPM in Australia has raised concerns about the effectiveness of the CPM policy in encouraging the substitution of current methods of power generation with low-carbon-intensive technologies.

Therefore, the new government (Liberal-National coalition) plans to repeal the CPM after 30 June 2014 (Clean Energy Regulator, 2013). This paper assesses the CPM's performance and its impact on wholesale electricity prices. More specifically, it evaluates the extent to which the increase in electricity prices can be attributed to the pass-through of the costs of carbon to consumers; the so-called "carbon costs pass-through rate" (CPTR). The contribution of this paper is to statistically estimate the CPTRs by employing an empirical analysis using econometric evidence from the National Electricity Market (NEM) during the period July 2010 to December 2013. Hence the paper undertakes one of the first evaluations of the CPM and fills a vital research gap around design issues in environmental markets in Australia.

Paper No: ICBSSS -174

- Title:** **Strategic System Audit Vs Traditional audit: The role of audit Method, Auditors' Experience and Time Pressure in Issuing an Effective Judgment during the Orientation Phase**
- Author(s):** **Murad Abuaddous** (Phd student at Faculty of Economics and Muamalat, Universiti Sains Islam Malaysia (USIM)), **Mustafa Hanefah** (Professor at Faculty of Economics and Muamalat, Universiti Sains Islam Malaysia (USIM)), **Nur Hidayah Laili** (Doctor at Faculty of Economics and Muamalat, Universiti Sains Islam Malaysia (USIM))
- Abstract:** The development of audit practice is a continuous process. "SSA" audit method considered one of the recent audit innovations, the method is a complete shift from old audit technique as it relies on assessing the client's business risk using a top down approach rather than Bottom-up approach that used under traditional audit. Previous studies had focused on the effectiveness and efficient of "SSA" audit method in performing the audit. However, high risk environment that exist in developing countries such as Jordan has not been investigated yet. In addition, previous studies have not excluded the role of auditors' experience during an experimental method when comparing between these two methods. Moreover, the effect of time pressure in auditors' "JDM" effectiveness under traditional and "SSA" audit during the orientation phase is still missing in the literature. Using expert auditors as a benchmark, a 2x2 factorial design experiment and a Mann-Whitney U test show that auditors under "SSA" method issues a more effective audit assessment than TA method with the absence or presence of time pressure.

Paper No: ICBSSS -175

- Title:** **Market Orientation and Sustainability of Islamic Microfinance Institutions; the case study of Amanah Ikhtiar Malaysia**
- Author(s):** **Soheil Kazemian** (Accounting Research Institute (ARI), Faculty of Accountancy, Universiti Teknologi MARA (UiTM), Shah Alam Selangor, Malaysia), **Rashidah Abdul Rahman** (Accounting Research Institute (ARI), Universiti Teknologi MARA (UiTM)), Shah Alam (Selangor, Malaysia), **Zuraeda Ibrahim** (Accounting Research Institute (ARI), Faculty of Accountancy, Universiti Teknologi MARA (UiTM), Shah Alam, Selangor, Malaysia), **Abideen Adeymi** (International Islamic University Malaysia (IIUM), Gombak, Selangor, Malaysia)
- Abstract:** Accountability and governance in microfinance institutions (MFIs) is about achieving outreach (attracting new customers and sustaining current ones) and sustainable financial performance. The paper aims at providing insights into how the three dimensions of market orientation namely, customer orientation, competitor orientation and inter-function coordination affect the two aspects in sustainability (management and financial performance sustainability) of Amanah Ikhtiar Malaysia (AIM) as the biggest and oldest microfinance institution in South East Asia. In a cross-sectional survey, Partial Least Squares (PLS) as a variance-based structural equation modeling (SEM), was used to test the hypotheses on a convenience sample of 66% of AIM's top management level. In addition, 400 customers and 300 employees from various branches based on their customers' number were also chosen randomly. The results provided empirical evidences that indicate customer orientation and inter-function coordination significantly affect the

accountability of management in the sustainability of AIM. Nevertheless, competitor orientation has an insignificant effect on both aspects of sustainability of AIM. The result of the paper enhanced further the literature in understanding the long-term sustainable financial and social performance-based market orientation.

Paper No: ICBSSS -176

Title: The Effects of Brand Orientation of Furniture Manufacturing Firms on Brand Distinctiveness and Brand Performance
Author(s): Puteri Fadzline bt Muhamad Tamyez , Norzannah Mat Nor , Syed Jamal Abdul Nasir
Abstract: This study aims to examine the influence of brand orientation on brand distinctiveness and brand performance. Stratified random sampling was used to collect data of 550 furniture manufacturers. The application of structural equation modeling has brought to a positive and significant effect of brand orientation on brand distinctiveness and brand performance. Therefore, this research provides important findings to researchers through the integration of these brand strategy elements towards brand performance within the furniture firms in Malaysia

Paper No: ICBSSS -177

Title: Key Factors Impacting Foreign Direct Investment and Technology Transfer: A Comparative Study of Libya and Egypt
Author(s): Abobaker Salem (PhD student at University of Gloucestershire)
Abstract: Key factors impacting foreign direct investment and technology transfer: A comparative study of Libya and Egypt
Abstract The purpose of this study is to investigate the key factors impacting foreign direct investment (FDI) and technology transfer (TT) from the perspective of governments of host countries. Furthermore, the investigation focuses on the influence of FDI and TT on national economic structure development and the descriptors of economic growth. The research represents a comparative study of Libya and Egypt. These two countries share many commonalities. They are both developing economies in the region of North African countries, are predominantly Muslim and have adopted FDI and TT as ways to affect economic development and economic structure in the countries. At the same time these countries have some distinct differences. The processes of FDI and TT in Egypt have much longer history than in Libya. Moreover, the government policy of Egypt has taken into account the impact of FDI and TT on the economy of the country as a structure and performance indicators. Libya has long relied on domestic grown business development whereas FDI and TT have been largely neglected as process and policy priorities. For a number of decades Egypt has adopted a liberal approach towards FDI that has positively impacted the development of a diverse and balanced national economic structure. As the world economy has experienced huge problems lately, the Libyan economy has suffered structural economic difficulties. It has attracted a limited volume of strongly concentrated FDI and TT. This fact has put the Libyan economy in the disadvantageous position of being undiversified and significantly distorted with an overreliance on its oil sector. Furthermore, due to economic structural imbalances, the economic growth has been stagnated. By comparison, Egypt has attracted a large amount of FDI and TT into various economic sectors thus creating a balanced economic structure and strong potential for advancement. The investigation has adopted a questionnaire survey

Paper No: ICBSSS -178

- Title:** **Dialectical Relationship Between the Business Strategy and Information Systems for Achieving Sustainable Competitive Advantage- A Prospective Study in a Sample of Industrial Companies of Iraq**
- Author(s):** **Bilal.J.Salih Al-Qasi** (Faculty of Management and Economics University of Baghdad Iraq)
- Abstract:** . Purpose: As organizations continue to seek to achieve sustainable competitive advantage, their scope widens to find the tools which help them to achieve such purpose, and the increased need for these organizations to understand their current position as well as their potential. Therefore, organizations always rely on information systems to process transactions, and develop products, and access to a large proportion of their budgets to support the operational and business activities, and how to find out the knowledge for company owners for all these investments and access to wealth. Naturally this includes an assessment of the information technology and to find a link to the success of the business and access to possible assets within the mechanisms of innovation based primarily on the strategic focus for organizations in particular. This article aims to discuss the importance of integration between business strategy and information systems in the context of achieving sustainable competitive advantage and its impact on the sustainability of organizations and their survival in a world of intense competition and rapid change. Design/methodology/approach: It reviews and discusses the extant literature of the mutual interdependence relationship among business strategy, information systems customer relationship management (CRM) related issues. The conceptual models are presented to illustrate the mutual relations among these streams of research. Findings: The research finds a set of results the most important is that if the business organizations achieve the sustainable competitive advantage, this requires them to fit between their special business strategy and available information systems with the use of their resources, information and conformity with their competitors' resources and capabilities in the context of the competitive environment and how to maintain this feature that help them to achieve the organizational excellence in comparison with their competitors. The practical implications: The main effects of practical implications revolve with the idea that says" in the markets of the intense current competition, the organizations should target to search for achieving sustainable competitive advantage in order to be able to compete, and the information systems will play a critical role in generating the necessary data through which the organizations could develop and implement business strategy, which in turn, enhance the practice of success and achieve excellence at the level of business.

Paper No: ICBSSS -179

- Title:** **Measuring Efficiency of Production and Cost in Abyek Cement Factory Using Operational and Efficient Production Functions**
- Author(s):** **Mahshid Sherafati, Bijan Bidabad, Roohollah Mohammadi**
- Abstract:** In this paper, Leontief linear production functions with one product and one activity is used to derive production function of Abyek Cement Factory. Mathematical closed form of production function and also, profit, cost, and demand functions for production factors are obtained for the cited factory. The efficient production function for this factory is also derived in this research. This function exhibits the costs incurred due to inefficient production of the factory during different years. According to the findings, it was concluded that if the Abyek Cement Factory produces efficiently through employing optimal amounts of factors of production, it can reduce costs by 20 to 50 percent without any change in production level.
- Keywords:** Production function, Cost function, Cement, Efficiency, Inefficiency measurement.
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Paper No: ICBSSS -180

- Title:** **A Financial Model for Economic Analysis of Cement Factory**
Author(s): **Mahshid Sherafati, Bijan Bidabad, Roohollah Mohammadi**
Abstract: In this paper, a method is presented to combine financial data and financial statements for economic analysis, which consequently introduces a software applicable for determining economic structure of a cement factory. This software converts nearly 300 items of raw data of a cement factory to almost 4 times more economic-analytic information. The software analyzes the quantity and quality of production activities in addition to cost structure of the concerned cement factory. It provides more than 80 descriptive figures, which have been defined previously and are applied to illustrate the economic structure of the cement factory. The calculated tables and figures are able to guide decision makers of the cement factory with regard to inefficiencies, obstacles, and various problems in the factory. At the end, a set of policies for increasing production efficiency and reducing costs are expressed briefly, which can be considered as the primary plans to operationalize the analytical information of the software. It is worth to mention that the presented structure of the software has been designed for Abyek Cement Factory. However, it can be employed as a guiding project for other cement factories as well. In other words, the software can be rebuilt with consideration of their specific information by revising and adjusting the software structure to cover their specific features.

Paper No: ICBSSS -181

- Title:** **Medium of Instruction Policies and Language Practices, Ideologies and Institutional Divides: Voices of Teachers and Students in A Private University in Bangladesh**
Author(s): **M. Obaidul Hamid** (The University of Queensland), **Iffat Jahan** (The University of Queensland/The University of Dhaka), **M. Monjurul Islam** (International University of Business, Agriculture and Technology)
Abstract: The increasing use of English as a medium of instruction (MOI) in politics across the world has drawn attention of language policy and planning scholars and researchers. Increasingly, research on medium on instruction policy and practice focuses on how macro-level policies are translated into action by “actors” including teachers and students in the micro context. However, there has been limited research on teachers’ and students’ language practices and ideologies that potentially reproduce divisive medium of instruction policies for different sectors of education. This article reports a case study involving teachers and students in a private university in Bangladesh to demonstrate how national MOI policies provide the context to actors in the micro context to construct identities of languages and institutions by means of “othering”. Higher education in Bangladesh is divided between public and private sectors and the divide is marked by MOI—English and Bangla in the former and English only in the latter. Based on our analysis of interview data, we argue that through their language practices and beliefs students and teachers constructed hierarchies of languages and institutions following the rules of self- and other-representation and thereby perpetuated the macro-level divide. We suggest implications of the macro-level MOI policies and micro-level practices for students’ content knowledge and English proficiency development in a globalizing world where English is widely believed to hold immense potential for individuals and societies because of its role in human capital development.
Keywords: English as a medium of instruction, Globalization, Public and private universities, Language ideologies, Identity, Othering, Bangladesh

Paper No: ICBSSS -182

- Title:** **Customers’ Attitude towards Islamic Banking Services in Bangladesh: A Structural Equation Modelling Approach**
Author(s): **Abdullah Sarwar & Ahasanul Haque** (Department of Business Administration, Faculty of

Economics & Management Sciences, International Islamic University Malaysia)

Abstract: The popularity of Islamic banking in Bangladesh has increased in recent years. Following such acceptance, many private commercial banks and international banks in Bangladesh started offering various financial products/services in accordance with Islamic principles. Hence, this has become an emerging area of investigation to understand customers' behaviour towards Islamic banking. However, most of the studies conducted on Islamic banking have focused on comparative financial performance of banks and legal issues. The issue of customers' behaviour has hardly received attention. Moreover, knowledge of customers' motivation for choosing Islamic banking services is modest and the research to date is limited. As such, this study has aimed to explore the main factors that influence the customers to continue their banking services with Islamic banks. Total 400 questionnaires were randomly distributed for data collection. Structural equation modelling was used for data analysis and hypothesis testing. The study findings will help the management of Islamic banks toward better commitment, predication and involvement in the retention of the existing customers, attract new customers and expand their market share rapidly.

Keywords: Islamic banking, Commitment, Retention, Customers' behaviour, Motivation

Paper No: ICBSSS -183

Title: A Model for Green IT Strategy: A Content Analysis Approach

Author(s): Reinhardt A Botha, Rieker du Preez

Abstract: Lately there has been a greater awareness of the need for Green IT. However, companies often embark on fragmented efforts, not showing a clear vision. This paper sets out to answer the question of what organizations should consider when formulating and implementing a Green IT strategy. To answer the question a content analysis approach is followed. From the content analysis the underlying concepts were identified and analysed. The result is a holistic model for Green IT Strategy that provides guidance to companies embarking on formulating and implementing a Green IT Strategy.

Paper No: ICBSSS -184

Title: Post-conflict Management and Rwandas Experience: Analyzing a Socio-Economic Transformation Model

Author(s): Justin Nyanshwa (International Relations & Conflict-Resolution Researcher with a Kenya-base ACIRD (African Centre for International Relations and Diplomacy) ,
Kalisa Eddy Nyarwaya (African International politic)

Abstract: Post-conflict Management and Rwanda's Experience: Analyzing a Socio-Economic Transformation Model By Justin Nyanshwa & Kalisa Eddy Nyarwaya, April 2014 Abstract On 7th April 2014, Rwanda celebrated 20 years of genocide against the Tutsi and the liberation of the country by the Rwandan Patriotic Front (RPF) and its army wings the RPA. This day in 1994, a country of a thousand hills started to undergo a most horrible darkness in its history. During three months, mass atrocities ravaged Rwandan territory and decimated thousands of people because of their birth or political opinions. This violent situation destructed the country so much that it was unimaginable to think the country could stand up again. However, twenty years after, a rising nation-state from nothing is showing surprising radical and positive socio-economic changes. The present paper constitutes an assessment on the progress that Rwanda has realized so far. The journey to rebuild Rwanda was hard considering the view of the extent of the scope of the 1994 genocide against the Tutsi. The struggle asked for the tireless exertions and passionate concern of dedicated individuals. Indeed, no pain no gain, the mixture of challenges and limitations of exogenous and endogenous factors, made the work harder. Nevertheless, the fruits that Rwandans are reaping are interesting and encouraging them to increase the speed and systematically transform the nation into a good state. This paper analyzes new resolutions emanating from the realizations after twenty years. Yet, the experience recorded during two decades, the challenges and limitations that Rwandans went through to finally made a significant step forward, can make

them to learn more where to move Rwanda in the coming years. Keywords: Genocide, Liberation, post-conflict, Inclusive leadership, consensual democracy, GDP growth, Socio-economic transformation.

Paper No: ICBSSS -185

Title: **Civil Service Human Capability Development in Sub-Saharan Africa: Issues, Challenges and Prospects**

Author(s): **Kelechi John Ekuma**

Abstract: This paper aims to provide an in-depth critical analysis of how reform policies, particularly human resource capability development reforms, are formulated and implemented in the civil services of developing countries, using an important developing country's context: Nigeria. Specifically, the study explores critically, how power relations, patronage and incentives intersect with the institutional arrangement and other structural/quasi-structural features of the Nigerian state to influence human capital development and civil service reform policies in remarkable ways. The paper argues that the dominance of oil and unequal power relations have created an entrenched cleavage system which promotes cronyism and mediocrity and blocks any meaningful reform in the civil service. The paper also argues that these issues have thrown up several other fundamental challenges, including: embedded political patronage, clientelism, rampant rent-seeking and pervasive corruption, all which have serious implications for how human capital development policies and civil service reforms are formulated and implemented in Nigeria. These analyses are positioned within the broader development debates about the need to sufficiently understand the contextual conditions that facilitate or retard transformative reforms in developing countries and are intended to help explain the underlying reasons why current approaches to civil service reforms and skills development efforts have not been very effective, and thus, have failed to address the burgeoning need for a pool of competent and efficient human capital in the Nigerian civil service' just as in many developing countries in an age of rapid globalization. Overall, the overarching purpose of this paper is to help explain the many shortcomings in policy implementation in Nigeria's civil service and to contribute to defining future policy frameworks for sustainable reforms and improved development of human capital in Nigeria and indeed, in much of sub-Saharan Africa and other developing countries.

Paper No: ICBSSS -186

Title: **Consumer Ethnocentrism among Saudi Arabia Consumers: Conceptual Model and its Propositions**

Author(s): **Mohammed Emad Alshaikh**

Abstract: The highly increasing competition among firms in international markets creates the need for better understanding of consumer behavior and evaluation of foreign products. International marketing literature reveals that consumer ethnocentrism is an important factor that adversely affects consumer evaluation and purchase of foreign products. Consumer ethnocentrism literature has mainly focused on examining this concept among consumers from developed countries. Thus, the current research aims to develop a conceptual model on the antecedent factors of consumer ethnocentrism and product preferences among consumers in Saudi Arabia. Particularly, this paper aims to explore the impact of internal and external organizational factors on consumer ethnocentrism and purchase preferences. Internal factors include customer demographics and country characteristics, while external factors include economic and socio-cultural factors. A number of propositions were presented in this study, and the data will be collected from consumers in Saudi Arabia through self-administered questionnaire. The data analyses will be generated from Structural Equation Modeling (SEM) using AMOS. This research would provide several suggestions to international marketers in gaining better acceptance of their products among consumer in different segments. Finally, the limitations of study and future research directions are presented.

Keywords: Ethnocentrism, Consumer ethnocentrism, Consumer preferences, Saudi Arabia

Paper No: ICBSSS -187

Title: **Classic Market Penetration : Indonesia and ASEAN-6 Export Competition in Taiwan**
Author(s): **Deni Danial Kesa** (Banking and finance department, Vocational Program University of Indonesia), **Cheng-Wen Lee** (Professor on international marketing, College of Business Chung Yuan Christian University Taiwan)
Abstract: This paper examines the role that competition has played in attracting market penetration to Taiwan. It also explores the possibility strategy facets of the different market penetration from Indonesia in related ASEAN countries. Statistics respectively findings indicate that political status have not been a determinant or influential factor to Taiwan in export or import generation in the ASEAN region. Indonesia has a tremendous opportunity to emerging and developing export business in Taiwan. Major export destinations are expected to establish solid frameworks that would support the business transactions are ongoing, business strategy determining a suitable method to enter the export market. Instead tight competition, the present situations lead equal international standing as a profitable and internationally competitive region.
Keyword: Competitive strategy, Market penetration, Export-Import, RFM, CRM

Paper No: ICBSSS -188

Title: **Islamic Corporate Social Responsibility Disclosure and Financial Performance on Islamic Banking in Indonesia**
Author(s): **Yasmin Umar Assegaf, Falikhatun, Salamah Wahyuni**
Abstract: This study aims to provide empirical evidence of the influence of ICSR Disclosures on financial performance of Islamic banking. Characteristics of the company (firm size, age and type of audit) as control variable. Financial performance as the dependent variable proxied by ROA, ROE, IER and NIM. The population is all Islamic Banks in Indonesia and used them which has existed since 2002 and publishes financial statements between 2007-2011 which are 31 Annual Report as the sample.
The study concluded that there are significant influences between ICSR Disclosures and financial performance. The disclosure is partially affect on ROA, IER and NIM but no influence on ROE. Further result shows that all control variables does not have any influence on ICSR Disclosures in Indonesia. Further research need to compare ICSR Disclosures of Islamic banking in Indonesia with that other countries using other variables for more comprehensive information.
Keywords: Annual report, Audit type, Financial performance. ICSR.

Paper No: ICBSSS -189

Title: **Ujrah Determination Model for Amil Zakah**
Author(s): **Falikhatun, Yacop Suparno, Yasmin Umar Assegaf**
Abstract: This research aims to get information about the ways of Amil Zakah Institutions set for ujah, and propose a model design of ujah for Amil zakah in the Region of Surakarta, Indonesia. The method used was phenomenological approach to dig up information associated with it and used Fiqh Analysis and Constant Comparative Method. The information of research are Zakah Institutions in Solo as Lazis PLN, PKPU Solo, Lazis UNS, and Lazis BNI Syariah. Research result show that the basis of compensation given to Amil zakah does not violate of Sharia, although nominally, that is still under minimum wage of the City in Surakarta in 2013. Implications of this study are: (1) for the community, should pay zakah to the Amil Zakah (BAZ) or LAZ, that can be

responsible and valid as either Syaria and legally in Indonesia. (2) For LAZ, should do more accurate calculation in determining the magnitude of the ujah for managers in accordance with the Islamic Sharia, and (3) for the Government, should promptly devise rules related to the rights of its operational activities funded in Amil as guidelines in Fund's management as a mandate from Indonesian muslimin.

Key words: Amil zakah, BAZ/LAZ Indonesia, Fiqh analysis, Ujah

Paper No: ICBSSS -190

Title: **The Determinants of Malaysian Consumers' Purchasing Intention on Green-Based Products**
Author(s): **Azah Afzan Azhari** (Faculty of Business Management, University Teknologi MARA (Shah Alam), Malaysia), **Baharom Abdul Rahman** (Faculty of Business Management, University Teknologi MARA (Dungun), Malaysia), **Abdul Kadir Othman** (Faculty of Business Management, University Teknologi MARA (Shah Alam), Malaysia), **Samsudin Wahab** (Faculty of Business Management, University Teknologi MARA (Shah Alam), Malaysia)
Abstract: Recently, the issue of safe environment for living has been debated at both the industrial and academic level. LOHAS (Lifestyles of Health and Sustainability) and Natural Marketing Institute (NMI) have found that 'green' products are increasingly becoming mainstream through the introduction of price-conscious options from players such as Walmart, Clorox, Safeway and others. The announcement allows consumers to have more options for environmentally friendly products. The increase level of consumer environmental awareness has made them translate their resulting environmental concern into purchasing green products. This paper not only look at the environmental concern factor but it also aims to expose and discuss the other two factors that may influence purchasing intentions of green products namely, peer influence, and government's role using Theory of Reasoned Action (TRA). These three factors have been researched by various authors and this paper will perhaps enhance our understanding of Malaysian consumers' intention in purchasing green-based products.
Keywords: Green purchasing, Behavioral intention, Environmental concern, Peer influence, Government's role

Paper No: ICBSSS -191

Title: **Analysis Volatility Beef Price Using Arma, Arch/Garch, Tgarch and Egarch**
Author(s): **Kharisya Ayu Effendi, Deddy Prihatmodjo**
Abstract: This research looking for the best model in analyzing volatility and returns the price of beef in Indonesia. Analysis of volatility and return is the most important aspect in the financial sector or sectors komoditi. Modeling in this study using the Autoregressive and Moving Average (ARMA),Autoregressive Conditional Heteroskedastisity/ General Autoregressive Conditional Heteroskedastisity (ARCH/GARCH), ThresholdGeneral Autoregressive Conditional Heteroskedastisity (TGARCH) and Exponential General Autoregressive Conditional Heteroskedastisity (EGARCH). By using daily time series data from September 2010 until December 2013 as many as 585 data. From the data obtained the best model is EGARCH (1,1). The best models in view of the Akaike Info Criterion (AIC) and Schwarz Criterion (SIC), the AIC of -8.530908 and SIC -8.502600
Key Word : Beef price volatility, ARMA, ARCH/GARCH, TGARCH, EGARCH

Paper No: ICBSSS -192

- Title:** **The Importance of Professional specialty of External Auditor in Accounting Information Systems For providing Auditing Services in Information Technology Environment, A field Study in the Jordanian Banks**
- Author(s):** **Reem Okab** (Assistant Professor, Department of Financial & Administrative Sciences AL-Huson University College, AL-Balqa' Applied University Jordan , Jordan)
- Abstract:** This study aims at identifying the role and importance of the Professional specialty in information technology when audit services are provided and at identifying to which extent the auditor understands the concept and the benefits of the Professional specialty. Furthermore, it aims at analyzing the importance of Professional specialty in information technology for the auditor in light of using increasingly information technology techniques in different sectors. It also aims at identifying to which extent the Professional specialty of the auditor in information technology contributes to improve the quality level of the Professional performance related to audit services provided in the banking sector. This study indicated that the external auditor understands highly the concept of the Professional specialty in information technology when he/ she provides audit services in the Jordanian banks; and it found that the Professional specialty achieves highly the benefits the Jordanian banks desire and improves the quality level of audit services provided by the Jordanian banks.
- Keywords:** The specialty of the auditor, Information technology, Auditing professional audit

Paper No: ICBSSS -193

- Title:** **Personality Types (A&B) as determinants of Decision Making Styles of Working and Non-Working women of Mauritius and India**
- Author(s):** **Nirmala Loung-Poorunder** (Lecturer/Researcher University of Technology Mauritius), **P.R.Das** (Associate Prof Dr Bhimrao Ambedkar University Agra, India)
- Abstract:** The study was undertaken with the purpose of exploring Decision Making Styles of working and non-working Mauritian and Indian women having Personality Types A&B. Sample comprised of 240 Mauritian women(120 working and 120 non-working) and 240 Indian women (120 working and 120 non-working) aged 18-35. It was an ex post facto study and the subjects were assessed through "Decision-Making Style" (Hellriegel, Slocum, and Woodman) and "Personality Types" (Bortner) questionnaires. Results showed (a) significant difference in Decision Making Styles of both working and non working subjects of Mauritius and India having Type A Personality. However (b) there was insignificant difference between working and non working subjects having Type B personality of Mauritius and India. (c) Sensation and Thinking Decision Making Styles are mostly preferred by working and non working groups of both Personality Types(Mauritian and Indian).(d) The non working subjects of Mauritius and India having Type A Personality differed significantly, non working Indian subjects(47%) were in th category of Intuition and Feeling Decision Making Style.
- Keywords:** Personality A&B, Decision- making styles, Intuition.

Paper No: ICBSSS -194

- Title:** **An Investigation of the Relationship between Leadership Styles of School Heads and their Teachers' Job Satisfaction as Moderated by Locus of Control and Task Structure**
- Author(s):** **Riffat-un-Nisa Awan** (Associate Professor Department of Education, University of Sargodha), **Anam Noshaba** (Research Scholar Department of Education, Lahore College for Women University, Lahore), **Ghazala Naureen** (Assistant Professor Department of Education, Lahore College for Women University, Lahore)
- Abstract:** The purpose of this study was to test the assumptions of path-goal theory in school setting. This study was designed to investigate the relationship between four leadership styles (directive, participative, supportive and achievement-oriented) of school heads and their teachers' job

satisfaction as moderated by locus of control and task structure. Sample consisted of 211 secondary schools and 500 teachers. Four instruments were used to measure leadership styles, job satisfaction, task structure and locus of control. Structural equation modeling was used to test hypothetical model of the study. Results show that task structure and locus of control are not strong moderators. Findings show that there is direct relationship among all the leadership styles and job satisfaction. Task structure only affects the relation between achievement-oriented style and job satisfaction.

Paper No: ICBSSS -195

- Title:** **Role of Negative Marketing in South Asian Countries during Political Campaigns for Winning Elections: The Pakistani Episode**
- Author(s):** **Syed Rashid Hussain Shah** (Assistant Professor University of Management and Technology, Lahore, Pakistan), **Sumera Syed** ((MS Marketing) University of Management and Technology, Lahore, Pakistan)
- Abstract:** The first step in understanding, why negativity may have the capacity to affect voter turnout is considering how negativity interacts with an individual's decision process during a campaign. Considering the individual's decision process is critical for two reasons. First, recent findings about the nuances of an individual's decision process suggest that this process will have important consequences for an individual's ultimate voting behavior (Lau and Redlawsk 2006). Second, understanding why and under what conditions negativity may affect an individual's decision process in such a way as to discourage the individual from voting will be helpful when searching for empirical evidence of this demobilizing power. While many scholars have applied a process-based approach to analyses of individual political decision making, many such approaches have focused on attitudes and choice, rather than action (Lau and Redlawsk 2006; Taber and Lodge 2006). This is for the very first time in the history of Pakistan that electronic and print media has been used extensively for the purpose of campaigning for different political parties taking participation into 2013 general elections, those were held on 11th May, 2013. Moreover the concept of negative media campaign is not new, but for Pakistani people it was a first time that they have experienced heavy negative campaigns being run by political parties against each other. These negative campaigns had been running throughout day and night on all leading TV channels as well as leading news papers in Pakistan. Indeed, this was for the very first time that Pakistanis being exposed to this way too different nature of political campaigns; many of them were afraid due to any untoward reaction or incidence might occurred due to these campaigns, but many were in favor; by saying, this eventually help people to better evaluate the candidates- whom they are going to vote for. This research is trying to understand, whether negative advertisements lower voters' evaluations of the targeted candidate? It is theorized that there is much to be gained by examining the variance in the content and tone of negative campaign messages and the variance in voters' sensitivity to negative political rhetoric. The evidence from the past researches suggest that the impact of negative information is multifaceted, and under some circumstances, substantial. It is evidently supported that uncivil and relevant negative messages are the most powerful, especially for educated people with less tolerance for negative political rhetoric. It is also assumed that most of the rural voters or uneducated population does have a very higher level of tolerance for negative campaigns. Past research reinforce that negativity can only demobilize when two conditions are met: (1) a person is exposed to negativity after selecting a preferred candidate and (2) the negativity is about this selected candidate (Krupnikov, 2011). However this research has been conducted in the western world, there is no such research being conducted in Asian regions that would depict the same or different situation. The paper suggests that existing literature has reached an empirical stalemate on negativity and turnout because scholars have yet to consider a key factor: the timing of an individual's exposure to negativity. Specifically, the key argument of many researches is that the relationship between negativity and turnout will depend on when in the campaign a person is exposed to negative ads. Relying on individual decision-making processes as a foundation, this research argues and shows that negativity will only be demobilizing when an individual is exposed to it at a certain time: after an individual selects which candidate he prefers, but before he has the chance to act on this selection with a vote. Through this focus on timing, this research identifies the conditions under which negativity can make a person less likely to vote, and

the conditions under which negativity will have no effect on voters selection for a specific candidate. Again, this is very much important to consider that all such researches had been conducted in western countries or developed world. In countries like Pakistan, which represents a very large rural population base (most of them are not politically literate, results of such types of campaigns may be very different from developed world. The purpose of this paper is to get registered the results of negative marketing campaigns for the political science students to develop a better understanding about the behaviors of the voters in an environment like Pakistan, where "tribes/clans/personalities/affiliations are of more importance than the political parties and their manifestos.

Paper No: ICBSSS -196

- Title:** A Study Linking Internal Marketing (IM) To External Marketing (EM) Effectiveness: Is Customer Orientation A Missing Link?
- Author(s):** Norizan Mat Saad (School of Management, Universiti Sains Malaysia, Malaysia), Liew Mei Shya (School of Management, Universiti Sains Malaysia, Malaysia)
- Abstract:** Research on internal marketing (IM) and external marketing (EM) effectiveness grew independently from each other; hence it is still a mystery how they link to each other. Furthermore, scholars has pointed out that IM is another missing half of the marketing concept. In other words scholars have argued that IM is the implementation part of the marketing orientation. This to a great extent will subsequently result in EM effectiveness. However, there is no clear evidence to show how IM and EM are linked. Thus, this research takes a step forward by studying the relationship between IM and external marketing effectiveness with customer orientation as a missing link (mediator) for both variables. The result shows that IM was found to be significantly related to customer orientation and external marketing effectiveness. Similarly, customer orientation also was found significantly related to external marketing effectiveness. Finally, it was found that customer orientation mediates the relationship between IM and external marketing effectiveness.
- Keywords:** Marketing, Internal marketing, Marketing mix, Marketing effectiveness, Customer orientation

Paper No: ICBSSS -197

- Title:** A Multidimensional Structure of Shopping Centre Visit Objectives - An European Consumers Perspective
- Author(s):** Marcin Gasiór, Lukasz Skowron
- Abstract:** Nowadays, one can observe significant, and, more importantly, constant shifts in numerous areas of consumer behaviour, especially those related to purchase processes and buyers' attitudes toward shopping. With the grow of societies' wealth and development levels, shopping becomes more a part of a lifestyle and a way of spending time, than a means of satisfying vital, elementary needs. Such situation resulted in tangible change in the role and the strategy of retail places and malls, and directly led to the concepts like leisure shopping. The purpose of this paper is to analyse the possible reasons for visiting shopping centres and malls as well as selected attitudes towards shopping. Such analysis made it possible to assess the significance and relevance of different objectives of the visit as well as to evaluate the existence and the size of the continuum between two approaches towards shopping, defined as: (a) strictly pragmatic, and (b) leisure and social experience. The study was conducted on the quota sample of 1375 polish consumers, who had visited a shopping centre in the recent months. The obtained results clearly show that, contrary to common belief, one cannot assume the existence of the consumers inclination towards one of above-mentioned approaches, although some correlation with age and gender has been observed. Moreover, the adaptation of clustering methods (expectation-maximisation algorithm) made it possible to prove the existence of different, yet internally coherent groups of consumers, displaying different combinations of the perceived significance of evaluated reasons and objectives of the visit.

Paper No: ICBSSS -198

- Title:** **Testing the Validity of Arbitrage Pricing Theory in the Textile Sector of Karachi Stock Exchange**
- Author(s):** **Faraz Khalid Cheema** (University of Central Punjab), **Mohammad Usman** (University of Central Punjab)
- Abstract:** In this paper we will attempt to empirically investigate the Arbitrage Pricing Theory (APT) in the textile sector of Karachi stock exchange (KSE), the country's largest stock market and one of the best performing capital markets in the world. APT predicts return on assets through a linear combination of various common risk factors that affect asset returns. APT is often viewed as a testable alternative to the traditional Capital Asset Pricing Model (CAPM). Various studies in the US markets suggest that APT outperforms the CAPM in predicting asset returns and relies on more flexible assumptions. There is paucity of research investigating the applicability and validity of APT in the frontier markets such as the KSE. This paper will investigate the APT in the textile sector which contributes the largest to the gross domestic product and exports of Pakistan and is vulnerable to a host of economic factors. The research will be based on secondary monthly data obtained for past 5 years. Various factors to be examined and expected to impact asset returns include changes in discount rate, inflation, exchange rate and industrial production.
- Keywords:** Karachi Stock Exchange, Asset Pricing, CAPM, APT

Paper No: ICBSSS-199

- Title:** **The Impacts of Events Towards Environment: A SWOT Analysis Approach**
- Author(s):** **Wan Soraya bt Wan Abdul Ghani**
- Abstract:** The increasing reputation of events as an economic catalyst for a country attached with their positive and negative impacts on environmental issues. This has led to a rising of research on the impacts of events towards environment. This study attempts to examine the impact from environmental perspective towards events. This is a non-experimental research and to address the issue, a SWOT analysis was conducted for both positive and negative impacts of events from environmental perspectives. The study will review critical impetus that provides the key environment impacts of an event and discuss on the key impacts that have been acknowledged. It is deemed crucial to examine an overview of the strength, weaknesses, opportunities and threats that may arise from the staging of events. The paper outlines the analysis of the issues raised from the event organizer point of view thus centers on the environmental impacts and placing substantial attention on the key issues of sustainability in relation to event planning and design. The significant findings from the paper will be on how solid to prevent problems from happening. Although this research proposal does not reveal the research findings, the discussion is expected to contribute to the government and event practitioners as by measuring the possibilities, care measures on environmental guidelines can facilitate event organizer to conduct the event and use approach to minimize the negative impact towards environment. Hence, by understanding the weaknesses, environmental threats can be avoided and other opportunities can be created to enhance environment aspect as a whole.
- Keywords:** Environments, Impacts, Events.

Paper No: ICBSSS -200

- Title:** **Modeling of the Socio-Economic Sustainability and Dynamics of European Regions on the Bases of Systems Complexity**
- Author(s):** **A. Beleisyte** (Research Centre for Microsystems and Nanotechnology, Kaunas University of

Technology, Kaunas, Lithuania), **R. Gudauskas** (Martynas Mazvydas National Library of Lithuania, Vilnius, Lithuania), **V. Snitka** (Research Centre for Microsystems and Nanotechnology, Kaunas University of Technology, Kaunas, Lithuania)

Abstract: Globalization is one of the key challenges facing peripheral regions in Europe, bringing significant social, economic, cultural and political changes. Understanding the divergence between different regions of Europe, and between Europe and the rest of the world, implies considerable challenges, both in terms of quantification and analysis. The assessment of sustainability of economic system based on comparative analysis and growth of Gross Domestic Product (GDP) accepted by mainstream thinking of political system, do not reflect the objective reality. Comparative analyses of socio – economic structure have underlined the diversity in configurations and complexity level of knowledge and industrial production networks across the European Union (EU). The aim of this work is to analyze the sustainability and dynamics of economic development in North, South and East European countries, analyzing the selected countries production systems complexity trends during the last 10 years. The quantitative analysis of socio – economic systems complexity was done by modeling the landscape of countries production systems and calculating fractal dimension of the systems. As a result the fractal dimension of Sweden, Greece and Lithuania is calculated, assessed and compared to productive part of total economy. The modeling results demonstrate the substantial differences in the assessment of countries sustainability trends, based on GDP from the one hand and production system complexity, based on fractal dimension on the other hand. The fractal dimension of socio – economic system produces a more realistic status and trends of the system sustainability and competitiveness.

Keywords: Socio-economic sustainability, Complexity, Fractal dimension.

Paper No: ICBSSS-201

Title: **Retainers of Jamdani (Figured Muslin) Heritage in Bangladesh- The Weavers**

Author(s): **Tanvir H. De Wan** (Director, College of Business Administration International University of Business Agriculture and Technology, Dhaka, Bangladesh), **Md. Ahsan Kabir** (Chief Operating Officer ESCAPADE, Dhaka, Bangladesh)

Abstract: Jamdani is the finest muslin textile with the richest motifs and patterns produced in Bangladesh by an ancient technology called handloom. Despite its recognition as the ‘intangible cultural heritage of humanity’ by UNESCO; Jamdani is in danger of extinction.

Jamdani is one of the most time consuming and laborious textiles to manufacture but in exchange of that time and labor the weavers are earning very less amount of money required for survival. This low earnings creates a denial of the weavers to continue any further and they feel less enthusiasm bringing their children to the said profession. It is also noted that the poor socio economic conditions of the weavers demotivate beginners to learn this craft. The culture and the community had been built based on Jamdani is now under serious threat due to the poor maintenance, lack of patronage of the culture and its people. Many weavers of the ancient legendary craft have already switched to other jobs and many are searching for a job. If this continues, the Jamdani sector will be a past and found in a history book or in a museum. The history, the culture, the techniques of weaving Jamdani and the age old pride will soon be tarnished if supports are not made. Across the paper through personal interviews we exposed the struggle of starvation, sanitation, nutrition and education for the children of ‘Jamdani Weavers’.

Government has already taken few initiatives and operates programs for the weavers and their community but those are not by any means substantial to keep the dying legacy alive. More initiatives and supports from the government and private sectors are required to restrict the import of the low-cost power loom Jamdani and to ensure the price of a Jamdani in accordance with its arts value. The responsible authorities should come up with various supportive programs and campaigns to promote Jamdani in Bangladesh and abroad.

Keywords: Bengali culture, Jamdani, Dhakai jamdani, Jamdani weaver, Handloom

Paper No: ICBSSS -202

- Title:** **Advancing Kindergarten Teachers' Knowledge and Capabilities of Differentiated Instruction Associated with Implementation of Thematic Integrated Curriculum**
- Author(s):** **Su-Chiao** (Department of Early Childhood Education, National Chiayi University), **Yu-Liang** (Graduate Institute of Educational Administration and Policy Development, National Chiayi University)
- Abstract:** Within the “multiple and heterogeneous” kindergarten classrooms that have young children with academic diversity, the implementation of “differentiated instruction” is truly valuable and useful in achieving the goals of considering individual differences and teaching with the student-center philosophy. However, do our kindergarten teachers have adequate professional knowledge and capability of evaluating young children’s learning profiles, and designing and executing differentiated instruction (DI)? Based on these arguments, the researchers (as teacher educators) establish and develop a kindergarten teacher learning organization. Also, the main purpose of this study is to explore kindergarten teachers’ professional growth of DI. A single-case holistic design is employed in this qualitative and “explanatory and descriptive” case study. One kindergarten classroom of one public elementary school in southern Taiwan is selected as the research field. Two kindergarten teachers and their young children are the main participants. Data is gathered through semi-structured observations, in-depth interviews and follow-up interviews, and various kinds of documents, and then analyzed qualitatively. According to the results of preliminary analyses, main findings are reported as followings: At the beginning, it is found that these two teachers own adequate professional knowledge and capability in designing and executing the thematic integrated curriculum in the kindergarten classroom. However, their comprehension of DI is comparatively inadequate. Same as mentioned in previous studies and articles, they possess some misconceptions of DI; for example, they think DI is one kind of “instructional strategy or method”, which is similar to other instructional strategies (or methods). After receiving the professional development program, they gradually become familiar with DI, as well as understanding how to design DI within the thematic integrated curriculum. Since this is an ongoing research, more findings and analyses (about how these teachers design and execute DI) will be provided at the presentation of the conference.
- Keywords:** Differentiated instruction, Thematic integrated curriculum, Kindergarten teacher.

Paper No: ICBSSS -203

- Title:** **A Progressive Evidence of Students' Competence of and Attitude towards Scientific Inquiry**
- Author(s):** **Yu-Liang (Aldy) Chang** (Graduate Institute of Educational Administration and Policy Development, National Chiayi University), **Su-Chiao (Angel) Wu** (Department of Early Childhood Education, National Chiayi University)
- Abstract:** Through the implementation of the High Scope Project, this study aimed to understand the targeted vocational high-school students’ competence of scientific inquiry, where they learned in an interdisciplinary inquiry curriculum with a focus on “Mechatronic” intelligent robot. This learning environment was designed and implemented by ten teachers of two departments (i.e. “Department of Electrical Engineering” and “Department of Mechanical Engineering” in a vocational high-school in southern Taiwan), supported by the university research team. A qualitative case study approach was mainly employed in this study, supplemented with a survey of students’ competence of scientific inquiry. Participants were four classes of students (two classes from each department) and ten teachers in the targeted school. Data were collected throughout the teaching and learning process of this inquiry curriculum and then analyzed by the editing analytic techniques for examining possible changes of these students’ competence of scientific inquiry. According to the data analyses, it was found that these students had tremendous potential to learn scientifically and inquiringly, which led to a marvelous improvement on their competence of scientific inquiry. Unlike the traditional way of learning in most classrooms of all vocational high-schools, they experienced the inquiry learning process while conducting cooperative group projects of designing their own robots, e.g. engaging, exploring, explaining, elaborating, and evaluating. Also, they could discover and solve the problems through asking, observing, sharing, discussing, and reflecting, as well as “learning by doing”, which beneficially furnished them

adequate knowledge and capability for future learning. Besides, the finding of the quantitative surveys found significant improvement on their competence of scientific inquiry, which was corresponding to the qualitative findings. Implications derived from findings and discussions were proposed for the future study of how to promote students' competence of scientific inquiry, especially in vocational high-schools.

Keywords: Competence, Scientific inquiry, Vocational high-school student

Paper No: ICBSSS -204

Title: Copyright for Educators

Author(s): Misbah Saboohi (Lecturer in Law Prince Sultan University Kingdom of Saudi Arabia)

Abstract: New avenues are being opened In the search for Knowledge and for easy access to subjects, materials, topics and now even teaching the student through online methods. This needs a new analysis of copyright law and rights & safeguards of authors and those who need to use materials for their need based education i.e. students and teachers. University education has become very dynamic due to the fact that many online degree and diploma programs have been started by universities across the world. Now without travelling, many professionals and students in various parts of the world can obtain educational certificates from accredited universities. The challenge is now to see how the knowledge is being imparted without breaching major legal rights of genuine holders of those rights.

The sources of knowledge have now brought digital libraries to our home fronts. Major sources are accessible by students and teachers on line. This poses a threat to copyrights of the scholars and authors. Their books, writings, etc can be downloaded in many parts of the world in the name of "fair use" defense in education .Electronic books are also easily available and are being used, copied, and distributed without knowledge of the authors. Hence commercial rights, sometimes even moral rights are not protected. But Fair use defense is available in field of education for teachers and students. Due to expansion on online education processes this defense is to be understood properly by users so that works protected by copyright is not used without due rewards and acknowledgement of the hard working authors.

This article shall explore the following through various legal instruments :

- Copyrights for the authors
- Challenges to copyright after technology revolution in education
- Librarian duties to protect copyrights
- Students and fair use defense
- Remedies and recommendations for protection of copyrights in the field of education.

Paper No: ICBSSS -205

Title: Strategic Determinants of Eamily Firm Performance, A Comprehensive Study: A Proposed Research Framework

Author(s): Mohd Noor B. Mohd Shariff, Issa M. H. Smirat

Abstract: Studies on family firm have increased rapidly in recent years, as a result of importance of family businesses increased for the global economy. However, still little research is looking at the strategic management of family firms. In particular comprehensively, the strategic alignment with external environment, structure and family involvement influence on firm performance has been largely neglected thus far. The dynamic environment through the world economic crisis proposed the need for more concentration on the strategic alignment between a firm's contingencies, organizational characteristics, results in supreme performance. However, it is has extremely argued that family firms differ in expressions of their strategic orientation, at most as a result of the family influence on the firm compared to non-family. This proposed study addresses the question how strategic orientation contributes to developing performance in family firms and what role can external environment and family influence play. Depending on the distinguished typology proposed to strategy research by Miles and Snow (1978), we considering strategic orientation of

family and environment influence on the firm. Building on a sample of 380 Palestinian family firms, we hypothesized that that strategy aligned with organizational structure, moderated by family and environment play an important role for the achievement of topmost performance.

Paper No: ICBSSS-206

- Title:** **Creating Competence in College Graduates Through Curriculum Development**
Author(s): **Novita Wahyu S, Yustinus Yuniarto**
Abstract: In Indonesia, efforts to infuse the soul and spirit of entrepreneurship in universities continue introduced and improved, of course, with a variety of methods and strategies that make students interested in entrepreneurship. Unemployment and Poverty in Indonesia each year has mushroomed. Economy of the observers to the medium and small communities was also widely discussed this. This is due to the absence of unemployment and poverty down in our State will affect greatly to the development of our economy. And of course also affect the prosperity of the Indonesian people. We must find a solution to deal with it all. And the solution is to promote and develop the souls Entrepreneur in Indonesia from various circles. This of course causes the level of competition is no longer based domestic but the global nature of international if an institution wants to survive and excel in the field of education , then the agency or agencies should be able to create or achieve excellence in competition (Competitive Advantage) .
Keywords: Independent young entrepreneur, Competitiveness.

Paper No: ICBSSS -207

- Title:** **Growth & Inequality in Indonesia : Does Kuznets Curve Hold?**
Author(s): **G.A Diah Utari** (Economic researcher in Center for Central Banking Research and Education (PRES) Bank of Indonesia), **Retni Cristina** (Economic researcher in Center for Central Banking Research and Education (PRES) Bank of Indonesia)
Abstract: Sustainable economic growth has enable Indonesia to categorize as middle income country since 2004. The increase in income per capita is followed by the increasing number of middle-class population and the reduction in poverty. However, the increase in per capita income has not been accompanied by declining inequality that reflects the quality of economic growth. According to Kuznets theory, an increase in inequality is a common problem in the process of economic transformation from resource-based economy to a technology-based and innovation economy. Inequality will futher decline after the country reach a certain threshold level of income . This study is aimed to test whether the Kuznets Curve phenomenon occurs in the Indonesian economy as well as to look at the factors that affect inequality. The method used in this study is dynamic data panel with 26 provincial panel data from 2000 to 2011. Empirical results indicates that the Kuznets Curve phenomenon applies to the Indonesian economy and inequality is expected to decline after the average per capita income of the region reached Rp.179,41 million , or about 18,000 U.S. dollars / year . Furthermore, the result also shows that access to education and the share of industrial sector to GDP has a negative and significant effect on income inequality. Inflation, the share of agricultural sector and the share of urban population have a positive and significant effect on the increase in inequality . The risk of increasing income inequality in the short run needs to be adressed well so it can be managed to support the sustainable and equitable growth . Therefore we need a well targeted policy to ensure that economic growth can be enjoyed by the whole society.
Keywords: Growth, Middle Class, Poverty , Inequality, Kuznets Curve, Dynamic Panel

Paper No: ICBSSS-208

- Title:** **Factors Affecting Consumer Acceptance of MTV Services at BOP**
Author(s): **Muhammad Muazzem Hossain, Raihan Jamil**
Abstract: The use of mobile phones is no longer limited to voice calls (i.e., making and receiving calls) only. The advancement of wireless telecommunication infrastructure and the integration of multitude of features into mobile phones have made it possible to utilize mobile phones in services that span beyond voice calls. Known as the more-than-voice (MTV) services, these services are becoming widespread in the developing countries among individuals who represent the bottom-of-pyramid (BOP). BOP comprises individuals whose income is less than \$2 per day. Despite the widespread use of MTV among BOP, there is no study on what affects the adoption of MTV by individuals at BOP. Therefore, this study investigates the factors that affect consumer acceptance of MTV services at BOP. The research model proposes that perceived usefulness, perceived ease of use, perceived social influence, perceived acumen for use, perceived facilitating conditions and perceived value are the principal factors influencing the consumer acceptance of MTV services at BOP. Data were collected from a total of 1,407 respondents. Multiple regression analysis was conducted to test the proposed hypotheses. The results indicate that the acceptance of MTV services at BOP is positively influenced by perceived usefulness, perceived ease of use, perceived acumen for use, perceived facilitating conditions and perceived value. The results also indicate that perceived social influence has no significant influence on the acceptance of MTV services by individuals representing the BOP.

Paper No: ICBSSS -209

- Title:** **The Inclusion of Social Characteristics in Residential Location Preferences**
Author(s): **Gobi Krishna Sinniah** (Department of Urban and Regional Planning, Faculty of Built Environment, Universiti Teknologi Malaysia), **Muhammad Zaly Shah** (Department of Urban and Regional Planning, Faculty of Built Environment, Universiti Teknologi Malaysia), **Geoff Vigar** (School of Architecture, Planning and Landscape, Newcastle University, Claremont Building, Newcastle upon-Tyne NE1 7RU, UK), **Paulus Teguh Aditjandra** (NewRail-Centre for Railway Research, School of Mechanical and Systems Engineering, Newcastle University, Stephenson Building, Claremont Road, Newcastle upon-Tyne NE1 7RU, UK)
Abstract: The objective of this paper is to explore residential location and how they relate to travel behavior. The literature focuses on preferences in relation to physical and demographic aspects, such as land uses, facilities, transportation facilities, transportation services, car ownership, income, household size and travel accessibility. However, this study also addresses social and cultural issues such as racial diversity. The case study reported here is based on Iskandar Malaysia development region. Reliability Analysis and Factor Analysis are applied to determine the significance factors which have been tested to 384 respondents. The results identify that religious factors are influential in terms of residential location preferences. These findings add a different perspective on travel behavior studies, which are heavily dominated by research from Western Europe, North America and Australasia. It is suggested that transport researchers need reject universal conclusions and be clearer about the contexts in which their findings most apply.
Keywords: Residential location preferences, Travel behaviour, Religious factors, Built environment

Paper No: ICBSSS-210

- Title:** **Causality between Exchange Rate and Sectoral Indices: Case of Indonesia**
Author(s): **Ni Putu Ratna Arshariani Putri** (School of Business and Management, Bandung Institute of Technology (ITB), Bandung, Indonesia), **Deddy Priatmodjo Koesrindartoto** (School of Business and Management, Bandung Institute of Technology (ITB), Bandung, Indonesia)
Abstract: This paper examine causal relationship between exchange rate (USD/IDR) and sectoral stock indices in Indonesia Stock Exchange using daily data from 2008 to 2013 which are broke down

into recession and expansion business cycle. The results indicate that in expansion, there is unidirectional granger causality from sectoral index to exchange rate for all sectors except infrastructure, which has bidirectional granger causality from index to exchange rate and vice versa. While in recession, detected bidirectional short run causality from only infrastructure index to exchange rate and vice versa; and unidirectional long run causality from all sectoral indices to exchange rate.

Keywords: Var, Vecm, Granger causality, Exchange rate, Sectoral indices.

Paper No: ICBSSS-211

Title: Analysis Volatility and Correlation Exchange Rate on Stock Prices
Author(s): Kharisya Ayu Effendi, Deddy Prihatmodjo
Abstract: This study aims to analyze the volatility exchange rate and return stock prices, as well as analyzing the correlation of both. This analysis was conducted in order to minimize the possibility of risk and can help investors and investment managers in decision making. In analyzing the volatility exchange rate and return stock prices in this study using the Autoregressive and Moving Average / Autoregressive Integrated Moving Average (ARMA)/ (ARIMA) and Autoregressive Conditional Heteroskedasticity / General Autoregressive Conditional Heteroskedasticity (ARCH / GARCH) and while to analyze the correlation exchange rate and stock prices in this study using the Vector Error Correction Model (VECM). The data is taken daily data as the data in 1588 of five State-Owned Enterprise (SOE) listed in LQ 45 period August 2007 to August 2013, which is continuously recorded in LQ 45. Fifth company is Bank BRI (BBRI), Bank Mandiri (BMRI), PT. Gas Negara - PGN (PGAS), PT. Bukit Asam (PTBA), and PT. Telekomunikasi Indonesia. Tbk (TLKM). The results of the analysis volatility obtain the best models of ARMA / ARIMA Exchange Rate (1,1,2), BBRI and TLKM (2.1) BMRI, PGAS, PTBA (2.2) and ARCH / GARCH obtained Exchange best rate, PGAS, PTBA, TLKM (2.1) and BBRI (1.1) BMRI (1.2). This analysis is the same volatility forecasting, which means six variables have the same risk. And from the analysis of VECM with Johansen cointegration test explains that the relationship between the sixth variable, and from analysis granger causality explained that there is a two-way or reality, as well as variance decomposition explained if the shock occurs between the sixth variable, other variables can explain to each other, but small contribution, the largest contribution over the volatility of these variables dominated by himself.
Keywords: Exchange rate, Stock prices

Paper No: ICBSSS-212

Title: Literature Review of Factors Influencing User Resistance in Post E-Learning System Implementation
Author(s): Hany Zamany, Mahadi Bahari
Abstract: A user resistance factor frequently cited as the major reason for the failure of e-learning system implementation. Additionally, the implementation of e-learning cannot be treated as a complete cycle in the system development once the system has been installed. Instead the real test starts when a user begins using the system. Thus, a clear understanding of the characteristics of the factors that influencing user resistance in post e-learning implementation is required to address key challenges for research and practice. Using a systematic literature review, the study discovered several common factors: 1) resistance due to change; 2) training and user expectations; 3) user age; 4) lack of education; 5) cultural study method; and 6) previous bad experience. These determinants will always be subjected to where and how e-learning system has been implemented.

Paper No: ICBSSS -213

- Title:** **Improving the Quality Perception of Private Brands Using Co-Branding: The Role of Brand Equity and Store Image**
- Author(s):** **Chia-Hui Yu, Shih-Yi Chien, Yu, Yi-Chaun Wang**
- Abstract:** Private brands are perceived to be of lower quality because of their lower price. Co-branding could be an effective strategy for retailers because it can enhance the quality image of a private brand. This study investigated the effects of the brand equity of national brands and store image on the consumers' quality perception and purchase intention toward co-branded private brands. We conducted a survey of 354 consumers with purchase experience in a leading convenience store chain in Taiwan. We found that brand equity of national brands and store image both affect quality perception and purchase intention. We also found that store image has not only an indirect effect on purchase intention through quality perception, but also a direct effect on purchase intention. However, brand equity only has an indirect effect on purchase intention through quality perception.
- Keywords:** Private brand, Brand equity, Store image, Co-branding, Quality perception, Purchase intention

Paper No: ICBSSS -214

- Title:** **Establish a Consumer Animosity Model Considering Moderating Effects of Country Image, Word of Mouth and Corporate Social Responsibility on Effect of Consumer Animosity**
- Author(s):** **Chow Chee Yong** (Department of International Trade, Feng Chia University, Taiwan), **Ting-Hsiang Tseng** (Department of International Trade, Feng Chia University, Taiwan)
- Abstract:** This study aims at examining the moderating effects of country image, word of mouth and corporate social responsibility on effect of consumer animosity. Along with prevailing trend of globalization, international trade has become more and more frequent than before, how to successfully compete in global market and develop new market smoothly has become one of the most important issues for international marketers. Yet, there are so many reasons which cause national animosity and hence exclude products from animosity country. For example, Nanjing Massacre incidence has stopped Chinese from buying any Japanese-made high quality products for decades. International marketers have to be aware of the negative effect of consumer animosity on purchasing intention. The purpose of this study is to investigate different marketing strategies of the product from animosity country could whether moderate local consumer animosity, such as setting up a better country image, enthusiastic in organizing related CSR activities, and implementing marketing plans that could spur huge WOM. And at the end, increase purchasing intention. This study will be using survey by collect 400 Taiwanese consumers' data for asking four brands from two animosity countries – Korea and China. The analysis will be done by using SPSS and Amos18. The findings of this study could give some implications for international marketers.

Paper No: ICBSSS-215

- Title:** **Evaluating Volunteer Motivation and Satisfaction at Special Event**
- Author(s):** **Nurakmal Ramli** (Faculty of Business Management, University Teknologi Mara Puncak Alam), **Wan Soraya Wan Abdul Ghani, Norliza Saiful Bahry, Ayu Rohaidah Ghazali**
- Abstract:** Volunteers play significant roles in making an event success regardless small-local events or large-mega events. The major challenge in recruiting the volunteers is to recruit volunteers that have the abilities, skills, commitment towards the event and also able to spend ample time in volunteering. Higher level of volunteers' satisfaction could be achieved by understanding the motives of volunteering and the rudiments that cultivate their motivations for volunteering. In addition, it will also lead to continuous volunteers' involvement. Therefore, it is very important to identify the link between motivation and satisfaction that will facilitate event managers to formulate appropriate decisions in recruiting volunteers. While there is a growing literature that

addresses the volunteer motivation, there have been relatively few studies that concentrated on the volunteer motivation at special events more specifically at festival events. Hence, the purpose of this study is to identify the volunteers' motivation to volunteer in special events and to gauge their level of satisfaction. This study explores several aspects of motivations on the human services sectors, special events and sporting events sectors. It also presents arguments on the categories of volunteers' motivation factors. Besides that, the volunteers' satisfaction on volunteering in the special event will be measured. The motivation to volunteer is dynamic and change over time. Thus, event managers need to have comprehensive understanding on the volunteers' perceptions on volunteering and utilize the information accordingly. This research concludes with the tentative conceptual framework that discusses the categories of motivational factors and also volunteers' satisfaction.

Keywords: Volunteer, Motivation, Satisfaction

Paper No:ICBSSS -216

Title: **Achieving Sustainable Growth through the Adoption of Integrated Information Communication Technology (ICT) Solutions: A Case Study of Nigerian Small & Medium Sized Enterprises**

Author(s): **Maikudi Shehu Musawa** (Federal Polytechnic Kaura Namoda, Zamfara State, Nigeria)

Abstract: Today, information communication technology (ICT) is universally regarded as an essential tool in enhancing the competitiveness of the economy of a country. There is consensus that ICT has significant effects on the productivity of SMEs Enterprises. These effects will only be realized if, and when, ICT are widely spread and used. SMEs enterprises are observed as capable instruments to solving the critical problems of development and poverty affecting most developing countries like Nigeria. Studies have shown that SMEs and indeed, other organizations can improve their productive capacity by using the benefits of the Information and Communications Technology (ICT). Nigeria's approach to sustainable development received a boost from the establishment of the VISION 2010 Committee in 27th November, 1996. In recent time, the concept of sustainable growth is evolving in many business organizations in Nigeria and this is contributing remarkable change in the way business is done in the past. However, the vast majority of business enterprises that adopt sustainable business in Nigeria are from the oil and gas, telecommunication, banking industries and SMEs. The paper, explored how the Small and Medium Sized Enterprises (SMEs) in the developing economies such as Nigeria can achieve their own growth through the adoption of the concept of Integrated Information and Communication Technology Solutions (IICTIS). The relationships between the levels of investment made in these technologies and their resultant impacts on the growth of the organizations are also explored and analyzed. A pilot study of 20 Nigerian SMEs from across some SMEs industry sectors confirmed the hypothesis that increased investment in IICTS results in increased growth. The paper concludes with a discussion of the issues, prospects and problems surrounding the adoption of this concept, as well as suggestions on the way forward.

Keywords: Economic growth, Productive capacity, Developing economies, Sustainable growth.

Paper No: ICBSSS -217

Title: **The Relationship between Bank Ownership and Performance Affected by Politics**

Author(s): **Maria R.I. Samosir** (School of Business and Management Bandung Institute of Technology),
Deddy P. Koesrindartoto

Abstract: Bank performance is the indicator that shows how well a bank in doing its business. Usually, the bank performance is measured by looking first at a bank's income statement, the description of the sources of income and expenses that affect the bank's profitability. However, one research shows that there is strong correlation between ownership and performance for banks, especially in developing countries (Ugo Panizza, 2006). This research also shows that there is strong correlation between bank performance and politics factor, election years. Thus, it is important to prove

whether that theory is also applied in developing country like Indonesia.

This study aims to assess the relationship between bank ownership and bank performance in Indonesia and to test whether politics play a role in this relationship. The study of the correlation between bank ownership and performance is measured using linear regression with dummy variable. It is started by estimating a simple model, comparing how ownership affects bank performance. Next, test whether politics affects the relationship between ownership and performance by interacting an election dummy with the public ownership dummy. Finally, check whether the results are robust to changes in the econometric specification, weighting strategy, and sample of banks included in the statistical analysis. This study uses financial reports of all commercial banks from Bank of Indonesia that ranges between 2003 and 2012. Those all commercial banks are classified into six groups: state-owned banks, private banks, foreign exchange banks, regional banks, joint venture banks, and foreign banks. This study finds for its hypothesis that foreign banks are proven to be superior compared to domestic banks in terms of profitability and cost-efficiency. Furthermore, in order to test whether the differential in performances is driven by political considerations, this paper checks whether the differential widens during election years; it finds strong support for this hypothesis. Moreover, through this research all commercial banks in Indonesia can prepare certain strategy during election years to increase the performance.

Keywords: Banking classification, Ownership, Performance, Election.

Paper No: ICBSSS -218

Title: Level of Zero Waste Awareness of Bandung Society, Indonesia: A Preliminary Study Using Discriminant Analysis

Author(s): Bintang Steffy Tania (School of Business and Management, Bandung Institute of Technology, Indonesia)

Abstract: Zero waste management systems have become phenomenon to solve the waste problems in cities around the world. Bandung as one of major cities in Indonesia still faces the ineffective waste management systems for years. With more than 3 million population and high number of urbanization, the public consumption of Bandung becomes higher. It is challenging to build zero waste management systems in a city scope, therefore continuous research plays a very important role to realize it. Researcher conducted a preliminary study about level of zero waste awareness of Bandung society using questionnaires distributed to 30 respondents via email. The purpose is to statistically determine the demographic and social characteristics that distinguish between two groups based on level of zero waste awareness of Bandung society using discriminant analysis. The independent variables are gender, age, living area, education level, income level, family members and occupation that describe the level of zero waste awareness as dependent variable. Hypotheses of this research are all independent variables that consist of demographic and social characteristics can distinguish between two groups. One group is low level and another group is high level of zero waste awareness. Because it is a preliminary study, further research is needed which involves larger number of samples. The expected result is the hypotheses are failed to be rejected and the result can be a reference for further study.

Keywords: Discriminant analysis, Zero waste awareness level, Zero waste management systems .

Paper No: ICBSSS -219

Title: Improving Quality of Care in Ambulatory Psychiatric Hospital

Author(s): Simona Trifu, Braileanu Daniela, Carp Eduard George

Abstract: Motivation: the policy of using guides in addressing psychiatric pathology on international and national level, focuses on changing the approach from long term admissions of the mental patient to an open system. Consequently , an important problem , both operationally and from a medical standpoint , is guiding patients to ambulatory services for psychiatric pathology clinically mild or

moderate intensity .

Purpose and Objectives:

- close monitoring in a therapeutic alliance , monthly meetings necessary for long- term treatment adjustment .
- necessity of centralization for main diagnoses / diseases / differential evolutionary stages that are suitable for outpatient treatment .
- necessity to develop procedures and protocols relevant and differentiated, for patient approach to be followed ambulatory using hospital services (patients and family) .

Methodology: SWAT analysis with direct reference to improve the quality of psychiatric services , Gantt chart , operationalization of activities.

Results :

- pressure drop for the doctor when he has to consult in a short time, ensuring optimum duration of the meeting, needed to make a decision to establish the pharmacological and therapeutic alliance and treatment adherence .
- from the patient's point of view , monthly monitoring ensures an increase of compliance to psychiatric pharmacological treatment more than one or two hospitalizations that last longer (by ensuring the continuity of the doctor – patient medical relation) .
- differentiated approach to the concepts of : emergency in psychiatry, existential crisis , diagnosis of disease , diagnosis of stage.
- emphasis will be placed on the diagnosis of disease, but the appropriate evaluation of present mental state , the potential for relapse in psychotic register / evaluation of the functionality adapted to the time / suicidal risk assessment.

Conclusions :

Results from the development of these therapeutic protocols and procedures for ambulatory psychiatric pathology will help operationalize inpatient decision versus ambulatory treatment decision by securing young doctors who provide medical consulting, fostering recognition and standardization of diagnostic categories and other information necessary to assess the mental state present.

Paper No: ICBSSS -220

Title: **The Model of Character Development Bali Police to Improve Quality Morale Members at Bali Police Headquarters (case study for members who are Muslims)**

Author(s): **Agus Masrukhin**

Abstract: The purpose of this study is to find and analyze the development of the character models in the Police Headquarters in Bali police headquarters with a case study of Muslim members in improving the quality of morality members . The formation of patterns of thinking , behavior , mentality , character and noble police officers , will be used as a solution to dampen the hedonistic nature of the challenges in the era of globalization . The benefits of this research are expected to be positive constructive recommendations to find character building models of police officers in the Republic of Indonesia, especially Bali Police . For the long term , the discovery of such character development models can be developed for the entire police force in Indonesia . The type of research that will employ researchers in this study the qualitative research methods (qualitative research methods) based on the narrative between the subject and the concrete experience of the field . Researchers want to establish the truth of the fact the object under study . We do not want to have our initial hypothesis , but emphasizes the importance of verstehen (understanding) and meaning (interpretation) of the reality of the object under study . So our method to be applied here does not use the deduction , but using a special inductive method : draw a general truth of the facts in the field.

Paper No: ICBSSS -221

- Title:** **Type of Mental Successful Entrepreneurs in Jakarta : Qualitative Study Experience Bob Sadino Successful Entrepreneur**
- Author(s):** **Agus Masrukhin**
- Abstract:** The purpose of this paper is to determine the type of successful businessman Bob Sadino mentally so he went on to become major employers in Jakarta engaged in the field of retail and supermarket. The theories used are personality theory, theory cash flow quadrant. The theory used by later writers associated with the analysis result obtained in the field. The method used is descriptive qualitative analysis using mental success.

Paper No: ICBSSS -222

- Title:** **Patient's Satisfaction in Quality of Healthcare Delivery**
- Author(s):** **Mumtaz Bte Ahmad, Mohd Taib Hashim**
- Abstract:** Patient satisfaction is a key measure in evaluating health patient-centered service outcome. Patient satisfaction is a gap between patient perception and patient expectation. The patient's satisfaction was measured based on the quality which consists of four dimensions namely communication, service provider attitude, service hours and facility. The purpose of this study is to examine and analyze the factors that influence the level of patient satisfaction in Malaysia's hospital. Total of 150 questionnaires was distributed through non-probability random sampling technique at hospital located in Selangor and Wilayah Persekutuan. The findings suggest that the four dimensions under clinic service quality were highly correlated with the patient satisfaction level. The communication, service provider attitude and facility have positive correlation with the patient satisfaction. However, the service hour has a negative relationship with patient satisfaction. This study will be contributed to body of knowledge where it can improve the service quality in health practice.

Paper No: ICBSSS -223

- Title:** **The Role of Big Five Personality on Training Transfer**
- Author(s):** **Khairunnisa binti Rahman** (Department of Management and Marketing, Faculty of Business Management Universiti Teknologi MARA Johor, Jalam Muar, Segamat, Johor, Malaysia), **Siti Aisyah bt. Panatik@ Abdul Rahman** (Faculty of Management Universiti Teknologi Malaysia, UTM Johor Bahru, Johor, Malaysia)
- Abstract:** Training is one of the important activities in an organization to enhance employee performance as well as competencies and skills. In order to sustain economic growth and effective performance, it is important to optimize the contribution of employees to the aims and goals of the organization. Organization and employees can achieve their goals if knowledge and skills are transferred to the workplace. Various factors have been discussed to further understand their impact towards training transfer. However, only a few researchers focus on the personality factor. Findings gained are insufficient to identify this role. Therefore, the objective of this paper is to highlight the role of personality in the training process. This paper reviews literatures on the role of personality and their influence on training transfer and proposes a model of the factor. The findings from this paper would aid the organization and worker in enhancing their skill and knowledge in ensuring the effectiveness of the training. The paper is expected to add to the current literature on training transfer.
- Keywords:** Big five personality, Openness, Conscientiousness, Agreeableness and transfer of training.

Paper No: ICBSSS -224

- Title:** **Keberkesanan Kursus Keusahawanan Terhadap Pelajar Kolej Komuniti Dari Aspek Elemen Daya Tahan**
- Author(s):** **Noor Faezah binti Abd Rashid** (Universiti Kebangsaan Malaysia, UKM, Bangi, Selangor Darul Ehsan, Malaysia), **Norasmah binti Othman**
- Abstract:** Entrepreneurship has become one of the main agenda of our country in becoming a developed and high income country towards year 2020. In the matter of realizing this purpose, various efforts have been planned by the authority to involve passionate youth to participate in the entrepreneurship. This is mainly because research has shown that the development and prosperity of a state are much correlated with the numbers of business entrepreneurship activities in one country. Among the initiative is to increase the number of college which focus on technique and vocational are and do not relying too much on academic. As a result, the community college has been established in order to produce more entrepreneurs. However, problems arise up until today when the numbers of students opt for entrepreneurship remain low. As matter of facts, the current students who join this programme have shown not to stay for long. Why this is happening? Are these students do not possess any resilience? Therefore, a study has been suggested to identify whether the element of resilience has been integrated in the entrepreneurship module.
- Keywords:** Resilience, Entrepreneur, Entrepreneurship, Community college

Paper No: ICBSSS -225

- Title:** **Towards Establishing Progressive Muscle Relaxation as a Method of Positive Psychology**
- Author(s):** **Promila Batra** (Department of Psychology, Maharshi Dayanand University, Rohtak, Haryana, India)
- Abstract:** Positive Psychology is relatively a recent branch of psychology that differs from other psychological sciences in its major goal of concentrating upon wellness. Wellness has since ever been a goal of each type of psychological sciences. But there has also been a time when the psychologists started focussing only on illness. The very meaningful profession of counselling also was on a mission to deal with the crises counselling only. The preventive, developmental and facilitative goals of counselling have almost been ignored by the consulting psychologists till recently and even now. The number of psychoeducative programs meant for enhancing social skills, dealing more effectively with daily life problems, prevention of risk taking behaviours like smoking, drinking, drug-consumption or sexual risks, maintaining or enhancing health behaviours are just too scattered and sparse. So this was the right time for Seligman to draw the attention of psychology towards wellness as a shift in the focus of attention from illness had become the need of the hour. Setting the noble missions are much easier than accomplishing them. Positive psychology is yet on its way to establish the means and methods to meet the established goals. Infact, clinical psychology/counselling and positive psychology go hand in hand. Illness is one end on the continuum and wellness is the other. So the two concepts are indicative of the relative condition of an individual. Clinical psychology, though concentrating upon illness, is well equipped with many wonderful tools to cure the mentally sick people. Similar is the wealth and treasure of the tools and techniques of counselling that shares the common goals with positive psychology, i.e., to nurture the talent, and to enhance the individual potentialities for his better adjustment. The already existing tools can fully serve the purpose, even if those are not based on the virtues to be practiced and inculcated as recommended in positive psychology. There are a few evidences of using Progressive Muscle Relaxation used as a method of positive psychology, but these studies have not used the technique for the normal healthy people having no serious mental and physical health problems. The author worked on 70 subjects. The technique was tried in the classroom every year and the reported reactions and feelings were recorded. On the bases of these results, the author was encouraged to deem PMR as a method of positive psychology. A two group study was conducted and PMR was given to 10 patients of arthritis and 10 normal people, who were selected on the bases of a small interview, who reported no serious emotional, mental or physical health disturbances. 10 sessions were given on alternate days and everyday subjective reports were recorded. The analyses indicated that, the reactions except pain, did not differ. The changes in reaction towards daily life have been demonstrated in the study. It is recommended that

since relaxation is the basic and essential requirement for meditation, PMR should be adopted as a means of maintaining poise in daily life.

Paper No: ICBSSS -226

- Title:** **Space Tourism in Malaysia: A Strategic Move to Boost the Space Industry?**
Author(s): **Ahmad Ammar Ahmad Termizi** (Space Industry Development Division & Strategic and International Unit National Space Agency, Malaysia)
Abstract: The move to bring space tourism into Malaysia is not something new to the country. The idea has caught the attention of the mass media way before the successful return of our Angkasawan Negara. The hype of this idea is not of the interest of this paper. This paper is more fascinated to understand the relationship between space tourism and space industry. Thus, this paper aims to study the possible implications of space tourism to the development of space industry in Malaysia. The study is basically undertaken based on papers written locally and internationally in regards to the topic. Analyses are made thereupon to deduce all possible implications and hence lead to the final conclusion. This paper will suggest the right stand that Malaysia should take in dealing with space tourism proposals.
Keywords: Space industry, Space strategy, Space tourism

Paper No: ICBSSS -227

- Title:** **The Link between Social, Environment, and Financial Performance of Companies in Indonesia**
Author(s): **Putri N. Saridewi, Deddy P. Koesrindartoto**
Abstract: Implementations of social and environmental responsibility by companies in Indonesia are assumed still thinking as an expense (cost). Though the companies fulfill its social and environmental responsibility well then established good relations with the community and the environment. This activity can be used as an investment that will provide benefits for the companies in both the short- term and long- term. It can maintain the company's sustainability so as to increase the profits of the companies. The objective of this study examines the relationship between social performance, environmental performance, and financial performance. The Social and environmental performance are measured by corporate social responsibility disclosure score based on the guidelines known as Global Reporting Initiative (GRI) and financial performance measured by Return on assets (ROA), return on equity (ROE), and Asset Turnover (ATO). This study also includes industries sector as control variable.
The samples are all the companies listed on the Indonesian Stock Exchange following on The Corporate Performance Rating Program (acronym in Indonesia is PROPER) at Ministry of Environment in Indonesia and publish annual reports that are complete in 2009-2012. The Methods are used multiple linear regression analysis and multiple correlation analysis.
The results of this study will show a positive relationship between social performances to financial performance, environmental performance to financial performance, as well as a positive relationship between social and environmental performance to financial performance.
Keywords: Corporate social responsibility, PROPER, Financial performance.

Paper No: ICBSSS -228

- Title:** **Do Islamic Banks Use of Loan Loss Provision to Signal their Future Earning in Malaysia?**
Author(s): **Ali Karimiyan, Mohd Norfian bin Alifiah, Ali Nasserinia**
Abstract: The aim of this study is to find factors that are affected on Loan Loss Provision (LLP) and

examine the signaling earning by LLP in Islamic banking system. Islamic banks are active in many countries as well as in Malaysia. These banks are under Sharia laws that is distinctive area for examine the signaling view of LLP. LLP has been a major element in bank income statement. LLP is used as a tool to control credit risk. After the recent financial crisis, banks were concerned about the low level of their loan loss provision. Since results via earning management and capital management are less forward looking, thus study on signaling aspect of LLP would be helpful for internal and external user of financial statement. This paper investigates signaling in 16 Islamic banks by using a panel data approach for the period of 2007-2013. The result of this study indicates a significant positive relationship between the LLP and future earnings.

Paper No: ICBSSS -229

- Title:** **The Wired Generation: Outcomes of Social Media Use Among University Students**
Author(s): **Nor Azlili Hassan, Faradillah Iqmar Omar, Nor Hafizah Abdullah, Iza Sharina Sallehuddin**
Abstract: This study is concerned with investigating topic surrounding the phenomenon of social media usage. Social media usage has become the most popular activity on the web (Socialnomics.net. 2012). There are a combined 2.3 billion registered users for the ten most popular social networking websites worldwide (Socialnomics.net 2011) to create and sustain relationship with family, friends, and even strangers (Boyd & Ellison. 2007 & Lenhart et. Al. 2010). Gallaugher and Ransbotham (2010) state that social media usage accounts for almost a quarter of all user online time, greatly surpassing gaming (10%) and email (8%) (Nielson Corp. 2010). Social media usage is not limited. University students increasingly join, spectate, comment, criticize, upload, share and divulge all the manner of social media to facilitate their academic success (Creighton, Foster, Klingsmith & Whitney. 2013). It is therefore to say the social media are technologies that have revolutionized that way people communicate and interact in their daily life. Given the ubiquity of social media in today's environment, it should come as no surprise that students in connected places are drawn to using the technologies, even when they 'should' be doing other tasks (Block 2008 & Young. 2008). It is a common sense that a major drawback of this social media usage is the amount of time spent with it (Wang, Chen & Liang. 2011), but there can be negative internal effects on emotional states like anti-social behaviors, anxiety and depression (Vito Pilieci. 2012) as well as the external effects of lost time and decreased performance (Tarafdar, Tu, & Ragu-Nathan. 2010, Turel and Serenko. 2012 & LaRose et. al. 2010). In this study, the use of social media such as Instagram, Twitter, YouTube, Blogs, LinkedIn and Facebook of 300 university students in Malaysia was investigated through survey. The purpose of this study is to show how the usage of social media in a campus environment can have outcomes to the university students as well as to examine how the combination of social media usage and study characteristics affects university students in the campus.

Paper No: ICBSSS -230

- Title:** **The Construction of Meaning: How Expatriates Put Their knowledge of Local Culture Into News Stories**
Author(s): **Kurniawan Hari Siswoko, S.I.P., M.A,** (Communication Faculty of Tarumanagara University, Jakarta, Indonesia), **Muhammad Adi Pribadi, S.E., Mib. Mcomm,** (Communication Faculty of Tarumanagara University, Jakarta, Indonesia)
Abstract: Working as copywriters at a media company in Indonesia is never easy for expatriates. They do not only edit or translate news stories they receive from reporters. But, they have to find the correct words or phrases to make the stories as clear as possible with no connotative meaning. Expatriate copywriters must have knowledge on local culture. The copywriter must also knowledgeable about the economic, political and social condition of the country where he or she is working. This research discusses how the expatriate copywriters constructs the news stories so that the message and meaning in the story does not differ from the message conveyed by the reporter. This research uses phenomenology to get information from the perspective of the copywriter in

Keywords: constructing the meaning.
Culture, meaning and copywriter

Paper No: ICBSSS -231

Title: **The Existence of Closing Price Manipulation in Jakarta Stock Exchange During Crisis Time 2008 – 2009**

Author(s): **Steven Gunawan** (School of Business and Management, Institut Teknologi Bandung, Indonesia), **Deddy P. Koesindartoto** (School of Business and Management, Institut Teknologi Bandung, Indonesia)

Abstract: Closing price is the final price of a security traded on a day. It is the most updated valuation of a stock. Closing price of each trading day indicates the performance of the stock market and it can be used for stocks benchmarking and the portfolio performance. Stock price manipulation can give benefit for the stockholders because they can sell their stocks at a higher price at the opening of the market the next day so traders with big net position will try to manipulate the price to gain profits.

This study is to analyze the existence of the closing price manipulation in Jakarta Stock Exchange so that by understanding the price behavior, many investors can be helped in making the buying or selling decisions. The scope of this study is Jakarta Stock Exchange daily transactions history during the pre-crisis, crisis, recovery crisis and post crisis time from 1st April 2008 until 30th April 2009. The samples are taken from the highest volatility stocks of LQ 45 index and the authors use standard OLS regression model to look for the effects of the size of the daily traders' net position in those stocks.

From this analysis, the authors expect to find that the closing price manipulation exists in the Jakarta Stock Exchange. After knowing the trading behavior in the Jakarta Stock Exchange, the information can be used for educating investors to make the buying and selling strategies more wisely. The result of this research can be used for further research on how to prevent the closing price manipulation.

Keywords: Stocks, Closing price, Manipulation, Indonesia

Paper No: ICBSSS -232

Title: **The Relationship Between Sustainability Practices and Financial Performance in Indonesian Companies**

Author(s): **Ainia P. A. Kusuma** (School of Business and Management Institut Teknologi Bandung) **Deddy P. Koesindartoto**

Abstract: Sustainability becoming among important issues in Managing Profitability and Performance of Firms. Some of earlier research has successfully connecting dot. Research by Anca Staicu & Nicolae Faelaga (2013) - Europe, Eccles et al. (2012) – US, and Bayoud et al. (2012) - Libya shows that a significant relation between sustainability and financial development. Following this logic, the phenomena should be observed anywhere in the world, not only in developed country but also developing countries.

This study aims to find the empirical evidence the correlation between sustainability practices and financial performance in Indonesia companies. ESG (Environmental, Social, and Governance) indicator which provided in company's non financial report as used in the research of Renard YJ. Siew, Maria C.A, Balatbat and David G. Carmichael (2010) will be used to the level of sustainability practices of the companies Meanwhile financial performance is measured with set of financial ratios i.e profitability ratios and equity valuation. Sample size used in this study comprises of companies that listed on the Index LQ 45 in Indonesia Stock Exchange (IDX). Specific correlations under different industry sectors will also be observed.

The results of this study is expected to show the significant relationship between sustainability practices and financial performance. To be more precise, sustainability should give positive impact to financial performance. By observing different specific Industry, we also found some

interesting facts that need to be discussed further.

Keywords: Sustainability reporting, Financial performance, Non financial companies, Indonesia

Paper No: ICBSSS -233

Title: **The Relationship between Social Media Tools and Event Awareness**

Author(s): **Ayu Rohaidah Ghazali** (Faculty of Business Management, UiTM Puncak Alam) **Nurakmal Ramli** (Faculty of Business Management, UiTM Puncak Alam), **Yusuf Abd Alim** (Bachelor of Event Management Programme, Faculty of Business Management, UiTM Puncak Alam)

Abstract: Social media is important as marketing tools and play important role to market an event. This study was conducted to identify the relationship between the usage of social media in events marketing and the public awareness as well as to study the popularity of social media usage in promoting events. The study consisted of 80 usable questionnaires that had been collected randomly from event attendees. Three dimensions of social media as a marketing tool are reviewed – trend/popularity, social media approach and ability to interact. The findings were proven that majority of respondents are aware about events through social media. Thus social media application was proven as the most popular method in promoting events. Discussion and conclusions are detailed. In addition, the recommendations contained are put forward and presented.

Keywords: Social networking, Promotional tools, Event, Event management

Paper No: ICBSSS -234

Title: **Teaching English for Communicative Performance and Business Communication**

Author(s): **Tamari Dolidze**

Abstract: It is a challenge to us English teachers to manage with our own widely differing linguistic competence the large classes of mixed ability students, non-availability or high cost of books and instructional material, tests and exams becoming the only goal in themselves, lack of students' (and even teachers') motivation, administrative apathy, inaccessibility to electronic media, journals and books, balance between the use of mother tongue and English to ensure acquisition of communication skills, or perhaps, a better teaching-learning situation in the mother tongue and other languages, and dissemination of best ELT practices internationally, with an e-culture interface. As teachers we need to work on our own affirmative action programmes, despite constraints of our situation. In order to do something new, we may have to give up the old. As John Swales says, 'We may need to recycle not only our projects and our programmes but also ourselves. 'In fact a practical teacher should be able to operate within, what may be called, 'here and now' state of affairs. It is with some sort of inbuilt flexibility and utilitarian purpose that one can practice ELT in the days ahead.

Paper No: ICBSSS -235

Title: **A Search Strategy to Investigate Factors that Affect Student Achievement in English Writing Courses in Distance Learning Context**

Author(s): **Rahmat Budiman** (PhD Student of School of Education, the University of Dundee, UK)

Abstract: The objective of this paper is to explain an approach taken to develop a systematic literature review which was used to identify issues that relate to student achievement and the development of English language writing skills and distance language learning. Since the field of distance learning is very broad, it is necessary to establish a framework for identifying relevant issues. The key words of the subordinate research question were separated and the synonyms for the key

words were determined. The key words together with the synonyms were combined. As a result, there were 96 combinations which were categorised into 16 groups. The following step was to determine the databases to search. The CrossSearch provided by the University of Dundee that consisted of Scopus, ASSIA, British Education Index, Australian Education Index, and ERIC was selected. In addition, to obtain more results, Google Scholar was also employed. The combinations were pre-tested with the databases to find out the strengths and weaknesses. Six hundred and three publications were generated from the search. After excluding duplicates, 413 publications remained. In order to identify the most relevant publications to the study, excluding and including criteria was developed to filter the publications further. Eventually, 284 publications were identified which were relevant to the study. The final step was to group the publications based on the issues. The grouped issues were used as a framework to guide the review of the literature.

Keywords: Distance learning, Systematic literature review

Paper No: ICBSSS -236

Title: “Macapat” Sebagai Komukasi Tradisional Budaya Modern Jogjakarta Indonesia

Author(s): Sinta Paramita, Eko Harry Susanto

Abstract: Abstract Macapat is a traditional form of communication that was born in Yogyakarta Indonesian society. Macapat is the song that depicts the life of human society with nature, others, and the creator. The birth of modern culture to bring a change in the meaning macapat itself. This paper will look at how the meaning changes macapat tumbuh in modern society, especially in Yogyakarta Indonesia. Keywords: Traditional Communications, Macapat, Modern Society

Paper No: ICBSSS -237

Title: A Factor Analysis Approach Towards A Study of the Factors Affecting Students Choice of Higher Education Institution: A Case Study of A Private Institution (Tiuct) in Malaysia

Author(s): Khamsiah Ishak

Abstract: This study was conducted to discover the input that will help in the strategic management of the educational institution. The input is focused on information of the factors affecting their choice of a college or a higher educational institution. For a private educational institution, it also aids them in strategic marketing. The research was undertaken to find out the factors that affect students' choice of a higher educational institution. Specifically it was done to discover the most important underlying factor that affects students' choice of an educational institution and also to show what aspects of the "institutional" factor are considered by students when they make a choice of an educational institution. This research followed a quantitative research where the survey method, using a questionnaire, was used to gather the data on the factors that affect students' choice criteria. By employing the pertinent research methodology, which is the Factor Analysis, more specifically the principal component analysis (P.C.A.) the researcher was able to reduce all the 51 items of students' responses to six (6) significant factors. The overall findings revealed that students chose more institutional factors. The second factor chosen by students is the co-curriculum activities, the availability of facilities followed by the living cost borne by students. The other factors are the efforts by the institution in promotion activities, and finally the influence of students' peers. A one factor model was discovered to the study of students' choice, which is the factor of the "institution" which has the highest factor loading. No other studies had covered comprehensively all the items from the literature review (social, economic, physical, institutional and environmental, academic, marketing and administrative items). By employing the pertinent research methodology or Factor Analysis, the researcher is able to group all the 51 items in the questionnaire, and reduce them through statistical process, to 6 underlying factors that determine students' choice of a higher educational institution. A theory based on a one-factor model, its "institutional" characteristics, was discovered for this study of students' choice of an educational institution.

Paper No: ICBSSS -239

- Title:** **Prospective Entrepreneurial Competencies to Ensure Subjective Wellbeing of the Entrepreneurs at the Base of Pyramid**
- Author(s):** **Syed Abidur Rahman** (School of Management, Universiti Sains Malaysia, Pulau Penang, Malaysia), **Azlan Amran** (Graduate School of Business, Universiti Sains Malaysia, Pulau Penang, Malaysia), **Noor Hazlina Ahmad** (School of Management, Universiti Sains Malaysia, Pulau Penang, Malaysia), **Syedeh Khadijeh Taghizadeh** (School of Management, Universiti Sains Malaysia, Pulau Penang, Malaysia)
- Abstract:** The creation of entrepreneurship for the people at the base of the economic pyramid (BoP) to ensure wellbeing has become a stimulating issue among the researchers. It is expected that vulnerable group such as the BoP entrepreneurs must also possess certain entrepreneurial competencies to achieve financial and nonfinancial performance in their entrepreneurship business. The main purpose of the paper is to explore the impact of entrepreneurial competencies on financial and nonfinancial performance, eventually which will lead to ensuring the wellbeing. Data for the study were collected using survey method from 'community information center' entrepreneurs in Bangladesh. A structured study instrument was used for this purpose. A total 134 usable questionnaires were thus secured for analysis by Partial Least Square (PLS) technique. The result shows that the 'strategic entrepreneurial competencies' is strong predictor for both financial and nonfinancial performance. 'Entrepreneurial technical competencies' found to have significant relationship with only financial performance. Importantly, the result indicated significant relationship of financial and nonfinancial performance with the subjective wellbeing of the BoP entrepreneur. It is expected that if the BoP entrepreneurs develop strategic and technical competencies in order to achieve financial and nonfinancial performance, the wellbeing of such entrepreneurs will be ensured effectively. However, there is hardly any research in the extant literature which empirically tested the relationship of financial and nonfinancial performance with subjective wellbeing of the BoP entrepreneurs.
- Keywords:** Base of pyramid, Entrepreneurial competencies, Financial performance, Nonfinancial performance, Wellbeing.
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Paper No: ICBSSS -240

- Title:** **Leading an Entrepreneurial University: Do We Have the Right Ecosystem?**
- Author(s):** **Noor Hazlina Ahmad** (School of Management, Universiti Sains Malaysia, Pulau Penang, Malaysia), **Hasliza Abdul Halim** (School of Management, Universiti Sains Malaysia, Pulau Penang, Malaysia), **T. Ramayah** (School of Management, Universiti Sains Malaysia, Pulau Penang, Malaysia), **Syed Abidur Rahman** (School of Management, Universiti Sains Malaysia, Pulau Penang, Malaysia)
- Abstract:** Entrepreneurial universities play an important role as both knowledge-producer and a disseminating institution. In the literature, several studies contributed with relevant findings. Most of these studies reveal a tendency to use case studies to explain this phenomenon justified by the embryonic nature of the topic field, and with the lack of a robust theoretical framework to understand it. There is lack of studies that looks into the ecosystem towards the pursuit of an entrepreneurial trajectory within the ecosystem, especially in the context of a developing country. This paper aims to contribute to a better understanding of the critical factors that conditioned these missions and to this end brings a proposal model to measure this phenomenon empirically in the light of the Resource-Based View. The methodology adopted is quantitative method in which four hundred and forty five initial responses were obtained from the academicians from various faculties within the local higher educations. Responses in regards to the presence of the right ecosystem within the universities were obtained which include resource mobilisation, unconventionality, industry collaborations, university policies and academic readiness. This research could cover invaluable strategies to bring further benefits towards the creation of entrepreneurial universities.
- Keywords:** Entrepreneurial university, University-industry linkage, Academic entrepreneurship,

Entrepreneurial ecosystem.

Paper No: ICBSSS -241

- Title:** **Innovation Value Chain as Antecedent of Service Innovation Management Practices: Experience from Malaysian Telecommunication Sector**
- Author(s):** **Syedeh Khadijeh Taghizadeh** (School of Management, Universiti Sains Malaysia, Pulau Penang, Malaysia), **K. Jayaraman** (Graduate School of Business, Universiti Sains Malaysia, Pulau Penang, Malaysia), **Ishak Ismail** (School of Management, Universiti Sains Malaysia, Pulau Penang, Malaysia), **Noor Hazlina Ahmad** (School of Management, Universiti Sains Malaysia, Pulau Penang, Malaysia)
- Abstract:** Hansen and Birkinshaw (2007) have quoted that the innovation value chain (IVC) should be end-to-end approach to generate, transform and disseminate ideas. These new ideas may be incorporated in the system for novelty and creativity which simultaneously leads to innovation. Today, service industry dominates manufacturing industry in the world and service innovation should be a part & parcel of organization performance. The primary purpose of the present study is to investigate the influence of IVC on service innovation management (SIM) practices as per SPOTS model, in the context of Malaysian telecommunication sector. A massive questionnaire survey was conducted with 249 respondents (high level employees) of major telecommunication sectors in Malaysia. The respondents were completed a minimum of one innovation project and have three years of experience in dealing with service innovation projects. The findings of the study reveal that the idea generation is significantly influencing on strategy and organizational Innovations. Also, Idea diffusion is a strong predictor of practicing all dimensions of SIM namely, strategy, process, organization, tools/technology, and system. Surprisingly, idea conversion is not influencing the SIM practices. It could be due to the fact that the implementation of idea conversion leads to trial and error method of experimenting immediate viable products and best practices which is challenging in terms of funding for any organization. Further, there are a few researches in the literature, testing the influence of innovation value chain on the practices of SIM, hence the present article would facilitates to understand the service innovation in a holistic way.
- Keywords:** Innovation value chain, Service innovation management, SPOTS, Telecommunication, Malaysia.

Paper No: ICBSSS -242

- Title:** **Impact of Negative Air Ion Exposure on Attentional Processes**
- Author(s):** **Promila Batra** (Professor, Department of Psychology, Maharshi Dayanand University, Rohtak, Haryana, India) **Dipti Arora** (Lecturer, Psychology, GHS Palra, Gurgaon, Haryana, India)
- Abstract:** Of all the tasks human brain performs, perhaps none is more consequential for the performance of other tasks than attention. Perceiving, thinking, learning, deciding and acting require that one should "budget" his/her attention. Decline in attention can have broad-reaching effects on one's ability to function adequately and efficiently in everyday life. Although, a lot of research has been done on enhancing the memory, learning etc among normal individuals and various techniques are also available for improving them but the techniques that can be used to enhance attention are few and yield poor results. A lot of training, experience, long time efforts on the part of both the modifier and the subject is required for implementing those techniques. However, these methods have not been used for studying and experimenting upon attentional processes, which are basic to all types of learning, memory, educational activities and even daily life routine and social situations. Therefore, negative air ion therapy could be one such technique that does not require much training, is easy and economic in terms of money and efforts, and requires no much patience to handle the secondary students and the like. An ion is an atom or molecule where the total number of electrons is not equal to the total number of protons, giving it a net positive or negative electrical charge. Protons are positively charged and electrons are negatively charged, if there are more electrons than protons, the atom or molecule will be negatively charged. Various studies conducted earlier on learning and memory has shown positive effect of negative air ion exposure.

Attention is basic to all the cognitive processes. If this therapy can enhance memory and learning, it is quite possible that it can also affect attention and if it shows same impact on attention, it can have wide implications. Keeping these wide implications in mind, this present work was designed to study the impact of Negative air ion exposure on sustained and alternative attention. A two group pre post design was employed. A sample of 30 students (n=15) studying in class 8th and 9th were selected. Experimental group was given an exposure of 1000-1200 ions/cm³ for 20 days and no exposure was given to control group. The subjects were tested on these tasks before and immediately after exposure. The paper will discuss the obtained results in detail as analyzed by t-test.

Paper No: ICBSSS -243

Title: Minimum Wage Policy and Its Effect on Household Income Level

Author(s): Indra Maipita, Wawan Hermawa, Eko Wahyu Nugrahadi

Abstract: Economic growth and development is not by itself in line with the expansion of employment opportunities and poverty reduction. To create a pro-people development, which means high growth in line with the expansion of employment opportunities and poverty reduction, it is necessary either directly from the government, business and society. One of a range of businesses and government task is to make policies that pro-growth, pro-poor and pro-jobs. To be more precise measures taken and academically accountable, then it needs to be done before the simulation of the policy implemented. This study aims to develop a simulation model of fiscal policy, either expansive or contractive can be simulated direct and visible impact on macroeconomic performances, and its impact on household income levels.

The model constructed in this study is a model of Computable General Equilibrium (CGE) models developed from AGEFIS. Unlike in general, the model will be built purely SAM data-based (SAM Fully - Based CGE Model). Investment policy and sectoral minimum wage increase have been able to be explained by a General Equilibrium Model AGEFIS well by showing the impact on the various indicators of the Main Macro and sectoral indicators. These policies show a variety of effects in accordance with the theory and application of micro Fiscal theory which is the basis of the theory of the development of AGEFIS CGE models. Although it can not be used to perform forecasting empirically, the results of the use of this model is very useful in providing policy scenario analysis, so that we can formulate various policies impact if carried out, such as the minimum wage policy and Sectoral Investment.

Keywords: Minimum wage law, CGE, Fiscal policy

Paper No: ICBSSS -244

Title: Viewing Intergroup Relations among Indonesian Youth

Author: Rayini Dahesihsari, Dorien Kartikawangi, Clara R.P. Ajisukmo, Kasdin Sihotang, Juliana Murniati

Abstract: This study aims to picture intergroup relations nature among Indonesian youth. It explores the social categories salience, perceptions of, communication styles, and trust toward outgroups among college students in Indonesia. Both quantitative and qualitative approaches are implemented using questionnaires, interviews and group discussions. 1997 college students are participated. They are from ISI Jogjakarta, Atma Jaya University Makassar, Sebelas Maret University Surakarta, University of Pancasila Jakarta, and Atma Jaya Catholic University of Indonesia. The findings show that the social categories salient are religion, ethnicity and clan/family members. Those categories would be used to build ingroup and outgroup differentiations. Low trust toward aoutgroup are identified, particularly on benevolent dimension. Participants develop such a higher trust toward outgroups on the dimensions of ability and integrity. They also tend to express such a negative communication style on the interaction toward outgroups. While some participants are open to differencess, most of them are reluctant due to negative anticipation and feeling uncomfortable in dealing with outgroups. However, most participants agree that the way they express their ideas and feelings would influence the result of communicating with outgroups. Respect and understanding are the key factors need to express

which result in satisfying communication. Conflict is not likely to exist in such a situation.

Paper No: ICBSSS -245

- Title:** **Mergers and Acquisition: Testing the Efficiency of Indonesian Stock Market**
Author(s): **Faizil Ikram**
Abstract: The purpose of this study is to test market efficiency with respect to merger and acquisition announcements using Standard risk Adjusted event study methodology. Specifically this study analyse the effects of Indonesian company mergers announcement on stock price's risk adjusted rate of return using twenty recent mergers from year 2005. The three form of Efficient Market Hypothesis (EMH) i.e., weak, semi-strong and strong form of Efficient Market Hypothesis are being tested under this study to determine whether the investor earn positive abnormal return on the merger announcement. Specifically, semi-strong form of EMH is being tested in this study to analyse how quickly the market reacts to the new information.

Paper No: ICBSSS -246

- Title:** **Consumer Information Seeking a Literature Based Synthesis**
Author(s): **Nida Fatima** (School of Business and economics University of Management and Technology, Lahore, Pakistan), **Mehreen Fatima**
Abstract: Before making a purchase decision consumer acquire information about that product This study identifies factors that affect consumer Information search activity. It also identifies sources a consumer can use in order to get this pre-purchase information about a product/service. All the factors are identified by reviewing existing literature on consumer behavior and consumer Information acquisition.

Paper No: ICBSSS -247

- Title:** **Conceptual Model for Study of the Effect of Information Quality and Third Party Seals Towards Customers' Trust in B2C E-Commerce Website**
Author(s): **Nurul Syafika Nadiyah Mohd Zabrudin** (School of Computer Sciences Universiti Sains Malaysia Penang, Malaysia), **Norlia Mustaffa**
Abstract: Website is a company representative in e-commerce, while customer's trust is an essential factor that determines successful transaction in e-commerce. Hence, it is important to develop customer's trust toward company's website. Among strategies to capture customer's trust toward website is through information quality and third party seals. There are many studies have been conducted in various aspects of trust and on how to induce customers trust. Even though there are many studies in trust, however, there are still contradicting results among the studies. Thus this study is conducted because of the need for better understanding on how these two factors in content design; information quality and third party seals, could be the effect towards customers' trust. With this understanding, it can be applicable as additional finding to the existing website design guideline. With the aims to investigate the effect of information quality and third party seal's position toward customer's trust, the objective of this study is to propose a conceptual model that included these components. This study begins with developing an understanding on the concept by reviewing the literature and related models, and then identifying the variables and lastly proposing the conceptual model. The proposed model consists of three main components; information quality, third party seal and trust. Based on the analysis of related models, this study has categorized information quality into four components; information accuracy, information

relevancy, understandability of information and access to information. These four sub-components are expected to affect trust. Whereas, for the third party seals, the components involved in this part are position, noticeability and customer's knowledge on the seal, which expected to give effect toward customer's trust. The proposed model resulted from this study hence serves as a foundation for investigating the effect of information quality and third party seal's position towards customer's trust.

Paper No: ICBSSS -248

- Title:** **Online Purchasing Behavior Elements Influence on user E-satisfaction in Malaysia**
Author(s): **Meisam Karami** (Faculty of Management and HRD (FPPSM), UTM Skudai, Johor, Malaysia),
Shaghayegh Malekifar, Saif Ur Rehman Khan
Abstract: The current study has recommended a conceptual framework for focusing the online purchasing behavior elements, namely trust, privacy, and perceived value that there is an effect of this element in the electronic user satisfaction. To test the conceptual framework, SPSS is applied to analyze the data collected from 145 online users in Malaysia. The study results assert that online purchasing behavior is significantly and positively linked to e-satisfaction of the user. And in addition, result of demographic characteristics can provide an overview to the online business organization to recognize the issues in Malaysia to attract more online purchasing buyers.

Paper No: ICBSSS -249

- Title:** **Internationalization and Technology of Curriculum in Higher Education (Case of Study: Kharazmi Universities of Tehran)**
Author(s): **Saber Azimi, Rana Azimi**
Abstract: The phenomenon of globalization and international cooperation has led universities and higher education institutes toward eliminating the distance between science and technology and strengthening academic, educational and cultural exchanges among nations. This study aims to search for the role of the technological barriers in the internationalization of Kharazmi universities' curriculum according to the faculties' views in the educational year of 1390-1391. That is a survey and the research method is descriptive. The Statistic population included 1746 members of full time faculties in these universities and 350 participants were selected based on multi stages cluster sampling. The tool used in this survey was a questionnaire which included 22 statements. The validity was emphasized and accepted by 9 experts in this field and the reliability of questionnaire was 0.84 based on Chronbach's Alpha. For the analysis of data, a combination of descriptive and inferential techniques including one sample t test, Friedman ranking test and ANOVA test were used. Findings indicated according to the faculties' views technological barriers related to teaching strategies, technological content, technological equipment, technological barriers related to web and technological financial barriers are the technological obstacles in the internationalization of Kharazmi universities' curriculum.

Paper No: ICBSSS -250

- Title:** **Exploratory Research on the Economic Analysis Model of Operations Strategy**
Author(s): **Chun-Ying Shen**
Abstract: Most of the published research has employed qualitative methods regarding operations strategy decision. This study attempts to explain operations strategy selection in terms of the optimization of the coordination of interactions among business functions. This study applies an economic model that considers the expected benefits of cross-function integrations, the benefits of a new

manufacturing/operations process, and the opportunity costs of the original operations process for clarifying the fitness of individual operations strategies. The executive manager is authorized to determine the risk parameter of individual strategies based on their expertise and a specific decision environment in the proposed model. The efficacy of the proposed model is demonstrated through discussion.

Keywords: Operations strategy, Economic analysis model, Opportunity cost

Paper No: ICBSSS -251

Title: **Implementation of Enterprise Risk Management: Study in Malaysian Public Higher Educational Institution (IPTA)**

Author(s): **Mariam Setapa** (Universiti Teknologi Mara (UiTM Cawangan Kelantan), **Norhayati Mohmad** (Universiti Teknologi Malaysia (UTM))

Abstract: Presently, all organizations are facing by various types of risk. The risk can be occurring anywhere and to anyone. Therefore, they need to manage risk properly to reduce cost and others consequences. According to Robert I. Mehr and Bob Hedges on their article titled "Risk Management and The Business Enterprise", they mentioned that the objective of risk management is to maximize the productive efficiency of the enterprise. However this conceptual paper will focused on enterprise risk management (ERM) which can be defined as a process, affected by entity's board of directors and other personal, applied in strategy setting and across the enterprise, designed to identify potential events that may affect the entity, and manage risk to be within its risk appetite, to provide reasonable assurance regarding the achievement of the entity objectives. The area of this study will be focus in Malaysian Public Higher Education Institution (IPTA) which is only 5 institutions will be selected as respondents. The purpose of this research is to find out how the 5 institutions face and manage the risks in their daily activities. This paper presents the theory of drivers to ERM implementation as independent variables and ERM impact in performance as dependent variables.

Keywords: Enterprise risk management, Drivers to ERM, Impact in Performance, Educational institution, Malaysia

Paper No: ICBSSS -252

Title: **Loan Loss Provision and Capital Management in Malaysian Commercial Banks**

Author(s): **Hasni Abdullah** (Faculty of Business Management Universiti Teknologi MARA, Malaysia), **Ismail Ahmad, Imbarine Bujang**

Abstract: The banking system is prone to the credit risk associated with the problem loans and difficulties in loan recoveries particularly during turbulence. However, this problem can be partly offset by the loan loss provision (LLP) and stronger capital adequacy ratio. Hence, it is important for the banks to properly manage the LLP to ensure the sufficient amounts are allocated to counterbalance the non-performing loans during financial turmoil. It is because LLP is considered as a tool to overcome the financial difficulties in the banking system by providing the reserve to cover the unexpected losses. The implementation of Basle Accord in 1989 regarding the new capital regulation, have encouraged the intense research on the capital management and the behavior of LLP. The issue of LLP has captivated the interest of many researchers throughout the world in the aspect of to what extent the LLP have been influenced by the motivation to manage capital and how the other factors of determinant such as macroeconomic factors can influence the LLP decision. The main purpose of the study is to investigate the presence of capital management incentive in affecting the LLP decision of commercial banks in Malaysia. In addition, it will examine the influence of macroeconomic factors on LLP. At the same time, the effect of macroeconomic factors can be examined in order to identify the pro-cyclical or counter-cyclical behavior in relation to LLP. This study applies fixed effects and random effects approach in assessing the determinants of LLP.

Keywords: Loan loss provision, Capital management, Commercial bank, Macroeconomic factors

Paper No: ICBSSS -253

- Title:** Valuating the Relationship among Indonesian Stocks Indices Using Vector Autoregressive (Var) Approach
- Author(s):** Pattipeilohy Margareta Laura (School of Business & Management Bandung Institute of Technology), Koesrindartoto Deddy P.(School of Business & Management Bandung Institute of Technology)
- Abstract:** This paper is an attempt to analyze the relationship among Indonesian Stock Indices, including Agriculture, Basic Industry, Consumer, Finance, Infrastructure, Manufacture, Mining, Miscellaneous, Property, and Trade Sectors. The time period is in covering the daily period between May, 24 2010 – April, 21 2014 and using time-series Vector Autoregressive (VAR) approach of Stationarity Test (Unit Root Test), Cointegration Test, and Granger Causality Test. Impulse Response Function (IRF) has also been generated to explain the response to shock among the variables. With all of the R-squared from VAR model that reached in above 95% as the result, each of these model can be used with highly confidence. This paper surveys some relevant contributions to the economic literature in Indonesia with on cointegrating vector autoregressive (VAR) models. Future researchers should attempt to add the model of the volatility and cover longer study duration of above 10 years consider the crises event.

Paper No: ICBSSS -254

- Title:** Comparison of Modeling Volatility of Indonesia Bank Using Arch, Garch, Tarch and Egarch
- Author(s):** Eneng Nur Hasanah (Master of Science Management School of Business Management, Bandung Institute of Technology)
- Abstract:** According to the rating of PEFINFO, there are 10 biggest bank in Indonesia which dominate 65.2% of the total asset. From this rating, we examine the best fitted volatility model using ARCH, GARCH, TARCH and EGARCH. The result from R-Squared, AIC and SIC, all of the bank have good fitted volatility with EGARCH model, but when we double checking for the EGARCH model with time series diagnostic checking and fitted model performance measurement, the result show that not all of the banks is fitted volatility by EGARCH model.

Paper No:ICBSSS -255

- Title:** New Entrepreneur Development With \hat{A} Business Incubator Based Learning
- Author(s):** Wawan Dhewanto, Rendra Chaerudin Sri Hartati Lenny Martini
- Abstract:** Entrepreneurial learning requires a learning process in the form of direct experience in running a business . Direct experience of running a business can be developed through Business Incubator based learning. Through a business incubator based learning enables entrepreneurs who have limited ability to find and capture business opportunities get learning through assistance, consultation , facilitation and guidance in their business activities. The factors that trigger the formation of entrepreneurship are the factors derived from the ability of an entrepreneur personally . Therefore entrepreneurial learning materials include motivation , entrepreneurial skills and business skills . Besides business incubator based learning is given through a series of activities assistance, consulting , facilitation and guidance in a wide range of business functions ranging from production , marketing , human resource management and financial management enables businesses provide readiness in the early run business. Currently developing a business incubator and spread in Indonesia . Incubators are considered quite successful in creating entrepreneurs initially fairly reliable . Business incubator based learning development is a complex issue . Triple

helix model approach involving elements of academia , business and Government in implementation can cope with the complexity of entrepreneurial learning and entrepreneurial learning systems generate reliable.

Paper No: ICBSSS-256

Title: Japanese Candlestick Technical Trading Strategies in Indonesia Stock Market
Author(s): Kevin Alvoti (School of Business and Management Institut Teknologi Bandung)
Deddy P. Koesindartoto

Abstract: Technical analysis uses past prices and trade statistics, such as volume, to predict future prices. One of the most popular technical analyses is candlestick. The Japanese candlestick technical analysis is a short term timing technique to predict future price trends based on the relationships among opening, high, low, and closing prices. Based on those prices candlestick have their own definition to interpret the situation of the stock based on the prices. There are three different type of candlestick which are single lines, continuation lines, and reversal patterns. Those three kinds of candlestick will be defined in two situation of bullish and bearish. From those candlestick terms and definition traders can gain a profit by giving them signal to buy and to sell the stock. This paper aims to find a better and deep understanding to use candlestick efficiently through the empirical evidence between the rate of return stock and the type of candlestick pattern. Moreover to give the exact timing of how to maximize the return on each candlestick pattern, this paper will also include the holding days of each pattern. Holding days can give us and understanding that each candlestick has different maximum return based on the timing after the patterns occur. The sample of the data is taken from ten most volatile stocks in LQ 45 stock index 2012, Jakarta Stock Exchange. The mean of the return is calculated from the data as the main dependent variable. The t-test are applied to test the profitability of the candlestick and ANOVA used to examine and compare the profitability of candlesticks and holding days The Independent variables are the type of candlestick and the holding days. Based on that, Generalized Least Square Regression used to identify the relationship among them. This study expects that each type of candlestick and holding days are the variable that can give traders an understanding to maximize the profitability in Jakarta Stock Exchange. The information of this study can be used by the traders to understand the right timing on each candlestick patterns after knowing the most significant candlestick type and how long should it be hold. Moreover the result of the study can be used to combine with other technical analysis and fundamental analysis.

Keywords: Candlestick, Technical analysis, General least square regression, ANOVA

Paper No: ICBSSS -257

Title: The Characteristics of Residents at Low Cost Housing in Jakarta - Indonesia
Author(s): Nina Nurdiani (Architecture Department, Faculty of Engineering, Bina Nusantara University Jl. K.H.Palmerah, Jakarta Barat, Indonesia)

Abstract: Low cost housing in Jakarta – Indonesia is provided by the government for low-income people in urban areas, in line with the program to redevelop or renew slum areas or densely populated neighborhoods. Low cost housing is a new form of living space that adopts the characteristics of modern dwellings in developed countries. For people who previously lived on the landed dwelling at the city kampong, living in vertical housing need the adaptation. The purpose of research on the characteristics of residents at low cost housing is to give knowledge about the change of life-cycle and life stage of low-income people as the first residents as long as they stay in vertical housing. The research objectives are to determine the characteristics of residents as urban people, and the factors which influenced. The research was conducted at four low cost housing in Jakarta: Rusuna Bendungan Hilir 1, Rusuna Tambora IIIA, Rusuna Bidara Cina, and Rusuna Sukapura. The respondents are owner of housing unit and stay at low cost housing. The results showed that currently the families still have characters as informal-traditional, but as nuclear family as well as extended family. The residents generally are as employee or entrepreneur in informal sector, and still as low income family. Demographic, socio-culture, and economic are the factors which influenced life-cycle and life stage of low-income people as urban society.

Keywords: Characteristic, Low cost housing, Low income people, The first residents.

Paper No: ICBSSS -258

Title: **The Effect Marketing Communications and Relational Communication to Competitive Advantage and Impact on Performance Marketing**

Author(s): **Sri Hartati** (School of Business and Management , Bandung Institute of Technology (ITB), Indonesia), **Rendra Chaerudin** (School of Business and Management , Bandung Institute of Technology (ITB), Indonesia), **Amir Mahmud** (Business Faculty ,Indonesian Education University), **Edwin Karim** (High School of Economic Science,Indonesia)

Abstract: The research aimed to assess the effect of Integrated Marketing Communication and Relational Marketing To Competitive Advantage and Its Impact on the Performance Marketing. Integrated marketing communications is a draft plan that includes all messages, programs and facilities and communications. Relationship marketing focus to involve and integrate customers, suppliers and other infrastructure. The research method used was a type of research study verification with exploratory research techniques while analyst with methods of structural equation modeling (SEM). The unit of analysis is the retail trader phones Nokia, Samsung, Nexian, Sony Ericsson and HT Mobile in the city of Yogyakarta, Bandung, Surabaya. The results on the effect of integrated marketing communications, relationship marketing to competitive advantage and its impact on marketing performance showed a significant effect of integrated marketing communications, relationship marketing and competitive advantage to marketing performance with total influence gained 95.5%.

Keywords: Marketing communication, Competitive advantage and marketing performance

Paper No: ICBSSS -259

Title: **Model of Entrepreneurship Learning in Growing New Entrepreneur Business**

Author(s): **Sri Hartati** (School of Business and Management, Institut of Technology Bandung, Indonesia), **Rendra Chaerudin, Lenny Martini, Wawan Dhewanto**

Abstract: The increasing number of unemployment and poverty led to increasingly perceived importance of entrepreneurship. Development will go well if supported by business because the government is very limited capabilities. Therefore an entrepreneur development potential both in number and in quality itself. The fact that the number of entrepreneurs facing Indonesia is still small and the quality was still low, so that entrepreneurship development is an urgent issue for the success of development. Therefore, model of entrepreneurship learning for new entrepreneur growth is very necessary.

This study aims to obtain a model of entrepreneurial learning in entrepreneurial business growth through the use of methods, techniques and learning aids, determination of material and the effect on the growth of entrepreneur business.

The study was conducted by using descriptive research and verification research. Unit of analysis is the institution of education providers that have business incubator, both public and private training.

The results showed that the model of learning effective and efficient learning must be adapted to need entrepreneur business include instructors, materials, techniques and tools which is used. This will affect the success of the learning activities in developing or growing entrepreneurial business.

Keywords: Model entrepreneurship learning, Entrepreneur and business

Paper No: ICBSSS -260

- Title:** Myanmar Medical Education: Factors influencing Academic Performance of Myanmar Medical Students in University of Medicine (2) Yangon, Myanmar
- Author(s):** Soe Tun (Department of Preventive and Social Medicine, University of Medicine-2, Yangon), Tint Swe Latt (The rector, University of Medicine-2, Yangon), Win Win Maw (Department of Microbiology, University of Magway), Theingi Myint (Department of Biochemistry, University of Mandalay), Ei Sandar Oo (Section of Planning and Medical Statistics, Department of Medical Science, Ministry of Health)
- Abstract:** Generally, a process of learning in most countries up to secondary level of schooling is teacher-centered methods and pedagogy teaching. Recently, advances in technology assure students to have a wider access to better educational resources. It is evident that self-directed learners manage their own learning by using all the available resources for their educational success. It was aimed to study the correlation between socio-demographic characteristics of medical students and their attitudes towards self-directed learning with their academic performance. A cross-sectional analytical study was carried out at University of Medicine-2, Yangon, in 2008. A total of 358 medical students were interviewed. Eighty five percent of age in the study population was 16-18 years old which had good academic performance. Ninety percent of female and 50% of male are good academic performance. Educational status of mothers of good performance students was found to be higher than that of average students. Eighty six percent of good academic performance students were higher family income (3,000,000 Kyats per month (at least US\$ 3000). Private tuition in Basic Education High School for good and average performance groups were 71% versus 28%. Students who want to attend medical university were 83 % in good group and 17% in average group. Seventy percent of good group and 28% of average group were interest in medical profession. Mean knowledge of good and average groups are 74.91 ± 18.79 versus 70.89 ± 20.87 ($P= 0.162$). Mean attitude of good and average groups are 59.48 ± 17.76 versus 52.98 ± 18.80 . Attitude is statistically different between two groups ($p < 0.05$). Mean practice score of good and average performance groups are 58.27 ± 17.21 versus 53.99 ± 16.99 ($P= 0.096$). This study showed that attitude of Self-directed learning is dominant factors that positively affect good academic performance.

Paper No: ICBSSS -261

- Title:** Relationship between Ethical Climate and Organizational Commitment amongst Administration Staff
- Author(s):** Ros Intan Safinas bt. Munir, Siti Noraini bt. Tobi
- Abstract:** The effective practices of ethical climate may eventually influence the employee commitment to the organization. Employees in an organization first perceive ethics before their behaviors are likely to become more ethical. Ethical climate consists of three dimensions; egoistic, benevolent, and principled climate. Previous studies found that ethical climates are important antecedents of organizational commitment. Moreover, few studies examined the impact of different types of ethical climates on the components of organizational commitment. Employee's commitment is perceived as an employee's identification with and involvement in a particular organization. Therefore, the study aimed to examine the relationship between ethical climate and employee's commitment. 56 set of questionnaires were collected from Administration Staff in Shah Alam. The study found that the most presence climate is principled climate, while the least presence climate is benevolent. The correlation of the total scores ethical climate and organizational commitment indicated a positive, linear and moderate relationship ($r=.439$). Thus, it is important for organization to design an ethical structure and create an ethical climate that supports and encourages people to act ethically in the organization. Apart from that, to exhibit strong ethical values towards employees can enhance the likelihood of employees becoming more committed.

Paper No: ICBSSS -262

- Title:** **Contributions of Bebop Music in Contemporary Jazz Guitar Improvisation: George Benson and Pat Martino**
- Author(s):** **Rizal Ezuan Zulkifly Tony** (Faculty of Music Universiti Teknologi MARA), **Siti Nur Hajarul Aswad Shakeeb**
- Abstract:** This study aims to examine the performance practice and innovative developments of Bebop jazz in theoretical concepts and performance practise. While much is known about the contemporary jazz music, little is known about the evolution of contemporary jazz particularly where performance practice and current developments are concerned. In addition, globalization of music has also offered choices and options that were impossible to imagine sixty years ago of jazz improvisation and interpretations as we do not know exactly, how the jazz improvisation really evolved. Gioia(1997). Both field work and desk work will be used due to the nature of study. Research methods include observation of performances, analyzing the music scores and audio documentation. Transcriptions will be used as this information is essential to understand the interpretation and musicality. The methods of categorizing bebop improvisation will take place in order to gather information on the contribution towards contemporary jazz guitar improvisation. This includes musical background, general characteristics, note selection, chord-scale relationship, melodic devices, harmonic progression and rhythmic figures. A step by step approach on classifying the improvisation elements will be illustrated in the form of transcriptions and musical excerpt with proper analysis as to obtain specific results especially on the development of improvisation ideas. While much is known about Jazz improvisation and due to the relatively recent development of the contemporary jazz.(Gioia,(1997) research has focused on the elements of Bebop music, and the improvisation connection between Bebop and contemporary jazz. Findings from this study will provide an understanding of Bebop improvisation, contribution towards contemporary jazz guitar improvisation, performance practise as well as guidelines for teachers who wants to make contemporary jazz music more relevant and accessible in teaching jazz improvisation.

Paper No: ICBSSS -263

- Title:** **The Development of Musical Ideas on Selected Fantasia of the Keyboard Works: An Analysis of Fantasia in a Minor Bwv 922 by Johanne Sebastian Bach**
- Author(s):** **Siti Nur Hajarul Aswad Shakeeb Arsalaan Bajunid** (Faculty of Music Universiti Teknologi MARA)
- Abstract:** Johann Sebastian Bach works brought Baroque music to its perfection. His entire family played a very important role in German music for over 150 years. Wilhelm Fridemann Bach was a great organ performer in Germany with his own style of compositions and interpretations even though he learned directly from his father. The second son of J.S.Bach, Carl Phillip Emmanuel Bach, was also one of the great composers during his time where he led the way for the development of the Classical sonata. (Schonberg,1997) Throughout the 17th and 18th centuries musicians became increasingly conscious of the intricate nature of the musical style. As cited by Paul Collins (2005), it is arguably that leading music theorist such as Marco Scacchi, Christoph Bernhard, Athanasius Kircher and Johann Mattheson have their own perceptive of musical style as it was perceived during the Baroque. A Fantasia is said to be free when it is unmeasured and moves through more keys than is customary in other pieces, which are composed or improvised in meter. (Heinrich Schenker, 1925). This study aims to examine the evolution of musical ideas of Fantasia during 18th century western music from the keyboard works of J.S.Bach. While much is known about Baroque Music, little is known about Fantasia particularly where performance practise and current developments are concerned mainly on a pianists interpretation of Bach's Fantasia and also to provide a framework for the expansion of musical ideas using examples from the keyboard works of Johann Sebastian Bach, Wilhelm Friedemann Bach and Carl Philipp Emanuel Bach. Due to the nature of study, both field work and desk work will be used. Research methods to be used in the field include observation of performances, analyzing the music scores, and audio

documentation. The learning of the Fantasias in terms of understanding the concept of free improvisation, varied harmonic progression and structure will take place in order to gather information on the performance practice.

Findings from the study will provide an understanding of performance practices for pianist as well as guidelines for teachers who may want to make Fantasias more relevant and accessible in teaching baroque music.

Paper No: ICBSSS -264

- Title:** Interest Rate Changes Effect toward Indonesia's Financial Institutions
- Author(s):** Annisa Martina Syahrir (School of Business Mangement, ITB)
- Abstract:** This paper is aim to analyze the impact of interest rate changes on bank's stock return from Indonesia stock exchanges (IDX). The methodology that is used GARCH model approach to account ARCH effect and to measure the sensitivity it is also use OLS (Ordinary Least Square) estimation method.
- The findings are as follows under the conditional t-distributional assumption, the GARCH model generated a much better fit to the data although the goodness-of-fit of the model is not entirely satisfactory and the degree of sensitivity of the stock returns to interest rate changes is not very pronounced despite the use of high frequency data. Earlier results had indicated that daily data provided greater evidence of exposure sensitivity.
- Assuming that banks do not hedge perfectly, these findings have important financial implications as they suggest that the hedging policies of the banks are not reflected in their stock prices. Alternatively, it is possible that different GARCH-type models might be more appropriate when modeling high frequency returns.
- Keywords:** Stocks return, Financial institution, Interest rate, ARCH/GARCH

Paper No: ICBSSS -265

- Title:** Effect of Shankhapushpi on Attentional Processes
- Author(s):** Priyanka (Deptt. of Psychology, M.A.C.W, Jhajjar, Haryana, India), Batra P (Deptt. of Psychology, M.D.University, Rohtak, Haryana, India)
- Abstract:** Attention stands at the forefront of cognition. Without attention abilities, there would be no learning, no perception, no intellectual functioning, and no development of language. Attention enables the individual to gain these experiences. But, recent years have seen a sudden surge in an array of cognitive dysfunctions such as decline in memory, distraction in attention and attention related disorders. Stressful lifestyle in this competitive world may be the root cause. Allopathic psychoactive drugs have been the main stay of treating attention related problems in India and the world wide. However, experiences with these drugs have always not been satisfying. The administration of these drugs is very expensive and most often accompanied by side effects like insomnia, mood change, dizziness, respiratory depression, irritability, nausea, rash, and clumsiness etc. Therefore, the whole world is looking towards ancient science of Ayurveda to explore safe, alternative, cost effective treatment as well as reliable cure with no or minimal side effects. Ayurveda largely uses plants as raw material for the manufacture of drugs. Shankhpushpi is believed to be the one such herbal plant that is capable of enhancing all the aspects related to the brain power, such as learning memory, and the ability to recall. Earlier work on this plant conducted by many researchers as well as in our own department clear-cut indicates the memory enhancing potential of this plant. It can be inferred from the memory enhancing potential of this plant that if this plant can enhance memory, it is quite possible that attention also must be getting affected by it. Any improvement in attentional processes would have its implications in improving all other cognitive abilities. Keeping this wide implication in mind, this present piece of work was designed to examine the effect of Shankhapushpi, a herbal plant, on attentional processes. A 2 X 2 double – blind, pre – post, placebo – controlled, parallel group design was employed. Sample was

selected from college going students, belonging to an age group of 19 – 25 years, who were ready to sign informed consent. Total 60 subjects were selected and divided into 4 groups, each having 15 Ss. 2 groups were experimental groups, who received Shankhapushpi powder (3.5 gm per day with honey followed by a glass of milk) for 2 different durations i.e. 20 and 40 days. Other 2 groups were control groups, which were treated with ordinary powder (made with coriander, spinach, fenugreek etc.) with the same dose and in the same manner as experimental groups. Two aspects of attentional processes were tested i.e. Selective and Divided attention. The subjects were tested on these tasks before starting the treatment and immediately after the treatment. The paper will discuss the obtained results in details as analyzed by two-way ANOVA.

Paper No: ICBSSS -266

- Title:** **The Effects of Changes in Accounting Standards on Value Relevance of Financial Statement Information of Malaysia and Nigeria Banks**
- Author(s):** **Ugbede Onalo** (Faculty of Technology Management, Universiti Tun Hussein On Malaysia), **Mohd Lizam** (Faculty of Technology Management, Universiti Tun Hussein On Malaysia), **Ahmad Kaseri** (Faculty of Technology Management, Universiti Tun Hussein On Malaysia), **Timothy O. Usman** (Federal Inland Revenue Service, Abuja, Nigeria)
- Abstract:** The objective of this study is to investigate the effects of changes from Malaysia and Nigeria previous accounting standards to IFRSs-based standards on value relevance of financial statement information of Malaysia and Nigeria banks. Limited studies on the association between IFRS and value relevance of financial statement information in emerging economies and the continuous exclusion of financial institutions from samples of prior studies motivated this study to acquire the banking sector of two emerging countries – Malaysia and Nigeria in order to investigate whether changes in Malaysia and Nigeria accounting standards affects value relevance and reliability of financial statement information. Hence, this study used a sample of 23 banks representing 8 Malaysian banks and 15 Nigerian banks for a study period of 4 years (2009-2012). This study used a modified price and return models theoretically consistent with Ohlson (1995) to investigate value relevance of financial statement information of Malaysia and Nigeria banks for an equal pre and post IFRSs/MFRSs adoption periods. The study discovered that MFRSs and IFRSs impact more significantly and positively on the value relevance of financial statement information of banks than the previous FRs and SASs respectively for Malaysia and Nigeria. The post adoption era higher value relevance of financial statement information of Malaysia and Nigeria banks is thus associated with the adoption of IFRSs/MFRSs. This study therefore recommends that globally, IFRSs should be adopted as the standard for the preparation and reporting of financial statements.
- Keywords:** Accounting standards, IFRSs, MFRSs, Value relevance, Price and return regressions

Paper No: ICBSSS -267

- Title:** **RENOUNCE: An innovative HR Strategy at HCL**
- Author(s):** **Kanchan Bhatia** (Professor and Head SIRT BHOPAL), **Sseema Rafique** (Professor NRI College, Bhopal)
- Abstract:** Renouncing is 'queuing and then leaving'. It occurs when a person accepts a job offer, and then backs out before work begins. The prospective employee might have gotten a better offer, or simply reconsidered for other reasons. For analyzing renouncing there are various variations to be considered like Time between date of offer acceptance and report to work date, time between the renege and report to work dates, supply and demands for the qualified recruits and many others. This paper is an attempt to analyze renouncing in IT industry. The research is done at HCL services and the survey method is used to collect data. Our research design is Descriptive, which is a conclusive research. Sampling technique used is probability sampling, under which we have used simple random sampling, which implies that every element is selected independently of every

other element. Survey has been done using Email/internet and telephonic interview. The Sample Size is 100 and the statistical tools used is Factor Analysis, here Factor analysis has been used because it clubs various inter-linked perceptions under one factor.

Paper No: ICBSSS -268

Title: Earnings Oriented Educational System: A Case Study of the Workforce of Lahore Institutions

Author(s): Muhammad Afzal

Abstract: The main objective of this work was to explore the major factors that affect the earnings and to estimate the returns to education (RTedu.) for the workforce of educational institutions in Lahore-Pakistan. Primary data were collected by the researcher himself from a sample of 8327 respondents. The factors such as workforce education, experience, training, computer use, gender, marital status, institution sector from where the respondent has completed his/her Secondary School Certificate, nature of job, family background, and family status are found to be contributing to the earnings of the workforce of various categories of the educational institutions. The RTedu. for the workforce of schools, colleges and universities increases, on average, by 12.4, 15.8, and 12.5 percent, respectively for every one year increase in schooling. The RTedu. has been found higher for the workforce of various categories of private sector as compared to the workforce of various categories of public sector educational institutions. The results of this study provide a clear support to the human capital theory in Pakistan. The concavity in experience-earning profile is also observed. The returns to M.Phil and Ph.D. levels of education for the teaching workforce of private sector universities are found to be higher than that of their counterparts in public sector universities. This study recommends some solid measures that address, reduce and minimize the ever widening relative earning differentials that arise due occupation basis.

Keywords: Returns to education and earning differentials

Paper No: ICBSSS -269

Title: Attitudes of Business income Tax Payers' towards Taxation: In The Case Of Mekelle Zone

Author(s): Getenet Baye Gelaw

Abstract: Problem Statement: In Mekelle city, there is a gap between the amount of tax that is supposed to be collectable from the business trader of the city and which is actually collected due to under statement of income, the assessment system and uncollectible amount of the imposed tax, etc. One of the main reasons for those non-compliance activities is the attitudes of tax payers towards taxation. Objective: Although there have been studies on the attitudes of tax payers towards taxation in other parts of the world, in Ethiopia specifically in Mekelle city there is no comprehensive studies that examine the attitudes of business income tax payers towards taxation. Knowing their attitude towards taxation is the main objective of this study. This study specifically aimed to know Mekelle city business income tax payers attitude regarding tax law, public expenditures, tax administration, tax evasion opportunities and general tax related statements. Methodology: The data for this study was collected based on questionnaires from a sample of Mekelle city business income tax payers by distributing the total sample to category 'A', 'B' and 'C' tax payers by using non proportional quota sampling. The scope of the study was limited to individual business income tax payers of the city. Major Findings: The out put of this study will serve as an input for designing the tax system at the city as well as federal level. And it may also serve as a reference for further study in this area .the outputs of the study shows majority of the respondents have negative attitudes to most of the tax law proclamations & producers, the authority's activity and public expenditures. Recommendation: Finally based on the findings the following possible recommendations were given. Most important ones are improving the quality of public goods, distributing the tax law in written form to tax payers, broadening the tax base,

building the capacity of the tax authority employees and starting tax education from high school.

Paper No: ICBSSS -270

- Title:** **A Review and Research Agenda; Impact of Human Resource Practices on Job Satisfaction of Employees in Foreign and Local Banks of Pakistan**
- Author(s):** **Ahmed Muneeb Mehta** (Lecturer, Hailey College of Banking and Finance, University of the Punjab, Lahore, Pakistan), **Fauzia Naheed Khawaja** (Lecturer, Hailey College of Banking and Finance, University of the Punjab, Lahore, Pakistan)
- Abstract:** The job satisfaction has great importance in any organization. This study focuses on impact of human resource practices like performance evaluation, promotion practices, compensation practices, working environment and supervisory relationship on job satisfaction of employees in banking sector of Pakistan. This study further reveals that how employees working in different foreign and local banks in Lahore have different levels of satisfaction. This research is done on the basis of primary data collected from branches of Bank Alfalah, Habib Bank Ltd. and NIB bank in Lahore. SPSS 16 is used to analyze data using T test, correlation and regression analysis. OLS-regression method is used to check the linearity and normality of data and other assumptions helps to check the link between variables. By applying linear regression model, relationship between the different human resource practices and job satisfaction of employee has been interpreted.
- Keywords:** Job satisfaction, Human resource practices, Ordinary least square model, Banking

Paper No: ICBSSS -271

- Title:** **Stock Index Volatility Transmission Between United States and Indonesia During Crisis: A BEKK GARCH Approach**
- Author(s):** **Hanif Ashar** (School of Business and Management Institut Teknologi Bandung), **Deddy Priatmodjo K.**
- Abstract:** This paper investigate the stock index volatility transmission between United States and Indonesia during global crisis period. S&P500 stock index and Composite index (JKSE) are used for United States and Indonesia respectively. Volatility transmission is observed because it makes several price adjustments among the market world index. The bivariate BEKK GARCH (Baba, Engle, Kraft and Kroner Generalized Autoregressive Conditional Heteroskedasticity) model has been used to capture the volatility between United States and Indonesia. The results show that there is no bidirectional volatility transmission between United States and Indonesia.
- Keywords:** Volatility transmission, Crisis, BEKK GARCH

Paper No: ICBSSS -272

- Title:** **Effects of Internal and External factors in Developing Women Entrepreneur in Pakistan**
- Author(s):** **Farah Naz Naqvi** (Assistant professor HCBF), **Kanwal Amir Khan** (Research scholar M.Phil)
- Abstract:** Purpose: This study is to explore internal and external factors that may impact on women's entrepreneurs in Pakistan.
Methodology: A questionnaire, consist of chosen variables of women's internal and external factors, was distributed to a sample of Pakistani women who studying or have completed their business studies at the University of the Punjab. The participants in the questionnaire survey were asked to express the level of agreement they assign to various variables that might effect to become women entrepreneurs. The data is analyzed through SPSS and correlation and regression is calculated and the result of respondents 'answer uncovered the fact that they appended larger amount of consent to internal factors than external factors on the women to become entrepreneurs.

Result and value: In conclusion, internal factors effect on women entrepreneurs more influential than external factors, the respondents believed. The women entrepreneurs also have the benefit of improvement in their social position and making them more independent women entrepreneur and contribute to growth and development of country's economy.

Keywords: Women, Entrepreneurs, Internal and external factors

Paper No: ICBSSS -273

- Title:** Are Companies Willing To Publicly Present Financial Statements? Some Evidence from New Block EU Countries
- Author(s):** Jiri Strouhal, Monika Nikitina-Kalamae, Natalja Gurvits, Tsz Wan Li, Anna-Lena Lochman, Kathrin Born
- Abstract:** At the end of the accounting period all statutory audited business entities have to prepare and submit to the business register the annual report the on-time submission of the financial statements is of a high importance for all stakeholders to be able to make proper economical decisions. This paper represents the examination of how the implementation of the e-submissions of financial statements has influenced the on-time submission by the selected companies. In order to determine whether e- system influenced positively the on-time submission of annual reports authors have selected the annual reports submitted to the Czech and Estonian Business Register by the most successful TOP100 Czech and Estonian companies for the period 2007-2011. The results revealed that the number of the on time submitted annual reports has increased significantly after the implementation of the new Estonian e-reporting system, however Czech companies still are not very willing to submit their financial statements on time.

Paper No:ICBSSS -274

- Title:** Easy Financing Access and Customer Satisfaction: A Study on the Islamic Microfinance System (Imfs) in Yemen: Does the Smes' Business Growth Matter?
- Author(s):** Abdullah Kaid Al-Swidi (Othman Yeop Abdullah Graduate School of Business, University Utara Malaysia, Sintok, Malaysia), Fahmi Shaaban Fararah Seiyun (Seiyun Community College, Yemen and Kulliyyah Muamalat, Insaniah University College, Alor Setar, Kedah Darul Aman, Malaysia), Wan Sulaiman b. Wan Yusoff (Kulliyyah Muamalat, Insaniah University College, Alor Setar, Kedah Darul Aman, Malaysia)
- Abstract:** This study aims to examine the relationship between Easy Financing Access set by Islamic Microfinance System (IMFS) and the satisfaction of its SMEs clients. Islamic Microfinance System in Yemen aims to reduce the poverty level and the unemployment rate. According the purpose of its establishment, this microfinance system is supposed to improve the living standards of the poor people. This can be done through financing the business activities of the poor. In getting the required finance, the financing requirements set by the microfinance houses are among the difficulties facing the poor to secure the required finance. To examine the effect of these Easy Financing Access on the satisfaction of the SMEs' owners this study was designed and employing the survey questionnaire research design. Out of 532 questionnaires distributed, 346 questionnaires were returned and only 320 questionnaires were used for the analysis. Employing PLS SEM approach to examine the model, the statistical results was supported the effect of Easy Financing Access on the satisfaction of SMEs' owners. However, the moderating effect of business growth potentiality on the relationship between Easy Financing Access and SMEs owners' satisfaction was confirmed.
- Keywords:** Easy financing access, Islamic microfinance system, PLS, SMEs, Cost of financing, Owners, satisfaction, Yemen

Paper No: ICBSSS -275

- Title:** **The Place of Forest and Ecotourism in the Economic Development of Nigeria**
Author(s): **O. A Funmilayo** (Department of Geography Adeyemi College of Education Ondo, Nigeria)
Abstract: The study examines the state of Nigeria forests; it identifies deforestation as a major threat to sustainable forest management. It also highlights the environmental roles of forest as well as the resources found there. It further examines how some of these ecological functions of forest resources can be harnessed and utilized to bring about improved economy. The study examines ecotourism as a means of boosting the economy of the nation and also suggest some conservation strategies like biodiversity protection through the establishment of forest reserves which will bring about sustainable forest management for economic development. Finally, the paper recommended that there should be development of the ecotourism industry as well as the preservation of biodiversity by establishing more forest reserves where the exploitation of all forms of forest resources are prohibited.
Keywords: Ecotourism, NTFPs, Sustainability, Economic development, Forest management.

Paper No: ICBSSS -276

- Title:** **Interdependency of Monetary Instruments and Their Impact on Macroeconomics Indicators in Indonesia**
Author(s): **Mohd Dan Jantan, Fitrawaty, Indra Maipita**
Abstract: This study examines the interdependency of monetary policy instruments and their impact on Indonesia's macroeconomic indicators for the period of 2000-2011. The monetary policy instruments are open market operation, reserve requirement, and discount rate. The macroeconomic indicators are exchange rate, export, import, investment, balance of payment, unemployment, and inflation. We employs Vector Auto-regression (VAR) and Structural Vector Auto-regression (SVAR) methods in our analysis. The data are retrieved from the Bank of Indonesian. In order to predict the impact of monetary instruments on macroeconomic variables, shock on these instruments were conducted and analyzed. The results of the analyses show that, in the short- and medium-terms, investment has a dominant contribution to unemployment. Also, in the short-run imports significantly contributed to unemployment. The shock in the balance of payment, both in the short- and medium-terms, has an impact on imports in the long-run. Open market operation has a dominant contribution to inflation in the medium-term. Our results also show that imports shock in the short-run has an effect on growth in the medium- and long-term. Domestic interest rate is found to have an effect on growth. Foreign debt, especially long-term debt, is found to have no impact on growth. But, short-term foreign debt and previous year's domestic saving has an impact on current year's domestic saving. Foreign direct investment, as a source of economic growth, is found to have a negligible impact on exports and economic growth, and short term foreign debt and previous year's domestic saving has an impact on current year's domestic saving. An increase in open market operation is found to have no effective results in reducing the number of unemployment, depressing inflation, and increasing economic development. Thus, it is suggested the government should implement other target policy for long-term to spur growth and development. Also, coordination between monetary and fiscal policies should be controlled to attain the ultimate targets.

Paper No: ICBSSS -277

- Title:** **Developing the Measurement of Consumer Based Brand Equity in Service Industry: An Empirical Study on Mobile Phone Industry**
Author(s): **Mahmud Hassan** (Chittagong Independent University 12 Jamal Khan Road, Chittagong, Bangladesh), **Arif Ahmed** (S. Alam Group S Alam Bhaban; Asadgonj, Chittagong), **A.K. M. Rajib Hasan** (Chittagong Independent University, Chittagong, Bangladesh.), **Mushtaq Ahmed**

(Chief, Adecetra (Ad Agency), **Zia Hassan** (Cluster Manger, Outsation Branches Standard Chartered Bank Limited Agrabad C/A, Chittagong, Bangladesh)

Abstract: This research is undertaken to develop a valid customer based brand equity (CBBE) measures for service firms, moreover we attempt to identify the differences; if any, within the CBBE measures in service brands and goods based brands. A quantitative approach will be undertaken and systematic sampling procedure will be used to collect data. The population characteristics for this research are 16 to 29 age group individuals who are using mobile phone for at least one year. The managers and/or practitioners within service organizations will be able to develop their brand equity through the items developed by this research. Through these scales they will be able to point out the areas where the brand is not performing at its best, and develop both long and short term strategies to improve the brand's equity.

Keywords: Brand equity, CBBE, Mobile communication industry, Service industry.

Paper No: ICBSSS -278

Title: **Turkey & Joining to the European Union (EU)**

Author(s): **Riyad Mofleh AL-Khlaifat** (AL-Balqa' Applied University,AL-Huson University College)

Abstract: Since Turkey made its application to join the European Union more than three decades ago , it has been facing with the stalling and the impossible demands . Although Turkey has made great strides in controlling its own laws relating to the rights of minorities and freedoms to conform with the standards, but that the door to the European Union remained closed in front of it, although it has been opened for many countries less committed to the Copenhagen criteria.

Keywords: 1-ottman empire: turkey
2-UE: European counties
3-middle East: west asia or Arab countries
4-kurdish : part of Muslim nations

Paper No: ICBSSS -279

Title: **La I+D Como Estrategia De Supervivencia En Las Empresas Mexicanas**

Author(s): **Silvia Aguirre Pulido** (Centro Universitario de Ciencias económico Administrativas, Universidad de Guadalajara Periférico Norte N° 799, Núcleo Universitario Los Belenes, Zapopan, Jalisco, México), **José Guadalupe Vargas Hernández** (Centro Universitario de Ciencias económico Administrativas, Universidad de Guadalajara Periférico Norte N° 799, Núcleo Universitario Los Belenes, Zapopan, Jalisco, México)

Abstract: The aim of this paper is to analyze the processes of adaptation and survival of companies in Mexico to compete in increasingly demanding markets, that create uncertainty them. In this context, some companies have decided to develop adaptation strategies through research and development (R & D). This study, being exploratory, provides empirical evidence on what factors (internal and external) leading the entrepreneurs to assess the implementation of R & D in their companies.

Keywords: Research, Technological development, Innovation, Strategy, Adaptability, Survival.

Paper No:ICBSSS -280

Title: **An Exemplary Leadership: The Ifon Orolu and Ifon Omima Conflict Resolution Process in South-West Nigeria**

Author(s): **P. F. Owojuyigbe** (Department of History Adeyemi College of Education Ondo)

Abstract: Servant-hood is the splendor of leadership as clearly seen in the case of Ifon Orolu and Ifon

Omima both in Osun and Ondo states respectively, it is desirable to look at the examples given by their central authorities in peaceful resolution of conflicts that had lingered for thousands of years and had been settled for over a decade whereby the towns are thriving on politically, economically and socially. In view of this, this work will serve as an eye-opener to leaders that dialogue and peaceful resolution of differences is the best way as the towns under consideration will be thoroughly x-rayed on their exemplary conflict resolution process and the enviable results. The major sources of information were through few available books and oral interview from important personalities in the towns. It is apparent here that if peace education is well packaged for our learners there is tendency to have a society ridden of security threats and desirable development.

Keywords: Conflicts, Resolution, Exemplary, Dialogue, Amicable

Paper No: ICBSSS -281

Title: **Cyber Phenomenon of Virtual Property Right: Within Indonesian Legal Perspective**
Author(s): **Bambang Pratama** (Business Law Department, BINUS University, Jakarta, Indonesia)
Abstract: In the digital era, legal paradigm is forced to adapt with current situation. One of the cyber phenomenon is the rise of Massively Multiplayer Online Role-Playing Game (MMORPG) who delivered new form of intellectual property rights known as virtual property rights (sui generis) which has an 'economic rights' as covering rights. Author rights to receive economic advantages from his creation is one of the reason why virtual property right is considered same as copyright. In the meantime the existence inside intellectual property right regime is unknown. This paper is attempted to discuss the existence of virtual property right within Indonesian legal system on intellectual property rights. Research method in this paper is doctrinal method with normative approach. By examining primary legal material (existing law) and secondary legal material the aim of this paper: to provide prescriptions on virtual property right phenomenon within Indonesian legal perspective.
Keywords: Law, Legal, Intellectual property rights, Virtual, Cyber.

Paper No: ICBSSS -282

Title: **Behaviors Associated with Business Failure A Qualitative Study of SME Owners in East Africa Countries**
Author(s): **Ahmed Abdirahman Herzi** (Faculty of Finance and Administrative Science Puntland State University (PSU))
Abstract: The study is going to examine the result of a research effort conducted by CHF "Partners in Rural Development and coordinated by the Canadian Network of NGOs in Ethiopia (CANGO) to assess the factors that contribute to the vulnerability and resilience of communities and households in rural Ethiopia. The overall purpose of this study is to provide insights on how best to promote self-resiliency for the chronically food insecure, both at the household and community levels. It is also intended to provide guidance on means of improving the effectiveness and complementarity of PSNP, OFSP and NGO interventions by employing a sustainable livelihoods approach to examining the vulnerability and resilience of beneficiary households and communities. **Keywords:** Rural development, Network, East African countries NGOs, self-resiliency.

Paper No: ICBSSS -283

Title: **The Study of Blockage Factors of Accounting System on Prediction of Profits**
Author(s): **Saeid Abdi** (Department of Accounting, Fouman & Shaft branch, Islamic Azad University, Fouman, Iran), **Mojtaba Malki** (Department of Accounting, Lahijan branch, Islamic Azad

University, Lahijan, Iran)

Abstract: The effect of accounting data system on predictions conducted by managers has been of a great importance for accounting scientists. Accounting as an informational system is considered a means for providing the data needed for managers in order to make better decisions using information obtained through formal and informal resources. However, the managers face variety of limitations and barriers in getting information that may stop them from making optimum decisions or lead them to answers that might vary from true answers. Since most of the decisions made by the managers are economical decisions and maximum benefits along with minimization the expenditure, the current study tends to study limiting factors of accounting data on profit prediction. The four limiting factors determined in this study are individual factors, qualitative factors, environmental factors and regulatory factors and an active and effective factor can be achieved by solving the above mentioned problems and this can lead to attaining long term and short term goals of our country and better quality and shorter time.

Keywords: Accounting, Blockage factors, System, Prediction profits

Paper No: ICBSSS -284

Title: **The NATO's Strategy in the Light of the Developments in the Strategic Environment**

Author(s): **Riyad Mofleh AL-Khlaifat** (AL-Balqa' Applied University, AL-Huson University College)

Abstract: The beginnings of establishment the Nato dates back to April, 1949 , which was the result of the international bipolar system which appeared after the end of World War II , where it was a unity and a defense organization to counter the powerful forces of the Soviet Union and the countries that follow its approach , resulted in a contrast alliance of the Eastern European countries o in May 14 , 1955 called the Warsaw Pact . The development and the rivalry between the two poles to achieve a serious advance in the field of advanced technical armament , and that led to overheating their economies to varying degrees. This race has exceeded ballistic and nuclear weapons, to enter into outer space , which resulted in the end of the cold war between the two forces; the withdrawal of the Soviet Union from this ideological conflict .

Keywords: 1-NATO European countries
2-meddle east west Asia or Arab countries
3- Warsaw pact pro USSR
4-Cold war war between USA and USSR

Paper No: ICBSSS -285

Title: **Strategic Determinants of Family Firm Performance: A Proposed Research Framework**

Author(s): **Issa Smierat, Mohd Noor Mohd Shariff**

Abstract: Studies on family firm have increased rapidly in recent years, as a result of importance of family businesses increased for the global economy. However, still little research is looking at the strategic management of family firms. In particular comprehensively, the strategic alignment with external environment, structure and family involvement influence on firm performance has been largely neglected thus far. The dynamic environment through the world economic crisis proposed the need for more concentration on the strategic alignment between a firm's contingencies, organizational characteristics, results in supreme performance. However, it is has extremely argued that family firms differ in expressions of their strategic orientation, at most as a result of the family influence on the firm compared to non-family. This proposed study addresses the question how strategic orientation contributes to developing performance in family firms and what role can external environment and family influence play. Depending on the distinguished typology proposed to strategy, we considering strategic perspectives of family and environment influence on the firm. Building on a sample of 380 Palestinian family firms, we hypothesized that that strategy aligned with organizational structure, moderated by family and environment influence play an important role for the achievement of top most performance.

Keywords: Strategic perspective, Organizational structure, External environment, Family influence, Family firm performance.

Paper No: ICBSSS -286

- Title:** **A Review of Islamic & Commercial Banks Profitability an Approach Based upon Bank - Specific and Macroeconomic Determinants: The Case from OIC Countries**
- Author(s):** **Muhammad Ashraf** (Department of Management Sciences University of Gujrat, Gujrat, Pakistan)
- Abstract:** Purpose- The paper reveals that weather internal management and external (macroeconomic) determinants affect the banks profitability for selected sample of different countries.
Methodology/approach- To attain study objective and response to the study question, balanced panel data and regression analysis (fixed effect) model used on the data sample. The ROA and ROE were used as profitability measure to analyze the banks profitability
Findings- The Study results reveal that greater size of assets and management efficiency regarding expense management contributes to increase in return on assets (ROA).
Originality/value- The paper demonstrates that management efficiency about management of operating expenses impact on profitability positively.
- Keywords:** Islamic banking, Regression analysis. Return on Assets, Return on equity, Profitability.
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Paper No: ICBSSS -287

- Title:** **The Promises of the Internet and Shattered Myths of the Web**
- Author(s):** **Massimo Zaninelli**
- Abstract:** An overwhelming consensus is at the origin of the borderless success of the Internet and the social media. But, despite the general perception, there are major differences between the two. And, most important, some promises of the internet are failing. This short manuscript is based on the idea of treating some of the salient aspects of the web from a non-fideistic point of view, putting in discussion some of its dogmas: 1. Introduction 2. Digital Democracy 3. Free information on the web and its limits 4. Social media lights and shadows 5. Reliability of sources and quality of knowledge on the network.
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Paper No: ICBSSS -288

- Title:** **“Analyzing the Factors Affecting Business Performance of Startup Companies in Digital Creative Industry in Indonesia”**
- Author(s):** **Betari Britania** (Undergraduate Program of School of Business and Management Bandung Institute of Technology), **Ir. Achmad Herlanto Anggono** (Undergraduate Program of School of Business and Management Bandung Institute of Technology)
- Abstract:** Recently, the creative industry that is growing rapidly in Indonesia is the one that based on digital technology. Technology has become a major facility for the activities of the various sectors of life, which provide fundamental changes in education, transportation, health, research, and work. At the early stage of forming, digital startup companies in digital creative industry almost certainly is not bankable. They have not had a complete set of financial statements yet. They only have a simple transaction report. Therefore, the business performance of a digital startup companies cannot be seen only from the report of transaction only, because the transaction report cannot completely reflect the performance of the business. There are several other factors that also influence the business performance digital startup companies in digital creative industry. In accordance with Arief Yahya (2014) business performance of startup company is influenced by uniqueness of resources, innovation management, and business partnerships, through the competitive strategy.
This study aims to determine whether the factors of uniqueness of resources, innovation management, business partnerships, and competitive strategy, actually influence the business

performance of digital startup companies in digital creative industry in Indonesia. And also, to find out how influential these factors towards the business performance of digital startup companies in digital creative industry in Indonesia. This study was largely based on existing theories in the paper work titled Competitive Strategy for Enhancing Digital Creative Industry in Indonesia Through Implementation of Creativity to Commerce Startup Model (C2C Startup Model) by Arief Yahya, 2014. The method used for this study is descriptive method by distributing 100 questionnaires to the management of startup digital company in Indonesia that listed in Ministry of Tourism and Creative Economy of the Republic of Indonesia. After that, in order to make a quantitative result by linear regression and path analysis with SPSS application for identify the weight for all factors relationship dependent and independent variable.

There are two results from this study. First, the factors of uniqueness of resources, innovation management, and business partnerships are positively influenced the business performance through the competitive strategy factor. Second, from the data analysis, it is revealed that innovation management is the most influence factor on competitive strategy. Furthermore, the competitive strategy hugely influenced the business performance. The mathematical models of the second result are:

$$Y = 0.168 X1 + 0.737 X2 + 0.420 X3$$

$$Z = 0.883 Y$$

where,

Y is competitive strategy, X1 is uniqueness of resources, X2 is innovation management, X3 is business partnerships, and Z is business performance.

Keywords: Digital creative industry, Startup company, Uniqueness of resources, Innovation management, Business partnerships, Competitive strategy, Business performance.

Paper No: ICBSSS -289

- Title:** Owner/Managers' Financing Preferences and the Proportion of Firm's Capital Structure: Evidence from Successful SMEs in Malaysia
- Author(s):** Shafie Mohamed Zabri (Senior Lecturer, Department of Technology and Management, Universiti Tun Hussein Onn Malaysia, Johor, Malaysia), Kamilah Ahma (Senior Lecturer, Department of Production and Operation Management, Universiti Tun Hussein Onn Malaysia, Johor, Malaysia), Jonathan Lean (Associate Professor, Plymouth Graduate School of Management, Plymouth University, United Kingdom)
- Abstract:** The importance of economic contributions of Small and Medium-sized Enterprises (SMEs) around the world particularly in developing countries requires better understanding of financial practices among SMEs. This research investigates the financial practices among SMEs in Malaysia, within the list of Enterprise 50 award winners from 1998 to 2010. Focuses are on SME owner/managers' level of financing preferences towards available sources of financing and also its relationship with the proportion of the firm's capital structure. Electronic surveys were conducted with a response rate of 29.5%. SME managers are found to have a higher preference towards debt financing from banking institutions which is shown by the average debt-to-equity ratio among these SMEs of 57 to 43. Account payable and retained earnings were two types of liabilities with higher proportion in the firm's capital structure. Bivariate analysis reveals that owner/managers' preferences towards internal equity financing, external equity financing and debt financing were found to have a statistically significant relationship with the proportion of firms' short-term financing, long-term financing and also equity financing. This research enhances the existing body of knowledge of financial practices of SMEs, particularly within the context Malaysian SMEs by providing the information on manager's level of financing preferences and its relationship with the proportion of firm's capital structure.
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Paper No: ICBSSS -290

- Title:** **The Positive and Negative Effects of Job Satisfaction on Employee's Performance in an Organization**
- Author(s):** **Abdulrahman Ahmed Bako** (International Business College, Shenyang Univerity, Liaoning, China)
- Abstract:** The purpose of this paper is to discuss on the concept of job satisfaction and how job satisfaction can make impact on the performance of employees in an organization. The paper will be limited to the positive and negative effects of Job satisfaction. Secondly, the literature review will discuss the relationship between employee motivation, job satisfaction and employee performance.

Paper No: ICBSSS -291

- Title:** **Analyzing Stimulus Factors of Purchase Intention towards Small Business of Sabana Fried Chicken viewed from Y and Z Generation Consumers in Order to Sustainability for Other Small Business or Franchise**
- Author(s):** **Astrid Wina Lestari**
- Abstract:** Nowadays, there are a lot of creative industry especially for culinary. Businessman usually start their business with setting up their own business until to become a Franchise but , in the reality, not all of small businesses that can run successfully , even some of them was bankrupt. Researcher found that actually several of small business did not know what factor that makes the customer purchase the product. One of small business as the object for this research is Sabana Fried Chicken. In this research Sabana Fried Chicken as a success role model because they had more than one hundred. branches distribute all over in Indonesia . This study aims to analyze the stimulus factors that influence consumers to buy Sabana Fried Chicken product and how much affected, especially for generation Y and Z in order to makes sustainability for other small business. This study was largely based on existing theories in the book, Marketing by Armstrong and Kotler & Marketing Management, Kotler Keller , 14th edition. The method used for this study is exploratory and descriptive method. Exploratory research with interview employee or business owner and customers of Sabana Fried Chicken, while the descriptive research through distribute 225 questionnaires to consumers Sabana Fried Chicken especially for the generation Y and Z. After that, in order to make a quantitative result by crosstab analysis, and Analysis Factor with SPSS and Lisrel application for identify the weight for all factors relationship between Y and X variables (dependent and independent) . The results is : there is effect of six stimulus factors which are retail outlet, product, advertisement, sales personel, price and situation. From the six factors, the highest weights affect for Y and Z generation to make a purchase in Sabana Fried Chicken is retail outlet with weight 91,5%. Second is products with weight 72,4%, third is advertisement with weight 66,1%, fourth is situation of location with weight 56,1%, fifth sales personel with weight 56,0% and the last but not least is price with weight 30,8%. Thus, researcher can make a conclusion from that retail outlets, product and advertisement are very important dominant factors that must be considered by small businesses owner or the franchisor.
- Keywords:** Small business, Purchase Intention, Stimulus Factor, Confirmatory Factor Analysis

Paper No: ICBSSS -292

- Title:** **Technological Knowledge, International Markating Capability And International New Ventures' Performance**
- Author(s):** **Alireza Heidarzadagan** (Department of Education, University of Sistan and Baluchestan, Zahedan, Iran), **Azizallah Roudini** (Faculty of Management, Universiti Teknologi Malaysia, Johor Bahru Malaysia)
- Abstract:** Technological knowledge (TK) is a critical resource in international business activities. It is vital for companies that are active in international markets such as international new ventures (INVs).

This knowledge accelerates and impacts into the process of International Marketing Capability (IMC) and internationalization of INVs. However, we still know very little about the roles of TK on IMC and international new venture performance. Thus, this study's aim is to offer a new construct, build up the conception model "technological knowledge- international marketing capability - international new venture's performance". As well as, it reveals how technology knowledge and international marketing capability of international new venture's (INVs) facilitate the success of them through enhancing their international performance. By considering the literature of the study, it exhibits the theoretical foundation for positive associations between variables in the proposed model. It is concluded that TK and IMC are as the significant resource and capability to overcome the serious challenges that the managers of INVs are faced with their established companies in the international marketplace. Consequently, The study gives an instruction to the INVs managers, vision and strategy to the policy makers.

Keywords: Technological knowledge, International marketing capability, International new ventures, International performance.

Paper No: ICBSSS -293

Title: **Brand Advocacy and Repurchase Intention of Malaysian Automotive Owners using SEM Approach**
Author(s): **Simon C.M Kwong** (Asia e University), **Juhary Ali** (Asia e University)
Abstract: In the field of marketing, it is vital that marketers understand the role of customer's advocacy (loyalty intention) and repurchase intention in determining success for their brand. The purpose of this research is to determine the factors influencing advocacy and repurchase intention from prospective Malaysian automotive owners. Specifically, this study focused on, a) the influence of perceived brand perceptions of value, quality, equity on customer's satisfaction, b) the influence of customer satisfaction on commitment, c) the relationship of customer commitment on advocacy and repurchase intention and finally d) the influence of "regular auto servicing" and "place of purchase" on customers' satisfaction. Grounded by The Theory of Reasoned Action (Fishbein and Ajzen, 1967) and The Relationship Marketing Theory (Hunt et al, 2006), this study adopted a research model (Lanza, 2008) consisting mainly of "attitudinal" and "behavioral" attributes to study these relationships. The study employed a self-administered, multi-sectioned questionnaire using the purposive sampling methodology with about 800 respondents from various locations within the Klang Valley and Ipoh City. The multi-sectioned questionnaire employed in this study had different scales which consisted of customer repurchase characteristics of perceived brand perception for quality, value, equity, satisfaction, commitment, advocacy (loyalty intention) and repurchase intention. SEM was used to test the various relationships in the adopted model. The findings indicated that, a) equity and quality significantly influenced customer satisfaction, b) value had no significant impact on satisfaction, c) satisfaction significantly influenced commitment, d) commitment significantly influenced advocacy and repurchase intention and finally e) "regular auto servicing" and "place of purchase" had significant influence on customers' satisfaction.

Paper No: ICBSSS -294

Title: **Karlmax Theory of Religion; An Antithesis of Liberation Theology**
Author(s): **Amaechi Ngozi M.** (Alvan Ikoku Federal College of Education, Owerri)
Abstract: Against the premise of Marxism which is that of social existence or economic condition of people serving as the sole determinant of man's life ideal, belief and value of judgment, emerges liberation theology. Marxism states that it is not men's ideal philosophies or Religion that determines their social consciousness, but on the contrary their economic or material existence determines the social consciousness. For liberation theology, it is the effort to think clearly, about the meaning of Religious faith in the context of opposition, war, poverty, inequality and

environmental destruction and the effort to live a compassionate, courageous life sustaining response to those conditions. This work therefore takes a cursory look at the two ideologies bringing to bare the conflict of one to the other

Paper No: ICBSSS -295

- Title:** **The Benefit of Intellectual Property Rights for Copyright in University as University Competitiveness in Order to Increase Indonesian Economic Growth Acceleration**
- Author(s):** **Hafied Noor Bagja, Sh., MKn** (Faculty of Economy Widyatama University), **Nina Nurani, S.H., M.Si.** (Faculty of Bussines And Management Widyatama University)
- Abstract:** Copyright works in the university as university competitiveness has a potential to strategically improve Indonesian creative economy. Therefore, it necessary to get comprehensive law protection for the rights in order to ensure certainty can be utilized to increase the acceleration of economic growth.
This study examines the protection of Intellectual Property Rights over copyright at a university as a university competitiveness and assess the protection benefit of copyright in university in order to increase acceleration of Indonesian economic growth.
This study uses empirical normative juridical approach. It refers to the normative principles, norms of national and international law, international conventions by reviewing literature or secondary data which consist of primary law materials, secondary and tertiary from results from other results or literature and using descriptive analysis.
The result shows that the protection of Intellectual Property Rights over copyright in university through Law no. 19 of 2002 on Copyright both preventive and repressive protection has not been effectively implemented so it not effectively too to be used as university competitiveness. The benefits of copyright protection in university through Law no. 19 of 2002 on Copyright as an effort to increase the acceleration of economic growth have not been optimally implemented. The barriers are lack of regulation in the protection and management of Intellectual Property Rights in university, the minimal level of knowledge among the university academic community members about Intellectual Property Rights and the absence of an effective regulatory system in university. Therefore, in university needs to reform the "comprehensive" and "systemic" program by using the "structural" and "functional" system.
- Keywords:** Intellectual property rights protection, Copyright, University, Indonesian economic creative.

Paper No: ICBSSS -296

- Title:** **The Impact of Country Risk on Expected Return and Volatility: Evidence from Emerging Oil & Gas Stock Markets**
- Author(s):** **Hassan El-Sady** (Visiting Associate Professor of Finance, College of Business Administration, Gulf University for Science & Technology, Kuwait), **Kholoud Al-Awadhi** (Instructor of Business and Finance, Public Authority for Applied Sciences, College of Business Studies, Kuwait), **Mansour AlShamali** (Professor of Finance, Public Authority for Applied Sciences, College of Business Studies, Department of Finance and Banking, Kuwait), **Vasilya Sultanova** (School of Business, Australian College of Kuwait, Kuwait)
- Abstract:** While many studies examined the impact of country risks on the predictability and volatility of national stock market returns, most of these studies have ignored Oil & Gas (O&G) emerging stock markets. Given the importance of the O&G economies in the global economy and the increased level of investors' interest in O&G emerging stock markets, this paper investigates the potential impact of country risk on the O&G emerging stock market return predictability and volatility. A sample of 10 emerging O&G stock markets are included in this study to examine the behaviour of these countries' monthly stock markets return in response to the changes in their related country political, financial, economic and credit risk rating over the period from January 2000 to December 2013.

Contrary to the common believe that stock returns depend on a single factor as suggested by the well-known single factor CAPM or that international stock returns depend only on the global market portfolio as suggested by the ICAPM, this study shows strong and significant evidences that country-specific political, financial, economic and credit risk drive emerging O&G stock market return and volatility. Results show that political risk an essential rule in predicting stock market return and volatility of all O&G stock markets under investigation. Portfolio managers and investors must therefore take country risk into consideration in addition to the conventional variables that are often used to analyse equity investments when making portfolio investment decisions in emerging markets.

Keywords: Return predictability, Return volatility, Emerging markets, Country political risk, Financial risk, Economic risk, Credit rating, and Oil & Gas economies.

Paper No: ICBSSS -297

- Title:** **Analyzing Factors Affecting Employee Performance in PT Pins Indonesia**
- Author(s):** **Ayu Shabrina Puteri** (Undergraduate Program School of Business and Management Institut Teknologi Bandung), **Ir. John Welly** (Undergraduate Program School of Business and Management Institut Teknologi Bandung)
- Abstract:** Nowadays, we are facing globalization era that presents us to challenges and all the implications. To remain the existence, business enterprise must be brave to deal with changes and win the competition. Resources that being provided by the company, such as capital, methods and machine will not give optimum result if it does not supported by human resources, which have optimum performance.
The author is interested to analyze factors affecting employee performance. This research has tested the hypothesis that leadership and organizational culture will be influenced by leadership and employee performance factors. The objective of this research is to analyze factors affecting employee performance in PT PINS branch Kuningan, Jakarta. There are 140 permanent employees in PT PINS and 59 of permanent employee were taken as the sample (sensus) for the questionnaire needed. Analysis technique that being used is Moderated Regression Analysis (MRA) method. The result of the research is showing that leadership has positive and significant impact to the employee performance in partially. While organizational culture has proven as the moderated variable between leadership and work performance in the object of study PT PINS branch Kuningan, Jakarta. The study recommends that PT PINS should create harmonious relation between leader and follower, reduce the conflict and create conducive atmosphere. Thus, employee is expected to become more optimal in performing the jobs.
- Keywords:** Employee performance, Leadership, Organizational culture and moderating.

Paper No: ICBSSS -298

- Title:** **The Relationship of Financial Performance and Macro Economic On Stock Return in Indonesia**
- Author(s):** **Karin Natasyah** (School of Business and Management, Institut Teknologi Bandung, Indonesia), **Ana Noveria, S.E.** (School of Business and Management, Institut Teknologi Bandung, Indonesia)
- Abstract:** In relation to stock investing, investors choose the stocks of several companies that eligible to be selected based on certain criteria. Most investors invest for anticipated future returns, but those returns rarely can be predicted precisely. Because of the fact that the stocks expected returns are very volatile, investors need to predict the fluctuations that would occur through analysis to support their investment decision. There are two factors that affect the behavior and performance of stocks, internal factors and external factors. Internal factors represented by the condition and position of the company, such as growth rate, ability to sell products, the level of competition, and others. Then, external factors represented by macro economic condition, such as inflation, interest rates, currency fluctuations, global competition, political factors, and others.
This paper aims to know the influence of firm's financial performance, that represented by

financial ratios, such as Earning per Share, Return on Assets, and Return on Equity, and also macro economic factors, such as inflation rate, interest rate, and exchange rate, to stock return of manufacturing companies that listed on Indonesia Stock Exchange (IDX) and also listed on Kompas 100 stock index. The samples were obtained with judgment sampling method from manufacturing companies that listed on Kompas 100 on the period of 2009-2013. As a result, the sample of data is taken from 10 issuers. To determine which independent variables that have significant influence on the stock return of the 10 companies, multiple linear regression method is used. Then, classical assumption test, such as normality test, auto-correlation test, multicollinearity test, and heteroscedasticity test, is used as the requirements that must be met in multiple linear regression analysis. Then, to test the hypothesis, f-test and t-test is used.

This study expects that the variables can give better understanding to the investors and can be used as consideration and a reference for investors to invest in the stock market on manufacturing companies, especially with respect to expectations concerning the expected stock return. Furthermore, the information of this study can be used by the investors to do the stock analysis after knowing the dominant factor that influences the stock return changes.

Keywords: Ratio analysis, Stock return, Macro economic, Multiple linear regressions.

Paper No: ICBSSS -299

Title: Financial Performance and Market Approach Valuation to Make an Investment Decision
Author(s): Annisa Putri Distya (Undergraduate Program School of Business and Management, Institut Teknologi Bandung), Ana Noveria, S.E. (Undergraduate Program School of Business and Management, Institut Teknologi Bandung)

Abstract: Indonesia is a major global key producer of a wide variety of agricultural products, and according to Bureau of Statistics Indonesia, in 2012, this sector employed around 41 percent of the total Indonesian labor force. Meanwhile, the agriculture sector contributes about 14 percent to national Gross Domestic Product. During the Asian Financial Crisis in the late 1990s this industry grew significantly because unemployment was absorbed by the agriculture sector. The economic crisis that hit Indonesia in mid-1997 showed that the agricultural sector was able to withstand the sector boasted that in the industrial sector. Meanwhile, Global Financial Crisis on 2007–2008 indicates the weakening of purchasing power in the market on all industries.

Based on that problems, author interested in doing research to evaluate and compare the financial performance also calculate the valuation of four dominated companies engaged in estate crops sub-sector in Indonesia, over the period from 2007–2013, before and after the Global Financial Crisis. The emphasis of the research is to be able to choose among several companies the best one to invest in, also find out whether the investment in this industry is profitable or not in this current situation. Author uses several methods to assess the financial performance of those companies which are time-series analysis using compound annual growth rate, cross-section analysis, common-size statements, and DuPont analysis. Selected ratios also used to compare with the global emerging market of agriculture industry from Aswath Damodaran's website, such as profitability ratios. To intensify the research, market approach valuation is also used to find out the real market condition of the companies reflected by the company share price.

Based on those methods, author expected results that Indonesian agriculture industry is profitable while compared to other emerging market countries and also recommended for investors to invest in this industry on stock market. Moreover, the market approach calculation will result one or more companies that indicates undervalue which means that investors still have an expectation that the market will eventually managed to find a fair value in the future and generate more profit for the investors. Thus, the strong financial performance of agriculture industry makes the valuable companies in an investment portfolio and even after the Global Financial Crisis, this industry is still being in concern for investors.

Paper No: ICBSSS -300

Title: **Aristotle's Business-Mean as a Panacea to the Ethical Challenges Facing Bread Making Business Organizations in Lagos Nigeria**

Author(s): **Wogu Ikedinachi Ayodele Power** (Department of Psychology, Schools of Human Resource Development, College of Development Studies, Covenant University, Ota Ogun State, Nigeria), **Agbude Ade' Godwyns** (Department of Political Science & International Relations, School of Social Science, College of Development Studies, Covenant University, Ota Ogun State Nigeria), **Bar. Oyewunmi, Olabode Adeleke** (Department of Business Management, School of Business, College of Development Studies, Covenant University Ota, Canaan -land, Ota, Ogun State, Nigeria), **Ovia Ebikaboere** (Psychology Department, Schools of Human Resources Development, College of Development Studies, Covenant University, Ota, Ogun State), **Ogbuehi Uchenna Kingsley** (Department of Educational Foundations and Management Studies, School of Education, Federal College of education (Technical) Bichi, Kano State)

Abstract: Recent studies observed that most bread making businessmen and organizations in Nigeria resort to detaching the individual businessman from the organization, a move that allows them to thrive in "the business of making money" for their shareholders without recuse to best ethical practices to the detriment of the unsuspecting customer. This unethical money making mentality has been observed to be responsible for the rising killer-bread cases in Lagos state. While employing the traditional methods of rational critical analysis in philosophy for interrogating the corporate philosophies and cannons guiding the originations earmarked for this study, the study shall adopt Aristotle's Nicomachean theory of Business-mean as the theoretical frame work for the study from where we hope to propose a frame work which will guide businessmen and bread making organizations. A high degree of ontological lack in ethical issues is seen to exist between corporate businessmen and corporate organizations leading to a high disregard for maintaining ethical standards. A theory of "Business-Mean" is proposed as a necessary model which Nigerian businessmen and organizations need to adopt in their corporate philosophy for its capacity to help businessmen and organizations identify and opt for the "mean" which exists in every pertinent business transactions.

Keywords: Business-mean, Businessmen, Corporate philosophy, Nicomachean Ethics, Unethical.

Paper No: ICBSSS -301

Title: **Corporate Machiavellianism and Macintyrian Capitalism: The Battle for the Soul of Business**

Author(s): **Agbude Godwyns Ade'** (College of Development Studies, Department of Political Science and International Relations, School of Social Sciences, Covenant University, Ogun State, Nigeria), **Ovia Ebikaboere** (Department of Psychology, School of Human Resource Development, College of Development Studies, Covenant University, Ota, Ogun State, Nigeria), **Wogu Ikedinachi, A.P** (Department of Psychology, School of Human Resource Development, College of Development Studies, Covenant University, Ota, Ogun State, Nigeria), **Oni Samuel** (College of Development Studies, Department of Political Science and International Relations, School of Social Sciences, Covenant University, Ogun State, Nigeria), **Joshua Segun** (College of Development Studies, Department of Political Science and International Relations, School of Social Sciences, Covenant University, Ogun State, Nigeria)

Abstract: The pursuit of profit and business success has always been the goal of CEOs and many business practitioners. This has further led to the devaluation of the human person in many business practices. This global economic system can best be described as the reinvention of the "Hobbesian Jungle" that is described as the state of 'war of all against all' (bellum omnium contra omnes), and a state of 'man becoming wolf to man' (homo lupus homini). The present economic arrangement bequeaths on us a state where man is involved in constant economic war of self-survival to the detriment of other peoples' happiness and wellbeing. That the business world embodies its own morality different from other practices is the final conclusion of some ethicists. Therefore, this paper, with the use of appropriate secondary data, critically examines the fundamental strategy of the corporate world with particular attention placed on the recurrent battle between "Corporate Machiavellianists" and "MacIntyrian Capitalists". Alasdair MacIntyre's intellectual-moral intervention is worthy of critical assessment in any interpersonal relationship,

the corporate world inclusive. Alasdair MacIntyre's theory of virtue forms the basis of interrogating unethical business practices generated from the loopholes in the capitalist economic system. This paper concludes by recommending the emergence of virtuous corporations or MacIntyrian capitalists.

Keywords: Corporate machiavellianism, MacIntyrian capitalism, Virtue and vice, Ethics and development.

Paper No: ICBSSS -302

Title: Kant's Categorical Imperative and the 'Business' Of Profit Maximization: The Quest for Service Paradigm

Author(s): Agbude Godwyns Ad (College of Development Studies, Department of Political Science and International Relations, School of Social Sciences, Covenant University, Ogun State, Nigeria), Wogu Ikedinachi A.P (Department of Psychology School of Human Resource Development College of Development Studies Covenant University, Ota, Ogun State, Nigeria), Ovia Ebikaboere (Department of Psychology School of Human Resource Development College of Development Studies Covenant University, Ota, Ogun State, Nigeria), Ogunnaike Olaleke O (College of Development Studies, Department of Business Management School of Business, Covenant University, Ogun State, Nigeria), Olusanmi Olamide (College of Development Studies School of Business Accounting Department Covenant University, Ota Ogun State, Nigeria)

Abstract: The discourse in the business world has gone beyond the primary purpose of business. While some scholars would argue that the primary purpose of business is profit maximization, others are of the opinion that business, beyond maximizing profit, exists to promote and enhance the well-being of humanity. Between these two divides, this paper attempts at contributing robustly to this perennial dialogue by interjecting Kant's categorical Imperative in pursuing the argument that though profit maximization is essential for business expansion, nonetheless the value of the human persons – both customers and employees – is equally and primarily essentially. Within the scope of this study, the researchers appeal to literature as case studies were presented to underscore the various attempts at making profit and pursuing personal economic benefit by some entrepreneurs without taking cognizance of the importance of the human persons that buy their proposed products. At the end, this paper vehemently appeals to the moral consciousness of entrepreneurs across the globe to integrate moral values to their pursuit of business profit and economic expansion.

Keywords: Kant, Categorical imperative, Profit maximization, Morality.

Paper No: ICBSSS -303

Title: Direct and Indirect Network Externalities of the Japanese Handheld Computer Industry; An Empirical Study of Early Days

Author(s): Michiko Miyamoto (Akita Prefectural University)

Abstract: As a mobile tool, the handheld computer provides accessibility to information for users away from their homes or offices. This accessibility is based on its technology that exhibits both direct and indirect network externalities. I show that consumers are willing to pay premium on models with modem, telephone, and e-mail as direct network effects, as well as PC communication tool, transferring data via infrared light with PC and work processing application as indirect network effects. However, the results show consumers' indifferent tastes on the operating system; i.e., proprietary or Windows CE.

Keywords: Network externalities, Technological variety, Hedonic regression.

Paper No: ICBSSS -304

- Title:** Dynamics of livelihoods fisheries community In Ban Don Bay Suratthani Province in Thailand
- Author(s):** Chananchida Tipyan (Faculty of Humanities and Social Sciences, Khon Kaen University), Farung Meeudon (Faculty of Humanities and Social Sciences, Khon Kaen University)
- Abstract:** The purpose of this research study is to study the livelihoods of traditional fishermen around Ban Don Bay in Suratthani province , Thailand. This study applied the qualitative approach to collect data by interviewing key informants in the study area. The participants of the study were traditional fishermen and their household. It aims to use the sustainable livelihoods framework in data analysis. It is found that the traditional fishermen tend to be a vulnerable group due to rapid changes in the environmental degradation affected by governmental policies, capitalization and natural disaster. However, they are able to cope with such severe situations by utilizing their various livelihood strategies: human capital, natural capital and social capital. They could particularly apply their social capital with their local wisdom and knowledge gained from conducting their local research to deal with various problems.
For example, local fishermen could find their own ways to adapt their traditional strategies in running their daily life to accommodate such changes. Future fishery communities need to develop suitable strategies in order to deal with more complicated situation. In addition, they will also need to share with neighboring communities the new solution they have gradually gained.
- Keywords:** Livelihoods, Traditional Fisherman
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Paper No: ICBSSS -305

- Title:** Prospect Analysis of PT Tiga Pilar Sejahtera Food Tbk (Study of Indonesian Fast Manufacturing Consumer Good Company)
- Author(s):** Agnes Maria Thea Phandu (School of Business and Management, Institute Technology Bandung, Indonesia), Subiakto Soekarno (School of Business and Management, Institute Technology Bandung, Indonesia)
- Abstract:** Indonesia is the fourth most populous country in the world. With its fast growing economic in these past years and rapid growing middle-class, domestic consumption becomes Indonesia's competitive privilege, which contribute for about 56.4% of Indonesian GDP. The biggest challenge to invest in this fast manufacturing consumer good sector is the premium stock price standard, which instead makes PT Tiga Pilar Sejahtera Food Tbk looks really alluring. PT Tiga Pilar Sejahtera Food Tbk is one of the new players in the industry, which its stock price has not been premium comparing to others. Proven by its P/E ratio that still below the industrial average. But despite the un-premium price, PT Tiga Pilar showed a very attractive stable uptrend growth, which even seems not affected when the market is in a downtrend. In 2013, this company could give their investors for about 99% for 1 year return, 5 times higher than the overall Indonesian market.
From those triggers, author wants to know the prospect of PT Tiga Pilar Sejahtera in future to decide whether today is the right time to follow the train and invest in PT Tiga Pilar Sejahtera Food or not. This research is based on 3 major valuation theories, which is the Relative Valuation with Price Earnings Ratio (PER), Asset-Based Valuation, and Discounted Cash Flow Method. Eventually, this research manifests that in fact PT Tiga Pilar Sejahtera Food's stock price is already overvalued. But in accordance to the industry average, this company's stock price is still relatively down-market. With a good prospect in future and affordable stock price, author figures that today is one of the best times to start investing in this company.
- Keywords:** Future prospect, Valuation, Discounted cash flow, Price earnings ratio, Indonesian FMCG, Asset-based valuation.
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Paper No: ICBSSS -306

- Title:** **Quality Management Practices towards Customer Satisfaction in Local Authority Public Services Website**
- Author(s):** **Ahmad Abdul Nadzir Romli** (Faculty of Civil Engineering, Universiti Teknologi Malaysia, Johor Bahru), **Syuhaida Ismail** (UTM Razak School of Engineering and Advanced Technology, Universiti Teknologi Malaysia, Kuala Lumpur)
- Abstract:** Malaysian national government undertook a comprehensive initiative in total quality management (TQM) that led to extensive implementation of TQM process in many of the government agencies. However, after more than 20 years of the 'Excellence Work Culture' program has been launched, the performance of local governments in Malaysia still receives much criticisms and complaints, suggesting the inability of these institutions in delivering high quality services to meet the expectation of public at large. Hence, this paper investigates the effectiveness of such program via its objectives of determining the current implementation of Quality Management Systems (QMS) at local governments' organization and evaluating the effect towards the improvement of the Malaysian public service organization. This paper adopts questionnaire survey, websites observations and interviews as its research methodology. Respondents are selected from the people that involved as customers in Kuala Kangsar Municipal Council public services website. There are various backgrounds of people such as executives, non-executives and self-employs. Questionnaire forms were sent out to 100 people throughout Kuala Kangsar. From 63 copies of usable questionnaire, the overall service quality is rating agreeable. The assurance dimension has the highest gap difference between perception and expectation. However, overall results have high expectation on all dimensions of quality management practices towards customer satisfaction in Kuala Kangsar Municipal Council public services website. The outcomes of the study will help local governments in Malaysia understanding better for a process that leads to continual improvements in the organization that, in turn, result in customer satisfaction.
- Keywords:** Quality management, Customer satisfaction, Local authority, Public services, Website

Paper No: ICBSSS -307

- Title:** **The Study of the Relationship Between Positive Thinking, Self Accept, and Adjustment**
- Author(s):** **Ramezan Hassanzadeh, Galin Mahdinejad Gorji, Elham Barmaki**
- Abstract:** This study aims to find the relationship between positive thinking, self accept and adjustment among high school students in Bahnameer city at Mazandaran-Iran . all Bahnameerâ€™s high schools students which were 905 persons(487 females and 418 males). 270 students including 125 males and 145 females were selected as the sample of the research by random sampling method. For gathering data 4 questionnaires were used: (1) positive thinking questionnaire (ATQ-P) (2) self accept questionnaire (3) Adjustment Inventory of High School Students questionnaire (AISS). To analyzed the data descriptive and inferential statistical methods (the Pearson Correlation and T-test) were used . The results of the study have revealed that there is relationship between positive thinking and self accept .There is relationship between positive thinking and adjustment .There is relationship between self accept and adjustment .There is different between positive thinking among boys and girls .There is not different between self accept among boys and girls .There is not different between adjustment among boys and girls .There is not different between emotion adjustment among boys and girls .There is different between social adjustment among boys and girls .There is not different between educational adjustment among boys and girls .

Paper No: ICBSSS -308

- Title:** **The Entrepreneurship Education and Related Issues in Community College**
- Author(s):** **Noor Faedah binti Abd Rashid** (Fakulti Pendidikan Universiti Kebangsaan Malaysia, Bangi, Selangor Darul Ehsan. Malaysia), **Norasmah binti Othman** (Fakulti Pendidikan Universiti Kebangsaan Malaysia, Bangi, Selangor Darul Ehsan. Malaysia)

Abstract: Entrepreneurship has become one of the country main agenda in moving towards advanced and high income state in the year of 2020. This is mainly due to report has shown that development and prosperity of one country are very correlated with the entrepreneurship activities within the state. Among the efforts that has been initiated by the government is to increase the number of colleges that are focusing on technical and vocational area instead of narrowing the focus solely on academics. Hence, community colleges are established in providing platforms to produce entrepreneur. Nevertheless, issues arise when the business graduate who involves in the entrepreneurship is relatively low and unable to sustain the business they involve in contra to the number of graduate that has been produced. The question is why is this happening? Is there not sufficient exposure for the community college graduate in the entrepreneurship education? Why these graduates are found not to succeed in doing business? Are they not having strong resilient attitude? Are the courses offered fail in inculcating resilience among the students in the community college? Hence this paperwork is discussing the matter of entrepreneurship education on community college and identifies the issues in the community college.

Keywords: Resilient, Entrepreneur, Entrepreneurship, Community college.

Paper No: ICBSSS -309

Title: Effectiveness and Efficiency of Social Protection in Europe and Central Asia: A Post-crisis Assessment

Author(s): Ramya Sundaram, Victoria Strokova, Frieda Vandeninden

Abstract: The contagion of the global economic recession of 2008-2009 quickly spread to the countries in the Europe and Central Asia (ECA) region, hitting the region hard. It represented a two-fold challenge for social protection (SP) systems in ECA: i) How to cover the "newly" poor while continuing to provide adequate support to the chronically poor?; and ii) How to finance SP programs within significantly tighter fiscal envelopes? This paper examines how social protection system in ECA has responded to the crisis and whether it has been able to protect the needy in the aftermath of the global crisis, despite an increase in demand for social protection and a decrease in fiscal space. It therefore looks at whether social protection systems have been effective in protecting the poor and efficient in providing cost effective and sustainable responses. We use the data from the World Bank's ECA Social Protection expenditure and evaluation Database (SPeed). We first use the expenditure data (administrative data) to look at whether spending on social protection, by area (social insurance, social assistance and labor market policies), has increased or decreased following the crisis. Second, we use the performance/evaluation indicators based on household survey data and examine the evolution of the key outcomes by social protection areas. We are interested in the evolution of coverage, particularly of the poor, and its "quality", i.e. the share on the transfers received by the poorest and the adequacy of the benefit levels. We also present simulated poverty and inequality indicators in the absence of social transfers. In general, social protection in ECA has been effective in providing support during the crisis, but especially through social insurance programs, such as pensions. Labor market programs, such as unemployment insurance, also played a role, particularly in the beginning of the crisis. While social assistance coverage is higher for the poorest quintile, social insurance covers more individuals across quintiles. In addition, even though social assistance is much better targeting, the benefit levels tend to be low, reducing their impact on poverty and inequality, which is confirmed by simulations. However, most of social protection systems in ECA have not proven to be efficient in providing cost effective and sustainable responses. In fact, while social assistance spending remains very low compared to pensions, which are not targeted and are not meant to be used for crisis response. They are much more expensive and any changes to pension entitlements are difficult to reverse. There is room to improve the design and financing of social assistance, especially last-resort social assistance programs, which are poverty targeted programs existing in almost all ECA countries. Even though their coverage has increased during the crisis, it started from a very low base due to the deterioration of coverage and adequacy over the last decade. In order to be able to scale up such programs quickly in the future and provide a more targeted and cost-effective response, it is important to maintain indexation of benefits and institutional strength of these programs even during good times.

Paper No: ICBSS -310

- Title:** **Online Reading Habits of Learners in the English as Second Language Classroom: A Case Study**
- Author(s):** **Christina Shamini Lourdesamy** (Faculty of Education, National University of Malaysia, Bangi, Selangor, Malaysia), **Melior Md Yunus** (Faculty of Education, National University of Malaysia, Bangi, Selangor, Malaysia)
- Abstract:** One thing about language is that it evolves. Hence in the verge on this millennium language has evolved in par with technology. Given this phenomena, this paper investigates the online reading habits of Form One English as Second Language (ESL) learners. It also goes on to investigate the factors that contribute as the crucial components to online reading habits; types of materials, hours spent, students' preference between printed materials to online and overall general findings. Thus, the factors outlined in the paper are using the theoretical framework of cognitive, comprehensible theory, social cultural and domain learning. The preliminary study used a questionnaire as an instrument, and the participants comprise of 30 a suburban secondary school in Temerloh, Pahang proficient students in the English Language. The findings include that authentic materials are still preferred for online reading materials. Plus, long hours in the social network seemed to be the next emerging trend among young adolescents. Finally, this paper ends with implications and conclusion that online reading should be considered and monitored to nurture reading for information among English as Second Language learners as it affects their examination results.
- Keywords:** Online reading, Habits, Technology, Voluntary Reading, Material Types, Hours Spent.
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Paper No: ICBSS -311

- Title:** **Testing for Export Performance Differential and FDI Externalities: A Firm Level Analysis of Thai Manufacturing Plants**
- Author(s):** **Chayanon Phucharoen** (Faculty of Economics, Chulalongkorn University, Bangkok, Thailand)
- Abstract:** Thailand has been considered as one of the export driven economies in Asia, plants in manufacturing sector mainly contribute to this statue of the nation. In spite of their principal role in Thai's economy, the micro level studies on the manufacturing sector' export are relatively inadequate. Theoretically, the presence of foreign plant in the industries would generate the positive externalities to local-operated plant through three channels of spillover, information externalities, the competition effects and the demonstration effects. Previous studies mostly found a weak empirical evidence of these FDI externalities. Differentiated from previous studies, this paper firstly investigates whether foreign controlled plant statistically performs better than the local plant. Results from different approaches conventionally report that the multinational status of the plant could significantly influence not only plants' export probability, but also the plants' export intensity. However, we found weak evidence that the presence of foreign plant in industries/related industries could significantly influence either the chance to export of local plant or the export intensity of the local plant. It is actually the local plant's TFP, their product development that can increase their probability to export.
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Paper No: ICBSS -312

- Title:** **Evaluating Unit Trusts Investment Behaviour: Evidence from Retail Investor in Malaysia**
- Author(s):** **Nurasyikin Jamaludin** (Universiti Malaysia Terengganu (UMT) Malaysia)
- Abstract:** The main objective of this paper is to explore the investment behaviour of investor who is permitted to invest part of their retirement savings in approved unit trusts under the Malaysian Employees Provident Fund (EPF) "Members Investment Scheme" strategic initiative. In addition, this paper also seeks to investigate the perceived importance of unit trust fund selection criteria

within the context of retail investor in Malaysia.

A questionnaire-survey was carried out among 440 individual EPF members. The results show that the main reason for investing in the unit trusts was to get more attractive returns. In seeking financial or investment information, recommendations of friends/family were the most widely used. The survey results also show that the ranking of mutual fund selection criteria differs among the retail investors. Past performance was the most important criterion valued by the non-Muslim EPF members. In line with conforming to religious belief, the fund's commitment to Islamic principles was the most important criterion considered by Muslim EPF members. Both type of religious group members also considered the overall reputation of the fund as important criterion in selecting a mutual fund. The findings of this study can help fund management companies to better promoting their funds to the right investors. In addition, it also provides empirical evidence regarding unit trusts selection criteria from the perspectives of retail investors.

Keywords: Unit trusts, Retail Investment Behaviour, Religion, Malaysia

Paper No: ICBSSS -313

Title: **Social and Cultural Factors Related to the Inclination of Women to Cesarean in Arjomand Hospital of Kerman in 2012**

Author(s): **Rahmatolah Dadvar, Jamileh Vaziri, Maryam Habibi Fathabadi**

Abstract: The current research investigates the cultural and social factors of the inclination of women to cesarean in recent years by survey method. The sample size was estimated by Cochran formula exceeding 200 women. The sample study was including 3-month pregnant women attending Arjomand hospital of Kerman. Data collection instrument is questionnaire. For data analysis, statistical model of Pearson correlation model was used between research variables and independent group (to select the selection of cesarean by emphasize on employment and income) and one-way variance analysis was used to compare (the selection of cesarean by emphasize on the job of husband and housing and social level). The results of research show that there is significant relationship between the selection of cesarean with awareness of the side effects of cesarean, encouragement of physicians, fear of vaginal delivery, modeling and keeping beauty of the body, economical and social level of women but there is no significant relationship between the selection of cesarean and awareness of the benefits of vaginal delivery and less role of motherhood duties.

Paper No: ICBSSS -315

Title: **The Development of Holistic Personality: An Integrative Approach**

Author(s): **Norsuhaily Abu Bakar** (University of Sultan Zainal Abidin, Malaysia), **Rahimah Embong** (University of Sultan Zainal Abidin, Malaysia), **Nizaita Omar** (University of Sultan Zainal Abidin, Malaysia), **Azlina Abu Bakar** (University of Sultan Zainal Abidin, Malaysia)

Abstract: This paper aims to discuss about the development of holistic personality from integrated approach which is imperative in facing the new millennium and its challenges. The first part will discuss on the issue of disintegrated personality which creates dilemma facing the humankind in this new millennium. The second part will examine the characteristic and indicators of holistic personality from an integrated approach. The third part will suggest some recommendations and implications on how to develop the holistic personality. The study elucidates the world today witnesses numerous problems such as corruption, oppression, depression, and aggression. These phenomena are infecting even those highly educated people throughout world including Eastern and Western countries. It resulted from the disintegrated personality, rich in knowledge and properties but poor in ethics. The existing system of education faced failure in the East as well as in the West. Consequently, the entire system of education was in crisis. The knowledge taught was not relevant to students' life, but applicable only to examination as a permit for entering into life. Therefore, there is an urgent need to develop an individual with a holistic personality. He or she should be a good man, a competent leader, a wise professional and a seeker of the Truth. He or she should

possess good moral characters which is the manifestation of high spirituality; and has intellectual knowledge and professional acumen to enable him to be globally competent and socially and environmentally conscious. The noble aim to produce such personality may be realized through Holistic Integrated Curriculum (HIC). HIC provides comprehensive personality development spiritually, morally, intellectually, professionally, socially and physically. Thus, to develop holistic personality, seven main areas should be considered. These are spiritual liberation, moral development, cultivation of intellect, preparation for real life, individual benefits, social benefits and physical growth. This study employs qualitative method and is conceptual research that focuses on developing a theory to explain the development of holistic personality, its theoretical framework and methodologies. The research process integrates three domains namely conceptual, methodological and substantive. The findings from this conceptual research will give some benefits to any schools and higher institutions which are practicing integrated curriculum and concern on the development of good personalities for their graduates. This paper presents a conceptual framework which explains the characteristics and indicators of holistic personality as reference for educators, academics, counsellors and parents for developing personality of a person.

Keywords: Holistic personality, Integrated curriculum, Personality development, Holistic integrated Curriculum, Holistic education.

Paper No: ICBSSS -316

Title: Spirituality and Leader's Effectiveness: An Islamic Perspective

Author(s): GholamReza Zandi

Abstract: This research is an attempt to reveal leadership concepts from the QurânTM. Despite decades of ongoing inquiry and increasing interest, research on leadership has ignored religious elements, especially from the Quran as a source of knowledge. Based on the characteristics of the Motaqeen according to the Quran, the concept of Taqwa has been operationalized as having two distinct components, that is, Spirituality and Responsibility. This study tries to examine the relationship between the first component, i.e. spirituality and leader's effectiveness. A cross-sectional field study was carried out in which spirituality was a self-constructed measurement while leadership effectiveness was constructed from existing scales in the literature. Multiple regression and hierarchal regression techniques using SPSS were used to test the hypotheses utilizing sample of 206 companies. The results show that leaders level of spirituality influences the leaders effectiveness, where one dimension of Spirituality, that is Belief, was found to predicate business leadership effectiveness. In the light of findings of present research several recommendations are made to improve the Spirituality of leaders within the organizational culture.

Paper No: ICBSSS -317

Title: Human Capital Disclosure Practices by Malaysian Companies

Author(s): Siti Mariana Taliyang (School of Accounting, Faculty of Business Management and Accountancy, Universiti Sultan Zainal Abidin Gong Badak Campus, Kuala Terengganu, Terengganu, Malaysia), Rosmaria Jaffar@ Harun (School of Accounting, Faculty of Business Management and Accountancy, Universiti Sultan Zainal Abidin Gong Badak Campus, Kuala Terengganu, Terengganu, Malaysia), Nurul Huda Mustafa (School of Accounting, Faculty of Business Management and Accountancy, Universiti Sultan Zainal Abidin Gong Badak Campus, Kuala Terengganu, Terengganu, Malaysia), Maslina Mansor (School of Mangement, Universiti Sultan Zainal Abidin, Faculty of Business Management and Accountancy, Universiti Sultan Zainal Abidin, Gong Badak Campus, Kuala Terengganu, Terengganu, Malaysia)

Abstract: The objective of this paper is to determine the level of human capital disclosure among Malaysian Listed Companies. A sample of 185 companies listed in Bursa Malaysia was selected consisting of five industries which are Information Technology, Consumer Product, Industrial Product, Trading/Services and Finance. The descriptive statistics, content analysis were performed to analyze the data. The result found 30.3 percent of the selected companies disclosed human capital

item in their annual reports. This result revealed that most of Malaysian companies are aware and voluntarily report the items in their annual reports. However, the extent of disclosure level of the HC reporting in Malaysia is averagely low at 3.19 percent.

Keywords: Intellectual capital, Human capital, Disclosure

Paper No: ICBSSS -318

- Title:** **Gender and Sexuality in ASEAN Literature: Thai, Lao and Vietnamese Contexts**
Author(s): **Orathai Piayura** (Faculty of Humanities and Social Sciences, Khon Kaen University, Khon Kaen, Thailand)
Abstract: This qualitative research aimed to study the sexuality of male and female characters presenting in the ASEAN Literature by Thai, Lao and Vietnamese authors. Data were collected from the short stories composed by the authors of the three nations. The focus was on the SEA Write Awarded Literature with the themes of gender and sexualities. The selected literature was analyzed by gender and sexuality theoretical frameworks. The study found that all of the selected stories reflected the different sexual attitudes of men and women in contemporary societies. The analysis revealed that despite the different political ideologies and social contexts, Thai, Lao and Vietnamese societies share the similarities value of monogamy on the aspect of female sexuality. Although the modern societies were found to be more open about sexual issues, polygamy and sexual promiscuous were still not being presented as acceptable value in Thai, Lao and Vietnamese societies. Female Sexualities were presented with conventional ideologies. On the aspect of male sexuality, 'good men' were expected to have control over their sexual desire whilst 'bad men' spoiled themselves and treated sexual activity as a power game.
Keywords: Sexuality, Thai, Lao, Vietnamese, Literature, ASEAN, SEA Write Award

Paper No: ICBSSS -23

- Title:** **Financial Democracy: How It Can Be Tweaked To Liberate Family Controlled Companies**
Author(s): **Safdar Ali Butt** (Finance and Corporate Governance at Mohammad Ali Jinnah University, Islamabad)
Abstract: The principle of one vote per share has led to an undesirable hold of controlling families on public companies. The quality of corporate governance suffers when all the stakeholders are not represented on the boards. The article suggests an interesting tweak to financial democracy that can ensure placement of truly independent directors on boards of companies, even when they are family controlled.

Paper No: ICBSSS -54

- Title:** **Capital Expenditure And Working Capital Management In Practice: Empirical Evidence From Pakistani Listed Firms**
Author(s): **Adeel Daniel**
Abstract: Most studies found in the literature of corporate finance are conventionally dealing with the financial decisions that are long term oriented. On the other hand, the short-term financial decisions related to the current assets and liabilities should also be equally important. The current study first examines the impact of capital expenditure on the working capital management. For this purpose 172 non-financial firms listed at Karachi stock exchange belonging to seven different sectors for a period of 2003-2010 are selected. Using multiple regression analysis the result indicates that the capital expenditure and operating expenditure is negatively and significantly related to the working capital requirement. Then the analysis is performed on the textile sectors, which is the larger non-financial sector of Pakistan, to find the impact of capital expenditure on working capital management in the textile sector. Using multiple regression analysis the results indicate that the capital expenditure is negatively and significantly related to the working capital

requirement, while operating and financial expenditure is positively and significantly related to the working capital requirement. In the second step, the primary data (Questionnaire) is used to find the working capital practices of the non-financial firms listed at Karachi stock exchange. The analysis covers the 11 different sectors, with a response rate of 41.6% (104 Questionnaires). The result indicates that the working capital practices differ significantly across different sectors. The 66.3% of the firms have a formal working capital policy, with a responsibility of setting the policy at the top level. Most of the firms rank their policy as situational means this will vary according to the situation. The most firms rank speeding up collection as their most important working capital activity. The highly ranked characteristics of the marketable security are given to the stability of the market price and most of the firms buy and hold their marketable securities until the maturity. The 55.8% highest number of firm response that they use computerized system to control the inventory. Most of the Pakistani firms are considering using the JIT (Just-In-Time) and the 23.1% of the Pakistani firms that are using the JIT is obtaining favourable results. The results are also compared with the previous studies. The study will provide better understanding in terms of efficient management of working capital.



List of Research Journals

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Asian Development Policy Review
Asian Economic and Financial Review
Asian Journal of Economic Modelling
Cancers Review
Current Research in Agricultural Sciences
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