

Session One, 10th December, 9-10.30am

Session	Paper Title
<p>Session: 1A Track: Marketing Venue: LTCL 3</p> <p>Session Chair: Katharina Wolf, Curtin University of Technology</p>	<ol style="list-style-type: none"> Higher Learning Institutions of Choice: A Conceptual Review of Consideration Sets by Joseph Sia Kee Ming, Shamsul Kamariah Abdullah, Nazatul Shima Abdul Rani and Cecilia Anthony Das, Curtin University of Technology, Sarawak Chinese Students' Satisfaction of the Study Abroad Experience by Qinggang Wang, Zhongnan University of Economics and Law, Ross Taplin and Alistair M. Brown, Curtin University of Technology Students' Satisfaction and Valuation of Web-Based Lecture Recording Technologies by Lee Hun How, Ross Taplin and Alistair M. Brown, Curtin University of Technology Industry Ready Graduates For a Global Job Market – A Reflection on Transnational Education by Katharina Wolf, Curtin University of Technology and Yong Kah Hian, Curtin University of Technology, Sarawak
<p>Session: 1B Track: Business Sustainability Venue: LTCL 5</p> <p>Session Chair: Tng Cheong Sing, Curtin University of Technology, Sarawak</p>	<ol style="list-style-type: none"> Sustainable Facilitation of Knowledge Flow and Innovation Mindset in University by Tng Cheong Sing, Curtin University of Technology, Sarawak Sustainable Business Reform: From Diagnosis to Cure by Adrian Gurgone, Alvin Lim and Mary Gurgone, Fortis Consulting Corporate Sustainability Reporting: The Australian Barometer by Anna L. Rowe, Margaret Nowak, Mohammed Quaddus, Marita Naude, Moazzem Hossain, Curtin University of Technology and Richard Welford, University of Hong Kong and CSR Asia Inc. Curriculum Gaps In Business Education: Collaboration For Sustainability? by Wong Kee Luen and Fong Chee Yang, Universiti Tunku Abdul Rahman
<p>Session: 1C Track: Economics, Finance & Banking Venue: LTCL 8</p> <p>Session Chair: Zarinah Hamid, International Islamic University Malaysia</p>	<ol style="list-style-type: none"> Investment Returns from S&P 500 & S&P 600 Index: A look at January Effect by Lynn, Ling Yew Hua and Junaid M. Shaikh, Curtin University of Technology, Sarawak Shareholder Concentration and Financial Efficiency of Manufacturing SMEs in the Northern Corridor Economic Region of Malaysia by Hooy Chee Wooi and Lim Kent Soon, Universiti Sains Malaysia Security of Natural Gas Supply in Asia by Helen Cabalu, Curtin University of Technology Risk Management Practices of Islamic Banks and Commercial Banks in Malaysia by Fauziah Hanim Tafri, Universiti Teknologi Mara Malaysia and Zarinah Hamid, International Islamic University Malaysia

Session Two

Session
<p>Session: 2A Track: Marketing Venue: LTCL 3</p> <p>Session Chair: Werner Soontjens Curtin University of Technology</p>
<p>Session: 2B Track: Management Venue: LTCL 5</p> <p>Session Chair: Rusli Ahmad, Universiti Malaysia</p>

Session Two, 10th December, 1.30-3pm

Session	Paper Title
<p>Session: 2A Track: Marketing Venue: LTCL 3</p> <p>Session Chair: Werner Soontiens, Curtin University of Technology</p>	<ol style="list-style-type: none"> 1. Consumer Choice Behavior Regarding Tour Destination Loyalty: A Field Study of Factors and Variables by Md Enayet Hossain, Mohammed Quaddus and Tekle Shanka, Curtin University of Technology 2. Internet Usage Behaviour In Bangladesh: A Test of Theory of Planned Behaviour Through Structural Equation Modelling by Md. Shah Azam and Mohammed Quaddus, Curtin University of Technology 3. The Role of Brand Experience on Brand Equity of Higher Educational Institutions in Malaysia by Goi Mei Teh, Kuala Lumpur Infrastructure University College 4. Reputation Considerations in Higher Education Choices: A Case of Australian Education in Malaysia and Singapore by Werner Soontiens, Curtin University of Technology and J. W. de Jager, Tshwane University of Technology
<p>Session: 2B Track: Management Venue: LTCL 5</p> <p>Session Chair: Rusli Ahmad, Universiti Malaysia Sarawak</p>	<p style="text-align: center;">✓</p> <ol style="list-style-type: none"> 1. Performance Appraisal Politics and Employee's Turnover Intention by Rusli Ahmad, Camelia Lemba and Hana Hamidi, Universiti Malaysia Sarawak 2. Validating Managerial Values Enactment as a Measure of Managerial Behavioural Integrity, and its Key Relationship with Trust by Tony Travaglione, Justin Hancock, Curtin University of Technology, Steven McShane, University of Western Australia and Grant O'Neill, Charles Sturt University 3. Promoting Organizational Citizenship Behavior Through Perceived Organizational Justice: Leader-member Exchange and Trust as Mediators by Yu Ghee Wee, Universiti Malaysia Kelantan and Kamarul Zaman Ahmad, Universiti Malaya 4. The Relationship Between Personality Factors Towards Transfer of Training by Sopian Haji Bujang, Justina Ngu Hung Siong and Hana Hamidi, Universiti Malaysia Sarawak 5. Challenges Faced by Women Employees in Work Force and Their Perception Towards Career Progression by Rusli Ahmad, David Chin Teck Siang and Hana Hamidi, Universiti Malaysia Sarawak



Session Two, 10th December, 1.30-3pm

Session	Paper Title
<p>Session: 2C Track: Accounting & Law Venue: LTCL 8</p> <p>Session Chair: Alistair M. Brown, Curtin University of Technology</p>	<ol style="list-style-type: none"> 1. Combined Leadership in a Two-tier System? Board Structure, Family Control and Firm Performance of Indonesian Listed Firms by Muhammad Agung Prabowo, University of Sebelas Maret and John L. Simpson, Curtin University of Technology 2. The Devastating Impact of Money Laundering and other Economic and Financial Crimes on the Economy of Developing Countries: Nigeria as a Case Study by Yusuf Ibrahim Arowosaiye, International Islamic University Malaysia 3. Determinant Factors of Budgetary Slack by Noor Raudhiah bt. Abu Bakar, Kolej Universiti Islam Antarabangsa Selangor, Rozita Amiruddin and Sofiah Md Auzair, Universiti Kebangsaan Malaysia 4. Human Resource Disclosures in the Annual Reports of Chinese Listed Entities by Yuan Qi, Dongbei University of Finance and Economics, Ross Taplin and Alistair M. Brown, Curtin University of Technology 5. Evaluating Malaysian Anti -Money Laundering Initiatives by Alistair M. Brown, Curtin University of Technology, Ho Poh Ling and Yeo Tze Sheng, Curtin University of Technology, Sarawak

Session Three, 10th December, 3.30-4.30pm

Session	Paper Title
<p>Session: 3A Track: Information Systems Venue: LTCL 3</p> <p>Session Chair: Pouyan Esmailzadeh, Universiti Putra Malaysia</p>	<ol style="list-style-type: none"> 1. Market-Driven Product Ontologies: a Conceptual Framework for Customer Information Integration in Product Innovation Processes by Davor Meersman, Curtin University of Technology 2. The Interactions of Internal and External Contexts in Hospital Technology Implementation: A Malaysian Perspective by Rohaya Mohd Nor, Universiti Malaysia Sarawak 3. An Integrated Framework to Determine Factors Influencing Acceptance of New Technology Among Healthcare Professionals in Malaysia by Pouyan Esmailzadeh, Murali Sambasivan and Naresh Kumar, Universiti Putra Malaysia

Session Three

Session
<p>Session: 3B Track: Management Venue: LTCL 5</p> <p>Session Chair: Margalene Ang C University Malaysia</p>
<p>Session: 3C Track: Business S Venue: LTCL 8</p> <p>Session Chair: Edith Smolin, International Shar Research Academy Finance</p>

Session Four

Session
<p>Session: 4A Track: Accounting Venue: LTCL 3</p> <p>Session Chair: Rahmatta Warhat, Universiti Kebang Malaysia</p>



PAPER PRESENTATION - PARALLEL SESSION

Session Three, 10th December, 3.30-4.30pm

Session	Paper Title
<p>Session: 3B Track: Management Venue: LTCL 5</p> <p>Session Chair: Magdalene Ang Chooi Hwa, University Malaysia Sabah</p>	<ol style="list-style-type: none"> Personality Traits as Predictors to Self-efficacy Among College Students in Malaysia by Grace Chua Beng Hui, Binary University College Factors Influencing Effective Knowledge Sharing Behaviour: A Conceptual Framework by Goh See Kwong, Tunku Abdul Rahman College and Manjit Singh Sandhu, Monash University, Sunway Campus Employment Equity for The Disabled: The Malaysian Scenario by Magdalene Ang Chooi Hwa, University Malaysia Sabah, Mahfooz A. Ansari, University of Lethbridge, Muhamad Jantan, University Science Malaysia and Huam Hon Tat, Universiti Teknologi Malaysia
<p>Session: 3C Track: Business Sustainability Venue: LTCL 8</p> <p>Session Chair: Edib Smolo, International Shari'ah Research Academy for Islamic Finance</p>	<ol style="list-style-type: none"> Greening Tomorrow's Markets: An Advantage or A Way To Hijack the Sustainability Agenda by Mitrabinda Singh, Curtin University of Technology, Sarawak Comparative Analysis of Microfinance Practices Towards The Sustainability and Development of Women Entrepreneurs in Developing Countries by Nazatul Shima Abdul Rani and Nazaruddin Hamit, Curtin University of Technology, Sarawak Sustainable Growth of Islamic Financial Industry (IFI): Some Unresolved Issues by Edib Smolo, International Shari'ah Research Academy for Islamic Finance

Session Four, 11th December, 11-1pm

Session	Paper Title
<p>Session: 4A Track: Accounting & Law Venue: LTCL 3</p> <p>Session Chair: Ruhanita Maelah, Universiti Kebangsaan Malaysia</p>	<ol style="list-style-type: none"> Accounting Outsourcing Turnback by Ruhanita Maelah, Aini Aman, Noradiva Hamzah, Rozita Amiruddin and Sofiah Md Auzair, Universiti Kebangsaan Malaysia The Moderating Effect of Personality Factors on the Ability to Assess Fraud Risk and the Ability to Detect the Likelihood of Fraud by Nahariah Jaffar, Multimedia University, Hasnah Haron, Universiti Sains Malaysia, Takiah Mohd Iskandar, Universiti Kebangsaan Malaysia and Arfah Salleh, Universiti Putra Malaysia. The Era of Globalisation Requires Small Medium Enterprises ('SME') in Malaysia to Be Aware of the Importance of Intellectual Property Awareness to Sustain Their Businesses at an International Platform by Cecilia Anthony Das, Nazatul Shima Abdul Rani and Azhar Yahya, Curtin University of Technology, Sarawak <p>Continued next page...</p>



Session Four, 11th December, 11-1pm

Session	Paper Title
<p>Session: 4A Track: Accounting & Law Venue: LTCL 3</p> <p>Session Chair: Ruhanita Maelah, Universiti Kebangsaan Malaysia</p>	<p>4. The Balanced Scorecard as a Strategic Performance Control Tool and its Link to the Economic Profit Measurement- EVA and MVA: A Literature Review by Anbalagan Krishnan, Jeya Chandra Malar Jayaprakash, Curtin University of Technology, Sarawak and R. Ravindran, University of Tun Abdul Razak</p> <p>5. Corporate Governance and The Communication Patterns of Malaysian Listed Corporations by Ho Poh Ling, Curtin University of Technology, Sarawak, Greg Tower and Grantley Taylor, Curtin University of Technology</p> <p>6. A Topical Analysis of Contemporary Critical Accounting Output by Murpratomo, M. A., Oliver, J., Aswinardono, D. and Alistair, M. Brown, Curtin University of Technology</p>
<p>Session: 4B Track: Management Venue: LTCL 5</p> <p>Session Chair: Bella Butler, Curtin University of Technology</p>	<p>1. Facilitating Work Employability for Indigenous Australians in Remote Regional Communities Through Innovative Skills Training; An Australian Case Study by Cecil Pearson, Tony Travaglione, Samir R. Chatterjee and Justin Hancock, Curtin University of Technology</p> <p>2. Personal Characteristics, Perceived Organizational Politics and Organizational Outcomes by Ria Nelly Sari and Rita Anugerah, Universitas Riau and Zuraidah Mohd Sanusi, Universiti Teknologi MARA</p> <p>3. Affective Organizational Commitment and Turnover Intention of Academics in Malaysia: Social Exchange Perspective by Lew Tek Yew, Curtin University of Technology, Sarawak</p> <p>4. Some Speculations on the Effects of Economic Downturn on Workers Compensation and Workplace Injuries: Evidence from Australia, the US and Canada by Robert Guthrie, Robert Aurbach and Andrew Fronsco, Curtin University of Technology</p> <p>5. The Workplace Expectation Among Generation Y: The Case of Malaysian Students by Ong Shao Seong, Jessica Sze-Yin Ho, Teah Woon Sim and Yan Yap Liang, Multimedia University</p> <p>6. Competitive Advantage in the Dynamic Environment: Is it Achievable? By Bella Bulter, Curtin University of Technology</p> <p>7. Conceptual of Training Transfer to Enhance the Performance of Human Resource Development (HRD) at Malaysian Public Service by Raja Roslan Bin Raja Abd. Rahman, Mohd. Ariff Bin Mat Hanafiah, Abu Bakar Bin Mohd Yusof and Sazali Bin Muhammad, Universiti Teknikal Malaysia</p>

Session Four

Session
<p>Session: 4C Track: Economics Banking Venue: LTCL 8</p> <p>Session Chair: Omar Khaled, Swinburne Univer Technology</p>



Session Four, 11th December, 11-1pm

Session	Paper Title
<p>Session: 4C Track: Economics, Finance & Banking Venue: LTCL 8</p> <p>Session Chair: Omar Khaled, Swinburne University of Technology</p>	<ol style="list-style-type: none"> 1. A Framework of Foreign Investment in China: A Western Australian Perspective by Werner Soontiens and Yi Liu, Curtin University of Technology 2. The Determinants of Capital Structure of Local Commercial Banks by Maran Marimuthu, Tan Su Kuen, Universiti Tunku Abdul Rahman 3. Cointegration and Causality Between Non-bank Financial Intermediaries and Economic Growth in Malaysia: An ARDL Bounds Testing Approach by Mohd Aminul Islam and Arif Zakauallah, International Islamic University Malaysia 4. Malaysian Firms Cost of Equity: A Downside Risk Approach by Foong Swee Sim and Goh Kim Leng, University of Malaya 5. Why Have Australian Banks Survived the Recent Global Financial Crisis? by John L. Simpson and Jennifer Westaway, Curtin University of Technology 6. Does Liberalization Cause Economic Growth? An Experiment With Bangladesh Data by Omar Khaled M.R. Bashar, Swinburne University of Technology

