



Asian Academy of Applied Business

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The 6th International Conference of Asian Academy of Applied Business (AAAB) 2013

Concurrent Session A

Thursday, 30 May 2013

Time: 14:00 — 15:30

Paper Track: Human Resource Management

Session Chairperson: Assoc. Prof Dr H h. Arsiah Hi. Bahron

Time	Paper Title / Authors
14:00 — 14:20	A DEVELOPMENT OF COMPENSATION SATISFACTION FRAMEWORK Azman Che Omar
14:20 — 14:40	HUMAN CAPITAL INDICATORS FOR PERFORMANCE MEASUREMENT OF HIGHER EDUCATION INSTITUTION Mery Citra Sondari
14:40 — 15:00	FOREIGN EMPLOYMENT AND EMPLOYABILITY IN HOTELS AT KUALA LUMPUR AND SABAH Datu Razali Datu Eranza and Izyanti Awang Razli
15:00 — 15:20	IS MOTIVATION A MEDIATING FACTOR BETWEEN JOB DESIGN AND JOB PERFORMANCE? Syarifah Hanum Binti All and Arsiah Binti Bahron

Concurrent Session B

Thursday, 30 May 2013

Time: 14:00 — 15:30

Paper Track: Accounting/Finance

Session Chairperson: Dr Zaimah Zainol Ariffin

Time	Paper Title / Authors
14:00 — 14:20	THE MEDIATION EFFECT OF MANAGEMENT ACCOUNTING INFORMATION SYSTEM ON THE RELATIONSHIP BETWEEN KNOWLEDGE OF ACCOUNTING FUNCTION, PERCEPTION OF ENVIRONMENTAL UNCERTAINTY AND MANAGERIAL PERFORMANCE Veronica Christina
14:20 — 14:40	AVOIDING TAX: DOES FIRM SIZE AND PROFITABILITY MATTER? Zaimah Zainol Ariffin
14:40 — 15:00	ETHICAL ORIENTATION AND AUDITORS' ETHICAL JUDGMENTS: THE MEDIATING ROLE OF MORAL INTENSITY Razana Juhaida Johari, Zuraidah Mohd. Sanusi, Rashidah Abd Rahman and Normah Omar
15:00 — 15:20	THE EFFECTS OF MULTIPLE PERFORMANCE MEASURES USAGE ON SME'S PERFORMANCE: EVIDENCE FROM THE MANUFACTURING SECTOR SMES IN SABAH Kamiliah Sulimat, Rasid Mail a7;:: Raman Noordin



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Concurrent Session C

Thursday, 30 May 2013

Time: 14:00 – 15:30

Paper Track: Marketing

Session Chairperson: Dr. Stephen Laison Sondoh Jr

Time	Paper Title / Authors
14:00 – 14:20	STRUCTURAL REALTIONSHPIS OF PASSENGER SATISFACTION WITH AIRLINE SERVICE QUALITY Norazah Mohd Suki, Norbayah Mohd Suki, Datu Razali Datu Eranza and Jumiaty Sasmita
14:20 – 14:40	DOES ATTITUDE TOWARDS BRAND MEDIATE THE RELATIONSHIP BETWEEN INTRINSIC CUES AND PURCHASE INTENTION OF AUTOMOBILES? Noor Azmi Hashim, Osman Mohammad, Mahmud Sabri Haron and Abdul Rahman Abdul Rahim
14:40 – 15:00	SISTEM INFORMASI PENJUALAN GITAR BERBASIS E-COMMERCE PADA RAKHALLICA GUITAR WORKS CILEGON Sintya Sukarta, and I Ketut Su'a a Putra
15:00 – 15:20	CAN INNOVATIVE MARKETING MAKE A DIFFERENCE FOR SMES IN THE MALYSIAN MANUFACTURING SECTOR? Siti Nur 'Atikah Zulkiffli and Nelson Perera

Concurrent Session D

Friday, 31 May 2013

Time: 8:30 – 10:00

Paper Track: Accounting/Finance

Session Chairperson: Dr. Mohd Rizal Muwazir

Time	Paper Title / Authors
8:30 – 8:45	MEASURING CORPORATE SOCIAL RESPONSIBILITY COMMITMENT IN THE MALYSIAN FINANCIAL SERVICES INDUSTRY Mohd Rizal Muwazir and Noradilah Abdul Hadi
8:45 – 9:00	THE BEHAVIOUR OF BID-ASK SPREAD AROUND EARNINGS ANNOUNCEMENTS AND EFFICIENT MARKET HYPOTHESES (EMH) (Case study: 10 stocks in LQ45) Harry Susatyo and Deddy P. Koesrindartoto
9:00 – 9:15	THE INVESTIGATION OF HOLIDAY EFFECT TOWARD FIRM SIZE AND SHARE PRICE EFFECT: EVIDENCE FROM INDONESIA CAPITAL MARKET Ashri Putri Rahadi, ST and Deddy P.Koesrindartoto
9:15 – 9:30	AN EXAMINATION OF HERDING BEHAVIOUR: AN EMPIRICAL STUDY ON NINE SECTOR INDICES OF INDONESIA STOCK MARKET Ajeng Pangesti
9:30 – 9:45	FINANCIAL LITERACY IN SOUTHEAST COAST OF SABAH Urn Thien Sang, Zaiton Osman, Zatul Karamah A.B.U., Amer Azlan Abd Jamal, Rosle Awang Mohidin and Rasid Mail



Concurrent Session E

Friday, 31 May 2013

Time: 8:30 – 10:CJ

Paper Track: Tourism Management

Session Chairperson: **Dr. Balvinder Kaur Kier**

Time	Paper Title / Authors
8:30 – 8:50	LUSINESS STRATEGY AND PERFORMANCE MEASUREMENT SYSTEM: A STUDY OF SMALL MEDIUM HOTEL ENTERPRISES kgpiah Mohamed and Che Zuriana Muhammad Jamil
8:50 – 9:10	PARIWISATA BERKELANJUTAN DAN UPAYA MENCIPTAKAN NEW LEADING ECONOMY Joko Tri Haryanto
9:10 – 9:30	NURTURING SENSE OF PLACE: TWENTY YEARS OF TOURISM DEVELOPMENT IN SABAH, MALAYSIA Balvinder Kaur Kier
9:30 – 9:50	DESTINATION BRAND IMAGE AND SERVICESCAPE TOWARDS TRANSFORMING MALAYSIA AS PREFERRED MICE DESTINATION. Winna Johnny Bujing and Abdul Rashid B. Abdullah

Concurrent Session F

Friday, 31 May 2013

Time: 8:30 – 10:G0

Paper Track: Management

Session Chairperson: **Dr Zakariya Belkhamza**

Time	Paper Title / Authors
8:30 – 8:50	MULTICULTURAL AWARENESS AND CROSS-CULTURAL ADJUSTMENT AMONG MALAYSIAN STUDENTS OVERSEAS A.S. Awang-Rozaimie , M. Wan-Normila, S. Adib and A.J. All
8:50 – 9:10	KNOWLEDGE MANAGEMENT AND QUALITY OF PRODUCTION IN MANUFACTURING COMPANIES IN MALAYSIA Julian Paul Sidin, Zakariya Belkhamza and Syed Azizi Wafa
9:10 – 9:30	THE ROLE OF SUPERSTITION IN DECISION MAKING Rahli Kurniasari and Deddy P. Koesrindartoto
9:30 – 9:50	THE INFLUENCE OF LEADERSHIP STYLES ON EMPLOYEE PERFORMANCE: A SURVEY OF EMPLOYEES IN AN OIL MULTINATIONAL CORPORATION IN INDONESIA Hazwari Hasan, Mohamad Yazam Sharif

Concurrent Session G

Friday, 31 May 20 3

Time: 10:30 — 12:00

Paper Track: Ecoriumics

Session Chairperson: Dr. Nury Effendi

Time	Paper Title / Authors
10:30 — 10:50	ECONOMIC SURVIVAL FOR LOW EDUCATION SOCIETY BY USING QUALITY FUNCTION DEPLOYMENT FOR MARRIAGE (Qi:DM) P.L. Rika Fatimah, Hawati Janor and Ruzita Rahim
10:50 — 11:10	TESTING FOR HYSTERESIS IN UNEMPLOYMENT IN SELECTED ASIAN COUNTRIES: EMPIRICAL EVIDENCE USING STATIONARITY PANEL TESTS WITH MULTIPLE BREAKS Qaiser Munir,, Kok Sook Ching and Kasim Mansur
11:10 — 11:30	REVISITING PURCHASING POWER PARITY HYPOTHESISIN THE ASEAN-5 COUNTRIES:AN ANALYSISOF PRE- AND POST-ASIAN FINANCIAL CRISIS 1997-1998 Qaiser Munir,, Kok Sook Ching and Kasim Mansur
11:30 — 11:50	HERE DO TELECOMMUNICATION INDUSTRY IN MALAYSIA STAND? AN EVIDENCE FROM SWOT ANALYSIS Witaya Kamal Ramlan, Remali Yusuf and Khairul Hanim Pazim

Concurrent Session H

Friday, 31 May 2013 Time: 10:30 —

12:00 Paper Track: E-Coiimerce/

Management Information System Session

Chairperson: Dr. Boediono

Time	<u>Paper Title / Authors</u>
10:30 — 10:45	MEMBANGUN APLIKASI E-COMMERCE PADA JINGLEPUFF BUTIK BANDUNG Deasy Permatasari and Dwi Novita Purwandini
10:45 — 11:00	PERANCANGAN SISTEM INFORMASI PEMESANAN AIR MINUM DALAM KEMASAN (AMDK) BERBASIS WEB PADA PERUSAHAAN DAERAH AIR MINUM (PDAM) KOTA BANDUNG Lusi Melian and Ginanjar Suryahadian
11:00 — 11:15	PERCEPTION AND BEHAVIORAL INTENTION TOWARDS WEB 2.0 TOOLS IN EDUCATION. A STUDY AMONG UNIVERSITY STUDENTS IN MALAYSIA Stephen Laison Sondoh Jr., Ryan MacDonell Andrias, Geoffrey Harvey Tanakinjal and Ag. Asri Ag. Ibrahim
11:15 — 11:30	PERANAN WEB E-COMMERCE PADA DENTAMEDIA ONLINE TERHADAP KEPUASAN KONSUMEN R. Fenny Syafariani and Erna Purnawati
11:30 — 11:45	PERANCANGAN SISTEM INFORMASI SIMPAN PINJAM (STUDI KASUS: KOPERASI MITRA ABADI PANGALENGAN) Novrini Hasti, S.Si, MT and Ika Sartika,



Concurrent Session I

Friday, 31 May 2013 Time: 10:30 —
12:00 Paper Track: Entrepreneurial
Management Session Chairperson:
Dr. Tettet Fitri anti

Time	Paper Title / Authors
10:30 — 10:50	SAE INTERNATIONALIZATION: THE MODERATING ROLES OF THE DETERMINANTS OF NATIONAL ADVANTAGE Ai ifin Angriawan
10:50 — 11:10	COMPARING STRATEGIC THINKING AMONG THE BAJAUS, DUSUN, AND BUGIS ENTREPRENEURS IN SABAH Syed Azizi Wafa, Ramraini All Hassan, Siti Hajar Mohd Noor and Mat Salleh Ayub
11:10 — 11:30	SEAWEED FARMING AND POST HARVESTING: REVISIT Datu Razali Datu Eranza, James M. Alin, Arsiah Bahron, Roslinah Mahmud, Rasid Mail, Norazah Mohd Suki and Siti Rahma Malusirang
11:30 — 11:50	CUSTOMER SATISFACTION TOWARDS IRISH CONVENIENCE STORES: A PERSPECTIVE FROM OUTLET MANAGERS TOWARDS MALAYSIAN STUDENTS' IN DUBLIN Afandi Bin Yusof, Chris Ee Chin Kah, Mohammad Bin Jais and Lim Wei Yin

Concurrent Session

Friday, 31 May 2013
Time: 14:00 — 15:30
Paper Track: Management
Session Chairperson: Dr Mohd Rahimie Abdul Karim

Time	Paper Title / Authors
14:00 — 14:20	ORGANIZATIONAL STRUCTURE AS A DETERMINANT OF EMPLOYEE INVOLVEMENT, NEW PRODUCT DEVELOPMENT AND QUALITY OF PRODUCTION: A STUDY WITH REFERENCE TO MALAYSIA'S MANUFACTURING FIRMS Julian Paul Sidin, Datu Razali Datu Eranza and Syed Azizi Wafa Syed Khalid Wafa
14:20 — 14:40	THE IMPLICATIONS OF QUALITY MANAGEMENT INITIATIVES ON EMPLOYEE INVOLVEMENT, NEW PRODUCT DEVELOPMENT AND QUALITY OF PRODUCTION IN THE CONTEXT OF MALAYSIA'S MANUFACTURING FIRMS Julian Paul Sidin, Syed Azizi Wafa Syed Khalid Wafa and Stephen Laison Sondoh Jr.
14:40 — 15:00	THE ROLE OF ORGANIZATIONAL FACTORS IN REALIZING QUALITY OF PRODUCTION: AN EMPIRICAL EXAMINATION OF MANUFACTURING COMPANIES IN MALAYSIA Julian Paul Sidin, Mathew Kevin Bosi and Syed Azizi Wafa Syed Khalid Wafa



Concurrent Session K

Friday, 31 May 2013

Time: 14:00 – 15:30

Paper Track: Human Resource Management

Session Chairperson: Assoc. Professor Dr. Arsiah H h Bahron

Time	Paper Title / Authors
14:00 – 14:20	THE EFFECIVITY OF TRAINING AND SKILLS DEVELOPMENT ON JOB PERFORMANCE: A STUDY AT ROYAL MALAYSIA POLICE DISTRICTS OFFICES IN SABAH Ho Siew Hoong, Syed Azizi Wafa Syed Khalid Wafa and Datu Razali Datu Eranza
14:20 – 14:40	HUMAN RESOURCE PRACTICES AND EMPLOYEE QUALITY WORK-LIFE BALANCE Datu Razali Datu Eranza, Roselina Ahmad Saufi, Fumitaka Furuoka, Alvin Thurairajah Subramaniam, Roslinah Mahmud, Charlie Albert, Yukthamarani, Stephen@Jude Sondoh and Rostika Pertus Boroh
14:40 – 15:00	RE-DEFINING GENERATIONAL GAPS IN ATTITUDES TOWARDS WORK, LIFE, CAREER AND THE WORLD: PERSPECTIVES RECOMMENDATIONS ON RECRUIMENT PRACTICES IN MALAYSIA Tung Lai Cheng
15:00 – 15:20	ISSUES IN HR-SAFETY PRACTICES AND WORK SAFETY: A PROPOSED STUDY IN KOTA KINABALU CONSTRUCTION COMPANIES Arsiah Bahron, Sharija Che Shaari and Datu Razali Datu Eranza

Concurrent Session L

Friday, 31 May 2013

Time: 14:00 – 15:30

Paper Track: Marketing

Session Chairperson: Dr. Diana Sari

Time	Paper Title / Authors
14:00 – 14:20	THE MEDIATING EFFECT OF CUSTOMER SATISFACTION ON THE RELATIONSHIP BETWEEN TRUST AND BRAND LOYALTY Abdullah Kaid Al-Swidi, Oswald Aisat Igau, Abdul Wahid Bin Mohd Kassim, Wajiran Sinun and Siti Mardalinah Ardian Neezm
14:20 – 14:40	THE ROLE OF PERCEIVED PRODUCT QUALITY AND CUSTOMER SATISFCTION ON BRAND LOYALTY AMONG MOBILE PHONE USERS Abdul Wahid Bin Mohd Kassim, Oswald Aisat Igau, Abdullah Kaid Al-Swidi' Sulaiman Bin Tahajuddin and Siti Mardalinah Ardian Neezm
14:40 – 15:00	BRANDING STRATEGY FOR CUSTOMER VALUE AND EFFECTS ON SUCCESS OF A PRODUCT Handry Sudiarta Athar
15:00 – 15:20	

