

**LEMBAR  
HASIL PENILAIAN SEJAWAT SEBIDANG ATAU PEER REVIEW  
KARYA ILMIAH : PROSIDING**

Judul karya ilmiah (paper) : Analysis Of Employee Engagement on Service Company (Study on The Employees of Patra Jasa Covention Hotel Semarang); Ulfa Isnani Puspadewi, Suharnomo

Jumlah Penulis : 2 orang  
Status Pengusul : Penulis Kedua  
Nama Penulis : **Dr. Suharnomo, SE, M.Si**

Identitas : a. Judul Prosiding : ICIBS 2016 International Conference on Innovation in Business and Strategy  
Jurnal Ilmiah : b. Nomor ISSN/ISBN :  
: c. Tahun Terbit/Tmp Pelaksanaan : 1st-3rd November 2016 Kuala Lumpur  
: d. Penerbit/Organiser : UTM Universiti Teknologi Malaysia  
: e. Alamat repository PT/web : http://icibs.ibs.utm.my/default.html prosiding  
: f. Terindeks di scimagojr / Thomson Reuter ISI knowledge atau di nasional / terindeks di DOAJ, CABI, Copernicus : Scopus

Kategori Publikasi Makalah :  Prosiding Forum Ilmiah Internasional  
(beri ✓ pada kategori yang tepat)  Prosiding Forum Ilmiah Nasional


Hasil Penilaian Peer Review :

Komponen Yang Dinilai	Nilai Maksimal Prosiding		Nilai Akhir Yang Diperoleh
	Internasional (Maks. 30)	Nasional	
a. Kelengkapan unsur isi paper (10%)	3		3
b. Ruang lingkup dan kedalaman pembahasan (30%)	9		8.10
c. Kecukupan dan kemutakhiran data/informasi dan metodologi (30%)	9		8.10
d. Kelengkapan unsur dan kualitas terbitan/prosiding (30%)	9		9
<b>Total = (100%)</b>	<b>30</b>		<b>28.20</b>
<b>Nilai Pengusul</b>			<b>11.28</b>

**KOMENTAR / ULASAN PEER REVIEW**

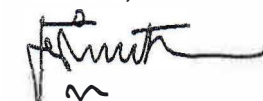
• Kelengkapan dan kesesuaian unsur	Artikel prosiding ini disajikan dalam format yang lengkap untuk artikel ilmiah mulai dari introduction, theoretical basis, theoretical framework and hypotheses, research methodology, result and discussion, conclusion and limitation.
• Ruang lingkup dan kedalaman pembahasan	Pembahasan dilakukan dengan sangat mendalam seperti halnya sebuah artikel jurnal.
• Kecukupan dan Kemutakhiran Data & Metodologi	Analisis SPSS digunakan untuk pengujian hipotesis. Metode penelitian digambarkan dengan lengkap
• Kelengkapan unsur dan kualitas penerbit	Konferensi ini dilakukan di dan oleh UTM Universiti Tehnologi Malaysia di Kuala Lumpur.
Indikasi plagiasi	Indikasi plagiasi tidak ada dan telah ditest sendiri dengan tumitin dan baik
• Kesesuaian bidang ilmu	Artikel ini sesuai dengan kompetensi bidang MSDM

Tidak ditemukan index  
Scopus, prosiding int  
nilai :  $\frac{15}{30} \times 11.28 = 5.64$   
 $\frac{3}{12} 2019$

  
Prof. Han Ayie  
PAK UNIP

Semarang, 30 Agustus 2019

Reviewer 2,



Prof. Drs. Agusty Tae Ferdinand, MBA, DBA  
NIP.19550423 198003 1003  
Departemen Manajemen FEB Undip  
Jabatan Fungsional : Guru Besar

**LEMBAR  
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Identitas prosiding : a. Judul Prosiding : ICIBS 2016 International Conference on Innovation in Business and Strategy

: b. ISBN / ISSN :

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: d. Penerbit / organisier : UTM Universiti Teknologi Malaysia

: e. Alamat repository PT / web prosiding : <http://icibs.ibs.utm.my/default.html>


f. Terindeks di (jika ada) : Scopus


Kategori Publikasi Makalah (beri ✓ pada kategori yang tepat) :  Prosiding Forum Ilmiah Internasional  
 Prosiding Forum Ilmiah Nasional

Hasil Penilaian Peer Review :

Komponen Yang Dinilai	Nilai Maksimal Prosiding		
	Internasional (30)	Nasional	Nilai Akhir Yang Diperoleh
a. Kelengkapan unsur isi makalah (10%)	3		3,0
b. Ruang lingkup dan kedalaman pembahasan (30%)	9		8,5
c. Kecukupan dan kemutakhiran data/informasi dan metodologi (30%)	9		8,5
d. Kelengkapan unsur dan kualitas penerbit (30%)	9		8,5
<b>Total = (100%)</b>	<b>30</b>		<b>28,5</b>
<b>Nilai Pengusul</b>			$28,5 \times 40\% = 11,4$

KOMENTAR / ULASAN PEER REVIEW	
• Kelengkapan dan kesesuaian unsur	Lengkap dan konsisten
• Ruang lingkup dan kedalaman pembahasan	Sesuai bidang ilmu
• Kecukupan dan Kemutakhiran Data & Metodologi	Lengkap, mutakhir dan novelty yang berkualitas
• Kelengkapan unsur dan kualitas penerbit	Lengkap dan kualitas penerbit baik
• Indikasi plagiasi	Tidak ada plagiasi
• Kesesuaian bidang ilmu	Sesuai bidang ilmu Manajemen

Tidak ditemukan index Scopus, prosiding int  
 nilai  $\frac{15}{30} \times 11,4 = 5,7$   
 3/12/2019  


Semarang, 2019  
 Reviewer 1  
  
 Prof. Dr. Sugeng Wahyudi, MM  
 NIP. 195109021981031002  
 Departemen Manajemen  
 Jabatan Fungsional : Guru Besar

Prof. Han Ayudha  
 PAK UNDIP

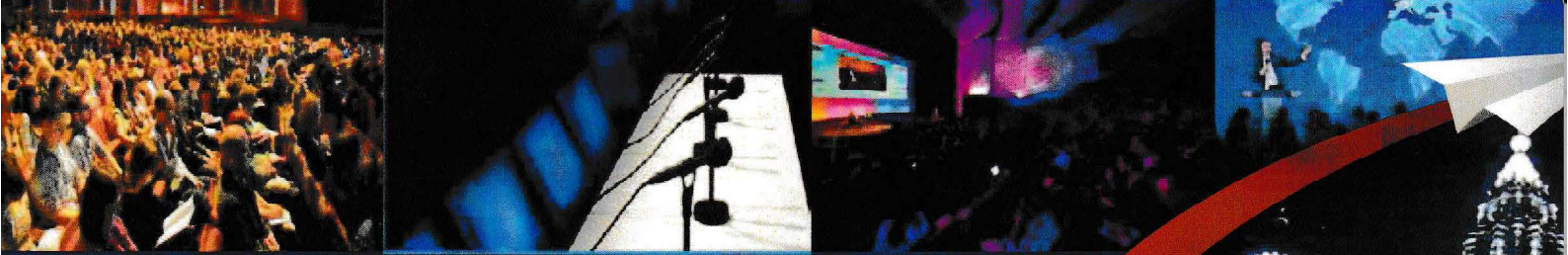
## ANALYSIS OF EMPLOYEE ENGAGEMENT ON SERVICE COMPANY (STUDY ON THE EMPLOYEES OF PATRA JASA CONVENTION HOTEL SEMARANG)

S Suharnomo - ... 2016 International Conference on Innovation in ..., 2016 - eprints.undip.ac.id

The aim of this study was to identify the antecedents and consequences of employee engagement. Employee engagement had a strong effect on the organizational performance. Excellent level of employee performance and the low level of absenteeism indicated that there was a decent level of employee engagement. The respondents of this study were the employees of Patra Jasa Convention Hotel Semarang. The data were collected through distribution of questionnaires to 107 full-time employees with census method. The ...

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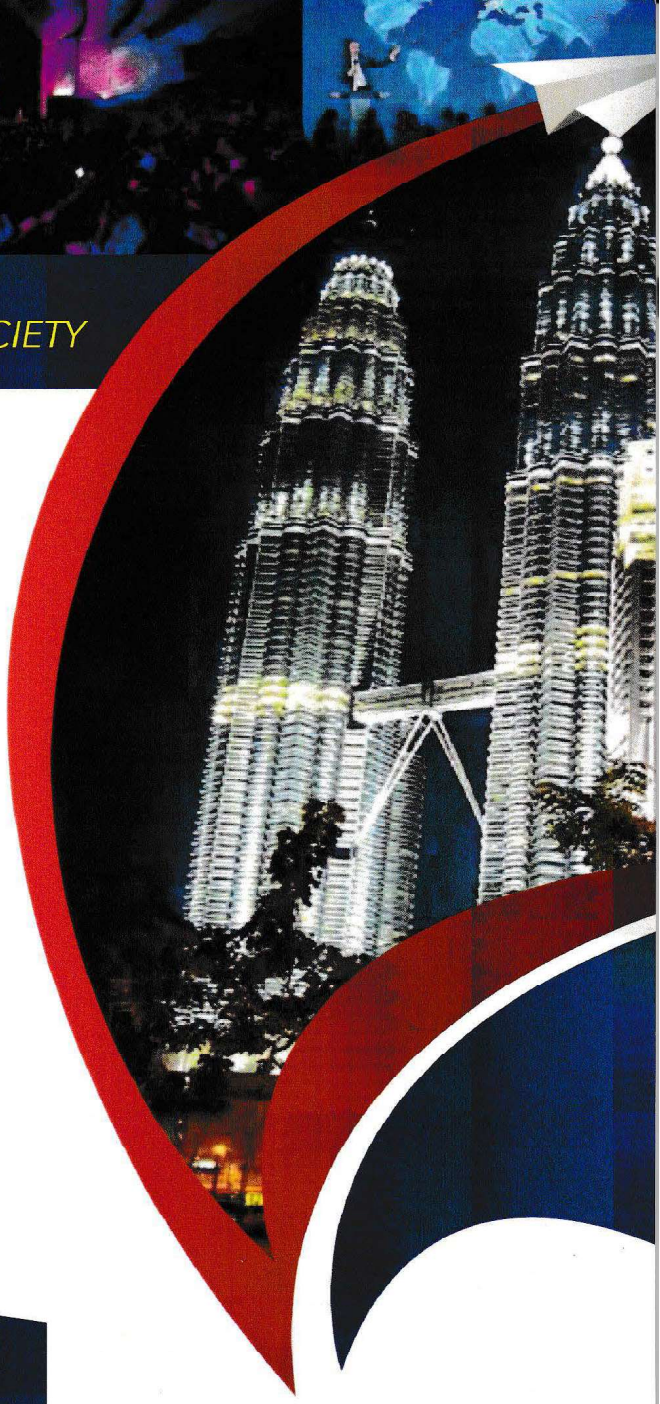
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EMPOWERING INNOVATORS, ENLIGHTENING SOCIETY

# ICIBS 2016

## INTERNATIONAL CONFERENCE ON INNOVATION IN BUSINESS AND STRATEGY



**1<sup>st</sup> - 3<sup>rd</sup> November 2016**  
**Kuala Lumpur**

# Programme Book

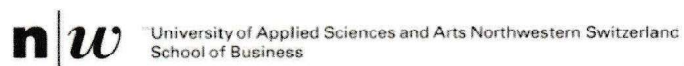
Organized by :



In collaboration with :



**MANAJEMEN  
BISNIS**



## Presentation Schedule

### PARALLEL SESSION 1

TUESDAY | 1 NOV 2016 | 2.00PM – 5.00PM

Room: Bilik Kuliah 15 (Lecture Room 15)			
Theme: Marketing			
Chairperson: Goi Mei Teh			
Time	Paper ID	Title	Authors
2.00 pm – 2.20 pm	41	Influence of Service Quality on Customer Satisfaction Application of SERVQUAL Model among Finance and Insurance Consumers in Klang Valley, Malaysia	Zailin Zainal Ariffin, Norsuhada Isa, Siti Sarah Omar, Nomahaza Mahadi and Azizul Yadi Yaakop
2.20 pm – 2.40 pm	3	ServQual and Customer Satisfaction in Music Recording Studio	Harriman Saragih
2.40 pm – 3.00 pm	156	Acculturation of Korean Food Consumption in Indonesia based on Electroencephalography (EEG) Measurement	Fitri Aprianty and Mustika Sufiati Purwanegara
3.00 pm – 3.20 pm	72	Does Cause-Related Marketing Enhance Patronage Behaviour?	Kay Tze Hong, Siew Imm Ng, Raja Nerina Raja Yusof and Shivee Ranjanees Kalappa
3.20 pm – 3.40 pm	92	The role of emotion and experience in Stimulus-Organism-Response framework in Higher Educational Institutions	Goi Mei Teh, Vigneswari Kalidas and Norzita Yunus
3.40 pm – 4.00 pm	109	Mobile Advertising: A Study on Consumers' Purchase Intention	Mei Ling Goh, Tan Seng Huat, Yeo Sook Fern and Lim Kah Boon
4.00 pm – 4.20 pm	35	The Influence of Electronic Word-of-Mouth Factors Through Social Media Towards Malaysia Airlines' Reputation Post-MH370	Rohaizat Baharun, Hannis Sazreen Abdul Wahid and Zubaidah Awang
4.20 pm – 4.40 pm	56	Organizational Constraints, Job Dissatisfaction and Counterproductive Work Behavior	Fee Yean Tan, Johanim Johari and Khulida Kirana Yahya
4.40 pm – 5.00 pm	12	The Significance of Religious Value and Religious Commitment on Customers' Satisfaction and Customers' Retention for Halal Cosmetics Products for Malaysian Market	Bee Li Yeo, Rozita Naina Mohamed and Mohd. Rohani
5.00 pm – 5.30 pm	TEA BREAK		

**PARALLEL SESSION 2**  
**TUESDAY | 1 NOV 2016 | 2.00PM – 5.00PM**

<b>Room:</b> Bilik Kuliah 16 (Lecture Room 16)			
<b>Theme:</b> New Management Paradigms and Technologies; Technology an Industry Convergence			
<b>Chairperson:</b> Puteri Nor Ellyza Nohuddin			
<b>Time</b>	<b>Paper ID</b>	<b>Title</b>	<b>Authors</b>
2.00 pm - 2.20 pm	8	The Moderating Effect of Past Experience on the Relationship between Behavioural Intention and Mobile Learning Adoption	Nomahaza Mahadi, Mohd Faiq Abd Aziz, Adriana Mohd Rizal Mohd Rizal, Khadijah Syarina Isyak and Zarina Abdul Salam
2.20 pm – 2.40 pm	51	Motivational factors to adopt new technology within Malaysian construction SMEs : A case study on professional services organisation	Mazura Mahdzir and Sharifah Mazlina Syed Khuzzan
2.40 pm – 3.00 pm	52	House of Risk Framework Adoption in Improving Spare Part Inventory Performance	Muhammad Saiful Hakim, Immanuel Rio Atmaja and Imam Baihaqi
3.00 pm – 3.20 pm	97	Knowledge Discovery on Explicit Knowledge Using Data Mining Techniques in PeaceKeeping Documents	Puteri Nor Ellyza Nohuddin and Zuraini Zainol
3.20 pm – 3.40 pm	130	Knowledge Management Practice Amongst Consultants in Construction Industry in Malaysia	Azlan Othman, Syuhaida Ismail and Khairulzan Yahya
3.40 pm – 4.00 pm	98	Do Consumers Satisfied with the Mobile Financial Services?	Zarina Sanayan and Shujah Malik
4.00 pm – 4.20 pm	73	Perceived Website Quality; a Comparative Study for news websites in Indonesia	Angtyasti Jiwasiadi, Rumondang Puji Nur Suci and Roberttus Tang Herman
4.20 pm – 4.40 pm	90	Factors of Profitability And Intangible Value of Hardware and Software Firms In Malaysia	Hui Shan Lee, Wai Mun Har and Taw Onn Yow
5.00 pm – 5.30 pm	TEA BREAK		

**PARALLEL SESSION 3**  
**TUESDAY | 1 NOV 2016 | 2.00PM – 5.00PM**

<b>Room:</b> Bilik Kuliah 17 (Lecture Room 17) <b>Theme:</b> Finance and Accounting <b>Chairperson:</b> Goh Chin Fei			
Time	Paper ID	Title	Authors
2.00 pm - 2.20 pm	10	World Oil Price Movements and Stock Returns: Evidence from Southeast Asian Capital Markets	Mohamed Mugableh
2.20 pm – 2.40 pm	14	The Effect of Corporate Governance Mechanism on Directors Remuneration in Small Listed Companies Evidence from Malaysia	Hamdino Hamdan and Hairul Azlan Annuar
2.40 pm – 3.00 pm	18	Determinants of Capital Structure in Malaysian Manufacturing Firms	Goh Chin Fei, Wan Ying Tai, Amran Rasli, Owee Kowang Tan and Norhayati Zakuan
3.00 pm – 3.20 pm	29	Determinant of Borrower's Characteristic towards Loan Repayment Performance of SME's Construction Sector in Kelantan	Zaminor Zamzamin, Nor Hafiza Othman, Zatul Karamah Ahmad Baharul Ulum, Azila Jaini, Nor Asma Ahmad, Nurul Aziah Ahmad and Siti Zamanira Mat Zaib
3.20 pm – 3.40 pm	44	Why Was Toshiba Involved in Accounting Fraud?	Yoshihito Enomoto and Masumi Nakashima
3.40 pm – 4.00 pm	47	Board Effectiveness and the Quality of Voluntary Carbon Reporting of Malaysian Companies	Noor Raida Abd Rahman, Siti Zaleha Abdul Rasid and Rohaida Basiruddin
4.00 pm – 4.20 pm	54	The Uptake of Advanced Management Accounting Practices Among SMEs in Malaysia	Abolfazl Amanollah Nejad Kalkhouran, Siti Zaleha Abdul Rasid, Bahareh Hosseinezhad Nedaei and Nor Aiza Mohd Zamil
4.20 pm – 4.40 pm	55	The Application of Enterprise Risk Management Design Components Among Public-listed Companies in Malaysia	Bahareh Hosseinezhad Nedaei, Siti Zaleha Abdul Rasid and Abolfazl Amanollah Nejad Kalkhouran
4.40 pm – 5.00 pm	145	Determinants of Indicators for Risk Management Process of Royal Malaysian Customs Department	Nadiah Abd Hamid, Ab Halim Assar, Mastora Yahya, Salmah Jaafar and Rohaya Md Noor
5.00 pm – 5.30 pm	TEA BREAK		



ID : 44

**Why Was Toshiba Involved in Accounting Fraud?**

Yoshihito Enomoto and Masumi Nakashima

Chiba University of Commerce, Japan

b290015@cuc.ac.jp

**Abstract**

We discuss why Toshiba was involved in accounting fraud through a review of existing literature. Our discussion results in the following: Two main causes of Toshiba Fraud are identified. First, the direct cause is the insubstantial behavior involving the top management. Second, several background aspects contributed to the inappropriate accounting treatment by Toshiba, such as the financial burden caused by large-scale M&A in the past, external factors such as the rapid appreciation of the yen, the 2011 Great East Japan Earthquake, and the involvement of the top management in national policies and activities in business circles.

Keywords: Toshiba Corporation, accounting fraud, M&A, top management, Independent Investigation Committee

ID : 46

**Additive Outliers and Persistence Volatility of Crude Oil Market: Evidence from Malaysian Tapis**

Ida Normaya Mohd Nasir and Mohd Tahir Ismail

Universiti Sains Malaysia

idanormaya@gmail.com

**Abstract**

Malaysia is one of the country who heavily rely on oil-related revenue for their economic planning. Variability in the crude oil price implies huge losses (gains) and consequently, lower revenue (higher reserves) for the country. These lower revenues could reduce development expenditures, which affects consumer spending and suspensions on infrastructure projects, thus slowing down the overall economic growth. Therefore, modelling volatility in crude oil price has some policy relevance and that is the motivation for this study. The major objective of this paper is to examine the impact of outliers on the volatility persistence of Malaysia Tapis. Outliers were identified based on method proposed by Doornik and Ooms (2005). The outliers of Tapis can be associated with unexpected events such as war. It is found that 1) Tapis have high degree of volatility persistence 2) Outliers bias the estimation of GARCH (1,1) and GJR (1,1) models and 3) Outlier corrected Student-t-based specifications outperform the other model in capturing volatility. Therefore, outliers should be considered to improve volatility modelling in Tapis oil markets.

Keywords: Outliers detection, Volatility persistence, GARCH models, Leverage effect, Tapis



**PARALLEL SESSION 4**

**TUESDAY | 1 NOV 2016 | 2.00PM – 5.00PM**

<b>Room:</b> Bilik Kuliah 18 (Lecture Room 18) <b>Theme:</b> Management and sustainability <b>Chairperson:</b> To be Confirmed			
Time	Paper ID	Title	Authors
2.00 pm - 2.20 pm	75	Cosmetics Hybrids: Consumers' Pro-Environmental Behaviour towards Environmental Aesthetics in Using Nutri-cosmetics	Ruzanna Shahrin, Farzana Quoquab and Jihad Mohammad
2.20 pm – 2.40 pm	80	Factors Influencing Emigration Intention in Malaysia	Ng Chee Yieng, Devinaga Rasiah and Yuen Yee Yen
2.40 pm – 3.00 pm	93	Measuring patients' choice criteria of hospital in Malaysia: scale development and validation	Kien Fong Ng, Kim Piew Lai, Yuen Yee Yen, Hishamuddin Ismail and Yoon Kin Tong
3.00 pm – 3.20 pm	103	Domestic Violence: A Hidden "Crime" in Malaysia	Yuen Yee Yen, Devinaga Rasiah and Shamalin Naidu
3.20 pm – 3.40 pm	105	Determinants of Talent Retention in SMEs	Yuen Yee Yen, Lee Chun Siew, Devinaga Rasiah and Suganthi Ramasamy
3.40 pm – 4.00 pm	107	Risk Propensity and Risk Perception on Innovation Performance	Yuen Yee Yen, Tan Ser Hua, Devinaga Rasiah and Suganthi Ramasamy
4.00 pm – 4.20 pm	111	Performance Governance of Local Government: Study Characteristics, Infrastructure, and Finance Local Government	Jaka Winarna and Doddy Setiawan
4.20 pm – 4.40 pm	152	Benevolence, Power, Dependency, Contractual Completeness, Structural Formalization, Cooperativeness, and Buyer-Supplier Performance: Cases of Farmers in West Java, Indonesia	Atik Aprianingsih, Mustika Sufiati Purwanegara and Fitri Aprilianty
4.40 pm – 5.00 pm	149	The Activity of Service Recovery in creating Customer Satisfaction, Repurchase Intention and to avoid Negative Word of Mouths of Bandung E-Commerce	Mustika Sufiati Purwanegara, Nurrani Kusumawati and Achmad Satria
5.00 pm – 5.30 pm	TEA BREAK		



**PARALLEL SESSION 1**

**WEDNESDAY | 2 NOV 2016 | 9.00AM – 4.00PM**

<b>Room:</b> Bilik Kuliah 15 (Lecture Room 15)			
<b>Theme:</b> Organizational and Cross-cultural Behavior			
<b>Chairperson:</b> Mohd Hafis Ahmad (9.00 am – 12.20 pm); Wan Su Emi Yusnita Wan Yusof (2.00 pm – 4.00 pm)			
<b>Time</b>	<b>Paper ID</b>	<b>Title</b>	<b>Authors</b>
9.00 am – 9.20 am	126	How The Aspects Of Gender Play A Role Towards Causing Work-Family Conflict	Michelle Yong, Wendy Teoh Ming Yen and Yuen Yee Yen
9.20 am – 9.40 am	157	Competing Values Framework Of Administrators Among Private Colleges In The National Capital Region	Raymond Datuon
9.40 am – 10.00 am	66	A Pathway from Proactive Personality to Job Engagement: Will Team-Member Exchange and Psychological Safety Act as Mediators?	Nikodemus Hans Setiadi Wijaya
10.00 am – 10.20 am	121	Readiness of Change Management in the Malaysian Government Organisation	Mohd Hafis Ahmad, Syuhaida Ismail and Zarabizan Zakaria
10.30 am – 11.00 am	TEA BREAK		
11.00 am – 11.20 am	132	Agile Internationalisation	Rolf-Dieter Reineke and Andreas Hinz
11.20 am – 11.40 am	135	Analysis of Employee Engagement on Service Company (Study on the Employees of Patra Jasa Convention Hotel Semarang)	Ulfa Isnani Puspawati and Suharnomo
11.40 am – 12.00 pm	24	Organizational Safety Practices and Safety Compliance: A Model for Construction Industry in Saudi Arabia	Bassem Alfayez, Chandrakantan Subramaniam and Md Lazim Mohd Zin
12.00 pm – 12.20 pm	4	Why Do Employees Cyberloaf? An Empirical Study in Malaysia	Kian Yeik Koay, Patrick C-H Soh and Kok Wai Chew
12.30 pm – 2.00 pm	LUNCH BREAK		
2.00 pm – 2.20 pm	16	A Model of Safety Management Practices and Healthcare Workers' Safety Behavior in Nigeria	Munir Shehu Mashi, Chandrakantan Subramaniam and Johanim Johari
2.20 pm – 2.40 pm	26	The Relationship between Emotional Intelligence, Spiritual Intelligence, Burnout and Service Quality of Flight Attendants in Malaysia	Pei Kian Tan and Ee Chun Cedric Choong
2.40 pm – 3.00 pm	53	The relationship between Job-Crafting and Job Performance: Empirical evidence from Automobile industry	Homa Khorasani Esmaili
3.00 pm – 3.20 pm	78	The Influence Factors of Job Satisfaction among Academic and Nonacademic Staffs	Noorshella Che Nawi, Nursalihah Ahmad Raston, Azila Jaini, Mohammad Ismail, Mohd Asrul Hery Ibrahim, Azwan Abdullah, Zaminor Zamzamin and Mohd Rafi Yaacob
3.20 pm – 3.40 pm	99	Exploring Tacit Knowledge on Malaysian Peacekeeping Operations through Strategising In-depth Interviews	Wan Su Emi Yusnita Wan Yusof, Omar Zakaria and Zuraini Zainol
3.40 pm – 4.00 pm	84	Luring Talents To Stay: is Kuala Lumpur Smart Enough?	Rosmini Omar, Roohollah Abbasi Mazraeh Shahi and Fauziah Ahmad
4.00 pm – 4.30 pm	TEA BREAK		

**PARALLEL SESSION 2**

**WEDNESDAY | 2 NOV 2016 | 9.00AM – 4.00PM**

<b>Room:</b> Bilik Kuliah 16 (Lecture Room 16)			
<b>Theme:</b> Economics; Finance and Accounting			
<b>Chairperson:</b> Ida Normaya Mohd Nasir (9.00 am – 12.20 noon); Hui Shan Lee (2.00 pm–4.00 pm)			
<b>Time</b>	<b>Paper ID</b>	<b>Title</b>	<b>Authors</b>
9.00 am – 9.20 am	46	Additive outliers and persistence volatility of crude oil market: Evidence from Malaysian Tapis	Ida Normaya Mohd Nasir and Mohd Tahir Ismail
9.20 am – 9.40 am	49	The Private Retirement Scheme as a Financial Protection of Old-Age in Malaysia from Perspective of PRS Providers	Azlin Namili Ramli, Asmah Laili Yeon and Mohammad Azam Hussain
9.40 am – 10.00 am	58	Direct and Indirect Effects of Spatial Interactions on the Imports of COMESA Countries	Lubna Hamzalouh and Mohd Tahir Ismail
10.00 am – 10.20 am	161	A Framework to Predict The Change of Attitude toward Co-Branding	Reza Ashari Nasution and Saqina Qanidya Purnama
10.30 am – 11.00 am	TEA BREAK		
11.00 am – 11.20 am	82	Creative Economy Development Based on Triple Helix in Indonesia	Rudy Badrudin and Baldric Siregar
11.20 am – 11.40 am	89	The Effects of Interest Rate Changes on Household Debt Accumulation in Malaysia	Hafizah Hammad Ahmad Khan, Hussin Abdullah and Shamzaeffa Samsudin
11.40 am – 12.00 noon	104	An Empirical Investigation on Globalization and Malaysia Labor Market	Adibah Hussin, Azniza Ahmad Zaini, Mohd Elfee Ab Rashid and Nik Azma Wail
12.00 noon – 12.20 noon	148	An Examination of the Sectoral Profitability of Malaysian Stock Market Using Technical Analysis	Eng-Xin Tey, Siow-Hooi Tan and Ming-Ming Lai
12.30 noon – 2.00 pm	LUNCH BREAK		
2.00 pm - 2.20 pm	115	Impact of Age Dependency and Education to the Economic Growth in Selected East Asia Pacific Countries	Hui Shan Lee, Shyue Chuan Chong and Fan Fah Cheng
2.20 pm – 2.40 pm	151	Discovering Branchless Banking Adoption Under Inclusive Financial Plan in Indonesia	Dimas Maulana, Sudarso Kaderi Wiryono and Mustika Sufiati Purwanegara
2.40 pm – 3.00 pm	112	Attitude toward Retirement Planning in Private Sector: A Preliminary Finding	Noraini Ismail, Maizaitulaidawati Md Husin, Adriana Mohd Rizal, Suzitawati Kamarudin and Ong Choon Hee
3.00 pm – 3.20 pm	71	Why Employees Quit?: An Empirical Investigation in the Islamic Banking Industry	Maizaitulaidawati Md Husin, Harcharanjit Mahinder Singh, Mas Bambang Baroto, Roselina Ahmad Saufi and Rahayu Tasnim
3.20 pm – 3.40 pm	64	The Effect of Family Ownership on the Market Reaction to Dividend Announcement	Doddy Setiawan, Jaka Winarna and Rayenda Khresna Brahmana
3.40 pm – 4.00 pm	119	The Impact Of Fund Campaign Accounting Regulation Toward Fund Campaign Report In Indonesia	Lita Kusumasari, Shita Lusi Wardhani and Wing Wahyu Winarno
4.00 pm – 4.30 pm	TEA BREAK		

**ID : 58**

**Direct and Indirect Effects of Spatial Interactions on the Imports of COMESA Countries**

Lubna Hamzalouh<sup>1,2</sup> and Mohd Tahir Ismail<sup>1</sup>

Universiti Sains Malaysia, Malaysia

<sup>2</sup> University of Benghazi, Libya

Lubna\_speed@yahoo.com

**Abstract**

Using panel data from 14 Common Market for Eastern and Southern Africa (COMESA) countries from 2005 to 2013, we investigate how the imports of COMESA countries are directly and indirectly affected by their spatial interactions. We use Global Moran's I to test for spatial dependencies in the imports of such COMESA countries. We employ spatial panel models, which control for spatial heterogeneity, spatial interdependence, and other regional characteristics, to formulate an equation for the COMESA imports. Then, we examine the total, direct, and indirect (spatial spillover) effects between COMESA regions, and then empirically demonstrate the importance of spatial indirect effects in estimating imports. Results show that the GDP, general government final consumption expenditure, import costs, and exchange rates of all COMESA countries—apart from one—exert an indirect effect by increasing the imports of these countries. By contrast, the population of all countries—apart from one—exerts an indirect effect by decreasing the imports of that particular country.

Keywords: indirect and direct effects, spatial panel models, Moran's I test.

**ID : 59**

**The Effect of Service Quality and Customer Satisfaction on Customer Loyalty:  
The Case of Century Pharmacy in Indonesia**

Hermin Nuralita Adriansah, Mas Bambang Baroto, Sulaiman Aris, Harcharanjit Singh, Maizaitulaidawati  
Md Husin

Universiti Teknologi Malaysia, Malaysia

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**Abstract**

This study chooses pharmacy in Indonesia because there is lack of study in Indonesian Pharmacy Industry. The first one is to investigate whether there will be a correlation between service quality and satisfaction; customer satisfaction and customer loyalty; service quality and customer loyalty, to replicate "Bastos and Gallego" model in Indonesian Pharmacy Industry. Secondly is to compare between the result done by Bastos and Gallego (2008) and the result of this study, and to show the differences between those two results that enable the author to recommend for further research. The methodology of this study was a quantitative method in the form of a survey conducted in Indonesia at 18 pharmacies of Century Pharmacy with the total number of 262 customers. Data were analyzed using version 20 of SPSS. The survey was carried out from 25th of April to 6th of May 2015. *Results:* Firstly, this research shows that there was correlation between service quality and satisfaction (moderate positive by  $r = 0.665^{**}$ ); customer satisfaction and customer loyalty (weak positive by  $r = 0.355^{**}$ ); service quality and customer loyalty (weak positive by  $r = 0.433^{**}$ ). Secondly, the similarity between this research and Bastos and Gallego (2008) are the inclusive of reliability and assurance of dimension of service quality, while the responsiveness of dimension of service quality was eliminated. Also the service quality directly affects customer satisfaction and customer satisfaction directly affects customer loyalty. In addition to this result, the author found significant differences of dimension of service quality. For instance, Bastos and Gallego (2008) highlighted the empathy while in this research underlined tangibility. Another difference is the direct effect of service quality in customer loyalty, while this research found the quality of service has a relationship with customer loyalty. Even so Bastos and Gallego (2008) did not confirm the relationship between service quality and behavior intentions. The author found that there were significant and unidirectional correlations between "service quality" and "customer satisfaction" (H1); "service quality" and "customer satisfaction" (H2); and "service quality" and "customer loyalty" (H3). However, Bastos and Gallego (2008) found that "quality" had a direct effect on "satisfaction" and "satisfaction" had a direct effect on "the positive behavioral intentions" (H1 and H2) but the direct effect of "service quality" on "behavioral intentions" (H3) was not confirmed. Conceptual models and instruments of action developed by Bastos and Gallego (2008) supported this research.

Keywords: Service Quality, Customer Satisfaction, Customer Loyalty, Century Pharmacy, Indonesia.

## PARALLEL SESSION 3

WEDNESDAY | 2 NOV 2016 | 9.00AM – 4.00PM

<b>Room:</b> Bilik Kuliah 17 (Lecture Room 17)			
<b>Theme:</b> Finance and Accounting			
<b>Chairperson:</b> Ahmad Awajan (9.00 am – 12.20 pm); Eko Lo (2.00 pm -4.00 pm)			
<b>Time</b>	<b>Paper ID</b>	<b>Title</b>	<b>Authors</b>
9.00 am – 9.20 am	154	Conceptual Framework on the Usage of Islamic Banking Amongst Bankin Customers in Lib a	Walid Albashir and Yuserrie Zainuddin
9.20 am – 9.40 am	68	Do the Financial Report Qualities Have Effect on Timeliness of Financial Reporting? The Case of Indonesian Listed Firms	Theresia Trisanti
9.40 am – 10.00 am	70/74	Is Corporate Governance Mechanism Associated with Accounting Fraud?: Evidence from Ja an	Masumi Nakashima
10.00 am – 10.20 am	77	The Convergence of IFRS and Creative Accounting Practices in Develo in Countries	Theresia Trisanti and Chalita Srinuan
10.30 am – 11.00 am	TEA BREAK		
11.00 am – 11.20 am	81	A Hybrid Approach EMD-Random Walk with Drift for Forecasting of Daily Stock Market Time Series Data	Ahmad Awajan and Mohd Ismail
11.20 am – 11.40 am	86	Equity Market Timing and its Short Term Effect on Capital Structure of the Firms in Indonesia	Miswanto Miswanto, Eduardus Tandellin, Suad Husnan and Mamduh M. Hanafi
11.40 am – 12.00 noon	18	Determinants of Capital Structure in Malaysian Manufacturing Firms	Chin Fei Goh, Wan Ying Tai, Amran Rasli, Owee Kowang Tan and Norha ati Zakuan
12.00 noon – 12.20 noon	106	Equity Market Contagion during the Global Financial Crisis: Evidence from Southeast Asia Countries	Norasyikin Abdullah Fahami and Nurazilah Zainal
12.30 noon – 2.00 m-	LUNCH BREAK		
2.00 pm – 2.20 pm	140	Audit Committee Characteristics and Integrated Reporting: Empirical Study of Companies Listed in Johannesburg Stock Exchan es	Anis Chariri and Indira Januarti
2.20 pm – 2.40 pm	30	Imam Ibn Ashur's Maqasid Syariah versus Maslow's Hierarchy of Needs: The Overview in the field of Investment	Ismail Abd Rahman and Arief SALLEH Rosman
2.40 pm – 3.00 m	120	The Influence of CSR Cost in Increasing Financial Distress	Nila Tristiarini, Yulita Setiawanta and Ririh Dian Pratiwi
3.00 pm – 3.20 pm	63	The Influence of Risk Propensity and Internal Lo us of Control on Liberal Accountin	Eko Lo
4.00 pm – 4.30 m	TEA BREAK		

## PARALLEL SESSION 4

WEDNESDAY | 2 NOV 2016 | 9.00AM – 4.00PM

<b>Room:</b> Bilik Kuliah 18 (Lecture Room 18)			
<b>Theme:</b> Management and Sustainability			
<b>Chairperson:</b> Khulida Kirana Yahya (9.00 am – 12.20 noon) ; Tan Owee Kowang (2.00 pm – 4.00 pm)			
Time	Paper ID	Title	Authors
9.00 am – 9.20 am	11	Management Control Systems in Japanese Overseas R&D Organizations	Chin Fei Goh, Fadilah Ismail, Amran Rasli and Owee Kowang Tan
9.20 am – 9.40 am	15	Examining the Moderating Role of Work Family Support on the Relationship between Work Family Conflict and Turnover Intention	Sharifah Fazirah Syed Ahmad, Erne Suzila Kassim and Siti Nur Alwani Azhar
9.40 am – 10.00 am	19	Corruption censure among Gen Y in the Malaysian public organizations: The predicting role of organizational culture, work value and religiosity	Khulida Kirana Yahya, Tan Fee Yean and Johanim Johari
10.00 am – 10.20 am	22	A conceptual framework for QM and EM implementation for SMEs food industry in Malaysia	Nur Zakiah Mohd Saat, Hayati Habibah Abdul Talib and Khairur Rijal Jamaludin
10.30 am – 11.00 am	TEA BREAK		
11.00 am – 11.20 am	23	The Impact of University Social Responsibility towards Producing Good Citizenship: Evidence from Malaysia	Roziana Shaari, Azizah Rajab, Siti Aisyah Panatik, Azlineer Sarip and Shah Rollah Abdul Wahab
11.20 am – 11.40 am	28	Managing Sustainability in Higher Educational Institutions with the Support of HR Tool and Approach	Azlineer Sarip, Roziana Shaari, Lily Suriani Mohd Arif and Mohamad Abdilllah Royo
11.40 am – 12.00 noon	159	Indonesian Consumer Preferences on Green Products	Bulan Prabawani
12.00 noon – 12.20 noon	162	The Relationship of Individual Creativity with Entrepreneurial Intention via Individual Entrepreneurial Orientation (IEO)	Adi Wira Putera Abdul Rahim, Wan Khairuzaman Wan Ismail, Ramayah Thurasamy and Ismail Abd Rahman
12.30 noon – 2.00 pm	LUNCH BREAK		
2.00 pm - 2.20 pm	34	The Impact of Strategic Orientation and Organization Culture on CSR practices: A theoretical Review and a Critique	Tharma Raj
2.20 pm – 2.40 pm	43	Lean Six Sigma Implementation: Does Success Means Sustainable?	Tan Owee Kowang, Choi Sang Long, Chin Fei Goh, Su Yong Tan and Amran Rasli
2.40 pm – 3.00 pm	50	Business Model and Value Proposition Design for The Establishment of The Herbal Tourism Village in Surabaya	Berto Mulia Wibawa, Imam Baihaqi, Muhammad Saiful Hakim, Aang Kunaifi and Maria Anityasari
3.00 pm – 3.20 pm	59	The effect of service quality and customer satisfaction on customer loyalty: The case of Century Pharmacy in Indonesia	Mas Bambang Baroto, Hermin Nuralita Adriansah, Sulaiman Aris, Harcharanjit Singh and Maizaitulaidawati Md Husin
3.20 pm – 3.40 pm	60	The innovative way to enhance the productivity and technical performance Of a Conveyor Using Genetic Algorithm - Sliding mode control	Mas Bambang Baroto, Nanang Birowo, Robiah Ahmad and Agus Priyono
3.40 pm – 4.00 pm	85	Determinants of Rural Poverty: An Empirical Study of Socio-Economic Factors In Non Transmigration and Transmigration Areas, Riau, Indonesia	Asan Ali and Dedi Zargustin
4.00 pm – 4.30 pm	TEA BREAK		

**PARALLEL SESSION 5****WEDNESDAY | 2 NOV 2016 | 9.00AM – 4.00PM**

<b>Room:</b> Bilik Kuliah 14 (Lecture Room 14)			
<b>Theme:</b> Management and Sustainability			
<b>Chairperson:</b> Yuliani Dwi Lestari (9.00 am – 12.20 noon); Darwina Arshad (2.00 pm – 4.00 pm)			
<b>Time</b>	<b>Paper ID</b>	<b>Title</b>	<b>Authors</b>
9.00 am – 9.20 am	76	Linking Information System with Organizational Learning and Competitive Advantages	Saorce Elsy Hatane, Devie Devie and Diah Dharmayanti
9.20 am – 9.40 am	122	Private Finance Initiative Versus Privatisation	Eza Azwa Razali and Syuhaida Ismail
9.40 am – 10.00 am	123	The Factors Affecting to Corporate Performance of Footwear Industries	Asep Darmansyah
10.00 am – 10.20 am	95	The Perception of ICT Adoption in Small Medium Enterprise: A SWOT Analysis	Anis Nur Assila Rozmi, Aliimran Nordin and Mohd Izhar Abu Bakar
10.30 am – 11.00 am	TEA BREAK		
11.00 am – 11.20 am	38	Towards Organizational Sustainability through Blue Ocean Strategy Execution	Chong Han Lei, Amin Vakilbashi and Mozhdeh Mokhber
11.20 am – 11.40 am	69	Role of Management for Sustainable Development of Stone Industry in India – An Overview	Sunil Kumar Bisoyi and Prof. Bhatu Kumar Pal
11.40 am – 12.00 noon	155	Study on intention and behavior toward halal non-food product	Dinarrani Gunita and Yuliani Dwi Lestari
12.00 noon – 12.20 noon	146	A review on cultural and creative 'matters'	Yon Sin Kok, Siow Kian Tan and Shay Wei Choon
12.30 noon – 2.00 pm	LUNCH BREAK		
2.00 pm – 2.20 pm	142	Boards Engagement in Strategy Execution towards Growth and Sustainability	Muhamad Roslan Muhamad Yusoff, Ahmad Rahman Songip, Mas Bambang Boroto and Aini Suzana Ariffin
2.20 pm – 2.40 pm	136	The pull factor of Zoo Negara. A comparative study	Shubatra Shanmugaretnam and Shamini Kandasamy
2.40 pm – 3.00 pm	133	Integrating Life Cycle Costing (LCC) in Industrialised Building System (IBS) in Malaysian Construction Industry	Siti Mazzuana Shamsuddin and Rozana Zakaria
3.00 pm – 3.20 pm	117	The Structural Effect of Principals' Transformational Leadership on the Teachers' work Motivation, Teamwork Effectiveness, and the School Improvement	Bambang Budi Wiyono
3.20 pm – 3.40 pm	101	The Role of Multidimensional Perceived Value, Trust, Commitment to Achieve Collaboration in West Java Agribusiness	Niken Larasati, Mustika Sufiati Purwanegara and Fitri Aprilianty
3.40 pm – 4.00 pm	131	Exploring Performance through Organizational Flexibility and Improvisation	Darwina Arshad, Nazlina Zakaria, Kadzrina Abdul Kadir and Norzeiriani Ahmad
4.00 pm – 4.30 pm	TEA BREAK		

**PARALLEL SESSION 1**

**THURSDAY | 3 NOV 2016 | 9.00AM – 12.30PM**

<b>Room:</b> Bilik Kuliah 15 (Lecture Room 15)			
<b>Theme:</b> Tourism and Hospitality			
<b>Chairperson:</b> Yahya Halawani			
<b>Time</b>	<b>Paper ID</b>	<b>Title</b>	<b>Authors</b>
9.00 am – 9.20 am	7	Functional, Emotional Experience and Experience Economy Constructs for Understanding Resort Hotel Experience	Nor Diyana Mohammed Shobri, Lennora Puitit and Amily Fikri Aziz
9.20 am – 9.40 am	13	The Influence of Online Consumer Review to Online Hotel Booking Intention in Malaysia	Lian Fong Stany Wee, Pei Kian Tan, Sook Fern Yeo and Long Quan Soh
9.40 am – 10.00 am	20	Human Resource Management Practices and Innovation of Hotels in Malaysia	Norsiah Mat, Noorulsadiqin Azbiya Yaacob and Shaker Bani Melhem
10.00 am – 10.20 am	21	The Relationship between Employee Job Satisfaction, Perceived Customer Satisfaction, Service Quality and Profitability in Luxury Hotels	Harcharanjit Mahinder Singh, Mas Bambang Baroto, Roselina Ahmad Saufi, Maizaitulaidawati Md Husin and Rahayu Tasnim
10.30 am – 11.00 am	TEA BREAK		
11.00 am – 11.20 am	102	Use and Impact of Online Travel Reviews for Planning Free and Easy Holidays	Yahya Halawani, Patrick Chin-Hooi Soh, Chew Kok-Wai and Firas Halawani
11.20 am – 11.40 am	100	Impact of Social Commerce on Hotels' business performance in Lebanon	Firas Halawani, Patrick Chin-Hooi Soh, Saravanan Muthaiyah and Yahya Halawani
11.40 am – 12.00 noon	160	Analyze The Role Of Tourist Motivation Toward Satisfaction And Identification The Push And Pull Motivational Factors Among Bandung Tourist	Herry Hudrasyah and Rizky Yudistira M
12.30 noon – 2.00 pm	LUNCH BREAK		

**PARALLEL SESSION 2****THURSDAY | 3 NOV 2016 | 9.00AM – 12.30PM**

<b>Room:</b> Bilik Kuliah 16 (Lecture Room 16)			
<b>Theme:</b> Entrepreneurship and Job Creation			
<b>Chairperson:</b> Florentina Tehubijuluw			
<b>Time</b>	<b>Paper ID</b>	<b>Title</b>	<b>Authors</b>
9.00 am – 9.20 am	1	Linking Corporate Entrepreneurship and Performance: A study of Banks in United Arab Emirates	Abdullah Al Mandoos and Rosni Abdul Wahid
9.20 am – 9.40 am	9	Play-Testing the Start-Up Process: A Case Study on The 'E2 Start Up!' Boardgame	Rahayu Tasnim, Muhammad Faisal Baba, Harcharanjit Singh, Maizatulaidawati Husin, Mas Bambang Baroto and Roselina Ahmad Saufi
9.40 am – 10.00 am	158	Entrepreneurial Motivation and Intention of Undergraduates: Examining the Moderating Role of Entrepreneurship Course	Ibrahim Al-Jubari, Arif Hassan and Zunirah Mohd Talib
10.00 am – 10.20 am	87	Behavior Analysis of Entrepreneurs Agribusiness and Challenges: A Preliminary Study	Sri Herliana, Qorri Aina, Acip Sutardi and Nur Lawiyah
10.30 am – 11.00 am	TEA BREAK		
11.00 am – 11.20 am	114	Enhancing the Understanding of Market Orientation as an Effort to Increase SME's Competitiveness	Evy Rachmawati Chaldun and Sudrajati Ratnaningtyas
11.20 am – 11.40 am	128	The Growth of Digital Economics towards Entrepreneurship as Career Choices among University Students in Indonesia	Florentina Tehubijuluw and M.Rachman Mulyandi
11.40 am – 12.00 noon	147	High-Growth Small and Medium-Sized Enterprises: An Exploratory Case Study in Malaysia Manufacturing Industry	Chun Hui Lee, Choy Leong Yee, Zuraina Dato Mansor, Manisah Othman and Nor Azlina Kamarohim
12.00 noon – 12.20 noon	40	Boosting Wellbeing Through Job Characteristics: A Case Public Servants in Malaysia	Johanim Johari, Fee Yean Tan, Khulida Kirana Yahya and Zurina Adnan
12.30 noon – 2.00 pm	LUNCH BREAK		

ID : 9

**Play-Testing The Start-Up Process: A Case Study On The 'E2 Start Up!' Boardgame**

Rahayu Tasnim<sup>1</sup>, Harcharanjit Singh<sup>1</sup>, Maizatulaidawati Husin<sup>1</sup>, Mas Bambang Baroto<sup>1</sup>, Roselina Ahmad Saufi<sup>1</sup> and Muhammad Faisal Baba<sup>2</sup>

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**Abstract**

This case study puts entrepreneurship education and gaming under the microscope. A board game prototype, the **E2 Start-Up!** (prototype name still unendorsed), aiming to educate players on the specific entrepreneurial traits; the knowledge, skills and behaviors demanded to become successful entrepreneurs, as well as the processes and the magnitude of innovation needed to productively accomplish competent start-ups, was developed by a team of Malaysian entrepreneurship education academicians. The **E2 Start-Up!** was robustly play-tested to a total of 92 undergraduates, postgraduates and lecturers. A structured questionnaire was administered to players subsequent to playing the game. The case study illustrates that in Round 1 of the game, players learnt the importance of grooming, motivation, communication skills such as negotiation capabilities, financial planning, and the importance of self-learning and soft-skills. In Round 2 of the game, players were exposed to hands-on creativity challenges that educate the values of mentoring, research, opportunity recognition and risk taking in the start-up mission. Players enjoyed the game throughout, with all of them volunteering to play in multiple game sessions. On the whole, feedback showed how powerful and fun the game is to build entrepreneurial behavior awareness and to equip players' knowledge and skills for a successful start-up. Keywords: entrepreneurship education, boardgaming and education, edutainment, gaming in classrooms, entrepreneurial learning

ID : 10

**World Oil Price Movements and Stock Returns: Evidence from Southeast Asian Capital Markets**

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**Abstract**

The existence of inconsistent research results on the effect of changes in world oil prices on the capital market return also shows the need for a study on the effect of oil price changes on the stock market return. Therefore, this study examines the effect of the change on world oil prices on the stock market return located in Southeast Asia such as the Indonesia Stock Exchange, Kuala Lumpur Stock Exchange, Singapore Stock Exchange, Philippines Stock Exchange and the Stock Exchange of Thailand. The data used in this study is a composite price index data on the capital market being observed, and West Texas Intermediate (WTI) crude oil prices in the period of January 2003 to December 2013. Data are analyzed using Generalized Autoregressive Conditional Heteroscedasticity / GARCH (1, 1). The results of this study show that changes of the world oil prices only have a significant impact on the Malaysian capital market, represented by the Kuala Lumpur Composite Index (KLCI), and the Thai capital market, represented by the SET Index.

Keywords: West Texas Intermediate (WTI), GARCH, Capital Markets in ASEAN Region

**PARALLEL SESSION 3****THURSDAY | 3 NOV 2016 | 9.00AM – 12.30PM**

<b>Room:</b> Bilik Kuliah 17 (Lecture Room 17)			
<b>Theme:</b> Educational; Innovation and Co-creation; New Management Paradigms and Technologies			
<b>Chairperson:</b> Jawahir Che Mustapha Yusuf			
<b>Time</b>	<b>Paper ID</b>	<b>Title</b>	<b>Authors</b>
9.00 am – 9.20 am	5	Learning Goal Orientation and Turnover Intention of the Malaysian Adult Students	Choon Hee Ong, Adriana Mohd Rizal, Maizaitulaidawati Md Husin, Owee Kowang Tan, Chin Fei Goh and Lee Ping Lim
9.20 am – 9.40 am	129	Service Quality on Facilities Services in Public Higher Education Institution (HEI): A Critical Literature Review	Amilia Hasbullah and Wan Zahari Wan Yusoff
9.40 am – 10.00 am	137	Operations and Supply Chain Simulator: Imitating Graphing Calculator for Courseware Development to Enhance Students' Learning Experience	Jawahir Che Mustapha Yusuf, Jasrina Jaffar, Bazilah Hj A Talip and Mohd Mustaan Hassan
10.00 am – 10.20 am	127	The Role of Innovation Capital in the Malaysian Universities towards Achieving Performance Excellence	Amrizah Kamaluddin and Amrizah Kamaluddin
10.30 am – 11.00 am	TEA BREAK		
11.00 am – 11.20 am	134	Challenges and Critical Success Factors of Turbomachinery Project Execution from Project Management Perspective	Harris Abd. Rahman Sabri, Abd. Rahman Abdul Rahim, Wong Kuan Yew and Syuhaida Ismail
11.20 am – 11.40 am	96	A new Model for Management System Medication (5Ds)	Sharaf Eldin Hamed Ahmed
11.40 am – 12.00 noon	83	Frame and Introduce the Innovation Management Strategy to Support Business Process and Sustainability in PT SMI (Business and Organizational Learning Model for Indonesia's Smart Meter Manufacturer)	Pierre Jayaprana and Andika Sutedjo
12.00 noon – 12.20 noon	57	Market-Oriented R&D Commercialization: The Case of Typhidot	Baharudin Kadir and Mohd Farid Shamsudin
12.30 noon – 2.00 pm	LUNCH BREAK		

**PARALLEL SESSION 4****THURSDAY | 3 NOV 2016 | 9.00AM – 12.30PM**

<b>Room:</b> Bilik Kuliah 18 (Lecture Room 18)			
<b>Theme:</b> marketing			
<b>Chairperson:</b> Yuliani Dwi Lestari			
<b>Time</b>	<b>Paper ID</b>	<b>Title</b>	<b>Authors</b>
9.00 am – 9.20 am	94	The Mediating Role of Intercultural Communication Competency on the Relationship between Multicultural Personality and Interaction Comfort in Retail Industry	Fauziah Ahmad, Ali Ihtiyar and Rosmini Omar
9.20 am – 9.40 am	153	Halal Logistic Business Model Development in Indonesia	Yuliani Dwi Lestari, Togar M Simatupang and Liane Okdinawati
9.40 am – 10.00 am	139	Evaluating Market Preferences towards Housing Technology in Jakarta, Indonesia Using Conjoint Analysis	Khuldia Indi and Akbar Adhiutama
10.00 am – 10.20 am	141	The role of knowledge and trust in influencing non-Muslim consumers' halal food purchase intention in Malaysia: A conceptual model	Mas Wahyu Wibowo and Fauziah Sh Ahmad
10.30 am – 11.00 am	TEA BREAK		
11.00 am – 11.20 am	138	Study of Profile and Segmentation of Shopping Style of Indonesian	Arief Helmi
11.20 am – 11.40 am	144	Marketing Strategy of SMS LBA Pt. X as Mobile Digital Advertising to Increase Sales And Retentions of Customer in Bandung	Lusyana Sunardi and Mustika Sufiati Purwanegara
11.40 am – 12.00 noon	62	Validation of Halal Consumption Measurement Model	Nik Kamariah Nik Mat, Dr Yaty Sulaiman and Dr Noor Hasmini Abd Ghani
12.30 noon – 2.00 pm	LUNCH BREAK		

**PARALLEL SESSION 5**

**THURSDAY | 3 NOV 2016 | 9.00AM – 12.30PM**

<b>Room:</b> Bilik Kuliah 14 (Lecture Room 14) <b>Theme:</b> E-Business and Global Information systems; Technology an Industry Convergence; Competitive Strategies in Fast Developing Economy <b>Chairperson:</b> Rusha Elsmami			
Time	Paper ID	Title	Authors
9.00 am – 9.20 am	113	The Perceptions of Patients on Privacy and Confidentiality of using Electronic Medical Records in Health Care Systems	Raed Wishah and Haiitham Alali
9.20 am – 9.40 am	116	Heuristic Evaluation of Mobile Government Portal Services: An experts' reviews	Ibrahim Almarashdeh and Mutasem Alsmadi
9.40 am – 10.00 am	150	The Effect Of Message Quality and Source Credibility on Perceived Helpfulness: the Moderating Effect of Price and Rating Extremity	Juanna Judith Huliselan, Linda Setiawan and Willy Gunadi
10.00 am – 10.20 am	143	A Review of the E-commerce Barriers faced by the SMEs in Africa	Rusha Elsmami, Abdul Rahman Abdul Rahim and Abdelgadir Mahmoud
10.30 am – 11.00 am	TEA BREAK		
11.00 am – 11.20 am	27	The Increasing Quality of Indonesian Human Resource on the ASEAN Economic Community	Wilson Bangun
11.20 am – 11.40 am	125	The Preparedness of Indonesian ICT SME's Entering the Global Market	Evy Rachmawati Chaldun and Amilia Wulansari
12.30 noon – 2.00 pm	LUNCH BREAK		

[🏠 \(default.html\)](#) / [Committee](#)

# Committee

## Committee Members

Patron	Prof. Datuk Ir. Dr. Wahid Omar
Advisor I	Prof Dr. Wan Khairuzzaman Wan Ismail
Advisor II	Assoc. Prof. Dr. Rosmini Omar
General Chair	Prof. Miyuki Aso (Vice-President Chiba University of Commerce)
Finance and Academic Chair	Prof Masumi Nakashima (Chiba University of Commerce)
Co-Chair	Dr. Suzilawati Kamarudin
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Head of Sponsorship	Dr. Adriana Mohd Rizal

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Prof. Dr. Abu Bakar A. Hamid  
Prof. Dr. Roselina Ahmad Saufi  
Assoc. Prof. Dr. Mas Bambang Baroto  
Assoc. Prof. Dr. Siti Zaleha Abdul Rasid  
Assoc. Prof. Dr. Fauziah Sh. Ahmad  
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## updates:

 [Program & schedule \(program.html\)](#)

 [Calling for reviewers \(Ann.html\)](#)

[Calling for papers - IBS Doctoral Colloquium 2016 \(Doctoral.html\)](#)

## Key dates

Registration Open: 1st March 2016

Extended Submission Deadline: 30th September 2016

Acceptance Notification: 4 weeks after submission

Deadline for Full Paper: 30th September 2016



# Keynote Speakers



## **Professor Miyuki Aso**

Miyuki Aso is a Professor and Chair in Management at Graduate School of Accounting and Finance (MBA program) at Chiba University of Commerce in **Japan**. He is also a professor of Management at Ph.D. program of Policy and Studies at Chiba University of Commerce. He obtained master degree of Economics from Rikkyo University and he finished the course work of Ph.D. program of Economics at Kyoto University in Japan.

[More \(ProfessorMiyukiAso.html\)](#)



## **Prof Dato' Dr Halimah Badioze Zaman**

Halimah Badioze Zaman is a Professor and Director at the Institute of Visual Informatics, Universiti Kebangsaan **Malaysia** (UKM) or the National University of Malaysia. She received her undergraduate, Master and PhD in the United Kingdom. She joined Universiti Kebangsaan Malaysia (UKM) since 1983. She became Visiting Professor at the Department of Computer and Information Engineering, Tamkang University, Taiwan and Guest Writer at Chengchi National University, Taiwan in 2005-2008. She is very active in research in the field of Computer Science and ICT. [More \(ProfDatoDrHalimahBadiozeZaman.html\)](#)

**Assoc. Prof. Dr. Mohd Shahir Shamsir Omar**

Mohd Shahir Shamsir is the Deputy Director, Research Management Centre, Universiti Teknologi Malaysia. He oversees and implements the university's strategic direction and management to comply with the Malaysia Research Assessment (MyRA) benchmark. At the national level, he contributes as a MyRA Task Force member, Higher Institution Centre of Excellence (HICoE) Task Force and regularly engage with institutions of higher learning to assist in improving their research management practices

**Masumi Nakashima**

Masumi Nakashima is a Chair and Professor of Accountancy in the Graduate School of Accounting and Finance at the Chiba University of Commerce in **Japan** and a Professor of Financial Analysis and Valuation at Doctoral Program at Graduate School of Policy Studies.

More ([MasumiNakashima.html](#))

**Prof. Gazi Muhabubul Alam**

## Latest **updates:**

**NEW** [Program & schedule \(program.html\)](#)

**NEW** [Calling for reviewers \(Ann.html\)](#)

[Calling for papers - IBS Doctoral Colloquium 2016 \(Doctoral.html\)](#)

## Key **dates**



# ICIBS 2016

## INTERNATIONAL CONFERENCE ON INNOVATION IN BUSINESS AND STRATEGY

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1<sup>st</sup> - 3<sup>rd</sup> November 2016 | Kuala Lumpur

### Certificate of Paper Presentation to

ULFA ISNANI PUSPADEWI AND SUHARNOMO

*Paper Title :*

ANALYSIS OF EMPLOYEE ENGAGEMENT ON SERVICE COMPANY (STUDY  
ON THE EMPLOYEES OF PATRA JASA CONVENTION HOTEL SEMARANG)

PROFESSOR DR. WAN KHAIRUZZAMAN WAN ISMAIL  
Chairman / Dean

International Business School, Universiti Teknologi Malaysia

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