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ECONOMICS, MANAGEMENT AND ACCOUNTING 2010
“Regional Development in an Era of Global Innovation Economy”

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Co-organisers:



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Universitas Bengkulu

Universitas Muhammadiyah Surakarta

Universitas Pertanian Bogor

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1. Regional Development 2. Economic Development 3. Monetary and Fiscal Economics 4. Environmental Policies and Assessment 5. Labor Economics 6. Investment 7. Corporate Finance 8. Capital Markets 9. Financial Economics 10. Banking Efficiency 11. Islamic Banking and Finance 12. Consumer Behaviour 13. Branding 14. Internet Marketing 15. Sales Management 16. Human Resource Management 17. Organizational Behaviour 18. Entrepreneurship and Innovation 19. Strategic Management 20. Organizational Knowledge and Learning 21. International Business 22. Auditing 23. Corporate Reporting 24. Management Accounting 25. Law

ISBN 978-983-3198-57-3

TABLE OF CONTENT

History of the Conference	iv
Message from the Vice Chancellor	vi
Message from the Dean of Faculty of Economics and Management	vii
Message from the Conference Chair	viii
List of Full Papers	
List of Accounting Papers	ix
List of Finance and Banking Papers	xi
List of Marketing Papers	xv
List of Management Papers	xvi
List of Economics Papers	xx
Full Papers	
Accounting Papers	1
Finance and Banking Papers	581
Marketing Papers	1315
Management Papers	1559
Economics Papers	2238
MIICEMA 2010 Organizing Committee	3019
MIICEMA 2010 List of Reviewers	3021

HISTORY OF MIICEMA

This year, the Faculty of Economics and Management, Universiti Kebangsaan Malaysia is entrusted for the fourth time to host the Malaysia-Indonesia International Conference on Economics, Management and Accounting 2010 (MIICEMA 2010). With a theme “Regional Development in an Era of Global Innovation Economy”, this conference is the 11th of a series of successful conferences as a result of more than a decade of collaborative efforts between Universiti Kebangsaan Malaysia, Universitas Syiah Kuala Banda Aceh, Universitas Bengkulu and Universitas Muhammadiyah Surakarta, Indonesia. For this conference, the collaborative efforts will also welcome the support of a new member university, Universitas Pertanian Bogor, Indonesia.

Following is a brief history of the past conferences;

- 1993 The first conference was co-organized by the Faculty of Economics and Faculty of Business Management (UKM) and Universitas Syiah Kuala Banda Aceh. With a theme “Economics and Business Issues (Isu-isu Ekonomi dan Perniagaan)”, the conference was held on 5 – 6 June 1993 at Universitas Syiah Kuala Banda Aceh.
- 1994 The second conference was co-organized by the Faculty of Economics and Faculty of Business Management (UKM) and Universitas Syiah Kuala Banda Aceh. The conference theme was “Economics Prospects and Challenges in Industrial Development (Prospek dan Cabaran Ekonomi dalam Pembangunan Industri)”. The conference was held on 19 – 20 July 1994 at Universiti Kebangsaan Malaysia.
- 1995 The third conference was co-organized by the Faculty of Economics and Faculty of Business Management (UKM) and Universitas Syiah Kuala Banda Aceh. The conference theme was “Strengthening Malaysia and Indonesia Cooperation: To Succeed the 2020 IMT-GT (Memperkokuhkan Kerjasama Malaysia dan Indonesia: Mensukseskan IMT-GT Tahun 2020)”. The conference was held in August 1995 at Universitas Syiah Kuala Banda Aceh.
- 1996 The fourth conference, which was upgraded to an international level, was again co-organized by the Faculty of Economics and Faculty of Business Management (UKM) and Universitas Syiah Kuala Banda Aceh. The conference theme was “Globalization Issues in Economics and Business (Isu-isu Globalisasi dalam Ekonomi dan Perniagaan)”. The conference was held on 12 – 13 November 1996 at Puri Pujangga, Universiti Kebangsaan Malaysia.
- 1997 The fifth conference was co-organized by the Faculty of Economics and Faculty of Business Management (UKM), Universitas Syiah Kuala Banda Aceh and a new member university, Universitas Bengkulu. The conference theme was “Managing Growth and Changes”. The conference was held on 23-25 June 1997 at Universitas Bengkulu.
- 2002 The sixth conference was co-organized by the Faculty of Economics and Faculty of Business Management (UKM), Universitas Syiah Kuala Banda Aceh and Universitas Bengkulu. The conference theme was “The Role and Harmonization of Economics and Business Disciplines in Global Competitiveness”. The

- conference was held on 14-15 October 2002 at Universitas Syiah Kuala Banda Aceh.
- 2003 The seventh conference was co-organized by the Faculty of Economics and Faculty of Business Management (UKM), Universitas Syiah Kuala Banda Aceh and Universitas Bengkulu. The conference theme was “Sustainable Economics and Business Development in an Era of Globalization”. The conference which was hosted by the Faculty of Economics and Faculty of Business Management (UKM) was held on 13-14 October 2003 at Equatorial Hotel, Bangi.
- 2004 The eighth conference witnessed the collaborative effort of the trio universities was further strengthened by the involvement of Brunei Darussalam. The conference theme was “Asian Competitiveness in Economics and Business Sector Towards an Era of Globalization”. The conference was held on 2-6 October 2004 at Universitas Bengkulu.
- 2005 The ninth conference welcomed another new member university, Universitas Muhammadiyah Surakarta, as the co-organizer of the conference. The conference theme was “Empowering Economic and Business in the Free Trade Era”. The conference was held on 13-14 December 2005 at Universitas Muhammadiyah Surakarta.
- 2008 The tenth conference was co-organized by the Faculty of Economics and Business Management (UKM), Universitas Syiah Kuala Banda Aceh, Universitas Bengkulu and Universitas Muhammadiyah Surakarta. The conference theme was “Developing Regional Economy through Networking: Role of Small Medium Enterprises (SMEs)”. The conference was held on 27-28 October 2008 at Universitas Syiah Kuala Banda Aceh.



Message from the Vice-Chancellor

Assalamualaikum wbt. and *Salam Sejahtera*.

First and foremost, I wish to express my utmost gratitude to Allah S.W.T. for bestowing upon us His blessing to successfully organize the eleventh Malaysia-Indonesia International Conference on Economics, Management and Accounting 2010. I would also like to congratulate the Faculty of Economics and Management, UKM for jointly organizing this conference with Universitas Syiah Kuala Banda Aceh, Universitas Bengkulu, Universitas Muhammadiyah Surakarta, and Universitas Pertanian Bogor. The conference is actually an outcome of the MOU which UKM signed with these leading universities in Indonesia.

Innovation and education have been regarded as vital ingredients to increasing productivity and competitiveness of the economy. It is through innovation and creation of new ideas that additional value can be drawn from the capital and human resources. Hence, it is pertinent that universities in Malaysia and Indonesia collaborate in research and assist in regional development to ensure success for both countries.

I am certain that the conference will address the need for innovation and continuing education in economics, accounting and management. I wish you all a productive and fruitful conference and to our international guests, I hope you have a pleasant stay in Malaysia.

Sincerely,

Prof. Tan Sri Dato' Dr. Sharifah Hapsah Syed Hasan Shahabudin
Vice-Chancellor
Universiti Kebangsaan Malaysia



Message from the Dean

Welcome and *Selamat Datang* to the Malaysia-Indonesia International Conference on Economics, Management and Accounting 2010 (MIICEMA 2010). I would like to express my gratitude to the Universitas Syiah Kuala Banda Aceh, Universitas Bengkulu, Universitas Muhammadiyah Surakarta, and Universitas Pertanian Bogor for graciously co-organising this conference.

The theme of this conference is “Regional Development in An Era of Global Innovation Economy”. This is considered highly appropriate at a time when the global economy is still facing the challenges of economic recession. In order to sustain or improve economic growth of a nation, the focus of innovation nowadays has to be on intangible asset such knowledge, communication, intellectual property, networks, and human relationship. This is different than focusing on tangible asset and manual labour such as heavy engineering and mass production in the older days. It is hoped that the discussion in this conference is consolidated towards finding ways to develop innovation in the economic and business environment. The thoughts shared in this event would benefit policies for the future.

Last but certainly not least, my greatest appreciation goes to all who have contributed to the success of this event, in particular the presenters, participants, sponsors, the organiser and its committee members. Have a fruitful discussion and mind challenging time during this conference. To our special guests from Indonesia, enjoy your stay in Malaysia.

Warmest regards,

Prof. Dr. Mohd Fauzi Mohd Jani
Dean
Faculty of Economics and Management
Universiti Kebangsaan Malaysia



Message from the Conference Chair

This year, the Faculty of Economics and Management takes its pride to host for the fourth time the Malaysia-Indonesia International Conference on Economics, Management and Accounting 2010 (MIICEMA 2010). This eleventh edition of the MIICEMA 2010 continues the tradition of past conferences which have discussed on the issues affecting Malaysian, Indonesian as well as Asian economies. I believe the theme “Regional Development in An Era of Global Innovation Economy” would be an appropriate focus of discussions for academicians, researchers and practitioners alike.

I envisage that, with a total of 215 papers contributed by academicians and researchers from 57 universities and institutions involving 11 countries, this conference is proven to be the right platform where ideas, solutions and recommendations can be generated to help us maneuver through rough economic episode. Insights and resolutions derived from this conference should be translated into action plans and policies that could assist policy makers to formulate appropriate strategies in developing a sustainable economic growth in this region.

Finally, I wish to record my utmost appreciation and sincere thanks to **Prof. Tan Sri Dato’ Dr. Sharifah Hapsah Syed Hasan Shahabudin**, the Vice-Chancellor of Universiti Kebangsaan Malaysia for her relentless support and interest in the development of MIICEMA 2010 and the faculty. My deepest appreciation and gratitude to our sponsors and co-organizers who have provided tremendous support in organizing this auspicious event. My heartiest gratitude goes to the committee members for their dedication and commitment to ensure the success of this conference. To all participants and university representatives, thank you for making this important event a success and I hope this gathering will leave you with fond memories of your stay in Bangi.

Thank you very much.

Yours sincerely,

Prof. Dr. Abu Hassan Shaari Md Nor
Conference Chair
MIICEMA 2010

LIST OF FULL PAPERS

ACCOUNTING TRACK

ID	Title	Author(s)	Page
006	The Influence Of Corporate Characteristics On The Extent Of Compliance With MASB Standards Among Malaysian Listed Companies	Azhar Abdul Rahman	1
011	Use Of Management Control Systems Among Libyan Small And Medium-Sized Firms: Linking Effects Of Societal Culture And Top Management Team Demographic Characteristics To The Use Of MCS	Yosef Kalefa Hosen, Wee Shu Hui, Suzana Suliman & Ibrahim Abdul Rahman	34
012	Penilaian Semula Taksiran Zakat Perniagaan Bagi Kes Perakaunan Hutang Dan Inventori	Ahmad Othman & Sanep Ahmad	47
019	Preparing Individuals For Establishing Learning-Based Systems: Self-Talk Therapy Approach	Akilah Abdullah & Mohamad Hisyam Selamat	62
021	Factors Influencing Effectiveness Of Internal Audit Department In Malaysian Local Authorities	Halimah @ Nasibah Ahmad, Rohana Othman, & Radiah Othman	94
024	Exploratory Factor Analysis Of The Ethical Orientation Scale	Razana Juhaida Johari, Zuraidah Mohd Sanusi, & Aida Hazlin Ismail	109
043	The Timeliness Of Recognizing Accounting Income In Malaysia: The Influence Of Government Linked Companies	Norman Mohd Saleh, Selamat Kundari & Elias Shaari	126
044	Internal Auditor And Related Certification Ethical Awareness : The Performance Internal Auditors	Yane Devi, Anna & Tetty Lasniroha Sarumpaet	144
058	The Impact of Non-Independent Non-Executive Directors on Firm Performance	Hasnah Kamardin	157
061	Financial Statement Analysis Of Tax-Exempt Charitable Organizations In Malaysia	Saunah Zainon, Ruhaya Atan, Yap Bee Wah & Roland Yeow Theng Nam	177
079	Determinant Of Capital Expenditure And Investment Of Large Market Capitalization Stocks In Malaysia	Tong Chue Qun, Ooi Chee Keong & Angeline Kwan	195
089	The Effect Of Managerial And Family Ownership On Company Performance	Noor Afza Amran & Ayoib Che Ahmad	208

ID	Title	Author(s)	Page
099	Wages Difference Analysis On Internal Auditors From Gender Perspective.	Rina Trisnawati	221
111	Intellectual Capital Disclosures: The Case Of Malaysian Initial Public Offerings	Azwan Abdul Rashid, Wan Mohamad Taufik Wan Abdullah, Mahlindayu Tarmidi @ Tokhid	233
115	The Application Of Fair Value Accounting In Jordan An Investigation Of Auditors' Perceptions	Azhar Abdul Rahman & Ayman Ahmad Abu Haija	248
119	Discretionary Risks Disclosure: A Management Perspective	Rina Fadhilah Ismail & Roshayani Arshad	261
120	Culture And Agency Costs: Evidence From Malaysia	Mazlina Mustafa & Ayoib Che Ahmad	278
148	Management Control System And Performance: The Case Study Of East Coast Local Authority	Norazlina Ilias & Nik Kamaruzaman Abdulatiff	296
163	Influences Of Proprietary Costs And Ownership Structure On Discretionary Risks Disclosure	Rohana Othman, Roshayani Arshad, Husna Othman & Hidayati Omar	312
168	Pengurusan Pengetahuan : Kajian Kes Dalam Industri Penyumberan-Luar Perakaunan Luar Pesisir	Rosma Nadianti Risman, Aini Aman	325
169	Peranan Pengawasan Pelabur Institusi Dan Kekaburan Perolehan	Azlina Ahmad, Norman Mohd Salleh, Takiah Mohd Iskandar & Mohamed Adnan Alias	340
182	Analyzing The Influence Of Internal And External Factors On Auditor's Dysfunctional Behavior In Accounting Public Firm At Surabaya - Indonesia	Fenny Marietza	370
203	Intellectual Capital Reporting In Malaysian Technology Industry	Azlina Rahim, Ruhaya Atan and Amrizah Kamaluddin	385
217	Implication Of International Financial Reporting System In Non-Financial Corporations In Malaysia	Daw Tin Hla, Sim Chia Hua & Abdullah Bin Sulaiman	398
224	Size Of Firm, Disclosure And Cost Of Equity Capital	Zaini Embong & Norman Mohd-Saleh	413
266	Deferred Tax As A Predicting Approach For The Earnings Management: Across Government And Privately Ownership	Rini Indriani	433
267	The Impact Of Performance Measurement	Fachruzzaman	450

ID	Title	Author(s)	Page
	System Type And Management Awareness Towards Program And Financial Performance On Educational Office In Regencies		
271	Corporate Governance Practices And Foreign Ownership: The Malaysian Perspective	Elsie Ng, Takiah Mohd Iskandar & Puan Yatim	465
272	The Influence Of Ethic Reasoning, Ethical Orientation, Locus Of Control And Demographic Factors On Ethical Sensitivity: An Emprical Study Of Accounting Students.	Lismawati	482
277	Niat Gelagat Kepatuhan Cukai Jualan Tempatan: Aplikasi Teori Tindakan Bersebab	Zainol Bidin, Zolkafli Hussin & Shalihen Mohd Salleh	496
284	Akuntabilitas, Partisipasi Masyarakat, Dan Transparansi Kebijakan Publik Sebagai Pemoderating Hubungan Pengetahuan Dewan Tentang Anggaran Dan Pengawasan Keuangan Daerah (APBD)	Isma Coryanata	508
288	The Acceptance Of Accounting Software At The Accounting Student	Sriwidharmanely & Vina Syafrudin	524
315	Upaya Peningkatan Kualitas Informasi Keuangan Pemerintah Daerah Di Provinsi NAD	Darwanis	545
321	Pemahaman Aparatur Terhadap Laporan Keuang Pemerintah Daerah: Suatu Kajian Empiris di Provinsi Aceh	Nadirsyah, Mirna Indriani and Basri Zein	562

FINANCE AND BANKING TRACK

ID	Title	Authors	Page
032	Investigating The Effect Of Movements In Oil Price On Asean Stock Market Performance – Evidence From Bursa Malaysia And Stock Exchange Of Thailand	Abdul Razak Abdul Hadi, Mohamed Hisham Yahya, & Abu Hassan Shaari Mohd Nor	581
033	Strategies And Performance Of New Mexican Emerging Multinational Enterprises	José G. Vargas-Hernández	596
037	The Influence Of Internal And External Factors on Stock Price of Banking Companies listed on the Indonesian Stock Exchange, 2004-2008	Erly Sherlita, Rezha Mario Ibrahim & Tetty Lasniroha Sarumpaet	618
051	Impact Of Free Cash Flow Utilization Management And Earnings Management On The Value Relevance Of Fundamental Accounting Number	Noer Sasongko	629
060	Predictors Of Investment In Risky Assets	Husniyah, A. R, M.	645

ID	Title	Authors	Page
	Among Malaysian Families	Fazilah, A. S. & Zuroni, M. J.	
064	Consumers' Legal Literacy In Consumers Credit Transactions	Elistina Abu Bakar, Husniyah Abdul Rahim, Afida Mastura Muhammad Arif & Bukryman Sabri	660
065	Post Disbursal Monitoring And Follow Up Of Credit	Jagdish Joshipura	672
077	Stock Overreaction Behaviour In Bursa Malaysia: Does The Length Of The Formation Period Matter?	Norli Ali, Annuar Md Nassir, Taufiq Hassan & Sazali Zainal Abidin	686
083	Winner's Curse And Bandwagon Effect In Malaysian Ipos: Evidence From 2001-2009	Othman Yong	693
084	Malaysian Islamic Unit Trust Performance: An Analysis Using Sharpe Index, Treynor Index And Jensen Alpha	Suhana Mohamed; Nadia Nurul Najwa Mohmad Hassan & Roslina Mohamad Shafi	702
087	Financial System Structure And Financial Stability: The Case Of Asian Emerging Markets	Hossein Sedghi-Khorasgani	714
100	Pembangunan Kemudahan Infrastruktur Kewangan Bagi Merealisasikan Penggunaan Dinar Emas Masa Kini	Salmy Edawati Yaacob & Sanep Ahmad	734
103	Situational Analysis Of Rural Financial Markets Development In Malaysia : 1960 – 2010	Jasman Tuyon, Wahi Ismail & Rosalan Ali	745
108	The Causal Analysis Of Stock Prices And Economic Growth: The Malaysian Case	Noranita Abdamia, Abdul Razak Jambari & Suhana Mohamed	761
116	Impact Of Seasoned Offerings On Share Price	Melita Mehjabeen	773
121	The Long Run Share Price Performance Of Malaysian Firms Issuing Equity Private Placements	Norhafiza Nordin & Kamarun Nisham Taufil Mohd.	791
126	Share Repurchases And Shareholders' Wealth	Rohaida Abdul Latif, Wan Nordin Wan Hussin, Ku Nor Izah Ku Ismail & Kamarun Nisham Taufil Mohd	810
129	Stock Prices And Exchange Rates In Indonesia: Further Evidence	Bakri Abdul Karim, Norlina Kadri & Josephine Yau Tan Hwang	829
137	Macroeconomics Variables And Kuala Lumpur Shari'ah Index	Siti Mariam Ali & Bakri Abdul Karim	836

ID	Title	Authors	Page
140	Islamic Bond Fund Performance: Risk And Return Analysis	Maizura Mohd Isa, Nor Farradila Abdul Aziz & Nur Asikin Aziz	849
149	A Case Study Of The Local Bank Merger: Is The Acquiring Entity Better Off?	Maran Marimuthu & Haslindar Ibrahim	858
150	Managerial Decision On Loan Loss Provision: Malaysian Islamic Banks	Faridah Najuna Misman & Wahida Ahmad	867
151	Risks Exposure In Islamic Banks: Malaysian Case Study	Faridah Najuna Misman & M. Ishaq Bhatti	877
158	The Influence Of Catering Theory Of Dividend To The Propensity Company's Dividend Payout	Eddy Suranta, Pratana Midiastuty, Nikmah & Winda Cecilia	890
175	The Risk Management Efficiency Of Coventional Life Insurers And Takaful Operators	Rubayah Yakob, Zulkornain Yusop, Alias Radam & Noriszura Ismail	905
179	Long Memory In Volatility: Evidences From India	Gourishankar S Hiremath & Bandi Kamaiah	921
180	Role Of Microfinance After Earthquake: Study In Klaten Residency, Central Java, Indonesia	Muhammad Sholahuddin, Sri Murwanti, Arifin Faiz & Ihda	934
185	Sokongan Politik dan Hutang: Kasus Indonesia	Kamaludin	944
188	Sukuk Development And Prospects: A Case Study on Malaysian And Indonesian Sovereign Sukuk	Shahida Shahimi, Hafizi Ab Majid & Mohd Hafizuddin Syah Bangaan Abdullah	961
193	Bank Efficiency, Risk Exposure and Global Financial Crisis: The East Asia Region	Aisyah Abdul Rahman, Mariani Abdul Majid, Alireza Tamadonnejad & Mansor Jusoh	979
194	ASEAN-5 Stock Market Returns And The US Sub-Prime Crisis	Aisyah Abdul Rahman, & Noor Zahirah Mohd Sidek	995
200	Bank Loan And Firm Performance In Malaysia	Pui Kiew Ling	1009
202	Efficiency of Malaysian Banks: Foreign-owned Islamic Banks and Islamic Bank Subsidiaries	Mariani Abdul Majid	1024
209	Environmental Disclosure In Malaysian Banking Sector	Faridah Jaafar, Faizah Darus & Indra Devi Rajamanoharan	1039
222	Determinants Of Financial Wellness Among Malaysian Workers	Narges Delafrooz, Laily Hj Paim, Mohd Fazli	1049

ID	Title	Authors	Page
		Sabri & Jariah Masud	
225	Financial Problems And Job Productivity Among Employees In Malaysia	Narges Delafrooz, Laily Hj Paim, Mohd Fazli Sabri & Jariah Masud	1064
226	The Performance Of Islamic And Conventional Fixed Income Mutual Funds	Hariandy Hasbi	1075
227	Test Of Efficiency Between Conventional And Shari'a Bank In Indonesia: An Intermediation Approach	Ade Salman Al-Farisi & Riko Hendrawan	1087
242	The Influence Of Equity Ownership Towards Leverage in Manufacturing Company Listed at the Indoensian Stock Exchange for 2005-2008	Ridwan Nurazi, Paulus S Kananlua & Intan Zoraya	1102
246	Opportunity Evaluation Amongst SMEs: The Role Of Select Cognitive Characteristics Of Techno Entrepreneurs	David P. Jawahar & Nigama K.	1117
263	An Analysis Of Mudharabah Contract From Classical And Contemporary Islamic Jurists Views	Abdul Ghafar Ismail, Nor Azura Sanusi & Noraina Mazuin Sapuan	1129
270	Towards Implementing Zakah on Salary & EPF: Issues & Challenges	Magda Ismail Abdel Mohsin, Ahcene Lahsasna & Ezamshah Ismail	1140
282	Assessing Performance Of Mutual Funds In Indonesia	M. Shabri Abd. Majid & Hartomi Maulana	1153
283	Konsep Dan Teori Lindung Nilai (Hedging) : Satu Sorotan Literatur	Azlin Alisa Ahmad & Shahida Shahimi	1171
285	Pengaruh Pajak Dan Retribusi Daerah Terhadap Anggaran Pendapatan Belanja Kabupaten (APBK) Aceh Utara	Ghazali Syamni & Muhammad Hatta	1187
286	Analisis Kinerja Keuangan Menggunakan Metode Economic Value Added Pada Perusahaan Industri Konsumsi Di Bursa Efek Indonesia	Muammar Khaddafi, Sambul Bahri & Fitriani	1199
291	Stock Market Interdependence: Evidence From Asean5+4 And The United States	Syajarul Imna Mohd Amin & Ruzita Abdul Rahim	1210
294	The Moderating Role Of Family Ownership On The Relationship Between Board Characteristics And Shareholder Value	Saiful	1220
295	The Purchasing Power Parity In Asean-5 Countries: Cointegration And Time Varying Coefficient Approach	Hawati Janor, Izani Ibrahim & Ruhani Ali	1237
301	The Influence Of Operation Cash Flow And Operation Efficiency Toward Financial Distress	Aliamin & Karinda Kurniasih	1249

ID	Title	Authors	Page
307	Financing For The Establishment Of Community Colleges In Aceh	Said Musnadi & Sayed Mahdi	1264
314	Dividen Kas, <i>Financial Leverage, Insider Ownership</i> , Dan Arus Kas Bebas	Nurul Hayati & Muhammad Arfan	1273
317	Pengaruh Leverage Terhadap Beta Saham Perusahaan Syariah Dan Non Syariah	Evi Mutia & Rahmawaty	1285
318	Agency Problem Dan Kinerja Perusahaan	Linda, Cut Afrianandra & Muhammad Nur Yahya	1299

MARKETING TRACK

ID	Title	Authors	Page
007	A Conceptual Frame work for Creating Customer Satisfaction in E-Retailing in Malaysia	Noorshella Che Nawi & Arthur Tatnall	1315
014	Relationship Marketing: The Robustness of The Relationship Between Customer Interaction Orientation (CIO) and Firm Performance	Wan Mohd Nazdrol Wan Mohd Nasir	1318
017	Factors Influencing Advertising Effectiveness and the Study of F.M.C.G. Ads	Simineh Aghajanian & Abdolhamid Modares	1325
020	The Role of Bank Automated Services in Gaining Customers' Trust: a Practical Study in UAE	Mohammad A Al-hawari	1337
067	E-Garage Sales Using Social Networks Sites Under Web 2.0 Technology	Amro Alasta & Alhusain Mohamed Taher	1350
114	Halal Branding – Strategic Marketing Means, Motives and Opportunities	Jonathan Wilson & Jonathan Liu	1357
125	Some Evidence of Firm Internationalization Theories	Mina Behyan	1364
130	Experience, Value, Service Quality And Satisfaction	Kwok See Ying & Ahmad Bin Jusoh	1373
187	CCB Through HRE and OCB (A Marketing Golden Triangle for New Era)	Hossein Nezakati, Omid Asgari, & Sara Ghavami	1386
219	Tourists' Perception On Services Marketing Mix: Annah Rais Bidayuh Longhouse	Rabaah Tudin, John Kua Ah Yong, Rafia Afroz & Azman Ismail	1419
220	Influences of Humour Advertisement Towards Consumers Attitude: Case Study in Sarawak	Rabaah Tudin & Mohd Faizal Nawawi	1431
239	Customer's Attitude Towards E-Government Services: A Structural Model	Norazah Mohd Suki, T Ramayah & Norbayah	1440

ID	Title	Authors	Page
		Mohd Suki	
240	Job Seekers via Social Networking Sites: Employed Job Seekers Intentions	Norazah Mohd Suki, T Ramayah, Michelle Kow Pei Ming & Norbayah Mohd Suki	1455
275	The Impacts Of Service Quality And Customer Satisfaction On Customer's Repatronage Intentions In A Hotel: A Proposed Model	Tee Chai Huat, Huam Hon Tat, Amran Rasli, & Abu Bakar Abd Hamid	1472
280	Conceptualizing Loyalty and Switching Behavior of Mobile Phone Users	Farzana Q. Habib, Aliah Hanim M. Salleh, Norjaya Yasin, & Khairul Akmaliah Adham	1488
290	Consumers' Attitude Towards Recreational Products Purchasing In Bangladesh: Empirical Evidence	Rabiul Islam & Syed Shah Alam	1505
292	E-Filing: Persepsi Penggunaannya Di Kalangan Pembayar Cukai Di Malaysia?	Mhd Suhaimi Ahmad & Ahmad Raflis Che Omar	1516
303	Tourism Destination Image: Intention Toward Revisit Banda Aceh	Halimatussakdiah & Said Musnadi	1527
309	The Effect of Customer Delight on Customer Loyalty	Sulaiman & Saed Armia	1537
312	Pengaruh Nilai Rasional, Emosional Dan Spiritual Terhadap Loyalitas Nasabah Kepada Bank Syariah	Hafasnuddin	1549

MANAGEMENT TRACK

ID	Title	Author(s)	Page
001	Herzberg's Motivation-Hygiene and Job Satisfaction in The Malaysian Retail Sector	Tan Teck-Hong & Amna Waheed	1559
003	Personality Traits and Career Strategies as Determinants of Career Satisfaction	Khulida Kirana Yahya & Tan Fee Yean	1575
004	Adapt or Quit - A Passive Organizational Submission	Ashfaq Ahmad Khan	1588
005	Succession in Business Groups with Special Reference to India: An Eclectic Approach	Anand Saxena	1607
008	Knowledge Management Infrastructures in The Iranian Government: Lessons to be Learned	Mohammad Hassanzadeh	1635
015	Ethics at the Workplace	Normah Ahmad,	1648

ID	Title	Author(s)	Page
		Nornazreen Hasli Mohd Rosli, & Mohamad Khairri Arshad	
022	Issues and Challenges of Talent Management: A Case Study of Universiti Kuala Lumpur	Noor Adlin Isnin	1667
025	Exploring Wrongful Behaviors of Manufacturing Employees in Malaysia	Faridahwati Mohd. Shamsudin, Chandrakantan Subramaniam & Hadziroh Ibrahim	1675
031	Dilemma of Dual Career Women: Can Family Friendly Policies Help?	Sabitha Marican, Asmak Abd. Rahman & Sharifuzah Osman	1685
038	An Investigation Into Factors Affecting Success of Managers of Scientific Information Centers: An Iranian Experience	Abdolreza Noroozi Chakoli & Leila Chehreneagar	1696
068	Knowledge Management Implementation in Higher Education Institutions: A Pragmatic Review	Thong Foong Yen & Low Swee Foon	1710
078	Pembangunan Keusahawanan Asnaf Fakir dan Miskin Daripada Agihan Bantuan Modal Zakat	Rosbi Abd Rahman & Sanep Ahmad	1725
091	Identification and Prioritization of Factors Contributing to Productivity of Human Resources Using TOPSIS Method	Farzam Chakherlouy & Nader Bohlooli	1739
092	Business Model Perspectives on R&D Services in Applied Research Centers	Mostafa Ahmadi, Behruz Zarei & Mohammad Hasanzadeh	1751
093	Entrepreneurial Intentions Among Students in Mauritius	Mridula Gungaphul & Hemant Kassean	1762
095	Hubungan di Antara Faktor Komitmen Pasukan Kerja Dengan Prestasi Pasukan Kerja di Kalangan Guru di SMT Kota Tinggi, Johor	Hj. Hamdan Hj. Abd. Kadir, Nor Fazlin Uteh & Zuliana Zoolkefli	1776
096	The Problem of Stress among Working Single Mothers: Effects and Influencing Factors	Hj. Hamdan Hj. Abd. Kadir, Nor Fazlin Uteh & Zuliana Zoolkefli	1793
098	Empowerment Through Cluster Approach for Improving Competitiveness and Performance of Small and Medium Industries in Central Java – Indonesia	Wiyadi & Faridah Shahadan	1803
105	Entrepreneurial Logistic: An Application of Timmons Model in The Mini Business Project for Undergraduate Business Students	Sapto Joewono Poerwowidagdo & Wee Yu Ghee	1818

ID	Title	Author(s)	Page
107	Factors Influencing Business Growth in Malay Small Family Businesses in Selangor, Malaysia	Askiah Jamaluddin & Coralyn Dickie	1828
109	The Mediating Role of Employee Commitment in Enterprise Risk Management (ERM)	Irzan Bin Ismail	1839
112	The Impact of Culture and Religion on Leadership and Management Training: A Comparison of Three Continents	Jonathan Liu & Jonathan Wilson	1854
113	Japanese Corporate Culture in Saudi Arabia: An Analysis of the Determinants of Honda's Successful Integration	Jonathan Liu, Jonathan Wilson & Hamza Batterjee	1867
118	Perbandingan Bantuan Modal Zakat dan Kesannya Ke atas Kejayaan Usahawan Asnaf di Malaysia	Aniza Hussin & Sanep Ahmad	1877
142	Investigating and Classifying Students' Satisfaction on the Practice of Entrepreneurship Education in Bengkulu University, Indonesia: An Application of SatMat	Muhamad Abduh, Benardin & Paulus Kanan Lua	1886
144	Integration of Intellectual Capital and Total Quality Management	Khor Saw Chin & Saudah Sofian	1901
156	Towards Harmonisation of The Asean Contract Law: The Legal Treatment of Unfair Consumer Contract Terms Among The Selected Asean Member States	Azimon Abdul Aziz, Suzanna Mohamed Isa, Sakina Shaik Ahmad Yusoff & Ong Tze Chin	1914
166	Orientasi Keusahawanan dan Prestasi Perniagaan: Pengaruh Penyederhana Gaya Kepimpinan Transformasi	Shuhymee Ahmad & Abdullah Hj. Abdul Ghani	1926
167	Benchmarking Models: A Literature Review and A Research Agenda	Masoomah Zeinalnezhad, Shahnorbanun Sahran & Muriati Mukhtar	1941
171	Organizational Commitment as Mediating Variables on The Relationship Between Organizational Justice and Turnover Intent	Fahrudin JS Pareke, Slamet Widodo, & Robinson	1956
172	Business Development Design for Home Industry at Coastal Area	Slamet Widodo & Fahrudin js pareke	1971
208	The Levels of The Interpersonal Conflict and The Style of Conflict Management: A Case Study of Proton Edar Sdn. Bhd.	Nor Intan Adha Hafit, Norina Ahmad Jamil, & Rusalbiah Che Mamat	1983
214	Assessing The Construct Validity of The Work Involvement Scale	Johanim Johari, Khulida Kirana Yahya	1996

ID	Title	Author(s)	Page
		& Abdullah Omar	
223	Theoretical Model of Antecedents and Outcomes of Public Sector Corporate Entrepreneurship in The State Government Higher Education Institutions	Javed Nayyar Malik & Rosli Bin Mahmood	2007
231	Enhancing Higher Education Through Quality Assurance – A Case Study of The University Of Mauritius	Hemant Kassean & Mridula Gungaphul	2019
247	Social support, Self efficacy, Goal orientation and Trainee Motivation: A Reassessment of Gender Variations	Norsiah Aminudin, Nik Mutasim Nik Abd Rahman, Nur Atiqah Abdullah & Fazli Idris	2030
264	Quality in Operation Management Activities: The Case of Herbs Industry	Hajjah Mazita Mokhtar	2044
273	The Effects of Intrinsic Motivation, Extrinsic Motivation and Perceived Ease of Use on Behavior Intentions to Use Computers in The Preparation of Financial Reporting	Nila Aprila	2056
276	Comparing the Dimensions of Internationalization in Various SME Industries in Malaysia	Zizah Che Senik, Rosmah Mat Isa, Nor Asiah Omar, Nor Azuan Hashim & Ridzuan Md Sham	2071
289	Entrepreneurship Initiative and Government-Linked Companies Transformation Program (GLCT)	Ahmad Rafli Che Omar & Mohd Rosli Mohamad	2095
296	Pengaruh Budaya Organisasi, Komitmen Organisasi dan Akuntabilitas Publik Terhadap Kinerja Organisasi Pada Kantor Wilayah Direktorat Jenderal Perbendaharaan Bengkulu	Abdullah, Herlin Arisanti	2108
299	SME Characteristics of E-Commerce Adopters: The Malaysian Case	Noor Azuan Hashim, Rosmah Mat Isa, Rasidah Arshad, Zizah Che Senik & Noradiva Hamzah	2126
304	The Impact of Stressors on Employees Performance at Permata Bank in Banda Aceh	Hamdi Harmen, Sayed Mahdi & Chairil Anwar	2143
306	Manajemen Strategis Pembangunan Daerah Dan Keberhasilan Penghidupan Berkelanjutan Perdesaan Di Provinsi Nanggroe Aceh Darussalam	Amri	2144

ID	Title	Author(s)	Page
308	Strategic Planning: Perspectives of Intentionally Religious and Academically Successful Institutions	Sayed Mahdi, T. Iskandar Ben Hasan & M. Basyir	2159
311	Kinerja Individual Dan Teknologi informasi: Analisis Data Empiris	Usman Bakar and Rizkia Raudhah	2160
313	The Essentials Of Facilities Management Implementation In Higher Education: A Case Study Of University Of Pittsburgh	Afrida and Nurdasila Darsono	2174
316	Establishing Honor College; A Strategic Approach To Promote Unsyiah Becomes A Competitive University	Sayed Mahdi & Teuku Iskandar Ben Hasan	2187
319	Manajemen Strategis Pembangunan Daerah Dan Hubungan Keuangan Pusat Dan Daerah Dalam Elaksanaan Otonomi Khusus (UUPA No.11/2006) Di Aceh	Amri and Fachrurrazy Zamzamy	2197
320	Pengaruh Persepsi Politik Organisasional Pada Komitmen Afektif: Ingriasi Sebagai Variabel Pemoderasi	Hamdi Harmen, Fairuzzabadi & Farid	2212
321	The Influence of Competitive Advantage Strategy Toward the Performance of Small and Medium Enterprises in Indonesia	Iskandarsyah Madjid	2225

ECONOMICS TRACK

ID	Title	Author(s)	Page
026	The Effects Of Changes In Minimum Wage On Employment In Indonesia: Regional Panel Data Analysis	Devanto Pratomo	2238
018	Efficiency Of Zakat Institutions In Malaysia: An Application Of Data Envelopment Analysis	Norazlina Abd. Wahab & Abdul Rahim Abdul Rahman	2256
039	Location And Price Of Land For Housing In Surakarta City	Agung Riyandi	2276
042	A Dynamic Linear Equilibrium Of Electricity Used And Economic Growth In Aceh	Fahrul Rizal & Muhammad Nasir	2289
045	Potential Entrepreneurship Skills Among The Orang Asli Community In Malaysia	Doris Padmini Selvaratnam & Suhaila binti Abdul Latiff @ Setra	2304
047	Economic Growth And Unemployment In Indonesia	Fariastuti Djafar	2316
050	The Impact Of Information And Communication Technology Investmenton Economic Growth In Newly Industrialized	Maryam Farhadi Kooshki & Rahmah Ismail	2323

ID	Title	Author(s)	Page
	Countries In Asia		
053	Impacts Of Foreign Direct Investment In Producer Services On Asean's Economic Growth	Nathapornpan Piyaarekul Utama	2336
054	Performance Of Banks In Indonesia: A Comparison Between Community Development Banks, Government Banks And Private Banks	Rohani Md Rus, Kamarun Nisham Taufil Mohd & Hamdi Agustin	2349
055	Peranan NGO Asing Memulihkan Ekonomi Rakyat Pasca Tsunami Di Banda Aceh	Teuku Erwansyah, Hamzah Jusoh, Abd. Hair Awang & Ong Puay Liu	2359
063	Adakah Perbelanjaan Kerajaan Menggantikan Penggunaan Isi Rumah : Kajian Empirik Di Malaysia Dan Indonesia	Nor Asmat Ismail, Abd Ghafar Ismail & Md. Zyadi Md. Tahir	2369
070	Hubungan Dinamik Antara Pasaran Saham Dengan Pembolehubah Kewangan	Abu Hassan Shaari Mohd Nor, Ruzita Abdul Rahim & Nur Jila Muhamad	2382
072	Global Financial Meltdown 2007-2008 : Lessons From Us Housing Crisis	Zainal Abidin Hashim	2395
075	Faktor Penentu Terhadap Kepatuhan Pembayaran Zakat Pendapatan Melalui Baitulmal: Kes Aceh	Zulkifli Daud & Sanep Ahmad	2413
081	Al Murabahah dan implikasi Terhadap Kestabilan Kewangan dan Model Kewangan Islam	Mansor Jusoh, Mohd Azlan Shah Zaidi, Tamat Sarmidi & Mohd Adib Ismail	2431
097	Cabaran Dan Isu Penggunaan Aplikasi eKerajaan Daripada Pandangan Pengguna Luar	Hasmiah Kasimin, Zulridah Mohd Noor, Aini Aman & Noraidah Sahari	2444
102	Sustainabilitas Fiskal Dalam Pembayaran Utang Pemerintah Indonesia	Haryo Kuncoro	2463
104	An Investigation About The Formation Of Tariff Protection: The Case Of Iran	Saeed Rasekhi & Hossein Davari	2476
127	Export Performance And Infrastructure: Evidence From Firm Survey In Four Asean Countries	Maddaremmeng A. Panennungi	2494
128	Pelaburan Langsung Asing Dalam Sektor Perindustrian Pembuatan Di Malaysia : Pola Taburan Ruangan Dan Implikasi Pembangunan	Noorah Yusof	2512
131	Pelancongan Sukan Sebagai Pemangkin Ekonomi Malaysia : Satu Tinjauan	Jabil Mapjabil & Ku Muhammad Hussaini Ku Shabudin	2530

ID	Title	Author(s)	Page
132	Program Homestay Dan Pembangunan Ekonomi Luar Bandar : Potensi Dan Cabarannya	Jabil Mapjabil, Tarmiji Masron & Suriani Che Ismail	2544
135	An Impact Of Economic Globalization On The Indonesian Industrialization Performance	Tjipto Subadi, Didit Purnomo & Zainal Arifin	2556
145	Pemodal Asing Dalam Ekonomi Pulau Pinang: Dominasi Dan Transformasi	Noorah Yusof & Jabil Mapjabil	2563
146	Input-Output Model For The Sabah Region In Malaysia	Mohd Khairul Hisyam Hassan & Zakariah Abdul Rashid	2579
152	Pembentukan Portfolio: Model Indeks Tunggal Dengan Beta Model Garch	Lai Siew Yee	2588
160	The Effect Of R&D Expenditures On Economic Growth	Majid Sameti, Homayoun Ranjbar & Shahrzad Anousheh	2601
159	Optimal Rate of R&D Expenditures on Economic Growth	Majid Sameti, Homayoun Ranjbar & Shahrzad Anousheh	2609
161	Mengenal Pasti Dan Memeringkatkan Sektor-Sektor Ekonomi Utama Di Kepulauan Bangka Belitung Indonesia: Analisis Input-Output Jenis Tertutup	Ahmad Yani Hazir, Redzuan Othman, Medeline Berma & Faridah Shahadan	2620
162	Socio-Performance Lembaga Keuangan Mikro Desa: Metode Pendekatan Participatory Rural Appraisal (PAR)	Dewi Kusuma Wardani, Sri Hermuningsih & Awan Santosa	2635
174	Kedwibahasaan Dalam Dasar Pendidikan Kebangsaan Dan Pembangunan Modal Insan Berkualiti	Zarin Ismail, Zaini Mahbar & Juriah Long	2643
183	Economic Growth And Development Disparity Among Of Provinces In Sumatera	Merri Anitasari	2661
189	Modeling Of The Malaysia's Crude Oil System: Some Preliminary Results	Ahmad Mohd Yusof, Maznah Banu Bt Mohamed Habiboo Raman & Zulkifli Mohd Nopiah	2672
190	An Empirical Study Of Outsourcing Of Accounting Services In Iranian Small And Medium Enterprises (SMES)	Yahya Kamyabi & S. Susela Devi	2682
191	ASEAN Consumer Protection Laws: Alternative Dispute Resolution In Selected Asean Countries	Sakina Shaik Ahmad Yusoff	2692
192	Contribution Analysis Of Agricultural Sector, Banking, Technology, Industrial Sector And	Henny Medyawati, Muhammad Yunanto	2707

ID	Title	Author(s)	Page
	Services Sector In Economic Growth In Indonesia : Review From Lags And Variance Decomposition	& Bambang Sutopo	
197	Causal Relationship Between Energy Consumption, Real Income And Price Level	Cheah Li Qian & Abu Hassan Shaari Mohd Nor	2718
178	Penawaran Wang Adalah Endogen? Kajian Di Negara Asean Terpilih	Yeo Twee Kim, Mohd Adib Ismail & Mohd Azlan Shah Zaidi	2731
205	An Adoption Model Of Electronic Government Services In Malaysia: Electronic Labor Exchange	Zulridah Mohd Noor, Hasmiah Kasimin, Aini Aman & Noraidah Sahari	2743
211	Tarikan Lokasi Industri Di Malaysia: Kajian Kes Industri Pelaburan Asing	Hasnah Ali, Sanep Ahmad & Rosmah Abd Ghani	2760
213	Estimating Psychological Impact Of Unemployment: The Case Of Malaysian Graduates	Lim Hock-Eam	2779
218	Hubungkait Antara Mekanisme Mata Wang Dan Kemeruapan Indikator Ekonomi Dunia	Wan Najihah Wan Mohd Zabaria, Nor Hanizah Abu Hanit & Sanep Ahmad	2795
221	Labour Demand In Selected Services Sector In Malaysia	Rahmah Ismail & Mohd Zukime Mat Junoh	2805
235	Penubuhan Institusi Pengajian Tinggi: Pengenalan Kepada Analisis Impak Ekonomi	Zalila Othman, Zalina Mohd Mohaideen & Munzarina Ahmad Samidi	2818
248	Kesedaran Dan Pengamalan Gaya Hidup Sihat: Satu Analisis Ekonometrik	Teh Chen Ching & Lim Hock-Eam	2830
250	Unemployment Rate, Interest Rate And Income: The Impact On Malaysian Saving	Juliana Mohd Abdul Kadir, Nor Azira Ismail & Indok Asaliah Sadek	2843
257	Simulation Of Distribution And Consumption System Of Wheat In Iran, Khuzestan Province	Arash Jamalmanesh, Alireza Askarpur, Ehsan Zohoori & Babak Galedari	2851
259	China's Future As The Next Superpower: Myth Or Reality?	Bala Maniam, C. Matthew Hancock & Geetha Subramaniam	2863
260	Re-Investigating The Tenability Of Environmental Kuznets Curve For Carbon	Adam Shehu Usman, Rafia Afroz &	2874

ID	Title	Author(s)	Page
	Dioxide Emission: An ARDL Cointegration Approach For Nigeria	Turkhan Ali Abdul Manap	
268	Defisit Belanjawan, Dasar Moneteri Dan Kesannya Terhadap Inflasi: Di Negara Indonesia Dan Malaysia	Marlina Widiyanti, Mansor Jusoh, Md Zyadi Md Tahir & Abdul Ghafar Ismail	2888
293	Hubungan Belanja Modal Dengan Belanja Pemeliharaan Pada Pemerintah Kabupaten/Kota (Studi Kasus Di Wilayah Sumatera Bagian Selatan)	Baihaqi	2907
297	The Determinant Factors of Poverty of Fishermen Communities in Bengkulu City	Purmini, Roosemarina Rambe, Merri Anitasari	2924
302	Indonesia-Malaysia Trade Relationship	Aliasuddin	2941
305	Demographic Changes in Indonesia and its Implications for Social Policy	Nazamuddin	2956
212	Modifikasi Sistem Cukai Tanah Di Malaysia : Suatu Analisis Perbandingan	Fuadah Binti Johari & Patmawati Binti Hj. Ibrahim	2670
198	Citizen Centered Approach to E-Government Services in Malaysia: A Conceptual Model for Measuring User Satisfaction	Siti Hajar Mohd Idris, Hasmiah Kasimin & Noraidah Sahari	2985
310	The Impact Of Declining Oil And Gas Contribution On Aceh's Economy	Sofyan Syahnur	2992
215	Measuring The Underground Economy In Iran: Evidence From System Of National Accounts	Arash Jamalmanesh, Yaghoob Jafari & Mansour Zara Nezhad	2993
298	Peranan Diversifikasi Terhadap Hubungan Pendedahan Modal Intelek Dengan Nilai Firma	Fathiyah Hashim and Romlah Jaffar	3003