

# MIICEMA 2010 ORGANIZING COMMITTEE

## **Patron**

Prof. Tan Sri Dato' Dr. Sharifah Hapsah Syed Hasan Shahabudin  
Vice Chancellor

## **Advisors**

Prof. Dr. Mohd. Fauzi Mohd. Jani  
Prof. Dr. Rahmah Ismail

## **Chairman**

Prof. Dr. Abu Hassan Shaari Mohd. Nor

## **Secretary**

Dr. Tamat Sarmidi

## **Committee Members**

Assoc.Prof. Dr. Hawati Janor	-	Treasurer
Assoc.Prof. Dr. Madeline Berma	-	Sponsorship
Dr. Mariani Abdul Majid	-	Promotion
Encik Aminudin Mokhtar/Encik Mohd. Azlan Shah Zaidi	-	Website
Assoc. Prof. Dr. Md. Zyadi Md. Tahir/Dr. Mohd. Adib Ismail	-	Logistics
Assoc. Prof. Zaini Mahbar	-	Exhibition & Sales
Dr. Rosiati Ramli	-	Protocol

## **Paper and Review Committee**

### ***Chairperson***

Dr. Ruzita Abdul Rahim

### ***Accounting Track Chairs***

Dr. Zaleha Abdul Shukor & Dr. Noradiva Hamzah

### ***Marketing Track Chairs***

Dr. Nor Asiah Omar & Dr. Che Aniza Che Wel

### ***Management Track Chair***

Dr. Nor Liza Abdullah

### ***Finance Track Chair***

Dr. Ruzita Abdul Rahim

### ***Economics Track Chair***

Puan Siti Hajar Mohd. Idris

### ***Indonesian Universities' Liaison Officer***

Dr. Iskandarsyah Madjid

### ***Technical Assistants***

Puan Dorishah Jabar

Puan Kartini Zakaria

Puan Zuridah Bakri

Puan Nurul Hermilia Hamili

Puan Junaidah Harun

**Secretariat**

Encik Shahrudin Mohd. Nor	-	Protocol
Encik Jumain Bustam	-	Exhibition & Sales
Cik Normaziah Zaini	-	Minute Taker
Puan Norzailah Ahmad	-	Logistics
Cik Norhaida Abd. Shukor	-	Printing

**Registration of Participants**

Cik Normaziah Zaini  
Puan Raihan Esa  
Puan Fauziah Kasim  
Puan Zuridah Bakri  
Cik Norhaida Abd. Shukor  
Cik Masturah Abdul Rahim

**Food and Beverages**

Puan Suriani Shuhatdi  
Puan Mastura Tumar

**Master of Ceremonies**

Dr. Azlina Ahmad



## LIST OF REVIEWERS

REVIEWERS	AREA
Prof. Datuk Dr. Noor Azlan Ghazali	F: Financial Economics; Banking
Prof. Dr. Abu Hassan Shaari Mohd Nor	E: Quantitative Economics
Prof. Dr. Aliah Hanim Mohd. Salleh	Service Marketing
Prof. Dr. Fauzias Mat Nor	F: Corporate Finance; Investment; Capital Market
Prof. Dr. Ishak Yusoff	E: Human Resource Development
Prof. Dr. Mansor Jusoh	E: Monetary And Fiscal Economics
Prof. Dr. Othman Yong	F: Corporate Finance; Investment
Prof. Dr. Takiah Iskandar	A: Auditing
A. P. Datin Dr. Shamshubaridah Ramlee	B: Banking
A. P. Dr Redzuan Othman	E: Environmental Policies And Assessment
A. P. Dr. Ahmad Azmi Mohd Ariffin	Marketing
A. P. Dr. Aini Aman	A: Accounting Information System
A. P. Dr. Basri Abdul Talib	E: Environmental Policies And Assessment
A. P. Dr. Ezani Mat Hassan	M: Operation Management
A. P. Dr. Hamid Jaafar	E: Trade, Quantitative Economics
A. P. Dr. Hasmiah Kasimin	E: Information System
A. P. Dr. Hawati Janor	F: Corporate Finance; International Finance; Capital Market
A. P. Dr. Izani Ibrahim	F: Financial Economics
A. P. Dr. Khairul Akmaliah Adham	M: Organizational Behavior
A. P. Dr. Md Zyadi Md Tahir	E: Economic Development, Fiscal Economics I: Contemporary Issues In Management; Islamic Capital Markets
A. P. Dr. Mohamad Abdul Hamid	A: Corporate Reporting
A. P. Dr. Mohamat Sabri Hassan	M: Organizational Behavior; Contemporary Issues In Management
A. P. Dr. Nik Mutasim Nik Abdul Rahman	F: Corporate Finance; Investment
A. P. Dr. Noor Azuddin Yakob	E: Demographic Economics : Women, Elderly
A. P. Dr. Noraini Hj Idris	M: Business Ethics
A. P. Dr. Nordin Mohamad	F: Financial Economics
A. P. Dr. Noreha Halid	Marketing
A. P. Dr. Norjaya Mohd Yasin	A: Corporate Reporting
A. P. Dr. Norman Mohd Saleh	Marketing
A. P. Dr. Norzalita Abd Aziz	F: Corporate Governance; Investment
A. P. Dr. Puan Yatim	M: Human Resource Management; Organizational Behavior (Psychological Contract); Business Ethics;
A. P. Dr. Rasidah Arshad	F: Corporate Finance; Capital Market
A. P. Dr. Rasidah Mohd Said	M: Human Resource Management; Organizational Behavior (Expatriate)
A. P. Dr. Rohayu Abdul Ghani	A: Corporate Reporting
A. P. Dr. Romlah Jaffar	Marketing
A. P. Dr. Rosidah Musa	

REVIEWERS	AREA
A. P. Dr. Rosmah Mat Isa	M: Knowledge Management/Organizational Learning (Social Capital); Management Information System
A. P. Dr. Rosmimah Mohd Roslin	Marketing
A. P. Dr. Sofiah Abdul Rahman	Marketing
A. P. Dr. Tih Sio Hong	Marketing
A. P. Dr. Zafir Makhbul	M: Human Resource Management (Ergonomics); Organizational Behavior
A. P. Dr. Zulkifly Osman	E: Labor Economics
A. P. Hasnah Hj Ali	E: Regional Development
A. P. Zaimah Darawi	En: Entrepreneurship
A. P. Zainal Abidin Hashim	E: Regional Development
Dr. Aisyah Abdul Rahman	I: Islamic Capital Markets
Dr. Amizawati Mohd Amir	A: Management Accounting
Dr. Azimon Abdul Aziz	A: Law
Dr. Azlina Ahmad	A: Corporate Reporting
Dr. Doris Padmini	E: Demographic Economics: Elderly
Dr. Lennora Putit	Marketing Consumer Behaviour, Family Decision Making, Marketing Strategy
Dr. Maisara Ahmad	
Dr. Mariani Abd Majid	B: Banking, Efficiency
Dr. Mohamad Adnan Alias	M: Organizational Behavior
Dr. Mohd Adib Ismail	I: Islamic Finance
Dr. Mohd Fairuz Md Salleh	A: Corporate Reporting
Dr. Nolida Hanim Mohd Salleh	E: Environmental Policies And Assessment Relationship Marketing, Retailing And Consumer Behaviour
Dr. Nor Asiah Omar	M: Knowledge Management/Organizational Learning; Strategic Management
Dr. Nor Liza Abdullah	A: Intellectual Capital Management; Corporate Reporting
Dr. Noradiva Hamzah	
Dr. Norazlan Alias	F: Corporate Finance; Capital Market; Investment
Dr. Norida Basnan	A: Public Sector Accounting
Dr. Norsiah Aminuddin	M: Human Resource Management (Gender)
Dr. Radziah Abdul Latiff	A: Corporate Reporting
Dr. Rozita Amiruddin	A: Management Accounting
Dr. Ruhanita Maelah	A: Management Accounting
Dr. Ruzita Abdul Rahim	F: Corporate Finance; Financial Economics; Investment
Dr. Saiful Bahri	F: Corporate Finance; Capital Market; Investment
Dr. Shahida Shahimi	I: Islamic Finance
Dr. Sharifah Faridah Syed Alwi	Marketing
Dr. Sofiah Md Auzair	A: Management Accounting
Dr. Tamat Sarmidi	E: Economic Development, Trade

<b>REVIEWERS</b>	<b>AREA</b>
Dr. Yusniza Kamarulzaman	Marketing
Dr. Zakiah Muhammadiyah Mohamed	A: Auditing
Dr. Zaleha Abdul Shukor	A: Corporate Reporting
Dr. Zizah Che Senik	En: M: Entrepreneurship; International Business
Mr. Mohd Radzuan Rahid	M: International Business
Mr. Muhammad Arzim Naim	A: Auditing
Mrs. Ainun Hj Abd Majid	A: Management Accounting
Mrs. Hamezah Md Nor	A: Corporate Reporting
Mrs. Khairul Naziya Kasim	A: Management Accounting
Mrs. Khalijah Ahmad	A: Law M: Management Information System, Technology
Mrs. Noor Azuan Hashim	Acceptance
Mrs. Nurul Syuhada Abu Hassan	A: Taxation