9th International Business Research Conference

DRAFT PROGRAM*

November 24-26, 2008

New Venue: Novotel Hotel
270 Collins Street, Melbourne
Australia

Main Theme: “Research for Progress”

Prof. Dr. Robert Clift          Dr. Zia Haqq
Conference Chair                 Coordinator

Proudly sponsored by

World Business Institute
Journal of Business and Policy Research
International Review of Business Research Papers
Global Economy and Finance Journal
World Journal of Management

• Final and modified program will be sent to you by 16 Nov. 2008 via your email.
Please Read all the Instructions Below

- **What to see in the program**

Please let Dr. Zia Haqq know immediately either via ziahaqq@wbiint.org or haqz53@gmail.com if you find information relating to your name, subject tract, paper title and personal details are not correct. We will try our best to adjust the change, though it is not guaranteed. Please make sure that your paper is included and if not, please contact us immediately. This is a draft program and final version may contain some changes.

- **How to reach your hotel from the Airport**

You can go to your hotel or directly come to the conference venue from the Melbourne's Tullamarine International Airport either by taxi or by bus. If you decide to come by bus, please come out of the building and you will see bay for Sky Bys and if you cannot locate ask the people there. This bus comes to the Spencer Street of Melbourne City and it will cost you around AUD 15. From Spencer Street station, you can catch tram to your hotels located in CBD areas or to Novotel Hotel on Collins Street at the heart of Melbourne City Centre. The tram driver is very helpful and you can ask him/her for assistance relating to drop point. Tram ride may cost you around $3 for two hours and you will have the opportunity to glue your eyes over undescribed attraction of Melbourne as the tram moves on. If you want to come by taxi, there is Taxi Bay outside the building and taxi ride to the city hotel will cost you around AUD 30-40.

- **How to reach Conference Venue and Registration Desk at Novotel Hotel?**

You can come to the Novotel Hotel at 270 Collins Street, Melbourne City and once you reach there, please go to reception desk at 6th floor or level 6 and ask for conference registration at the Foyer (adjacent to Vienna Room) and meet conference team at the conference desk. Dr. Zia Haqq and other staff member will be there to assist you. You can come to this desk between 9 AM to 4 PM on 24 and 25 November 2008.

- **Registration:**
Please report either to Khaleda or Salina for your registration. If you have not yet paid your registration fee, please complete your cash payment on arrival. We do not accept any other mode of payment except cash and hope you will not negotiate with us for other mode of payment. Please collect your conference bag which contains, among other materials, your name badge, an envelop containing your payment receipt, review report, if not sent by email, lunch and dinner coupon. The name badge is required for all participants/spouse/guests to participate in all sessions/events, refreshments, buffet lunch, receptions, tea/coffee breaks and dinner.

• What should you bring along for your presentation?

Please bring in **20-25 copies** of your (printed) paper for distribution at your session. Each paper will have about 15-20 minutes for presentation and 5 minutes for discussion. **Every room has data projector and please bring USB Stick/pendrive/memory stick for presentation facility.** We also suggest you to bring transparency as stand-by case if data projector goes out of order. Please provide your USB to the person in charge of the data projector and do not handle or upload your paper by yourself. Please do not rush and allow us time to upload your paper during the session breaks. **We do not provide any blank transparency or facility for making transparency and be sure that you came with your transparency and USB stick.**

• What about Tea/Coffee Break and Hot Buffet Lunch?

Tea/coffee and light represent will be served three times (arrival, morning and afternoon) in the Foyer at level 6 which is adjacent to the presentation rooms. However, hot buffet lunch will be served at the Mitchell Restaurant located at the same floor (level 6). Lunch will be served between 12.45 PM -1.00 PM. **Please do not come before this lunch time as restaurant staff will be busy for preparation.** There will be non-vegetarian (meat, fish etc. food items), vegetarian, Chinese food, Halal food, varieties of salad, bread, deserts, juice, soft drink. The restaurant is a smoke-free area and please respect this requirement.

• City Walk

Delegates can join city walk along main attractions in Melbourne and please gather at 5.30 PM on 24 November at the conference secretariat and after the walk there are surprises. So be there!

• Conference Dinner
No conference is complete without a gala dinner. Conference Dinner will be served to the registered delegates from 7.30 PM sharp on 25 November 2006 at the Vienna and Cantala Rooms. Please do not enter there before 7.30 PM. There is pre-dinner drink and canapé (food) before main dinner is served. The dinner must be completed within 10.30 PM. There is three course dinner and unlimited drinks – hard or soft! Our conference dinner does not include just food and drink, it is featured by ‘Best Paper Award’ plus background music. Please come with formal dress.

- **What to see at Melbourne?**

If you want to see Melbourne and around, you can ask our registration personnel and they will provide you some brochures and address of day-your operators. We suggest you to complete your booking with the operators on the day of your registration. We do not organize any such tour, but we provide suggestions.

- **Doctoral Symposium on 26 November 2008**

Doctoral symposium will he held at Fawner room from 9 AM sharp to 12.30 PM and only registered (which is separate from conference registration) and invited delegates and listed doctoral students will participate in the symposium. Eminent academics who have wealth of doctoral thesis supervision and examinations will conduct this symposium. Doctoral students will have the opportunity to get your doctoral work commented on by these academics. You can talk about 10 minutes about your thesis and seek direction from the mentors there for successful completion of your doctoral study.

- **Weather:**

Melbourne weather during November is very pleasing since it varies between 20-30°C. But do not forget to bring your warm cloth as you may be caught by sudden cold weather and rain. Remember, Melbourne has four seasons in a day!
Conference Team

Professor Dr. Bob Clift, RMIT University, Conference Chair

Professor Dr. Mazhar Islam, Alabama A & M University, USA

Professor Dr. Saud Chowdhury, Trent University, Canada, Chairman, Paper Review Committee

Dr. Zia Haqq, WBI, Conference Coordinator

Dr. Ruhul A Salim, Curtin University of Technology, Australia

Dr. Pitadasa Edirisrya, Monash University, Conference adviser

Mr. Quuddus Prodhan, Technical Adviser, World Business Institute

Mr. Tanzil Hoque, Events Director, World Business Institute

Khaleda Akhter, Managing Director, World Business Institute

Ms. Salina Siddique, Marketing Manager, World Business Institute
Conference Program Outline
Novotel Hotel, Level Six, 270 Collins Street, Melbourne

Monday, 24 November 2008

8.00 AM - 4.00 PM  Arrival Tea/Coffee and light refreshment: Level 6

8.00 AM - 12.00 AM  Conference Registration
                     Level 6, Foyer (Adjacent to Vienna Room)

9.00 AM - 10.30 AM  Plenary Sessions

10.30 AM - 10.50 AM  Light refreshment and Tea/Coffee
                     Foyer, Level 6 (Pre-Function Area)

11.00 AM - 12.30 PM  Paper Presentation: Three Concurrent Sessions

12.45 PM - 2.00 PM  Hot Buffet Lunch
                     Level 6, Michel Restaurant, Level 6

2.00 PM - 3.30PM  Paper Presentation: Three Concurrent Sessions

3.30 PM - 3.45 PM  Tea/coffee Break, Foyer

3.45 PM - 5.15 PM  Paper presentation: Three Concurrent Sessions

5.15 PM – 6.15 PM  City Walk and surprises
Tuesday, 25 November 2008

8.30 AM - 8.50 A.M  Arrival Tea/Coffee  Foyer, Level 6

9.00 AM - 10.30 AM  Paper Presentation: Three Concurrent Sessions

10.30 AM – 10.50 AM  Light Refreshment, Foyer

11.00 AM – 12.30 AM  Paper Presentation: Three Concurrent Sessions

12.45 AM - 2.00 PM  Buffet Lunch  Mitchell Restaurant

2.00 PM - 3.30 PM  Plenary Sessions: Three concurrent sessions

3.30 P.M - 3.45 PM  Tea/coffee break

3.45 PM - 5.15 PM  Paper presentation: Three concurrent sessions

7.00 - 7.30 PM  Pre-Dinner Drink and Canape  Pre-Function Area, Level 6

7.30 PM – 10.30 PM  Conference Dinner  Vienna and Cantala Room

End of Conference
Wednesday, 26 November 2006

8.30 AM - 8.50 A.M  Arrival Tea/Coffee  
Foyer, Level 6

9.00 AM - 10.30 AM  Doctoral Symposium for 
Listed students and delegates  
Fawkner Room, Level 6

10.30 AM – 10.50 AM  Light Refreshment, Foyer

11.00 AM – 12.30AM  Doctoral Symposium for 
Listed students and delegates  
Fawkner Room, Level 6

12.45 AM - 2.00 PM  Buffet Lunch  
Mitchell Restaurant, Level 6

End of Program
Monday 24 November 2008          9.00 AM – 10.30 AM   Vienna Room

Plenary Session : Accounting and Banking

Session Chair : Robert Clift, Victoria University, Melbourne and Conference Chair

Mega-Accounting and Reporting; A proposal for further development: M.R. Mathews, Victoria University, Australia

Corporate Governance and Corporate Social Responsibility in Bangladesh: Muhammad Ali Mahboob, Atish Dipankar University of Science and Technology, Bangladesh and Victoria Wise, University of Tasmania, Australia

The Impact of Interest Rate Changes on Islamic Bank Financing: Radiah Abdul Kader and Yap Kok Leong, University of Malaya, Malaysia

Monday 24 November 2008          9.00 AM – 10.30 AM   Cantala Room

Track : Management and Marketing

Session Chair : Stuart Orr, Deakin University, Australia

Human Resource Strategies for Training and Education in the Rosebank Business Precinct of Auckland, New Zealand: Howard Frederick and Andries du Plessis, Unitec Business School, New Zealand

Paper to be announce (Stuart Orr)

New Paradigm toward Brand Extension: Counter-extension: Na, June-Hee Chungju National University, Korea; Park, Seong Yong, Seoul National University of Technology, Korea; Hong, Sung Jun, Soon Chun Hyang Univesity; Cho, Yong Sang and Choi, Jiho, Chonnam National University, Korea
Monday 24 November 2008          9.00 AM – 10.30 AM   Marina Room

Track : Economics and Finance

Session Chair : Kevin Daly, University of Western Sydney, Australia

Corporate Governance and Alternative Performance Measures: Evidence from Australian Firms: Peter Kien Pham, Jo-Ann Suchard and Jason Zein, University of New South Wales, Australia

International Factor Mobility, Services Sector Growth and National Welfare: Sajid Anwar, University of South Australia, Australia

Global Bankruptcy Trends and Reforms: Examples from USA, UK, Australia, Malaysia and China: Enoch K. Beraho, South Carolina State University, USA

Monday 24 November 2008          11.00 AM – 12.45 PM   Vienna Room

Track : Finance

Session Chair : Omar Al Farooque, University of New England, Australia

Indicators of Financial Soundness: Can They Forewarn Us Of Impending Crisis? Kevin Daly, University of Western Sydney, Australia

Independence and Boards of Directors: An International Perspective: Lisa Barnes, University of Newcastle, Australia

Islamic and Conventional Unit Trust in Malaysia: A Performance Comparison: Mohamed Sharif Bashir, Wan Rasyidah Wan Nawang and Juhari Samidi, Universiti Sains Islam Malaysia, Malaysia

The Effect Of Financial Ratios, Firm Size, And Cash Flow From Operating Activities In The Interim Report To The Stock Return: Dwi Martani, Mulyono, Rahfiani Khairurizka Dwi Martani, lecturer in Accounting Department, Faculty of Economics University of Indonesia, Indonesia
Monday 24 November 2008          11.00 AM – 12.45 PM   Cantala Room

Track : Management

Session Chair : Chris Booth, RMIT University, Australia

An Action Research approach to Leadership and Management Development: Michael Segon and Christopher Booth, RMIT, Australia

Leadership Crisis in the Non-Profit Sector in Singapore: N.S.Kumar, SRM University, India and Desti Kanniah, Middlesex University, United Arab Emirates

Women Leaders in Malaysian Public Sector: Challenges and Way Forward: Zaharah Hassan and Abu Daud Silong, University Kebangsaan Malaysia, Malaysia and Abu Daud Silong, University Putra Malaysia, Malaysia

Images of e-efficiency: Integrative Applications of Transaction Costs and e-Procurement Delivery: John Douglas Thomson, RMIT University, Australia

Monday 24 November 2008          11.00 AM – 12.45 PM   Marina Room

Track : Finance

Session Chair : Bob Clift, Victoria University, Australia

Leadership Role and Entrepreneurial ability of Number One Shareholder in Improving Corporate Performance under the Governance Structure of an Emerging Market Economy: Omar Al Farooque, University of New England, Australia

Islamic and Conventional Unit Trust in Malaysia: A Performance Comparison: Mohamed Sharif Bashir, Wan Rasyidah Wan Nawang and Juhari Samidi, Universiti Sains Islam Malaysia, Malaysia

Impact of Corporate Governance Structure on Corporate Performance of Malaysian Companies Listed on the Second Board: Halimi Ponirin, Universiti Industry Selangor, Malaysia; Rohana Othman and Zubaidah Zainal Abidin, Universiti Teknologi MARA, Malaysia
Do emerging markets have higher stock synchronicity? The International evidence: Sarod T. M. Khandaker and Richard Heaney, RMIT University, Australia

Monday 24 November 2008 11.00 AM – 12.45 PM Fawkner Room

Track: Accounting

Session Chair: M.R. Mathews, Victoria University, Australia

Measuring Compliance with Public Private Partnership Policy: Nick Sciulli, Victoria University, Australia

Corporate Governance Disclosure: An International Comparison: Tehmina Khan, RMIT University, Australia

Educating Gen XYZ: Strategies for facilitating active learning and engagement in accounting education: Jennifer Kofoed and Nona Muldoon Central Queensland University, Australia

The Quality of IFRS: Australian Preparers’ Perspectives: Nicholas Pawsey, Charles Sturt University, Australia

Monday 24 November 2008 2.00 PM – 3.30 PM Vienna Room

Track: Economics

Session Chair: Omar Al Farooque, University of New England, Australia

The proposed new US Customs rules: 10 + 2: Roberto Bergami, Victoria University, Australia

Macroeconomic Activity and the Malaysian Stock Market: Empirical Evidence of Dynamic Relations: R.Ratneswary V.Rasiah, Taylor’s University College, Malaysia

Delivery of Economic Benefits using Public Private Partnerships in the Development of Infrastructure Projects: Hui Thia, Central Queensland University, Australia, and Guy Ford, Macquarie University, Australia
Strategizing the Outsourcing Industry in an Emerging Knowledge Economy: A Structurational Analysis: Chun Kwong Han, Universiti Putra Malaysia, Malaysia

Monday 24 November 2008 2.00 PM – 3.30 PM Marina Room

Track: Marketing

Session Chair: Alvin M. Chan, University of Western Sydney, Australia

Factors Influencing Buying Behaviour of Piracy Products and its Impact to Malaysian Market: Ahasanul Haque, International Islamic University, Malaysia; Ali Khatibi, Management and Science University Malaysia, Malaysia and Shameem Al Mahmud, Multimedia University, Malaysia

The Value-relevance of Advertising Expenditures: Sung-II Jeon and Jeong-Eun Kim, Chonnam National University, Korea

Measuring Cross-Cultural Values: A Qualitative Approach: Alvin M. Chan, University of Western Sydney, Australia

Moving Your Brand Up-Scale: Theory and Suggestive Evidence from Japanese Entry into the U.S. Car Market: Myeong-Hyeon Cho, Korea University Business School and Owen Graduate School of Management, Vanderbilt University, USA

Monday 24 November 2008 2 PM – 3.30 PM Cantala Room

Track: Management

Session Chair: Sarminah Samad, Universiti Teknologi MARA, Malaysia

Inside the ‘Crystal Triangle’: The US ‘War on Narcoterrorism’ in Colombia: Oliver Villar, University of Western Sydney, Australia

Malaysia as an International Halal Food Hub: Competitiveness and Potential of Meat-Based Industries: Pazim Othman and Irfan Sungkar, University of Malaya, Malaysia
Assessing the Differential Effects of Quality Management System on Product Quality and Business Performance: Sarminah Samad, Universiti Teknologi MARA, Malaysia

Sourcing for Information: A Private Higher Education Perspective: Nurlida Ismail and Leow Yen Mee, Taylor's University College, Malaysia

Monday 24 November 2008 2 PM-3.30 PM Fawkner Room

Track: Banking

Session Chair: Ron McIver and Yuan George Shan, University of South Australia, Australia

The Efficiency of Thai Banking Sector: A Non-Parametric Approach: Supachet Chansarn, Bangkok University, Thailand

Lending Structure and Bank Insolvency Risk: A Comparative Study Between the Islamic and Conventional Banks: Aisyah Abdul Rahman, National University of Malaysia, Malaysia; Mansor Ibrahim and Ahamad Kameel Mydin Meera, International Islamic University Malaysia, Malaysia

Service quality attributes SME's desire in their choice and retention of a bank: an Australian perspective: Earl Jobling, La Trobe University, Australia, Greg Walker, Charles Sturt University, Australia and Troy Heffernan, University of Plymouth, UK

Ownership Governance and Managerial Behaviour in China: An Examination Using Bad Debt Ratios: Ron McIver and Yuan George Shan, University of South Australia, Australia

Monday 24 November 2008 3.45 PM – 5.15 PM Cantala Room

Track: Management

Session Chair: Tey Yeong Sheng, Universiti Putra Malaysia, Malaysia
Demand for Meat Quantity and Quality in Malaysia: Implications to Australia: Tey Yeong Sheng, Fatimah Mohamed Arshad, Mad Nasir Shamsudin, Alias Radam and Zainalabidin Mohamed, Universiti Putra Malaysia, Malaysia

Organisational Networks During Industry Life Cycle Emergence: An integrative review: John Rice, The University of Adelaide, Australia and Sajid Anwar, The University of South Australia, Australia

Characteristics of an Effective Director: A Study of Malaysian Public Listed Companies: Wan Fauziah Wan Yusoff, Professor Anona Armstrong and Professor Roman Tomasic, Victoria University, Australia

Construct Validation of the Job Characteristics Scale in the Malaysian Public Service Setting: Johanim Johari, Daratul Ambia Che Mit, and Khulida Kirana Yahya

Monday 24 November 2008 3.45 PM – 5.15 PM Marina Room

Track: Finance

Session Chair: Ali Salman Saleh, Victoria University, Australia

Regional Financial Arrangement in Asia: Beyond CMI Scheme: Gongpil Choi, Korea Institute of Finance, Korea and Wonchang Jang, Inha University, Korea

International Asset Pricing and Currency Risk in ASEAN-5 Equity Markets: Hawati Janor, Universiti Kebangsaan Malaysia, Malaysia and Ruhani Ali, Universiti Sains Malaysia, Malaysia

Are Markets Efficient? A Comparative Assessment between the Greek and the West Capital Markets: Demetres N. Subeniotis and Ioannis A. Tampakoudis, University of Macedonia, Greece

Determinants of the Dividend Policy of Companies Listed on Emerging Stock Exchanges: The Case of the Gulf Cooperation Council (GCC) Countries: Duha Al-Kuwari, University of Qatar, Qatar

Monday 24 November 2008 3.45 AM – 5.15 PM Vienna Room

Track: Economics

Session Chair: Guneratne Wickremasinghe, Victoria University, Australia
Currency Crises in a Sunspot Macroeconomic Model: Theoretical and Empirical Aspects: Julian Inchauspe, Macquarie University, Australia

Then and Now: Insights from the Regulation of FDI in Australia: Chris Sadleir and Greg Mahony, University of Canberra, Australia

Japanese Yen/Australian Dollar Exchange Rate and Monetary Models of Exchange Rate Determination: Guneratne Wickremasinghe, Victoria University, Australia

What Drive Firms to Innovate? Evidence from Australia: Alex Anderson, ANP Group, Greece and Rosita Chong, University Malaysia Sabah, Malaysia

Sectorial Homogeneity of the Structure of Gross Value Added In Eurozone Countries: Dr Robert W. Wlodarczyk, Cracow University of Economics, Poland

**Monday 24 November 2008  3.45 AM –  5.15 PM  Faukner Room**

**Track : Management**

**Session Chair :** Gerry Treuren, University of South Australia, Australia

A model for the identification of organisational specific reasons for turnover: Gerry Treuren, University of South Australia, Australia

Mathematical Modeling of service quality towards organizational performance: Case study on Malaysian Local Authorities: Khairul Anuar Mohd-Ali, Daud Talib and Fazli Idris, Universiti Kebangsaan Malaysia, Malaysia

The Effect of Sourcing Strategies on the Relationship between Competitive Strategy and Firm Performance: Haim Hilman Abdullah, Zainal Abidin Mohamed, Rozhan Othman and Jegak Uli, Universiti Putra Malaysia

Electronic Commerce, Electronic Contracts And International Legal Developments: Farisa Tasneem, RMIT University, Australia

**Monday 25 November 2008  9.00 AM –  10.30 AM  Vienna Room**

**Track : Management**

**Session Chair :** Michael Segon and Christopher Booth, RMIT, Australia

The role of trust and dependency on e-procurement adoptions: An empirical analysis: Nik Ab Halim Nik Abdullah and Latif Al-Hakim, University of Southern Queensland, Australia
HIV/AIDS is an epidemic but who is to blame: An empirical assessment of the current state of affairs in a developing country: Andries J. du Plessis, Unitec, New Zealand and Prof. P. F. Venter, University Free State, Republic of South Africa

The future of corporate governance: Innovation through online scenario-based learning: Jenifer Varzaly and Judi Baron, The University of Adelaide, Australia

A few wrongdoings in neighbouring life and the view of the Islamic law of tort: Dr. Basir (to be announced)

**Monday 25 November 2008 9.00 AM – 10.30 AM Cantala Room**

**Track:** Accounting

**Session Chair:** Victoria Wise University of Tasmania, Australia

**Monir Zaman (to be announced)**

Perceptions of company performance: A study of impression management: Debbie Wills, University of Tasmania, Australia

Revisiting the literature on environmental reporting practices in annual reports in Australia: What is yet to be unveiled: Salina P. Siddique, Victoria University, Australia

Sally and Victoria (to be announced)

**Monday 25 November 2008 9.00 AM – 10.30 AM Marina Room**

**Track:** Economics

**Session Chair:** Daniel K.N. Johnson Colorado College, USA

FDI and technology spillover: Evidence across Indian manufacturing industries: Smruti Ranjan Behera, University of Delhi, India

It’s a small(er) world: The role of geography in biotechnology innovation: Daniel K.N. Johnson Colorado College, USA
The Economic dimensions of climate change: impacts and adaptation practices in Malaysia: Abul Quasem Al-Amin and Chamhuri Siwar, Universiti Kebangsaan Malaysia, Malaysia

Macroeconomic Activity and the Malaysian Stock Market: Empirical Evidence of Dynamic Relations: R.Ratneswary V.Rasiah, Taylor’s University College, Malaysia

Monday 25 November 2008  9.00 AM – 10.30 AM  Faukner Room
Track : Management

Session Chair : Jia, Wang, California State University, USA

Development of Ethnic Tolerance Model: A Malaysian Way: Fazilah Idris National University of Malaysia, Malaysia

A Configuration And Contingency Approach To Understanding Export Performance: Muafi, Lecturer Economic Faculty majoring Management UPN

Make or Buy Strategy and Origin of Sourcing Materials and their Relationship with Firm Performance: Zainal Abidin Mohamed, Haim Hilman Abdullah, Rozhan Othman and Jegak Uli, Universiti Putra Malaysia, Malaysia

Effects of Parental Work Conditions on Children’s School Achievement: A Study of Dual-Earner Families in Malaysia: Johari Talib, National University of Malaysia, Malaysia

Monday 25 November 2008  11.00 AM – 12.45 PM  Vienna Room
Track : Finance

Session Chair: James Michael Haley, Point Park University, USA

Investor Risk Tolerance and General Economic Mood: Lujer Santacruz, University of Southern Queensland, Australia

What Are in IPO Initial Return-Evidence from China Market: Yan Gao, China Europe International Business School, China

How to Normalize Financial Markets: James Michael Haley, Point Park University, USA
**Forecasting Volatility for Financial Market Risk Management:** Ahmed Shamiri, Abu Hassan and Zaidi Isa, National University of Malaysia, Malaysia

**Monday 25 November 2008  11.00 AM – 12.45 PM   Cantala Room**

**Track:**

**Session Chair:**

**Papers:** To Be announced

---

**Monday 25 November 2008  11.00 AM – 12.45 PM Marina Room**

**Track:** Management

**Session Chair:** Michael Segon, RMIT University

**Japan's Offshore Software Development:** Nobuhiro Takahashi Osaka City University, Japan and Mita Takahashi Kyoto University, Japan

**Impact Of Short Study Abroad Programs On Students’ Diversity Attitude:** Jia, Wang, Ali Peyvandi and J. M. Moghaddam, California State University, USA

**MBA Students, Business Ethics and CSR:** Michael Segon and Christopher Booth, RMIT University, Australia

**The Role of Planning and Controlling System in Accelerating Organizational Learning:** Sharifah Norzehan Syed Yusuf, Jamaliah Said, Rohana Othman and Nor’Azam Mastuki, Universiti Tecknologi MARA, Malaysia

---

**Monday 25 November 2008  11.00 AM – 12.45 PM Faukner Room**

**Track:** Marketing

**Session Chair:** Ahasanul Haque, International Islamic University, Malaysia

**Antecedents of Service Quality and Brand Performance: A Conceptual Model:** Parves Sultan, Ho Yin Wong and Gabriel Donleavy, Central Queensland University, Australia
The Managerial Utility of Understanding Brand Personality: Bradley Wilson, RMIT University, Australia, William Callaghan, Swinburne University, Australia and Kate Westberg, RMIT University, Australia.

Assessing Industry Experts’ Ethnocentrism and Perceptions towards Domestic and Foreign Products in Mauritius: Rooma Roshnee Ramsaran-Fowdar, University of Mauritius, Mauritius

A Psychological Contract Breach and Turnover Intention of Telemarketers in South Korea: Seong-Do Cho, Ki-Ju Cheong and Kyoungun Kim, Chonnam National University, Korea

Monday 25 November 2008 2.00 PM – 3.30 PM Vienna Room
Track: Banking and Economics

Session Chair: Chun Han

Credit Spread Of Malaysian Corporate Bonds: An Empirical Analysis: Rasidah Mohd. Said, Fauzias Mat Nor, and Lee Wan Ling, University Kebangsaan Malaysia, Malaysia

The Efficiency of Thai Banking Sector: A Non-Parametric Approach: Supachet Chansarn, Bangkok University, Thailand

Is the Export Led Growth Hypothesis Valid For Malaysia: Aidil Rizal Shahrin, Roselee Shah Shaharudin and Mohd Lukman Abdull Mutalip, University of Malaya, Malaysia

SMEs Employees Gender Composition and Firm Growth Evidence from Manufacturing Industry in Co-operative Sector during the Second Development Plan in Iran: 1995-99: Mohammad Ali Feizpour and Reza Jamali Yazd University, Iran

Monday 25 November 2008 2.00 PM – 3.30 PM Cantala Room
Track: Accounting and Finance

Initial Return and Immediate Aftermarket Trading Volume of Ipos: Bursa Malaysia: Ros Zam Zam Sapian, National University of Malaysia, Malaysia

Anh Phuong and Harikumar (To Be Announced)
Customer Focus Strategy (CFS) and Information Technology (IT) Capability: Implications to Service Quality of Malaysian Local Authorities: Jamaliah Said, Wee Shu Hui, Dennis Taylor and Rohana Othman

What are the Determinants of Capital Structure? Evidence from a Country with Unique Financing Arrangements: Khamis Al-Yahyaee, Sultan Qaboos University, Oman; Toan Pham, University of New South Wales, Australia and Terry Walter, University of New South Wales Asia, Singapore

Monday 25 November 2008 2.00 PM – 3.30 PM Marinar Room
Track: Marketing
Session Chair: Doug Thomson, RMIT University, Australia

Validity and Reliability of the Safety Climate Measurement in Malaysia: Nor Azimah Chew Abdullah, Universiti Utara Malaysia; Jeffery T. Spickett, Krassi B. Rumchev and Satvinder S. Dhaliwal, Curtin University of Technology, Australia

Malaysia’s Kelantan Peranakan Chinese: Identity of a Chinese-Thai-Malay Assimilated Minority Group: Teo cok

Electronic commerce – Protecting intellectual property on the Internet: Domenic

New Legal Risks for Company Consultants: Martin Markovic, The University of Adelaide, Australia

Monday 24 November 2008 2.00 PM – 3.30 PM Fawkner Room
Track: Management and Marketing

Emerging Leadership of the Future: The Value-Added By Creativity and Innovative Skills: Noor Ezawanee Badarudin, Universiti Tun Abdul Razak, Malaysia

Parallel Mixed Mode of Surveys: A Case Study: Fatimah Mohamed Arshad and Suryani Darham, Universiti Putra Malaysia, Malaysia

Papers to be included