

CONFERENCE PROGRAM

Wednesday, 20th December 2017 (Day 1)

8.00 am	Arrival and registration of participants
8.30am	Arrival of VIPs, Principal Officers and Head of Departments of Universiti Malaysia Sabah
8.45am	Arrival of YBhg. Prof. Dr. Rasid Mail Deputy Vice Chancellor (Academic), Universiti Malaysia Sabah
9.00am	National and State Anthems Recitation of Doa
	Welcoming Speech Prof. Dr. Syed Azizi Wafa B. Syed Khalid Wafa <i>President, Asian Academy of Applied Business</i>
	Opening Ceremony Officiated by YBhg. Prof. Dr. Rasid Mail <i>Deputy Vice Chancellor (Academic), Universiti Malaysia Sabah</i>
	Keynote Address Datuk Dr. Mohd Yaakob Haji Johari <i>Chief Executive, Sabah Economic Development and Investment (SEDIA)</i>
10.30 am	Refreshment

PLENARY SESSION

11.00 am	Practitioner Session
	<p>“Challenges and Opportunities in the Current Business Landscape”</p> <p>Chair: Prof. Dr. Syed Azizi Wafa B. Syed Khalid Wafa President, Asian Academy of Applied Business</p> <p>Panelists: Datuk Mohd Basri Abd Gafar President, Federation of Sabah Industries (FSI)</p> <p>Cik Rita Elisha Mering Director, Ministry of International Trade and Industry Sabah Regional Office</p> <p>Dr. Rafiq Idris Senior Lecturer, Faculty of Business, Economics and Accountancy (FBEA), UMS.</p>
12.15pm – 2.00pm	Lunch
2.00pm – 3.20pm	Concurrent Session 1 (A – C)
3.20pm – 3.40pm	Tea Break
3.40pm – 5.00pm	Concurrent Session 2 (A – C)
5.30pm	Adjourned

CONFERENCE PROGRAM

Thursday, 21st December 2017 (Day 2)

9.00am – 10.20am	Concurrent Session 3 (A – C)
10.20am – 10.40am	Tea Break
10.40am – 12.20pm	Concurrent Session 4 (A – C)
12.30pm – 1.00pm	Closing Ceremony and Best Paper Awards
1.00pm	Lunch
2.00pm	Adjourned

Friday, 22nd December 2017 (Day 3)

7.30am – 1.00pm	Tour (optional with additional fee) and Networking
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Concurrent Session 1 (A)

Date: 20 December 2017

Time: 2:00 pm – 3:20 pm

Paper Track: Accounting and Finance

Session Chairperson: Dr. Junainah Jaidi

Time	Paper No.	Paper Title/Author(s)
2:00pm – 2:20pm	E07	Exploring the Relationship Between Corporate Disclosure and Corporate Performance: The Case of Malaysian Companies <i>Jamsari Hashim & Bahiyah Omar</i>
2:20pm – 2:40pm	E08	Management Accounting Information Usefulness and Cloud Computing Qualities Among Small Medium Enterprises <i>Mohammed Fadil Farhan Al Lami, Ruhanita Maelah & Gheyath Ghassan</i>
2:40pm – 3:00pm	E44	Perbandingan dan Cadangan Susun Atur Akad dalam Borang Takaful Kenderaan di Malaysia Kajian Perbandingan Borang Takaful Kenderaan di Malaysia dan Jordan <i>Hazmi Dahlan, Mohd. Rahimie Abd Karim, Syed Azizi Wafa Syed Khalid Wafa & Nurulasyikin Muda</i>
3:00pm – 3:20pm	E48	An Empirical Analysis of Education Expenditure, Health Care Expenditure and Economic Growth in Malaysia <i>Wong Sing Yun & Remali Yusoff</i>

Concurrent Session 1 (B)

Date: 20 December 2017

Time: 2:00 pm – 3:20 pm

Paper Track: Marketing

Session Chairperson: Dr. Aisat @ Ellik Bin Iggau @ Iggau

Time	Paper No.	Paper Title/Author(s)
2:00pm – 2:20pm	M015	Kajian Kualitatif Mengenai Makanan Tradisi Masyarakat Etnik Dusun Tatana Sabah <i>Shalawati Ibrahim, Tang Giok Wen & Shahrim Abdul Karim</i>
2:20pm – 2:40pm	M016	Consumers' Practice and Attitude Towards Ethnic Food in Sabah, Malaysia <i>Shalawati Ibrahim, Shahrim Abdul Karim, Steven Eric Krauss & Roselina Abd Karim</i>
2:40pm – 3:00pm	M011	Religiosity and Its Consequences In Halal Food Purchasing Behavior (An Empirical Evidence from Tarakan, Indonesia And Tawau, Malaysia) <i>Marso & Haslinda Hasan</i>

Concurrent Session 1 (C)

Date: 20 December 2017

Time: 2:00 pm – 3:20 pm

Paper Track: Management

Session Chairperson: Dr. Rini Suryati Sulong

Time	Paper No.	Paper Title/Author(s)
2:00pm – 2:20pm	E16	Directors' Age Diversity and Firm Performance <i>Mazrah Malek, Ayoib Che Ahmad & Saidatunur Fauzi Saidin</i>
2:20pm – 2:40pm	E34	Corporate Governance and Risk Management in Malaysia <i>Mohamad Naimi Mohamad Nor & Suhaimi Ishak</i>
2:40pm – 3:00pm	E37	Identification of Least Congested and Shortest Distance Path in Traffic Network <i>Kien Hua Ting & Noraini Abdullah</i>
3:00pm – 3:20pm	E39	Moderating Effect of Information and Communication Technology Tools on the Relationship Between Corporate Culture and Incubator Success <i>Qadri Alzaghal & Muriati Mukhtar</i>

Concurrent Session 2 (A)

Date: 20 December 2017

Time: 3:40 pm – 5:00 pm

Paper Track: Management

Session Chairperson: Dr. Ramraini Ali Hassan

Time	Paper No.	Paper Title/Author(s)
3:40pm – 4:00pm	E19	Kaitan Antara Kepimpinan, Prestasi Kerja, Kepuasan Kerja Dan Niat Meletakkan Jawatan Dalam Kalangan Kakitangan Akademik Politeknik di Malaysia <i>Syarifah Hanum Ali, Arsiyah Bahron & Stephen Laison Sondoh Jr.</i>
4:00pm – 4:20pm	E41	The Influence of Organizational Reward System on Job Satisfaction among Non-Academic Employee at University Malaysia Sabah <i>Dean Nelson Mojolou, Helmina Thomas & Pei Sung Toh</i>
4:20pm – 4:40pm	M014	Identifying the Cross Border International Trade Opportunities of Along Sebatik Island, Sabah and Indonesia <i>Syed Azizi Wafa, Ramraini Ali Hassan, Sidah Idris, Rini Suryati Sulong, Mohd Safri Bin Saiman, Wajiran Sinun & Zuraidah Jamrin</i>
4:40pm – 5:00pm	E52	Exploring and measuring the level of psychological empowerment (PE) and organizational citizenship behavior (OCB) among government employees- how they relate each other? <i>Rostika Petrus Boroh, Arsiyah Bahron & Sarina Safiza Nasser</i>

Concurrent Session 2 (B)

Date: 20 December 2017

Time: 3:40 pm – 5:00 pm

Paper Track: Marketing

Session Chairperson: Dr. Azaze @ Azizi Abdul Adis

Time	Paper No.	Paper Title/Author(s)
3:40pm – 4:00pm	E09	Pengaruh Kesatuan Jenama Terhadap Kepercayaan Dan Kesetiaan Jenama <i>Rafidah Arshad & Suddin Lada</i>
4:00pm – 4:20pm	M010	Product Placement in Social Media: Malaysian Young Consumers' Perceptions and Online Behaviors <i>Grace Phang Ing, Azaze @Azizi Abdul Adis, Zaiton Osman, Mohd Rizwan Abdul Majid & Yi Xuan Pang</i>
4:20pm – 4:40pm	M013	Green Homes Need Green Homeowners: Investigating the Predictive Power of Environment Concern Through the Lens of Theory of Planned Behaviour <i>Nelson Lajuni, Sharon Tan, Franklin Hazley Lai & Yusman Yacob</i>

Concurrent Session 2 (C)

Date: 20 December 2017

Time: 3:40 pm – 5:00 pm

Paper Track: Entrepreneurship

Session Chairperson: Dr. Thilini Chathurika Gamage

Time	Paper No.	Paper Title/Author(s)
3:40pm – 4:00pm	E17	Determinants of Entrepreneurship Mindset Among Agribusiness Cooperative in Sarawak: A Conceptual Model <i>Stanley Tan, Bonaventure Boniface & Geoffrey Tanakinjal</i>
4:00pm – 4:20pm	M004	Determinants of Cloud Computing Adoption by SMEs in Sri Lanka <i>Thilini Chathurika Gamage & HMS Priyanath</i>
4:20pm – 4:40pm	M006	Personality Characteristics Differences Among Sabah Bumiputera And Chinese Entrepreneurs in Tawau <i>Marlina Binti Merdeka, Syed Azizi Wafa & Merlyn Rita Buncha</i>
4:40pm – 5:00pm	E31	Adoption of Cloud Computing by SMEs in Malaysia: Empirical Study <i>Syed Alam, Zaher Zain, Maisarah Ahmad & Mohd Helmi Ali</i>

Concurrent Session 3 (A)

Date: 21 December 2017

Time: 9:00 am – 10:20 am

Paper Track: Accounting and Finance

Session Chairperson: Assoc. Prof. Dr. Corina Joseph

Time	Paper No.	Paper Title/Author(s)
9:00am – 9:20am	E15	Environmental Management Accounting In The Construction Industry In Malaysia <i>Haslina Hassan, Ruhanita Maelah, Amizawati Mohd Amir & Mohd Rizal Palil</i>
9:20am – 9:40am	E23	The Effectiveness of Mind Mapping Video Competition Based Learning Activity: Readiness for Future Accountancy Profession <i>Corina Joseph & Mariam Rahmat</i>
9:40am – 10:00am	E24	Market-Timing of Stock Price Informativeness In Firm's Stock Repurchase: A Systematic Review <i>Chong Meng Chee & Nazrul Hisyam Ab Razak</i>
10:00am – 10:20am	E33	The Impact of Budget Participation on Innovative Work Behavior Within Libyan Public Industrial Companies <i>Osama Hemali & Sulaiman Bin Tahajuddin</i>

Concurrent Session 3 (B)

Date: 21 December 2017

Time: 9:00 am – 10:20 am

Paper Track: Entrepreneurship

Session Chairperson: Assoc. Prof. Dr. Zizah Che Senik

Time	Paper No.	Paper Title/Author(s)
9:00am – 9:20am	E42	Value Creation in the Internationalization of SMEs in Emerging Market <i>Zizah Che Senik & Ridzuan Md Sham</i>
9:20am – 9:40am	E46	Faktor Penerimaan Media Sosial Dalam Pemasaran Di Kalangan Industri Kecil Dan Sederhana (IKS) Di Labuan <i>Azleena Nordin & Suddin Lada</i>
9:40am – 10:00am	M017	The Relationship Between Business Incubator Infrastructure and The Performance of Entrepreneurs in Early Start-Up Companies in Malaysia <i>Ramraini Ali Hassan, Syed Azizi Wafa & Mohd Noor Hidayat Jimainal</i>
10:00am – 10:20am	E53	Challenges Towards the Empowerment of Rural Entrepreneurs in Negeri Sembilan, Malaysia <i>Norasikin Salikin, Norailis Ab Wahab, Rosnia Masrukiand Nur Shuhada Kamarudin</i>

Concurrent Session 3 (C)

Date: 21 December 2017

Time: 9:00 am – 10:20 am

Paper Track: Tourism and Hospitality

Session Chairperson: Diana Nabila Chau Abdullah

Time	Paper No.	Paper Title/Author(s)
9:00am – 9:20am	E10	The Relationships Between Motivation and Entrepreneurial Success in The Homestay Business in Sabah <i>Kelvin Yong & Ramraini Ali Hassan</i>
9:20am – 9:40am	E27	Tourism and Economic Growth in Malaysia, Indonesia and Thailand <i>Nor Ermawati Hussain, Fatin Nabilah Mohamad Noorhisham, Mohd Shahidan Shaari & Diana Nabila Chau Abdullah</i>
9:40am – 10:00am	E29	A Preliminary Study on The Effects of Social Media Among University Students' Behaviour In Tourism <i>Doris Hooi-Ten Wong, Sheue-Wen Bay, Chong-Meng Chee & Nazrul Hisyam Ab Razak</i>

Concurrent Session 4 (A)

Date: 21 December 2017

Time: 10:40 am – 12:20 pm

Paper Track: Management

Session Chairperson: Prof. Dr. Syed Azizi Wafa

Time	Paper No.	Paper Title/Author(s)
10:40am – 11:00am	M018	Self-Regulation Through Hisbah Institution In The History Of Commercial Transaction In Islam: An Appraisal <i>Wan Izzat Wan Ahmad</i>
11:00am – 11:20am	E21	The Integrity-Based Community Initiative Implementation in A Malaysian Local Authority: The Isomorphism Perspective <i>Corina Joseph, Mariam Rahmat, Nero Madi, Tamoi Janggu & Nafsiah Mohamed</i>
11:20am – 11:40am	M008	Sistem Kenaikan Pangkat, Kepuasan Kerja Dan Niat Untuk Meninggalkan Organisasi: Kajian Keatas Penjawat Awam Persekutuan Di Negeri Sabah <i>Mohammad Chin, Syed Azizi Wafa Syed Khalid Wafa & Ramraini Ali Hassan</i>

Concurrent Session 4 (B)

Date: 21 December 2017

Time: 10:40 am – 12:20 pm

Paper Track: Marketing

Session Chairperson: Mohd Rizwan Abd Majid

Time	Paper No.	Paper Title/Author(s)
10:40am – 11:00am	E25	Sustaining Food Industry Through Biotechnology: Acceptance in Malaysia <i>Suhana Mohezar, Mohd Aidil Riduan Awang Kader & Mohammad Nazri</i>
11:00am – 11:20am	M009	Usage and Information Searching Patterns: A Preliminary Study Among Malaysian Social Media Users <i>Phang Ing @ Grace, Mohd. Rizwan Majid, Zaiton Osman Azizi Abdul Adis & Izyanti Awang Razli</i>
11:20am – 11:40am	E12	Pengaruh Komitmen Afektif, Kalkulatif, Dan Normatif Terhadap Kepercayaan Pengguna Kosmetik Halal <i>Roslinahwati Abdul Rajak & Suddin Lada</i>
11:40am – 12:00pm	M012	Green Product Purchase Intention: The Predictive Power of Environmental Concern and Theory of Planned Behaviour <i>Nelson Lajuni, Sharon Tan, Mumtaz Ali & Francis Chuah</i>

Concurrent Session 4 (C)

Date: 21 December 2017

Time: 10:40 am – 12:20 pm

Paper Track: Accounting/Finance/Economics

Session Chairperson: Nur Shahida Ab Fatah

Time	Paper No.	Paper Title/Author(s)
10:40am – 11:00am	E26	Factors Influencing Internal Audit Effectiveness in The Area of Enterprise Risk Management. A Conceptual Framework <i>Mahmoud Kertali & Sulaiman Bin Tahajuddin</i>
11:00am – 11:20am	M019	The Awareness of Retirement Planning: Preliminary Study in UITM Dengkil Campus <i>Siti Norida Abdul Kadir & Nurazua Mohamad Amin</i>
11:20am – 11:40am	E47	Determinants of Public Education Expenditure in Malaysia: A Time Series Analysis <i>Wong Sing Yun & Remali Yusoff</i>
11.40am – 12.00pm	E54	Corporate Capital Structure in Islamic Environment <i>Norasikin Salikin</i>

