SIBR-UniKL Conference on Interdisciplinary Business & Economics Research
February 12-13, 2016, Kuala Lumpur

PROGRAM (Final version)

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<th>DAY 1 (February 12, 2016)</th>
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<td>9:00-10:35 Sessions A1, B1, C1</td>
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<td>10:35-10:50 Tea break</td>
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<td>10:50-11:45 Opening &amp; Keynote Speech*</td>
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<td>12:00-13:25 Lunch (Sunflowers Brasserie)</td>
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<td>15:00-15:15 Tea break</td>
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<td>15:15-16:40 Sessions K1, L1, M1</td>
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* Keynote Speech 2 (venue: Ballroom): “Getting Published and Responding to Reviewers: Strategies for Success”, by Dr. Marko Grünhagen, Lumpkin Distinguished Professor of Entrepreneurship & Professor of Marketing, Eastern Illinois University, USA; Associate Editor, Journal of Small Business Management.

Session A1: ECONOMIC, SOCIAL & CULTURAL DEVELOPMENT (venue: Tiara 1)
Chair: Sonya Huffman (Iowa State University)

The Effect of the Moscow Theatre Attack on the Subjective Well-being of the Russian Population (k16-057)
Speaker: Margarita Vorsina (Griffith University)

Problem Analysis of “Underdevelopment Whirlpools” as Obstacles for Economic Growth in Asian Countries (k16-119)
Speaker: Elena Popkova (Volgograd State Technical University, Russia)

Transnational Cluster Initiatives in Business as a Top-Priority Direction of Maximization of Economic Growth in Asian Countries (k16-120)
Speaker: Tatiana Litvinova (Volgograd State Agrarian University, Russia)

Diet, Lifestyle and Happiness: Application to Russian Data (k16-011)
Speaker: Sonya Huffman (Iowa State University)

Session B1: QUANTITATIVE FINANCE & ECONOMETRICS (venue: Tiara 2)
Chair: Shubhasis Dey (Indian Institute of Management Kozhikode)

The Effect of Oil Prices on ASEAN Exchange Rates: Evidence from ARDL Bounds Testing (k16-023) *Best Paper Award*
Speaker: Khalid M. Kisswani (Gulf University for Science and Technology)

Evaluating the Optimum Strategy Developed by Combing Jesse L. Livermore’s Key Price Logic and the D-ANP Methods (k16-065)
Speakers: Wei-Shan Hu (Chung Yuan Christian University) and Tsan-Ping Yang (San-Byte Taiwan Co. Ltd.)

The Estimation Model for Measuring Performance of Stock Mutual Funds Based on ARCH/GARCH Model (k16-136)
Speaker: Feriakwita Sembiring (Jenderal Achmad Yani University)

A Study on Predicting Gold Price: An Auto Regressive Integrated Moving Average (ARIMA) Model (k16-033)
Speaker: Naliniprava Tripathy (Indian Institute of Management Shillong)

Inflation Hedging in India (k16-024)
Speaker: Shubhasis Dey (Indian Institute of Management Kozhikode)

Session C1: BANKING & FINANCE (venue: Tiara 3)
Chair: Catherine Kalayaan Almonte (De La Salle University – Manila)

(C1 continued on next page …)
A Test for Semi-Strong Efficiency in the Kuwait Stock Exchange: Evidence from Rights Offering Announcements (k16-013)
Speaker: Bader Alhashel (Kuwait University)

Individual Decision after Group Discussion in Stock Investing: The Case of Sequential Information (k16-035)
Speaker: Dedhy Sulistiawan (University of Surabaya)

Green Bond and Shareholders' Wealth: A Multi-Country Event Study (k16-121)
Speaker: Siti Nurhidayah Mohd Roslen (Universiti Tunku Abdul Rahman)

Islamic Banking Contribution to Financial Stability in Indonesia (k16-126)
Speaker: Munawar Ismail (Brawijaya University)

Superstition in the Philippine Stock Market (k16-015)
Speaker: Catherine Kalayaan S. Almonte (De La Salle University, Manila)

**Session G1: RISK, OPERATIONAL EFFICIENCY & PERFORMANCE (venue: Tiara 1)**
Chair: Brinja Meiseberg (Westfaelische Wilhelms – University Muenster)

An Assessment of the Relative Contribution of Critical Performance Factors to the Discriminant Functions Associated with Competitive Position (k16-031)
Speaker: Ahmed Al-Qatamin (Arab Open University – Jordan Branch)

How Overall Logistics Strategy Mediates the Influence of Market Attractiveness and Dynamic Capabilities on Strategic Competitive Response? (k16-020)
Speakers: Febriyanto (Sekolah Tinggi Manajemen Logistik), Akhmad Yunani (Politeknik Pos Indonesia) and Zaroni (Universitas Multimedia Nusantara)

Maintenance Quality and Costs of Water Chillers: A Case Study of the Taipei Metro (k16-019)
Speaker: Jeng-Hsiang Lin (Hwa Hsia University of Technology)

The Comparative Effects of Trust and Control on Firm Performance: A Cross-National Study of Interfirm Relationships (k16-040) *Best Paper Award*
Speaker: Brinja Meiseberg (Westfaelische Wilhelms – University Muenster)

**Session H1: MANAGEMENT & ENTREPRENEURSHIP (venue: Tiara 2)**
Chair: Sulaiman Sajilan (UniKL Business School)

The Potential and Problems of Small and Large Scale Processed Coffee Businesses in Jember Regency (k16-034)
Speakers: Isti Fadah and Handriyono (University of Jember)

The Motivators for Non-Ethnic Asian Self-Employed Foreigners in Korea (k16-037)
Speaker: Corey A. Nelson (Hankuk University of Foreign Studies)

Effect of Performance Assessment and Career Development to Employee Commitment (k16-087)
Speaker: Ami Pujiwati (Universitas Terbuka)

Impact of Innovative Practices on Business Growth under the Moderating Impacts of Culture - A Conceptual Model (k16-001)
Speakers: Sulaiman Sajilan and Shehnaz Tehseen (UniKL Business School)

**Session J1: INVESTMENT & ECONOMIC PERFORMANCE (venue: Tiara 3)**
Chair: Ferdinando Meacci (University of Padova, Italy)

Analysis of Economic Performance as the Independence Indicators of Government in East Java Province (k16-125)
Speaker: Herman Cahyo Diartho and Sebastiana Viphindrartin (University of Jember)

(J1 continued on next page …)
The Role of Tourist Attraction and Uniqueness of Resources on Value Creation in the Tourist Destination (k16-049)
Speaker: Erislan (STKIP Kie Raha, Ternate, Maluku Utara)

The Impact of Investment in ICT Sector on Foreign Direct Investment: Applied Study on Egypt (k16-080) *Best Paper Award*
Speaker: Amany Fakher (Helwan University, Cairo, Egypt)

Asymmetric Causality Between Exchange Rate and Interest Rate Differentials: A Test of International Capital Mobility (k16-148)
Speaker: Jauhari Dahalan (Universiti Utara Malaysia)

The Classical Roots of the Austrian Theory of Capital (k16-028)
Speakers: Ferdinando Meacci (University of Padova, Italy) and Carmelo Ferlito (INTI International University & Colleges)

Session K1: ORGANIZATION & HUMAN RESOURCES MANAGEMENT (venue: Tiara 1)
Chair: Maria Piotrowska (Wroclaw University of Economics)

Emphasis on Talent Engagement and Retention as the Mediators in the Process Of Talent Management (k16-021) *Best Paper Award*
Speaker: Sunita Panda (National Institute of Technology, India)

The Decisive Role of Strategic Human Resource Management in the Success of Entrepreneurship and Innovation in Modern Enterprises (A Practical Model) (k16-029)
Speaker: Mohamed Meri Meri (Gaziantep University, Turkey)

An Assessment of Graduate Attributes of the BSBA-HRDM Alumni of Letran-Calamba: Inputs to Syllabi Review and Enhancement (k16-103)
Speaker: Nimfa Gamban (Colegio de San Juan de Letran Calamba, Philippines)

Economic Resourcefulness of Leaders Across Cohorts (k16-047)
Speaker: Maria Piotrowska (Wroclaw University of Economics)

Session L1: ECONOMIC, SOCIAL & CULTURAL DEVELOPMENT (venue: Tiara 2)
Chair: Dian Indiyati (Jenderal Achmad Yani University)

Applying Importance-performance Analysis for Improving Empowerment of Cooperative in Cimahi (k16-100)
Speaker: Heni Nurani Hartikayanti (Jenderal Achmad Yani University)

Country of Origin as a Factor Influencing Decisions by Farmers in East Java-Indonesia to Purchase Veterinary Medicines (k16-130)
Speaker: Ika Barokah Suryaningsih (University of Jember)

The Significance of Competitive Advantage at Universities in Indonesia (k16-138)
Speaker: Dian Indiyati (Jenderal Achmad Yani University)

Session M1: MANAGEMENT & ENTREPRENEURSHIP (venue: Tiara 3)
Chair: Sulaiman Sajilan (UniKL Business School)

Coping with the Challenges of Leadership in the Work Environment: The Nigerian Experience (k16-018)
Speaker: Timothy T Alabar (Benue State University, Makurdi)

How to Transform Creative Ideas into Creative Products: Learn from the Success of Batik Fractal (k16-111)
Speaker: Horas Djulius (Universitas Pasundan)

(M1 continued on next page …)
Social Enterprise and Socio–Economic Sustainable Development (k16-139)
Speaker: Pradit Withisuphakorn (NIDA Business School)

Speakers: Sulaiman Sajilan and Shehnaz Tehseen (UniKL Business School)

Session A2: MARKETING, CONSUMER BEHAVIOR & PSYCHOLOGY (venue: Tiara 1)
Chair: Narueban Yamaqupta (Prince of Songkla University)

Sales Promotion of Hypermart in Bandung, West Java Indonesia (k16-101)
Speaker: Ria Arifianti (Padjadjaran University)

Formulation of Marketing Strategy between Pioneer and Follower Brand (Case Study of Chocodot and Choco.Dol Brands) (k16-107)
Speaker: Cecep Safa’atul Barkah (Padjadjaran University)

Social Media and Customer-to-customer Interaction from Business Perspective: A Qualitative Analysis (k16-150)
Speaker: Kartina Sury (Bina Nusantara University)

An Exploratory Factor Analysis of the PERVAL Scale: A Model Tested in Thailand Higher Education Setting (k16-077)
Speaker: Narueban Yamaqupta (Prince of Songkla University)

The Effect of Green Marketing Practice on Emotional Value: A Case Study of Thailand Generation Z's Consumer (k16-076)
Speaker: Narueban Yamaqupta (Prince of Songkla University)

Session B2: CORPORATE GOVERNANCE & AUDITING (venue: Tiara 2)
Chair: Francisca Anggraini (Sanata Dharma University)

Clustering Indonesian Companies Annual Report: Preliminary Assessment of Integrated Reporting Implementation in Indonesian Listing Companies (k16-091)
Speaker: Arie Pratama (Padjadjaran University)

Good Corporate Governance leads to Sustainability Reporting: What Happened with Indonesian Stock Exchange? (k16-093)
Speaker: Boby Wiryawan Saputra (Parahyangan Catholic University)

Income Smoothing and Loan Loss Provision in Jordanian Banks “Empirical Evidence” (k16-073)
Speaker: Jamal Abu-Serdaneh (Arab Open University – Jordan)

The Role of Perceived Behavioral Control in Mitigating the Negative Internal Auditors’ Attitudes toward Whistleblowing (k16-063)
Speakers: Francisca Anggraini and Fransiscus Siswanto (Sanata Dharma University)

Session C2: ECONOMIC POLICY & PUBLIC ADMINISTRATION (venue: Tiara 3)
Chair: Suryanto (Padjadjaran University)

Economic and Financial Possibility Criteria of Policy Evaluation of Electronic Identity Card (e-ID Card) in Cimahi Municipality, West Java Province, Indonesia (k16-104)
Speaker: Poni Sukaesih Kurniati (Universitas Komputer Indonesia)

Inter-organizational Capacity after Fiscal Decentralization of Land and Building Tax Management in Revenue Department of Cimahi City, West Java, Indonesia (k16-110)
Speaker: Candradewini (Padjadjaran University)

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Partnership Pattern of Stakeholders in Developing Centers of Small and Medium Scale Flagship Industry in Bandung City (k16-113)
Speaker: Herwan Abdul Muhyi (Padjadjaran University)

Aspects of Economic Analysis in the Development Policy of Housing and Residential Area in West Java, Indonesia (k16-108)
Speaker: Suryanto (Padjadjaran University)

Session D2: MARKETING & MANAGEMENT (venue: Tiara 1)
Chair: Noor Hadi (UniKL Business School)

Big Data Challenges in Marketing Research (k16-078)
Speaker: Vaidas Lukosius (Tennessee State University)

The Collective Impact of Service Employees' Competence and Benevolence on Customers' Retention Decisions in Financial Services (k16-027)
*Best Paper Award*
Speaker: Nha Nguyen (Université de Moncton)

The Influence of Transformational Leadership to Organizational Citizenship Behavior with Job Satisfaction as Mediator Variable (Study about Leadership of a Chairman at Three Universities in Tasikmalaya) (k16-092)
Speaker: Pratami Wulan Tresna (Padjadjaran University)

Measuring of Services Quality Healthcare Toward Patient Satisfaction in Jordanian Hospitals: a Field Study of Hospitals in Irbid City (k16-053)
Speaker: Abdel Fattah Mahmoud Al-Azzam (Zarqa University, Jordan)

Making Sense of Mediating Analysis in SmartPLS: Marketing Perspective (k16-003)
Speakers: Noor Hadi, Naziruddin Abdullah and Ilham Sentosa (UniKL Business School)

Session E2: INDUSTRIAL GROWTH & PERFORMANCE (venue: Tiara 2)
Chair: Ratna Meisa Dai (Padjadjaran University)

The Influence of Market Orientation Towards Innovation and Business Performance at Companies in the Creative Industries in the Bandung City (k16-089)
Speaker: Arianis Chan (Padjadjaran University)

Effect of Market Orientation Towards Innovation in the Footwear Industry Center Cibaduyut Bandung (k16-090)
Speaker: Nenden Kostini (Padjadjaran University)

Sustained Business Growth of Small Scale Food Industries In Sukabumi City, West Java, Indonesia (k16-114)
Speaker: Herwan Abdul Muhyi (Padjadjaran University)

Analysis of Financial Performance through Profitability Approach at Culinary Center In Cimahi City (k16-088)
Speaker: Ratna Meisa Dai (Padjadjaran University)

Session F2: ACCOUNTING & FINANCE (venue: Tiara 3)
Chair: Mohammad Ali Abdul Hamid (Nothen University of Malaysia)

CSR Disclosure, Corporate Fundamental Factors, Corporate Governance, and Profitability of Banks in Indonesia (k16-140)
Speaker: Jaja Suteja (Universitas Pasundan)

Board Governance Characteristics and Disclosure Index of Intellectual Capital in Indonesian Banking Sector (k16-122)
Speaker: Yeni Januarsi (Sultan Ageng Tirtayasa University of Indonesia)

A Study on Government of Guam Bonds’ Yield (k16-134)
Speaker: Leila C. Kabigting (University of Guam)

(F2 continued on next page …)
Can We Use Accruals to Minimize Stock Risk and Maximize Return?: Indonesian Evidence (k16-098)
Speaker: Felizia Arni Rudiawarni (University of Surabaya)

The Disclosure Quality effect on the Relation between Corporate Governance and Earnings Management: Evidence from Concentrated Ownership Structure Companies in Indonesia (k16-079)
Speakers: Citrawati Jatiningrum (STMIK Pringsewu of Lampung Indonesia) and Mohammad Ali Abdul Hamid (Northern University of Malaysia)

Session G2: ECONOMIC LITERATURE & PRACTICES (venue: Tiara 1)
Chair: Che Musa Che Omar (UniKL Business School)

Thomas Piketty and Interdisciplinary Economics: What We Can Learn (k16-071)
Speaker: Jerry Varsava (University of Alberta)

An Overview of Medical Tourism in Malaysia: A Review on the Five A’s of Tourist Destination Selection (k16-007)
Speakers: Nazatul Shima Abdul Rani and Zurinah Suradi (UniKL Business School)

The Development Strategy of Regional Superior Product to Increasing Regional Economic (k16-144)
Speaker: Puji Handayati (State University of Malang)

Local Residents’ Perceptions on the Economic Impacts of Tourism Development in Teluk Batik, Perak (k16-005)
Speaker: Che Musa Che Omar (UniKL Business School)

Challenging Factors in the Application of Green Building Index in Malaysia (k16-006)
Speaker: Che Musa Che Omar (UniKL Business School)

Session H2: ACCOUNTING & FINANCE (venue: Tiara 2)
Chair: Abdul Hadi (UniKL Business School)

The Impact of Investment Portfolios on the Profits of Jordanian Insurance Companies (k16-054)
Speaker: Tareq Hammad Al-Mbaideen (Zarqa University, Jordan)

Internal Control, Total Quality Management and Audit Committee on the Implementation of Good Corporate Governance (k16-083)
Speaker: Tresno Eka Jaya (State University of Jakarta)

Educational Background Effect of the Board of Commissioners, Leverage, and Profitability of Broad Voluntary Disclosure (k16-084)
Speaker: Tresno Eka Jaya (State University of Jakarta)

The Effects of Corporate Governance Mechanism on the Practice of International Financial Reporting Standards (IFRS) in Textile Industry: Evidence from Malaysian SMEs (k16-004)
Speaker: Malik Azhar Hussain and Abdul Hadi (UniKL Business School)

Session J2: ISSUES IN SOCIOECONOMIC DEVELOPMENT (venue: Tiara 3)
Chair: Alessia Vacca (University of Sassari, Italy)

Human Development: Indonesian Efforts to Improve of Gender Equality on ASEAN Economic Community (AEC) (k16-082)
Speaker: Wilson Bangun (Maranatha Christian University)

ID Theft Investigation: Case of Albania (k16-149)
Speaker: Özcan Asilkan (Akdeniz University, Turkey)

Religiosity, Love of Money, and Ethical Orientation in Decision Making Among Indonesia Muslim Students (k16-044)
Speakers: Supeni Mapuasari (President University) and Hadi Mahmudah (Unisma Bekasi)

Renewables, Energy Efficiency and Methane: a Mediterranean Perspective (k16-124)
Speaker: Alessia Vacca (University of Sassari, Italy)
Guide to Speakers and Session Chairs
- Speakers should be ready in the conference room five minutes before the start of their assigned sessions.
- The Chair of each session will allocate the available time equally among all papers to be presented in the session. Each paper has to be presented within the time allotted sparing three minutes for discussion.
- The session Chair should remind each speaker three minutes before the time he/she is expected to end the presentation. If a speaker goes beyond the time allotted, the session Chair should remind him/her to end the presentation.
- The organizer assumes no responsibility if speakers are unable to finish their presentations in the assigned sessions for any reasons.
- LCD projector and laptop computer will be provided in each conference room. Speakers should store their presentation files in their own USB storage devices. The organizer will NOT provide Internet connection.

Conference Venue
Visit [http://sibresearch.org/kuala-lumpur-venue.html](http://sibresearch.org/kuala-lumpur-venue.html) for location and maps.

Conference Registration Desk
Conference participants will collect attendance certificates, best paper certificates (for awardees only), proceedings (CD- ROM) and official receipts from the registration desk. Please mention your Paper I.D. code at the desk to speed up the process. No certificates will be provided to non-registered co-authors. The conference registration desk will be open from AM08:30 to PM16:00 on February 12-13, 2016. Speakers assigned to morning sessions can register after they have finished their presentation.

Acknowledgement:
Special thanks are due to the administrative group from the Universiti Kuala Lumpur Business School for their time and effort contributed to the SIBR-UniKL 2016 Conference.
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