



Book of Abstracts

**13th Annual World Congress of the
Academy for Global Business Advancement (AGBA)
www.agba.us**

**Conference Hosted by the
Faculty of Economics and Business
Universitas Sebelas Maret
Indonesia**

November 26---28, 2016

Book of Abstracts Edited By

**Dana-Nicoleta Lascu
University of Richmond
Richmond, Virginia, USA**

**Gary L. Frankwick
University of Texas at El Paso
El Paso, Texas, USA**

**Zafar U. Ahmed
Academy for Global Business Advancement
Fort Worth, Texas, USA**

Preface

This "**Book of Abstracts**" contain abstracts of all papers that have been accepted after anonymous review and their subsequent revisions by author(s) for presentation at the 13th Annual World Congress of the Academy for Global Business Advancement (AGBA), that is being hosted by the Faculty of Economics and Business, Universitas Sebelas Maret, Indonesia on November 26---28, 2016.

This "**Book of Abstracts**" has been edited by Dana-Nicoleta Lascu, (University of Richmond, USA), Eric Werker, (Simon Fraser University, Canada), Gary L. Frankwick, (University of Texas at El Paso, USA), Irwan Trinugroho, (Universitas Sebelas Maret, Indonesia), and Zafar U. Ahmed (Academy for Global Business Advancement, USA).

AGBA would like to express its appreciation and gratitude to Dr. Hunik Sri Runing Sawitri, Dean, Faculty of Economics and Business Universitas Sebelas Maret, Indonesia and Dr. Muhammad Agung Prabowo, Associate Dean, Faculty of Economics and Business, Universitas Sebelas Maret, Indonesia for their dynamic leadership, appreciable patronage and admirable support in organizing this fabulous global conference.

AGBA also wishes to extend its heartfelt thanks to Conference Organizing Committee chaired by Dr. Irwan Trinugroho at the Faculty of Economics and Business Universitas Sebelas Maret, Indonesia for organizing a great conference.

We place on record our sincere thanks for your participation and support, and look forward to having you with us next year at AGBA's 14th Annual World Congress.

Sincerely,

Dana-Nicoleta Lascu
Gary L. Frankwick
Zafar U. Ahmed

AGBA Officers and Notables for the 13th Annual World Congress

Conference Chair	Conference Co-Chair	Conference Co- Chair	Chair: AGBA Global Board of Trustees
<p style="text-align: center;">Eric Werker Segal Graduate School Beedie School of Business Simon Fraser University Vancouver British Columbia Canada</p>	<p style="text-align: center;">Hunik Sri Runing Sawitri Dean Faculty of Economics and Business Universitas Sebelas Maret Indonesia</p>	<p style="text-align: center;">Muhammad Agung Prabowo Associate Dean Faculty of Economics and Business Universitas Sebelas Maret Indonesia</p>	<p style="text-align: center;">Gary L. Frankwick Marcus Hunt Chair of International Business College of Business Administration University of Texas at El Paso, Texas, USA</p>
Distinguished Speaker # 1	Distinguished Speaker # 2	Distinguished Speaker # 3	Distinguished Speaker # 4
<p style="text-align: center;">Norman Wright Dean Woodbury School of Business Utah Valley University Orem, Utah, USA</p>	<p style="text-align: center;">Hassan Yazdifar Chair Professor and Head Department of Accounting University of Salford Salford, Manchester UK</p>	<p style="text-align: center;">Abdul A. Rasheed Eunice and James L. West Distinguished Professor and Head Department of Management University of Texas at Arlington, Texas, USA</p>	<p style="text-align: center;">Ahmad Hosseini Dean School of Business and Entrepreneurship American University of Nigeria Nigeria</p>
Distinguished Speaker # 5	Distinguished Speaker # 6	Distinguished Speaker # 7	Distinguished Speaker # 8
<p style="text-align: center;">J. Mark Munoz Professor Tabor School of Business Millikin University Decatur, Illinois, USA</p>	<p style="text-align: center;">Zainal Abidin Mohamed Professor and Associate Dean Islamic Science University of Malaysia Malaysia</p>	<p style="text-align: center;">Lavanya Rastogi CEO & Chief Mentor OSSCube Company Austin, Texas, USA</p>	<p style="text-align: center;">Jacob P. Sybrowsky Associate Dean Woodbury School of Business Utah Valley University Orem, Utah, USA</p>
Conference Patron	Conference Manager	AGBA President and CEO	Conference Patron
<p style="text-align: center;">Nayana Dehigama Executive Chairman and Managing Director EPIC Technology Group Colombo Sri Lanka</p>	<p style="text-align: center;">Irwan Trinugroho Faculty of Economics and Business Universitas Sebelas Maret Indonesia</p>	<p style="text-align: center;">Zafar U. Ahmed Academy for Global Business Advancement Fort Worth, Texas, USA</p>	<p style="text-align: center;">Abdul Razak Ibrahim Vice Chancellor Kolej Universiti Poly-Tech MARA Kuala Lumpur Malaysia</p>

AGBA Profile

AGBA Brief:

Academy for Global Business Advancement (AGBA) was established in the American State of Texas as a "Not-for-Profit" organization in 2000. It is proud to boast today a membership of more than 1000 members based in more than 50 countries that include scholars from reputed academic institutions, corporate leaders, governmental officials, entrepreneurs and consultants based in western and emerging countries.

AGBA, as a global organization, aims to help academics and scholars at business schools across the emerging countries to connect with the western (developed) world for mutual benefit. Such collaboration would accelerate the process of globalization by furnishing ample opportunities to scholars in emerging countries to get recognition, disseminate new knowledge and assert themselves on the global stage.

AGBA's Vision

To be globally recognized as a leading "not-for-profit" organization dedicated to serve the academic, professional, government, corporate and entrepreneurial sectors worldwide.

AGBA's Mission

Building on the dynamics of the ongoing globalization process, AGBA is committed to provide a global platform aimed at assisting academics, scholars, professionals, officials, entrepreneurs and consultants of emerging countries to assert themselves on the global stage for recognition, networking and dissemination of knowledge.

AGBA's Core Business:

- Nurture globally competitive talents; expertise and skills across the emerging countries;
- Arrange apprenticeships for academics, scholars, professionals, officials, entrepreneurs and consultants on the global stage;
- Provide advisory services to upcoming business schools across the world for accreditation by the Association to Advance Collegiate Schools of Business (AACSB);
- Provide advisory services to peers worldwide to obtain "Fulbright Grants" from the US government successfully;
- Offer customized training worldwide;
- Offer professional development programs;
- Provide "**Global Entrepreneurship Development**" services.

Table of Contents

ABSTRACTS

Audit Committee Characteristics and Internal Audit Budget: Malaysian Evidence

Redhwan Al-Dhamari
University Utara Malaysia, Malaysia

An audit committee is viewed as an essential self-regulatory internal governance instrument that is expected to provide an overseeing role over the entire process of financial reporting. An internal audit is also one of the corporate governance cornerstones that is essential for the effective monitoring of the operating performance of internal control. To ensure its effectiveness, the audit committee monitors the resources available to the internal audit, and internal control functions should be directly reported to the audit committee. This study is set out to explore the effect of audit committee characteristics on internal audit budget in Malaysia, where data on internal audit budget is available and how well audit committee monitors the internal audit function is questionable. Our study also opens the door to an unanswered question, that is, whether an audit committee index is related to internal audit budget. Data of 96 companies listed on Bursa Malaysia for a three-year period, 2012-2014, was utilized to achieve this end. The regression result shows that audit committee meeting and index are significantly and positively associated with internal audit budget. They also indicate that audit committee tenure has a significant and negative impact on internal audit budget. On one extreme, the findings of the study support the recent policy initiatives in relation to audit committee and internal audit. On the other extreme, the result serves as a wake-up call to policy makers in requiring more committed, competent and skilled members on the audit committee.

Determinants of Consumers' Attitudes Towards Luxurious Automobile Brands Across Sri Lanka

Sumith S. De Silva

Ali Khatibi

S. M. Ferdous Azam

Management and Science University, Malaysia

Consumers' purchase of luxury brands is a reflection of their lifestyle, personality and mindset rooted in their financial power, individual values, and social status. A number of previous scholarly studies about the luxury brand consumption across the rich western world have attempted to analyze the behavioral outcomes of the consumers in terms of their hedonism, prestige, uniqueness, quality and conspicuous consumption of luxury brands. However, these dimensions have not tested and analyzed consumer behavior from the standpoint of an emerging country/ island nation (Sri Lanka) where new wealth creation (thanks to globalization) has created a new segment within the society (a new class of "rich and famous" consumers) who wish to enjoy the luxurious living of westernized rich and famous by owning luxurious car brands such as Bentley, Porsche, and Ranger Rover. This study uses empirical and theoretical evidences in order to develop a model of consumer behavior for a small island nation (Sri Lanka) where luxury is being redefined by the new wealth generated by business elites through globalization.

Determinants of Academic Library Service Quality
Across Sri Lanka: A Marketing Perspective

K. R . N. Harshani

Ali Khatibi

S. M. Ferdous Azam

Management and Science University, Malaysia

Libraries as depository of knowledge have been the backbone of academic institutions since the dawn of civilization. They contribute immensely to the development and dissemination of new research, educational learning experience of their clients and by serving their community in numerous ways and means. The service quality of a library is affected by the user experiences about their assessment of library environment, facilities, and access to wide range of information resources, databases, technological orientations, staff attitudes, size of collections and other related matters. Contemporary libraries need to change their products and services with the passage of time, advancement in technology and globalization of library environment(s). This research study attempts to develop a theoretical model to examine and assess consumer satisfaction within a library setting from a small island nation and emerging country (Sri Lanka) perspective.

Bangladeshi Consumers' Purchasing Intention Toward Organic Meat

Sheikh Ashiqurrahman Prince
Donyaprueth Krairit
Asian Institute of Technology, Thailand

The purpose of this study is to investigate how consumers' psychological interpretation about organic meat's attributes stimulate their intention to purchase the meat. This study focused on the residents of Dhaka, including low, middle and high income groups. The study included 320 selected organic data points, which have been analyzed through a series of statistical analysis such as Cronbach's alpha, test of normality, exploratory factor analysis, confirmatory factor analysis and structural equation modelling. The study finds that, apart from general attributes such as health benefits, verbal recommendations, purchase convenience and availability, which are important, statistically significant and positively affect consumers' intention to purchase the meat, consumers' cognitive and affirmative interpretation of organic meat's price do not statistically affect the consumers' intention to buy the meat. The study also suggests that consumers' age, gender, number of children and regular habit of purchasing organic meat significantly influence them toward the intention to purchase the meat in Bangladesh. Considering the empirical findings of the study, stakeholders can select the appropriate target market and apply price reduction, advertisement and other promotional activities for the development of the organic meat market in Bangladesh.

The model of this study added consumers' cognitive and affirmative factors that they use to interpret the organic meat's attributes. These attributes inform their intention to purchase the meat, based on the theory of cognitive dissonance that originated this study.

Political Connections, Institutional Factors and their Impact on Responses to Performance
Decline: A Multi-Country Analysis

Toru Yoshikawa
Singapore Management University, Singapore

Abdul A. Rasheed
University of Texas at Arlington

Esther B. Del Brio
University of Salamanca, Spain

We investigate whether firms respond to performance decline by appointing politically-connected directors or by downsizing. Using a sample of over 1,000 firms in 11 European countries, we examine how industry regulation, corruption and shareholder protection affect firms' response. We find that politically-connected directors are more likely to be appointed in firms in regulated industries whereas firms in countries with lower levels of corruption tend to engage in downsizing. Further, strong shareholder protection is related to both downsizing and appointment of politically-connected directors. Our findings suggest that depending upon the institutional and industry factors, firms respond differently to declining performance.

Learning Organization and Knowledge Management for Knowledge Entrepreneur: Empirical Evidences from Higher Learning Institutions

Kalsom Salleh
Norhayati Wahib
Kolej Universiti Poly-Tech MARA, Malaysia

Public and private higher learning Institutions should invest in intangibles such as human capital and research and development capacity through the integrative concept of Learning Organization and Knowledge Management in order to create and increase its knowledge creation and innovation from its academic and research excellence. Hence, the research objective of this paper is to empirically investigate the conceptual relationship between learning organization and knowledge management process of tacit knowledge which can contribute to the concept of knowledge entrepreneur of the higher learning institutions. A survey questionnaire was employed as the main instrument to collect data for statistical analysis from the academicians in the selected public and private higher learning institutions in Malaysia. The empirical comparative findings of this study provide an initial step forward in identifying the significant conceptual relationship between the relevant dimensions of a learning organization and the effective knowledge management process of tacit knowledge which can enhance knowledge performance and innovation for the intellectual entrepreneurship of both public and private higher learning organizations in Malaysia. This research paper adapts the studies of Watkins and Marsick (1993:1996), Hernandez (2000) and Salleh, K. (2014) to identify the ways in which the seven dimensions of the LO and the transfer process of tacit knowledge through knowledge management concept could improve the knowledge performance and innovation of the selected public and private higher learning institutions in Malaysia from the concept of learning organization to knowledge entrepreneur.

Inclination Towards Entrepreneurship Among University Students:
A Case Study of Students in Malaysia

Baharu Kemat AlHaj
Rosli Hassan
Ariani Aris
Kolej Universiti Poly-Tech MARA, Malaysia

The objective of this study to know the inclination towards entrepreneurship among students in Malaysia. This study also examines the moderating effects of demographics characteristics and family business background on entrepreneurship education and the image of entrepreneurship and university students' inclination towards entrepreneurship. A self-administered questionnaire was used in this study to collect the data. A total of 250 questionnaires were randomly distributed. After screening, a total of 200 questionnaires were deemed completed and usable for further analysis. Data were analysed using descriptive analysis and multiple regression, one way ANOVA and independent sample t-test were used to test the hypothesised propositions. The results showed that the role models and the role of universities in promoting entrepreneurship have a statistically significant relationship with student inclination towards entrepreneurship. The hypothesis testing results indicated that age, programmes of the study, previous working experience as well as mother's occupation did have significant differences on university students' inclination towards entrepreneurship. The implication of the study, recommendations for actions and suggestion for future research are put forward.

Internal Control and Performance of Public Schools in Malaysia: Public Sector Entrepreneurship

Siti Noorzainah Sahat
Universiti Teknologi MARA, Shah Alam, Malaysia

Kalsom Salleh
Kolej Universiti Poly-Tech Mara, Kuala Lumpur, Malaysia

This study examines the effect of Internal Control (IC) components on public school's performance in Malaysia in the Era of Public Sector Entrepreneurship. An effective IC can create a strong defence against the failure of an organization and become an important driver of its performance. Poor IC can lead to losses, abuse of power, fraud, and corruption which can damage the reputation of an organization. IC for the public sector organization using INTOSAI Gov 9100 is designed to provide reasonable assurance that the IC components, which include control environment, risk assessment, control activities, information and communication, and monitoring will help public sector organizations to address IC weaknesses such as improper procurement and payment, documentation forgery, embezzlement of public resources and misappropriation of assets. This study relates IC as an internal accountability mechanism of public schools in Malaysia. Data from 270 public schools in Malaysia were collected and analyzed. The hypothesized relationships of the nconceptual framework for IC components and organizational performance are tested using AMOS 20.0 through path analysis. The statistical results revealed that IC is crucial and has a positive effect on the performance of public schools in Malaysia. However, only three components of IC, which are control environment, control activity and monitoring have a positive and significant relationship with the performance of secondary public schools. The ethical formal structures for the control environment, control activity, and monitoring seemed to play important roles in maintaining and strengthening the IC effectiveness for the improved performance of public schools in Malaysia.

Awareness Of Academician Toward The Newly Implemented Goods And Service Tax At
Kolej University Polytech MARA (KPTM)

Saifulrizan Bin Norizan
Kolej Universiti Poly-Tech MARA, Malaysia

This present study aims to examine and investigate the awareness of academician at KUPTM towards the newly implemented Goods and Service Tax (GST) that has been implemented in Malaysia starting from April 1, 2015. The awareness of academician is measured through satisfaction analysis namely a set of questionnaire has been designed and distributed to 150 academic staff at KUPTM and was analyzed using SPSS. The result shows that majority of the academic staff disagree and oppose with the methods taken to implement the GST in Malaysia. For the future research, it is suggested to investigate and examine not only different individual with employment income but also non-academicians that have employment income. It is hoped that this study is useful to ensure all taxpayers in Malaysia can obliged their responsibility in paying their tax to government.

Bangladeshi Consumers' Purchasing Intention toward Organic Meat

Sheikh Ashiqurrahman Prince
Donyaprueth Krairit
Asian Institute of Technology, Thailand

The purpose of this study is to investigate how consumers' psychological interpretation about organic meat's attributes stimulate their intention to purchase the meat. This study focused on the residents of Dhaka, including low, middle and high income groups. The study included 320 selected organic data points, which have been analyzed through a series of statistical analysis such as Cronbach's alpha, test of normality, exploratory factor analysis, confirmatory factor analysis and structural equation modelling. The study finds that, apart from general attributes such as health benefits, verbal recommendations, purchase convenience and availability, which are important, statistically significant and positively affect consumers' intention to purchase the meat, consumers' cognitive and affirmative interpretation of organic meat's price do not statistically affect the consumers' intention to buy the meat. The study also suggests that consumers' age, gender, number of children and regular habit of purchasing organic meat significantly influence them toward the intention to purchase the meat in Bangladesh. Considering the empirical findings of the study, stakeholders can select the appropriate target market and apply price reduction, advertisement and other promotional activities for the development of the organic meat market in Bangladesh.

The model of this study added consumers' cognitive and affirmative factors that they use to interpret the organic meat's attributes. These attributes inform their intention to purchase the meat, based on the theory of cognitive dissonance that originated this study.

Survival and Growth Factors for the Handloom Industry in the Eastern Province of Sri Lanka

Sudath Wijesinghe
University of Sri Lanka, Sri Lanka

Sri Lankan industries faced intense hostilities from 1983 to 2009 due to the civil war existed in the country, specifically in Northern and Eastern areas. Most industries in North and East disappeared owing to the repercussions of the war. Handloom industry was one of the few industries in the Eastern Province that survived and thrived amidst intense hostilities existed. The purpose of this paper is to reveal factors and strategies that helped handloom industry in the Eastern Province to survive and grow amidst unfriendly market conditions. This case research used a mixed research methodology. Primary data was gathered from 32 handloom company owners and 105 individual weavers using unstructured questionnaires for qualitative and quantitative parts of the research.

The study found that cluster formation, participatory process adopted by weavers and marketing methodologies unique to Eastern Province community had largely helped the handloom industry to survive, while product diversification, creative designs and value additions have been effective to grow amidst intense hostilities and unfriendly market conditions. Findings and recommendations of this paper provide guidance for handloom and similar industry entrepreneurs to survive and grow in hostile and entrepreneur unfriendly market conditions.

Establishment of Destination Image Through Local Charms And Culture: A Destination
Branding Strategy Applied For Srakaew Province, Thailand

Dr. Pornporm Virutamasen
Dr. Preeya Poopichayapongse
Dr. Nattapong Kongprasert
Dr. Kageeporn Wongpreedee
Srinakharinwirot University, Thailand

This current research paper presents the influence of branding on tourism marketing strategy, especially new destination development issue. In particular, the paper argues that destination branding, represented through uniqueness of local charms and culture as destination image of a place, plays a critical role in successful new destination development. The proposed framework has been applied to Srakaew province, Thailand as it is claimed to be new tourist destination soon. We use questionnaire to assess opinions regarding destination image of Srakaew province and knowledge and awareness of destination development strategy from college students who have been in Srakaew province before. The results show opinions from students regarding those dimensions of destination branding strategy. Other relevant issues as well as implications for future research and management practice are also discussed.

Managing Perceptions About Sustainable Tourism Destination of a Local Community in Thailand

Preeya Poopichayapongse
Navidreza Ahadi
Srinakharinwirot University, Thailand

Thailand is a country with unique natural environment, culture, religion and traditions. For past few decade, Thailand has developed its tourism towards different methods. The Ministry of Tourism and Sports and the Tourism Authority of Thailand (TAT) aim to educate the tourism industry and encourage greater participation in promoting community-based tourism in order to achieve stability, prosperity and sustainability for Thailand's tourism. This paper present the perception of the community towards Sustainable tourism destinations in which the perception of a community plays a big role on shaping tourism destination. There are 3 effects to impact the local community perception which are Economy, Social- culture and Environment. The local community perception generates community involvement in the direction of a sustainable tourism destination as the Global Sustainable Tourism Council (GSTC) has created criteria oblige as the global baseline standards for sustainability in travel and tourism. This paper use a quantitative approach methodology, which contain surveys from 4 different local communities toward their understanding of the local people in the communities and the criteria from GSTC. This paper demonstrate the perception and understanding of local community toward sustainable tourism destination.

The Impact Of Strategic Planning On The Effectiveness Of The Public Sector: A Case Study
Interior Ministry In The North Province In The Hashemite Kingdom Of Jordan

Hodifah Farhan Abu-Owaidah
Azudddin Bahari
Mohd Fo'ad Bin Sakdan
Muhammed Safizal Abdullah
University of Malaysia Perlis, Malaysia

The grand promise of strategic planning in public management is to enable public sector organizations to manage the interrelationships and interconnectedness between the various internal and external organizational factors for the purpose of improving the quality of life of residents and promoting 'public value'. The governmental obligation to promote the public interest (public value) distinguishes public administration from private management in a moral and basic sense, where public administration is ultimately serving a higher purpose. Even though it is often difficult to identify precisely what is in the public interest, there is no dispute about the obligation of public administrators to consider public interest as a general guide for their actions.

Strategic planning and strategy implementation are inseparable, and Strategic planning is as much an exercise in planning as it is developing a blue print for executing the plan. Further a good strategic plan is a set of directions you want to take . . . a road map, lightly filled in, so that it gives organizations plenty of room to maneuver. This paper's objective is to explore the new constructs of the strategy execution in the public sector that influence organizational performance of these institutions, and to examine the effect of the four factors of strategy execution namely as: Organizational structure, Organization Culture, and implementation leadership and reward system on organizational performance in Jordan. The study will be generated a quantitative study and using questionnaire to collect data from the public institutions respondents representing by the top, medium and low management level of these institutions in Jordan. Data will be analyzed using the partial least squares-structural equation model PLS-SEM.

Awareness of academicians toward the newly implemented Goods and Service tax at Kolej
University PolyTech MARA (KPTM)

Saifulrizan Bin Norizan
Kolej Universiti Poly-Tech MARA, Malaysia

This present study aims to examine and investigate the awareness of academicians at KUPTM towards the newly implemented Goods and Service Tax (GST) that has been implemented in Malaysia starting from April 1, 2015. The awareness of academicians is measured through satisfaction analysis namely a set of questionnaire has been designed and distributed to 150 academic staff at KUPTM and was analyzed using SPSS. The result shows that majority of the academic staff disagree and oppose with the methods taken to implement the GST in Malaysia. For the future research, it is suggested to investigate and examine not only different individuals with employment income but also non-academicians that have employment income. It is hoped that this study is useful to ensure all taxpayers in Malaysia can fulfill their responsibility in paying their tax to government.

Self-Perceived Notion of Spiritual Intelligence Awareness of the Elderly Living in Old Folks Home In Malaysia

Elmi Baharuddin
Kolej Universiti Poly-Tech MARA, Malaysia

Zainab Ismail
UKM Malaysia

Rosli Hassan
Kolej Universiti Poly-Tech MARA, Malaysia

Spiritual intelligence is the most pertinent fundamental foundation in facing challenges of current time, especially during old age. The study aimed to seek the personal views of the elderly living in welfare homes on matters related to their perspectives of spiritual intelligence. This research is a fieldwork study using structured interviews which were then analyzed descriptively. The findings of this study demonstrate that the concept of spiritual intelligence in the perspectives of the elderly is highly associated to being knowledgeable and well-versed in religious matters, having thoughts and awareness of passing away, remembering God and doing good deeds. These perspectives of spiritual intelligence help the elderly in performing their faithful duties towards Allah.

One Less Car Can Lead to Collective Initiative Towards Sustainability

Minakshi Sati
Sonal Singh
Bharati Vidyapeeth University, India

Purpose: Environment is one of the important asset of human system, and it must be therefore protected & it is the moral responsibility of all human beings. According to our present understanding, sustainability is necessary for all human beings and it is important to invoke the sustainable development principles in all human system assets.

Methodology: The One Less Car programs is one of the initiative which we all can take and ultimately it will lead towards Sustainability, having more people using one vehicle reduces each person's travel costs such as fuel costs, tolls, and the stress of driving etc.

Findings: Carpooling is also a more environmentally friendly and sustainable way to travel as sharing journeys reduces carbon emissions, traffic congestion on the roads, and the need for parking spaces. Government authorities are also encouraging carpooling, various NGO's and organizations are coming up with this initiative.

Implications: At present there are various cab facilities which are encouraging carpooling. This can help us in sustaining our resources & saving our environment, which will ultimately help the future generation to enjoy all the resources which we are having today.

Role of Indian Institute of Technologies (IITs) and other Premier Institutes on Development of National Innovation Capability through Entrepreneurship: Model towards Developing Innovative Index through Case Study of India

Sandeep Chatterjee,
Indian Institute of Technology at Delhi, India

Madhusudan Rao,
Indian Institute of Technology at Delhi, India

Broto Rauth Bhardwaj
Bharati Vidyapeeth University, India

The purpose of the paper is to analyze the influence of policy framework and initiatives undertaken by Indian institutes and universities, trade promotion organizations and government for creating innovative eco system for enhancing the competitiveness capability through innovative skills. The study would be conducted through secondary and primary research. The study would adopt case study method (Eisenhardt, 1999) where we derived theories for enhancing innovation and entrepreneurship within a country. The study shows that initiative such as Unnat Bharat Yagna (show case of technology in solving rural India problems), National Council for Innovation, and influence of premier institutes such as IITs and IIMs, PHD Chamber of Commerce and FICCI is immense in enhancing the innovation environment of India. However, the gap lies in scaling up of innovation. The government can provide platform, support and policy benefits towards developing the pilot scale products developed in various labs to scale up which have mass impact. The selection of the projects can be based on the impact on national development and solving challenges such as availability of low cost products and development of quality products so that Dumping of Chinese goods can be challenged. The findings also suggest that there is immense potential for industry academia collaboration for enhancing skilling and employability of the students. This kind of collaboration would also help industry to get students deployed on real life problems and challenges faced by the nation and industry.

Implications: The present initiatives and policy design on enhancing innovation and entrepreneurship have a lot of implications for the masses. The solutions developed during these initiatives and schemes would be helpful in increasing the standard of living in India and also enhancing the economic growth in India (Pralhad, 2010). This would help in upliftment of below poverty line (BOP) or the bottom of the pyramid people and there by increasing the middle income group. The study shows that such upliftment can enhance the GDP of the economy by 2 per cent.

Devise Knowledge Management Framework For Successful Implementation Of Knowledge Management System In Organizations

Shelika Arora
Delhi Technological University, India

This study investigates the implementation of the Knowledge Management System in the organization. The various aspects of KM system like organizational knowledge needs, knowledge capture, KM sustainability were studied in 3 organizations. The successful implementation of KM system not only requires the development of IT system but changes in organizational culture, policy level changes and KM initiatives taken by the organization.

Based on the study, the knowledge management framework has been defined for implementation of KM system that helps in resolving issues/ challenges faced by the organization

The Influence of Social Media Marketing on Student Entrepreneurs

Savneet Kaur,
Megha Sehgal
Broto Rauth Bhardwaj
Bharati Vidyapeeth University, India

Purpose: The topic “The influence of Social Media Marketing on student entrepreneurs” was undertaken to study the use of social media marketing as a component to reach out to customers. Social media is now a developing phenomenon for student entrepreneurs. It is a new phenomenon that has changed how the business environment operates. Businesses are able to gain access to resources that were otherwise not available to them. It has also helped businesses to increase their significance, cultivate strategic partnerships and improve their contact with customers and suppliers.

Methodology: The advent of Social media and now social media innovation and development has influenced student to discover effective and sustainable ways to communicate with their consumer base and to attract prospective consumers or clients. The impact of social media and Findings: Internet technology on people's buying behavior and decision making pressured educational institutions to adapt to the new trends and developments by becoming more responsive and effective in adopting and implementing recruitment and marketing techniques.

Implications: The study aims at how student entrepreneurs can leverage social media to penetrate their markets, reach their customers and develop relationships in a personal and direct manner that can catapult their brand and raise their awareness successfully as any large business. The report also discloses the influence of social media marketing on consumers' online buying decisions. In recent years, social media is seen in the form of Facebook, YouTube, eBay, Twitter, and others which has exploded as a form of interactive communication. Equipped by the advancement in technology, social media has changed the delivery, structure and availability of information.

KM Processes and Its Impact On Competitiveness in Industries

Kamal Maini
Delhi Technological University, India

Broto Bhardwaj
Bharti Vidyapeeth University, India

Competitive Advantage seeks to identify particular properties of individual product markets, which will give the firm a strong competitive position. Knowledge management (KM) is the process through which organizational performance is improved through better management of corporate knowledge. This study investigates the impact of Knowledge management as a managerial approach, facilitating the development and application of organizational knowledge, in order to create value and to increase the competitive advantage. The empirical evidences, gathered from the analysis of the case study, support the model as well as provide managerial guidelines about how to implement KM projects within the company. Analyzing a sample of over 100 firms, the paper highlights the relevance of some organizational and cultural changes for successful implementation of knowledge management projects.

Kunal-Prakash Model: To Evaluate Strategic Dimensions of Incubators and Venture Capitalists: A PASSION Model

Kunal Bhattacharya
Prakash Ramesh Sharma
L. K. Tripathy
Dr. D.Y. Patil Vidyapeeth University, India

The research is focused on identifying strategic dimensions impacting entrepreneur, accelerator, incubators, angel investors, venture capitalists and angel group for entrepreneur success. There is a need to accelerate economy and to create more job opportunities and one of the ways to do so is by developing entrepreneurs in the country. To facilitate these entrepreneurs to emerge successful in their endeavours; there is a need of incubators with best practice processes and service framework which provide minimum guarantee of success to an entrepreneur. Entrepreneurship in the context of India may also guide the research in Eastern Asian developing countries. Hence the research is relevant to Asian countries to facilitate government, private incubators, accelerators, investors in understanding key dimensions impacting entrepreneur success.

The “Kunal- Prakash Model” evolves from PASSION (Probing, Acting, Scoping, Setting, Innovating, Owning, and Nurturing.) as a concept to mentor and groom entrepreneur in virtual incubation mode and studying best practices in International Start-up Eco System. Where as a very broad based evaluators fail to provide a detailed picture of the impact of incubator programs on business development in the context of present Indian Prime Minister Mr Narendra Modi’s dream of “Make in India”.

Global Competitiveness and Its Impact on Smart Cities and ICT: A Study of Indonesia and India

Geeta Mahajan

Kamaljit Kaur

Anjali Khitha

Institute of Information Technology and Management, India

Purpose: Across the world, the stride of migration from rural to urban areas is increasing. By 2050, about 70 per cent of the population will be living in cities. In a smart city, economic development and activity is sustainable and rationally incremental by virtue of being based on success-oriented market drivers such as supply and demand.

Methodology: They benefit everybody, including citizens, businesses, the government and the environment. A Smart City is one that uses information and communications technology (ICT) to make its critical infrastructure, components and utilities interactive and efficient.

Findings: The findings suggest that a city can be considered “smart” when its investment in human and social capital and communications infrastructure actively promotes sustainable economic development and a high quality of life, with wise management of natural resources via participatory government.

Implications: The aim of the paper is to study and analyze the impact of global competitiveness on building of smart cities and ICT .The research paper also brings out the comparative analysis of the Smart Cities Mission of Government of India and Indonesia.

Renaissance of Employment Opportunities in India Through Skill India

Rachita Rana
Geeta Mahajan
Kamaljit Kaur

Institute of Information Technology and Management, India

The purpose of the paper is to analyze the economic growth pattern and issues related to employment resurrection in current economic scenario with skill India within purview. With advent of globalization that led to growth and development, the potential requirement and the skill is also getting transferred from developed economies to developing economies and from the developing economies to under develop. The aim of the research paper is to study the renaissance of employment opportunities in India through skill India. The objective of the paper is to identify the sectors contributing towards building skill India and key skills in demand in each sector. The research methodology adopted includes secondary data and government research proposals for skill India. A unique sectoral model is proposed for matching consumption and production requirements of India. The findings suggest that the sectors like Defence, Electronics, and Aviation are primarily dependant on foreign production but the consumption is domestic in nature. The government estimates an incremental requirement of 110 million additional skilled personnel across 24 sectors by 2022. The demand will be highest in real estate, transport, retail and beauty and wellness sectors. The research paper has implications for managers and researchers. The paper further focuses on the Skills Assessment Matrix for Vocational Advancement of Youth (SAMVAY) . This credit framework is with the objective to provide complete flexibility to the beneficiary to enter as skilled workforce in the industry by integrating skill & vocational development with mainstream general education. In order to achieve the sectoral growth and align the different campaigns for effectiveness, competency mapping is of utmost importance addressing the sectoral requirements or else will show sluggishness in the skill acquisition and enhancement.

Competitive Survival Ability: A Study of Impact of Brexit on Indonesia and India

Kamaljit Kaur

Institute of Information Technology and Management, India

Broto Bhardawaj

Bharti Vidyapeeth University, India

Geeta Mahajan

Institute of Information Technology and Management, India

The purpose of the paper is to find the role of competitiveness parameters in international markets with special reference to Indonesia. In a world of increasingly global competition, nations have become more, not less, important. As the basis of competition has shifted more and more to the creation and assimilation of knowledge, the role of the nation has grown. The aim of the research paper is to understand the importance of competitive survival ability and the impact of global crisis on Indonesia and India with special reference to Brexit.

Methodology: The research methodology adopted includes empirical data and case studies in the context of Indonesia. Competitive advantage is created and sustained through a highly localized process. Differences in national values, culture, economic structures, institutions, and histories all contribute to competitive success.

Findings: The findings suggest that there are striking differences in the patterns of competitiveness in every country. No nation can or will be competitive in every or even most industries. Ultimately, nations succeed in particular industries because their home environment is the most forward-looking, dynamic, and challenging.

Implications: The research paper has implications for managers and researchers. The paper focuses on the impact of Brexit on India and Indonesia. The geopolitical consequences of Brexit might not appear immediately. The European Union might temporarily pull together, but there would be damage to the sense of mission and to Europe's soft power of attraction. The immediate impact may not be visible. However, with globalization coming in, all the markets are inter connected. So there will be definitely inter country effect of Brexit on Indonesia and India. Markets which have large domestic markets will be affected less.

Current India-Korea Business Relations and Suggested Models for Trade Promotion Organization in India

Aakriti Jain
Dr. Broto Rauth Bhardwaj
Bharti Vidyapeeth University, India

Purpose: The Economy of India is the seventh-largest in the world by nominal GDP and the third-largest by purchasing power parity(PPP). Economic indicators shown by World Bank are 7.3% GDP Growth Rate, \$2.051 trillion GDP &GNI per capita (Current US\$) as \$1,570 in 2014.

According to Central Intelligence Agency-US, India's total exports was recorded around 329.6 Billion USD in 2014 which include major commodities like Petroleum Products, Precious Stones, Vehicles, Machinery, Iron And Steel, Chemicals, Pharmaceutical Products, Cereals and Apparel. In recent years, with petroleum accounting for around 20% of total exports, India has become one of the biggest refined product exporters in Asia.

Methodology: In comparison to India, there are many Korean associations in Indian focusing on promotion Trade & exports of their country. Olaru (2014) proposed that TPO provides basic and useful support to export community and has a significant role in laying the groundwork for an export promotion program.

According to Brewer (2009) government supported national trade promotion programs are all around the world with main aim to increase exports which will automatically lead to increase in foreign exchange, employment, technology transfer & overall economy of the country.

Findings: Korea and India share a long history of interactions dating back to the first century of the Common Era. India is the 15th largest trade partner of Korea. According to Embassy of India, Seoul, in 2013 India –Korea shared bilateral trade of USD 17.57 Billion.

Implications: UN Database shows that South Korea's export to India is US\$12.8 billion whereas India's export to South Korea is around US\$4.8 billion only. Major items of India's export to Korea are mineral fuels / oil distillates (mainly naphtha), cereals, iron and steel. Korea's main exports to India are automobile parts, telecommunication equipment, hot rolled iron products, and petroleum refined products, base lubricating oils, nuclear reactors, mechanical appliances, electrical machinery & parts and iron & steel products. Investment and trade between both the nations are upswing thanks to Bilateral Comprehensive Economic Partnership Agreement (CEPA) which has spurred the process. This has helped India and Korea gain competitiveness.

The Model of Corporate Social Responsibility Image in Building Brand Equity

Mahrina Sari
University of Lampung, Indonesia

Basu Swastha Dharmmesta
University of Gadjah Mada, Indonesia

This research aims to develop the model of Corporate Social Responsibility (CSR) image in building brand equity based on the empirical model proposed by Chahal and Sharma (2006) and Hoeffler and Keller (2002). Data of 564 individually potential consumers were collected using on-line and off-line surveys and analyzed using Two Step Approach of SEM (Structural Equation Modeling). The main finding is that while CSR communication has the greatest role in creating positive CSR image and brand equity, compared to CSR dimensions and company credibility. On the other hand, economic responsibility has no significant effect both on CSR image and brand equity. Another important finding is that CSR image acts as a mediating variable. It can be concluded that CSR communication is a strategic tool to eliminate the stakeholders' skepticism toward the CSR activity in building the strong brand equity value.

The Performance of Village Cooperatives in Supplying Corn and Its Implication On Marketing, Production and Cooperative Member Farmers' Income --- A Survey Across Lampung Province

Satria Bangsawan
University of Lampung, Indonesia

Abstract: In a free competition environment, if the members of village cooperatives are not satisfied with the cooperative services, they are able to shift their transactions from cooperatives business to other kinds of companies (competitors). This shifting motivates cooperative managers to provide members' satisfaction. The main objectives of this research are to: (i) investigate and analyze factors that influence farmers' decisions in choosing which channel they use and buying the products, ---- whether it is from village cooperatives (KUD's) or other kinds of companies, as well as its influence on the service efficiency of the village cooperatives, (ii) to identify the factors that influence the village cooperatives performance on corn supply, as measured by efficiency of the services, and also its implications for the production and income of farmers who are the members of village cooperatives, (iii) to analyze the level of efficiency of the production factors on corn crops. By using a survey method of research in three regencies of Lampung province (namely South, Central, and North Lampung) the data was collected data by interviewing the selected respondents. We analyzed data by employing Path Analysis and Cobb-Douglas Production Function models. Our results shows that farmer's cooperatives decision(s) in transactions to the village cooperatives and competitors is affected not only by differences in price, but also by service quality. From the sales side, the selling price is the dominant factor in the transaction decisions. Other marketing factors of importance include the engagement and the quality of services offered by both types of companies. The service efficiency of the village cooperatives offered to its members had a positive relationship with production output and income. The production factors of farm size, seeds, urea, TSP, KCL, and labor affects corn production. From the efficiency point of view, the production factors stated above were not found efficient. The results of our research also show that the performance of village cooperatives in supplying corn from the business and service efficiency point of view are affected by competitive factors as well as the quality of managers or directors.

Develop Competitiveness Model in Business to Include Cooperation Case: An Application of Game Theory

Kusay H. Al-Salami
CIHAN University, Iraq

Munadil K. Faaeq Al-Sammarraie
Universiti Utara Malaysia, Malaysia

This paper attempts to analyze and determine if cooperation results in a better outcome as compared to competition. Cooperation has been evidenced in assisting to achieve optimum outcome depending on the way companies value their future rather than their present. This is the most significant factor among all factors that has to be considered.

Telecommunication companies in Iraq are experiencing a huge competition in the market nowadays. Each company is striving to attract more customers by providing satisfactory and competitive services. In present study, game theory, one of the operational research modeling techniques, is used to evaluate the performance of a number of telecommunication companies in Iraq after reconstruction. This research is set out to analyze the competition models in two Iraqi telecommunication companies, Asia Cell and Korek, as a case study. This is enabled by examining the strategies (services) offered by each company, and formulating a payoff matrix of competition between these companies and the expected optimal value. By using the optimal value, a competitiveness model has been developed to study the cooperation case between these two companies.

Factors Affecting the Sustainability of Electronic Services in a Risky Environment

Munadil K. Faaeq Al-Sammorraie
Universiti Utara Malaysia, Malaysia

Kusay H. Al-Salami
CIHAN University, Iraq

In today's era of technology, electronic government (EG) system has become an important component of Information Communication Technology provided by the governments to sustain and facilitate all the transactions. This system has gained equal popularity in developed and developing countries. Due to the problem of sustainability of EG services, this study attempts to explain this phenomenon in an unstable environment. Specifically, this study attempts to investigate the current situation of sustainability of EG Services in Iraq as unstable environment. The data is collected from the employees of public universities in order to investigate the sustainability model. Out of 700 questionnaires distributed, 436 usable questionnaires were returned. The collected data is analysed in SPSS. The findings of the study confirmed that the availability of services, particularly, the awareness of EG services availability is the most significant factor affecting the sustainability of EG. Other factors such as cost, routine, speed, time, benefit, flexibility and satisfaction also affect the sustainability of EG.

Entrepreneurial Success: Does Social Media Matter? The Moderating Effect of Work Demand and Social Support

Ahmad Said Ibrahim Alshuaibi
Faridahwati Mohd. Shamsudin
Mohammad Said Ibrahim Alshuaibi
Universiti Utara Malaysia, Malaysia

The purpose of this paper is to propose a model that explains the role of social media in influencing the entrepreneurial success. The job demands and resources theory is applied for explaining above stated phenomenon. Specifically, this paper argues that social media can play an effective role in the success of entrepreneurs if it is associated with available job resources. On the other hand, it can negatively affect the entrepreneurial success if job demands are placed. Generally speaking, job resources, such as organizational support, can allow entrepreneurs to use social media by connecting with clients and updating sites for creating awareness, thus increasing the chances of organizational success. On the other hand, job resource, such as pressure and workload, can result in inability to use such available tools.

Strategies That Influence Employee Engagement: A Study of the Jordanian Electric Power Company Limited (JEPCO)

Mohammad Saqr Atieh Alquabeh
Mohammed R. A. Siam
University Utara Malaysia, Malaysia

Nowadays, the importance of retaining and attracting skilled employees for the success of organization has been recognized by the business leaders. Therefore, organizations have been focusing on employee engagement in the last two decades as an approach to augment the skills and abilities of human resource. The increased focus on employee engagement is not surprising due to clear benefits attached with it. Furthermore, recent research has found that employee engagement not only enhances their job performance, but it is also helpful in skills upgradation. The purpose of this study is to examine and gain a better understanding of the strategies that influence the employee engagement in Jordanian Electric Power Company (JEPCO). The data were collected from 108 staff members of JEPCO using a structured questionnaires and analyzed in SPSS. Correlation analysis revealed that there is a significant relationship between the three independent variables namely, employee communication, Rewards system and leadership support with the dependent variables, employee engagement. Among all three independent variables, leadership support is found to be the most significant independent variable that affects employee engagement in JEPCO.

Civil Society Foreign Fund Orientations and Governance: The Direct Effect of Financing in Palestine

Issa M. H. Smirat
Palestine Ahliya University, Palestine

Total financial assistance provided by the donor states across different agencies to developing countries and their civil society organizations exceeds 2300 million dollars during the last fifty years and it has crossed US\$ 103 billion in 2006. The foreign financial aid to developing countries has raised many questions regarding the feasibility of such aid in the fight against poverty, improvement in food opportunities and fight against diseases. The paper focuses on the importance of foreign civil society aid orientations for civil society governance in Palestine. The relationship is discussed through the relationship between funding orientations and their relationship with transparency and accountability, the evolution of organizational structure, the evaluation assessment improvement and the economies of scale.

The civil society organizations fund (CSOF) plays a significant role in developing the NGOs governance in developing economies. The civil society organizations governance depends on various factors. These factors include structural growth (SG), evaluation (E), accountability and transparency (AT), and economies of scale. The main aim of this study is to examine the effects of civil society financing orientation (CSFO) on the civil society governance orientations (CSGO). Using random sampling technique, 335 out of 2770 Palestine civil society organizations members are selected as a sample. The data is gathered using a well-structured questionnaire. The collected data is analyzed using PLS-SEM for testing the structural model. Findings support the effects of civil society financing orientation (CSFO) on the civil society governance orientations (CSGO). The theoretical, methodological and practical implications of the study are widely discussed.

Internal Control System and Perceived Operational Risk Management in Malaysian Conventional Banking Industry

Noor Fareen Abdul Rahim
Universiti Utara Malaysia, Malaysia

Hasnah Haron
Universiti Malaysia Pahang, Malaysia

Siti Rohaida
Universiti Sains Malaysia, Malaysia

Robust internal control system is one of the most important criterion in developing a solid operational risk management in banks. Due to the competitiveness and challenging environment, it is crucial for financial institutions to understand the risk they encounter and the importance of having effective procedures, systems and skills in place to manage that risk. This article examines the relationship between internal control system and the perceived operational risk management in banks. Agency theory is used to examine the above stated relationship. The survey questionnaires were emailed to branch managers and assistant managers of 650 local commercial bank branches across Malaysia and 132 fully completed survey questionnaires were received. Data were analyzed using multiple regression model. The study found that banks have a good internal control system and perceived operational risk management with a mean of 4.71 and 4.56 respectively. Mixed results are found regarding the relationship between internal control system and perceived operational risk management. The effect of implementation of risk assessment, top management information and communication, branch information and communication and top management monitoring is found to be significant on the documentation of hazard identification and control decision. It can be seen that top management monitoring is an important factor that influence perceived operational risk management.

Gaining an Understanding of the Rationale for the Fluctuations in the Yemeni Economy: Considering the Arab Spring

Sulaiman Abdullah Saif Alnasser Mohammed
University Utara Malaysia, Malaysia

This paper, using analytical research review, examines the reasons for the fluctuations in the economic growth of Yemen during the period from 2000 to 2014. It is observed that this area has received very less attention in research. Yemen, as a developing country, has been under the influence of an Arab Spring. The term ‘Arab Spring’ refers to the series of independent uprisings that occurred in 2010 across the Arab world. These uprisings originated in Tunisia and rapidly took hold in Libya, Egypt, Bahrain and also in Yemen. There is a lack of understanding concerning the economic growth status in the existing literature during this period. Despite appreciation of oil prices and reduced unemployment rate, particularly after the Arab Spring, political instability has dominated the scope of determinants for economic growth in Yemen. To address the objective of this study, vector error correction model (VECM) is utilized to examine the impact of included variables. This review and analysis provides an additional understanding in terms of the factors contributing to the economic growth in Yemen; particularly, before and after the Arab Spring.

The Lived Experience of Becoming Accounting Partners in the Kingdom of Saudi Arabia: A Phenomenological Study

Sami Waked
Mohd. 'Atef bin Md Yusof
University Utara Malaysia, Malaysia

The accounting profession in Saudi Arabia has developed greatly. However, little is known about the making of a partner in accounting firms in Saudi Arabia which is the central issue of this research. This qualitative study aims at identifying the essence of personal experiences of accounting partners in Saudi Arabia. The phenomenology approach is applied to understand the lived experience of accounting partners and the effect of such experiences on their careers. This research aims to explore the different experiences of fifteen Saudi partners working in different accounting companies in Saudi Arabia. Interviews are conducted to explore the most important job skills required and challenges faced by the accountants to become a partner in accounting firms. The interview sessions are transcribed and analysed in order to identify the essence of experiences of the partners. Such skills enable new accountants, especially those who desire to join the accounting profession, to make use of them in future. Partners described that being partners requires experience, the need to have good mentors, professional certification like SOCPA and the capability to deal with work environment. In addition, other different skills that the partner must have include responsible leadership, professional communication, good marketing skills and excellent command of English. Moreover, this research is vital for the concerned parties to identify the current challenges in the accounting profession in Kingdom of Saudi Arabia.

ICT Adoption and its Impacts on the Performance of University Students

Wael Sh. Basri
Feras M. Almadani
Jehan A. Alandejani
Northern Border University, Saudi Arabia

In the education sector, the application of information and communication technology (ICT) has become a critical part of the learning process in the classroom setting and outside the class, especially for university students. The governments and other stakeholders in the education sector have been investing millions of dollars to implement ICT in the education system since last two decades. Most universities that have fully adopted ICT have recorded immense advancement in the application of ICT in improving learning methods, teaching, research and development. However, the question of the impact of ICT application on the performance and achievement of students is still unanswered. In this regards, this study aims at investigating the adoption of ICT in universities and its impacts on the academic performance of university students. The required data on the performance of university students as a result of the adoption of ICT is collected from their respective institutions. A mix of qualitative and quantitative research methodology is adopted where a sample size of 100 respondents is studied. Findings of this research contribute to the existing body of knowledge on the process of ICT adoption in universities in terms of why and how management of universities, governments and other relevant stakeholders are embracing ICT. The research also sheds light on the relationship between the use of ICT and education output.

Impact of Social Media Usage on the Performance of University Students

Wael Sh. Basri

Northern Border University, Saudi Arabia

Social media has been frequently used for communication by millions of people around the globe. Studies in recent past have examined different positive and negative effects of social media, especially on the performance of students in schools. In last ten years, research indicates that social media platforms have grown tremendously regarding capabilities and their role in connecting people around the globe. Apparently, literature indicates that different social media platforms have extensively been used to enhance the academic life of students, thereby achieving better grades. The data for present research is collected from the students of Northern Border University using a well-structured questionnaire. The collected data is analyzed in SPSS using AMOS. It is found that there exists weak or no association between social media usage and students' performance. In addition, it is also found that the usage of social media platforms by university students lead to negative consequences. On the other hand, the study confirms that the usage of social media for knowledge and homework has positive effect on the performance of students.

Dynamics of the Fair Market Value of Residential Housing

Andri Ottesen
Australian College of Kuwait, Kuwait

In this paper the concept of “Fair Market Value” of residential housing is explored and studied. On case per case bases the market value is always the price that is agreed up on by seller and buyers. On aggregate market situation over a period of time, demand and supply conditions will dictate prices. Hence, the concept of “fair” market price is subjective concept, quite often in the favor of the stronger party that has more negotiation power. Other issues such as future outlook, optimism, disposable income and taxation will be discussed in this paper. However, the main emphasis of this paper and corresponding study is how average housing prices of residential homes change depending on two factors. That is main expense factor – real interest rates and the main income factor – rental incomes. Here, prices of residential homes in small isolated market is studied; prices over time for two bedroom apartments in Reykjavik, Iceland. The preliminary outcomes of the study reveals that the “fair market value” or average prices over time is about 13 years of nominal rent income at 4% real interest rates. Lowering interest rates will increase the housing prices in an inverse relationship to 13 years payback@4% interest rates to the number of years payback increase in relation to decrease of interest rates. inverse relationship also hold for increasing the interest rates.

Cybersecurity Risk: The Threats to Lecturers at Higher Education in Malaysia via Online Social Media

Hanizan Shaker Hussain
Kolej Universiti Poly-Tech MARA, Malaysia

Nik Zulkarnaen Khidzir
Universiti Malaysia Kelantan, Malaysia

Khairul Azhar Mat Daud
Universiti Malaysia Kelantan, Malaysia

Roslinda Murad
Kolej Universiti Poly-Tech MARA, Malaysia

Hanafizah Yaacob
Kolej Universiti Poly-Tech MARA, Malaysia

Muzaaliff W. Musa
Management and Science University, Malaysia

The evolution of information and communication technologies (ICT) nowadays has changed the life style of human living. The current modern societies have adopted ICT as an important thing that they are really needed in their life, especially as a tool to be used for communications activity. However, unfortunately ICT also exposed its user in circumstances of risk, threats and vulnerability. This paper will discuss the risk and threats to the users who are using social media as a medium to communicate. In this paper, the fraction of user will be divided by two types which are gender and working experience. The data that obtained from the distributed of questionnaires among respondent will be analysed by using SPSS. Data will be analysed by using two-way ANOVA statistic in order to examine the significant level in between gender and working experience as an independent variable in this study with the level of threats in cybersecurity risk towards lecturers whose are working in higher education institutions in Malaysia. This article also will provide an empirical data and will be referred to another researcher in the future for their further research perhaps.

Critical Evaluation of Circuitry Marketing Envisaging the Globalized Economic Epoch

Bhavannarayana Kandala

Krishna C. Y. S.

Jawaharlal Nehru Technological University, India

In the digital era that strides ahead at the speed of thought, everything is in its dynamic state of flux. The explorions in the Network Marketing (NM) are an infrequently explored vicinity in doing research to compare the distributor's insight on strategies from two selective companies of our scholarly research presentation. Such a comprehensive study ultimately relieves marketing strides after developing tools and techniques for generating knowledge by throwing light to new vistas to collaborate with multiple science-based fields such as computer science, biotechnology, and neuroscience as well as with other knowledge fields such as cultural anthropology, philosophy, and the arts in coordination with viable models of research.

The study significantly focuses on the importance of taking appropriate corrective measures to attend major classes like demographics, customer-loyalty and satisfaction. Even though precautions are taken to include all sections to represent the Telangana state of India, it is more effective to conduct such studies geo-stratified to be more accurate. It is intended that outcomes will help customers, distributors, and companies' executives to respond to the ever-changing needs of end-users in Indian marketing through increasing flexibility via NM. The few studies that have been explored till recently focus on comparison of MLM in Indian context and hence add more value in understanding customer's buying behavior in these areas. The findings hypothetically reveal some relevant facades of the Business and Entrepreneurship Development in a Globalized Era. The scholarly presentation, namely, Critical Evaluation of Circuitry Marketing Envisaging the Globalized Economic Epoch, will primarily discuss various critical aspects of circuitry marketing foreseeing the universal economic era.

The Antecedents & Consequences Of Nurse's Presenteeism At Sulaiman Al-Habib Hospital
Al-Takhassusi In Saudi Arabia

Mohamad Baytieh
Jinan University, Lebanon

The current study investigates what leads to presenteeism at Dr. Sulaiman Al-Habib Hospital Al-Takhassusi and affects their performance. Based on review of literature the researcher constructed a causal model that emphasizes the impact of leadership style on nurse's performance via intermediate variables such as: (presenteeism, absenteeism, creativity, job innovations, job satisfaction & performance). The purpose of this paper is two-fold. Firstly, this paper joins a growing stream of research linking servant leadership to organizational outcomes (Nurses' performance) in the context of the challenging and volatile environment of the healthcare facility of Dr. Sulaiman Al-Habib Hospital Al-Takhassusi. Secondly, to clarify the importance of using multichannel distribution in promoting new concepts (Products & Services). To this end the researcher collected primary data and used SPSS22 in analyzing the data. Findings of the study provides recommendations for further research and implications for decision making and problem solving.

A Structural Equation Model to Examine Technological Innovation, Talent Management and Service Quality That Affect Organizational Performance in The Banking Industry of Thailand

Tasanai Pranee
King Mongkut's Institute of Technology at Ladkrabang, Thailand

The purpose of this research is to develop a structural equation model of variables that have an influence on the banking industry's performance. The population in this study was conducted by multi-stage sampling consisting of 424 participants, including commercial bank managers. The questionnaires and interviews were used as an instrument to collect data, and the reliability rate was 0.98. Variables were Bank Performance, Service Quality, Technological Innovation and Talent Management. The researcher used Statistical Package for the Social Sciences program : SPSS, Confirmatory Factors Analysis : CFA, and Structural Equation Modeling : SEM for processing and calculating the data. The findings of this study reveal that $\chi^2/df = 1.857$, GFI = 0.947, CFI = 0.988, NFI = 0.974, IFI = 0.988 AGFI = 0.918, RMR = 0.028, RMSEA = 0.045. Moreover, this study determined that Technological Innovation and Service Quality had a positive direct influence on banking industry's performance. The most effective factor was customer's satisfactions, therefore; the banking industry should focus on this factor especially.

Customer Engagement and Brand Trust Effect on Brand Loyalty of Food Supplements

Tul Wongsuphasawat,

Urusa Buatama

Wanno Fongsuwan

King Mongkut's Institute of Technology Ladkrabang, Thailand

The proliferation of social media has dramatically changed the consumer behavior; increase the level of engagement and how they think about a brand. More customer engagement is always a priority goal of every brand owner because it will provide the opportunities for a two-way direct communication and interactions which can potentially lead to brand love. This research will develop a conceptual model of customer engagement and brand trust affecting brand loyalty of food supplement in Thailand. A Confirmatory Factor Analysis (CFA) and Structural Equation Model (SEM) are used for the analysis. This study will help in understanding the factors which affect brand trust and brand loyalty so that proper resources and focus can be allocated for long term business growth.

The Mediating Role of Knowledge Sharing Behaviour on the Relationship Between Total Quality Management and Innovation Capability

Sorapol Buranakul
King Mongkut's Institute of Technology at Ladkrabang, Thailand

Ever since innovation was recognized as a major contributor to securing a sustainable competitive edge in the higher education arena, many factors have been introduced to enhance innovation capability. This study aims to explore the relationship between total quality management (TQM) and innovation capability, as well as investigate the role of knowledge sharing behaviour in mediating this relationship. A survey was conducted on 367 people working at private universities in Thailand. The analytical results suggest that TQM is positively linked to innovation capability and knowledge sharing behaviour, in which the knowledge sharing behaviour is acting as a partial mediator for TQM and innovation capability. The findings should benefit university administrators to improve innovation capability in addition to implementing TQM in order to develop appropriate strategies for maintaining a knowledge sharing environment, leading to the kind of tacit knowledge that can successfully raising the innovation capability of private universities.

Confirmatory Factor Analysis Model to Examine Visionary Leadership Of Supply Chain Management In The Manufacturing and Industrial Sectors of Thailand

Bunnoiko Kasem
AtthirawongWalailak
King Mongkut Institute of Technology at Ladkrabang, Thailand

Visionary leadership is defined as one's ability to clearly perceive and foresee the future to prepare to face the unpredictable consequences. A leader with vision must be farsighted and known how to apply strategy in organizational management that will lead the company to future success. Hence, the aim of this paper is to examine factors affecting Visionary Leadership of logistics and supply chain managers. Five factors namely Creativity, Communication, Organization climate, Emotional intelligence and Traits are identified from relevant researches. This study was performed by conducting a cross-sectional survey within 540 manufacturing firms in Thailand through confirmatory factor analysis (CFA). Via using second-order confirmatory factor analysis, it reveals that the model fit confirms as appropriate (CMIN/DF = 1.965, GFI = 0.953, AGFI = 0.930, CFI = 0.986, IFI = 0.986, NFI = 0.973 and RMSEA = 0.042). It is showed that the model is valid and reliable for Thai manufacturing firms. The further step of this research is to propose a structural model to examine the causal relationship of Visionary leadership using structural equation modeling (SEM).

The Effectiveness of Service Operation Management of MICE Industry in Thailand

Songsiri Bandhuseve

Sunpasit Limnarat

Sorasak Tangthong,

King Mongkut's Institute of Technology at Ladkrabang, Thailand

This study examines the organizational effectiveness of service operations management in delivering quality service in the Meetings, Incentives, Conference and Events (MICE) industry in Thailand. Seven hypotheses have been developed and tested to link the relationship between various variables and service operations management. Questionnaire responses from 440 managers (representing top management, marketing, service operations, and business owners) were tested empirically. The structural equation models used integrate a measurement model that was then evaluated by confirmatory factor analysis and a structural model. Results show that service operations management has a direct relationship with organizational effectiveness. Upstream, Midstream and Downstream are independent variables. Upstream include three observe variables; supplier relationship management, knowledge management, and information technology management. Midstream include three observe variables; capacity and resource management, coordination and collaboration management, and finance management. Downstream include two observe variables; demand management and customer relationship management. These three key variables appear to have an indirect relationship with organizational effectiveness. Findings show that MICE entrepreneurs and leaders must not only focus on service operations management also act on upstream, midstream and downstream variables to increase organizational effectiveness.

Natural Interdependence Relationship:
An Employee Relations Model of Creating Productive Environment

Asim Talukdar
O. P. Jindal Global University, India

The pluralistic approach in employee relations assumes an independence relationship between employees and their managers. In reality, it is a dependence model; managers' performance depends extensively on the performance of the workmen at the workplace. As the resource dependence theory suggests, dependence model is embedded with an implicit tendency of opportunistic behaviors on the part of the person to whom the other person is dependent in terms of performance outcome. To restrict such opportunistic behaviors, organizations enact terms of employment, relevant rule, regulation, and norms to bring in sanctions on the free choice of discretionary behaviors of workmen deterrent to performance outcomes. In turn, the state enacts several statutes to impose sanctions on managers' and / or organizations' free choice of actions on the workmen taking advantage of economic vulnerability of workmen as well as labour being essentially a commodity in a capitalistic perspective. Such interdependence model having the notion of penal action is inherently a source of mistrust. An overdependence on such interdependence model seeds deep rooted mistrust. I termed such model as "Forced Interdependence Model", which essentially is a source of conflict.

Based on the case study of five organizations including two MNCs' Indian operations and three Indian organizations as well as drawing concepts and theories of diverse disciplines, I developed a model of employee relations, which I called "Natural Interdependence Model". The basic essence of the model suggests that a supervisor can lead the emergence of highly productive environment at workplace by creating an integrated relationship of 'significant others' of self with each member and within each other's pertaining to the external social circles and work performance. I developed several propositions and discussed their implications and scope for future research.

Online Education and Ethics: The Impact of E-Learning in Education

Ms. Anuradha
Bharati Vidyapeeth University, India

This study investigates significance of online education and its impact on morals of students. The scope of e-learning and online education is consistently increasing in India. Previously Educomp started its business in e-learning field back in 1990s but now e-learning is not limited to any pioneer company. Both school and college students are acquiring new skills with the help of online education tools. In this research paper the author will investigate the wider scope of online education in India and corporate social responsibility of the instructors. Many instructors are fully-dependent on this tool especially in school education. The author will also apply few ethical theories to test the significance of online education and its impact on morals of students. The case study based research methodology has been adopted for this research paper. The paper is mainly based on secondary data which consist of journal articles, e-reports, conference proceedings etc. The key findings of this research paper will be helpful for academicians, students and researchers too.

A Structural Relationship Model of Factors Affecting Customer Loyalty for Retail Convenience Store Business in Bangkok, Thailand

Ratana Klankaew
Vinai Panjakajornsak
King Mongkut's Institute of Technology Ladkrabang, Thailand

The objectives of this research were (1) to develop and verify the structural relationship model of factors affecting customer loyalty for retail convenience store businesses in Bangkok and (2) to study the influence of perceived service quality, perceived product quality, perceived price and customer satisfaction on customer loyalty for retail convenience store businesses in Bangkok. The sample group comprised 400 customers at convenience stores in Bangkok, all of whom were selected on the basis of convenience sampling. A rating scale questionnaire with a reliability score between 0.911 and 0.967 was used as the research tool. The data were analysed using percentage, average, standard deviation, Pearson's correlation coefficient, confirmatory factor analysis, and causal structural model analysis. The results revealed that the causal structural model under the hypothesis had a high relevance with empirical data ($\chi^2 = 192.456$, $\chi^2/df = 1.492$, $df = 129$, $GFI = 0.956$, $CFI = 0.991$, $NFI = 0.972$, $IFI = 0.991$, $AGFI = 0.929$, and $RMSEA = 0.035$). Causal variables were able to explain the fluctuation in loyalty for Bangkok convenience stores at the rate of 72.9%. This loyalty was directly influenced by customer satisfaction and perceived service quality. Meanwhile, perceived product quality and perceived price had an indirect influence on loyalty through customer satisfaction.

Assessing Marketing Effectiveness of Small Businesses in the State of Uttar Pradesh of India

Vinay Kumar Yadav
University of Lucknow, India

This study critically assesses the marketing effectiveness of small businesses in the state of Uttar Pradesh, a populated northern part of India. Small businesses are essential elements for growth and development of an economy being a generator of employment. Small Businesses is also a booster for a developing economy like India. This specific research location offers the opportunity to investigate small businesses existing in northern part of India because this region has a significant role in Indian economy. The research approach in this method is mainly quantitative. Descriptive research design is used in the study. Stratified Judgemental sampling is employed for selection of sample. Result of study throws light on measures of effectiveness of marketing practices of small businesses with proposed framework.

The Impact of Coach Behavior on Motivation Regulation and Satisfaction of Elite Athletes in Sri Lanka

H. P. N. Perera
Management and Science University, Malaysia

Commercialization of sports preserves advantages to nations in many forms in the modern era contributing to the economic growth and branding nations. These merits can be harnessed through better performance of athletes/team members, who are the main thespians of sports. The impact of cognitive behavior of athletes ensures their satisfaction in sports, which result in better performance. Many previous scholarly studies have confirmed that the motivation regulations embedded in athletes are the fundamental stimuli to their satisfaction. Furthermore, it has been proved that the motivation regulations depend on the coach leadership styles perceived by the athletes. The main objective of this study is to develop a framework to assess the impact and the relationship between perceived coach leadership styles, motivation regulation and satisfaction of elite athletes. The present study is further extended to provide the theoretical and empirical evidences to prove whether the theories built on the above concepts in Western countries are matched with the Eastern cultures like Sri Lanka where sports management is an inadequately tapped course of business.

Developing Halal Logistic Framework from Halal Hub Industry – A Research Approach

Abdul Aziz Abdullah,
Universiti Sultan Zainal Abidin, Malaysia

Abdul Razak Ibrahim
Kolej Universiti Poly-Tech MARA, Malaysia

Haziq Nordin –
Kolej Universiti Poly-Tech MARA, Malaysia

Abdul Rahman Rabu
Universiti Sultan Zainal Abidin, Malaysia

Local Halal industry is a growing business with a value of more than a trillion dollars. As such, Malaysia has positioned itself as one of the hubs for Halal products and services. The aim of this paper is to identify logistic management elements in Halal Industry in Malaysia and consequently develop a Halal Logistic Management (HLM) integrated framework. The case study approach adopted is to establish the framework. This framework developed by engaging companies that are currently adopting and implementing HLM in their day-to-day operation. The companies that have engaged the HLM are the Malaysian International Shipping Corporation (MISC), Kontainer Malaysia Berhad (KMB), and MAS Cargo. The preliminary study reveals that there is an absence of dedicated framework for Halal Logistic Management. As such, this paper will address some of the challenges faced by companies that are championing Halal logistics. The development of this framework is envisioned to open new horizon for possible holistic implementation of HLM in Malaysia and globally

Utilising Online Reviews to Understand Customer Needs, Satisfaction and Dissatisfaction in the Hotel Sector in Windhoek, Namibia

Seakhoa-King Arthur
Sam Toglaw
Australian College of Kuwait, Kuwait

The Namibian economy and the National Development Plan (NDP4) identify tourism as an increasingly important contributor to the nation's economy. The tourism sector employs 22% of Namibia's workforce and the majority are in rural areas where employment growth is critical of national development. Foreign visitors are also an important source of foreign-exchange for the country. Tourism in Africa is competitive and many other destinations offer the safari experience, and identifying competitive advantage will be key to the future development of the sector. Quality control, sustainably and high customer service levels are high priorities if the country is to harness the diverse wildlife and destinations of natural beauty. Namibia has lagged behind relative to regional competitors despite its abundance of natural eco-tourism assets and relative political stability. Quality control, sustainably and high customer service levels are high priorities if the country is to harness the diverse wildlife and destinations of natural beauty.

In a competitive marketplace, how one is able to manage and respond to the feedback received from customers provides an important source of competitive advantage. The web provides a wealth of information on customer feedback on services and experiences, which can be effectively mined to implement service improvements, offering evaluations as well as insights into the competitors. Frequently, research on customer satisfaction in tourism has tended to privileged quantitative data (customer ratings) at the expense of qualitative data (direct customer feedbacks). This study which combined both quantitative and qualitative data, aimed to delve beyond the overall customer ratings and identify issues of service quality that may exist in the hotel sector in Namibia. The customer reviews of hotels in Windhoek, the capital of Namibia, posted Tripadvisor's webpage between 2015 and 2016 ascertain whether or not customers was satisfied with service they received from the hotels. The study revealed a number of service quality gaps which if closed could help hotel managers in Windhoek enhance customer satisfaction with the quality of service they provide.

Understanding the Effect Of Home and Host Country Institution On SME Export Initiation

Noor Azura Azman
Universiti Utara Malaysia, Malaysia

Osman Mohamad
Multimedia University, Malaysia

Noor Hazlina Ahmad
Universiti Sains Malaysia, Malaysia

A challenging business environment nowadays made small business especially SMEs think twice before planning to initiate international business. With lacking of knowledge and experience in handling international market activities, makes most SMEs faced difficulties starts from home country obstacles as well as host country. This study tends to understand the initial stage of SMEs activities in expanding their market internationally. An in-depth interview was conducted with 5 SMEs owner/manager locating in Perak, Malaysia. Basically, this study focused more on home and foreign market institutional environment in determining the success of export initiation among local entrepreneur. Overall, this study finds evidence of the current situation of Malaysia SMEs environment and the challenges that might cause problem to SMEs in export initiation.

CEO Compensation and Corporate Performance in the United States:
Evidence from Publicly Listed Companies from the Insurance Industry

Emmanuel O. Ntui
Prince Mohammad Bin Fahd University, Saudi Arabia

This study provides evidence on how CEO compensation relates to corporate performance in publicly listed firms in US Insurance Industry. The research employed the quantitative causal-comparative methodology, that is, a non-experimental research method that employs available data to compare two or more groups for their differences or relationships. Using comprehensive financial and accounting data on US's publicly listed firms in the Insurance Industry, augmented by unique data on CEO compensation; age and tenure of the executive obtained from Standard & Poor (S&P) Capital IQ and Compustat between 2011 and 2015; the researcher analyzed those using the multivariate regression methodology. The study finds for the first time statistically significant sensitivities of annual total compensation for CEOs with respect to annual sales revenue; but there was no significant relationship with shareholder value proxy by Return on Equity (ROE). By implication, for large corporations, annual sales growth is shown to be significantly linked to the escalating CEO compensation, and that US CEO in the insurance industry are not penalized for declining corporate performance. These results will aid the board of directors of these companies, various compensation committees, investors and other stake holders to make effective corporate decisions regarding CEO compensations packages and corporate performance within the Insurance industry. Similarly, for the policy makers, the outcome of this investigation will aid them to appropriately peg CEO compensations packages as well as assist the government monetary agencies and other institutions in designing policies to regulate total compensations packages of CEOs for transparency and reform of the overall economy.

Role of Knowledge Management in Product Innovation and Value Creation by Knowledge-Intensive Engineering Entrepreneurial Firms

Dr. Broto Rauth Bhardwaj
Prof. Dr. Vikas Nath
Bharati Vidyapeeth University, India

Purpose: The purpose of this paper is to find out the role of knowledge management of innovation process and developing new product development.

Methodology: The methodology adopted by the research includes empirical method. The data of about 319 was collected from heavy engineering auto companies such as Maruti and Honda and others. The data was coded to find the influence of knowledge management on new product development by these companies.

Findings: The findings suggest that along with quality policy and new product development process, it is critical for the companies to have knowledge management systems such as intelligence generation and dissemination process.

Implications: The present study has several implications for managers. The model proposed includes the variables which influence the adoption and implementation of knowledge management. Also this paper suggests that the researchers can also study this model wrt the international companies and pursue the inter-disciplinary and inter country study to modify the model.

Originality: The study contributes towards the development of the original literature by proposing the model of adoption of knowledge management.

Impact of Outsourcing Services on Employee Productivity

Florence C. Lagat
Alice Kurgat
Luka Kutto
Moi University, Kenya

Research on outsourcing suggests that outsourcing services can enhance organizational performance, however it can also lead to job losses and low employee morale. This study investigated the impact of outsourcing services on employee productivity. The study was conducted at the Kenya Power and Lighting Company Limited in Nakuru, Kenya. This case study targeted a population of 291 comprising top managers, middle managers and support staff of KPLC. Stratified random sampling and purposive sampling techniques were used and data will be obtained using questionnaires. The results indicate that total outsourcing of services, selective outsourcing of services and joint venture outsourcing of services influence employee productivity. The study also identifies strategies for enhancing outsourcing of services and their likely impact on employee productivity. Findings of the study are important for companies planning to outsource their services and for developing human resource policy.

Relationship Contextual Variables, Psychic Distance and Export Performance: The Role of Trust and Commitment as Mediating Variables: A Study on Malaysian Manufacturing Firms

Abdel Hafiez Ali Hasaballah
Qaseem University, Saudi Arabia

In spite of substantial literature on the determinants of export performance, a need remains for investigating the performance of Malaysian exporters to Arabic speaking nations. Arabic speaking nations are new export destinations to most of the Malaysian exporters. The study investigates the influence of the contextual relational variables (adaptation, communication, cooperation) and psychic distance (legal-political, business transaction, product cultural adaptation and elements of cultural differences) on export performance (strategic, financial and satisfaction), while trust and commitment functioning as intervening variables. The study also considers the influence of the control variables (firm size, export experience, export mode and export destination) on export performance. Data were collected through mailed survey. A total of 106 usable responses were used for the purpose of this study. Factor and reliability analyses were performed and regression analysis was conducted to test the hypotheses. The findings provided empirical support for the theoretical framework. The results indicated that contextual relational variables played an important role in shaping the relational outcomes. Understanding the political-legal and product cultural adaptation significantly enhance trust. Trust and commitment had significant influence on the Malaysian exporter's performance. The study revealed that except export market destination the other control variables (firm size, export mode and experience) did not show any significant impact on export performance. This study did not find any convincing evidence to support the mediation effect of trust and commitment on financial and satisfaction performance. However, the results supported the mediation effect of trust on the relationship between adaptation and communication with strategic performance. On the other hand, commitment only mediated the relationship between communication and strategic performance. Based on the study findings, theoretical and practical implications were discussed, limitations and suggestions for future research were also presented.

Consumer Attitude and Purchase Intention of Counterfeit Products

Bernard Mulandi Muia
Moi University, Kenya

Charles Lagat
Moi University, Kenya

Gary L. Frankwick
University of Texas at El Paso, USA

Counterfeit consumption in East Africa has been on the upsurge aided by comparative higher trade margins and increasing demand for trade name goods at low-prices. To understand the increasing demand for counterfeits, this study investigated the effect of consumer attitude on purchase intention for counterfeit products in Kenya. The study was grounded on the Theory of Planned Behaviour that a buyer's attitude and exterior components build the buyer's purchase intention and can forecast buyer intention. The study applied a descriptive survey research design, and examined the relationship of moral intensity, materialism, subjective norm and value consciousness and consumer attitude in the context of counterfeit mobile Phones. A sample of 500 university students were issued with self-administered questionnaire containing 59 statements related to their attitude and purchase intentions. Data was analysed using descriptive statistics, factor analysis, principal component analysis, correlation analysis and regression analysis. The findings indicate that consumer attitude significantly influences purchase intentions of counterfeit mobile phones. The findings are important for governments and brand managers in their attempts to strategize against counterfeit problems and contribute to theory by confirming that consumer attitude influences purchase intentions in a developing country context.

Does Corporate Governance Effect on the Corporate Performance Persistence in Listed Companies of Malaysian Stock Exchange?

Mojgan Derayat
Universiti Teknologi MARA, Malaysia

This paper examines (1) whether governance changes lead to effects on company's productivity changes, and (2) what manipulates companies to alter their governance. Good corporate governance helps corporations to solve conflicts of interests and meet legal requirements. It also makes corporations to seem attractive to wealthy and institutional investors as well as an attractive business for alliance partner(s) so that the corporation could get profit in investment opportunities. Corporate governance raises responsibility, trustworthiness, and certainty of making decisions.

The increase in financial and managerial scams has led the investors to increasingly look for transparency and professional management in handling the company's business. One of the hot debates about inefficient capital market is the transparency of financial reports in accounting. Rapid progress in the internet and its use in stock markets recently has increased the necessity of transparency of financial information for companies with stocks in the stock markets.

This study addresses the issue of the influence of ownership model, board model and corporate reporting on company efficiency. This study renders a theoretical framework which seems proper in Malaysian context to deal with the result of corporate governance methods on the associations amongst and company's productivity in listed companies in Malaysian stock market. Within this structure, corporate governance variables appear as checking methods from the board, whereas responsibilities of investors together with stakeholders is evaluated by reporting corporate information in the framework of the performance of companies.

Strategy Formulation For Hotel Taman Mangkubumi Indah Tasikmalaya

Muhamad Bilawa Putra
Institute of Technology at Bandung, Indonesia

Hotel Taman Mangkubumi Indah is a hospitality company that was established in 1978 and it operates its hospitality, restaurant and recreation park business in the town of Tasikmalaya of Indonesia. Hotel Taman Mangkubumi Indah provides accommodation services with 34 rooms, meeting space, banquet facilities, classrooms for culinary education and recreation places such as parks, swimming pools and an exclusive mountain with a natural environment measuring up to 10 hectares. MICE (Meetings, Incentive Convention and Exhibition) segment is its major target market. It has faced a major decline in its net profit over the last five years because of its low occupancy, entry of new competitors and deteriorating conditions of its facilities, that were built in 1978 ---- adversely affecting its competitiveness against more modern competitors. Our study examines causes of its decline and offers strategic solutions to rescue this historical property from collapse.

Preliminary Market Analysis for Developing Gas Station Business in Thailand

Metalia Kusuma Wardhani
Subiakto Sukarno
Institute of Technology at Bandung, Indonesia

For an oil and gas company, one of the strategies to enter a new market is to pursue either upstream or downstream business. Our current research will provide analysis to pursue market entry via downstream business for gas station business across Thailand. Thailand's GDP, total population, energy consumption per capita and the vehicle growth are promising factors for the entry and growth of our business. Our research uses SWOT Analysis, IE Matrix, Tows Matrix and Ansoff Matrix in order to formulate suitable strategies for market penetration, market development, and product development of Gas Station business across Thailand.

Stock Valuation of Holcim Indonesia Compared with Semen Indonesia and Indocement Tunggul Prakarsa

Luke Sekar Andari
Institute of Technology at Bandung, Indonesia

Holcim Indonesia is one of the top biggest three cement companies across Indonesia. In 2015, Holcim gross profit decreased by 23% and net income declined by 68%. This drop in net income of Holcim was caused by the decrease in the demand for cement and increase in the operational costs of the company, facilitating the drop in the company's stock price by the end of 2015. However, in the middle of the decline in the company's performance, Holcim did expand in Tuban in order to increase the company production capacity. Our research has four objectives: (i) to know the company's value at the end 2016 by projecting the financial statement; (ii) to know the stock valuation based on discounted cash flow valuation; (iii) to give recommendation for the investors regarding stock price of Holcim Company; and (iv) lastly to give recommendation to management of Holcim based on SWOT Analysis. The result of our research using financial statement projection with company's revenue is projected to increase into Rp13,073,775 and net income is projected to increase into Rp533.750 by the end of 2016. Our findings conclude that a target share price SMCB is Rp3.262,9 with a potential upside is 201%. Our recommendation to investor is to buy the stock with a target price of Rp3.262,9. Our recommendation to Holcim management is to expand new plant, promotion and marketing brand of Holcim and strengthen sales of products to foreign countries.

Cilolohan Edutown Townhouse Financial Feasibility Study Using Discounted Cash Flow and Real Option Methods

Dwiki Harnawadi Ahmad
Institute of Technology at Bandung, Indonesia

The city of Tasikmalaya in Indonesia with a population of 700,000, and the annual growth of 1.4% has a shortage of about 6000 houses. Hence, it has the potential to have a real estate development. Our research is designed to pursue a feasibility study of the intended project by giving options of alternate types of unit to be constructed, and the timing of the project initiated. Our feasibility study uses DCF Analysis, with the criteria of Net Present Value (NPV), Internal Rate of Return (IRR), and Payback Period (PBP), Return of Equity (ROE), Return of Investment (ROI) and the Real Option of delaying the project. Our results demonstrate that option 4 is the most suitable and profitable option. Option 4 (delay) composition type of unit consists of 34 small units and 17 big units, that is expected to be built in the year 2019, thus delaying the project by 3 years. This project ought to be financed with the help of a loan so that the discount rate for the project is reduced, thus giving the NPV of IDR 5.326.929.851, IRR of 97.8%, and PBP of 0.81 year (9 months 26 days). Our results are also supported by the Real Option Analysis using Black-Scholes formulation, in which the call value for the Option # 4 (delay) given is 2.381.841.983, that has a higher call value than Option # 3 (delay).

Does Foreign Direct Investment Actually Encourage Economic Growth? Evidence of Four Developing Countries Across Southeast Asia

Al Muizzuddin Fazaalloh
Brawijaya University, Indonesia

Capital is the main economic activator besides labor force. Therefore, the role of investment through Foreign Direct Investment (FDI) is important in order to make the economy of a country grow. However, several results of empirical evidence show the opposite of that idea. This research is intended to re-examine whether FDI was indeed able to encourage the economic growth, especially in developing countries across Southeast Asia during 1970-2013. The method of analysis used in this research is panel data regression. The main finding of our research is that the contribution of FDI to economic growth is not directly related. FDI through its interactions with human capital and export has positive influence as shown through statistically significant findings. However, the interactions with domestic investment is statistically not significant. Hence, FDI can be used as the stimulant of economic growth in developing countries, especially in Southeast Asia area.

Testing The Herding Behavior In Non-Financial Companies' Capital Structure Decision: A Case Of Post Global Financial Crisis

Ari Warokka

Universidad Autonoma de Madrid, Spain

Email: ari.warokka@gmail.com

Yessy Novantina

Universitas Negeri Jakarta, Indonesia

Herding behavior, which reflects the individuals' tendency to imitate a larger group's activities (whether sensible or insensible), has become one of the rising arguments in explaining the managerial decision-making problems. This study examines the non-financial companies' capital structure decision in which debt-to-equity and leverage ratios are the proxies. It studied the leaders' and followers' decision by analyzing the companies' capital structure and testing the relationship between past decisions (t_{-4} year) and the current ones (t_0). It used 187 companies as the sample divided into 29 companies as leaders and the other 158 ones as followers, and applied ANOVA F-test and t-test to examine the hypotheses. The observation period was 2008-2012 to capture the effect of post global financial crisis. The results reveal that the follower companies mimic the leader ones' capital structure and it happens consistently for medium range period. It implies that most of the observed company managers did not have enough sound and independent decision-making and experience to set their companies' capital structure. It also shows that those managers are probably under social pressure of conformity and common rationale of the improbable large groups could be wrong. It opens more opportunities to explore behavioral finance aspects in the context of emerging markets.

Managing The Millennial Employees In Hyper-Competitive Global Market:
The Determinants of Gen Y's Job Satisfaction And Retention

Ari Warokka
Universidad Autonoma de Madrid, Spain

Husain Nurisman
Pama Persada Inc., Indonesia

Current facts and trajectory trends show that millennial employees (commonly known as Generation Y) are entering the employment in vast numbers and reshaping the workplace. In the hyper-competitive global market, to attract the best of these millennial talents is a vital decision to the future of any business. The generation Y's profession aspirations, work attitudes, and particular understanding of new technologies will determine the ethos of the 21st century working environment. This study examines the determinants of millennial employees' job satisfaction and retention. It used 225 Gen Y employees as respondents by utilizing proportionate-stratification random sampling technique and applied Structural Equation Model (SEM) to test the hypotheses. The results revealed that work environment, organization culture, and employee development positively influence Gen Y's job satisfaction, subsequently affects the millennial employees' retention. The contradictory finding was the prior variables did not have any direct effect on the employees' retention, or in the other words, job satisfaction performed as a mediating variable. It implies that company should meet the Gen Y's job satisfaction first, by providing flexibility to work, favorable corporate cultures, and continuously regular feedback and encouragement, in order to retain the Gen Y's best talents.

The Effects of HRM Practices on Employee Service Quality in Thailand's Chain Brand Hotels

Sorasak Tangthong
King Mongkut's Institute of Technology at Ladkrabang, Thailand

The key objective of this study is to determine the effects of human resource management (HRM) practices on employee service quality in Thailand's chained-brand hotels that had been located in Bangkok, Thailand. Eleven theoretically based hypotheses have been developed that point to possible positive and negative relationships between HRM practices, mediating variables and service quality as an employee performance. A total of 450 managers, consisting of top management, HR leader and Line Hotel Operation manager that include Restaurant manager, Engineering manager, Executive Chef were examined and then empirically tested using SPSS AMOS for Path Analysis. The results show that HRM practices have no direct relationship with Service quality as an employee performance. But they have an indirect relationship, meaning employee performance cannot be determined solely by the use of HRM practices. Out of the five mediating variables in this study, the one that has the strongest effect on employee performance is employee motivation.

Mainstreaming Environmental Concerns in Management Education Programs through a Participatory Approach: The Case of Green MBA from India

K. M. Baharul Islam
Indian Institute of Advanced Study, India

Economic development activities while improving the quality of life, could lead to negative impacts on environment and natural resources. Recognizing that there is a strong need to build capacities of key stakeholders on environmental impact in South Asia among the stakeholders like regulators, policy planners, project proponents, consultants, contractors, investors, environmental NGOs, research and academia, the World Bank assigned Indian Institute of Management Kashipur in 2014 a regional project to develop a two year Postgraduate Program in Management (Green MBA) to systematically address the dearth of environment management skills in the region by offering specialized environment management courses and onsite internships. The present paper presents the outcomes of the preparatory study conducted by the researcher to develop the Green MBA program and highlights the lessons drawn from the process in terms of pedagogy and curriculum development. The study was conducted through industry-job-market surveys, consultations and validation workshops were held to underline a participatory approach in curriculum development.

One of the major outcomes of the study is a new approach adopted in the present case to support higher education in sustainable development through an industry-institute-employment model. The paper highlights the importance of an integrated process that takes care of all three – educational quality, industry needs and employment prospects of the graduates. The result of the study supports a case for new curriculum in sustainable development that balances the prevailing highly technical aspects of the domain knowledge from science and engineering with an equal weightage to the industry needs and end-user employability of students.

Challenges Facing Human Capital Return on Investment (HCROI) in Mena Region

Moetaz Jamil Soubjaki
AlJinan University, Lebanon

The Middle East is currently experiencing low level of productivity from its workforce due to behavioral structures that are in place. On the economic front, the low level of human capital productivity in the Middle East has been attributed to inequality in individual merits and qualifications which could point back to the importance of education in developing of human capital. Socially, factors such as racial, ethnic and gender discrimination issues play an important role in the low level of human capital productivity in the Middle East. According to Weiss (2012), measuring the return on investment on human capital becomes essential when the information gathered is used in strategic decision making and also during the struggling phase of a business as there is need to justify the costs incurred in human capital development. This paper adopt systematic literature review methodology to presents a technical assessment of the benefits that accrues to the companies that makes direct investment in human capital which are the major assets for every business with specific focus on companies located in the MENA region. The current study concluded that those companies which are on the vanguard of efforts in promoting direct investment in their human resource tend to be more profitable and successful financially, strategically and have less employee turnover and generally their employees are more motivated as compared to those companies that are less aggressive in direct investment on human capital. Furthermore, this paper induce Human Resources professionals in the Mena Region to go in depth in that filed and discover more strategies and give more solutions for challenges in developing Human Capital.

An Analytical Study Of Relationship Between The Locus Of Control Orientation And The Dimensions Of Role Efficacy Of Employees In Work Environment

Gunmala Suri
Panjab University, India

Puja Chhabra Sharma
Ansal University, India

Effectiveness of an individual in an organization depends on how well the person and his role are integrated in an organization. The locus of control and role efficacy impact and influence the attitudes of people as well as work environment. Literature indicates individuals having internal locus of control take more responsibility of their work and perceive high psychological ownership of organization.

The purpose of the present study was to explore relationships between locus of control and role efficacy of employees. The present study investigated relationships between the 3 dimensions of role efficacy and the locus of control of employees. The independent variable was the locus of control which was measured by Levenson's LOCO inventory (Locus of Control in Organizations Inventory). The dependent variable was role efficacy measured by Pareek's (2005) role efficacy scale (RES)

The data was collected from 120 respondents picked from the employees of 4 organization (30 each) selected using snowball sampling.

The results showed that there were significant relationships between role making, role entering and role linking and locus of control. It was also found that internal locus of the control had a 20% impact on the role efficacy; hence, organizations that have individuals with internal locus of control are more effective as compared to other organizations. Further, results show that manufacturing firms demonstrated greater role efficacy and internal locus of control. Therefore, the vital information regarding the locus of control can be of great help for the managers.

Knowledge Management in SMEs: A Study of Impact of Knowledge Management on Firm Performance

Gunmala Suri
Gagandeep Kaur Bhatia
Panjab University, India

In the present rapidly changing economic environment, innovation has become a crucial factor for business competitiveness and economic growth. Hence, knowledge becomes the key factor, especially for emerging businesses, with which entrepreneurs can distinguish themselves from their competitors. Researchers have argued that Knowledge Management (KM) produces a capability which improves firm performance which has been defined by processes and infrastructure. Therefore managing knowledge is a critical capability for small to medium-sized enterprises (SMEs) to master because it helps them leverage their most critical resource i.e. knowledge that they possess. Organizations who are successful in leveraging knowledge, normally witness increased efficiencies in operations and an ability to have foresight on trends and patterns emerging in the marketplace. In order to harvest the opportunities that KM presents, it's important to understand the effectiveness and efficiency of KM practices followed within the organization. It is possible that the knowledge is not being utilized, and that utilized knowledge is not resulting in improved performance. Previous studies have shown that in many SMEs there is an absence of systematic knowledge management and if measures are implemented, they may be regarded as less sophisticated. Hence, the study of KM in SMEs becomes even more crucial. Furthermore, KM is a concept that has not been widely explored in Indian context. Most of the practical research done on this topic has been done in Developed and East Asian countries (particularly in China and Korea). A study of KM in Indian context would help the managers to understand the underlying aspects that significantly affect implementation of effective KM in India. The results of this study would provide what strategies of KM are followed in order to attain competitive advantage. Similar strategies could be formulated by SMEs in other regions of India who are planning to implement KM into their organizations. The present study would attempt to establish a relationship between KM and organizational performance and hence would throw light on the importance of KM in order to achieve competitive advantage especially in SMEs as knowledge tends to be their most significant asset. This study aims at examining the influence of different aspects of Knowledge Management on overall firm performance. The influence of KM on organization's performance would be assessed and most influential aspect of KM would be identified. Also, it would be identified that which aspect of performance has been most significantly influenced by Knowledge Management in the firm. This is a descriptive study based on both primary and secondary sources of information. To achieve the proposed research objective to study relationship between knowledge management and firm performance and to examine the aspects of KM influencing overall performance, the information would be collected through study of literature available and direct interaction with practitioners of KM. As the literature review suggests, the results are expected to show a positive relationship between effective KM and organizational performance. It is expected that SMEs having effective KM practices would be having higher ratings on the measured indicators of firm performance. The results would also reveal the performance indicators that are most effected by the KM.

Roles of Indian Banks in Credit Accessibility and Development of MSMEs in India:
An Evaluation

Navkiranjit Kaur Dhaliwal
Punjabi University, India

Micro, Small and Medium Enterprises (MSME) sector has emerged as a highly vibrant and dynamic sector of the Indian economy. The sector is growing in terms of the number of MSMEs, the employment generation, Assets creation and the output generated. The contribution of the sector in the gross domestic product of the country has also been increasing. The Government of India and the Reserve Bank had constituted several committees and working groups for improving the credit flow to MSMEs, for promoting the sector, and thereby enhancing their efficiency and competitiveness. On the recommendations of these groups, several policy actions have been taken. In 2006, the Parliament enacted Micro, Small and Medium Enterprises Development Act, 2006. A number of items from the list of products have been reserved for the small scale sector to infuse competition and provide incentives to the small firms. The present paper is an attempt to evaluate the role of the Indian banks in the credit accessibility and development of MSMEs in the Country. The study found that the flow of credit to the sector by Indian banks has grown over the period of study and the study also reveals improvement in the financial assistance provided to the sick units by the Indian banks.