

Tenth International Business Research Conference

PROGRAM

16-17 April 2009

Venue: Crowne Plaza Hotel
Sheikh Zayed Road, Dubai, UAE

Main Theme: "Research for Change"

Prof. Dr. Bob Clift
Conference Chair

Prof. Dr. Zia Haqq
Coordinator



Proudly sponsored by
World Business Institute, Australia
Journal of Business and Policy Research
International Review of Business Research Papers
Global Economy and Finance Journal
World Journal of Management

WELCOME FROM THE CONFERENCE CHAIR

Ladies and gentlemen,

I am delighted to welcome you to this, the Tenth International Business Research Conference. Again it promises to be a stimulating and informative multi-cultural and multi-discipline event. We have participants from 39 countries and from all the business-related disciplines. And, of course, because we will be meeting in that fantastic conference venue in Dubai we will all be subjected to new influences.

The theme of the conference encompasses all sorts of research activities – in finance, in accounting, in IT, in fact, in all business-related disciplines – using different research methods. I am pleased to say that the list of papers to be presented more than satisfies the organisers' hopes in regard to both range of topics and research methods.

Like most of you, I imagine, I have attended discipline-based conferences, and even organised some of them. They are intellectually useful occasions at which we meet old friends and argue about the new and old problems in our respective disciplines. However, at WBI conferences we are forced to look over those intellectual fences and learn something about the problems in other disciplines. We do that in conversation if we do not pluck up enough courage to attend some papers in disciplines other than our own.

It is not appropriate to mention specific papers in a welcoming statement but I can see problems in selecting which papers, outside my own discipline, to attend. Many of them offer subject matter that is of interest to me and/or interesting applications of various research methods.

I hope to make contact with many of you over the next few days but please initiate that contact as I am very shy.

Professor Dr. Bobt Clift
Conference Chair
Tenth International Business Research Conference
Dubai, UAE

Welcome from the Conference Coordinator

Dear Colleagues,

On behalf of the World Business Institute (WBI), I would like to welcome all of you attending this truly international gathering in Dubai – the commercial centre and vibrant city of the Middle-East. This conference brings together our academic friends specializing in accounting, economics, finance, banking, management and marketing.. Our record shows that we have **109 presenting authors from 39 countries**. This conference provides us a great opportunity for exchanging and sharing ideas, for building alliances among our colleagues around the globe and for advancing knowledge to face the existing as well as emerging challenges in a rapidly changing world.

The paper reviewers played an important role in ensuring that this conference achieves high academic standards. Paper Review Report will be sent to all authors who have submitted full paper and papers are included in the online conference proceedings with ISBN and please visit www.wbiconpro.com to view your paper. Those who paid for journals are requested to send the revised paper by the deadline mentioned in your acceptance letter and if you do not comply to the instructions there, your paper may not be published. I am more than ordinarily indebted to Professor Bob Clift, Victoria University, Australia and former Dean of the University of Melbourne, who provided priceless assistance as Conference Chair. Our office staffs deserve special thanks for their hard work and relentless efforts in making this conference successful. I am grateful to the Directors of the World Business Institute (WBI) for their generous and continuous support.

This is 'your conference'. We hope that you will value added from this truly international conference. Our learning curve is steep and we learn continuously. If you find this conference useful, please tell your friends about this and if we have missed anything, please tell us. We welcome your suggestions and value your comments. Your ideas will enable us to serve you better through our future conferences. We hope that WBI will grow from strength to strength in future with your support. I am sure that you would go home with a new experience and memories. Thanks for all your support and making this conference a huge successful. We look forward to seeing you again in our Annual London Conference on “ Money, Economy and Management” at the Imperial College from 9-1- July this year and we expect this conference will be attended by delegates from over 50 countries. See you there.

Prof. Zia Haqq B.A. Hons. M.A. MBA, Ph.D
Conference Coordinator

Please Read all the Instructions Below

- **What to see in the program**

Please let Dr. Zia Haqq know immediately via haqq53@gmail.com or haqq50@wbint.org if you find that your name, subject tract, paper title and personal details are not correct. **We cannot change your presentation day and time due to complexity of program unless it is of very serious nature.**

How to Report and Complete Registration:

Please proceed to Conference Secretariat at Al-Dhiyafah Foyer, level 3, Crowne Plaza Hotel, Sheikh Zayed Road, Dubai for your registration between 7.00 and 9.AM. However, late registration is possible. You can take lift from reception desk and you can also ask hotel staff at the counter about Al-Dhiyafah rooms. On arrival at the registration desk, please meet Mrs. Khaleda Akhter Dr. Zia Haqq and Dr. Amzad Hossain and allow them sometime to deliver you an envelop (which will contain your name tag, your payment receipt, conference participation/chairing certificates, lunch and dinner ticket for you and for accompanying person, if any) conference bag and conference program. Cold water, Note book and pen are delivered in each room. Please check all materials in the envelop before you leave the registration desk.

- **On Arrival Payment for registration**

If you are required to pay on arrival, please bring right money as no change will be provided at the registration desk. Please bring only US\$ currency as no other currency and bank cheque will be accepted and please do not bargain on any issue including reduced payment than committed registration fee. **We will not accept any change of your prior commitment to pay pledged registration fee.**

- **Conference Proceedings**

As announced previously via conference website, conference proceedings with ISBN is provided electronically. Please visit www.wbiconpro.com to view your paper. Please read the instruction there and then view or download your and/or other author's paper. Your proceedings will be there for a number of years which would be visited by the readers from the globe unlike proceedings provided in hard copy. If you find your paper or name is not there, then please contact us. All papers will be uploaded on or after 13 April and please do not email us in this regard before conference is over.

- **What should you bring and do for your presentation ?**

Please bring in **20-25 copies** of your (printed) paper for distribution at your session. Each paper will have about 15 minutes for presentation and 5 minutes for discussion. **Every room has LCD and laptop computer and please bring your pen-drive or USB stick for your power point presentation.** However, we do not guarantee that they would in order without any failure and **we strongly recommend you to bring your overhead slides as stand-by** as there is overhead projector. **Please do not embarrass us by asking for pen-drive or for blank transparency. We do not provide any blank transparency or facility for making transparency and be sure that you came with your transparency. Please do not upload your paper in the computer and please give your USB/pen-drive to the staff there.** We have the experience that LCD or Computer has gone out of order due to wrong handling by the authors and **please make sure that your file is virus-free.** **Before each session starts, you need to give us your USB/pen-drive for uploading in the desk top** so that you can just click and present your paper.

- **What about Break-Foods and Hot Buffet Lunch ?**

Tea/coffee and light food will be served three times (arrival, morning and afternoon) at the Al-Dhiyafah Foyer . The hot buffet lunch will be at **Al-Tannour Restaurant at 4th Floor** . On Thursday, 16 April, please go there at 12.30 and wait for welcoming speech which will finish at 1 PM. Lunch will start from 1 PM sharp and there are plenty of foods of your choice. You

can eat as much as you can until 1.50 PM. We request you not to start eating until welcoming speech by the Conference Chair and Conference Coordinator is over. On Friday, the buffet lunch will start at 1 PM and will complete at 1.55 PM. Please check your lunch ticket and bring those as these will be collected at the gate of the restaurant. If you are in problem, please ask us at the registration desk. If you cannot take lunch, please also inform us, but for such cancellation, no refund will be given.

- **Friday Prayer**

Muslim delegates can go to Friday prayer between 12.30 and 1 PM at a mosque which is 5 minutes walk from the rear (back) door of the ground floor of the Crowne Plaza Hotel. As soon as you get out of the door, you will see the mosque and you need to be very careful while crossing the road. You will find a lot of devotees are going to the mosque direction. If you need help, please ask the hotel reception or conference registration desk and they will direct you in this regard. The prayer time is between 12.30 and 1.00 PM and your lunch will be available until 2 PM.

- **Best Paper Award**

Best paper is selected on the basis of 1. Originality 2. Research Rigor 3. Contribution to the body of knowledge and 4. relevance to current and emerging issues. The papers are considered on the basis of the evaluation by the reviewers and the assessment made by the members of the panel (see Members of the Panel for Best Paper Award) Paper . Panel members will observe and assess the presentation of the short-listed authors and then report to a meeting that would be chaired by Prof. Bob Clift. The name of the winners will be declared at the conference dinner on 17 April 2009. Papers selected as “Best Papers” will be published in the Journal of Business and Policy Research and Global Economy and Finance Journal. The winners will receive an award certificate and fellowship certificate from the World Business Institute accompanied by priceless prizes.

- **Guaranteed Publication of your Paper**

All papers at our conference are refereed papers and you can publish them in our journals. If you have paid submission fee, you are required to send us your paper -which must be revised as comments by the conference participants and by the reviewers (see your review report) - within the deadline given in your acceptance letter (please see the letter). You **must indicate in red ink** the materials you have added at the time of revision and comply to the guidelines of

the journal concerned within deadline. **We guarantee that your paper will be published within six months after the conference** if you comply to all requirements. Those who have not paid submission fee but are interested to publish can make cash payment at the registration desk. We need to mention here that submission fee shown in our fee registration schedule is 20-30% less than normal fee. You can take this advantage now to increase your publication list..

• Conference Dinner

No conference is complete without a gala dinner. This year we have got overwhelming response from delegates for conference dinner which is at Crowne Plaza Hotel at Al-Dhiahah 5 and 6 (at the same level where conference is held). **Please bring your Diner Coupon** at the Buffet Dinner which will start from 7.30 PM and continue until 10 PM. If you lose your diner coupon, please see Dr. Zia Haqq at the dinner to avoid any embarrassing situation and we will take care of your situation. **Please do not bring any friend or any person who did not pay for dinner.** A large selection of foods which includes traditional Arabian, Indian, English and Chinese food will be provided there which would look like food galore ! There are oft drinks (no hard drinks is served) only and varieties of desert food and you can eat as much as you can. The main attraction of the dinner is "best paper award" and prizes for the winning authors. Please do not miss this opportunity which is a life-time opportunity ! **Please come with formal dress.**

• What to see in Dubai ?

Most of the hotels are aware of or conduct various tour programs. However, you can have following options to see Dubai.

- a. Desert Wonder Safari
- b. Dubai Bus Hop on Hop Off Tour
- c. Dubai City Night Seeing Tour
- d. Overnight Safari and lot more

Please visit www.visitor.com/dubai to learn more.

Conference Team

Chair : Professor Bob Clift, Victoria University, Australia
Chief Coordinator : Dr. Zia Haqq , World Business Institute, Australia
Events Director : Mrs. Khaleda Akhter, World Business Institute,
Proceeding Editor : Mr. Tanzil Hoque, World Business Institute, Australia
Admin. Manager : Mrs. Nuha Jahan, World Business Institute, Australia
Website Manager : Mr. A. Q. Prodhan, W.J.Computer, Australia

Best Paper Award : Panel Committee Members:

Chair: Professor Bob Clift, Victoria University, Australia

Panel Members

Mr. Tariq Jalees, Paf-Karachi Institute of Science and Technology, Pakistan

Dr. Mark T. Spence, Bond University, Australia

Prof. Majidul Islam, Concordia University, Canada

Prof. Moha Asri Abdullah, International Islamic University of Malaysia,

Dr. Belkacem Laabas, Arab Planning Institute, Kuwait

Ms. Liliya Sharifzyanova, University of Edinburgh, UK

Mr. Shakir Ullah, University of Southampton, UK

Dr. Lawrence Loh, Al Ghurair University, UAE

Dr. Maha.M Al-Khaffaf, Applied sciences university, Jordan

Mr. Murad H. Harasheh, Birzeit University, Palestine

Dr. Manzoor A. Khalidi, PAF Karachi Institute of Economics and Technology,
Pakistan

WBI Conference Papers Review Panel Members

Professor Dr. Robert Clift, Victoria University, Australia

Professor Oskar Kayasan, University of London

Professor George Cairns, University of Sussex, UK

Professor Dr. Masudul A. Choudhury, Sultan Qaboos University, Oman

Professor Dr. Stuart Orr, Deakin University, Australia

Professor Dr. Peiter Nel, Unitec New Zealand, New Zealand

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

Professor Dr. James Healey, Point Park University, USA

Professor Dr. Nurul Azam, Daffodil University, Bangladesh

Professor Dr. Mahmood Osman, University of Dhaka, Bangladesh

Professor Dr. Mohamed Nasr, COMSATS Institute of Technology, Pakistan

Asso. Prof. Dr. Ravi Kiran, Thapar University, India

Asso. Prof. Dr. Suhaiza Halin, University Sains Malaysia, Malaysia

Asso. Prof. Dr. Madan Lal Bhasin, Dhofar University, Oman

Asso. Prof. Dr. Jafar Iqbal, National University of Emerging Sciences, Pakistan

Dr. Ruhul Salim, Curin University, Australia

Dr. Susila Munisamy, University of Malay, Malaysia

Dr. Mohammad Hoque, Monash University, Australia

Dr. Shams Pathan, Bond University, Australia

Mr. Sarod Khandokar, RMIT University, Australia

Dr. Omar Farooqye, University of New England, Australia

Dr. Moideen Kutty, Sultan Qaboos University

Conference Program Outline

Thursday, 16 April 2009

7.45 AM - 9.30 AM	Arrival Tea/Coffee and light food/fruit Al-Dhiyafah Foyer
7.00 AM - 12.00 AM	Conference Registration Al-Dhiyafah Foyer
9.00 AM - 10.30 AM	Three Concurrent Sessions
10.30 AM - 10.55 AM	Light refreshment and Tea/Coffee Al-Dhiyafah Foyer
11.00AM - 12.40 PM	Paper Presentation : Three Concurrent sessions
12.50 PM - 1.00 PM	Welcoming Address and introduction of Delegates Al-Tannour Restaurant (4 th Floor)
12.50 PM - 2.00 PM	Hot Buffet Lunch Al-Tannour Restaurant (4 th Floor)
2.00 PM - 3.30PM	Paper Presentation : Three Concurrent Sessions
3.30 PM - 3.45 PM	Tea/coffee Break Al-Dhiyafah Foyer
3.45 PM - 5.15 PM	Paper presentation : Three Concurrent Sessions

Friday, 17 April 2009

8.00 AM - 8.50 AM	Arrival Tea/Coffee and light food/fruit Al-Dhiyafah Foyer
9.00 AM - 10. 40 A.M	Paper presentation 4 Concurrent sessions
10.30 AM – 11,00 AM	Tea/coffee Break
11.00 AM - 12.40 PM	4 Concurrent sessions
12.40 P.M – 2.00 PM	Prayer Break and Buffet Lunch Al-Tannour Restaurant (4 th Floor)
2.00 PM - 3.30 PM	Plenary Sessions: 4 concurrent sessions
3.30 P.M – 3.45 PM	Tea/coffee break
4.00 P.M – 5.00 P.M	Meeting of the Panel Members for Best Paper Award Room: Al-Dhiyafah 3
7.00 PM - 10.00 P.M	Conference Dinner Al-Dhiyafah 5 & 6

End of the Conference !

Thursday 16 April 2009 9.00 AM – 10.30 AM Room: Al-Dhiyafah 1

Session: Finance

Session Chair: Professor Stefano Gatti, Università Bocconi, Italy

The Information Content Of Dividend Announcements: An Investigation Of Indian Stock Market: Shania Taneem and Ayşe Yüce, Ryerson University, Canada

Signalling Corporate Collapse using a Dual-Classification Scheme: Australian Evidence: Ghassan Hossari, Deakin University, Australia

Rotational Invariant Importance Sampling: Susanne Kloppel and Ranja Reda, Vienna University of Technology, Austria, Walter Schachermayer, University of Vienna, Austria

Cinergy's PowerShare: A Case Study of a Very Unique Path-Dependent Option: Richard L. Shockley, Indiana University, USA

Thursday 16 April 2009 9.00 AM – 10.30 AM Room : Al-Dhiyafah 2

Session: Management

Session Chair: Dr. Maryam Davodi-Far, National University, California, USA

Recognising Value Based Approach In Corporate Governance : Institutionalization Of Ethics: Zaleha Othman, University Utara Malaysia, Malaysia and Rashidah Abd Rahman, University Technology MARA, Malaysia

Multicriteria Decision Model for Information Systems Priorities Based on Business Process Management: Adiel Teixeira de Almeida and Mila Neves Souza, Federal University of Pernambuco, Brazil

Does China have more than one culture? Exploring Regional Differences of Work Values in China: Jong-Wook Kwon, Kangwon National University, Korea

Employers' Attitudes and Concerns about the Employment of Disabled People: Mourad Mansour, King Fahd University of Petroleum and Minerals, Saudi Arabia

Thursday 16 April 2009 9.00 AM – 10.30 AM Room: Al-Dhiyafah 3

Track: Economics

Session Chair : Professor Josifidis Kosta, University of Novi Sad, Serbia

An Econometric Appraisal of Monetary Indicator on Malaysian Sectors:
Zarinah Yusof, Universiti Malaya, Malaysia

Empirical Examination Of Ringgit (Rm) Equilibrium Exchange Rate And Misalignment: Noor Zahirah Mohd Sidek and Mohammed B. Yusoff,
International Islamic University, Malaysia.

Forecasting Thai Gold Prices: Pravit Khaemasunun, Thammasat University,
Thailand

The Ownership Advantage of Resource Hosting: Gavin L. Kretzschmar, ,
Magnus Gran-Jansen, Liliya Sharifzyanova, University of Edinburgh, UK

Thursday 16 April 2009 11.00 AM – 12.40 PM Room: Al-Dhiyafah 1

Track : Marketing

Session Chair : Professor Allan K.K. CHAN, Hong Kong Baptist University,
Hong Kong, China

Service Satisfaction, Information Trust and e-CRM Performance in BSC model in the empirics of Financial Institutions: Majidul Islam, Concordia University, Canada and Yi-Feng Yang, Stu-Te University, Taiwan

To What Extent Do Trade Show Exhibitors Engage In Objective-Setting And Planning?: Rooma Roshnee Ramsaran-Fowdar, and Vanisha Oogarah-Hanuman, University of Mauritius,
Mauritius

How Do Communications between Consumers Construct Brand Value?: Agent-Based Simulation of Market Dynamics: Kosaku Morioka, Keio University, Japan

Spill-over Effects in Multi-sponsored events: Theoretical Insights and Empirical Evidence: Robin D. Pentecost, Griffith University, Australia, Mark T. Spence, Bond University, Australia

Outsourcing: What's On the Other Side of the Coin?: Tansu Barker, Brock University, Canada

Thursday 16 April 2009	11.00 AM – 12.40 PM	Room : Al-Dhiyafah 2
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Track: Banking

Session Chair : Dr. Huseyin Gunay, University of Southern California, USA

Financial Structure and Bank Lending: Asymmetries of a European Monetary Policy: Rafaela Pizarro-Barcelo, University of Valencia, Spain

Customer value assessment through Customer life time value framework: a case study of the corporate banking: Amir Albadvi, Mahsa Tavakolijou, Tarbiat Modares University, Iran

Does Regulation Affect Bank Competition: The case of north Cyprus Banking Market: Eralp Bektas, Eastern Mediterranean University, Turkey

Efficiency Trends in the Indian and Pakistani Commercial Banks: Shabbar Jaffry, University of Portsmouth, UK, Yaseen Ghulam, and Joe Cox

Institutional Investors and Corporate Social Responsibility- The Role of Islamic Financial Institutions :Shakir Ullah and Dima Jamali, University of Southampton, UK

Thursday 16 April 2009 11.00 AM – 12.40 PM Room: Al-Dhiyafah 3

Track: Accounting

Session Chair : Professor Ernest Capozzoli, Kennesaw State University, USA

Derivative Odyssey: From Czech and Romanian Reporting Perspective:

Jiri STROUHAL, University of Economics Prague, Czech Republic, Carmen Giorgiana BONACI, Babes-Bolyai University, Romania

How to manage the costs of service departments using Activity-Based Costing: Boris Popesko, Tomas Bata University, Czech Republic

The implication of adopting the compliance program in Italian holding companies: Simona Alfiero and Silvana Secinaro, University of Turin, Italy

Accounting Treatment For Mudarabah Regarding Unrestricted Investment Deposits In Malaysian Islamic Banks: Zainab Abd Rahman and Yusserie Zainuddin, Universiti Sains Malaysia, Malaysia

The differential valuation weights of cash flow-based measures versus accrual-based measures in valuing intangible-intensive, high-technology stocks: Abdullah Alharbi, King Fahd University of Petroleum & Minerals, Saudi Arabia

Thursday 16 April 2009 2.00 PM – 3.30 PM Room : Al-Dhiyafah 1

Track : Finance

Session Chair : Professor Ebrahim Merza, American University of Kuwait, Kuwait

Boom-Bust Cycles in Turkey: Capital Market Imperfections and Asymmetries in Sectoral Investment: Huseyin Gunay, University of Southern California, USA, Mustafa Kilinc, Central Bank of the Republic of Turkey, Turkey

Wealth Effects Of Rating Changes In Europe: Federico Calderoni, Banca Agrileasing S.p.A., Direzione Finanza Straordinaria, Italy, Paolo Colla and Stefano Gatti, Università Bocconi, Italy

RELEVANCE OF DURATION ANALYSIS TO TERM FINANCE

CERTIFICATES: Gul Faraz and Zeba Shariff Khan, PAF-Karachi Institute of Economics & Technology, Pakistan

**Impact of Political Event on Trading volume and Stock Return in Pakistan:
An Correlation Analysis of KSE 100 index:** Sidra Malik, Shahid Hussain and
Shakil Ahmed, COMSATS Institute of Information Technology, Pakistan

Thursday 16 April 2009	2.00 PM – 3.30 PM	Room: AI-Dhiyafah 2
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Track : Economics

Session Chair : Dr. Zarinah Yusof, Universiti Malaya, Malaysia

Fuzzy logic and investment strategies: Khcherem Fatma and Abdelfettah
Bouri, University of Economics and Management, Tunisia

Determinants of Arab Intraregional Foreign Direct Investments: Belkacem
Laabas and Walid Abdmoula, Arab Planning Institute, Kuwait

**European Union membership and exchange rate convergence in Central
and Eastern Europe:** Alexandra Horobet and Cosmin Joldes, Academy of
Economic Studies, Romania, Livia Ilie, University Lucian Blaga of Sibiu, Romania

Income Inequalities And (In)Efficiency Of The European Welfare Regimes:
Josifidis Kosta, Supic Novica and Beker Emilija, University of Novi Sad, Serbia

Thursday 16 April 2009	2.00 PM – 3.30 PM	Room : AI-Dhiyafah 3
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Track : Management

Session Chair: Ms. Deepika Faugoo, University of Technology, Mauritius

**Knowledge Brokers: A Winning Strategy For Improving Transfer And Use
Of Knowledge In The Health Field:** SALIHA ZIAM, RÉJEAN LANDRY and
NABIL AMARA, Laval University, Quebec City, Canada

Knowledge Transfer a techniques in Jordan Pharmaceutical Industry 2009:
Asmahan m. Altaher, Applied Science Private University, JORDAN

**Third Party Stakeholders: The Key To Coopetition Strategies In The Ready-
To-Wear Sector?:** Laetitia Dari, Université de la Méditerranée (Aix-Marseille II),
France

Assessing Employees Perception On Health And Safety Management In Public Hospitals: Nor Azimah Chew Abdullah, Universiti Utara Malaysia, Malaysia, Jeffery T. Spickett, Krassi B. Rumchev, and Satvinder S. Dhaliwal, Curtin University of Technology, Australia

Thursday 16 April 2009	3.45 PM – 5.15 PM	Room : Al-Dhiyafah 1
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Track: Management

Session Chair : Professor Adiel Teixeira de Almeida, Federal University of Pernambuco, Brazil

Globalisation and its impact on Human Resource Management, competitive advantage and organizational success in modern day organizations: Deepika Faugoo, University of Technology, Mauritius

Following the Footsteps of Joseph Schumpeter to Offer an Explanatory Logic for the Speed-up of the Process of Change: Manzoor A. Khalidi, PAF Karachi Institute of Economics and Technology, Pakistan

Perceived Organizational Justice And Its Impact To The Development Of Commitments: A Regression Analysis: Zaini Jamaludin, Selangor International Islamic University College, Malaysia

Role of Research and Development in Product Innovation; A CORRELATION STUDY: IQRA RAFIQUE DAR AND M.Shakil Ahmed, COMSATS Institute of Information Technology, Pakistan

Thursday 16 April 2009 3.45 PM – 5.15 PM Room : Al-Dhiyafah 2

Track: Finance

Session Chair : Professor Hassan R. Hassan Elnaby, The University of Toledo, USA,

The Malaysian IPO Market: Volume, Initial Returns and Economic Conditions: Fennee Chong, University Technology MARA, Malaysia, Chin-Hong Puah, University Malaysia Sarawak, Malaysia

Stock spams: An empirical study on penny stock market: Taoufik BOURAOUI, Paris X Nanterre University, France

Book-to-Market, Size, and Distress Risk: Walid Saleh and Ayman Bitar, Arab Open University, Jordan

Sensitivity Of Selection And Timing Measures Of Canadian Equity Fund Performance To Conditioning And Factor Model Choice: Mohamed A. Ayadi, Brock University and Lawrence Kryzanowski, Concordia University, Canada

Thursday 16 April 2009 3.45 PM – 5.15PM Room : Al-Dhiyafah 3

Track : Marketing

Session Chair : Dr. Kaleel Rahman, American University in Dubai, UAE

Portugal Case Study: Consumer perception of green companies: Clare D'Souza, La Trobe University, Australia

The Necessity Of Consumers Orientation Towards Ecoproducts: Oana Alexandrina Stanciu and Lucian Belaşcu, University of Sibiu, Romania

A Comprehensive Model of Anxiety in Gift Giving: Ke Han, Takahiro Chiba, Shingoh Iketani, and Akinori Ono, Keio University, Japan

Adapting to changing buying behavior-A challenge for relationship management: Anne Holma, School of Economics, Finland

Justice Oriented Recovery Strategies And Customer Retention In The Retail Banking Industry In Malaysia: Nek Kamal Yunos, University Pendidikan Sultan Idris, Malaysia

Friday 17 April 2009	9.00 AM – 10.40 AM	Room : Al-Dhiyafah 1
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Track : Finance

Session Chair : Ms. Ranja Reda, Vienna University of Technology, Austria,

Determining the Exchange of the Common GCC Currency under a Fixed Exchange Rate Regime: Ebrahim Merza and Hanas Cader, American University of Kuwait, Kuwait

Does venture capitalists reputation improve the survival profile of IPO firms?: Olfa Hamza and Maher Kooli, Université du Québec à Montréal (UQAM), Canada

Audit Committee Financial Expertise And Misappropriation Of Assets
Sameer T. Mustafa, University of Concordia and Nourhene Ben Youssef, University of Quebec at Montréal, Canada

Empirical Analysis Of Determinants Of Dividend Payment: Profitability And Liquidity: Norhayati Mohamed, Wee Shu Hui, Universiti Teknologi MARA, Malaysia, Normah Hj. Omar, Rashidah Abdul Rahman, Nor'azam Mastuki, Maz Ainy Abdul Azis, Shazelina Zakaria

Impact of Pak-Us Relationship News on KSE-100 Index: Sarah Javed, Miqdad Ali Khan and Shakil Ahmad, COMSATS Institute of Information Technology, Pakistan

Friday 17 April 2009	9.00 AM – 10.40 AM	Room : Al-Dhiyafah 2
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Track : Management

Session Chair : Dr. Helen Verhoeven, Emirates Academy of Hospitality Management, UAE

The Relationships Between Job Resources, Job Demands and Teachers' OCB: Concept Paper: Salmi Che Meh and Aizzat Mohd Nasuridin, Universiti Sains Malaysia, Malaysia

Emiratisation, Omanisation and Saudisation- common causes: common solutions?: Neelofer Mashood, Middlesex University Dubai, UAE, Helen Verhoeven, Emirates Academy of Hospitality Management, UAE, Bal Chansarkar, Middlesex University, UK

Sales Force Automation And Organization Profitability A Correlation Study Of Unilever And Dalda Companies In Rawalpindi/ Islamabad Region:

Naseha Kanwal and Shakil Ahmed, COMSATS Institute of Information Technology, Pakistan

Analyses of Differentiations between Perception and Execution for Sources of an Organization's Competitiveness, Performance and Case Studies – An Example of Taiwanese Small and Medium Enterprises:

Ming-Lang Wang, Wen-Chih Chen and Kang-Wei Wang, Chung-Hua University, Taiwan

Examining The Association Between Benchmarking In Tqm And Performance: An Empirical Research For Change:

Arawati Agus, Universiti Kebangsaan, Malaysia, Za'faran Hassan, Universiti Teknologi MARA, Malaysia, Mohd Shukri Hajinoor, Universiti Kebangsaan, Malaysia

Friday 17 April 2009

9.00 AM – 10.40 AM

Room : AI-Dhiyafah 3

Track : Marketing

Session Chair : Mr. Shingoh Iketani, Keio University, Japan

Service Brand Relationship Matrix: Brand Strategy for Services Sector:

Kaleel Rahman, American University in Dubai, UAE, Charles S. Areni, The University of Sydney, Australia

E-Mall as solution for marketing the Federated ERP Components on basis of Web Services:

Evan Asfoura, Naoum Jamous and Gamal Kassam, Otto-von-Guericke-Universitaet, Germany

An Empirical Analysis Of Impulsive Buying Behavior In Pakistan:

Tariq Jalees, Paf-Karachi Institute of Science and Technology, Pakistan

Assessing relationship among performance, managerial practices,

salesforce Automation: A study on Unilever & Dalda Pakistan: Ms.Amara Haroon, COMSATS Institute of Information Technology, Pakistan

Chinese Brand Names And Global Brand Names:Implications

From Two Corpus Analyses: Allan K.K. CHAN and Yue Yuan HUANG,

Hong Kong Baptist University and David X.WU, The Chinese University of Hong Kong

The Globalizing Arab World:Impacts on Consumers' Level of Materialism and Vanity.: Hélène Cherrier, Kaleel Rahman, Tarek Mady and Dennis Lee,The American University in Dubai

Friday 17 April 2009	9.00 AM – 10.40 AM	Room : Al-Dhiyafah 4
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Track : Economics

Session Chair : Dr. Alexandra Horobet, Academy of Economic Studies, Romania

Adequacy of Financial Facilities for Small Businesses in Malaysia: Preliminary Findings: Moha Asri Abdullah and Siti Khadijah Ab. Manan, International Islamic University of Malaysia, Malaysia

Impacts of Volatility on Forecasting Inbound Tourists into China: Ying-Chih Chen, Hsin-Hong Kang and Tzer-Chyun Yang, National Cheng Kung University, Taiwan

The Impact Of Foreign Direct Investment On Economic Growth In Pakistan: Nuzhat Falki, COMSATS Institute of Information Technology, 43600, Attock Campus, Pakistan

Understanding the Environment and Cultural Linkages in a Utility Subsidized Economy: A Case Study of Kuwait: Ali Ajmal, Mohsen Bagnied and Hanas A. Cader, American University of Kuwait, Kuwait

Oil Prices And The Malaysia Economy:Norasibah Abdul Jalil, Sultan Idris Education University (UPSI), Malaysia Gairuzazmi Mat Ghani and Jarita Duasa , International Islamic University (IIU), Malaysia and

Friday 17 April 2009 11.00 AM – 12.40 PM Room : Al-Dhiyafah 1

Track : Management

Session Chair: Dr. Asmahan M. Altaher, Applied Science Private University, Jordan

Strategic Choices of Implementing Personalization :Eric See-To, Lancaster University Management School, UK and Xu Xin Hong Kong Polytechnic University, Hong Kong

Recruitment and Generation Y: Web 2.0 the way to go?: Helen Verhoeven, Emirates Academy of Hospitality Management, UAE, Neelofer Mashood, Middlesex University, UAE, Bal Chansarkar, Middlesex University, UK

Resources, Organizational Capabilities and Performance: some empirical evidence from Vietnam's supporting industries: Nham Phong Tuan, Vietnam Commercial University, Vietnam and Hiroshima University, Japan, Yoshi Takahashi, Hiroshima University, Japan

Leading Towards Academic Entrepreneurship: An Exploratory Study: Dewi A. Sapuan and Mohar Yusof, Universiti Tun Abdul Razak, Malaysia

Reality and Surreality in Management Education: Linking Praxis to Practice through Pragmatic Pedagogy: Lawrence Loh, Al Ghurair University and National University of Singapore, Singapore

Friday 17 April 2009 11.00 AM – 12.40 PM Room : Al-Dhiyafah 2

Track : Finance

Session Chair: Professor Richard L. Shockley, Indiana University, USA

XBRL Versioning: Imminent Challenges and Potential Solutions: Ernest Capozzoli and Radwan Ali, Kennesaw State University, USA

The Impact of Institutional Investors on the Performance of Companies listed at the PSE: Murad H. Harasheh, Birzeit University, Birzeit, Palestine

The correlation between the trading volume and stock return in KSE 100 indexes fluctuate due to Events arise in Pakistan: Akysha Khan and M.Shakil Ahmed, COMSATS Institute of Information Technology, Pakistan

Impact of the Sarbanes-Oxley Act on the Relationship between Debt Covenant Violation and Earnings Management: Hassan R. HassabElnaby and Diana R. Franz, The University of Toledo, USA, Gerald J. Lobo, University of Houston, USA

Informal Sector Finance: An Experience of the State of Manipur: W. C. Singh, Manipur University, India

Friday 17 April 2009	11.00 AM – 12.30 PM	Room : Al-Dhiyafah 3
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Track : Insurance & Takaful

Session Chair : Dr. Shabbar Jaffry, University of Portsmouth, UK,

Economic Determinants Of Family Takaful Consumption: Evidence From Malaysia: Hendon Redzuan, Universiti Kebangsaan Malaysia, Malaysia

Factors Affecting Corporate Risk Management In Malaysia: A Pooled Data Of Takaful And Conventional Insurance: Mohamad Abdul Hamid, University Kebangsaan Malaysia, Malaysia, Jamil Osman, International Islamic University Malaysia, Malaysia

Car Islamic Insurance- Influence of Age, Education & Income in Pakistan And U.A.E- “A Comparative Study: Samina Riaz, Institute of Business Management, Pakistan

Stock Return, Volatility And The Global Financial Crisis In An Emerging Market: The Nigerian Case : OLOWE, RUFUS AYODEJI, University of Lagos, Nigeria

Friday 17 April 2009

11.00 AM – 12.40 PM

Room : Al-Dhiyafah 4

Track : Management

Session Chair: Dr. Hossien Nezakati, Islamic Azad University, Iran

Values and Cultures in Integrating Business- A Comparison of Bulgaria, Finland and Japan: Vesa Routamaa and Tiina Hautala, University of Vaasa, Finland, Yukie Tszuzuki, Seijo University, Japan

Critical Success Factors of Change Management- A case study Bank of Jordan and capital Bank: Maha.M Al-Khaffaf, Applied sciences university, Jordan

Six Sigma: Achieving And Sutaining Operational And Customer Service Excellence :Michelle Ackerman B.S., Maryam Davodi-Far, DPA , National University, La Jolla, California, United States

I Will Help When I Have the Power to Help: Wing Lam, The Hong Kong Polytechnic University, Hong Kong, Ziguang Chen, City University of Hong Kong, Hong Kong

Impact Of Stress On Employee Productivity, Performance And Turnover; An Important Managerial Issue: Subha Imtiaz and Shakil Ahmad, COMSATS Institute of Information Technology, Pakistan

Friday 17 April 2009

2.00 PM – 3.30 PM

Room : Al-Dhiyafah 1

Track : Accounting

Session Chair : Dr. Jiri Strouhal, University of Economics Prague, Czech Republic

Shariah Auditing in Islamic financial institutions: Exploring the gap between the “desired” and the “actual”: Nawal binti Kasim, Mara University of Technology, Malaysia, Shahul Hameed Mohamad Ibrahim and Maliah Sulaiman, International Islamic University Malaysia.

Empirical Test on the Removal of Reconciliation Requirement from IFRS to US-GAAP: Chunhui Liu, University of Winnipeg, Canada

Financial Disclosure, Economic Policy And Culture Across Countries:
Walaa Wahid EIKelish, United Arab Emirates University, UAE

The dynamic relationship between accounting numbers and share price information on the Jakarta Stock Exchange (JSX)

:Eko Suwardi, Universitas Gadjah Mada, Indonesia

Friday 17 April 2009

2.00 PM – 3.30 PM

Room : Al-Dhiyafah 2

Track : Economics

Session Chair: Ms. Zeba Shariff Khan, PAF-Karachi Institute of Economics & Technology, Pakistan

Entrepreneurial Orientation and Export Performance: Evidence from an Emergent Economy: John O. Okpara, Bloomsburg University of Pennsylvania, USA

Micro finance practices in India: An overview: N. Tejmani Singh, Manipur University, India

K-economy in the SAARC: A Comparative Study among the Member Countries: Amzad Hossain, Al Ain University of Science & Technology, UAE

Trend in the Robust Non-Parametric Technical Efficiency Estimates of Indian and Pakistani Banking Industries :Yaseen Ghulam and Shabbar Jaffry, University of Portsmouth, UK

Poverty Alleviation or Exploitation: The Role of NGOs in Bangladesh: Zia Haqq, World Business Institute, Australia

Friday 17 April 2009

2.00 PM – 3.30 PM

Room : Al-Dhiyafah 3

Track : Management

Session Chair : Dr. Vesa Routamaa, University of Vaasa, Finland,

Employers' Feedback on Business Graduates and Curtin Graduate

Attributes: An Exploratory Study in Curtin Sarawak: Poh Yen, Ng, Curtin University of Technology, Malaysia, Shamsul Kamariah, Abdullah, Pai Hwa, Nee and Nga Huong, Tiew

Fostering Organizational Citizenship Behavior (OCB) through Human

Resources Empowerment (HRE): Hossien Nezakati, Vajihe Kohzadi, Faraz Karimi and Omid Asgari, Islamic Azad University, Iran

Competency-Based Management And Global Competencies – New

Challenges For Firm Strategic Management: Claudia Ogorean, Mihaela Herciu and Lucian Belascu, Lucian Blaga University of Sibiu, Romania

Strategic Orientation Of HR Managers In Commercial Banks In South Asia:

Ajantha S Dharmasiri, University of Sri Jayewardenepura, Sri Lanka

Friday 17 April 2009

2.00 PM – 3.30 PM

Room : Al-Dhiyafah 4

Track : Management

Session Chair : Professor Ming-Lang Wang, Chung-Hua University, Taiwan

Parents' Perceived Service Quality, Satisfaction and Trust of a Childcare

Center: Implication on Loyalty: Nor Asiah Omar, National University of Malaysia, Malaysia, Muhamad Azrin Nazri, Asia Pacific Institute of Technology, Malaysia. Nor Khalidah Abu, University Tun Abdul Razak Malaysia, Malaysia, Zoharah Omar, University Putra Malaysia, Malaysia

An Empirical Study of Future Entrepreneurs – An International

Investigation: Monica Gallant, Sudipa Majumdar and Damodharan Varadarajan, Dubai Women's College, Dubai, UAE

The impact of reward and recognition programs on employee's motivation and satisfaction - A co relational study:

Reena Ali and M.Shakil Ahmed, COMSATS Institute of Information Technology, Pakistan

The Impact of the Global Credit Crises on the Property Boom: The Emergence of a Diversified Strategy in the United Arab Emirates (UAE) :
Oskar Kayasan, University of London, UK

A comparison between local and foreign firms on cross border skills' evaluations affecting competitive advantage: Perceptions from professional services' firms in Hong Kong, China and Taiwan: Emily Auw,
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