

## NUBS Malaysia International Conference (iCON) 2020: 9–10 January 2020

**Venue: University of Nottingham Teaching Centre, Level 2, Chulan Tower, No. 3, Jalan Conlay, 50450 Kuala Lumpur, Malaysia.**

Time	Day 1 – Thursday, 9 Jan 2020			Day 2 – Friday, 10 Jan 2020		
0800	Registration and Opening Session - Room KL11			Room KL11	Room KL07	Room KL16
0900 – 1030	<b>Welcoming Remarks – Dr Lau Chee Kwong</b> - Dean of NUBS Malaysia  <b>Opening Session – Professor Deborah Hall</b> - Vice Provost RKE, Univ of Nottingham Malaysia  <b>Keynote 1: Datuk Dr Mohd Yusoff Sulaiman</b> - President and CEO – Malaysia Industry Government Group for High Technology – (MIGHT)			<b>APJM – PDW</b> <b>Session 1c</b>  Editor: Steven Lui 4 papers	<b>Session 2c</b>  Moderator: Angelina Yee 4 papers	<b>Session 3c</b>  Moderator: Myint Moe Chit 4 papers
				Coffee/Tea Networking Break – foyer near KL07 and KL13		
1100 – 1230	<b>Keynote 2: Datin Sunita Rajakumar</b> - Founder of Artisan Encipta Ltd. & Climate Governance Initiative Malaysia / Advisory Board Member NUBS  <b>Keynote 3: Professor Chi-Sum Wong</b> - Faculty of Business Administration of Chinese University of Hong Kong			<b>APJM – PDW</b> <b>Session 1d</b>  Editor: Maoliang Bu 3 papers	<b>Session 2d</b>  Moderator: Vanitha Ponnusamy 4 papers	<b>Session 3d</b>  Moderator: Maniam Kaliannan 4 papers
				Lunch - Warisan Café, Royale Chulan KL Hotel		
1400 – 1530	Room KL11	Room KL07	Room KL16	<b>1430-1530 Panel Session by Editors of APJM</b> Sharing on publishing in high level journals		
	<b>APJM – PDW</b> <b>Session 1a</b>  Editor: Chi-Sum Wong 3 papers	<b>Session 2a</b>  Moderator: Dilip Mutum 4 papers	<b>Session 3a</b>  Moderator: Vengadeshvaran Sarma 4 papers			
1530 – 1600	Coffee/Tea Networking Break – foyer near KL07 and KL13			<b>1530-1600 Closing and Photograph Session</b>		
1600 – 1730	<b>APJM – PDW</b> <b>Session 1b</b> Editor: Jane Lu 3 Papers	<b>Session 2b</b> Moderator: Anita Chakrabarty 4 papers	<b>Session 3b</b> Moderator: Kenny Wong 4 papers	1600-1630 Coffee/Tea Networking Break – foyer near KL07 and KL13		
				Free and Easy		

## Details of Sessions

### ***APJM Professional Development Workshops (PDW)***

#### **9 Jan – Session 1a (venue: KL11)**

APJM Editor: Chi-Sum Wong

Papers:

1. Recruitment and selection practices in small and medium enterprises in Malaysia: unravelling the evidence of fit - Mathew Abraham, Maniam Kaliannan, Avvari V Mohan, Susan Thomas
2. Organizational citizenship behaviour and effective organizational performance - Maniam Kaliannan and Kenneth Chew Han Ming
3. Year-end bonus on labour productivity: evidence from Vietnam's manufacturing small and medium-sized firms - Tung Nhu Nguyen

#### **9 Jan – Session 1b (venue: KL11)**

APJM Editor: Jane Lu

Papers:

1. Auditor assessment of the impact of financial capacity on the risk of cash holdings - Sael Jebaraj Benjamin, Jayalakshmy Ramachandran and Kimberly Gleason
2. The Rabbit and the tortoise: a comparative case study on the growth strategies of two global major glove producers in the age of IR 4.0 - Lim Chee Ming and Siriwan Chutikamoltham
3. Quality of learning experience as a determinant of organizational success: a study on Malaysian higher education institutions - Nor Aziah Abdul Manaf, Angelina Yee et al.

#### **10 Jan – Session 1c (venue: KL11)**

APJM Editor: Steven Lui

Papers:

1. Leadership styles and organizational innovation in public enterprises in Vietnam: unveiling the mediating role of employee creativity - Nguyen Nhat Tan, Hooi Lai Wan and Avvari Visveswara Mohan
2. Dynamic capabilities, different types of innovations and timely responsiveness: a study of the high-tech industry in Malaysia – Sin-Pei Ng and Ahmed K Pervaiz
3. Revolutionising employee training for the digital age: insights from project-based learning in Malaysia - Fui Theng Leow
4. Investigating the nature of expectations and its influence on attitudes toward Malaysian government e-services – Kenny Meng Seng Wong and Stephen Jackson

#### **10 Jan – Session 1d (venue: KL11)**

APJM Editor: Maoliang Bu

Papers:

1. Determinants of corporate voluntary disclosures in a transition economy - Mofijul Hoq Masum, Ahmed Razman Abdul Latiff and Mohammad Noor Hisham Osman
2. Does more volunteering lead to social entrepreneurship intention? A multi-group analysis of the influence of volunteerism experience - Ezlika M Ghazali, Mozard Mohtar, Dilip Mutum and Michael Mustafa
3. A stakeholder theory (marketing) approach for a sustainable aviation industry – Kong Xin and Anita Chakrabarty

## ***Other Sessions***

### **9 Jan – Session 2a (venue: KL07)**

Chair/moderator: Dilip Mutum

Papers:

1. Enhancing human values through CSR: a case of organic food products in Malaysia - Jayalakshmy Ramachandran and Tamana Anand
2. Intellectual capital information expectation gap: the case of Malaysian IPO prospectuses - Too Shaw Warn, Lau Chee Kwong, Kek Wei Qi and Looi Xuan Hui
3. Factors influencing Singaporean consumers' green purchase intentions – Sofia Lee, Dilip S. Mutum and Ezlika M Ghazali
4. Technology usage by external auditors and its impact on e-fraud detection - Asha Katamba and Angelina Yee

### **9 Jan – Session 3a (venue: KL16)**

Chair/moderator: Vengadeshvaran Sarma

Papers:

1. Did the foreign exchange market cheer or jeer in response to political events? An event study of Malaysia: some stylised facts - Hui Hon Chung
2. An investigation of the potential presence of new factors and variables influencing sovereign credit ratings - Swee Yew Choy
3. Economic crisis and female entrepreneurship: evidence from countries in Eastern Europe and Central Asia - Saumik Paul and Vengadeshvaran Sarma
4. Earnings management in Saudi non-financial listed companies - Mohammed AlShetwi

### **9 Jan – Session 2b (venue: KL07)**

Chair/moderator: Anita Chakrabarty

Papers:

1. Scale development procedures in the context of online consumers: key recommendations - Omkar Dastane, Goi Chai Lee and Fazlul Rabbane
2. The influence of environmental friendliness on green trust: the mediation effects of green satisfaction and green perceived quality (a case study in Yogyakarta region) - Nizar Fauzan and Muhammad Imaduddin Anhar
3. Nudging consumers towards sustainable dietary choices for positive nutritional and environmental outcomes - Maysoun A Mustafa, Ayman Salama, Sayed Azam-Ali
4. Moderating role of bank reputation on the relationship between artificial intelligence (AI) quality, satisfaction and continuous usage intention of e-banking services - Mohammed Aliyu Dantsoho, Kabiru Jinjiri Ringim and Kabiru Maitama Kura

### **9 Jan – Session 3b (venue: KL16)**

Chair/moderator: Kenny Wong

Papers:

1. The determinants of executive compensation in state-owned enterprises - Ferina Marimuthu
2. The effect of transgenerational succession in the innovation process of women-owned family firms in Malaysia - Arliza Abdullah and Jesrina Ann Xavier
3. The impact of taxation on the cost of business operations among small and medium enterprises in Nairobi county, Kenya - Janesther Gathigia Karugu
4. Flexible work arrangements on turnover intention: does job independence matter? - Tsen Mung Khie, Gu Man Li, Tan Chee Meng and Goh See Kwong

**10 Jan – Session 2c (venue: KL07)**

Chair/moderator: Angelina Yee

Papers:

1. Transnational education in Indian higher education sector - Asha Elizabeth Thomas
2. Reshaping higher educational institutions through frugal innovation - Jayamalathi Jayabalan and Magiswary Dorasamy
3. Knowledge maps: key to dynamic development and learning - Patricia M Ang and Brendan J Gomez
4. The relationship between artificial intelligence quality, customer preference, satisfaction and continuous usage intention of e-banking services - Mohammed Aliyu Dantsoho, Kabiru Jinjiri Ringim and Kabiru Maitama Kura

**10 Jan – Session 3c (venue: KL16)**

Chair/moderator: Myint Moe Chit

1. Impact of microfinance on the sustainability of small and medium enterprises and development: a case of Jigawa State, Nigeria - Gambo Babandi Gumel
2. The impact of goodwill on capital structure - Oli Thakur
3. Effect of population growth on poverty prevalence in north western Nigeria - Sa'idu Barau Ahmad
4. Perceptions and attitudes of individual investors towards equity crowdfunding as a form of investment platform in Malaysia: an exploratory analysis - Aza Izati Binti Abd Aziz and Myint Moe Chit

**10 Jan – Session 2d (venue: KL07)**

Chair/moderator: Vanitha Ponnusamy

Papers:

1. It is time to make a change! How the outside CEO succession influences newly public ventures' growth – Tao Bai
2. Intention to adopt Industry 4.0 in the mining sector: the role of employee involvement - Loy Sabson Fernandes and Mahesh Prabhu H
3. Domestic barriers for exporting handicrafts from Bangladesh - Mouri Mehtaj and Sharmin Akter Jebu
4. Much ado about sustainability - Vanitha Ponnusamy

**10 Jan – Session 3d (venue: KL16)**

Chair/moderator: Maniam Kaliannan

Papers:

1. Talent management and service quality: the mediating role of reward strategy - Adams Lukman Jimoh and Daisy Kee Mui Hung
2. Mediating role of coaching on the relationship between compensation, job involvement and feedback on employee productivity in an organization - Adamu Babale, Siti Mariam Abdullah, Adamu Aliyu Tijjani and Bala Usman Chamo
3. Economic growth in the Malaysian vegetarian market potential: internalized dimension of motivation - Darshana Darmalinggam and Maniam Kaliannan
4. Developing an ethics self-evaluation tool kit: a conceptual framework - Jayalakshmy Ramachandran, Angelina Yee and Kuan Yi