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Nottingham University Business School Newsletter

Issue 2, November 2013



Editor's note

The Nottingham University Business School (NUBS) Malaysia is pleased to present our quarterly newsletter to welcome the new academic year 2013-2014. This newsletter aims to highlight NUBS Malaysia's research and consultancy projects, publications, executive education programmes, conferences, seminar series, achievements and events, as well as exploring the leading business trends.

This issue will feature various events that have taken place during the summer break including key events, research projects, our latest publications and speaking engagements, and upcoming NUBS Malaysia's events during the fourth quarter of this calendar year.

Key events

International Centre for Corporate Social Responsibility (ICCSR) Malaysia Conference 19-20 August 2013



Professor Christine Ennew, keynote speaker at the conference

The ICCSR Malaysia Conference 2013, hosted by NUBS Malaysia, was held at the Kuala Lumpur Teaching Centre of The University of Nottingham Malaysia Campus (UNMC) under the sponsorship of the CIMB Foundation. The focus of the conference was the systems of Corporate Social Responsibility (CSR) practiced in institutions in different parts of the world. The presentations and discussions centred on the role of business organisations, as well as the influence of institutions like stock exchanges, other government organisations, NGOs and professional bodies, in the development of CSR practices. The opening speech at the conference was given by UNMC Pro-Vice-Chancellor and Provost Professor Christine Ennew and the key note speaker was Dato' Sri Nazir Razak, Group Chief Executive Officer of the CIMB Group. Dato' Sri Nazir Razak spoke about the strategy and programmes of CSR at CIMB. He also discussed how the CSR programmes benefitted the organisation and society and helped in nation building.



Dato' Sri Nazir Razak, CEO of the CIMB Group

In addition to paper presentations which covered a wide range of ongoing CSR activities in social media, financial and educational institutions, the conference also hosted two panel discussion sessions. The first was the practitioner panel session which was anchored by Professor Jeremy Moon. This panel gave their views about the institutions for CSR and challenges they faced in the CSR practices. The practitioner panel members included:

- Mr Thomas Thomas, Executive Director, Singapore Compact for CSR
- Ms Low Lee Ann, Head of Corporate Social Responsibility, Corporate Affairs, Tesco Malaysia
- Mr Iqbal Abdul Rahim, Head, Corporate Responsibility Department, CIMB Foundation
- Professor Jeremy Moon, Director ICCSR, University of Nottingham
- Professor Anthony Wong, CEO of Asiaoverland and Frangipani Hotels (founder of UNGCN Malaysia Chapter)
- Mr Salleh Hassan, Director, Examinations and CPE/CPD, Corporate Governance and Consultancy (Securities Industry Development Corporation)

The second panel was the academic panel discussion session conducted by Dr Rebecca Kim (NUBS Malaysia). This panel consisted of leading academics who gave their views about CSR and institutions in Asia.

Other events

International Financial Management Summer Programme with Petra Christian University (Indonesia)

15-17 July 2013

Business Accounting students from Petra Christian University attended a three-day Financial Management Summer Programme in NUBS Malaysia which was coordinated and conducted by Dr Tang Kin Boon. The programme focused on investment strategy, corporate financing decision and international portfolio.



Business Accounting students from Petra Christian University

Through a series of classroom sessions the students were trained to perform capital market analysis, various valuation techniques, and assessment of international short-term financing and investment. Dr Nafis Alam, who was the guest speaker presented a seminar on the various aspects of Islamic financial instruments in Islamic banking. The final session of the programme was a workshop on equity investment which was conducted on-site at CIMB Securities in Petaling Jaya. This workshop was co-organised with NUBS Malaysia.



Dr Tang Kin Boon with students who attended the summer programme

Exploring new frontiers in Islamic Finance: MSc Investment and Islamic Finance

UNMC introduced the MSc Investment and Islamic Finance programme in September 2013. This programme aims to facilitate progressive acquisition of knowledge of Islamic finance and investment and also provide training on how to manage and advise on various value added financial products and services to customers in accordance with Syariah principles.

The range of career opportunities within Islamic financial management includes accountancy, auditing, business development, financial advice, investment management, mergers and acquisitions, procurement, research, risk assurance, tax consultancy, and trading. For more information, please see www.nottingham.edu.my/study/postgraduate-courses

NUBS Malaysia's faculty members featured in speaking engagements

Dr Eunice Lim Ngat Chin

Dr Eunice Ngat Chin Lim was invited to present her paper entitled *International Business Strategy in Asia - Experience of Multinational Corporations and Higher Learning Institutions* at the 2nd Int'l Business Management Conference, 'Business at a Global Pace', on 17 August 2013. The event, organised by Step Up International, was held at the Henry Irwin Lee Theater, Ateneo de Manila University in the Philippines. It was attended by 40 colleges and universities across Luzon.

Professor Fon Sim, Ong

Professor Ong Fon Sim presented her paper entitled *Materialism and Well-Being among Consumers of Three Asian Subcultures: The Effects of Religion and Ethnicity* at the Association for Consumer Research Conference, 'Making A Difference', held on 3-6 October 2013. The event, chaired by Laurel Steinfield and Linda Scott, was held in Chicago, US. Her paper explains the relationship between materialism and well-being among Muslims, Buddhists and Hindus in Malaysia. The findings of the study show that the three ethnic groups are affected unequally by their religion and religiosity, as well as their orientation towards materialism.



Journal articles

Organisational structures for international universities: Implications for campus autonomy, academic freedom, collegiality and conflict

By Edwards, R., Crosling, G. and Lim, N. C.

One significant form of transnational higher education is the International Branch Campus (IBC), in effect an outpost of the parent institution located in another country. Its organisational structure is alignable with offshore subsidiaries of multinational corporations (MNCs). As IBC establishes its reputation locally, the parent university needs to recognise that there is pressure for an increase in the academic freedom of academic staff. However, in the interim, the limits to academic freedom and organisational constraints to inter-campus collegiality still exist, and can often lead to conflict. From <http://jsi.sagepub.com/content/early/2013/06/28/1028315313493182>

Do voluntary disclosures in Malaysia help in decision making?

By Ramachandran, J.

Evidence shows that big companies disclose more information compared to smaller companies, which are more voluntary in nature. However, these disclosures seem quite unregulated and unstandardised. Although this has helped companies raise more funds, it was noticed that the stakeholders receive distorted information and some information gets abruptly discontinued. Disclosures through the internet and other web related sources have made it cheaper for companies to disclose more information which might be of lower quality. In order to help the stakeholders, it was suggested to those who set the standards that reasonable attempts must be made to reduce information asymmetry, through regulations and standardisation of information dissemination through web. From *MAREF Review*, 4(1), 1-4, 2013.

Life events and stress: Do older men and women in Malaysia cope differently as consumers?

By Ong, F. S., Phillips, D. and Chai, S.

This study of older Malaysians looked at both coping strategies and gender differences in reactions to stress when people are confronted with certain life events. While the results showed little support for gender differences in coping behaviours, stress had a significant influence on the way older men and women change store preferences. Marketers could benefit from this information, for example by using a common marketing communication message for older adults without the need to differentiate it for the male and female segments of the market. It would be useful for marketers to explore the types of activities that people do to ameliorate stress and to seek equilibrium. An understanding of how people cope when faced with life events could help marketers in their marketing communication, targeting and positioning. From *Journal of Cross-Cultural Gerontology*, 28 (2) (June): 195-210, 2013.

Materialism and well-being: the moderating effects of religiosity on young Malaysian consumers

By Choong, K. W., Ong, F. S. and Moschis, G. P.

This article presents the results of a large-scale study of the relationship between materialism and well-being by examining the moderating role of religiosity. By confining the present study to a sample of young consumers drawn from Malaysia – a country of diverse subcultures who share similar cultural values (collectivistic) – this study finds that having strong religious orientations makes Muslim youths happier, whereas such a relationship does not hold true for their Buddhist counterparts. The present study also finds no relationship between materialism and well-being among youths in either religious subculture. Marketers could explore the role of materialism in influencing consumer confidence and therefore their spending pattern and attitude towards possessions. From *Journal of Beliefs & Values*, 34 (2), 178-188, 2013.

Research projects

Value investing in the Great China region during the Global Financial Crisis 2008-2010

By Lim Chee Ming, Dr Tang Kin Boon and Professor Tan Hui Boon

This study examines the performance of value stocks and growth stocks during the global financial crisis 2008-2010 in the Great China region, including the underlying theoretical reasoning. By filling an empirical gap in the literature the findings are expected to provide a fresh insight, guiding investment managers in their asset allocation and portfolio management decisions.

Research, Development and Commercialisation (RDC) Policy for the Ministry of Higher Education Malaysia

Co-researched by Dr Angelina Yee

The researchers of this project received a grant from the Ministry of Higher Education (MoHE) Malaysia. This project will investigate the current RDC policies in Malaysia and internationally. The researchers will use their findings to develop best practices that will be used as guidelines by the Ministry of Higher Education in Malaysia.

Review of the National Higher Education Strategic Plan for Malaysia

Co-researched by Dr Angelina Yee

The researchers of this project will review the current National Higher Education Strategic Plan, examining the gaps and the proposed delivery plan to close them and achieve the targets stated in the strategic plan. The project will contribute to the National Higher Education's strategic planning.

Community contributions by NUBS Malaysia faculty member

Dr. Patricia Ang and freelance consultant Dr. Brendan Gomez facilitated a workshop on Servant Leadership on 14 September 2013. This workshop was attended by a number of community leaders from various ministries of three different churches in Penang. The participants examined different facets of servant leadership, inspired by Pope Francis, the new head of state of Vatican City and leader of 1.2 billion Catholics worldwide. The areas of focus included nurturing others, humility, hard work and service to others.

Upcoming NUBS Malaysia Executive Education Programmes

Outthinking The Competition

30 October 2013

Application of Strategic Management Accounting Techniques: Enhancing Patient Care Support Systems

12 November 2013

Performance Management for Organisational Success

5-6 December 2013 (Penang)

Find out more:

www.nottingham.edu.my/business/executiveeducation

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