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PROGRESSING BEYOND AND BETTER: LEADING BUSINESSES FOR A SUSTAINABLE FUTURE

Selected, peer-reviewed papers from the
The 13th Asian Academy of Management International Conference 2019 (AAMC 2019),
08-10 October, 2019, The Wembley, Pulau Pinang, Malaysia

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Preface

On behalf of the organizing committee, I am pleased to present the proceedings containing selected peer-reviewed papers from the 13th Asian Academy of International Conference 2019 on the theme of Progressing Beyond and Better: Leading Businesses for a Sustainable Future. The conference was held on 8-10 October, 2019 in Penang, Malaysia.

This biennial conference brought together scholars, practitioners and government officials to share research outputs and discuss best practices in the areas of business management. Since its inception in 1995, it has seen participation from many countries from around the world.

The main objective of this 2019 edition of the conference is to provide a platform for dissemination and exchanges of research ideas and best practices among the academics, business practitioners and government officials on the issues of business sustainability.

The conference itinerary comprised a keynote speech, a plenary session and academic paper presentations revolving around the theme of the conference. For the academic paper presentation, the more than one hundred papers were presented in four concurrent sessions accordingly to areas, namely i) Accounting and Finance, ii) Marketing, Consumer Behavior and Entrepreneurship, iii) Organizational Behavior and Human Resources Management, and iv) Operations, Technology and Green management. A best paper was selected from each of these areas, and awarded with a certificate and cash money.

Altogether, 181 papers were submitted, and 128 papers were accepted and presented. Eventually, 101 papers were selected to be included in this Proceedings after double-blind review process. Each paper was sent for review by two expert reviewers. In some cases where the recommendations of the two reviewers differed, a third reviewer was consulted. The turnitin software was used to detect if plagiarism was suspected. The papers came from more than 20 countries including Indonesia, Thailand, Vietnam, Brunei, Bahrain, Pakistan, Saudi Arabia, Algeria, Australia, Iran, Nigeria, Qatar, Singapore, China, Japan and Malaysia.

The conference chair expresses her sincere appreciation to all the participants of the conference, including the corporate chieftains who spoke during the keynotes and the plenary session. A special thanks also goes to Professor Dr. Faisal Rafiq Mahamd Adikan, the Vice-Chancellor of Universiti Sains Malaysia, who is the patron of the conference for his support. Thanks also go to the paper presenters who shared the latest state-of-the-art discoveries in their field, and the reviewers for their effort in making sure the papers presented, meet reasonable academic standards. The chair also wishes to express her gratitude to the sponsors for their generosity in sponsoring cash and in-kinds for the conference. Last but not least, the time and energy spent by the conference committee members are greatly acknowledged.

25 February 2021

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Statwork

Table of Contents

No: 1

Title: Risk Disclosure And Corporate Governance Characteristics

Pages: 1 - 15

Author(s): Ag Kaifah Riyard bin Kiflee, Mohd Noor Azli bin Ali Khan

No: 2

Title: A Literature Review Of Stock-Bond Correlation

Pages: 16 - 26

Author(s): Muhammad Airil Syafiq Mohd Khalid, Zamri Ahmad

No: 3

Title: The Impact Of Drug Crimes On International Tourist Arrivals In Langkawi Island, Malaysia

Pages: 27 - 40

Author(s): Anbalagan Kothandapam, Ema Izati binti Zulkepli

No: 4

Title: Does Performance Of Sustainability Report Affects Company's Market Share?

Pages: 41 - 48

Author(s): Nur Rizki Wijaya, Yavida Nurim, Nung Harjanto, Doddy Setiawan

No: 5

Title: Firm Characteristics And Abnormal Returns During Share Repurchases

Pages: 49 - 60

Author(s): Lee Kwee Siang, Ahmed Razman Abdul Latiff, Ooi Chee Keong, Aye Aye Khin

No: 6

Title: Corruption VS Entrepreneurship In Developing Countries

Pages: 61 - 72

Author(s): Suliza Abdul Rashid, Tajul Ariffin Masron, Nurhafiza Abd Kader Malim

No: 7

Title: Determinants Of Financial Condition In Malaysia

Pages: 73 - 87

Author(s): Yee Ling Pang, Hock-Ann Lee

No: 8

Title: FTSE WGBI, US Balance Sheet Policy And Foreign Holdings Of Malaysia Government Securities

Pages: 88 - 97

Author(s): Zaidey Evon, Hock-Ann Lee, Ho Yew Joe

No: 9

Title: The Effect Of Investor'S Psychological Condition In Investment Decision Making

Pages: 98 - 105

Author(s): Noval Adib

No: 10

Title: The Moderating Effect Of Risk Management Committee On Corporate Governance And Financial Performance

Pages: 106 - 119

Author(s): Sie Bing Ngu, Azlan Amran

No: 11

Title: Anatomy Of Behavioural Risk Seasonality In Equity

Pages: 120 - 135

Author(s): Jasman Tuyon, Zamri Ahmad

No: 12

Title: A New Integrated Reporting'S 6-Capitals Scoring Index Towards Firm Financial Performance

Pages: 136 - 151

Author(s): Dayana Mastura Baharudin, Maran Marimuthu, Quah Wen Jie

No: 13

Title: The Roles Of Internal Auditor And Leadership Style In Fraud Prevention And Detection

Pages: 152 - 159

Author(s): Fury Khristianty Fitriyah, Syipa Fauziah

No: 14

Title: Diversifying Malaysia Portfolio With Digital Currency: Evidence With Bitcoin

Pages: 160 - 169

Author(s): Ema Izati binti Zulkepli

No: 15

Title: The Influence Of Institutional Investor Ownership On The Level Of Stock Liquidity

Pages: 170 - 179

Author(s): Deannes Isyuardhana, Ruhani Ali, Azlan Amran

No: 16

Title: Assurance And Impression Management Of Sustainability Reporting In Malaysia

Pages: 180 - 188

Author(s): Chong Chie Wong, Dayana Jalaludin, Lian Kee Phua

No: 17

Title: Testing The Legitimacy Index In Light Of Shariah Risks For Sukuk Markets

Pages: 189 - 195

Author(s): Essia Ries Ahmed, Azlan Amran, Tariq Tawfeeq Yousif Alabdullah, Aminul Islam

No: 18

Title: Board Qualification And Firm Performance Of Family Ceo Listed Firm In Malaysia

Pages: 196 - 206

Author(s): Haslindar Ibrahim, Abdul Hadi Zulkafli, Yi-Zhi Moo

No: 19

Title: Tax Assessment, Awareness And Perception Amongst Grab Drivers In Malaysia

Pages: 207 - 217

Author(s): Nurul Aqilah Dewi Roslan, Tan-Chin Lim, Zubir Azhar

No: 20

Title: Service Quality And Customer Satisfaction In Restaurant Industry Using Partial Least Square

Pages: 218 - 225

Author(s): Norfadzilah Abdul Razak, Zaidi Mohd Aminuddin, Ayu Rohaidah Ghazali

No: 21

Title: Social Norms, Percieved Business Opportunity And Working Women Entrepreneurial Intention In Nigeria

Pages: 226 - 240

Author(s): Abdullahi Hassan Gorondutse

No: 22

Title: Adoption Of Green Marketing Strategy: A Conceptual View Based On Stakeholder Theory

Pages: 241 - 249

Author(s): Husna Ara, Jasmine A. L. Yeap, Siti Hasnah Hassan

No: 23

Title: Sustainable Development: An Integrated Framework Of Sustainable Entrepreneurial Competencies, Practices, And Performance

Pages: 250 - 263

Author(s): Qaisar Iqbal, Noor Hazlina Ahmad

No: 24

Title: Confucianism: A Modern Twist Towards Entrepreneurial Intention Of University Graduates

Pages: 264 - 273

Author(s): WeiLee Lim, Rohana Sham, Jianan Cao, Kahwei Lee

No: 25

Title: Determinacy Of Qalb Behavioral Traits Toward Inclusive Entrepreneurial Intention Among Muslim Student

Pages: 274 - 287

Author(s): Mhd Louai Sarhan, Kamarulzaman Ab Aziz, Atikah Mohd Zulkifle

No: 26

Title: Determinant Of Social Entrepreneurship Intention Among Malaysian Youth

Pages: 288 - 300

Author(s): Atikah Mohd Zulkifle, Kamarulzaman Ab Aziz, Atikah Mohd Zulkifle

No: 27

Title: The Industry 4.0 Revolution: Scrutinising The Enablers For Young Technopreneurial Firms' Competitiveness

Pages: 301 - 315

Author(s): Hasliza Abdul Halim, Noor Hazlina Ahmad, Qaisar Iqbal, Daisy Kee Mui Hung

No: 28

Title: Young Tech-Entrepreneur'S Agility And Competitiveness In Malaysia: Issues And Perspectives

Pages: 316 - 328

Author(s): Noor Hazlina Ahmad, Noor Hazlina Ahmad, Qaisar Iqbal, Daisy Kee Mui Hung

No: 29

Title: Impact Of Informativeness Gratification Toward Consumer Emotions In Online Purchase

Pages: 329 - 340

Author(s): Khairul Anuar Mohammad Shah, Siti Masitah Ashar

No: 30

Title: Systematic Literature Review Of Sustainable Fashion Consumption From 2015 To 2019

Pages: 341 - 351

Author(s): Nornajiah Nadia Hasbullah, Zuraidah Sulaiman, Adaviah Mas'od

No: 31

Title: A Proposed Conceptual Framework On The Adoption Of Internet Of Things (Iot)

Pages: 352 - 361

Author(s): Ngoo Seong Boon, Mohamed Nasser Mohamed Noor, Boumediene Kebaili

No: 32

Title: The Impact Of Gamification On Contributors' Trust In Community Based Crowdfunding Context

Pages: 362 - 376

Author(s): Nur Aqilah Hazirah Mohd Anim, Nor Asiah Omar

No: 33

Title: The Role Of Consumers Participation Behavior To Smes Brand Equity

Pages: 377 - 389

Author(s): Nur Aqilah Hazirah Mohd Anim, Nor Asiah Omar, Ahmad Sabri Kassim, Muhamad Azrin Nazri, Taslima Jannat

No: 34

Title: Cross-Border Entrepreneurship: A Preliminary Study On Informal Entrepreneurs In Sebatik Island

Pages: 390 - 400

Author(s): Noor Fzlinda Fabeil, Kamarul Mizal Marzuki, Arif Kamisan Pusiran

No: 35

Title: Clustering Of Indonesian Young Millennial Consumers Based On Green Values

Pages: 401 - 408

Author(s): Dwinita Laksmidewi, Reinandus Aditya Gunawan

No: 36

Title: Behavioural Intention To Use Mobile Banking In Islamic Banks: A Conceptual Model

Pages: 409 - 423

Author(s): Ziad Esa Yazid, Zairani Zainol, Juhaida Abu Bakar

No: 37

Title: Relocation Intention Of Older People To Smart Retirement Village: A Conceptual Framework

Pages: 424 - 430

Author(s): Nur Hidayah Woon Muhd Noor Woon, Tan Booi-Chen, Khan Nasreen, Tan Wooi-Haw, Ooi Chee-Pun

No: 38

Title: Linking Service Quality Of Malaysian Research Universities And Academics' Demographic Characteristics

Pages: 431 - 438

Author(s): Siti Falindah Padlee, Marhana Mohamed Anuar, Siti Nur 'Atikah Zulkiffli, Noor Zatul Iffah Hussin

No: 39

Title: Residual Waste Behaviour Of Residential Households

Pages: 439 - 451

Author(s): Nor Hashima Hashim, Siti Zaleha Sahak, Nooraini Mohamad Sheriff, Siti Aisyah Asrul

No: 40

Title: Consumer Community On Tourism Social Media And Consumer Perceived Value: Review Paper

Pages: 452 - 462

Author(s): Md. Ashraful Azam Khan, Haslinda Hashim, Yuhanis Ab. Aziz, Zaiton Samdin

No: 41

Title: Factors Influencing The Propensity To Purchase Private Label Brands (PLBS)

Pages: 463 - 472

Author(s): Nor Azila Mohd Noor, Tunku Nur Atikhah Tunku Abaidah

No: 42

Title: Knowledge Management And Export Performance Among Malaysian SMEs: A Theoretical Framework

Pages: 473 - 482

Author(s): Khaw Jia-Qi, Shankar Chelliah, Mohammad Jamal Khan

No: 43

Title: Trust, Commitment And Compliance: A Study Of Franchisee's Perception Towards The Franchisor

Pages: 483 - 492

Author(s): Siti Noorjannah binti Abd Halim, Hazril Izwar Ibrahim, Abdul Hadi Zulkafli, Aerni Isa

No: 44

Title: Personality Traits, Entrepreneurial Drive, Cyber Entrepreneurial Intention: Literature Reviews And Model Crafting

Pages: 493 - 500

Author(s): Siti Intan Farahindiana Mhd Fauzy, Aizzat Mohd. Nasurdin

No: 45

Title: From A Literature Review To The Conceptual Framework For The Employability

Pages: 501 - 516

Author(s): Jamshed Khalid, Anis Muhayidin, Anees Janeer Ali, Nordiana Mohd Nordin, Hira Khan

No: 46

Title: Perceived Factors Influencing Internationalisation Of Malaysian Public Higher Learning Institutions

Pages: 517 - 526

Author(s): Kalanithi Muthu, Shankar Chelliah

No: 47

Title: Influence Of Perceived Value On Satisfaction And Continuance Usage Intention: E-Hailing Services

Pages: 527 - 537

Author(s): Emily H.T. Yapp, Jasmine A. L. Yeap

No: 48

Title: Unethical Sales Practices Under the Islamic Marketing Framework: A Narrative Analysis

Pages: 538 - 547

Author(s): Ali Shafiq, Anbareen Jan

No: 49

Title: Culture, Carrying Capacity And Perceived Value On Tourists' Satisfaction And Revisit Intention

Pages: 548 - 564

Author(s): Jun-Zhou Thong, May-Chiun Lo, Abang Azlan Mohamad, Jason Lim

No: 50

Title: Nature Lovers' Perceptions On Quality Dimensions In Gunung Gading National Park, Sarawak

Pages: 565 - 582

Author(s): Jia-Lie Ching, May-Chiun Lo, Abang Azlan Mohamad, Chee-Hua Chin

No: 51

Title: Empowering Women Street Food Vendors Through M-Technology: A Study In Penang, Malaysia

Pages: 583 - 591

Author(s): Lalitha Ramasamy

No: 52

Title: Factors Influencing The M-Payment Acceptance Among Young Professional In Malaysia

Pages: 592 - 603

Author(s): Khor Teik Lim, Shaizatulaqma Kamalul Ariffin

No: 53

Title: Network Ties Change During Firms' Tipping Points: Cases Of Smes In Malaysia

Pages: 604 - 613

Author(s): Siti Sarah Omar, Nurul Indawati, Nor Aziati Abd Hamid, Khadijah Md Ariffin

No: 54

Title: Factors Influencing The Destination Image Of Kuching Waterfront: A Tourist Perspective

Pages: 614 - 628

Author(s): Ying-Sin Chin, May-Chiun Lo, Abang Azlan Mohamad, Shiaw-Tong Ha

No: 55

Title: Conceptualization Of Internet Entrepreneurship'S Success Factors On Online Business Performance In Malaysia

Pages: 629 - 637

Author(s): Teo Shao Zhen, Siti Hasnah Hassan

No: 56

Title: Merger Phenomena In Digital Economy: Uber-Grab Competition Tell-Tale In Malaysia

Pages: 638 - 650

Author(s): Angayar Kanni Ramaiah

No: 57

Title: Exploring Facebook Marketing Strategy In Healthcare Retailer: Case Study Of Watson Malaysia

Pages: 651 - 661

Author(s): Navitra Mariappan, Nor Hasliza Md Saad

No: 58

Title: Intrinsic And Extrinsic Motivations Driving Usage Intention Of Coworking Space

Pages: 662 - 668

Author(s): Say Keat Ooi, Jasmine A. L. Yeap, Chen Lin Lim

No: 59

Title: Boosting Innovation Performance Through Innovation Strategy And Government Support In Manufacturing Smes

Pages: 669 - 678

Author(s): Haniruzila Hanifah, Noor Hazlina Ahmad, Noor Hazlina Ahmad

No: 60

Title: The Roles Of Supportive Management On Service Recovery Performance Among Hotel Employees

Pages: 679 - 685

Author(s): Siti Rohaida Mohamed Zainal, Nuraina Nadiyah Rosli, Rosmelisa Yusof

No: 61

Title: Elucidating The Influence Of Transformational Leadership On Job Performance: A Metabus-Enabled Meta-Analysis

Pages: 686 - 693

Author(s): Kabiru Maitama Kura, Noor Maya Salleh, Mohamed Saleem Haja Nazmudeen

No: 62

Title: The Influence Of Human Resource Practices On Intention To Stay

Pages: 694 - 701

Author(s): D. Parimala Devi, Rajendran Muthuveloo

No: 63

Title: Environmental Indicators And Hotel Restaurants Performance

Pages: 702 - 711

Author(s): Juliana Anak Langgat

No: 64

Title: Generalist Versus Specialist Ceo: A Comparative Literature Review

Pages: 712 - 720

Author(s): Mansoor Soomro, Mohd Hizam Hanafiah

No: 65

Title: The Need Of Innovation Among Malaysian SMEs

Pages: 721 - 727

Author(s): Shan Shan Teh, Daisy Mui Hung Kee

No: 66

Title: Empowering Leadership On Employee Leadership Behaviors: Decision-Making And Autonomy As Mediators

Pages: 728 - 738

Author(s): Wei Kit Cheong, Michelle Chin Chin Lee

No: 67

Title: Transformational Leadership On Organizational Citizenship Behavior And Its Mediation Pathway

Pages: 739 - 750

Author(s): Chooi Leng Tan, Michelle Chin Chin Lee

No: 68

Title: Transformational Leadership And Teamwork Attitude: Trust And Collective Efficacy As Mediators

Pages: 751 - 761

Author(s): Reneesya Panicker, Michelle Chin Chin Lee

No: 69

Title: Values-Based Leadership On Unethical Behaviors In Workplace

Pages: 762 - 773

Author(s): Jeannice Qi Jing Khor, Michelle Chin Chin Lee

No: 70

Title: Identities In Organisation: The Impact Of Identity Work On Job Performance

Pages: 774 - 783

Author(s): Kausar Yaakup, Hartini Azman, Noridayu Abdullah Sani, Goh Chong Shin

No: 71

Title: Open Innovation In Healthcare Smes: A Proposed Model For Innovation Performance

Pages: 784 - 795

Author(s): Sahrish Ahmad, Hasliza Abdul Halim, Noor Hazlina Ahmad, Mohd Fitri Mansor, Mohammad Jamal Khan

No: 72

Title: Leveraging Strategic Knowledge And Strategic Competence For Strategy Formulation

Pages: 796 - 805

Author(s): Siti Sakinah Ab. Rahima, Norzanah Mat Nor, Rumaizah Nordin

No: 73

Title: Roles Of Social Capital And Dynamic Capabilities In R&D Alliance Capabilities

Pages: 806 - 815

Author(s): Nabilah Kamaruzaman, Arnifa Asmawi, Kok Wai Chew, Noor Shahaliza Othman

No: 74

Title: Investigating Japanese Business Affiliates' Cross-Border Knowledge Transfer In Northern Malaysia

Pages: 816 - 828

Author(s): Wong Mei Foong, Shankar Chelliah

No: 75

Title: Knowledge Inflow And Competitive Advantage Of MNC Subsidiaries In Malaysia

Pages: 829 - 838

Author(s): Vijayalakchimi Subramaniam, Shankar Chelliah

No: 76

Title: The Impact Of Corporate Social Responsibility Strategy On Sustainable Performance

Pages: 839 - 848

Author(s): Abdullah Abdulaziz-Alhumaiddan, Noor-Hazlina Ahmad

No: 77

Title: The Influence Of Transformational Leadership And Learning Orientation On Firm Innovation

Pages: 849 - 862

Author(s): Kien The Mai, Linh. T. M. Hoang, Phuong V. Nguyen, Quang Nhut Ho

No: 78

Title: Ethical Leadership Enhances Willingness To Report Though Mediating Effects

Pages: 863 - 872

Author(s): Phuong V. Nguyen, Tham Huy Pham, Thi Vu Anh Trinh, Khoa T. Tran

No: 79

Title: Talent Identification, Perceived Organizational Support And Employee Engagement: Evidence From Malaysian Gles

Pages: 873 - 881

Author(s): Hazril Izwar Ibrahim, Aerni Isa, Jannah Halim, Amar Hisham Jaafar

No: 80

Title: Social Media Usage And Educational Performance: The Mediating Role Of Creativity

Pages: 882 - 892

Author(s): Khor Hooi Ching, Ng Yin Kuan, Lai Ka Fei, Tan Luen Peng, Choong Yuen Onn

No: 81

Title: Linking High Performance Human Resource Management Practices (HHRMPs) And Motivation To Job Performance: A Model Development

Pages: 893 - 902

Author(s): Hemalatha Somu, Aizzat Mohd Nasurdin, Tan Cheng Ling

No: 82

Title: A Model Linking Organisation Factor, Work Engagement, And Self-Efficacy To Job Performance

Pages: 903 - 914

Author(s): Hemalatha Somu, Aizzat Mohd Nasurdin, Tan Cheng Ling

No: 83

Title: Conceptualizing Work-Life Balance Practices: The Case Of The Healthcare Industry In Malaysia

Pages: 915 - 922

Author(s): Oscar Dousin, Ngan Collins

No: 84

Title: Linking Servant Leadership With Innovative Work Behaviour: A Conceptual Framework.

Pages: 923 - 929

Author(s): Ghulam Jan Baloch, Siti Rohaida Mohamed Zainal

No: 85

Title: Safety-Specific Transformational Leadership, Safety Management Practices And Safety Motivation In Petroleum Industry

Pages: 930 - 939

Author(s): Hu Shi, Siti Rohaida Mohamed Zainal, Mastura Binti Ab Wahab

No: 86

Title: Evidence On The Links Between Compensation, Job Satisfaction And Task Performance

Pages: 940 - 947

Author(s): Aizzat Mohd Nasurdin, Tan Cheng Ling, Sabrina Naseer Khan

No: 87

Title: Analysis Of Employee Efficiency In The Hotel Industry Based On DEA Model

Pages: 948 - 957

Author(s): Intan Nur Fatin Abdul Rani, Nik Hazimah Nik Mat

No: 88

Title: Spiritual Intelligence In Islam – A Framework For Total Excellence

Pages: 958 - 967

Author(s): Mastura Ab. Wahab, Noorliza Karia

No: 89

Title: Resilience And Hope As Predictors Of Organizational Commitment Among Private Hospitals' Nurses

Pages: 968 - 975

Author(s): Aizzat Mohd. Nasurdin, Tan Cheng Ling, Sabrina Naseer Khan

No: 90

Title: Cultivating Innovative Behaviour In Manufacturing Sector: The Role Of Inclusive Leadership

Pages: 976 - 982

Author(s): Siti Rohaida Mohamed Zainal, Ghulam Jan

No: 91

Title: Web 2.0 Educational Tools Continuance Intention: Integrating TTF Model And TAM

Pages: 983 - 991

Author(s): Azizul Yadi Yaakop, Zailin Zainal Ariffin, Nomahaza Mahadi, Zuha Rosufila Abu Hasan, Madzli Harun

No: 92

Title: Smart City Initiatives For Sustainable Environmental Planning

Pages: 992 - 1002

Author(s): Rohana Sham, Eva Wei Lee Lim, Razifah Othman, Raja Zuraidah Rasi, Nik Mastura Nik Mohamad

No: 93

Title: Research On Quality Of Life Of The Aged Population In Home-Care Centres

Pages: 1003 - 1010

Author(s): Liu Weixia, Zheng Dachuan, T. Ramayah, Yi-Nuo Shih, Lin Zhongyan

No: 94

Title: The Relationship Between Organizational Factors And ERP Adoption

Pages: 1011 - 1019

Author(s): Hamidur Rahaman Shibly, Abm Abdullah, Ezaz Ahmed

No: 95

Title: Malaysia Ship Owner Readiness Towards Green Ship Technology

Pages: 1020 - 1029

Author(s): Bahri Mahmud

No: 96

Title: The Driverless Public Bus Transport Ridership In Malaysia: An Explorative Study

Pages: 1030 - 1038

Author(s): Emy Ezura A. Jalil

No: 97

Title: Sustaining The Environment Through Technology: Modeling Mobile E-Wallet As A Payment Option

Pages: 1039 - 1050

Author(s): Mohd Khairul Fadhil, Ali Vafaci-Zadeh, T. Ramayah

No: 98

Title: A Sense Of Place Model To Enhance Guided Tour Experience In Melaka.

Pages: 1051 - 1057

Author(s): Chong Phooi Kwan, Tan Siow Kian, Tan Booi Chen

No: 99

Title: R&D Activities in Autonomous Vehicles Using Patent Information

Pages: 1058 - 1067

Author(s): Iori Nakaoka, Hirochika Akaoka

No: 100

Title: Integrating TRI And UTAUT In E-Wallet Adoption: A Validity and Reliability Study

Pages: 1068 - 1077

Author(s): Min-Yee Leong, Jing-Hui Kwan, Ming-Ming Lai

No: 101

Title: The Effect Of Emotional Dissonance On Mental And Physical Well-Being Among Healthcare Professionals

Pages: 1078 - 1087

Author(s): Nor Farehan Omar, Aizzat Mohd. Nasurdin

No: 102

Title: Progressions In Corporate Sustainable Development: Knowledge Management Capabilities In Process Management Practices

Pages: 1088 - 1099

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