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**INNOVATION. INSTITUTION AND INTERNATIONALIZATION: EVIDENCE
AMONG MANUFACTURING FIRMS IN ASEAN**

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ABSTRACT

ASEAN Economic Community 2025 aims to increase the competitiveness among firms in all country members. One key strategy is to stimulate growth through innovation. However, literature stills lack from recognizing a macro variable that potentially impedes the effect of innovation on internationalization. This research examines the relationship between innovation, institution and internationalization among 3602 manufacturing firms in seven ASEAN countries in 2016. The results exhibit that exporters are more innovative than non-exporters in term of product and marketing activity. However, the export intensity is found lower among exporters that perceive customs and trade regulations as a severe obstacle in the country. The findings suggest that although innovation is vital for the internationalization of firms, the performance is deterred by strong bureaucracy set by the government.

KEYWORDS: *innovation; institution; internationalization; manufacturing; ASEAN*

KNOWLEDGE TRANSFER IN SHARIAH COMPLIANCE BUSINESS INSTITUTIONS: A REVIEW AND FUTURE CHALLENGE

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ABSTRACT

The rapid growth of the global halal market makes a positive impact on the development of shariah compliance business institutions. With many sectors involved in the halal business, it is a challenge how shariah knowledge can assist in the present business environment. Shariah compliance business institutions that involve in the halal business is necessary to develop their performance and competitiveness while rigid tacit knowledge of shariah knowledge playing a vital role in influencing the business. To compete and dealing with innovations in a complex and competitive situation, it is needed to formulate shariah knowledge transfer into explicit knowledge, so the shariah knowledge can distribute easier in the whole institution structure. This knowledge distribution can lead to a better understanding and lead to group performance and innovations. This paper is trying to give perspective on how knowledge transfer of shariah knowledge from shariah board to whole structures through standards officer can help the team to improve company performance.

KEYWORDS: *knowledge transfer, Islamic corporate governance, group dynamics, team performance, competitive advantage*

INTERACTIONAL JUSTICE – THE MISSING LINK BETWEEN FEEDBACK-SEEKING TACTIC AND PROACTIVE BEHAVIOR

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ABSTRACT

The purpose of this paper is to investigate the effect of feedback seeking tactics on organizational citizenship behavior (OCB) and voice behavior, and the reason why feedback seekers perform OCB and voice behavior. Survey data were obtained from 220 employees working in a Taiwanese electronic goods company. Participants who were asked to evaluate their feedback seeking tactics, perceived interactional justice, OCB and voice behavior with two surveys in different stages. The results show positive relationship between feedback seeking tactics and OCB, and between feedback seeking tactics and voice behavior; and interactional justice mediates the relationships between feedback seeking tactics, OCB and voice behavior. This study advances the knowledge of the mechanism that explains the positive relationship between feedback seeking tactics and OCB and voice behavior.

KEYWORDS: *Feedback seeking tactics, interactional justice, organizational citizenship behavior, voice behavior*

**WILL TOURISTS FROM CHINA COME BACK TO MALAYSIA? EXAMINING
CHINESE TOURISTS' REVISIT INTENTION BY TRA MODEL BEING
MODERATED BY PAST TRAVEL SATISFACTION**

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ABSTRACT

Travel and tourism industry has been one of the main contributors to Malaysia's economy, which is identified as a key sector to facilitate the country transforming itself from a resource-based economy to a service-based economy. Meanwhile, China has become the largest source market for global outbound tourism. Many countries, including Malaysia, are aiming to attract more tourists from China to boost their tourism sector, and how to convince tourists to come back becomes a vital issue to achieve the goal. The paper intends to empirically investigate Chinese tourists' intention to revisit Malaysia by TRA model being moderated by past travel satisfaction.

KEYWORDS: *Chinese tourists, Malaysia, Revisit intention, Past travel satisfaction, TRA*

**EFFICIENCY OF RURAL BANKS IN INDONESIA BEFORE AND AFTER THE
REPLACEMENT OF BANKING SUPERVISION INSTITUTION - A
COMPARATIVE STUDY**

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ABSTRACT

The replacement of banking supervision institution from the central bank of Indonesia to the Indonesia Financial Service Authority has led to an increase in supervision with the aim of achieving rural banks' efficiency. The new institution has implemented regulations and performance standards to improve rural banks' efficiency. However, due to poor management quality, many rural banks in Indonesia have had difficulties in achieving efficiency. The purpose of this research is to analyze and compare the efficiency of 328 rural banks in Indonesia before and after the replacement of banking supervision institution. Data Envelopment Analysis (DEA) using Charnes-Cooper-Rhodes (CCR) and Banker-Charnes-Cooper (BCC) are applied to estimate technical efficiency, pure technical efficiency, and scale efficiency. The results of the analysis show that most of the rural banks in Indonesia are inefficient both before and after the replacement of banking supervision institution. In fact, the number of rural banks that have achieved efficiency in the period before the replacement is greater than that after the replacement.

KEYWORDS: *efficiency, rural bank, data envelopment analysis (DEA)*

ESG DISCLOSURE, LIQUIDITY RISK AND STOCK'S RETURN: THE EFFECT OF COMPREHENSIVE SUSTAINABILITY DEVELOPMENT IN MALAYSIAN MARKET

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ABSTRACT

Liquidity risk is profound to have an impact on stock' return. It has been argued that sustainability development based on Environmental, Social and Governance (ESG) disclosure might provide relevant information to signal return's performance. This paper provides argument on the strengthening of regulation on sustainability development in Malaysian stock market in December 2014. To provide evidence on this argument, a sample data from 2010 to 2018 is collected, and analysis is performed in two sub-periods: sub-period 1 which runs from 2010 to 2014 and sub-period 2 which runs from 2014 to 2018. The separation of the sample into these two sub-periods is to examine the impact of liquidity risk on stock's return prior and after the strengthening of the regulation. Result highlights a potential attractiveness for the firm with greater ESG disclosure. In conclusion, ESG disclosure allows stock market participants to assess and evaluate firm value from sustainability development perspective.

KEYWORDS: *Liquidity risk, Environmental, Social and Governance (ESG)*

IS EXCESS CASH HOLDING PHENOMENAL IN MALAYSIA?

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ABSTRACT

During the post financial crisis of 2008-2009, Cash and liquidity landscape in Asian experienced an increased mean of cash holding by firms with an upward trajectory trend for the period of 2010 to 2017, whence there was no events significantly triggering the business operation. This paper identifies whether the phenomenon of excess cash holding occurring in the context of Malaysia as an advanced emerging country. It uncovers the determining factors for the cash and excess cash holding level by firms in Malaysia. Out of nine (9) predetermined factors, market-to-book and variability-of-cash flow are positive determinants; leverage, dividend-payout and net-working-capital have negative relationship. Whereas SIZE may provide different effect for firms in different sectors. The findings indicate cash holding anomalies exist throughout the period providing signals to the managers and investors on the requirement for effective cash management practice to manage agency issues.

KEYWORDS: *cash holding, excess cash, emerging country*

EXPLORING CYBER DEFAMATION AMONG MALAYSIAN YOUTHS

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ABSTRACT

There is an exponential growth in the number of the Internet users in Malaysia. People use the Internet for various reasons including communicating, socializing, making online purchases and sharing information. The Internet is also subject to human abuse, including using it as a platform to damage other's reputation. Existing studies on cyber defamation had discussed the issue from the legal perspective, but there are still knowledge gaps that need to be addressed. On the basis of a socio-legal perspective, the objective of this study was to describe the phenomenon of cyber defamation among the Malaysian youths. In particular, this study answers two research questions: Are Malaysian youths aware of the cyber defamation, and why do they engage in cyber defamation? Using thematic analysis, data obtained from 38 Malaysian youth-respondents revealed that majority of them were neither aware of cyber defamation nor the law governing it. It was also found that there were various reasons why the respondents engaged in cyber defamation. Implications of the results were discussed together with limitations and future suggestions.

KEYWORDS: *Cyber defamation, Youths, Socio-legal, Cybercrime, Internet abuse*

MONEY IS NOT ALWAYS THE FIRST THING ON MILLENNIALS' MINDS

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ABSTRACT

There is a greater interest than just making money in the stock market for millennials. Millennials believe that the goals of businesses ought to have a more authentic purpose with a balanced concern for all societies' need and not merely driven by profit. The aim of this paper is to understand how online philanthropic marketing will influence millennials' brand attitude and purchase intention of online stocks. A convenience sampling procedure was used to gather responses from potential millennial investors and used the partial least squares structural equation modeling (PLS-SEM) technique and the SmartPLS 3 tool. This research incorporated the signaling theory and the consumer-company identification concept where businesses identify their brands with social entrepreneurship. This research discusses the managerial implications and contribution of philanthropic marketing via online financial communication towards millennials' investing intention in companies that supports social welfare, healthcare, and advocates charity and relief as its philanthropic marketing activities.

KEYWORDS: *Financial Communication, Philanthropic Marketing, Behavioral Finance Social Finance, Millennial*

THE PERCEIVED BARRIERS IN SOCIAL ENTREPRENEURSHIP INTENTION FORMATION: A CONCEPTUAL MODEL

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ABSTRACT

Most Malaysians recognized entrepreneurship as a business activity and source of income to improve their lives. Unlike commercial entrepreneurship, individuals involved with social entrepreneurship are usually those who have focus on profit and at the same time, aim to help solve social problems. The emergence of social entrepreneurship has received attention in providing sustainable and innovative solutions for our social and economic growth. It is noted that there is significant lack of involvement among young people in Malaysia in promoting social entrepreneurship. This study aims to highlight the perceived barriers of social entrepreneurship intention among university students in higher education institutions (HEIs) in Malaysia. The proposed conceptual model comprises perceived barriers faced including the lack of exposure, lack of self-confidence, lack of competencies, lack of financial resources, and lack of social support. This study hopes to support existing works which may not comprehensively explore the perceived barriers affecting social entrepreneurship intention.

KEYWORDS: *Social Entrepreneurship Intention, Perceived Barriers, Theory of Planned Behavior*

INDUSTRIAL MATURITY DEVELOPMENT INDEX: A REVIEW FOR FUTURE RESEARCH

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ABSTRACT

The need for measurement to identify the development stage of industries is crucial to compete and leverage on the industrial business environment. Most of the development processes in Indonesia is influenced and supported by regulatory practices by the authority, and many development plans were based on capital investment rather than stage by stage development which based on industrial ground capabilities. On the other side, the sustainability of industries can be tracked from the competitiveness of its processes, technical methods, and machines. This will lead to better efficiency of its processes which will affect the cost of the products or services and also improve the industrial performance. This paper tries to: (1) use a perspective where the industrial historical momentum can be seen as a benchmark of development stages, and give alternatives to focus on technical core: technoware-machine, humanware-human, infoware-data, and organware-organization. (2) develop simple measurement calculations that can be used for comparing one of the industries to another, and also can be used as a benchmarking stage of a group of industries. (3) explain how product specification was related to technical capabilities and how it can be used as competitiveness measurement.

KEYWORDS: *industrial maturity, competitiveness, sustainability, entrepreneurship, Industry 4.0*

THE EFFECT OF POLITICAL SKILL, POSITIVE EMOTION, AND RESILIENCE ON STRESS

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ABSTRACT

Political skill represents a set of social effectiveness efficiencies that enable individuals to overcome the working environment complexity more effectively. Although there have been many empirical studies regarding the role of political skill as a coping skill, the theoretical mechanism of the coping effect of political skill has not been fully explored to date. Therefore, this cross-sectional research attempts to examine the role of positive emotion as an underlying mechanism. Furthermore, this research also tries to examine the buffering effects of resilience on both of the political skill-stress relationship and the positive emotion-stress relationship. Data was obtained from 250 employees in various sectors in Lembah Klang to support the hypotheses. Our results contribute to an understanding of political skills role in stress management.

KEYWORDS: *political skill, positive emotion, stress, and resilience*

THE ROLE OF OPENNESS TO EXPERIENCES, CONSCIENTIOUSNESS AND CREATIVE SELF-EFFICACY IN PREDICTING CREATIVE DEVIANCE

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ABSTRACT

Creative deviance is an emerging phenomenon in behavioral research. Although previous studies have identified several factors that lead to creative deviance, the literature is limited. The objective of this study was to fill in the gap in the literature by proposing personality traits and creative self-efficacy as individual-level factors that affect creative deviance. Drawing on Social Exchange Theory and Social Cognitive Theory, openness to experience and conscientiousness were proposed to influence creative deviance directly and indirectly through creative self-efficacy. Cross-sectional data from employees in various sectors in Klang Valley were collected to validate the hypotheses. Our finding contributes to the existing creative deviance study and behavioral research in organization by providing empirical supports to factors affecting creative deviance at the workplace.

KEYWORDS: *creative deviance, creative self-efficacy, openness to experience, conscientiousness*

THE EFFECT OF KNOWLEDGE MANAGEMENT ON ORGANIZATIONAL PERFORMANCE: THE MEDIATING ROLE OF ORGANIZATIONAL LEARNING

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ABSTRACT

This study aims to identify the role of knowledge management on organizational performance with mediating role of organizational learning. Knowledge management and organizational learning are taken as important strategies for attaining organizational goals. The major reason behind carrying this study is to admit the importance of these strategies. Success in corporate sector is reflection of sustained economy. This fast-past business environment is creating difficulty for every knowledge driven organization. Therefore, organizations can efficiently use the strategies of knowledge management and organizational learning in order to sustain. This study has taken knowledge management as an independent variable, organizational performance as dependent variable and organizational learning as mediating variable. All collected data was coded using SPSS 17.0 which helped in checking model fit through AMOS. In order to check correlation among variables, descriptive statistics was applied using SPSS and hypotheses were tested by applying structural equation modeling technique. All study hypotheses H1, H2 and H3. There is positive correlation between knowledge management and organizational learning and organizational performance. In addition, organizational learning positively impacts organizational performance. Therefore, knowledge management and organizational learning are perceived to be an important strategies which should be practiced in aligned with organizational vision in this fast-paced business era. The study has also provided many suggestions to practitioners and managers about the execution of knowledge management and organizational learning applications. In order to successfully implement these strategies, top management should support in employing them throughout the organizational hierarchy.

KEYWORDS: *knowledge management, Organizational learning, Organizational Performance, Management Strategies*

EFFECTS OF SOCIALLY RESPONSIBLE HUMAN RESOURCE MANAGEMENT ON EMPLOYEE BEHAVIOR IN PUBLIC ORGANIZATION

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ABSTRACT

Socially Responsible Human Resource Management (SR-HRM) is an organization's policy focus on implementing corporate social responsibility (CSR) values in human resource management (HRM). It is an important element to be implemented particularly in public organization because optimal performance from employees can be realized through its implementation. To date, little attempt has been done to investigate the effect of SR-HRM on employee citizenship behavior. Therefore, this study was conducted to examine the relationship between SR-HRM and Organizational Citizenship Behavior directed at organization (OCB-O) with affective and normative commitment as the mediating variables. Social Exchange Theory (SET) underpinned the hypotheses that explained the relationships among the study variables. Data were collected from a purposive sample of 120 employees in public organizations and were analysed using partial least squares structural equation modelling (PLS-SEM). Result reveals that commitment plays an important role in explaining the relationship between SR-HRM and OCB-O. The implications of this study were also discussed.

KEYWORDS: *Corporate Social Responsibility (CSR), Human Resource Management (HRM), Socially Responsible-HRM, Organizational Citizenship Behavior (OCB), Public Organization*

HOW RUDE! SADNESS AND BELONGINGNESS IN REACTION TO WORKPLACE INCIVILITY

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ABSTRACT

Rudeness is rampant and on the rise. Living up with incivility is costly and can bring negative impact to employees, as well as organizations. Despite the growth in workplace incivility research, past scholars have given little attention on conditions that mediate the relationship between workplace incivility and its outcomes. Drawing from Conservation of Resource Theory, Affective Events Theory and the Group Value Model, this study aims to examine the extent to which sadness and perceived belongingness mediate the relationship between workplace incivility and two important attitudinal outcomes (work engagement and job satisfaction). The relationship between all variables are examined using PLS-SEM. Our findings contribute to the literature by demonstrating the mediating role of sadness and perceived belongingness in the relationship between workplace incivility and work engagement, as well as job satisfaction.

KEYWORDS: *emotions, uncivil behavior, workplace incivility*

INDUSTRIAL 4.0: ANALYSIS OF CHALLENGES, UTILIZATION AND FACTORS AFFECTING ADOPTION OF BIG DATA IN SME

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ABSTRACT

Big data is the key technology for development of Industry 4.0 and Internet of Things (IoT). Organization are struggling in adopting big data initiatives to sustain their competitive advantage. Past studies found that big data adoption in organization have positive value towards firm performance. Despite the value big data generated for organization, there are still reluctant in adopting big data technologies. Failure in understanding these factors in turn, might reduce overall organizational performance in the short run. Since small medium-scale enterprises (SMEs) are the backbone for global economic growth. Hence, this research will focus on factors that contribute for big data adoption in SME context. The contribution of this study is to understand and bridge the gap in existing research on adoption of big data in SMEs by integrating Technology Acceptance Model (TAM), Diffusion of Innovation Theory (DOI) and Technology Organization Environment (TOE). This study will provides useful direction for future empirical research for both academics and practitioners.

KEYWORDS: *big data, IoT, SME, technology adoption, Malaysia*

**SERVANT LEADERSHIP AND EMPLOYEE INTERNAL CAREER
ASPIRATION: FRAMEWORK AND PROPOSITIONS**

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ABSTRACT

With the immense business challenges nowadays, employers are forced to find best practices to ensure employee retention. In the academic literature, various leadership theories have been proposed. The theories are meant to share some insights on how to lead effectively amidst the evolving business environment. An emerging theory that may be useful to assist leaders to manage effectively is servant leadership. In this study, we proposed a framework on how servant leadership can affect employees' internal career satisfaction. Drawing from the Path-Goal Theory and Affective Events Theory, several propositions were also proposed.

KEYWORDS: *Servant leadership, career aspiration, Path-Goal Theory, Affective Events Theory*

SERVICE QUALITY OF ONLINE FOOD AGGREGATOR (OFA), CUSTOMER SATISFACTION, SOCIAL INNOVATIVENESS, AND CUSTOMER LOYALTY: A PLS PATH MODELLING ANALYSIS

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ABSTRACT

As the sharing economy has emerged, the way customer perceives the service is shifting toward a combination of offline and online. The need for the service provider to understand its nature as well as the pertinent aspects regarding its characteristics is crucial. Previous research validated the influence of perceived online and offline service quality toward customer satisfaction and loyalty. However, with the distinctive dimensions of OFA service quality, its effects on customer satisfaction and the role of social innovativeness in satisfaction and loyalty linkage remain unexplored. Hence, this study attempts to investigate these relationships using the data obtained from customers of any OFA in Malaysia. Purposive sampling was employed and 227 collected responses were analyzed using variance-based partial least square path modeling. The results confirm the direct effect of online and offline service quality on customer loyalty and full mediation role of customer satisfaction. Besides, social innovativeness is found negatively moderates customer satisfaction and loyalty relationship. Implications and contributions of the study are also discussed.

KEYWORDS: *online service quality, offline service quality, online food aggregator (OFA), customer satisfaction, customer loyalty, social innovativeness*

THE EFFECT OF PERCEIVED CORPORATE SOCIAL RESPONSIBILITY ON EMPLOYEE'S DEVIANT BEHAVIOR

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ABSTRACT

Corporate social responsibility (CSR) has been viewed as one of the top trends affecting the workplace. While its relationship with employee positive work behaviors and attitudes has been conceptualized and received some empirical support, its effect on employee negative work behaviors such as deviant behaviors has not been explored yet. Deviant workplace behavior is a critical frequently occurred problem that harm both organization and employees due to their financial and social cost. Draws on insights from social exchange theory. This paper investigates and explains the relationship between CSR and employee's deviant *behavior*.

KEYWORDS: *Corporate Social Responsibility (CSR); Workplace Deviance; Deviant Behaviors (DB)*

GAMIFICATION MARKETING ACTIVITIES AND E-WALLET MOBILE APP ENGAGEMENT – A FRAMEWORK FOR ANALYSIS

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ABSTRACT

This research article provides a detailed mapping of the paradigms of gamification marketing activities and e-Wallet mobile app engagement through a review of the literature. The paper identifies significant patterns and limitations in past empirical studies. In brief, inadequate research efforts to comprehensively evaluate the performance of gamification marketing activities and the understanding on app engagement especially in the context of e-Wallet mobile app have left researchers and practitioners with very limited information for optimizing the user engagement. To fill the knowledge gap, a general contingency framework that links various gamification marketing activities factors with potential relationship to the user engagement is introduced. Relevant research propositions are advanced to illustrate potential implications. The paper highlights major theoretical and methodological issues that are imperative for future empirical investigations.

KEYWORDS: *mobile app engagement, gamification marketing activities, mobile wallet, self-reward, altruistic reward types*