



BERITA PERSIDANGAN

International Conference on Business and Economic Research (ICBER), 15-16 Mac 2010, di Hotel Hilton, Kuching, Sarawak.

Anjuran: Global Research Agency Sdn. Bhd.

Persidangan ini telah dihadiri oleh tiga ahli fakulti yang telah membentangkan kertas kerja berikut:

1. Prof. Madya Dr. Zafir Khan Mohamed Makhbul (Pusat Pengajian Pengurusan Perniagaan) telah membentangkan kertas kerja bertajuk "Gender Responses to Stress Outcome" (Zafir Khan Mohamed Makhbul dan Fazilah Mohamad Hasun).

2. Prof. Madya Dr. Norman Mohd Saleh (Pusat Pengajian Perakaunan) telah membentangkan kertas kerja bertajuk "The Role of Audit Quality and Corporate Governance in Mitigating Earnings Management for Malaysian IPO Companies" (Norman Mohd Saleh dan Aida Hazlin Ismail).
3. Pn. Kamarul Baraini Keliwon (Pusat Pengajian Perakaunan) telah membentangkan kertas kerja bertajuk "Internet Financial Reporting Disclosure Strategy" (Kamarul Baraini Keliwon dan Zakiah Muhammadun Mohamed).

Persidangan ICBER ini telah dihadiri bukan sahaja oleh peserta-peserta dari Malaysia tetapi juga peserta-peserta dari pelbagai negara seperti Amerika Syarikat, Jepun, India, Australia, Iran, Filipina, Emiriah Arab Bersatu dan beberapa negara lain. Sebanyak lapan sesi selari telah diadakan di sepanjang persidangan ini yang merangkumi topik-topik berikut: perniagaan inovatif, e-perniagaan, gelagat pengguna, sumber manusia, pengurusan industri kecil dan sederhana (SME) dan lain-lain.

International Conference on Eurasia Business and Economics Society (EBES), 26-28 Mei 2010, di Hotel Taksim Nippon, Istanbul, Turkey.

Anjuran: Eurasia Business and Economics Society

Persidangan ini telah dihadiri oleh:

Dr. Nor Liza Abdullah dari Pusat Pengajian Pengurusan Perniagaan yang telah membentangkan kertas kerja bertajuk "Relational Psychological Contract and Knowledge Sharing: The Mediating Role of Social Capital" (Nor Liza Abdullah, Noradiva Hamzah, Rasidah Arshad, Rosmah Mat Isa dan Rohayu Abd Ghani).

SIDANG PENGARANG¹

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¹Jika terdapat sebarang persoalan atau jika anda mempunyai apa-apa maklumat yang berkaitan dengan aktiviti penyelidikan, persidangan dan penerbitan yang boleh dikongsi bersama oleh ahli fakulti yang lain, sila hubungi ketua editor melalui e-mel: ruzitaar@ukm.my atau di alamat: Pusat Pengajian Pengurusan Perniagaan, Fakulti Ekonomi dan Perniagaan, Universiti Kebangsaan Malaysia, 43600 UKM Bangi, Selangor. Mulai Bil. 20, Highlights boleh dicapai di laman sesawang fakulti di <http://www.ukm.my/fep>

Persidangan EBES ini telah dihadiri oleh peserta dari 56 negara dari serata pelosok dunia. Persidangan ini merangkumi pelbagai topik seperti kewangan, pengurusan, ekonomi, pemasaran, perbankan dan sebagainya.

Pan Pacific Conference XXVII, 30 Mei - 2 Jun 2010, di Grand Hyatt Bali, Bali, Indonesia.

Anjuran: Pan-Pacific Business Association & Asia Marketing Federation

Persidangan ini telah dihadiri oleh dua ahli fakulti yang telah membentangkan kertas kerja berikut:

1. Prof. Madya Dr. Azhar Ahmad telah membentangkan kertas kerja bertajuk "Marketing Competency: The Roles of Market Orientation, Market Segmentation and Differentiation in the Tropical Fruits Industry" (Azhar Ahmad, Roshidah Abdul Wahab, Norjaya Mohd Yasin dan Norzalita Abd. Aziz).
2. Prof. Madya Dr. Zafir Khan Mohamed Makhbul telah membentangkan kertas kerja bertajuk "Characteristics of Computer Workstation and Health Consequences: An Exploratory Study in Malaysia's Banking Sector" (Zafir Khan Mohamed Makhbul, Fazihal Mohamad Husan dan Mohd Dzul Azzwan bin Mohd Nor).

Persidangan ini telah berjaya mengetengahkan persoalan-persoalan berhubung dengan polisi, budaya, teknologi dan cabaran globalisasi yang dihadapi oleh negara Asia Pasifik.

12th International Business Research Conference, 8-9 April 2010, Hotel Crowne Plaza, Dubai, EAB.

Anjuran: World Business Institute dan University of Wollongong

Persidangan ini telah dihadiri oleh:

Dr. Noradiva Hamzah (Pusat Pengajian Perakaunan) telah membentangkan kertas kerja bertajuk "Accounting Outsourcing Decision Processes in a Malaysian Company" (Noradiva Hamzah, Aini Aman, Ruhanita Maelah, Sofiah MdAuzir dan Rozita Amiruddin)

Persidangan ini telah dihadiri oleh peserta dari lebih 20 negara dari serata pelosok dunia. Tema persidangan kali ini adalah "Research for rethinking" yang merangkumi pelbagai topic seperti pengurusan, pemasaran, perakaunan, perbankan, e-perniagaan, kewangan dan sebagainya.

BERITA PENYELIDIKAN

Tajuk: The Importance of Absorptive Capacity in Strategy - Learning Relationship in Innovative Firms

Sumber Dana: Geran Galakan Penyelidik Muda 2010

Penyelidik: Dr. Nor Liza Bt. Abdullah (Pusat Pengajian Pengurusan Perniagaan) dan Prof. Madya Dr. Rosmah Mat Isa (Pusat Pengajian Siswazah Perniagaan)

The aim of this study is to understand the role of absorptive capacity in accelerating explorative and exploitative learning in business organizations. This study contributes to the strategic management and organizational learning literature by illustrating the relationship between the potential of learning in the organization to the types of innovative outcome. The specific objectives of this study are:

- To determine the importance of absorptive capacity in the formation of strategic orientation;
- To examine the relationship between strategy and learning in developing different types of innovation;
- To examine the mediating role of strategic orientation and different combinations of explorative learning and exploitative learning in different types of innovation;
- To test a structural model that explains the relationship between absorptive capacity, strategic orientation and learning in developing different types of innovation.

Topik: Bank Efficiency And Risk Exposures: Implication Of Global Financial Crisis On East Asia Region

Sumber: East Asian Development Network

Penyelidik: Dr. Aisyah Abdul Rahman (Pusat Pengajian Pengurusan Perniagaan) dan Dr. Mariani Abdul Majid (Pusat Pengajian Ekonomi)

This research intends to investigate the impact of bank efficiency on risk exposures in 12 East Asia developing economies by incorporating the impact of global financial crisis. Its objectives are:

- To investigate the relationship between bank efficiency on risk exposures for the East Asia region.
- To examine the impact of global financial crisis on risk exposures for the East Asia region; and
- To determine the determinants of six types of risk exposures for the East Asia region.

BERITA PENERBITAN

Topik: International Entrepreneurship: Entrepreneurial Decision-Making in Internationalization among the Malaysian SMEs

Sumber Dana: **Geran Galakan Penyelidik Muda 2010**

Penyelidik: **Dr. Zizah Che Senik (Pusat Pengajian Pengurusan Perniagaan) dan Prof. Madya Dr. Rasidah Arshad (Pusat Pengajian Siswazah Perniagaan)**

Building upon the arguments on the international entrepreneurship (IE), resource based view and networking perspectives, this study hypothesizes that IE orientation will lead to the identification of internal and external environment influences, which are moderated by the networking affecting the decision to internationalize. Among the specific objectives of this study are:

- To determine the role of IE orientation in the identification of internal and external environment influences;
- To examine the relationship between internal and external environments in the decision to internationalize; and
- To examine the moderating effect of the networking influences on the relationship between IE orientation, internal and external environments and the decision to internationalize.

Topik: Development of a Networking and Knowledge Sharing Typology for Malaysian SMEs.

Sumber Dana: **Fundamental Research Grant Scheme**

Penyelidik: **Prof. Madya Dr. Rosmah Mat Isa, Prof. Madya Dr. Rasidah Arshad (Pusat Pengajian Siswazah Perniagaan), Prof. Madya Dr. Noradiva Hamzah (Pusat Pengajian Perakaunan), Dr. Zizah Che Senik, dan Dr. Nor Liza Abdullah (Pusat Pengajian Pengurusan Perniagaan)**

In discussing small and medium enterprises (SMEs), networking and knowledge sharing are central focus of debates. Besides addressing resource issues, networking is also a significant means to gain knowledge. The ability of an organization to share knowledge is fundamental to maintain competitive advantage especially in SMEs environment. Therefore, this study has the following objectives:

- To identify the most relevant networking mechanisms for SMEs and how networking affects knowledge sharing amongst SMEs; and
- To investigate how networking and knowledge sharing affect the performance of SMEs.

Jenis Penerbitan: **Jurnal (British Accounting Review)**

Penerbit: **Elsevier ScienceDirect**

Tajuk: **A longitudinal examination of intellectual capital reporting in Marks & Spencer annual reports, 1978-2008**

Tahun: **2010, Vol. 42(1), pp. 56-70**

Pengarang: **David Campbell dan Mara Ridhuan Che Abdul Rahman**

Abstrak: "This paper examines the intellectual capital content of Marks & Spencer annual reports over a 31 year period from 1978 to 2008 using a content analysis instrument. Motivated by the gap among prior studies in respect of longitudinal samples, the paper also sets out to note the ways in which the annual report has changed over the three decades in response to the supposed change from the assumption that fixed assets and operations were the key driver of value creation to a belief that knowledge and the stock of intellectual assets had become a more powerful explanation of value-added. The paper finds an overall increase in intellectual capital reporting over the 31 years but notes a particular increase in relational capital reporting and a re-ordering of sub-categories over time. Narrative (as opposed to quantitative) reporting has increased and 'factual' (as opposed to opinion and judgment) reporting has decreased. The paper concludes that annual report narratives have reflected a wider change in the market for information among investors and other stakeholders. Whilst the exact nature of these market changes was beyond the scope of this paper, it is concluded that changing patterns of ICR reflect the increased complexity of the messages being conveyed in voluntary reporting. The increased reliance on IC in value creation has, we argue, created a need for narrative of less factual certainty and with more ambiguity and circumspection in describing increasingly complex knowledge assets."

Jenis Penerbitan: **Jurnal (European Journal of Social Sciences)**

Penerbit: **European Journals Inc.**

Tajuk: **Investigating the effects of macroeconomic variables on demand for university education in Ghana**

Tahun: **2010, Vol. 13(3), pp. 427-436**

Pengarang: **Hadrat M. Yusif, Ishak Yussof dan Zulkifly Osman**

Abstrak: “This paper investigates the impact of macroeconomic variables on university enrolments in Ghana using the Autoregressive Distributed Lag (ARDL) framework. We showed that there is a systematic positive correlation between GNI per capita and tertiary education enrolment. We also found that government grant to universities has a significant positive impact on enrolment. No evidence is found that minimum wage has significant effect on enrolment decisions. Important policy implications arising from our results include but not limited to improving access to university education and manpower planning in Ghana.”

Jenis Penerbitan: **Jurnal (African Journal Of Business Management)**

Penerbit: **Academic Journals**

Tajuk: **Impact of labour quality on labour productivity and economic growth**

Tahun: **2010, Vol. 4(4), pp. 486-495**

Pengarang: **Idris Jajri dan Rahmah Ismail**

Abstrak: “The growth of the Malaysian economy has gone through several phases and strategies from input-driven to productivity-driven and knowledge-based-driven, which is in line with the world scenario. The knowledge-based-driven of economic growth is crucial as it will raise level of competitiveness of the country, especially in facing the world challenges. This paper attempts to observe to what extent the Malaysian economy has benefited from educational expansion. The production and productivity functions are estimated using the quality of labour together with the capital stock as independent variables. The effective labour and the level of education obtained by the employment are used as indicators to measure quality of labour. The data used for the analysis are gathered from various government agencies and world reports and the coverage is from 1981 to 2007. The study reveals that the capital stock and capital-labour ratio played a major role in contributing to the Malaysian economic growth and labour productivity respectively. The effective labour did play a positive role in determining economic growth but its contribution is less than the physical labour. This paper suggests that the education system must be geared towards producing workforce that can efficiently be used in the labour market.”

Jenis Penerbitan: **Jurnal (Applied Economics Letters)**
 Penerbit: **Routledge, Taylor & Francis Group**
 Tajuk: **Hedge funds, exchange rates and causality: evidence from Thailand and Malaysia**
 Tahun: **2010, Vol. 17(4), pp. 393-397**
 Pengarang: **W.N.M. Azman-Saini, Evan Lau dan Zulkefly Abdul Karim**

Abstrak: “This article contributes to the debate on hedge funds and exchange rates in Thailand and Malaysia. It provides the first empirical evidence on causal relation between hedge funds and exchange rates. Using a new Granger noncausality procedure proposed by Toda and Yamamoto (1995) and monthly data for the January 1994 to April 2002 period, two important findings emerge. First, hedge funds lead Thai baht during the 1997 crisis. Second, there is a bidirectional causality between hedge funds and Malaysian ringgit for the pre-crisis period. In all other cases, no causal relation can be established.”

Jenis Penerbitan: **Jurnal (International Journal of Management Practice)**

Penerbit: **Inderscience Enterprises Ltd.**

Tajuk: **Start-up, growth and internationalisation of entrepreneurial ventures by the use of service families**

Tahun: **2010, Vol. 4(1), pp. 76-94**

Pengarang: **Shamshubaridah Ramlee, Khairul Akmaliah Adham, Mohd Fuaad Said, Sascha Kraus dan Seppo Hanninen**

Abstrak: “This article uses a single case study methodology that draws from the process-based life cycle models of (a) product development (b) product family development and (c) new venture development. It analyses e-Pay Asia's efforts to pioneer an electronic prepaid airtime reload delivery system and subsequently develop it into a comprehensive payment service family. This research resulted in the identification of close linkages between new services development and service family extension, especially as they regard internationalisation and new venture development. Both new service development/extension and internationalisation contributed to the development and rapid growth of the case company, thereby confirming the Uppsala model of internationalisation.”