Table of Contents

CEBMM 2012 Session 1

Adaptive Demand Planning in a Volatile Business Environment
Romana Traxler, Markus Gerschberger, Romana Kohlberger and Raimund Hohensinn

Market Orientation and Innovativeness: The Role of Management Leadership
Tung-Zong (Donald) Chang

The Relationship of Direct Antecedent Variables on Corporate Image of Direct Selling Companies in Thailand
Prasit Rattanaphan and Nik Kamariah Nik Mat

The Effect of Tenure Audit and Dysfunctional Behavior on Audit Quality
Rita Yuniarti

Corporate Responsibility: Insight from a Construction Small and Medium Enterprise (SME) in the UK
Eric Choen Weng Lou, Angela Lee and Gill Mathison

Supply Chain Strategy – Necessity of a Structured Method of Deduction
Romana Kohlberger, Corinna Engelhardt-Nowitzki and Markus Gerschberger

Effectiveness of Sports Sponsorship In Swimming Competitions
H.K. Leng

The Uniqueness of The Marketing System of Maichi Chips
Silvia Sari Busnita, Muhammad Hakim Haekal and Erlangga Ryansha

Managerial Weaknesses and Features of Family Businesses in the Eastern Region of Saudi Arabia
M-Said Oukil and Hassan Al-Khalifah

How Does the Central Bank of Iran Control the Supply of Money in Circulation?
Jafar Haghighat

CEBMM 2012 Session 2

KM Process and CRM to manage Customer Knowledge Relationship Management
Amine Nehari Talet

Inter-Firm Network Strategy and Its Relationship with Pro- Activeness and Responsiveness
Mahdi Razghandi, Noor Hazarina B.T Hashim and Mohammad Ali Yaghobifar

Assessing Authorized Labeling as a Marketing Tool: An Empirical Study of Japan
Mitsunori Hirogaki

Hanpeng Zhang, Yili Shen, Hanfei Zhang, Wenyong Li and Lina Ma

Forming Community Enterprises using Vermicomposting as a tool for Socio-Economic
Betterment

Rajanita Das Purkayastha

An Analytical Hierarchical Process (AHP) based Approach for Promoting Green Buildings among the Citizens of Next Generation in Malaysia

Ali Karimi Zarchi, Govindan Marthandan and Mohammad Eshaghi

Hybrid Cloud Considerations: Managerial Perspective

Peter Géczy, Noriaki Izumi, Kôiti Hasida

The Challenges of Manufacturers’ Empty Truck Runs in Bangkok

Chaiyot Peetijade, Athikom Bangviwat

Industrial Cluster as Business Strategy to Improve Rural Economy in Malaysia

Yohan Kurniawan and Wan Mohamad Wan Abdullah

Advertising Your Product in Television Drama: Does Information Overload and Character Involvement Matter?

Fanny Kong and Kineta Hung

CEBMM 2012 Session 3

Customer Experience, Brand Image and Customer Loyalty in Telecommunication Services

Juthamard Sirapracha and Gerard Tocquer

The Impact of Mobile Advertisement and Communication on Customer Relationship Management (CRM)

Usman Musa Zakari Usman, Zainulabdeen Basil Mohammed

Evaluating the correlation between Emotional Intelligence (EI) and Effective Leadership (EL) among managers in Miri Shipbuilding Industry

Mitrabinda Singh, Linda Hii and Lum Goo Lean

The Influence of Humility on Leadership: A Chinese and Western Review

Teng-Chu Steve Chiu, Heh Jason Huang and Yishuo Hung

The Impact of Human Resources Investment for Public Sectors

Teng-Chu Steve Chiu and Chih-Hung Alex Yuan

Hierarchical Project Difficulty in New Product Development

Teayun Hwang, Jongseong Kim, Se Won Lee and Hoo-Gon Choi

Green Supply Chain Management Practices: A Sectoral Investigation into Manufacturing SMEs in China

Xiangmeng HUANG, Boon Leing TAN and Xiaoming Ding

Competition and Substitution of Media on Multimedia Environment-Niche Analysis of Mass Media and Social Media

Youn Ho, Sang-Woo Lee

Social Capital and Entrepreneurship: Building a National Entrepreneurial Capacity for Sustainable Development

Hamrila A. Latip, Kosmas X. Smyrnios

The Effect of Chronic Regulatory Focus on Online Review and Information Search Behavior by Using Web Log Data
Choi Jayoun and Jang Eunyoung

CEBMM 2012 Session 4

An Empirical Perspective on Book Building as Effective Tool for Price Discovery
   Bedanta Bora, Anindita Adhikary and Ajeya Jha
   168

Model of Consumer’s Buying Intention towards Organic Food: A Study among Mothers in Indonesian
   Budi Suprapto, Tony Wijaya
   173

Lack of Internal Communication in Privatization Process
   Ousanee Sawagvudcharee, Judy Young
   181

A Preliminary Study of Asset Accumulation among Single Mothers in Malaysia
   Zarina, M.N and Anton, A.A
   186

Entrepreneurship and Women Empowerment: Evidence from Pune City
   Jayashree Upadhye, Arwah Madan
   192

Impact of IT Strategy on Business Strategy in Small Malaysian Enterprises
   Hadi Karimikia
   198

Trained and Drained? A Parameter Simulation on the Return Timeframe of University Students Studying Abroad
   Jan-Jan Soon
   203

Determinants of Knowledge Sharing Behavior
   Elham Aliakbar, Rosman Bin Md Yusoff and Nik Hasnaa Nik Mahmood
   208

The Application of Internet Technology, Imperatives in Enhancing Customer Relations an Empirical Study in Iran
   Seyed Rajab Nikhashemi, Farzana Yasmin, Ahasanul Haque, Ali Khatibi
   216

A Customer Value Perspective Motivates People to Purchase Digital Items in Virtual Communities
   Hossein Miladian, Amirhossein Kamali Sarvestani
   225

CEBMM 2012 Session 5

Differences of “Traditional Marketing” in opposition to “Electronic Marketing”
   Hanieh Mirzaei, Ehsan Jaryani, Mohammadreza Aghaei, Mehrdad Salehi, Mojtaba Saeidinia
   231

Charging Content Online: Is It a Strategic Move for News Publishers?!
   Jun Xu and Peter Wong
   235

Non-mandatory Recommendations under the Corporate Governance Code and Investor Protection: An Evaluation
   Arwah Madan, Jayashree Upadhye and Arjun Madan
   240

Entrepreneurship and Women
   Geetha Sulur Nachimuthu, Barani Gunadharan
   245

District Heating and Cooling in Emerging Economies, In Search for More Realistic Vision
   Marek Martin
   249

Analysis of Behaviour of Weekly Prices in Bombay Stock Market
   254
<table>
<thead>
<tr>
<th>Title</th>
<th>Author(s)</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>A New Optimal Model of job design and Characteristics for Governmental Banks; Global Approach</td>
<td>Shri Prakash and Chitra Bhatia Arora</td>
<td>259</td>
</tr>
<tr>
<td>Continuous Futures Data Series for Back Testing and Technical Analysis</td>
<td>Bahram Alishiri</td>
<td>265</td>
</tr>
<tr>
<td>An international Comparison of Volatility in Stock Market Returns Prior and Post Global Financial Crisis</td>
<td>Saulius Masteika, Aleksandras V.Rutkauskas and Janes Andrea Alexander</td>
<td>270</td>
</tr>
<tr>
<td>What Leads Firms to Enterprise Risk Management Adoption? A Literature Review</td>
<td>Nargess Mottaghi Golshan and Siti Zaleha Abdul Rasid</td>
<td>276</td>
</tr>
<tr>
<td>CEBMM 2012 Session 6</td>
<td>281</td>
<td></td>
</tr>
<tr>
<td>Optimal Selection of an Independent Set of Cliques in a Market Graph</td>
<td>Athula D. A. Gunawardena, Robert R. Meyer, William L. Dougan, Patrick E. Monaghan, and Choton Basu</td>
<td>286</td>
</tr>
<tr>
<td>Group Solvency Optimization Model for Insurance Companies Using Copula Functions</td>
<td>Masayasu Kanno</td>
<td>286</td>
</tr>
<tr>
<td>Ant Colony Optimization Approach to Portfolio Optimization</td>
<td>Kambiz Forqandoost Haqiqi and Tohid Kazemi</td>
<td>292</td>
</tr>
<tr>
<td>Investment in Fixed Assets in Electrical Equipment and Cables Industry</td>
<td>S.L. Tulasi Devi and R.N. Rao</td>
<td>297</td>
</tr>
<tr>
<td>Bayesian Inference of the GARCH model with Rational Errors</td>
<td>Tetsuya Takaishi and Ting Ting Chen</td>
<td>303</td>
</tr>
<tr>
<td>A Comparison between the Efficiency of Manufacturing Factors on the Governmental (Quasi-Governmental) and Private Companies in the Stock Exchange's of Iran</td>
<td>Parviz Saeidi and Neda Jorjani</td>
<td>308</td>
</tr>
<tr>
<td>Collaborative Risk Management Impacting the Success of Infrastructure Development under Public Private Partnerships</td>
<td>Hui Thia and Donald Ross</td>
<td>314</td>
</tr>
<tr>
<td>Corporate Governance, IPO (Initial Public Offering) Long Term Return in Malaysia</td>
<td>Edris Heidari Darani</td>
<td>320</td>
</tr>
<tr>
<td>The Traditional Multiplier-Multiplicand Approach</td>
<td>Massita Mohamad, Haslifah Hashim and Halim Khalid</td>
<td>325</td>
</tr>
<tr>
<td>The Four Fields Factors Makes Inadequacy of Life Insurance Coverage in Malaysia</td>
<td>Halim Khalid, Haslifah Hashim, Massita Mohamad, Kamil Khalid and Kamal Khalid</td>
<td>330</td>
</tr>
<tr>
<td>Initial Approach to a System Study of Global Finance</td>
<td>Mario W. Cardullo and Manhong Mannie Liu</td>
<td>336</td>
</tr>
<tr>
<td>The Classical Music Industry and the Future that Digital Innovations can Bring to Its Business Models</td>
<td>Marius Carboni</td>
<td>343</td>
</tr>
</tbody>
</table>
The Opportunity of Indirect Determination of the Importance of the Attributes of the Tourist
Product in Evaluating the Consumer’s Satisfaction

Olimpia Ban

Author Index