

# Table of Contents

## CEBMM 2012 Session 1

Adaptive Demand Planning in a Volatile Business Environment <i>Romana Traxler, Markus Gerschberger, Romana Kohlberger and Raimund Hohensinn</i>	1
Market Orientation and Innovativeness: The Role of Management Leadership <i>Tung-Zong (Donald) Chang</i>	6
The Relationship of Direct Antecedent Variables on Corporate Image of Direct Selling Companies in Thailand <i>Prasit Rattanaphan and Nik Kamariah Nik Mat</i>	11
The Effect of Tenure Audit and Dysfunctional Behavior on Audit Quality <i>Rita Yuniarti</i>	18
Corporate Responsibility: Insight from a Construction Small and Medium Enterprise (SME) in the UK <i>Eric Choen Weng Lou, Angela Lee and Gill Mathison</i>	23
Supply Chain Strategy – Necessity of a Structured Method of Deduction <i>Romana Kohlberger, Corinna Engelhardt-Nowitzki and Markus Gerschberger</i>	29
Effectiveness of Sports Sponsorship In Swimming Competitions <i>H.K. Leng</i>	40
The Uniqueness of The Marketing System of Maicih Chips <i>Silvia Sari Busnita, Muhammad Hakim Haekal and Erlangga Ryansha</i>	44
Managerial Weaknesses and Features of Family Businesses in the Eastern Region of Saudi Arabia <i>M-Said Oukil and Hassan Al-Khalifah</i>	49
How Does the Central Bank of Iran Control the Supply of Money in Circulation? <i>Jafar Haghghat</i>	55

## CEBMM 2012 Session 2

KM Process and CRM to manage Customer Knowledge Relationship Management <i>Amine Nehari Talet</i>	60
Inter-Firm Network Strategy and Its Relationship with Pro- Activeness and Responsiveness Market Orientation <i>Mahdi Razghandi, Noor Hazarina B.T Hashim and Mohammad Ali Yaghobifar</i>	68
Assessing Authorized Labeling as a Marketing Tool: An Empirical Study of Japan <i>Mitsunori Hirogaki</i>	73
An Empirical Study on the Relationships between Social Capital, Rational Cognition and Knowledge Sharing in Product Development Team: The Role of Collective Value <i>Hanpeng Zhang, Yili Shen, Hanfei Zhang, Wenyong Li and Lina Ma</i>	78
Forming Community Enterprises using Vermicomposting as a tool for Socio-Economic	83

Betterment <i>Rajanita Das Purkayastha</i>	
An Analytical Hierarchical Process (AHP) based Approach for Promoting Green Buildings among the Citizens of Next Generation in Malaysia <i>Ali Karimi Zarchi, Govindan Marthandan and Mohammad Eshaghi</i>	88
Hybrid Cloud Considerations: Managerial Perspective <i>Peter Géczy, Noriaki Izumi, Kôiti Hasida</i>	94
The Challenges of Manufacturers' Empty Truck Runs in Bangkok <i>Chaiyot Peetijade, Athikom Bangviwat</i>	98
Industrial Cluster as Business Strategy to Improve Rural Economy in Malaysia <i>Yohan Kurniawan and Wan Mohamad Wan Abdullah</i>	103
Advertising Your Product in Television Drama: Does Information Overload and Character Involvement Matter? <i>Fanny Kong and Kineta Hung</i>	107
<b>CEBMM 2012 Session 3</b>	
Customer Experience, Brand Image and Customer Loyalty in Telecommunication Services <i>Juthamard Sirapracha and Gerard Tocquer</i>	112
The Impact of Mobile Advertisement and Communication on Customer Relationship Management (CRM) <i>Usman Musa Zakari Usman, Zainulabdeen Basil Mohammed</i>	118
Evaluating the correlation between Emotional Intelligence (EI) and Effective Leadership (EL) among managers in Miri Shipbuilding Industry <i>Mitrabinda Singh, Linda Hii and Lum Goo Lean</i>	122
The Influence of Humility on Leadership: A Chinese and Western Review <i>Teng-Chu Steve Chiu, Heh Jason Huang and Yishuo Hung</i>	129
The Impact of Human Resources Investment for Public Sectors <i>Teng-Chu Steve Chiu and Chih-Hung Alex Yuan</i>	134
Hierarchical Project Difficulty in New Product Development <i>Teayun Hwang, Jongseong Kim, Se Won Lee and Hoo-Gon Choi</i>	139
Green Supply Chain Management Practices: A Sectoral Investigation into Manufacturing SMEs in China <i>Xiangmeng HUANG, Boon Leing TAN and Xiaoming Ding</i>	147
Competition and Substitution of Media on Multimedia Environment-Niche Analysis of Mass Media and Social Media <i>Youn Ho, Sang-Woo Lee</i>	152
Social Capital and Entrepreneurship: Building a National Entrepreneurial Capacity for Sustainable Development <i>Hamrila A. Latip, Kosmas X. Smyrnios</i>	158
The Effect of Chronic Regulatory Focus on Online Review and Information Search Behavior by Using Web Log Data	163

*Choi Jayoung and Jang Eunyoun*

**CEBMM 2012 Session 4**

An Empirical Perspective on Book Building as Effective Tool for Price Discovery <i>Bedanta Bora, Anindita Adhikary and Ajeya Jha</i>	168
Model of Consumer's Buying Intention towards Organic Food: A Study among Mothers in Indonesian <i>Budi Suprpto, Tony Wijaya</i>	173
Lack of Internal Communication in Privatization Process <i>Ousanee Sawagvudcharee, Judy Young</i>	181
A Preliminary Study of Asset Accumulation among Single Mothers in Malaysia <i>Zarina, M.N and Anton, A.A</i>	186
Entrepreneurship and Women Empowerment: Evidence from Pune City <i>Jayashree Upadhye, Arwah Madan</i>	192
Impact of IT Strategy on Business Strategy in Small Malaysian Enterprises <i>Hadi Karimikia</i>	198
Trained and Drained? A Parameter Simulation on the Return Timeframe of University Students Studying Abroad <i>Jan-Jan Soon</i>	203
Determinants of Knowledge Sharing Behavior <i>Elham Aliakbar, Rosman Bin Md Yusoff and Nik Hasnaa Nik Mahmood</i>	208
The Application of Internet Technology, Imperatives in Enhancing Customer Relations an Empirical Study in Iran <i>Seyed Rajab Nikhashemi, Farzana Yasmin, Ahasanul Haque, Ali Khatibi</i>	216
A Customer Value Perspective Motivates People to Purchase Digital Items in Virtual Communities <i>Hossein Miladian, Amirhossein Kamali Sarvestani</i>	225

**CEBMM 2012 Session 5**

Differences of "Traditional Marketing" in opposition to "Electronic Marketing" <i>Hanieh Mirzaei, Ehsan Jaryani, Mohammadreza Aghaei, Mehrdad Salehi, Mojtaba Saeidinia</i>	231
Charging Content Online: Is It a Strategic Move for News Publishers?! <i>Jun Xu and Peter Wong</i>	235
Non-mandatory Recommendations under the Corporate Governance Code and Investor Protection: An Evaluation <i>Arwah Madan, Jayashree Upadhye and Arjun Madan</i>	240
Entrepreneurship and Women <i>Geetha Sular Nachimuthu, Barani Gunadharan</i>	245
District Heating and Cooling in Emerging Economies, In Search for More Realistic Vision <i>Marek Martin</i>	249
Analysis of Behaviour of Weekly Prices in Bombay Stock Market	254

*Shri Prakash and Chitra Bhatia Arora*

A New Optimal Model of job design and Characteristics for Governmental Banks; Global Approach 259

*Bahram Alishiri*

Continuous Futures Data Series for Back Testing and Technical Analysis 265

*Saulius Masteika, Aleksandras V.Rutkauskas and Janes Andrea Alexander*

An international Comparison of Volatility in Stock Market Returns Prior and Post Global Financial Crisis 270

*Hsiao-fen Chang*

What Leads Firms to Enterprise Risk Management Adoption? A Literature Review 276

*Nargess Mottaghi Golshan and Siti Zaleha Abdul Rasid*

### **CEBMM 2012 Session 6**

Optimal Selection of an Independent Set of Cliques in a Market Graph 281

*Athula D. A. Gunawardena, Robert R. Meyer, William L. Dougan, Patrick E. Monaghan and Choton Basu*

Group Solvency Optimization Model for Insurance Companies Using Copula Functions 286

*Masayasu Kanno*

Ant Colony Optimization Approach to Portfolio Optimization 292

*Kambiz Forqandoost Haqiqi and Tohid Kazemi*

Investment in Fixed Assets in Electrical Equipment and Cables Industry 297

*S.L. Tulasi Devi and R.N. Rao*

Bayesian Inference of the GARCH model with Rational Errors 303

*Tetsuya Takaishi and Ting Ting Chen*

A Comparison between the Efficiency of Manufacturing Factors on the Governmental (Quasi-Governmental) and Private Companies in the Stock Exchange's of Iran 308

*Parviz Saeidi and Neda Jorjani*

Collaborative Risk Management Impacting the Success of Infrastructure Development under Public Private Partnerships 314

*Hui Thia and Donald Ross*

Corporate Governance, IPO (Initial Public Offering) Long Term Return in Malaysia 320

*Edris Heidari Darani*

The Traditional Multiplier-Multiplicand Approach 325

*Massita Mohamad, Haslifah Hashim and Halim Khalid*

The Four Fields Factors Makes Inadequacy of Life Insurance Coverage in Malaysia 330

*Halim Khalid, Haslifah Hashim, Massita Mohamad, Kamil Khalid and Kamal Khalid*

Initial Approach to a System Study of Global Finance 336

*Mario W. Cardullo and Manhong Mannie Liu*

The Classical Music Industry and the Future that Digital Innovations can Bring to Its Business Models 343

*Marius Carboni*

The Opportunity of Indirect Determination of the Importance of the Attributes of the Tourist Product in Evaluating the Consumer's Satisfaction <i>Olimpia Ban</i>	348
Author Index	355

