

# Table of Contents

## ICEMM 2012 Session 1

Consumers' attitude and purchasing intention toward green packaged foods; A Malaysian perspective <i>Mohammad Zakersalehi and Amin Zakersalehi</i>	1
Consumer Attitudes to Food Quality Labels in Iceland and in the Czech Republic <i>Sarka Velcovska , Hana Janackova and Fridrik Larsen</i>	6
Simulation of Mass Production Quality Control Line Optimization Using Symphony <i>Seyed Jamshid Hosseini, Shabnam Ebrahimi and Maryam Fazlali</i>	12
An Examination of Service Quality in the Gaming Industry in Macau <i>Hung-Che Wu</i>	17
Rural Tourism Positioning Strategy: A Community Perspective <i>May-Chiun Lo, Abang Azlan Mohamad, Peter Songan and Alvin W. Yeo</i>	22

## ICEMM 2012 Session 2

The integration of environmental responsibility in corporate strategy: the case of IKEA. <i>Dario A. Schirone1 and Germano Torkan</i>	27
Externality and Market Structure of Social Network Sites Industry <i>Ernie G.S. Teo and Hongyu Chen</i>	33
Ethnographic Alternatives for Dialogic Marketspaces <i>Man Zhang and Nikhilesh Dholakia</i>	38
The Competency Model and Training Needs for TTQS Administrative Assistant <i>Yeh, Chun-Wei</i>	43
Cause-related Marketing: The Influence of Cause-Brand Fit, Firm Motives and Attribute Altruistic to Consumer Inferences and Loyalty and Moderation Effect of Consumer Values <i>Adiwijaya, K. and Fauzan, R.</i>	49

## ICEMM 2012 Session 3

Organizational Resilience Perspective: Facilitating Organizational Adaptation Analysis <i>Ruiting Zhang and Wenwen Liu</i>	55
The Effects Entrepreneurship and Market Orientation on Social Performance of Social Enterprise <i>Yoon-joo Ma, Min-jae Kim, Jun-seok Heo and Lee-joo Jang</i>	60
Technical Architecture Role Explained <i>Iosif Ziman</i>	66
Designing a Scale for Measuring Entrepreneurial Leadership in SMEs <i>Seyed Amir Mousavi Hejazi, Mohamad Mehdi Maleki and Mohammad Javad Naeiji</i>	71
Human Resource Management in a Creative Organization <i>Lina Girdauskienė, Algimantas Sakalas and Asta Savanevičienė</i>	78

## ICEMM 2012 Session 4

Cash Holdings and Corporate Governance in Business Group Affiliated Firms <i>Ching-Chieh Tsai</i>	83
Bringing Order to the World Trade Network	88

<i>Wei Wei and Gang Liu</i>	
Import Impact of Economic Growth on Regional Economies <i>Martins Priede</i>	93
Social Capital among Professionals: a Study of Friendship Network at Work <i>Nur Zafifa Kamarunzaman, Azlyn Ahmad Zawawi and Badrul Azmier Mohamed@Bakar</i>	97
Malaysian Savings Behavior towards Retirement Planning <i>Dahlia Ibrahim , Zuraidah Mohamed Isa and Norhidayah Ali</i>	102
<b>ICEMM 2012 Session 5</b>	
The Exploratory Study of Marketing Capabilities and Export Success: an Investigation of Thai's SMEs <i>Phadett Tooksoon , Supee Sukitniyakorn and Jakkarat Thammajit</i>	106
The Utilization of Twitter Social Media and Its Benefit toward the Development of Audience Community in Indonesia's TV Industry <i>Yudi Pramudiana and Amira Dewiningtias</i>	111
Preliminary Findings on Waqf Management Practices among Selected Muslim Countries <i>Rabitah Harun, Zuraidah Mohamed Isa and Norhidayah Ali</i>	117
Household income distribution and public expenditure in various five year Malaysia Plans <i>Mukaramah Harun, Siti Hadijah Che' Mat and Ahmad Zafarullah Abdul Jalil</i>	121
Knowledge Sharing Behaviors and Individual Factors towards Online Socialization <i>Mohd Zool Hilmie Mohamed Sawal, Nor Azlina Azmi, Ahmad Sufi Alawi Idris, Syed Mohammed Alhady Syed Ahmad Alhady , Nazni Noordin and Zaherawati Zakaria</i>	126
<b>ICEMM 2012 Session 6</b>	
Bankruptcy among Young Executives in Malaysia <i>Nazni Noordin, Zaherawati Zakaria, Mohd Zool Hilmie Mohamed Sawal , Kamarudin Ngah and Zaliha Hj Hussin</i>	132
Future Leaders' Perception on Baby Dumping Issues In Malaysia <i>Nazni Noordin, Zaherawati Zakaria, Mohd Zool Hilmie Mohamed Sawal , Zaliha Hj Hussin and Kamarudin Ngah</i>	137
Historical of Customer Satisfaction in Municipal Services <i>Zaherawati Zakaria, Kamarudin Ngah, Nazni Noordin, Mohd Zool Hilmie Mohamed Sawal and Zaliha Hj Hussin</i>	142
Relationship between Political Community and Women's Support in Politics: Malaysian Experienced <i>Zaliha Hj Hussin , Zaherawati Zakaria, Kamarudin Ngah, Nazni Noordin , and Mohd Zool Hilmie Mohamed Sawal</i>	147
Pros and Cons of Government Game Permit in China <i>Youngho Nam and Wenhui Fu</i>	152
<b>ICEMM 2012 Session 7</b>	
Economic Development and Crisis Policy Responses in Southeast Asia (Comparative study of Asian Crisis 1997 and Global Financial Crisis 2008 in Malaysia, Thailand and the Philippines) <i>Fadillah Putra</i>	162
The Conspicuous Consumption and the Visibility of Consumer Behavior: Special Reference to Low middle Income and Poor in Jaffna, Sri Lanka <i>Sinnathurai Vijayakumar and Olga Brezinova</i>	167

An Analysis of Online User Forum Community Segmentation at www.Kaskus.us <i>RefiRifaldiWindyaGiri, ST. and NinditaAfiyanti</i>	174
Intellectual Capital Factors and Its Impact to Sales Forces Performance <i>Yuliani Rachma Putri</i>	179
The Effect of Samsung Android-Based Mobile Phone Marketing Mix toward its Brand Awareness (A case study at Telkom Institute of Management in 2011) <i>Rangga Tri Raeros and Rah Utami Nugrahani</i>	183
<b>ICEMM 2012 Session 8</b>	
Digital Signature's Legal Position in Electronic Commerce (Indonesia's Evidence Law Perspective) <i>Patricia Audrey Ruslijanto</i>	189
The "Populism" Policy and Building/Diminishing Economic "Inequality" and "Unfairness": Empirical Suggestion on Pork-Barrel in Thailand's Rice Trading Business <i>Kittisak Jermsittiparsert, Thanaporn Sriyakul, and Chayongkan Pamornmast</i>	193
Assessment of Cultural Dimensions, Leadership Behaviors and Leadership Self-Efficacy: Examination of Multinational Corporations in Taiwan <i>Weng Kun Liu and Yueh-shian Lee</i>	199
The regulatory framework for the institute of the termination of an employment contract by a decision of the competent court – the Republic of Croatia and a comparative overview <i>Vilim Herman and Tomislav Strnišćak</i>	205
Corruption and Self-Conflict: A Sociological Approach <i>Abdullah Alwagdani</i>	211
<b>ICEMM 2012 Session 9</b>	
Proxy Warfare in the Horn of Africa Terrorist Organization Al-Shabaab Prospering From the Chaos in the Failed State of Somalia <i>Cristian Claudiu Teodorescu</i>	215
Sence of place on expatriate mental health in Malaysia <i>Mehran Rostamzadeh, Dr. R.N.A. Anantharaman and Dr. David Yoon Kin Tong</i>	221
Examining the Malaysian State Governments Fiscal Effort: The Case of Forest-Based Revenue 2000-2008. <i>Ahmad Zafarullah Abdul Jalil, Mukaramah Harun and Siti Hadijah Che Mat</i>	226
The Application of Forensic Techniques for the Discovery and Proof of Crimes against Physical Integrity <i>Mansour Farrokhi</i>	231
Application of Levinson's Concept of Dispreferred Seconds to the Review of Iran's High School English Textbooks <i>SondosMansouri and Atefesadat Mirsaeedi</i>	235
<b>ICEMM 2012 Session 10</b>	
Work Values-Career Commitment Relationship of Generation Y Teachers in Malaysia <i>Sock Lee Ching and Daisy Mui Hung Kee</i>	242
IranianSupreme Court procedures and the Violation of Doctrine of division of Powers <i>Abolfazl AmeriShahrabi</i>	247
Broken Pillars of the NPT: Time to Re-Construct <i>Maziyar Shokrani</i>	251

Intellectual Property Policy in Korea <i>Kyung-Nam Kang and Jeeyoun Shin</i>	255
“How Is The Liability Of Internet Service Providers Limited Under The Digital Millennium Copyright Act?” <i>Pardis Moslemzadeh Tehrani and Tahereh Amoozegar</i>	258
Author Index	264