

# The Response of Islamic Study Groups (Majelis Ta'lim) on Islamic Banking and Their Preferences on Sharia Products Study Case In Bandung (Indonesia)

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## Abstract

This research is concerned with the response of islamic study groups (majelis ta'lim in Indonesia) to islamic banking and syari'a products. It is well known that syari'a banking applies non-interest system. By applying this system, it is expected that syari'a banking will be the best choice for those societies. Survey method was used in this research. It was conducted in Bandung (Indonesia), including both mosque-based and non-mosque based islamic study groups in 2006. Ten majelis ta'lim were chosen as the samples. The result shows that 77.9% out of the samples give positive responses to the islamic banking, showing that 49.3% out of 77.9% samples even have already been the customers of islamic banking. The preferences of those groups to the islamic banking products are also indicated by the recognized, the present chosen, and the future chosen products. The highest preference the products of fund collection is mudharabah (72.25%). The products of fund distributions vary from mudarabah (38.94%), musyarakah (26.4%) and murabahah (18.48%).

Keyword: Majlis ta'lim, Response, Preference, Sharia bank product

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## **The Response of Islamic Study Groups (Majelis Ta'lim) on Islamic Banking and Their Preferences on Sharia Products : Study Case In Bandung (West Java, Indonesia)**

### **1. Introduction**

New paradigm in an economic system lately among economists is often discussed by both academicians and practitioners. The emergence of a new concept which has not been accepted by society, because there is no understanding of these concepts. One concept that is often discussed today, is the concept of Islamic banking. This concept of applying the principles of Islamic Shari'a in banking transactions. Khoirunissa (2002) explains the main principle applied is the financial transaction, a form of storage and distribution of funds that do not bear interest (interest free banking).

The evaluation of bank performance is a must (Frida et al, 2005). To conduct the evaluation, it is not enough to evaluate the achievement of the financial aspects of banking only. There were other variables that allegedly deeply affected, among others, such as public confidence in the use of banking services. It can be seen from how the community responses to the performance which are achieved so far. So, it is very important to evaluate the society responses as a banking performance appraisal. Those informations are required as efforts to strategically develop the sharia banks. The response of society is meant by how public responses to the role of islamic banking, both the role of collection and disbursement of funds and the role of expectations that arise in the community associated with that role.

Several studies related to community responses (Khoirunnisa, 2002) have been done in analyzing the factors driving customers to save on sharia banks using economic and religious preferences. The studies show the relationship between both economic and religious preferences when customers decided to save the Islamic bank, which is driven by the desire for worldly satisfaction and ukhorowi. Another study conducted by Nasser, Jamal, and Al-Khatib (1999) showed that the factors that encourage people to save in the islamic banks because of the bank's reputation, of religious reasons and of benefits. From these studies, there are two factors that encourage customers to choose the Islamic bank, i.e. both religious and economic factors.

On the other side, those two factors remain conflicting. Religious factors give more emphasis on how the islamic banks apply the principles of Islam, while the economic factors emphasize more on how the benefits received and how the costs borne by the customers. Therefore, religious factor is not enough to encourage people to choose islamic banks. It is due to the dominations of economic factors in choosing a sharia bank.

The above study was also supported by Naser (1999) indicating that a public disappointment to the service of islamic banks, so they don't choose an islamic bank's product. From the point of sharia banks, this condition can be ignored, but it must be tried to give efforts to convince the public in supporting the growth and development of islamic banking, especially in the Indonesian muslim community.

Islamic societies can be seen from religious activities such as teaching activities in the majlis informal gatherings. Teaching activities in the majlis study groups can be divided into two types, mosque based study groups, where the teaching activities are conducted in the mosque, and non-mosque based study groups, where the activities are not conducted in the mosque. Based on the description above, this study investigates the response of the majlis ta'lim to sharia banking and their preferences to islamic bank products. The study was done in the city of Bandung, west java, Indonesia.

## **2. Data**

### **2.1 Research Scope**

This research was conducted with the respondent of members of both mosque-based and non-mosque based study groups. Bandung was selected as the research area because of some reasons:

- (1) There are many good mosque-based and non-mosque study groups and non mosque mosque than other cities.
- (2) The emergence of islamic banks in the city of Bandung are more compared to other cities.

The majlis study groups are as follows:

1. Salman ITB Bandung
2. Masjid Istiqomah Bandung
3. Masjid PUSDAI Bandung
4. Masjid Persis Bandung
5. Majlis Ta'lim Hizbut Tahrir Bandung
6. Masjid Daarut Tauhid Bandung
7. Majlis Ta'lim Percikan Iman
8. Masjid Mujahidin Bandung
9. Masjid Agung Bandung
10. Masjid Al Huda Cipadung Bandung

### **2.2 Sampling Technique**

#### **Population and Sample**

The population in this study is mosque and non-mosque based islamic study groups in Bandung. It is about 1550 and 650 populations of mosque and non-mosque based study groups, respectively. So the total of the population are more than 2200 members of the majlis ta'lim (study groups) as shown in Table 1.

Because the population was divided into several locations, sampling method used was stratified random sampling method. Further sampling is simple random from each stratum in accordance with a predetermined number of samples. It is determined that  $N = 2200$ , and primary sampe,  $n = 195$ .

Table 1: Sample and population

No	Population location	Population number	Sample number
	A. Mosque-based study groups		
1	Salman ITB	200	17
2	Istiqomah	200	17
3	Pusdai	250	22
4	Persis	250	22
5	Daarut Tauhid	400	35
6	Al-Huda	50	5
7	Al Mujahidin	50	5
8	Masjid Agung Bandung	150	15
	Jumlah	1550	138
	B. Non-mosque-based study groups		
1	Percikan Iman	250	22
2	Hizbut Tahrir	400	35
	Jumlah	650	57
	Jumlah ( A+B )	2200	195

In accordance with the above title, the objective of this research are as follows:

1. Majelis ta'lim community response towards islamic banking in Bandung.
2. Majelis ta'lim preferences towards islamic bank product in Bandung.
3. Islamic bank products (fund raising and distribution of funds products).

### 2.3 Respondent Characteristics

Table 2: Respondent characteristic

No	Respondent Characteristics	Information
1	Reason to attend study groups	1. Obtain information on religion. 2. Proximity to the mosque. 3. Symbolization or religious of the teacher. 4. Organizations membership.
2	Education	1. Bachelor degree (26.59%). 2. Master degree (24.85%). 3. PhD (20.81%).
3	Jobs	1. Private employee (39.43%). 2. Public servant (26.28%). 3. Others (34.29%).
4	Income	Rp 1.500.000 – Rp 5.000.000

### 3. Methodology and Results

The method used in this study was the survey of islamic study groups in the city of Bandung, both mosque-based and non-mosque based study groups. The data was analyzed with descriptive analysis techniques.

#### 3.1 The response of study groups to islamic banks

Based on survey results, it is revealed that the response from the study groups to Islamic banks due to stimulation from outside of the respondent. Many stimuli that cause the response such as from where the source of the information are obtained, heard and seen, resulting in a response or attitude to the existence of islamic banks, as shown in Table 3.

Table 3: Response towards Islamic banking

No	<u>Response towards islamic banking</u>	Information
1	Medium of transfer	1. Newspapers (16.8%), 2. Television(15.1%), 3. Brochure (11.5%), 4. Magazine (10%), 5. Radio (9.4%). 6. Friends (13.8%) 7. Majlis ta'lim (study groups) (6.2%)
2	<u>Understanding and knowledge of Islamic banking</u>	- Ever heard about islamic banks (77.9%) - Never heard about islamic banks (22.1%)
3	<u>Frequency heard about islamic banking</u>	10 time – 25 time each respondent
4	<u>Factors are considered to be the islamic bank customers</u>	1. Themselves (45.8 %). 2. Knowledge of the respondent (30%). 3. Friend's factor (33.3 %) 4. Advertisement (16.7%) 5. Teachers' factor (31.4 %)
5	<u>Factors to consider to save money in the islamic banks</u>	1. Implementation of sharia (33.5%). 2. Religion environment (24%). 3. Religion (31%). 4. Other condition, such as psychology (2,5%). 5. <u>The concept of revenue sharing (24%).</u>
6	<u>Factors considered in selecting the Islamic bank.</u>	1. Credibility/trust/security (24.7%). 2. Status of the bank (19.4%) 3. Location (17.7%) 4. Friendly and professional services 5.9% 5. Favorable profit sharing (17.2%) 6. ATM Facilities (2.2%). 7. Others (12.9%)

### 3.2 Study Groups Preferences Against Islamic Banking Products

Based on information provided by members, there is only 49.70% of the members has become a sharia bank customers, and 50.30% yet to become a customer. Reasons respondents of the response is reflected in the Table 4.

Table 4: Preferences Against Islamic Banking Products

No	Preferences Against Islamic Banking Products	Information
1	The reasons have not become Islamic bank customers	<ol style="list-style-type: none"> <li>1. Respondents did not have knowledge of islamic banks (29.06%).</li> <li>2. Islamic bank locations difficult to reach (22.63%).</li> <li>3. Conventional banks have more products (11.96%).</li> <li>4. Islamic bank is not operating in their area (11.11%).</li> <li>5. Islamic bank facilities inadequate compared to conventional banks (8.23%).</li> <li>6. Islamic banks have not proved its superiority (6.58%).</li> </ol>
2	The reasons have become islamic bank customers	<ol style="list-style-type: none"> <li>1. Respondents noted that the islamic bank system operates with no interest (32.99%).</li> <li>2. Islamic sharia-based banks (31.47%).</li> <li>3. More profitable because it adopted sharing system (21.69%).</li> <li>4. Islamic banks have implemented systems partnership (10.66%).</li> <li>5. Because of Fatwa of Ulama (6.60%).</li> </ol>

### 3.2.1. Study Groups Preferences Against Fund Raising Product

The fund raising products offered by islamic banks are classified in 8 (eight) types of products which are selected by the respondent, as follows:

1. Mudharabah (72.59%)
2. Deposits (savings) pilgrimage (7.25%)
3. Zakat/infaq/shadaqah (5.23%).
4. Educational funds (4.85%).
5. Islamic finance institution pension funds (3.09%).
6. Al wadiah (2.93%).
7. Mutlaqoh mudharabah (2.13%).
8. Muqqayah (1.92%).

From that information, it seems that the mudharaba saving is best options as fund raising product of islamic bank products, followed by hajj and zakat collection/infaq/shadaqah.

Other considerations are the determining factors in product selection of fund raising products, such as:

1. Respondents see the time needed to open a new account is relatively fast (48.50%).
2. time needed is moderate (36.10%).
3. Low cost (36.78%).

### **3.2.2 Study Groups Preferences Against Disbursement Products**

The respondents (study groups) who have been in the islamic bank customers are categorized in 4 (four) status, namely:

1. Depositor funds (64.76%).
2. Users of funds (6.67%).
3. Depositary and users of funds (27.62%).
4. Users of other banking services (0.95%).

Furthermore, the products distribution of funds selected by the respondents are as follows:

1. Mudharabah (profit sharing) 38.94%.
2. Musyarakah (in collaboration) 26.40%.
3. Murabaha (sale and purchase) 18.48%.
4. Bai Bithaman Ajil (installment sales) 9.24%.
5. Al-Ijarah (lease) 6.43%.

In general, products of mudharabah financing was indicated as the most favorite product. It simply suggests that the principle of "profit sharing" in an islamic bank is most well known. Moreover, the other products need to be disseminated intensively to the public, especially people (Muslims) who are in various majlis ta'lim (study groups) in the city of Bandung. In addition to more intensive socialization efforts, other can be done, such as:

1. Intensifying branch offices.
2. Increasing variety of physical service facilities.
3. Reproduce a variety of other services.

## **4. Concluding Remarks**

Based on the discussion in the previous section, it can be obtained several conclusions, as follows:

1. Majlis ta'lim (study groups) responses positively to islamic bank products. This is supported by the self-encouragement and of knowledge and understanding of the principles of religious (Islamic) to push himself willing to become an Islamic bank customers.



2. From a number of the groups show a preference to choose "Savings Mudharabah". Furthermore, for the product distribution of funds, as follows : (1) Financing mudharabah ( 2) Financing musyarkah and (3) Financing murabaha.

Based on the discussion in, it can be submitted suggestions, as follows:

1. In order for the positive response shown by the community council study groups can be realized by increasing the number of Islamic bank customers, so socialization to introduce islamic banking should be increased (particularly to the community council study groups).
2. To improve product preferences provided by the islamic bank, improving services, the system on line, opening a branch office / cash, especially around the large mosque is something that is needed.

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## *Parallel Session 1*

Day 1 (Thursday)

Date: 5 August 2010

Time: 10.30 am-12.30 pm

Chairperson: <b>Siti Haryati Shaikh Ali</b>				
Theme: <b>Economics/ Islamic Banking</b>				
Venue: <b>Gamelan 1</b>				
No.	Paper-ID	Title	Authors	Time
1.	062	Employers' Expectations And Observations On Accounting Interns' Skills	Inayah Abdul Aziz, Yunita Awang, Rohana Yusoff, Yusliena Yusoff	10.30 - 10.45
2.	110	The Influence Of Usability And Enjoyment On Electronic Customer Relationship Management Performance In Jordan Mobile Communication Services	Samsudin Wahab, Khaled Abed Mufleh Al Momani, Nor Azila Mohd Noor	10.45 - 11.00
3.	111	Service Provider-Customer Relationship: To What Extent Are Customers In Terengganu Being Respected?	Siti Haryati Shaikh Ali, Nelson Oly Ndubisi	11.00 - 11.15
4.	071	Environmental Perception From Students' View: Cerbis For Higher Education Management	Yunita Awang, Khalipah Ibrahim, Goh Ying Soon	11.15 - 11.30
5.	069	Proposed Two-Phase Research Methodology For Forecasting Future Competencies Of Managers An Exploratory And Cross Comparative Study In Multinationals And Mutlicultural Business Environment	Saquist Yusaf Janjua, Sobia Javaid	11.30 - 11.45

Chairperson: **Najah Lukman**

Theme: **Economics/ Islamic Banking**

Venue: **Gamelan 2**

<b>No.</b>	<b>Paper-ID</b>	<b>Title</b>	<b>Authors</b>	<b>Time</b>
1.	084	Islamic Microfinance: Viable Approaches for Islamic Banking Application	Wan Noor Hazlina Wan Jusoh	10.30 - 10.45
2.	032	World Population Growth Rate	Zetie Natasya Binti Mohd Shah, Fadli Fizari Bin Abu Hassan Asari, Ungku Nur Hasyirah Binti Ungku Iskandar, Syairah Aimi Binti Zulkifli	10.45 - 11.00
3.	031	The Day of the Week Effect in the Saudi Stock Exchange: A Non-linear Garch Analysis	Talat Ulussever, Ibrahim Guran Yumusak, Muhsin Kar	11.00 - 11.15
4.	024	Agriculture: A Study On Factors For Sustainable Production	Norsuziana Binti Ahmad Khairuddin, Fadli Fizari Bin Abu Hassan Asari, Zalipah Binti Zakaria, Nur Hidayatul Asyikin Binti Ramlan, Siti Nabila Bin Shapruddin	11.15 - 11.30
5.	029	Co-Movement Of Output And Price In Malaysia: Empirical Evidence And Macroeconomic Policy Implications	Salina kassim, Turkhan Ali Abdul Manap	11.30 - 11.45
6.	028	The Modeling Of Malaysia Crude Oil Production Using Autoregressive Integrated Moving Average (Arima) Model	Ruzaidah Sulong @ A. Rashid, Nazuha bt. Muda@Yusoff, Zamzulani bt Mohamed	11.45 – 12.00

Chairperson: **Dr. Samsudin Wahab**  
 Theme: **Human Resource/ Management**  
 Venue: **Gamelan 3**

No.	Paper-ID	Title	Authors	Time
1.	099	Relationship between Age and Size of Firm on Corporate Entrepreneurial Behavior among Employees	Zarinah Abu Yazid, Al-Mansor b. Abu Said	10.30 - 10.45
2.	067	Verbal Aggression Encounters And Workplace Bullying Experiences: Consequences On Hotel Trainees' Emotional Dissonance	Mohd Onn Rashdi B. Abd Patah, Wan Nazriah bt. Wan Nawawi, Salleh b. Mohd Radzi	10.45 - 11.00
3.	066	A Study On The Factors Contributing To The Work Environment Improvement: A Case Study Of Teachers Perception At Sek Men Keb Ahmad Boestaman, Sitiawan, Perak	Mazlan Bin Che Soh, Mohd Fadzli Bin Abdul Latif, Nazatullaini Bt Mohd Sharif	11.00 - 11.15
4.	073	Perception Of Using Technology And The Level Of Technostress Experienced By Commercial Bank Employees	Maimunah Mohd Shah, Roshidi Hassan, Roslani Embi	11.15 - 11.30
5.	074	The Effect of Personality on the External Auditors' Ability to Detect the Likelihood of Fraud	Nahariah Jaffar, Hasnah Haron, Takhiah Mohd Iskandar, Arfah Salleh	11.30 - 11.45

Chairperson: **Dr. Sunil Gupta**  
 Theme: **SME/ Marketing**  
 Venue: **Gamelan 4**

No.	Paper-ID	Title	Authors	Time
1.	112	An Exploratory Study Of Understanding "Impact Of Sales Quota On Salesperson's Job Satisfaction & Performance	Sunil Gupta, Shabnam Mehta	10.30 - 10.45
2.	121	The Development of Internal Control for SME	Shazalina Mohamed Shuhidan, Nur Nariza Mod Arifin, Anita Che Hassan, Siti Rokyah Md Zain	10.45 - 11.00
3.	120	Developing A Comprehensive Model Of Organizational Learning Practices Towards Sustaining Competitive Advantage Among Malaysian SMEs	Norudin Mansor, Mohd Rafi Yaacob	11.00 - 11.15
4.	117	Examining The Effect Of Company's Size And Resources On The Relationship Between Stakeholders' Pressure And Environmental Strategies In The Malaysian Palm Oil Industry	Mohd Rafi Yaacob, Mohd Nor Hakim Yusoff	11.15 - 11.30
5.	119	The Exercise Of Succession Planning: The Case Study Of Five Small Medium Enterprises (Smes) Companies In Klang Valley, Malaysia	Norzanah Mat Nor, Norlela Jamaluddin, Norikhti Faqriah Azimie, Nurjihan Fadzil	11.30 - 11.45
6.	114	Entrepreneurial Strategic Alliances and Partnership of Marketing and Retailing in Small and Medium Enterprises in Agro Sapling Supply Chain	Wan Haslin Aziah Wan Hassan, Lee Tan Luck, Mahani Mohamed Anuar, Syaidatul Zarina Mat Din, Syaherah Abd. Malik	11.45 - 12.00

## *Parallel Session 2*

Day 1 (Thursday)

Date: 5 August 2010

Time: 3.45 pm - 5.30 pm

Chairperson: <b>Nurmuslimah Kamilah Abdullah</b>				
Theme: <b>SME / Marketing</b>				
Venue: <b>Gamelan 1</b>				
<b>No.</b>	<b>Paper-ID</b>	<b>Title</b>	<b>Authors</b>	<b>Time</b>
1.	115	E-business Adoption amongst Small Medium Enterprises in Terengganu	Azyanee Luqman, Nurmuslimah Kamilah Abdullah	3.45 - 4.00
2.	116	Women Participation In SME Business A Case Study Of Sindh Province	Faiz Muhammad Shaikh, Muhammad Sohail Nazar	4.00 - 4.15
3.	123	The difference between micro and small business toward entrepreneurial commitment and relationship with n-Ach in the Terengganu Craft industry	Zainuddin Zakaria, Muhammad Abi Sofian, Abdul Halim	4.15 - 4.30
4.	118	Craft makers: a significant study on entrepreneurial creativity and competitive advantage	Muhammad Abi Sofian, Abdul Halim, Zainuddin Zakaria	4.30 - 4.45
5.	106	Impact Of Online/Internet Marketing On Computer Industry In Malaysia In Enhancing Consumer Experience	Hamed Armesh, Davoud Nikbinb, Solmohammad Bastamc	4.45 - 5.00

Chairperson: **Najihah Marha Yaacob**

Theme: **Economics / Islamic Banking**

Venue: **Gamelan 2**

<b>No.</b>	<b>Paper-ID</b>	<b>Title</b>	<b>Authors</b>	<b>Time</b>
1.	080	Roles Of Contract Law In Technology Transfer	Mustafa 'Afifi Bin Ab. Halim, Haliza A. Shukor	3.45 - 4.00
2.	078	Perkhidmatan Skim Takaful: Manifestasi Kekuatan Ukhuwah Islamiyyah	Hussin Salamon, Buerah Bt Tunggak, Zanirah Bt Mustafa	4.00 - 4.15
3.	085	An Analysis On Vehicle Financing: A Case Study At Bank Islam Malaysia Berhad	Hasbullah Othman	4.15 - 4.30
4.	033	Developing A New Loss-Based Process Capability Index	Mohammad Abdolshah, Rosnah Mohd. Yusuff, Md. Yusof b. Ismail, Tang Sai Hong	4.30 - 4.45
5.	027	Empirical Analysis Between Human Capital And Economic Growth In Malaysia From 1975 To 2009: An Ardl Approach	Nurul Wahilah Bt. Abdul Latif, Nora Yusma Bt. Mohamed Yusof, Tan Kwe Lu	4.45 - 5.00



Chairperson: **Shazalina Bt. Mohamed Shuhidan**  
 Theme: **Human Resource/ Management**  
 Venue: **Gamelan 3**

No.	Paper-ID	Title	Authors	Time
1.	096	The Response of Islamic Study Groups (Majelis Ta'lim) on Islamic Banking and Their Preferences on Sharia Products Study Case In Bandung (Indonesia)	Turnad Lenggo Ginta, Sri Fadilah, Dikdik Tandika, Sri Suwarsi	3.45 - 4.00
2.	095	A Study on Self-Regulated Learning and Academic Performance of Accounting Students in East Coast Region	Sharifah Buniamin, Azrinawati Mohd Remali, Hasmaizan Hassan, Mohd Amran Jaafar	4.00 - 4.15
3.	091	The Implementation Of E-Government In Malaysia	Mashitah Binti Mohamed Esa, Nor Azian Abdul Rahman, Zarith Delaila Abd Aziz	4.15 - 4.30
4.	057	The Implementation Of Customer Relationship Management (CRM) On A Local Regional Government Bank At West Java	Adam Faritzal, Sri Wiludjeng, Alfiah Hasanah	4.30 - 4.45
5.	059	Poor, Power And Politics: The Question Of Labour Restiveness In Nigerian Colleges And Universities	Austin N. Nosike, Nkasiobi S. Oguzor, Addison M. Wokocho , Jacinta A. Opara	4.45 - 5.00
6.	061	Strategies, Funding And Expenditure For Human Resource Development	Haslinda Abdullah	5.00 - 5.15

Chairperson: **Hajjah Rohana Yusoff**  
 Theme: **Finance/ Islamic Banking**  
 Venue: **Gamelan 4**

No.	Paper-ID	Title	Authors	Time
1.	046	The impact of macroeconomic variables on the stock market movements in 5 ASEAN countries: A panel data analysis	Mohd Rizal Miseman, Wan Mansor Wan Mahmood	3.45 - 4.00
2.	055	Risk, Capital And Efficiency Evidence From Japanese Cooperative Banks	Tara Deelchand	4.00 - 4.15
3.	054	Assessing The Variables Of Personal Characteristics Affecting The Formation Of Investment Intentionality: Case Of Unit Trust	Tan Kwe Lu, Azlina Abdullah, Nurul Wahilah Abdul Latif, Irene Ting Wei Kiong	4.15 - 4.30
4.	052	The Analysis Of Possible Bankruptcy Using Altman Z-Score Model Of Financial Report Analysis In Listed Telecommunication Company At Bei	Suskim Riantani, Alfiah Hasanah, Rendy Devriana	4.30 - 4.45
5.	050	Evidence Of Global Financial Shocks Transmission: Changing Nature Of Stock Markets Integration During The Us 2007 Financial Crisis	Salina Kassim	4.45 - 5.00
6.	049	Would Bond Market more viable investment alternative to the stock market	Nor Farradila Abdul Aziz, Maizura Mohd Isa @Kamaruddin, Mohd Khalimi Ashraf Mohamed Rethuan	5.00 - 5.15

## *Parallel Session 3*

Day 2 (Friday)

Date: 6 August 2010

Time: 8.00 am-10.15 am

Chairperson: <b>Mohd Onn Rashdi Abd Patah</b>				
Theme: <b>Human Resource / Management / Marketing</b>				
Venue: <b>Gamelan 1</b>				
No.	Paper-ID	Title	Authors	Time
1.	068	Employee Share Option Scheme And Employees' Motivation	Rebecca Yew Ming Yian, Rose Ruziana Samad	8.00 - 8.15
2.	093	The Influence Of Geopolitical Factors On Country Risk: Reviewing The Emerging Markets Of Southeast Asia	Rini Suryati Sulong	8.15 - 8.30
3.	092	Evaluating The Features Of Electronic Payment Methods In Iranian Bank Users' View	Mehrdad Madhoushi, Fatemeh Hamidi Nava	8.30 - 8.45
4.	094	The Effects Of Ingratiation On Employee Career Success	Sakinah Mat Zin	8.45 - 9.00
5.	098	The understanding of customer relationship management among Agrobank's staff	Zalinawati Abdullah, Norudin Mansor, Mohd Yusry MohdRejab	9.00 - 9.15
6.	076	Loyalty Among Academics At Uitm Terengganu	Nor Aini Hassanuddin, Sakinah Mat Zin, Rohana Yusoff, Yunita Awang	9.15 - 9.30
7.	075	Human Factors Influence Safety Behavior And Lifestyle: A Malaysian Study	Nik Azlina Nik Abdullah, Siti Farhana Hasanudin, Shaiful Annuar Khalid, Rozihana Shekh Zain	9.30 - 9.45
8.	101	Fast Food Restaurant Industry Scenario In Malaysia: College Students' Perceptions	Ahmad Esa Abdul Rahman, Sharifah Nadzrah Syed Omar, Mohd Salehuddin Mohd Zahari, Shifa Faizal	9.45 - 10.00

Chairperson: **Lee Tan Luck**  
 Theme: **Economics / Finance**  
 Venue: **Gamelan 2**

No.	Paper-ID	Title	Authors	Time
1.	039	Building And Sustaining Organizational Revitalization In The Management Of Change: A Framework For Malaysian Public And Private Financial Institutions	Azahari Jamaludin, Fais Ahmad	8.00 - 8.15
2.	056	Analysis of the Implementation of Marketing Information System in Supporting the Effectiveness of Al-Murabahah Financing (Study Case in Cilegon Mandiri Sharia Banks)	Turnad Lenggo Ginta, Sri Fadilah, Mega Ayu	8.15 - 8.30
3.	003	The Effect Of Capital Account Openness On Economic Growth: Panel Data Evidence	A.Mohd Faizal, Siong Hook Law	8.45 - 9.00
4.	034	Long run relationships between inflation and growth	Tismazammi Mustafa, Wan Mansor Wan Mahmood, Azmahani Bt Yaacob @ Othman	9.00 - 9.15
5.	026	Factors Affecting Human Development Index	Nursufee Binti Khir, Fadli Fizari Bin Abu Hassan Asari, Aliya Batinah Hatiah Binti Omar, Afifah Binti Ramli, Noorazlina Binti Ahmad	9.15 - 9.30
6.	030	Time Series Modelling and Forecasting of Malaysia's Export Values	Siti Nor Habibah binti Hassan, Mahendran Shitan, Mohd Aizuddin Mohd Yusoff	9.30 - 9.45

Chairperson: **Rohayati Jusoh**

Theme: **Economics / Islamic Banking**

Venue: **Rebana 3**

No.	Paper-ID	Title	Authors	Time
1.	079	Islamic Personal Financing Product In Malaysia: Underlying Contracts, Issues And Solutions	Ibtisam @ Ilyana Ilias, Azlily Mat Lazin, Mohd Fadhli Mohd Faudzi	8.00 - 8.15
2.	022	Fundamental Factors In Household's Expenditure For The East Coast Of Peninsular Malaysia	Noorhaslinda Kulub Abd. Rashid, Aslina Nasir, Nik Hashim Nik Mustapha	8.15 - 8.30
3.	021	Exchange Rate and the Demand for Export in China	Noorazlina binti Ahmad, Fadli Fizari bin Abu Hassan Asari, Sakinah binti Mat Zin	8.30 - 8.45
4.	020	Survey of Currency Derivative Usage by Indian SMEs	N. Mukund Sharma	8.45 - 9.00
5.	019	Factors That Influence Road Accident In The Whole World	Mohd Izzat Syafiq Bin Rohaman, Fadli Fizari Bin Abu Hassan Asari, Mohd Ridzuan Bin Mohd Haris, Ghazali Bin Abd Jalil, Mohammad Ridzuan Bin Mohamed Hauza	9.00 - 9.15
6.	023	An Econometrics Analysis For Divorce Causes	Nor Adiliah Binti Mohd Basri, Fadli Fizari Bin Abu Hassan Asari, Nurul Azwin Binti Mahd Rajuli, Salmah Binti Hasan, Nik Syazwani Binti Sang Pri	9.15 – 9.30

Chairperson: **Yunita Awang**

Theme: **Human Resource/ Management/ Marketing**

Venue: **Gamelan 4**

No.	Paper-ID	Title	Authors	Time
1.	088	Identifying and ranking the effective factors in BPO by means of fuzzy approach in Tehran renovation organization	hessam zandhessami, zeineb molaei, Ghazaleh Goudarzi	8.00 - 8.15
2.	087	Benefits of the Balanced Scorecard versus the other Strategic Planning Methods in Developing Iranian educational organizations	Hamid Tohidi, Aida Jafari, Aslan Azimi Afshar	8.15 - 8.30
3.	104	World Wrestling Entertainment (WWE):The Monopolist of the Wrestling Industry	Fadli Fizari Bin Abu Hassan, Asari,Afifah Binti Ramli, and Azemi Bin Che Hamid	8.30 - 8.45
4.	072	The Culture and Development Index (CDI): Measuring Values and Attitudes Associated with Development in Selected Asian and Latin American Countries	Joseph I. B. Gonzales	8.45 - 9.00
5.	063	The Perception Of Integrity Of Three Public Agencies In Kuala Terengganu	Iskandar Hasan Tan Abdullah, Asri Salleh, Rusnah Ismail, Nazlin Emieza Ngah	9.00 - 9.15
6.	058	The Unfinished Agenda: A Reflection On The Challenges Of Teaching And Learning For Higher Education In Nigeria	Austin N. Nosike	9.15 - 9.30
7.	060	Role Conflict And Role Ambiguity As Factors In Work Stress Among Managers, A Case Study Of Manufacturing Sector In Pakistan	Faiz Muhammad Shaikh, Heman Das Luhno, Munwwar Ali Kartio	9.30 - 9.45

## *Parallel Session 4*

Day 3 (Saturday)

Date: 7 August 2010

Time: 8.00 am - 10.00 am

Chairperson: <b>Haslenna Hamdan</b>				
Theme: <b>Finance / Islamic Banking</b>				
Venue: <b>Gamelan 1</b>				
No.	Paper-ID	Title	Authors	Time
1.	077	An Investigation Of Islamic Bank Selection Criteria In Malaysia	Asma' Rashidah Idris, Khadijah Nik Muhammad Naziman, Siti Sarah Januri	8.00 - 8.15
2.	037	An Empirical Study on Banks' Clients' Sensitivity towards the Adoption of Arabic Terminology Amongst the Islamic Banks.	Amirul Afif Muhamat, Norfaridah Ali Azizan, Mohammad Nizam Jaafar, Mohd Faizal Sulaiman, Amalina Amir	8.15 - 8.30
3.	036	Enterprise Risk Management (ERM) Practices and its Determinants: Evidence from Malaysian Public Listed Companies	Ahmad Rizal Bin Razali, Ahmad Shukri Yazid, Izah Mohd Tahir	8.30 - 8.45
4.	035	Estimating Operational Risk Capital Charges for Indonesian Rural Banks	Abdul Mongid , Izah Mohd Tahir	8.45 - 9.00
5.	051	Capital Structure of property companies in Malaysia	Salwani Affandi, Wan Mansor W. Mahmood	9.00 - 9.15
6.	053	Are Stock Market Returns Related To The Weather Effects Factors? : Empirical Evidence From Malaysia.	Suzaida Bakar, Noraina Mazuin Sapuan	9.15 - 9.30

Chairperson: **Tismazammi Mustafa**

Theme: **Economics**

Venue: **Gamelan 2**

<b>No.</b>	<b>Paper-ID</b>	<b>Title</b>	<b>Authors</b>	<b>Time</b>
1.	016	Gross Value Added of Agriculture Sector in Bangladesh: An Econometric Investigation	Mina Mahbub Hossain , Mehdi Rajeb, Liton Chakraborty	8.00 - 8.15
2.	015	Conservation and Economic Generation of Indigenous Community in Integrated Tropical Fruits Reforestation	Lee Tan Luck, Mohd Amin Ahmad, Mohamad Isa Yahya, Zailani Shafie, Zamri Miskam	8.15 - 8.30
3.	014	A Dynamic Panel Data: Causality Test On Export Led Growth Hypothesis	Kamarudin Bin Othman, Fathiyah binti Ismail, Roseziahazni binti Abd Ghani	8.30 - 8.45
4.	013	Impact Of Fta On Malaysia Trade Pattern	Izuddin Bin Idris, Zulkornain Bin Yusop	8.45 - 9.00
5.	012	Energy Use In Agriculture Sector: Input-Output Analysis	Azlina Abdullah, Hussain Ali Bekhet	9.00 - 9.15
6.	011	A CGE Analysis of Income Tax Policy in Indonesia	Hidayat Amir , John Asafu-Adjaye, Tien Duc Pham	9.15 - 9.30



Chairperson: **Cheng Fan Fah**

Theme: **Economics**

Venue: **Gamelan 3**

No.	Paper-ID	Title	Authors	Time
1.	010	Trade Integration, Regional Production Networks And Regional Economic Cooperation In East Asia	Chunxiang Xu	8.00 - 8.15
2.	009	A Cointegration Tests On Malaysian Government Securities (Mgs) Spreads And Inflation	Cheng Fan Fah, Annuar Nasir	8.15 - 8.30
3.	008	Determinant of Malaysia Economic Growth	Azmahani Bt Yaacob @ Othman, Tismazammi bt Mustafa, Fadli Fizari bin Abu Hassan Asari	8.30 - 8.45
4.	007	The Determinants Of Non-Tariff Barriers In Malaysia's Agricultural Sector	Azlina Hanif, Rokiah Alavi, Gairuzazmi Mat Ghani, Jarita Duasa	8.45 - 9.00
5.	006	Globalization And Post-Communism: Myths And Realities Of The Labour Market In Central And Eastern Europe (Cee)	Austin Njiribeako Nosike	9.00 - 9.15
6.	004	Consumers' Demand For Rice Attributes In Malaysia	Ahmad Hanis Izani Abdul Hadi, Jinap Selamat, Mad Nasir Shamsudin, Alias Radam	9.15 - 9.30

Chairperson: **Sakinah Mat Zin**

Theme: **Finance/ Islamic Banking / Accounting**

Venue: **Gamelan 4**

<b>No.</b>	<b>Paper-ID</b>	<b>Title</b>	<b>Authors</b>	<b>Time</b>
1.	081	Subprime Mortgage Crisis: Causes and Islamic Approach to Avert It	Norazidah Shamsudin	8.00 - 8.15
2.	048	Does Exchange Rate Risk Matter for Exports? A Case of Malaysia	Noor Zahirah Mohd Sidek, Mohammed B. Yusoff, Jarita Duasa, Gairuzazmi M. Ghani	8.15 - 8.30
3.	047	First Time FRS Adoption Among Top Malaysian Public Listed Companies	Najihah Marha Yaacob, Ayoib Che Ahmad	8.30 - 8.45
4.	045	Internet Financial Reporting Of Malaysian Companies	Mohd Noor Azli Bin Ali Khan, Noor Azizi bin Ismail	8.45 - 9.00
5.	044	Implementation Of ERP Governance In Malaysian Manufacturing Companies	Mahlindayu Tarmidi @ Tokhid	9.00 - 9.15
6.	043	Analysis On The Impact Of Foreign Exchange Differences On The Financial Performance Of Malaysia Public Listed Companies	Lee Seng Fatt, Kweh Qian Long	9.15 - 9.30
7.	086	Corporate Governance And Corporate Failure In The Context Of Agency Theory	Azlinda Mohamad, Faizah Darus, Rohayati Jusoh	9.30 - 9.45

## *Parallel Session 5*

Day 3 (Saturday)

Date: 7 August 2010

Time: 10.15 am – 12.00 pm

Chairperson: <b>Azyanee Luqman</b>				
Theme: <b>Finance/ Accounting</b>				
Venue: <b>Gamelan 1</b>				
No.	Paper-ID	Title	Authors	Time
1.	002	An Overview Of Forensic Auditor In Investigating Frauds And Misconduct	Syuhaila Bt Razak, Shazalina bt Mohamed Shuhidan, Azizah bt Mohd Noor	10.15-10.30
2.	001	Movement Of Hidden Reserves: Empirical Evidence From Malaysia	Henny Hazliza Mohd Tahir, Mohd Halim Kadri, Rosmawati Haron, Muhd Kamil Ibrahim	10.30-10.45
3.	042	An Empirical Study Of The Use Of Financial, Non-Financial And Subjective Measures For Performance Evaluation By Industrial Companies In Bahrain	P. L. Joshi, Rajesh Kumar, Jasim AlAjmi	10.45-11.00
4.	041	The Hang Seng Stock Market Forecast Evaluation: A Case Study Using Volatility Power Transformation	Chin Wen Cheong, Zaidi Isa, Abu Hassan Shaari Mohd Nor	11.00-11.15
5.	040	Pre-IPO Characteristics and Post-IPO Operating Performance in Malaysia	Catherine S F Ho, Raja Aerol Shariza Raja Amir Hamzah	11.15-11.30
6.	122	Accounting functions outsourcing and SMEs: empirical evidence from Iran	Yahya Kamyabi, S.Susela Devi	11.30-11.45
7.	090	An Analysis of Computerized Accounting System Security Threats in Malaysian Public Listed Companies	Mahlindayu Tarmidi @ Tokhid, Mehdi Rajeb, Liton Chakraborty	11.45-12.00

Chairperson: **Iskandar Hasan Tan Abdullah**

Theme: **Economics / Finance**

Venue: **Gamelan 2**

<b>No.</b>	<b>Paper-ID</b>	<b>Title</b>	<b>Authors</b>	<b>Time</b>
1.	005	Diversification Benefits across the Global Islamic Equity Markets	M. Shabri Abd. Majid, Salina Hj. Kassim	10.15-10.30
2.	017	Toward Bracketing The Seasonal Export-Import Of Bangladesh: A Time Series Analytical Approach.	Mina Mahbub Hossain , Mehdi Rajeb	10.30-10.45
3.	038	Technical Efficiency of Jordanian Banking Sector based on DEA Approach	Ammar Jreisat, Satya Paul	10.45-11.00
4.	999	The Behavior Of Malaysian Stock Market: Evidence From Nonlinear Unit Root Test	Turkhan Ali Abdul Manap, Mohd Azmi Omar	11.00-11.15
5.	083	Enforcement Of Islamic Banking And Financial Law S In The Civil Courts Of Malaysia: A Legal Analysis	Ruzian Markom, Anita Abdul Rahim, Sharina Ali Pitchay	11.15 - 11.30
6.	025	A Proposed Econometrics Modelling for Education Tourism in Malaysia: With Selected Macroeconomics and Microeconomics Variables	Nurmadiah Jusoh, Fadli Fizari Bin Abu Hassan Asari, Rhaudhah Anis Binti Hamid Abd Kadir	11.30 – 11.45

Chairperson: **Ju Soon Yew**  
 Theme: **Marketing / Management / Human Resource**  
 Venue: **Gamelan 3**

No.	Paper-ID	Title	Authors	Time
1.	108	The Effect Of Intellectual Capital On Firm's Performance: Evidence From Servicing And Non-Servicing Sectors In Malaysia	Irene Ting Wei Kiong, Chan Yee Chuann, Lean Hooi Hooi	10.15-10.30
2.	107	Indonesia and 3G: A Global Scenario	Indrawati, Murali Raman, Kok-Wai Chew	10.30-10.45
3.	105	The Effects Of Security And Privacy Information On Trust & Trustworthiness And Loyalty In Online Marketing In Malaysia	Hamed Armesh, Davoud Nikbinb, Solmohammad Bastamc	10.45-11.00
4.	109	Maximum Profit Margin in Marketing and Retailing of Tropical Fruits Supply Chain for Local and Far Eastern Market Region	Noorita Mohammad, Lee Tan Luck, Mariam Binti Setapa , Nurdia Azlin Binti Ghazali , Khairunnisa Rahman	11.00-11.15
5.	064	An Empirical Study Of The Relationship Between Performance Appraisal And Employee Outcomes	Ju Soon-Yew, Azman Ismail, Zamri Ismail, Nurhana M. Rafiuddin, Norashikin Sahol Hamid, Sharidatul Nadia Binti Ahmad Dapli, Rozanariah Mohd Sani, Kong Lai-Kuan	11.15-11.30
6.	113	MP3 In Malaysia: Creativity or Piracy?	Tismazammi Mustafa, Fadli Fizari Bin Abu Hassan Asari, Ungku Nur Hasyirah Binti Ungku Iskandar	11.30-11.45

Chairperson: **Kong Lai Kuan**  
 Theme: **Marketing/ Management / Human Resource**  
 Venue: **Gamelan 4**

No.	Paper-ID	Title	Authors	Time
1.	102	Trust And Commitment: Do They Influence Relationship Satisfaction? A Look At Malaysian Car Dealers	Nor Azila Mohd Noor, Selvan Perumal, Zolkafli Hussin	10.15-10.30
2.	065	Interaction between Leaders and Followers as an Antecedent of Job Performance	Kong Lai-Kuan, Azman Ismail, Ahmad Azan Ridzuan, Hamran Mohamad, Norashikin Sahol Hamid, Fatimah Kuzi, Chiong Siok-Tiong , Ju Soon-Yew	10.30-10.45
3.	100	Communication Kiosks:- The Potential Of Communication Kiosks Services Towards Public Area	Afizan Amer, Irwan Ibrahim, Maz Izwan Mazalan, Nur Hidayah Abdul Rahman	10.45-11.00
4.	103	The effect of Servicescape to Customer Loyalty	Deasy Aseanty, Syta Kristihandini	11.00-11.15
5.	089	Prioritization of Technology Transfer Methods to Downstream Petrochemical Industries in Developing Countries	Hessam Zandhessami, Abolfazl Moradian, Pouya Majd Pezeshki	11.15-11.30
6.	097	Newly proposed tourism development project: what are the reaction of the local communities	Wan Abdul Manan Wan Muda, Norudin Mansor, Azemi Che Hamid	11.30-11.45
7.	070	Union Organization And Effectiveness: A Case Study Of Kesatuan Pekerja-Pekerja Perusahaan Otomobil Nasional Sdn Bhd	Suhaila Mohamed, Nor Intan Adha Hafit, Zuhaina Mustapa	11.45-12.00