

SME-Entrepreneurship Global
Conference 2006
*“Competitiveness, Challenges and
Prospects in the New Global
Environment”*

Sunway Lagoon Resort Hotel
Kuala Lumpur, Malaysia
17 & 18 October 2006

CONFERENCE PROGRAMME

Organised by
School of Business
Monash University Malaysia

Programme (Day 1)

TIME	PROGRAMME
07:00am – 08:30am	REGISTRATION <i>Grand Bahamas Foyer, Level 12</i>
08:30am	Arrival of Guest and Delegates
08:45 am	Arrival of YB Dato' Seri Mohamed Khaled Nordin <i>Minister of Entrepreneurship Development and Cooperative</i>
09:00 am	Welcome Speech by Associate Professor Nelson Oly Ndubisi <i>Conference Chair</i>
09:05 am	Address by Professor Emeritus Walter Wong <i>Deputy Pro Vice-Chancellor, Monash University Malaysia</i>
09:10 am – 09:30 am	Official Opening by YB Dato' Seri Mohamed Khaled Nordin <i>Minister of Entrepreneurship Development and Cooperative</i>
09:30am – 10:00am	PRESS CONFERENCE / MORNING COFFEE AND NETWORKING TEA BREAK <i>Press Conference : Carribbean Room, Level 12</i> <i>Coffee Break : Grand Bahamas Foyer, Level 12</i>
10:00am - 12:00pm	KEYNOTE SPEECHES <i>Grand Bahamas Room, Level 12</i> Chairperson: Associate Professor Nelson Oly Ndubisi, Monash University Malaysia
10:00am - 10:25am	YBhg Tan Sri Dato' Seri (Dr.) Jeffrey Cheah Chairman, Sunway Group of Companies
10:25am - 10:50am	Professor Naresh K. Malhotra College of Management, Georgia Institute of Technology United States of America <i>"Entry Mode Strategies for SMEs in the New Global Environment: Multi-Theoretical Framework and Research Propositions."</i>
10:50am - 11:15am	YBhg. Dato' Dr Abu Talib Bachik Senior Vice President, Technopreneur Development Division Multimedia Development Corporation (MDeC) <i>"K-Based SMEs: Drivers of Economic Growth"</i>
11:15am - 11:40am	Mr. Voon Seng Chuan Managing Director, IBM Malaysia <i>"Growth Through Innovation"</i>
11:40am - 12:00pm	Q & A
12:00pm – 01:00pm	LUNCH / NETWORKING SESSION <i>Grand Bahamas Foyer, Level 12</i>

Programme (Day 1 - Cont/...)

<p>01:00pm - 02:15pm</p>	<p>INTERNATIONAL FORUM (Diplomats) Grand Bahamas Room, Level 12</p> <p>Chairperson: Professor Amrik Sohal, Monash University Australia</p>
<p>01:00pm - 01:15pm</p>	<p>Mr Sanjay Panda Counsellor (Economic), High Commission of India <i>"Indian Economy - A Macro Overview & Opportunities for Malaysian SMEs"</i></p>
<p>01:15pm - 01:30pm</p>	<p>Mr Wolfgang Trautwein Counsellor for Economic & Commercial Affairs, German Embassy <i>"The German Federal Government's Initiatives for Small and Medium-Sized Businesses"</i></p>
<p>01:30pm - 01:45pm</p>	<p>Mrs Wawa Damane CEO of the Small Enterprise Development Agency (SEDA) of South Africa <i>"SME-Entrepreneurship in a Global Environment – South African Experience"</i></p>
<p>01:45pm - 02:15pm</p>	<p>Q & A</p>
<p>02:15pm - 03:15pm</p>	<p>INDUSTRY / GOVERNMENT FORUM Grand Bahamas Room, Level 12</p> <p>Chairperson: Professor Felix Mavondo, Monash University Australia</p>
<p>02:15pm - 02:30pm</p>	<p>SMIDEC <i>"The Role of SMIDEC in SME Developments in Malaysia"</i></p>
<p>02:30pm - 02:45pm</p>	<p>Tuan Haji Md Khair Ahmad FMM Council Member <i>"The Role of Industry Associations and Chambers of Commerce & Industry in the Development of SMEs"</i></p>
<p>02:45pm - 03:00pm</p>	<p>Mr Koong Lin Loong Deputy Chairman of ACCCIM SMEs & HRD Committee <i>"4M: The ways for Malaysian SMEs to Move Forward"</i></p>
<p>03:00pm - 03:15pm</p>	<p>Q & A</p>
<p>03:15pm – 03:45pm</p>	<p>AFTERNOON TEA BREAK / NETWORKING SESSION Grand Bahamas Foyer, Level 12</p>

Programme (Day 1 - Cont/...)

03:45pm –
05:45pm

PARALLEL SESSIONS I

Competitiveness & Sustainability

Bermuda Room, Level 12

Chairperson: Donna Buttigieg, Monash University Australia

Entrepreneurship and Industrial Cluster- Taipei's Wedding Photo Studio Cluster (1079)

Lay Tzyy Jane

Yuan Ze University, Taiwan

Synergistic Drivers of Market, Learning and Entrepreneurial Orientation in Fast-Growth Small to Medium Enterprises (1089)

Caroline Tan Swee Lin

RMIT University, Australia

Franchising System and Entrepreneurship (1143)

Dilber Ulas

Ankara University, Turkey

SME Use of Competitive Intelligence in Australia 1996 – 2006; Implication for Impediments to SME International Success (1152)

Chris Hall

Macquarie Graduate School of Management, Australia

Business Competition with Mobile Virtual Network Operators (1168)

Lee Sang Ho

Chonnam National University, South Korea

Understanding New Zealand's Apparel Manufacturing SMEs' Internationalisation through a Manufacturing Strategy Approach (1113)

Cruise Yu / Valerie J. Lindsay

Victoria University of Wellington, New Zealand

Technology and Innovation I

Carribbean Room, Level 12

Chairperson: Lee Poh Aun, Monash University Malaysia

Building Capacity in Small Business for the use of the Internet : A Study of "Outer" Suburbs in Australia (1092)

Natalie Pang

Monash University, Australia

SME and E-Commerce in Malaysia : An Exploratory Study of Effectiveness of Government ICT Assistance Program (1147)

Noor Azuan Hashim

Sheffield University, UK

Internet Security : Legal Issues, Implications and Challenges for Information Communication Technology, E-Commerce, Business and Contracts (1112)

Ashraf U Kazi

Monash University, Australia

Spatial Changes in Innovation Processes - Analising the Finnish Innovation Data (1126)

Juha Oksanen/ Jani Saarinen

VTT Technical Research Centre of Finland

Programme (Day 1 - Cont/....)

03:45pm –
05:45pm

PARALLEL SESSIONS I

Technology and Innovation I (Cont/..)

Carribbean Room, Level 12

Moving Up The Value Chain Through Innovative Product Design & Development (1200)

Lee Siak Hong

Syntronic Malaysia Sdn. Bhd. , Malaysia

Electronic Payment Systems- A Boon or Bane for E-Commerce (1094)

Gita Radhakrishna

Multimedia University, Malaysia

Internationalisation of SME

Copa Cabana Room, Level 12

Chairperson: Howard Frederick

Influences on International Market Entry Method Decisions by European Entrepreneurs (1097)

Keith J. Perks

University of Brighton, UK

International Management Skills for Small Business : The Development of the Construct of International Capability (1086)

Peter Townsend

Monash University Australia

Medical Tourism, an Emerging International Business (1121)

Christine Lee

Monash University, Australia

Patterns of Internationalisation of Finnish Innovative Firms (1125)

Nina Rilla / Jani Saarinen

VTT Technical Research Centre of Finland

Internationalisation of the Polish Economy – A Macro and Micro Economic Approach (1127)

Marian Gorynia

Poznan University of Economics, Poland

National Entrepreneurship: Policy for Malaysia, A Conceptual Perspective (1034)

Mohamed Dahlan Ibrahim / Fauziah Pawan

UiTM, Shah Alam

Programme (Day 1 - Cont/....)

03:45pm – 05:45pm	<p>PARALLEL SESSIONS I</p> <p><u>Human Resource Management / Risk Management</u> <i>Grand Bahamas Room, Level 12</i></p> <p>Chairperson: Juha Oksanen</p> <p><i>Company Contracts of Shareholders Vs. Employment Contracts of Employees : A Comparison of the Status of the Shareholders and the Employees within the Corporation (1115)</i> Michael Spisto Victoria University, Australia</p> <p><i>Country of Origin Influences on Employee Incentive Schemes in MNCs in Australia (1201)</i> Ron Edwards Monash University Malaysia</p> <p><i>Human Resource Practices on Innovativeness and Organisational Effectiveness : The Case of SMEs in Malaysia (1198)</i> Norbani Che Ha / Raida Abu Bakar / Faridah Salim University Malaya, Malaysia</p> <p><i>Enterprise Risk Management for Small and Medium Size Enterprises (1191)</i> Upasna Saluja Universiti Teknologi Malaysia (UTM)</p> <p><i>Managing Credit Risk Among Entrepreneurs (1189)</i> Jesilin Manjula James Kuala Lumpur Infrastructure University College (KLIUC), Malaysia</p> <p><i>Determinants of Spoilage Goods and Its Impact on Small-Size Enterprises' Profit (1066)</i> Hamfri Djajadikerta Parahyangan Catholic University, Indonesia</p>
07:05pm	<p>DINNER <i>The Zest, Level 1 @ Link Bridge</i></p>

Programme (Day 2)

TIME	PROGRAMME
<p>09:00am-10:00am</p> <p>09:00am - 09:20am</p> <p>09:20am - 09:40am</p> <p>09:40am - 10:00am</p>	<p>KEYNOTE SPEECHES (Part 2) <i>Grand Bahamas Room, Level 12</i></p> <p>Chairperson: Professor Chris Hall</p> <p>Professor Omprakash K. Gupta College of Business, Prairie View A&M University. United States of America <i>"Role of Operations Management in SME"</i></p> <p>Professor Julian Teicher Monash University Australia <i>"Privacy: The Elephant in the Corner"</i></p> <p>Q & A</p>
<p>10:00am – 10:30am</p>	<p>MORNING COFFEE AND NETWORKING TEA BREAK <i>Grand Bahamas Foyer, Level 12</i></p>
<p>10:30am – 12:30pm</p>	<p>PARALLEL SESSIONS II</p> <p><u>Financing</u> <i>Bermuda Room, Level 12</i></p> <p>Chairperson: Keith Perks</p> <p><i>Venture Capital, Initial Public Offering and SME Finance in Japanese Economy (1083)</i> Hiromasa Nakamura Hokkaido University, Japan</p> <p><i>Traditional and Bootstrap Financing of Small Firms (1067)</i> Marcellia Susan Maranatha Christian University, Indonesia</p> <p><i>Prediction of Individual Stock Movements in Bursa Malaysia using Online News (1093)</i> Loke Kar Seng Monash University Malaysia</p> <p><i>Financing of Small Manufacturing Establishment in India : A Case Study of Unorganised Manufacturing Establishments (1060)</i> Mohd. Izhar Ahmad University of Aligarh, India</p> <p><i>The Need and Availability of Micro Finance Services for Micro-Enterprise : Fostering Good Practices in Malaysia (1063)</i> Faudziah Zainal Abidin Universiti Utara Malaysia, Kedah</p> <p><i>Initial Target Market and the New Venture Performance (1132)</i> Sangmoon Park Kangwon National University, Republic of Korea</p>

Programme (Day 2 - Cont/..)

10:30am –
12:30pm

PARALLEL SESSIONS II

Technology and Innovation II

Carribbean Room, Level 12

Chairperson: Ron Edwards

Adoption of Information and Communication Technology by Small Business and the Risks Involved : Legal Implications and Issues (1111)

Ashraf U Kazi

Monash University, Australia

ICT Adoption Among Malaysian SMEs : A Review (1142)

Saadat M. Alhashmi

Monash University Malaysia

ICT Diffusion and Usage Among Asian Small and Medium Sized Enterprises: Institutional Factors, Infrastructures and Post-Adoption Behaviour (1131)

John Willy Bakke

Telenor R&D, Norway

Theoretical Framework in Determinants for Technology-based Venture Creation and Growth in Malaysia (1087)

Nazatul Shima Abdul Rani

Universiti Tun Abdul Razak (UNITAR)

Innovation and Entrepreneurship: New Innovations as Source for Competitiveness in Finnish SMEs (1124)

Nina Rilla / Juha Oksanen

VTT Technical Research Centre of Finland

Virtual Office Technology : Easy Way Gets Your Business Online (1109)

Sea Chong Seak

MIMOS Bhd, Technology Park Malaysia

Programme (Day 2 - Cont/...)

10:30am – 12:30pm	<p>PARALLEL SESSIONS II <u>Current Developments in SME</u> Chairperson: Nina Rilla Copa Cabana Room, Level 12</p> <p><i>Understanding SMEs in Malaysia (1178)</i> Ali Salman Salleh Wollongong University, Australia.</p> <p><i>From Kiwis to Tigers : Entrepreneurship and Economic Development Lessons for Malaysia (1080)</i> Howard Frederick New Zealand Centre for Innovation & Entrepreneurship, Auckland.</p> <p><i>Mindset Barriers Hindering the Development of Malaysian Agriculture (1150)</i> Mohd. Murray Hunter Kolej Universiti Kejuruteraan Utara, Malaysia</p> <p><i>Enterprise Promotion Policy on the Development of Small Scale Industries in Nigeria : An Assessment (1195)</i> Dionco-Adetayo, E.A Obafemi Awolowo University, Nigeria</p> <p><i>Gaming - An Innovative Product for the Survival of Smaller Organisations (1120)</i> Christine Lee Monash University Malaysia</p> <p><u>Case Studies in SME</u> Grand Bahamas Room, Level 12 Chairperson: Dionco-Adetayo, E.A, Obafemi Awolowo University, Nigeria</p> <p><i>Learning to Lead in New Entrepreneurial Environment – An Indian Experience (1133)</i> Anil Shastree A D Patel Institute of Technology, India</p> <p><i>Path Dependency, Captive Small Suppliers and the Race to the Bottom : A Tale of Vietnam's Economy (1192)</i> Le Hai Hoa University Bremen, Germany</p> <p><i>Identification of Drivers and Inhibitors of Halal Food Standards : The Theory of Planned Behaviour (1052)</i> Rosly Othman University Sains Malaysia</p> <p><i>Ownership V. Expansion : The Conundrum in Family Business : A Case Study in Malaysia (1041)</i> Zuhairah Ariff Abd. Ghadas International Islamic University Malaysia (IIUM)</p> <p><i>A Robust Approach to Measuring Technical Efficiency in Banking: Indonesia, Malaysia, Philippines & Thailand (1203)</i> Ergun Dogan and Dietrich Fausten, Monash University</p>
12:30pm – 01:30pm	<p>LUNCH / NETWORKING SESSION Atrium Café</p>

Programme (Day 2 - Cont/...)

01:30am –
03:30pm

PARALLEL SESSIONS III

Intrapreneurship

Bermuda Room, Level 12

Chairperson: Jani Saarinen

Intrapreneurship in the German Plant Engineering and Construction Industry (1058)

Peter Stiller

European Business School, Germany

Intrapreneurship : Reinventing the Corporation (1151)

Manjula Jain

Institute of Foreign Trade and Management, India

Celebrating the Spirit of Entrepreneurship and their role in International Business (1135)

S. S. Vernekar / K. Venkatasubramanian

Bharti Vidyapeeth's Institute, India

Distributive Trade, Mother of Enterprising : A Historical Perspective (1036)

Hans Peter Holst

University Malaya, Malaysia

Strategic Orientation of Small and Medium Agro-Based Enterprises (SMAEs) in Malaysia:

Direct and Mediation Effect of Distinctive Capabilities and Entrepreneurial Orientation on Return on Sales Relation (1077)

Amran Awang

University Technology MARA, Perlis Campus

The Dynamics of Entrepreneurial Emergence in Nigeria (1027)

Kola Subair / OJK Ogundele, Lagos State University, Nigeria

Marketing Strategies

Carribbean Room, Level 12

Chairperson: Laura Orobia

Marketing Perceptions and Conceptualizations of Entrepreneurs in European mid-size firms : Case Evidence (1084)

Keith Perks and Paurav Shukla

University of Brighton, UK

Word-of-Mouth Method to Spread the Family Business (1181)

Evi Theila Sari

University Ciputra Surabaya, Indonesia

The Impact of Relationship Marketing Strategy on Ethical Values of SMEs in Malaysia :

The Perspective of Customer Service Officers (1048)

Ting Ding Hooi

Monash University Malaysia

Value Proposition and SME Competitiveness Through Enterprise Ratings - Recent Indian Experience with Particular Reference to SMERA (1164)

Subhransu S. Acharya

SME Rating Agency of India Ltd. , India

Consortium Branding for the Units of the SME Sector (1104)

M. V. Shetty

Multimedia University, Malaysia

The Entrepreneurship - Innovation Linkage : Implications for Customer Value (1190)

Felix Mavondo, Monash University Australia

Programme (Day 2 - Cont/...)

01:30am – 03:30pm	<p>PARALLEL SESSIONS III <u>Gender, Ethics & Cross Cultural Issues I</u> Copa Cabana, Level 12 Chairperson: Norela Nuruddin <i>The financial records, accounting and compliance reports of small business: Evidence from Australia (1081)</i> Robyn Dyt Monash University, Australia</p> <p><i>Directors' Duties to Creditors in South Africa (1098)</i> Michael Spisto Victoria University, Australia</p> <p><i>ERP and Cultural Issues : A Chinese Case (1172)</i> Nasrin Rahmati Monash University Australia</p> <p><i>Awareness of Corporate Social Responsibility Amongst Malaysian Small and Medium-Sized Enterprises : An Exploratory Study (1174)</i> Mohana Muniandy Rahman University Tunku Abdul Rahman</p> <p><i>Corporate Governance Awareness Among SMEs in Bangladesh (1068)</i> Rumana Parveen Daffodil International University, Bangladesh</p> <p><i>Gender Issues in Entrepreneurship : Back to Nature (1182)</i> Evi Thelia Sari University Ciputra Surabaya, Indonesia</p>
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03:30pm – 04:00pm	<p>AFTERNOON TEA BREAK / NETWORKING SESSION Grand Bahamas Foyer, Level 12</p>
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04:00pm – 06:00pm	<p>PARALLEL SESSIONS IV <u>Education and Training</u> Bermuda Room, Level 12 Chairperson: Peter Townsend <i>An Attitude Approach to the Study of Students as a Potential Source of Entrepreneurs (1070)</i> Choe Kum Lung University Tunku Abdul Rahman (UTAR)</p> <p><i>The Application of Knowledge Management Competencies of an Entrepreneur in Small and Medium Enterprises in India – Post Liberalisation Era (1146)</i> Surendra Kumar Vyas Government Engineering College, India</p> <p><i>Entrepreneurial Inclination of University Students : A Case Study of Students at UNITAR (1024)</i> Mohar Yusof Universiti Tun Abdul Razak, Malaysia (UNITAR)</p> <p><i>Perceived Employability Skills of Graduating Students: Implications for SMEs (1096)</i> Nurita Juhdi Universiti Tun Abdul Razak, Malaysia (UNITAR)</p> <p><i>Effect of Triangulation Entrepreneurship Training on Trainees' Performance (1161)</i> Mohd Radzuan Rahid Universiti Kebangsaan Malaysia (UKM)</p>
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Programme (Day 2 - Cont/...)

04:00pm –
06:00pm

PARALLEL SESSIONS IV

Operations and Strategies

Carribbean Room, Level 12

Chairperson: John Willey Bakke

A Supply Chain Management for SMEs : Malaysian Batik Industry (1108)

Hani Fuziah Abdul Rahman
Universiti Teknologi MARA

The German System of Chambers of Skilled Crafts – An Impact Assessment (1030)

Anja Soelter
Goettingen University, Germany

Small and Medium Scale Enterprises Development through Business Incubators, The Case of Sri Lanka (1021)

Payal H Bhatt
Monash University Malaysia

Growth and Productivity Performance of Small Manufacturing Enterprises (SMEs) during Reforms Period : Insights from Major States in India (1175)

Mihir K. Mahapatra
Centre for Multi-Disciplinary Development Research (CMDR), India

Ecopreneurship in Large Enterprises in Bangladesh (1162)

Md. A. Hannan Mia
University of Dhaka, Bangladesh

The Big Impact of Small Business in India : An Analysis of Performance and Prospects of SMEs in the New Global Environment (1159)

S. Anand
Goa Institute of Management

Programme (Day 2 - Cont/...)

04:00pm – 06:00pm	<p>PARALLEL SESSIONS IV <u>Gender, Ethics & Cross Cultural Issues II</u> Chairperson: Michael Spisto</p> <p><i>The Moderation Effect of Legal Environment of RM Strategies and Ethical Values of SMEs' Customer Service Officers (1186)</i> Elsa Satkunasingam Monash University Malaysia</p> <p><i>Improving the Corporate Value of SMEs in Developing Countries—A Need for Good Corporate Governance (1187)</i> Shanthy Rachagan Monash University Malaysia</p> <p><i>How Women Bridge Cultures through Practical Entrepreneurship: A Comparison of Entrepreneurship empowerment in several Countries, including Australia, Malaysia and New Zealand (1069)</i> Norela Nuruddin MEDEC, UiTM, Malaysia</p> <p><i>Gender Differences in the Relation between Risk Taking of Entrepreneurs and Start-up Capital in Uganda: An Exploratory International Comparison (1173)</i> Laura Orobia and Arthur Sserwanga Makerere University Business School, Uganda</p> <p><i>Can Livelihoods Develop into SMEs : The Case of the Coconut Industry of Davao Oriental, Philippines (1171)</i> Reine Kathryn D. Taya University of the Philippines in Mindanao</p> <p><u>Special Session</u> Grand Bahamas Room, Level 12 Chairperson: Ali Salman Salleh, University of Wollongong <i>Banking Competition and Bank Financing : Evidence from the Italian Manufacturing SMEs (1101)</i> Francesco Trivieri Universita della Calabria, Italy</p> <p><i>A Review of the Financial Environment of SMEs in Malaysia (1085)</i> Debbie Funk</p> <p><i>Cluster Strategy : An Effective Way of Developing SMEs (1051)</i> Liming Wang Shandong University of Technology, China</p> <p><i>Family Run Business Challenge and Opportunities (1106)</i> K. K. Ramachandran Grd College of Science, Civil Aerodrome Post, India</p> <p><i>Analytical Study of E Banking (1160)</i> Ashish Verma / R.K. Pathak / Delan Prajapati Gour University, Sagar</p>
06:00pm	<p>CLOSE Grand Bahamas Room, Level 12</p>