

Volume 1

**PROCEEDINGS OF
THE 4th INTERNATIONAL CONFERENCE ON
INTERNATIONAL STUDIES 2012**

*"Managing National and Regional Transformation
& Its Global Challenges"*

ICIS 2012

Edited by:

Mohd Azizuddin Mohd Sani

Marlin Marissa Malek Abdul Malek

Abubakar Eby Hara



**Pusat Pengajian
Antarabangsa**
School of International Studies

Universiti Utara Malaysia



KPT
KEMENTERIAN PENGAJIAN TINGGI



AIS

School of International Studies
College of Law, Government
and International Studies
Universiti Utara Malaysia (UUM)
06010 UUM Sintok
Kedah.

Tel: +6049286301/2
Fax: +6049286307
E-mail: zor@uum.edu.my
Website: soisuum.edu.my

© 2013 School of International Studies. All rights reserved.

All rights reserved. No part of this publication may be reproduced, stored in retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without prior permission of Universiti Utara Malaysia Press.

UUM Press is a member of Malaysian Scholarly Publishing Council (MAPIM).

ISBN 978-983-44661-1-4

Cover printed in Malaysia by
2K Label Printing Sdn. Bhd.
Kawasan Perindustrian Mergong
05150 Alor Setar
Kedah Malaysia.

Printed in Malaysia by
UUM Press
Universiti Utara Malaysia
06010 UUM Sintok
Kedah Malaysia.

CONTENTS

Foreword by Minister of International Trade and Industry Malaysia Y.B. Dato' Sri Mustapa Mohamed	xi
Foreword by Vice Chancellor of Universiti Utara Malaysia Prof. Dato' Dr. Mohamed Mustafa Ishak	xiii
Foreword by Dean, School of International Studies, UUM Assoc. Prof. Dr. Mohd Azizuddin Mohd Sani	xv
Foreword by Director of ICIS 2012 Dr. Marlin Marissa Malek Bt Abdul Malek	xvii
KEYNOTE SPEECH 1: Managing National and Regional Transformation and Its Global Challenges Raja Dr. Nazrin Shah	xxi
KEYNOTE SPEECH 2: Managing National and Regional Transformation YB Dato' Sri Mustapa Mohamad	xxv

VOLUME 1

PART 1: HUMAN RESOURCES

Factors of Academic Performance among Undergraduate International Students Nur Zahiyah Othman, Yusliza Mohd Yusoff and Lilis Surienty	1
Managing Migrant Workers in Malaysia: Employers' Perspectives Siti Awanis Othman and Rohani Abdul Rahim	9
Some Preliminary Empirical Evidence of Cross-Cultural International Students' Adjustment in Malaysia Yusliza Mohd Yusoff	15
Personal Dimension of the Assessment of the Quality of Services Offered by Public Institutions Wiktor Ejsmont and Janusz Łyko	26
The Role of State in Funding Universal Basic Education in Nigeria: Institutional Constraints Danjuma Abdullahi, Siti Alida John Abdullah and Kamaruddin Abdulsomad	31

The Talented, the Wise, the Drain: The Determinant of Intention to Repatriate among the Self-Initiated	41
Siti Fatimah, Yusliza and Lilis Surienty	

PART 2: INTERNATIONAL TRADE, INVESTMENT AND INDUSTRIALIZATION

Trade, Investment, Agreement and Disagreement between Malaysia and the United States	47
Noor Al-Huda Abdul Karim and Khoo Yin Yin	

Post-Nationalist Industrialization in Southeast Asia: Characteristics, Origins and Global Implications	52
Greg Felker	

Necessity to Reconstruct Dispute Settlement Mechanism (DSM) under China-ASEAN Free Trade Agreement (CAFTA)	70
Luo Han Wei and Liu Kai	

The Initiatives and Benefits of AFTA for ASEAN Countries	79
Noor Al-Huda Abdul Karim and Khoo Yin Yin	

PART 3: BUSINESS STRATEGIES AND SUSTAINABILITY

Relationship Marketing: Trust as a Strategy for Service Industry	87
Dian Anggraec Sigit Parawansa, Asmat Nizam Abdul Talib and Abdul Rahim Abu Bakar	

The Dynamic and Challenges of Intellectual Property Securitization for Financing International Business in Creative and Technology Sectors	97
Mas Rahmah	

Towards Business Sustainability: Corporate Social Responsibility Support for Workers' Social Security	107
Che Thalbi Md. Ismail	

PART 4: BUSINESS OPERATIONS AND COMPETITIVENESS

Willingness to Boycott among Non-Muslims in Malaysia	115
Samshul Amry Abdul Latif	

Understanding the Antecedents of Knowledge Sharing Within Multinational Corporations	128
Nik Ab Halim Nik Abdullah and Loo Yew Liang	

Multinational Enterprise's Localization Strategies in Developing Economies: Case Study of Nestle in Malaysia	137
Zaharah A. Rahman, Nurul Q. Saaiden, Aidanazima Abshah, Farhana Ishak, Norhayatie A. Bakar, Suganthi Rajaya and M. Subhan	

The Mediating Effect of Management Information System (MIS) on Warehouse Human Capital Management (HCM) In Malaysian	146
Adam Mohd Saifudin, Mohammad Basir Saud and Nizamuddin Zainuddin	
Effect of Cultural Distance on the Relationship between Cultural Intelligence and Customer Service Performance: A Case of Third Party Logistic Service Providers	155
Hartini Husin, Sabariah Yaakub and Marlin Marissa Malek	
 PART 5: GOVERNANCE AND REGULATORY MECHANISMS	
Copying for Research: United Kingdom, Australia and Malaysia Copyright Law Perspective	171
Ratnaria Wahid, Bakri Mat and Rusnawati Ismail	
Effects of Corporate Social Responsibility (CSR) by SHELL Corporation in Nigeria	182
Ojobor Charles Ejiofor and Mohd Haniff Jedin	
The Implications of Supreme Court Ruling in G.R. No. 131622 on Determining Loan Interest Rates in Commercial Banking Institutions	196
Jyro B. Triviño	
 PART 6: POLITICAL TRANSFORMATION IN MYAMMAR	
From Sticks to Carrots: Canada's New Burma Policy	207
Jeffrey R. Parkey	
Supporting National Transition in Myanmar with Development Assistance	220
Anthony Ware	
Supporting Transition in Myanmar with Corporate Social Responsibility	228
Khin Su Su Naing	
 PART 7: THE VIABILITY OF THE ASEAN COMMUNITY	
In Quest for ASEAN Youth Identity: Are "We Feeling" ASEAN Enough?	241
Dini Septanti	
Strengthening Regional Investment Agreements for Promoting International Trade in ASEAN Economic Community	248
M. Zaidun and Mas Rahmah	
Public Opinion in Three ASEAN Countries Towards The Formation Of ASEAN Political Security Community	258
Kamarulnizam Abdullah and Guido Benny	
Rethinking ASEAN Community	272
Abubakar Eby Hara, Shamsuddin L. Taya and Rusdi Omar	

PART 8: EMERGING POWERS AND ISSUES

- The Quest to End the U.S. Domination: Comparing the Geo-Economical and Geo-Cultural Aspect of China, India, and Russia** 283
Radityo Dharmaputra
- Sino-Africa Relations: Emerging Concerns and Dynamics** 300
Knocks Tapiwa Zengeni
- India's Soft Power Policy towards Southeast Asian Neighbours: an Analytical Insight** 314
Debendra Mahalik

VOLUME 2

PART 9: MALAYSIAN POLITICS AND FOREIGN RELATIONS

- Malaysia as a Moderate Muslim Country and Its Effects to Malaysia-US Relations Post 911** 327
Mas Juliana Mukhtaruddin, Mohamed Mustafa Ishak and Rusdi Omar
- Women in the Malaysian Parliament: Time for Change** 334
Ummu Atiyah Ahmad Zakuan
- The Establishment of Admiralty Court in Malaysia: An Introduction** 344
Asmar Abdul Rahim
- Discords and Collaborations in the Relations Between Malaysia and Singapore** 350
Rusdi Omar, Mohammad Zaki Ahmad and Muhammad Afifi Abdul Razak
- The Conflict in the Appointment of Cabinet in Barisan Nasional** 359
Foad Sakdan and Oemar Hamdan
- Framing Malaysia as a Middle Power State** 372
Afifi Abdul Razak, Rusdi Omar and Rodziah Md. Zain

PART 10: ENVIRONMENTAL ISSUES

- GREATER Program: Its Impact to the Socio-Economic and Environmental Development of Linamon, Lanao Del Norte, Northern Mindanao, Philippines** 381
Elaine Baulete
- The Influence of Tourists' Lifestyle on Natural Environment of Cognitive Image of a Destination** 397
Md. Abdul Hai and Kalsom Kayat

PART 11: ASIA PACIFIC REGIONAL AFFAIRS

- A Study on the use of Qualitative Comparative Analysis and Early Warning Signs to help decision-makers to better manage and prevent Regional conflicts** 407
Thuraiya Ali Elwerfall
- A Neoliberal Institutional Perspective on the Implications of the South China Sea Issue for Chinese and Philippine Security Policies** 428
Danica Elaine Ang
- Escaping Southeast Asian Maritime Conduits: A Study of the Proposed Thai Canal Plan** 445
Mohd Hazmi Mohd Rusli and Muhamad Azim Mazlan
- The Role of the Royal Thai Army in The Political System of Thailand** 452
Ahmad Bashawir Abdul Ghani, Sathid Boonmuang and Chumphon Kaewsom

PART 12: TRADITIONAL AND NON-TRADITIONAL SECURITY ISSUES

- Security Challenges for East Timor** 467
Nuno Canas Mendes
- Weapons Variety: Legal and Public Health Perspectives** 474
Nor Anita Abdullah and Rohani Abdul Rahim
- Painful Transformation of the CEEC Countries from Their Former "Inefficient" Command Economy to the Modern but Often Rather Fraudulent Economy** 482
Dusan Soltes
- Transformational Society: The Missing Links between Performances, Outcomes, and Benefits** 490
Yahya Mat Som and Gwendolyn S. Ruttencutter
- The UNESCO and History: From Local to Transnational** 498
Patit Paban Mishra and Marlin Marissa Malek

PART 13: HUMAN RIGHTS

- Development and Progress on the Rights of the Child within Regional Human Rights Instruments** 505
Shohreh Mousavi, Behnam Rastegari and Rohaida Nordin
- The Impact of Tourism on Local Livelihoods and Human Rights: A Case Study in Ngwe Saung, Myanmar** 512
Ashley Elizabeth Pritchard

Protection of Human Rights in Southeast Asia: The Marginalization of Civil Society Organizations	523
James Gomez and Robin Ramcharan	

PART 14: EMERGING CHALLENGES IN THE MIDDLE EAST

Yemeni Gulf Relations: Investigating Obstacles Constraining Yemen's Inclusion in the GCC	537
Saleh Mubarak Saleh Bazead and Mohd. Azizuddin Mohd. Sani	

Constitutional Justice in Jordan: A Legal Study to the Constitutional Reforms Related to the Born of Constitutional Court of Jordan	545
Raed S. A. Faqir	

The Determinants of Trade and Trade Directions of Arab Maghreb Union (AMU)	555
Norehan Abdullah	

LIST OF CONTRIBUTORS	571
-----------------------------	-----