

**INTERNATIONAL CONFERENCE ON INTERNATIONAL BUSINESS,  
MARKETING AND HUMANITIES (ICIBMAH2017)**

**26 – 27 AUGUST 2017  
Alor Setar, Kedah, Malaysia**

**Best Paper Awards**

<b>No</b>	<b>Category</b>	<b>Winner</b>	<b>Title</b>
1	Business Management	Asmat-Nizam Abdul-Talib <sup>1</sup> , Turki Abdullah Alanazi <sup>2</sup> , Hasbullah Ashari <sup>3</sup> , Siti Norhasmaedayu Mohd Zamani <sup>4</sup>  <sup>1,3,4</sup> Universiti Utara Malaysia <sup>2</sup> Saudi Telecom Company, Kingdom of Saudi Arabia	Predicting New Product Development Speed: Assessing the Incremental Validity of Team Work Quality after Controlling for Internal Market Orientation
2	Education	Lee Lai Meng <sup>1</sup>  <sup>1</sup> Department of Advertising, Universiti Tunku Abdul Rahman	The effect of service quality, reputation and relationship benefits on student loyalty in the Malaysian private higher education industry
3	Humanities	R. Ratneswary V. Rasiah <sup>1</sup> , Vinitha Guptan <sup>2</sup> , Muzafar Shah Habibullah <sup>3</sup>  <sup>1,2</sup> Taylor's Business School, Taylor's University, Malaysia  <sup>3</sup> Faculty of Economics and Management, Universiti Putra Malaysia,	The Impact of Happiness on Economic Growth and Community Development: A Dynamic Panel Estimation

4	Finance	<p><b>Herry Achmad Buchory<sup>1</sup></b></p> <p><b><sup>1</sup>EKUITAS School of Business, Bandung, West Java, Indonesia</b></p>	Financial Intermediation Efficiency and It's Impact On Profitability (Study In State Saving Bank In Indonesia)
5	International Business	<p><b>Nurliyana Maludin<sup>1</sup>, Khairul Anuar Mohammad Shah<sup>2</sup>, Ng Yin Kuan<sup>3</sup>, Oon Kam Hoe<sup>4</sup>, Nur Syaheeda Aziz<sup>5</sup></b></p> <p><b><sup>1,3,4,5</sup> Department of Entrepreneurship, Universiti Tunku Abdul Rahman</b></p> <p><b><sup>2</sup>School of Management, Universiti Sains Malaysia</b></p>	The Effect of Personality Traits on Turnover Intention amongst Expatriate in Malaysia
6	Supply Chain and Logistics	<p><b>Sabariah Yaakub<sup>1</sup>, Leong Ying Szu<sup>2</sup>, Salwani Arbak<sup>3</sup>, Nik Ab Halim<sup>4</sup></b></p> <p><b><sup>1</sup>Othman Yeop Abdullah Graduate School of Business , Universiti Utara Malaysia</b></p> <p><b><sup>2,3,4</sup>Department of International Business, Universiti Utara Malaysia</b></p>	INCOTERMS Selection Factors and Its Effect on Export Performance
7	Technology Management and Innovation	<p><b>Norizzati Azudin<sup>1</sup>, Mariati Norhashim<sup>2</sup>, Gobu Nachiappan<sup>3</sup></b></p> <p><b><sup>1,3</sup>Asia Graduate School of Business, UNITAR International University</b></p> <p><b><sup>2</sup>Faculty of Management, Multimedia University</b></p>	Service Quality of Uber in a small city: a case study of Ipoh Uber Drivers

8	<b>Marketing</b>	<b>Elizabeth A Oputa<sup>1</sup></b> <b>Fakhrorazi Ahmad<sup>2</sup></b>  <b><sup>1</sup>Ghazali Shafie Graduate School (GSGSG)</b> <b>Universiti Utara Malaysia</b>  <b><sup>2</sup>School of International Studies (SOIS)</b> <b>Universiti Utara Malaysia</b>	The Influence of Semiotic Advertising Efficacy on Gen-Y Purchase Intent of smart phone
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