5 THIRD INTERNATIONAL OF CONFERENCE ON SMESSINA GLOBAL DE CONDENSATIONAL DE CONDE

Economic Resilience in East Asia - Role of SMEs and Stakeholders 6 - 7 JULY 2004 HOLIDAY VILLA SUBANG MALAYSIA

and the second



Organised by

Universiti Teknologi MARA MALAYSIA

University of Wollongong AUSTRALIA

Volume 1

CONTENTS

KEYNOTE PAPERS

Strategic Approaches in the Internationalisation of SMEs in the East-Asian Region

Chris Hall (PECC SME Network, Macquarie Graduate School of Management, Australia)

East Asian SME Capacity Building, Competitiveness and Market Opportunities in a Global Economy

Charles Harvie (University of Wollongong, Australia)

PAPER CATEGORES BY TOPCAL ISSUES

A. DEVELOPMENT STRATEGIES, OPPORTUNITIES AND CHALLENGES

SME Development Programs: A Critical Review

Charles Harvie and Boon-Chye Lee (Wollongong University, Australia)

From Problem Regions to Innovation Regions? Innovation Focused Development Strategies for European Problem Regions and the Case Studies of Eastern Germany and Southern Italy Michael Richter (Johann Wolfgang Goethe University Frankfurt/Main — Germany)

Strengthening The Competitiveness Of SMEs Through Cluster-Based Development Annie Wong Muk Ngiik (Universiti Teknologi MARA, Sarawak, Malaysia)

Macroeconomic Stabilization Programs and Financial Performance of Small and Medium Sized Enterprises in *Turkey*

Alovsat Muslumov (Dogus University, Istanbul, Turkey), Guler Aras (Yildiz Technical University, Istanbul, Turkey), Cenktan Ozyildirim (Istanbul Bilgi University, Istanbul, Turkey)

Opportunities and Challenges for SMEs Under New Economy in India

Parikshit Charan & Rajat K. Baisya (Indian Institute of Technology Delhi, India)

Private Higher Education Industry: Challenges and Opportunities for SMEs Norbaizura Mohd. Naim (Monash University Malaysia)

Limiting Liability in Business; The choice of Business Vehicles for Malaysian SMEs; The Present and Future

Zuhairah Ariff Abd Ghadas (International Islamic University Malaysia)

Creation and Growth of Small Business: A strategic Framework of Business Incubation in Australia

Beverley Webster, Beth Walker & Janice Burn (Edith Cowan University, Australia)

Sustainable Development in SMEs: Between Reality and Fiction

Vojko Potocan & Matjaz Mulej (University of Maribor, Slovenia)

Upgrading Technological Capabilities of SMEs in Late coming Countries: The Case of Greece Lena Tsipouri & Mona Papadakou (University of Athens, Greece)

Strategic Competitiveness, Human Resource Strategy and Organizational Performance Linkage Amongst SMEs in the Malaysian Manufacturing Sector Za'faran Hassan (University Technology MARA)

Strategic Orientation and Organisational Capabilities of SMEs in Malaysia Norbani Che Ha & Saad Mohd Said (University of Malaya, Kuala Lumpur, Malaysia)

B. GROWTH AND NTERNATIONAUSATON

Structure, Employment and Productivity Growth Evidence From the Unorganised Manufacturing Sector in India, 1984/S 1994/5

Rajesh Raj SN & Malathy Duraisamy (Indian Institute of Technology Madras, India)

Distrust & Risk Avoiding Practices in Cross-Border Partnerships

Esther Zwart (Vrije University, Amsterdam, The Netherlands)

Effectiveness of NGOs Support Services for The Growth of Micro and Small Enterprises in Bangladesh

Md. Abdul Hannan Mia (University of Dhaka, Bangladesh)

Internationalisation of Asian SMEs and Challenge of Global Business Moral Order Asolo, Adewole.A,A (The Federal Polytechnic, Ilaro, Ogun State, Nigeria)

Malaysia 's SMEs International Involvement Revisiting Evidence from the 1990s

Osman Mohamad, Jasman J. Ma'ruf, Tramayah & Razli Che Razak (Universiti Sains Malaysia)

C. RELATIONSHIP, NETWORKING AND LINKAGES

SME Network and innovation

Boon Chye Lee (University of Wollongong, Australia)

Role And Importance of Networking And Cooperation Among SME Support Organizations in An Emerging Economy. A Case Study of South Africa

Tendai Fortune Chikweche (University of Cape Town, South Africa)

Consolidating Strategic Transnational Alliance Among ASEAN SMEs in The Competitive Global Market

Yeop Hussin Bidin (Universiti Teknologi MARA, Terengganu, Malaysia)

Enhancing Local Small and Medium Enterprises' (SMEs) Technological Capability Through Linkages With Foreign Firms

Abd Halim Mohd Noor, Mohamed Saladin Abdul Rasool & Rosfadzimi Md Saat (Universiti Teknologi MARA, Melaka, Malaysia)

The Importance of Relational Variables in *Exporting to Arabic Speaking Nations: Comparing Low vs. High Performers*

Osman Mohamad, Abdel Hafiez Au & Jasmine Yeap Ai Leen (Universiti Sains Malaysia)

Bank-Small Business Relationship: Understanding The Patronage Behaviour of Small Business Customers

Rosli Mahmood (Universiti Utara Malaysia)

D. INFORMATON AND COMMUMCATON TECHNOLOGY

Adoption of Electronic Endeavor: Exploring Factors Critical to SMEs

Rosmini Omar & Ahmad Zohdi Abdul Hamid (Universiti Tun Abdul Razak, Malaysia)

The Perception, Awareness and Readiness on Information and Communication Technology

Implementation Among Small and Medium Industries in Kiang Valley, Malaysia Haryani Haron, Safawi Abdul Rahman & Mohd Sazili Shahibi (Universiti Teknologi MARA, Shah Alam, Malaysia)

SME E-Readiness: Is It Unidimensional or Multidimensional?

TRamayah, Mohamed Sulaiman, Lim Chia Yan & Jasmine Yeap Ai Leen (Universiti Sains Malaysia)

ECommerce in Malaysia Multimedia Super Corridor: Are We There Yet?

Noor Hazarina Hashim and Abu Bakar Hamid (Universiti Teknologi Malaysia)

Small and Medium-sized Enterprises in the Knowledge-Based-Economy. The Role of Government

Khiruddin Said (Waseda University, Tokyo, Japan)

Adoption of E-Commerce: Strategic Information Systems Perspective Sim Kim Lan (University of Wollongong, Australia)

Lessons for SMEs in *Implementing Wireless Technology Solutions* Raj Gururajan (University of Queensland, Australia)

An Examination into the Role of Knowledge Management in Organisational Computer Security

Raj Gururajan (University of Queensland, Australia)

The Demographics of Consumers in *ECommerce: A Case of Airline Ticketing* Sarina Muhamad Noor & Hasni Ab Rahim (Universiti Teknologi MARA, Penis, Malaysia)

Encouraging SME's Participation in *Training and Education: A framework of On-line Training* Beverley Webster & Beth Walker (Edith Cowan University, Australia)

E. ENTREPRENEURS & ENTREPRENEURSHIP

Entrepreneurship in Small-Scale Enterprise in Bangladesh

Ruhul Amin Salim (Curtin University of Technology, Australia)

Demographics and Personal Characteristics of Urban Malaysian Entrepreneurs: An Ethnic Comparison

Md Nor Othman, Ezlika Ghazali & Ong Chee Cheong (Universiti Malaya, Malaysia)

A Study of Entrepreneurial Intention Among Young Malaysian: A Case of Universiti Tenaga nasional (UNITEN) Students

Kamaniah Othman, (Universiti Tenaga Nasional, Malaysia), Yaacob Anas (Universiti Teknologi MARA Johor, Malaysia) & Wan Jamaliah Wan Jusoh (International Islamic University Malaysia)

Motivating Factors That Influence Class F Contractors To Become Entrepreneurs

Nor Aishah Buang & Yufiza Mohd Yusof (Universiti Kebangsaan Malaysia)

A Holistic Model for the Emergence and Success of Entrepreneurs With Applications to Asian Countries

Elias Sanidas (University of Wollongong in Dubai, United Arab Emirates)

The Influence of Personality Values of Entrepreneurs and the Accounting Information Usage in Pricing Decision toward Firms' Performance: Case Study in Medium Manufacturing Industries in Indonesia

Suhaini (Universitas Andalas, Indonesia), Hasnah Haron, Sofni Yahya, & Ishak Ismail (Universiti Sains Malaysia)

F. HUMAN RESOURCE MANAGEMENT

Examining the Relationships Between Human Resource Practices and Innovation Activity in Malaysian SMEs

Mohd Khairuddin Hashim, Abdul Jummat Mahajar & Sa'ari Ahmad (Universiti Utara Malaysia)

Major Functions of International Human Resource Management in Small and Medium Sized Companies

Sonja Treven (University of Maribor, Slovenia)

Human Resource Management in Small Sized Innovative Enterprises — A Dialectical Systems Approach

Sonja Treven & Matja Mulej (University of Maribor, Slovenia)

Adaptability of Japanese Human Resource Management Practices at the Malaysian Workplace

Hooi Lai Wan (Universiti Teknologi Malaysia)

Managing People for Knowledge Management in Small And Medium Sized Enterprises Rajasegaran Krishnasamy & Ramesh Nair (Universiti Teknologi MARA, Melaka, Malaysia)

G. FINANCE, MARKETNG AND OTHER TOPCS OF INTEREST

Venture Capitalists' Evaluation Criteria in Malaysia

Mohd Noor Mohd Shariff (universiti Utara Malaysia) & Grahame Boocock (Loughborough University, United Kingdom)

Working Capital Practices in SMEs: A Comparative Study of Foods and Textile Industries in Malacca

Juyati Mohd Amin, Nor Balkish Zakaria & Normala Shariff (Universiti Teknologi MARA, Johor, Malaysia)

Financial Challenges Faced by SMEs in a Global Economy: A Case Study of HPA (herba penawar al-wahidah) Industry Co. Ltd

Noraini Aminudin (Universiti Teknologi MARA, Penis, Malaysia)

Are the Emerging Stock Markets Excessively Volatile? Implications for Management of Small and Medium Sized Firms

Sethapong Watanapalachaikul & Sardar MN. Islam (Victoria University, Australia)

Mechanism Design in Corporate Governance in the Management of SMEs

Sardar MN. Islam (Victoria University, Australia)

Satisfying Customer: Can SME Realize This?: A Case of Cooperative Business

Norudin Mansor & Ahmad Syazli Abd Halim (Universiti Teknologi MARA, Terengganu, Malaysia)

Perceived Usefulness of Export Information Providers: Analysis by Firm Size and Export Stage Osman Mohamad, Kim Soon & TRamayah (Universiti Sains Malaysia)

Extent of Information Search by SME's: Consumer Product vs Industrial Product Exporters Osman Mohamad, Tramayah & Nabsiah A Wahid (Universiti Sains Malaysia

The Strategic Use of Patents Information for Malaysian SMEs

Mohd Rozaini Mohd Rejab & Ridhwan Fontaine (Multimedia University, Malaysia)

A Corporate Crisis Management Model: Application to Small & Medium Sized Businesses in Australia

Mohammed Aba Bulgu & Sardar MN Islam (Victoria University, Australia)

Decision Making Framework for Salaried Managers in Small Business

Andrew L Dunning (Monash University, Australia)

Using India's National Quality Criteria for Organizational Performance Excellence for Enhancing Competitiveness of SMEs

Bhushan Dewan (TATA Consultancy Services, Mumbai, India)

Mass Customization vs. Mass Production: The Significance of 3D-Body Scanner in Global Marketing

Norsaadah Zakaria & Nur'Ain Yusof (Universiti Teknologi MARA, Shah Alam, Malaysia)

Environmental Scanning and Firm Performance: The Case of SME Sector, United Kingdom Azhdar Karami & Brian Jones (University of Wales Bangor, United Kingdom)

H. OWNERSHP FAMLY AND WOMEN-OWNED SMEs

Family First? Debates About Tradition and Modernity in Singaporean SMEs

Helen Kopnina (Vrije University, Amsterdam)

Empirical Investigation of Factors That Motivate Women Entrepreneurship

Siti Haryati Shaikh Au, Norudin Mansor, Norsidah Ahmad (Universiti Teknologi MARA, Terengganu, Malaysia) & Zaiton Ahmad (Universiti Teknologi MARA, Shah Alam, Malaysia)

The Financing of Women-Owned SMEs in Malaysia: Practices and Problems

Zarina Salleh, Ismail AWahab & Laila Mohammad Kamaruddin (Universiti Teknologi MARA, Shah Alam, Malaysia)

ADDENDUM

Keynote Paper Universities and Small Firm: Crossing The Great Divide (Keynote Paper) Professor Michael Schaper (Newcastle Graduate School of Business, Australia)

Entrepreneurial Drives and Business Performance of Malaysian Entrepreneurs: Preliminary Findings

Haron Jaafar & Mohamed Dahlan Ibrahim (Universiti Teknologi MARA, Malaysia)