CONFERENCE PROCEEDINGS

BOOK OF ABSTRACTS EEFA-2019

AUSSRE 2nd Annual International Conference on Emerging issues in Economics, Finance and Accounting Research
Book of Abstracts Proceeding

AUSSRE 2nd Annual International Conference on 
Emerging issues in Economics, Finance and 
Accounting Research

(EEFA-MARCH-2019)

Melbourne, Australia

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Proceedings of AUSSRE 2nd Annual International Conference on Emerging issues in Economics, Finance and Accounting Research

(EEFA-MARCH-2019)


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AUSSRE 2nd Annual International Conference on Emerging issues in Economics, Finance and Accounting Research

(EEFA-MARCH-2019)

Venue: Mercure Melbourne Therry Street, Australia

ORGANIZING COMMITTEE

1. Mr Seweryn

Conference Coordinator

2. Ming Zhao

Conference Coordinator

3. Dr Chyi Lin Lee

Conference Coordinator

4. Dr. Partha Gangopadhyay

Conference Coordinator
CONFERENCE CHAIR MESSAGE

Yang Lee Xiang

AUSSRE “Australian Society for Research Excellence 2019” serves as platform that aims to help the scholarly community across nations to explore the critical role of multidisciplinary innovations for sustainability and growth of human societies. This conference provides opportunity to the academicians, practitioners, scientists, and scholars from across various disciplines to discuss avenues for interdisciplinary innovations and identify effective ways to address the challenges faced by our societies globally. The research ideas and studies that we received for this conference are very promising, unique, and impactful. I believe these studies have the potential to address key challenges in various sub-domains of social sciences and applied sciences.

I am really thankful to our honorable scientific and review committee for spending much of their time in reviewing the papers for this event. I am also thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. We the scholars of this world belong to the elite educated class of this society and we owe a lot to return back to this society. Let’s break all the discriminating barriers and get free from all minor affiliations. Let’s contribute even a little or single step for betterment of society and welfare of humanity to bring prosperity, peace and harmony in this world. Stay blessed.

Thank you.

Yang Lee Xiang
Conference Chair
Email: yang@aussre.com
AUSSRE-2019
# Conference Schedule

**DAY 01 Saturday (March 16, 2019)**

**Venue: Room 1**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>09:00 am – 09:10 am</td>
<td>Welcome Reception &amp; Registration</td>
</tr>
<tr>
<td>09:10 am – 09:20 am</td>
<td>Opening Ceremony</td>
</tr>
<tr>
<td>09:20 am – 09:30 am</td>
<td>Welcome Remarks –Conference Coordinator AUSSRE</td>
</tr>
<tr>
<td>09:30 am – 09:40 am</td>
<td>Introduction of Participants</td>
</tr>
<tr>
<td>09:40 am – 09:50 am</td>
<td>Group Photo Session</td>
</tr>
<tr>
<td>09:50 am – 10:00 am</td>
<td>Grand Networking Session and Tea Break</td>
</tr>
</tbody>
</table>
DAY 01 Saturday (March 16, 2019)
Session 1 (10:00 am – 11:00 am)
Venue: Room 1

**Track B: Medical Medicine and Health Study**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Presenter(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MLM-239-101</td>
<td>Self Esteem And Cancer: To What Extend Does Chemotherapy Affect A Cancer Patient’s Self Esteem?</td>
<td>VidthyaSivaperumal</td>
</tr>
<tr>
<td>MLM-239-102</td>
<td>Depression And Cancer: Prevalence And Predictors Of Depression Among Oncology Patients Receiving Chemotherapy</td>
<td>Mamta Vesudave, Remesh Kumar</td>
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**Track A: Business, Economics, Social Sciences and Humanities**

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<th>Title</th>
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<tr>
<td>EEFA-MARCH-102</td>
<td>Board Capital, Board Independence and Bank Risk-Taking: Agency and Resource Dependence Perspectives</td>
<td>Zulkufly Ramly</td>
</tr>
<tr>
<td>EEFA-MARCH-107</td>
<td>Location Factor Influence the Tenants Preference in Shopping Mall Malaysia by using AHP Method</td>
<td>Mohd Khairul Anuar, Mohamad Kamil</td>
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<tr>
<td>EEFA-MARCH-108</td>
<td>An Empirical Study of Cultural Stereotype in Intercultural Communication</td>
<td>Weihua Yu</td>
</tr>
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</table>

**Lunch Break (11:00 am – 12:00 pm)**

**Closing Ceremony**
DAY 02 Sunday (March 17, 2019)

City Tour and Shopping Day

All respective guests are free to conduct their own sightseeing and tour. The second day of the event is reserved for this memorable purpose.
TRACK A: BUSINESS, ECONOMICS, SOCIAL SCIENCE & HUMANITIES
Board Capital, Board Independence and Bank Risk-Taking: Agency and Resource Dependence Perspectives

Nurulain Mohammed Ramli¹, Zulkufly Ramly²*

Abstract As the highest decision making authority in corporate organizations boards of directors are responsible for monitoring risk-taking activities and devising the strategy to control activities. However, the empirical literature in this area, especially on financial institutions is still lacking. It is still unclear as to which factors that will restrict or motivate bank risk-taking. Irresponsible risk-taking dampens banking growth and resilience to face challenging global economic conditions. Past banking crises showed that excessive and irresponsible risk-taking contributed greatly to bank failures, which affected the national economic stability. Hence, this paper aims to examine the board-level interaction between board capital and board independence in predicting commercial bank risk-taking in Malaysia. This study tests the integration of the agency theory with resource dependence theory. This paper proposes the idea that combining the oversight role and the directors’ resources could potentially better explain bank risk-taking decisions. Using secondary data from eight Malaysian commercial banks from 2002 to 2014 and Generalised Least Squares (GLS) panel data regression technique, the findings reveal that highly independent boards, directors with risk management experience, professional qualification, degrees from prestigious universities and experience in civil service reduce risk-taking. On the other hand, directors with experiences in finance or as a former CEO and holding multiple directorships increase risk-taking. Further, board independence moderates the relationship between board capital and risk-taking. The findings infer that board independence should not be the sole focus in risk oversight because the directors’ ability to perform monitoring and advisory roles vary depending on their board capital. Thus, the contribution of the board oversight role should be evaluated in combination with the directors’ board capital. This study contributes empirical evidence on the integration of the agency theory and resource dependence theory to the extant literature. Additionally, the finding is practically useful for the board of commercial banks, the Central Bank of Malaysia to aid them in their initiatives to strengthen the board oversight role in risk-taking. The board of directors could benefit from the finding that shows how board composition can be configured to manage risk-taking.

Keywords: Bank risk-taking, corporate governance, board capital, board independence, agency theory, resource dependence theory

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AUSSRE 2nd Annual International Conference on Emerging issues in Economics, Finance and Accounting Research (EEFA-2019)
An Empirical Study of Cultural Stereotype in Intercultural Communication

Weihua Yu*

Abstract Cultural stereotype is considered to be a significant factor in foreign language learning and intercultural communication. This research aims to identify and evaluate the sources of cultural stereotypes and to survey stereotypes’ influence on foreign language learning. An empirical study which adopts a questionnaire and a writing assignment is used as the major instrument. One hundred and fifty Chinese English majors from grade 1 and 3 of three universities in Hangzhou were selected as samples. Results indicate that their stereotypic impressions of the Americans are positive in general, which in turn influence and shape their American perceptions. What’s more, the data also show that foreign language learning plays an important role in the acquisition of foreign language learners’ stereotypes and the process of the target language learning can change some stubborn stereotypes unconsciously.

Keywords: Cultural Stereotype; Intercultural Communication; Foreign Language Learning; Investigation

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Location Factor Influence the Tenants Preference in Shopping Mall Malaysia by using AHP Method

Mohd Khairul Anuar Mohamad Kamil¹*, Ting Kiean Hwa²

Abstract In five years ago, a total of 20 to 30 of the proposal in shopping mall are retailers. However, from year 2018 onwards, it was found that, more than 10 proposals of the shopping mall come from the same dominant retailers. The proposal from the tenant’s mixes categories. Most of the retailers prefer prime location to be confirmed with any landlord or management in the shopping mall. The Central Place Theory principles are closely linked with shopping mall location and tenant mix especially for the presence of anchor tenant which influence shopping malls preference. This immerge the factor that influence tenant preference of Shopping Mall in Malaysia. This study aims at evaluating the location as the factor contribute to the selection tenant in Shopping Mall. The primary data were mostly gathered through site observation, questionnaire, survey and face to face interview within tenants by categories. It was found that the location was the dominant factor contributed to the selection of tenant in Shopping Mall in Malaysia. The findings highlighted the understanding on tenant’s preference attributes for site selection in Malaysia Shopping Mall.

Keywords: Shopping Mall Malaysia, Selection of tenant in Shopping Mall, Tenant Mix, Prime Location

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TRACK B: MEDICAL MEDICINE AND HEALTH STUDY
Self Esteem And Cancer: To What Extend Does Chemotherapy Affect A Cancer Patient’s Self Esteem?

VidthyaSivaperumal, MPharm¹, SherinaMohdSidik, PhD², LekhrajRampal, DrPh³, Siti Irma Fadhilah Ismail, PhD⁴, UmmavathyPeriasamy, PhD⁵

Abstract Cancer is one of the leading causes of mortality and is a major public health problem. According to the World Health Organization(WHO), by 2020 mortality due to cancer shall total up to above 11 million people worldwide. The most common treatment given for cancer is chemotherapy however it is known for its side effects. The aim of this research is to determine the prevalence of self-esteem among patients receiving chemotherapy in Malaysia and to rule out the predictors that are likely to affect the level of self-esteem. The predictors that are assessed in this research are Socio-demographics, Quality of Life(WHOQOL-BREF), Physical Effects (CTCAE 4.0), Anxiety(GAD) and Depression(PHQ-7). An analytical cross sectional study with a quantitative approach was designed and carried out in the oncology wards among 953 respondents in 10 general hospitals in Malaysia. The mean self-esteem was 22.67 out of a total score of 40. The predictors were age, gender, marital status, working, anxiety, depression, nausea, anemia, hair loss, skin and nail changes, overall quality of life and psychological domain of quality of life. This is important in order to enable the healthcare team to create better strategies to meet the psychological and emotional needs of these patients.

Keywords: Prevalence, Predictors, Cancer, Chemotherapy, Self-Esteem

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Depression and Cancer: Prevalence and Predictors of Depression Among Oncology Patients Receiving Chemotherapy

Mamta Vesudave Remesh Kumar, MPharm¹*, Sherina Mohd Sidik, PhD², Lekhraj Rampal, DrPhD³, Siti Irma Fadhilah Ismail, PhD⁴, Ummavathy Periasamy, PhD⁵

Abstract Cancer patients undergoing chemotherapy experience a high level of depression. There were 14.1 million new cases of cancer, 8.2 million cancer deaths, 32.6 million people living with cancer within 5 years of diagnosis. In term of burden of disease there were 14.9 million cancer cases, 8.2 million deaths, and 196.3 million disability-adjusted life-years (DALYs). The aim of this research is to determine the prevalence and predictors of depression in cancer patients receiving chemotherapy. A cross-sectional study among 1356 patients undergoing chemotherapy was carried out. The data were collected using self-administered questionnaires including socio-demographic characteristics, severity of cancer, depression through Patient Health Questionnaire (PHQ-9), social support using the Multidimensional Scale of Perceived Social Support (MSPSS) and hopelessness using the Beck Hopelessness Scale (BHS). The prevalence of depression was 34.00%. The significant predictors of depression were age, gender, education level, pain due to chemotherapy, depressed due to cancer, treatment with any anti-depressant, worried of the adverse effect due to cancer treatment, involvement in any cancer support society, level of social support and level of hopelessness. Among all predictors, level of social support was identified as the highest risk of prediction for depression. Findings of the study indicate that the health care services should focus on the management and intervention of depression in cancer patients.

Keywords: Depression, Cancer, Chemotherapy, Predictors, Malaysia

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