

1st Research Symposium 2016

Abstract Handbook



RCC 2016





CBA

PA-1 **A Historical Analysis of the Life Cycle of Fiat Currency Systems; *F. Durani***

This paper provides an insight into the historical investigation of the life cycle of fiat currency systems. The analysis spans from 11th century china, where the fiat currency first met its origin to its flight to the Europe, America and the rest of Asia. This study provides an elaborate account of the origin, growth and annihilation of fiat currency systems of the world. It relates the similarity of the path followed by the value of paper money in various eras and regions. It provides a detailed description of failed fiat currencies. This study reviews the pattern of values followed by all fiat currencies of the world. It also analyses the causes of their failure and similarity in the causes.

PA-2 **Can Accounting Information System Benefit From Cloud Computing: The Case Of Saudi Arabia; *A.Zerban***

In Today's changing world and business turmoil, chief financial officers need to understand the financial risks technologies is cloud computing with its delivery models in which computational resources are offered as a service. It became an opportunity for companies albeit some obstacles. On their accounting and financial systems. The cost structure is going to be reformulated together with pricing policies which will impact productivity. Traditional IT Modell is different from cloud computing and consequently operating and capital expenditure system with its crucial characteristic of the need to provide information in the right time can find its life jacket in cloud computing. Cloud offerings to purchase and offer it services. This research is trying to clarify and analyses the pros and cons of cloud computing on accounting information system with a reference to Saudi Arabia.

PA-3 **Enhancing Accountability of E-Government in Saudi Arabia Public sector organizations through balanced Score-CARD; *A.Zerban***

The advancement in the area of information technology facilitates the application of e-Government. The application of Government mode 1 represents a tremendous change within government and also affects their relationship between a government and citizens... Kingdom of Saudi Arabia (Ksa), the biggest country in the Middle East, Is in process for a transition onto improving e-Government. Ksa recognized the essential role of e-Government and created "Yesser" Program, designed to achieve continuous e-Government grow than development with in the country. The overall purpose of this research is to contribute to the understanding of how public organizations can be accountable in the e-Government environment and explaining the govern mentality of the kingdom of Saudi Arabia in applying it using methodological frame work derived from Michel Foucault concept of govern mentality.

PA-4 **Enhancing accounting information systems to facilitate supply chain management between supermarket/suppliers: The case of Saudi Arabia; *A.Zerban***

Supply chain management is one of the most powerful determinants for creating competitive advantages for companies. In today competitive environment, companies strive to respond and offer its products and services faster to the market. The market of information technology is huge and expanding. The application of information technology is prominent in the improvement of the supply chain. The main goal of supply chain activities is to satisfy customers' demand, so that

products are distributed with the lowest possible cost, highest quality and within the time deemed suitable for customers which is the recent challenge. The ability to produce quality information and accessing it will become crucial aspect in the new world. Technology will help to control business and companies will manage better their relation with stakeholders. We aim to explore the relationship between retailers and suppliers in Saudi Arabia market and their sharing of information regarding stock levels to improve supply chain management. The integration of information in processing orders from supermarkets to suppliers are going to be investigated in order to improve supply chain management.

PA-5 The Role of Product Innovativeness in Consumer's Multi-Sensory Effect and Sensory Dominance; A. Althagafi

Capitalizing on the work of Balaji, Raghavanand Jha (2011), this research extends previous research on sensory marketing by investigating the interaction effect between consumer's visual and tactile evaluation of products. Previous studies suggest that one sense (i.e., vision) can dominate the other senses during the product evaluation process. However, other studies suggest that this sensory dominance may shift from one sense (i.e., vision) to another (i.e., touch) depending on the product category. This research suggests that the sensory shift is influenced significantly by the level of product innovativeness (newness). It suggests that the sense of touch will be the dominant sense in the evaluation process of products that are high in innovativeness and vice versa. The research also compares between buying from a touch vs. Non-touch channel (i.e., online) and different levels of product innovativeness (newness). The potential theoretical contribution of this research is reflected in the examination of new and different relationships. This research "integrates a number of sound theories into a cohesive whole where multiple independent theories become the element sofa model to explain some phenomenon of interest" (Howard and Sheth 1969; Bartels, 1970; and Ladik and Stewart, 2008).

PA-6 Role of organizational culture on the successful adoption of SAP system in Saudi Arabia: A case study; M. Ali and S. Ahmad and L. Miller

The purpose of this study is to investigate the role of organizational culture in implementing sap system in a petrochemical organization in the context of Saudi Arabia. The paper examines key organizational cultural dimensions of sap implementation in a large Saudi organization, and identifies core issues and strategies adopted in the successful implementation of a sap system.

PA-7 Developing In-House ERP System Human Resources Module For The Construction Industry; M. Ali

Enterprise Resources Planning (ERP) systems are Enhancing the organizational performance of companies Across the globe (wagner et al 2006; kamhawi 2008; Baiyere 2012). ERP system, which are developed on best business practices, Often are not able to satisfy the unique organizational needs such as the construction industry which presents a unique set of challenges, which are different from those of the manufacturing and service industry. For example, in the construction industry, each construction project is unique with its different designs, resources, and operational requirements. Moreover, projects are dispersed geographically and have multiple teams working on them concurrently. Due to their unique requirements, and very limited availability of construction industry software in developing countries, organizations in these countries are generally reluctant to adopt ERP systems. For organizations to reap the benefits of ERP systems, this study discusses design and development of in-house ERP human resources management (HRM) system which is developed specifically according to the unique characteristics and requirements of the construction industry.

PA-8 A Framework to Evaluate And Overcome User Anticipation And Concerns From New It System; M. Ali

The adoption of a new technology in organization brings in New set of challenges which can

involve financial, technical or human issues. One of the main issues commonly observed in its implementation across the organization is how the users will perceive new technology and what are their anticipations (lapointe and rivard, 2005; marakas and hornick, 1996).

There are numerous studies conducted over understanding the theory behind the user's resistance, however there is a lack of research which focus on the users anticipation and fears resulting from the introduction of the new technology.

PA-9 Divided We Fall: A Case Study Of ERP Implementation Failure In A Middle Eastern Country; M. Ali

The ERP system implementation allows the organization to integrate different departments working in silos while allowing them to have real-time visibility to business processes and access to the centralized information (vlachos, 2006; yusuf et al., 2004). There is a growing trend of ERP implementation in developing countries (rajapakse and seddon, 2005).

However, many organizations are reluctant to adopt erp system due to lack of implementation experience and resources, whilst a failed implementation could have catastrophic impacts (zabjek, 2009). To understand what could lead to a failure, this research study a failed ERP implementation in a middle eastern country with a focus on the critical success factors (CSFS) which could contribute towards failure.

PA-10 Promoting a culture of innovation & entrepreneurship in Saudi Arabia: role of the universities; H. M. ATASSI

Saudi's mission to diversify its economy depends heavily on innovation and entrepreneurship. The discussion evaluated the role of universities in building a culture of innovation and entrepreneurship in Saudi Arabia. The literature review reveals that the role played by universities entails providing entrepreneurship education, providing support resources, and partnerships with non-academic institutions, while the gap analysis undertaken reveals that Saudi Arabia has made significant strides towards equipping its universities to contribute to innovation and entrepreneurship, but lags behind the top ten leaders. The proposed initiative Model entails seeking strategic alignment between university contributions and local and national economic goals, collaborating with international institutions to replicate best practices in Saudi Arabia, and establishing formal frameworks for partnerships with relevant stakeholders in innovation and entrepreneurship.

PA-11 From Satellite Applications to Business Model; AA Somaie

NA

PA-12 Effective Waste Management - A Building Block to a Green Economy; H. Mansour

Waste is no longer seen as just a by-product of economic activity. Instead, waste is increasingly understood as a driver of economic activity, and one that has the capacity to facilitate progress towards some of the world's greatest challenges, including economic growth, renewable energy and employment. This conceptual and actual shift in society's understanding of waste is indicative of a global uptake of the green economy by more than 60 countries, which positions waste as a resource to be managed in such a way that it can be continually fed back into a restorative and regenerative system. Making a transition to a green economy may bring significant opportunities and advantages to a country, and progression towards the green economy is seen as essential for shaping a sustainable and responsible society. Waste is becoming a priority in public and private policy, and strategies in the UAE, UK, Australia, Sweden, Japan, Egypt and the Philippines demonstrate the breadth of measures that can be taken by sectors, and the extensive opportunities that become available as a consequence. The methodology used in the study is a comparative approach, as the study will compare between different methods for managing waste in a sustainable way. The paper will be divided in three main parts; the first part will introduce the rationale for a green economy approach to waste management. The second part

will show the Circular Economy Approach to Waste Management as well as the bottom up approach as the main Waste and resource management approaches. Finally, a conclusion will present the paper key findings and recommendations.

PA-13 Diverse human resource and organizational productivity: towards an analytical framework;
A. Alharbi & A. Mamman

Many researchers and practitioners agree that workforce diversity can produce positive outcomes (Egan, & O'Reilly, 1992; Tung, 1993). The case for diversity has been made for many reasons, not least for its strategic contribution to organizational competitiveness (Cox, 1991; Cox and Blake, 1991; Powell, 1998; Maruyama, 1994). The strategic importance of diversity has been interpreted in terms of specific and unique qualities which certain categories of employees bring to the organization. Typical of such inputs are novel ideas, creativity, cultural skills, language skills, working styles, strong work ethic, taking on extra responsibilities by virtue of diverse employees' "unique" backgrounds. Arguably, these inputs fall into beyond the call of duty. This is because employees are not rewarded for or trained in order to exhibit such behavior (Organ, 1988). This is what widely known as extra-role behavior, and Organizational Citizenship Behavior (OCB) is the most popular category. Indeed Van Dyne, Graham & Dinesh (1994) argued that extra-role behavior is underlined by the importance of organizational innovation, flexibility, productivity and responsiveness to changing external conditions. And extra-role behavior has been argued to be critical for organizational effectiveness because managers cannot foresee all the contingencies that may desire employees to perform (Morrison & Phelps, 1999). Thus, the benefits that will accrue from using diverse workforce can be adequately captured by the concept of extra-role behavior.

PA-14 Why Human Resource Management Innovations have many Versions not in Theory but in Practice;
A. Alharbi & A. Mamman

Of late, few issues have unified management theorists and researchers than the idea of achieving survival and prosperity through the adoption of novel ideas. Organizations are told to change or perish. As to be expected the market for Management Innovations (MI) has blossom as a result. Most of the MI have direct or indirect implications for the management of people in organizations. Therefore, in this paper MI is used to refer to novel ideas which may relate directly or indirectly to Human Resource Management. Many organizations have responded to the notion of change or perish by adopting MI such as Total Quality Management (TQM), Business Process Re-engineering (BPR), Self-Managing Work Teams (SMWT), Self-Leading Team (SLT), High Performance Work System (HPWS), (Pfeffer, 1994) Modification of the ideas has attracted little attention from researchers and commentators. In fact, while there are theories on the adoption and diffusion of MI and administrative technologies. The same cannot be said, with confidence, about their modification.

PA-15 Performance management process re-engineering a case study of USC;
A. Alharbi & A. Mamman

Given the increasing competitiveness around the world, organizations are exploring ways to maximise their performance and productivity to achieve their intended objectives. To achieve this organization often strive to put in place performance improvement concepts in the form of performance appraisals; management by objectives; balanced score card (French and Bell, 1999:145). The latest which started taking shape later in 1980's as stated by Armstrong (1996:234) is performance management system.

It is against this background that this study examines the performance management process that

was introduced in the company under investigation (USC) and on how the process can be re-engineered to make it more effective in order to enhance the performance of both the employees and the organization. Performance Management Process/System is an integral part to improving and measuring both the individual and organisation's performance.

PA-16 Workforce Motivation between Theory and Practice; A case study of SAA; A. Alharbi

Motivation is one of the crucial factors that currently determine the success of organizations. The relationship between any given organization and its employees is affected by what motivates employee to work as well as the received pay and fulfillment they can obtain from it. Motivation as a concept in human resource management (HRM) is a complicated subject of study, since it cannot really be studied or measured directly and is only revealed or its absence revealed in the results obtained from it (Sims, 2002). Motivation is determined by three key components of organizational culture; Employee needs and objectives, describe the individual goals of employees, both on a personal and professional level, and the degree of their "psychological investment" in their work (Neumann et al., 1999). Interpersonal relationships describe the ways in which people work together in groups, and how different groups work together with each other. Leadership establishes the "atmosphere" of the organization, indirectly and directly motivating employees and groups to function effectively (Martins and Terblanche, 2003).

PA-17 A Study Of Customer Satisfaction On Supply Chain Management Practices Of Tata Motors In KSA; M.Hussain

Traditionally, marketing, distribution, planning, manufacturing, and the purchasing organization along the supply chain operated independently. These organizations have their own objectives and these are often conflicting. Marketing's objective of high customer service and maximum sales dollars conflict with manufacturing and distribution goals. Many manufacturing operations are designed to maximize throughput and lower costs with little consideration for the impact on inventory level and distribution capabilities. Supply chain management (SCM) is the management of the flow of goods and services. It includes the movement and storage of raw materials, work-in-process inventory, and finished goods from point of origin to point of consumption. interconnected or interlinked networks, channels and node businesses are involved in the provision of products and services required by end customers in a supply chain supply chain management has been defined as the "design, planning, execution, control, and monitoring of supply chain activities with the objective of creating net value, building a competitive infrastructure, leveraging worldwide logistics, synchronizing supply with demand and measuring performance globally." Charan. P. (2012) defines supply chain management is the integration of key business processes across the supply chain for the purpose of creating value for customers and Stakeholders. Cole, R.E. (2011) supply chain management aims at building trust, exchanging information on market needs, developing new products, and reducing the supplier base to a particular OEM (original equipment manufacturer) so as to release management resources for developing meaningful, long term relationship. According to the council of supply chain management professionals (CSCMP), supply chain management encompasses the planning and management of all activities involved in sourcing, procurement, conversion, and logistics management. It also includes the crucial components of coordination and collaboration with channel partners, which can be suppliers, intermediaries, third-party service providers, and customers. In essence, supply chain management integrates supply and demand management within and across companies. More recently, the loosely coupled, self-organizing network of businesses that cooperate to provide product and service offerings has been called the extended enterprise.

PA-18 Relationship Between Corruption and FDI Inflow: A Causality Test; H. H. Jaramoun

The foreign direct investment (FDI) is one of the vital factors that can cope with the low level of gross domestic investment, which is basically responsible for accelerating economic growth.

From this point, came the importance of studying the FDI inflow as one crucial supplementary means of raising this low growth rate of GDP. The literature about FDI is really huge and growing, but we focus in this paper on the relationship between corruption and FDI inflow. Corruption, in different forms, is frequently mentioned as the big obstacle facing foreign investors. We need to quantify this relationship in order to help policy makers when they design their policy tools for attracting foreign investors and accelerating economic growth.

Student's Satisfaction for the Services Provided at UBT; A.Nawar,Y.Jamjom

University of business and technology has a mission states "UBT is a private university that offers high-quality undergraduate and graduate education responsive to market needs". The university prepares students with transferable skills required to excel as industry leaders and entrepreneurs" and its slogan is "education for job opportunities" matches the mission of the university. In order to meet UBT mission and objective it is important to identify the student's satisfaction level for the offered services. In this research, the team has identified a set of factors that might affect the student's satisfaction and analyzed the result.

PA-20 Distribution Capacity Planning For Downstream Supply Chain; M. Fazle Rabbi

This Paper Presents A Case Study Demonstrating A Practical Approach To Provide An Integrated Capacity Planning System For Downstream Supply Chain Management. A Typical Downstream Supply Chain Starts When A Group Of Similar Products Or Same Products With Different Sizes, Shapes And Flavors Are To Be Consolidated, Moved To Finished Goods Warehouses With Different Layouts And Configurations, Loaded/Unloaded Several Times With Different Types Of Material Handling Equipment, Transported To Many Distribution Centers With Transports Of Different Types With Limited Capacities, Store, Consolidate, And Finally Shipped To Hundreds Of Retailers To Meet Customers' Orders. The Following Are The Capacity Issues At Each Step In The Supply Chain In This Paper:

- Capacity Of Each Pallet For Each SKU (Stock Keeping Unit)
- Number Of Fork-Lifts Needed
- Ware House Space Needed
- Loading Dock Capacity
- Truck Capacity
- Seasonal Demands For Items Require Different Strategies To Balance The Load With The Capacity