

*The Seventh International Research Conference on Quality, Innovation and
Knowledge Management*

QIK 2005

“Applications and Synthesis in the Global Economy”

Sunway Lagoon Resort Hotel
Kuala Lumpur, Malaysia

16 – 18 February 2005

Conference Program

Hosted by
Department of Management
Faculty of Business and Economics
Monash University

and

Monash University Malaysia

Consortium Partners

Australian Maritime College
Central Queensland University
Deakin University
Monash University, Australia
Monash University, Malaysia
The University of Melbourne

Organised by
Conference Management Office
Monash University

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Welcome

Welcome to the 7th International Research Conference on Quality, Innovation and Knowledge Management. On behalf of the organising committee and consortium partners, we thank you for your support and participation in this truly International symposium. The continued support and response to our call for papers is greatly appreciated. The final program offers papers on a range of issues relating to quality, innovation and knowledge management.

The focus of QIK 2005 has been to integrate workshop and forum activities that we hope will encourage dialogue and debate. Learning, sharing and stimulating research knowledge and activity is the aim of this conference and we hope that you share with us your research in Quality, Innovation and Knowledge Management so that we all have the opportunity to discuss new approaches in this area.

Many individuals, both in Australia and Malaysia, have contributed to the management and administration that allows us to meet in Malaysia in February 2005. We thank them sincerely – the Monash staff in Malaysia and Melbourne, our consortium partners, colleagues from International institutions and the Conference Management Office.

Once again, thank you for your support and we hope that you enjoy QIK 2005 and your visit to Kuala Lumpur and the wonderful hospitality of the Malaysian people.

Professor Amrik Sohal
Dr Richard Cooney

Information for Delegates

VENUE

Sunway Lagoon Resort Hotel
Persiaran Lagoon, Bandar Sunway,
46150 Petaling Jaya,
Selangor Darul Ehsan
Tel: (60-3) 7492 8000 Fax: (60-3) 7492 8001
Toll Free: 1 800 828 888 (Malaysia only)
Website: www.sunway.com.my/hotel
E-mail: sunway@po.jaring.my

LOCATION

Strategically located in the heart of Petaling Jaya, the bustling suburb of Kuala Lumpur, the hotel is just 35 minutes drive from Kuala Lumpur International Airport (KLIA) and well served by an extensive network of expressways and rapid rail systems. Kuala Lumpur, the nation's modern capital city is within close proximity and easily accessible from the hotel.

TRANSPORT FROM AIRPORT TO SUNWAY

Taxi Fare from Airport direct to Sunway Hotel will be approximately **RM70 – RM80** each way. **Sunway Resort Hotel Limousine** Service from Airport to Hotel will be **RM130.00** one way – If you wish to book the Limousine Service, please contact Sunway Resort Hotel Reservations Centre.

Kuala Lumpur via Express Coach – Bus Terminal of KLIA at Ground Level, Block C of the Covered Car Park. Travelling time approximately 45 minutes. Fare approx **RM14.00** one-way. And then a Taxi to Sunway would cost approximately **RM20 – 30** each way.

TRANSPORTATION SITE

<http://sunway.com.my/hotel/location/transportation.asp>

EXPRESS RAIL LINK

<http://www.stesensentral.co./index.htm>

PRE-CONFERENCE WORKSHOPS

MONDAY 14 FEBRUARY
DOCTORAL WORKSHOP 10.00 am – 5.00 pm
This will be held in the Monash University Malaysia
No. 2 Jalan Kolej, Bandar Sunway, 46150 Petaling Jaya
Selangor, Malaysia Tel. +60 3 56360600

TUESDAY 15 FEBRUARY
SUPERVISORS WORKSHOP 10.00 am – 5.00 pm
This will be held at Monash University Malaysia Campus

Information for Delegates

REGISTRATION

The Conference Secretariat and Registration desk will be located outside **LAGOON 1 LEVEL 15**

Registration times are as follows:

Tuesday 15 February	6 00 pm – 7 00 pm
Wednesday 16 February	8.00 am onwards
Thursday 17 February	8.00 am onwards
Friday 18 February	8.00 am onwards

CONFERENCE WELCOME RECEPTION

Tuesday 15 February
LAGOON 1 LEVEL 15 7.00 pm – 8.30 pm

CONFERENCE TIMES

Wednesday 16 February	9.00 am - 5.00 pm
Thursday 17 February	9.00 am - 5.00 pm
Friday 18 February	9.00 am - 12.30pm
Plant Tour & City Tour	
Thursday 17 February	2.30 pm - 5.00 pm
Friday 18 February	2.30 pm - 5.00 pm

PLENARY SESSIONS

Day 1 – Lagoon Level 1 15
Day 2 – Caymans Level 10

BREAKOUT SESSIONS

Kay West, Jamaica, Bermuda, Cancun Level 10 & 12

PROGRAM

Changes or updates to the conference program will be recorded on the Conference Internet site at:

<http://www.monash.edu.au/cmo/qik05>

During the conference the bulletin board, located next to the Conference Secretariat, will display any changes to the program or news about special events.

PROCEEDINGS

A copy of the conference abstracts and a copy of the conference proceedings on CD will be available to registered delegates.

AUTHORS PREPARATION ROOM

The **Business Centre 2, Level 15**, has been allocated for authors to prepare their Presentation. Authors are requested to report to the Chairman of their session in their respective rooms 15 minutes prior to session commencement.

Authors: please bring 10-20 copies of your paper to be made available for interested participants. You should also have overheads available as well as your PowerPoint presentations.

NAME TAGS

Delegates are asked to wear their conference nametag at all times.

INFORMAL DINNER

WEDNESDAY 16 FEBRUARY
(Poolside)
7.00 pm for 7.30 pm

Information for Delegates

OFFICIAL CONFERENCE DINNER

Caymans Level 10
Pre-dinner drinks, 7.00 - 7.30 pm
Dinner 7.30pm sharp

MESSAGES

Messages for delegates will be left on the bulletin board next to the Conference Secretariat and Registration Desk. Contact numbers at the Sunway Lagoon Resort Hotel are listed on page one. Callers wishing to leave a message should ask to be transferred to the **QIK Conference Office**. Delegates are advised to consult the message board during conference breaks

CATERING

Morning, afternoon teas and lunches will be provided during the conference and workshops.

LEISURE AND RECREATIONAL FACILITIES

Free-form swimming pool with cascading waterfall
Three tennis courts, Squash court, Comprehensive Health and Spa facilities, Jogging track, World's largest Surf-Wave pool (13,000 square metres)

Direct access to Sunway Lagoon Theme Park Sunway Pyramid, one of the nations largest covered shopping centers. Sunway Lagoon resort Hotel is just 3 minutes walk to Sunway Pyramid Shopping center through an air-conditioned link bridge.

SMOKING

Delegates are requested to refrain from smoking.

WEATHER

Malaysia is just north of the equator and enjoys a tropical climate with the dry season lasting from March to November. Days are warm and humid, with mild pleasant evenings. Year round temperatures range from 21C to 32C.

PARKING & TRANSPORT

Car Parking is available at Sunway Hotel. Delegates staying at the Sunway will be given Complimentary Parking during the stay. Day registrants need to pay **RM4.00** for car parking.

INCIDENTAL EXPENSES

The Conference Organisers or the Conference Management Office will not be responsible for any incidental expenses incurred by delegates during the conference.

If there are any further queries, please do not hesitate to call me on + 61 3 9905 1344 or on my mobile 0408 512 783.

Irene Thavarajah
Conference Manager
Conference Management Office

Parallel Sessions

Rooms Sessions	Bahamas 1 Stream 1	Bahamas 2 Stream 2	Bahamas 3 Stream 3	Bermuda Stream 4
Wednesday February 16				
11.00am – 12.30pm	Knowledge Management 1 <i>Professor Rodney McAdam</i>	Technology Issues 1 <i>Professor Ian McLaughlin</i>	Services Quality 1 <i>Professor Gill Wright</i>	
3.30pm – 5.00pm	Knowledge Management 2 <i>Jeff McLean</i>	Quality Management 1 <i>Professor Paul Hyland</i>	Innovation Adoption & Diffusion 1 <i>Professor Patrick Dawson</i>	
Rooms Sessions	Cancun Level 10 Stream 1	Bermuda Level 12 Stream 2	Jamaica Level 10	Kay West Level 10 Stream 1
Thursday February 17				
10.30am – 12.00	Knowledge Management 3 <i>Dr Tee Ding Ding</i>	Quality Management 2 <i>Dr D Grewal</i>	Innovation Adoption & Diffusion 2 <i>Dr Jay Sankaran</i>	Quality and Innovation <i>Dr Sharaf Moosa</i>
1.00pm – 2.30pm	Knowledge Management 4 <i>Professor Ross Chapman</i>	SME Issues <i>Professor Amrik Sohal</i>	Services Quality 2 <i>Dr Rodney Gapp</i>	Quality & Innovation in Higher Education 1 <i>Mary Anderson</i>
Rooms Sessions	Bermuda Level 12 Stream 1	Jamaica Level 10 Stream 2	Kay West Level 10 Stream 3	Cancun Level 10 Stream 4
Friday February 18				
9.00am – 10.30 am	Knowledge Management 5 <i>Dr Suku Bhaskaran</i>	Performance Measurement <i>Professor Andrew Taylor</i>	New Product Development/Outsourcing <i>Professor David Bennett</i>	Cultural Factors <i>Professor Goran Svensson</i>
11.00am – 12.30pm	Quality Management 3 <i>Dr Richard Cooney</i>	Quality and Innovation in Higher Education 2 <i>Professor Graham Webb</i>	People Issues <i>Dr Quamrul Alam</i>	Technology Issues 2 <i>Professor David Bennett</i>

Session activities

Wednesday February 16

Day 1

Morning Session

- 8.00am Registration
- 09.00am – 09.10am **Welcome:** Professor Amrik Sohal, Conference Chair, Monash University Melbourne and Professor Marilyn Liddell, Pro Vice Chancellor, Monash University Malaysia
- 09.10am - 09.30am **Official opening;**
Y B Dato' Sri Dr Jamaludin bin Dato' Mohd Jarjis,
Minister, Ministry of Science, Technology and Innovation
- 09.30am – 10.00am **Morning tea and networking break**
- 10.00am – 11.00am **Keynote address:** Professor Patrick Dawson, Kings College, University of Aberdeen, UK
- 11.00am – 12.30pm **Paper Presentations – Parallel Sessions**
- Knowledge Management 1 – Bahamas 1**
Session Chair: Professor Rodney McAdam
Competitive advantages in ports: knowledge transfer from strategic alliances and key relationships
H Haughstetter and Devinder Grewal
- Contextualizing a knowledge transfer model: The case of Japanese multinationals overseas
Pavel Strach and André M. Everett
- Transferring knowledge and innovation management across borders: Challenges for Australian Business
Quamrul Alam and Prema Krishnan
- Technology Issues 1 - Bahamas 2**
Session Chair: Professor Ian McLoughlin
Malaysia's K-economy plan: are Malaysian businesses on track?
Nicholas Beaumont, Christina Costa, Amrik Sohal and Karthyeni Purushothaman
- The precursors and impacts of governance mechanisms in advanced manufacturing technology implementation: A conceptual framework
Azmawani Abd Rahman and David Bennett
- Facilitating employees with B2E portal
Ly Fie Sugianto and Dewi Rooslani Tojib

Wednesday February 16

11.00am – 12.30pm **Paper Presentations – Parallel Sessions**

Services Quality 1 - Bahamas 3

Session Chair: Professor Gill Wright

Customer loyalty through service recovery: A case study of Six Sigma in the hotel industry

Chris Seow and K Y Tiu

How bank branches affect customer service quality perceptions

Alvin LEE Yiam Chuah and Katherine Mizerski

Investigating the impact of the underpinnings of relationship marketing on customer loyalty

Nelson Oly Ndubisi and Chan Kok Wah

12.30pm – 1.30 pm

Lunch

Day 1

Afternoon Session

01.30pm – 03.00pm Panel Discussion Session/CEO Forum

03.00pm – 03.30pm **Afternoon tea and networking break**

03.30pm – 05.00pm Business Dean's Meeting

Paper Presentations – Parallel Session I

Knowledge Management 2 – Bahamas 13

Session Chair: Jeff McLean

An examination of learning success in international joint ventures: The Malaysian example

Radwan A Kharabsheh and Mark A Farrell

Towards a Road Map for Knowledge Management Implementation

Naguib Chowdhury

International strategic alliances in Malaysia: An examination on learning capacity and knowledge acquisition

Fariza Hashim

Quality Management 1 – Bahamas 23

Session Chair: Professor Paul Hyland

The quality management approach to contemporary issues of maritime safety

Vinh Thai and Devinder Grewal

The level and quality of management in the construction industry: Causes and consequences

Barbara Medanic and Mirko Psunder

Quality engineering in Malaysian automotive suppliers: Survey results and analysis

Noviyarsi and Sha'ri Mohd Yusof

Wednesday February 16

Afternoon Session contd.

03.30pm – 05.00pm

Paper Presentations – Parallel Session II

Innovation Adoption and Diffusion 1 – Bahamas 3

Session Chair: *Professor Patrick Dawson*

Value-chain innovation: A New Zealand example

Jay Sankaran

Innovation and commercialisation of R & D by business networks

Suku Bhaskaran

A conceptual model to evaluate innovation quality: Empirical results from preliminary investigation

JrJung Lyu and Ming-Nan Chen

Day 1

Evening Session

07.00pm

Informal Dinner - poolside

Thursday February 17

Day 2

Morning Session

- 09.00am – 10.00am **Keynote address:**
Professor Graham Webb, Pro Vice Chancellor (Quality), Monash University
- 10.00am – 10.30am **Morning tea and networking break**
- 10.30am – 12.00pm **Workshop on Quality in Higher Education** – Professor Graham Webb

Paper Presentations – Parallel Session III

Knowledge Management 3 – Cancun

Session Chair: *Dr Tee Ding Ding*

Knowledge management and its link with quality
Dianne Waddell and Deb Stewart

Managerial qualities and knowledge management in Australian sports and leisure centres
Gary Crilley and Rebecca Crilley

Knowledge management with a process view
Raine Isaksson and Mikael Trönndal

Quality Management 2 – Bermuda

Session Chair: *Dr Devinder Grewal*

A survey of continuous improvement practices in the United Kingdom and Mexico
Luis A J Borges and Andrew Greasley

If you're not measuring you're only practising: The contribution of measurement to TQM success
W A Taylor and G H Wright

Six Sigma and IT values: An innovative relationship
Ammar Rashid

Innovation Adoption and Diffusion 2 - Jamaica

Session Chair: *Dr Jay Sankaran*

Examining management capabilities for innovation: Creating the capacity to let go
Dennis Mussig, Lee Di Milia and Paul Hyland

The social process of organisational adaptation: Exploring the gap between managerial intentions and local realisation
Andreas Hellstrom

Work climate and group processes in innovative organisations in India: An empirical study
Santanu Roy and Sunil K Dhawan

Thursday February 17

Day 2

Morning Session contd.

10.30am – 12.00pm

Paper Presentations – Parallel Session III cont.

Quality and Innovation – Kay West

Session Chair: Sharaf Moosa

Virtual benchmarking and global networking

Korina Diamanti and Nancy Pouloudi

A formula for enhancement in theoretical descriptions

Göran Svensson

Theoretical and Qualitative Exploration of Systems of Internal Innovation (SI2):

Operational Adjuncts to Innovative Capacity

Lisa Daniel and Milé Terziovski

Day 2

Afternoon Session contd.

12.00 pm to 1.00 pm

Lunch

01.00pm -2.30pm

Paper Presentations – Parallel Session IV

Knowledge Management 4 - Cancun

Session Chair: Professor Ross Chapman

A social network perspective on knowledge management

Marloes Bakker and Jan Kratzer

Facilitating a knowledge network of start-ups: some lessons from Australia

Dr Ron Beckett, Jessica Kenned, Phil Bretherton and Paul Hyland

An empirical approach for valuing information technology startups

K. B. Oh and Sanjoy Bose

SME Issues - Bermuda

Session Chair: Professor Amrik Sohal

The system of profound knowledge: A method of assessing the management and development of SMEs

Rod Gapp and Geoff Slatyer

“Mobilising Minnows” – Creating innovative new value chains for small firms in a changing global environment

Ronald C Beckett

The impact of global and local competitive factors on small-to-medium enterprises in the Australian Baking Industry

Marcia Perry and Quamrul Alam

Day 2

Afternoon Session contd.

Services Quality 2 - Jamaica

Session Chair: *Dr Rodney Gapp*

The role of family typing on joint purchase decisions on three products by Malaysian spouses

Nelson Oly Ndubisi and Jenny Koo

Leadership from the middle: A case study of South East Water Limited's HACCP certification

Nishal Sukumaran and Kevin Hutchings

Service quality: An inherent measurement dilemma

Goran Svensson

Quality and Innovation in Higher Education 1 – Kay West

Session Chair: *Mary Anderson*

Using ICT tools to manage knowledge: A student perspective in determining the quality of education

Vijaya Gururajan and Ee Kuan Low

Achieving excellence in the globally competitive tertiary education sector through innovative approaches to student involvement in course evaluation

Ron Fisher and Rod Gapp

Quality and the current student experience

Chenicheri Sid Nair and Juliana Chan

02.30pm

Afternoon Tea and depart for Plant Tour

06.00pm

Return to hotel from tour

Day 2

Evening Session

07.00pm

Official Conference Dinner: Caymans 1, 2 and 3 – Level 10

Friday February 18

Day 3

Morning Session

09.00am -10.30am

Paper Presentations – Parallel Session V

Knowledge Management 5 - Bermuda

Session Chair: Associate Professor Suku Bhaskaran

Competence management as organisational knowledge transfer process
Gustavo A C Guzman, Allan Claudius Queiroz Barbosa, Marco Aurelio Rodrigues and Marcelo Alvim Scianni

Organisational learning motivation of construction contractors in Malaysia: An exploratory study

Awie Hing-Wih Foong, Kah-Hin Chai and Chee-Meng Yap

Integration vs fragmentation of knowledge management, organisational learning and innovation

Liam F Page, Jeffrey J McLean and Christina Costa

Performance Measurement - Jamaica

Session Chair: Professor Andrew Taylor

From quality management to socially responsible organisations: The case for CSR
Shirley-Ann Hazlett, Rodney McAdam and Lisa Murray

A customised change process for improved triple bottom line performance

Raine Isaksson and Neil Taylor

Firm entrepreneurial orientation and performance of SMEs in Malaysia: The impact of environmental munificence

Amran Awang and Zainal Ariffin Ahmad

New Product Development/Outsourcing – Kay West

Session Chair: Professor David Bennett

The taxonomy of outsourcing literature: A research agenda
Nicholas Beaumont and Zaffer Khan

Integrating craftsmanship metric data from the automotive supply chain into the OEM to improve the new product introduction process

Mark A Williams, Charles Tennant and Amritpal Singh

Top management teams' conflict on new product development process: A cross-cultural perspective

Tsun-Jui Hsieh and Hsien-Jui Chung

Friday February 18

Day 3

Morning Session contd.

Cultural Factors - Cancun

Session Chair: Professor Goran Svensson

Cultural Dissonance: A factor impeding the spread of the Japanese management system

Wendy Smith, Ron Edwards and Fiona Newton

Creativity, innovation and culture: the role of the individual in the innovation process

David R Low and Ross L Chapman

The impact of culture on knowledge innovation: A conceptual model

A. Rashid Kausar, Aqeel Ahmad and David Paul

10.30am – 11.00am

Morning tea and networking break

11.00am – 12.30pm

Author's Workshop - Professor David Bennett

Paper Presentations – Parallel Session VI

Quality Management 3 - Bermuda

Session Chair: Dr Richard Cooney

CI tools and techniques: are there any differences between firms?

Paul Hyland, Lee Di Milia and Hongyi Sun

Quality management for international industrial competitiveness

Stefan Lagrosen

Quality management practices, industry rivalry, entry barriers and performance: An investigation of their relationship

David Gadenne and Bishnu Sharma

Quality and Innovation in Higher Education 2 - Jamaica

Session Chair: Professor Graham Webb

TQM in Higher Education: The Application of Stakeholder Management

Mary Anderson

A Case Study on Building the Innovation Capabilities of an Educational Institution's Workforce and Learners

Cathy Papalia

Friday February 18

Day 3

Morning Session contd.

People Issues – Kay West

Session Chair: *Dr Quamrul Alam*

A climatic approach to managing the transformational requirements for developing a participative excellence model

Rod Gapp

Relationships between market orientation, innovation and firm performance: the role of employee attitudes and beliefs

David R Low and Ross L Chapman

Strategic HRD: Who drives the agenda and why?

Karen Windeknecht, Bruce Acutt and Paul Hyland

Technology Issues 2 - Cancun

Session Chair: *Professor David Bennett*

An examination into the role of knowledge management and computer security in organisations

Raj Gururajan and Vijaya Gururajan

Blogging: For personal pursuit or organisational tool

Natalie Pang

System dynamics approach to information asymmetry for product quality: a preliminary structure with an Indian case

Lalit Wankhade and B M Dabade

12.30pm – 2.30pm

Lunch and Closing Ceremony

02.30pm

City visit