Inaugural Research Unit for Business Innovation & Consultancy (RUBIC) Colloquium 2008

The Research Unit for Business Innovation & Consultancy (RUBIC) of TBS/ADP organized the inaugural research colloquium on the 7 Nov. 2008 at KT2, ADP. The main objective of the colloquium was to get all staff who had presented a business related paper funded by Taylor’s for 2008, do a 15-20 minutes sharing session. 6 staff presented their papers. Presenters included:

1. Tan Teck Hong, Walter: Identifying the motivations of home owning in Malaysia
2. Sheela Devi Sundaresan: Underpricing and the aftermarket performance in the Malaysian Stock Market after the Asian Financial Crisis
4. Sun Poi Hun: Can Pecking-Order Theory Explain the Capital Structure Pattern in Islamic Banking and Finance Environment in Malaysia?
5. Nakiran Rajangam: Underpricing of new securities: Is It Accounting or Finance that matters?
6. Lim Lek Chai: The Impact of Performance Measurement System Implementation on Organizational Culture in SMEs: Towards the Development of A Conceptual Model