Customer Knowledge Management (CKM) is derived from the knowledge management concept, which can be applied by organizations strategies to satisfy their customers’ needs and wants. The dimensions of customer knowledge management are developed from the knowledge flow perspectives such as knowledge for customers, knowledge about customers and knowledge from customers. In this manner, CKM refers to the management of knowledge for customers, knowledge about customers and knowledge from customers to improve organizational performance. This study examined the effects of CKM dimensions in influencing organizational performance in insurance industry in Malaysia. This study also investigated the influence of moderating effects of market and technology turbulence in the relationship between knowledge sharing and organizational performance and between CKM and organizational performance. This study also examined the mediating effects of knowledge sharing in the relationship between CKM and organizational performance. A total of 180 managers from various insurance companies in Malaysia are involved in this study by voluntarily completing the survey questionnaires. A series of statistical analyses were applied including descriptive analysis, factor analysis, reliability analysis, correlation analysis and multiple regressions analysis using

Entrepreneurs and social network theory is an emerging area despite having grabbed most attention of the researchers in last three decades. Social network is important to the entrepreneurs to gather the important resources from the alter/s. Drawing from the social network theory and resource-based view (RBV), the purpose of this study is to investigate the relationship between social network and business performance in the established manufacturing SMEs in Malaysia. The current study also will examine the moderating role of human capital on the relationship between the social network and business performance. The research data were collected through mail and self-administered questionnaire sent to owner-manager around Malaysia. A stratified random sampling was used which elicited 226 useable responses for data analysis. Twenty hypotheses were tested in this study. First, the direct effect between the social network and business performance variables. Second, the moderating effect of human capital on the relationship between

The new approach to the field of ethical decision research deals with integrating moral philosophy theories into moral development theory, theory of reasoned action, stakeholder theory, and ethical leadership theory to study ethical decision making among business professionals in Malaysian. This study aims to examine the factors influencing ethical decision making in SMEs that has received almost no attention and failed to be addressed in previous studies. To ensure the compatibility and relevancy of the survey items, cognitive interviews with SMEs business professionals and focus groups discussions with relevant stakeholders were employed to determine significant design bias before the survey is finalized. 340 responses from SMEs business professionals were tested using structural equation modelling to determine the best fit model. It is known that utilitarianism, deontology and virtue ethics, and cognitive interviews with SMEs business professionals and focus groups discussions with relevant stakeholders were employed to determine significant design bias before the survey is finalized. 340 responses from SMEs business professionals were tested using structural equation modelling to determine the best fit model. It is known that utilitarianism, deontology and virtue ethics, and

Event management is currently becoming a blooming industry in the world. It has been recognized as a new dimension in business network for funds exchange and capital income apart from generating vast career opportunity in the market. The revenue collected from events are various according to its category such as events in the tourism industry, destination attractions, cultural and festivals, MICE industry, national and international events. In Malaysia, cultural events and festival have be converted into a prospect developing area for government, agencies and private sectors to engage. Apart from formulate earnings, this sector also help to secure and preserve the authenticity of Malaysian arts, cultural and heritage. Acknowledge the significant of event management existence, therefore this study is establish to investigate the practice of event management knowledge domains as the antecedents for successful cultural events in Malaysia. The objectives of this research is to identify current management strategies used in conducting cultural events in ten government cultural agencies, fourteen government state
domains (Functional Administration, Operation Network and others were not indicating that three (3) EMBOK domains and organizational performance. Knowledge for customers, knowledge about customers and knowledge from customers were found to have significant influences on organizational performance. Second, the results reveal that CKM dimensions have significant influence on knowledge sharing. With regard to the relationship between knowledge sharing and organizational performance, the results show that knowledge sharing was found to be significantly associated with organizational performance. Furthermore, the results also indicate that knowledge sharing as a mediator significantly mediated the relationship between CKM and organizational performance. Looking at the moderating effect of technology turbulence, the results show that technology turbulence significantly moderated the relationship between knowledge sharing and organizational performance. In contrast, market turbulence did not moderate the relationship between knowledge sharing and organizational performance. Finally, regarding the moderating effect of market turbulence on the relationship between CKM dimensions and organizational performance, the study revealed that market turbulence did not moderate the relationship between CKM and organizational performance. Furthermore, technology turbulence also did not moderate the relationship between CKM dimensions and organizational performance. The findings of this study contribute to knowledge management and marketing literature by adding new empirical evidence on the relationship between CKM, organizational performance, knowledge sharing, market and technology turbulence. In terms of managerial implications, the findings help insurance companies in organizing CKM dimensions, particularly in strategizing, marketing, decision making and positioning themselves in the insurance industry.

social network and business performance. The direct effect was analysed by using the hierarchical multiple regressions meanwhile the hierarchical moderated regression was used to analyse the moderator effect. Results of hierarchical multiple regressions revealed that (1) network centrality has significant positive relationship with both financial and non-financial aspects of business performance; (2) network size, family members networking and network density do not affect significantly both financial and non-financial aspects of business performance. Results from hierarchical moderated regression have shown that (1) age of entrepreneurs moderates the relationship between network centrality and non-financial aspect but not financial aspect of business performance; (2) gender moderates the relationship between ethical awareness, ethical judgment, and ethical intention are inter-related within the scope of moral philosophy and ethical decision making respectively. Additionally, this study found that moral philosophy, normative commitment, ethical leadership, perceived organizational support, and ethical work climate are positively and significantly influence ethical decision making. Hence, the findings provide greater insights into how moral philosophy determines the ethical values of business professionals with the influence of normative commitment, ethical leadership, perceived organizational support, and ethical work climate during the ethical decision making process.

offices under MICC and forty one SMEs event management companies nationwide, to determine the relationship between dimensions of event management domains and event success factors and to verify the moderating influence of expert event manager on the relationship between event management knowledge domains and event success. This exploratory study employed quantitative survey with structured questionnaire in an effort to examine the theory and acquire new knowledge by utilizing the statistical methods to validate results. This study generally has successfully answered all the three (3) research objectives, and three (3) research questions. Several hypotheses were supported and others were not indicating that three (3) EMBOK domains (Functional Administration, Operation Network and Organizational Resources) are significant to influence the event success on Return on Objectives, meanwhile all four (4) EMBOK domains (Functional Administration, Operation Network, Risk Management, and Organizational Resources) are significantly influence the event success in terms of Event Recognition. On the other hand, it also proven that the employment of expert event manager moderates the relationship between three (3) EMBOK domains (Functional Administration, Operation Network and Organizational Resources) and the event success in terms Event recognition. The findings serve as supplement to the existing Event Management Body of Knowledge with the additional new sphere of expert event manager in the framework.