



Faculty of
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& Tourism
Management

Faculty of
Environmental
Management



Speaker: Dr. Hiram Ting
Associate Professor
UCSI University

Date: Saturday, 11th December 21
Bangkok Time: 1 pm - 4 pm

Visiting Professor

*Publishing as A Graduate Student:
Where the Journey
of a Thousand Miles Begins*

ZOOM ID: 91686942969

He is also attached to universities in Taiwan, Australia, the Philippines, Indonesia, Japan etc. His research mainly focuses on consumer behavior and tourism management. He has published more than 100 articles and guest-edited 15 special issues. He is the Editor-in-Chief of Young Consumers (SCOPUS & ESCI), Journal of Applied Structural Equation Modeling (SCOPUS), and Journal of Responsible Tourism Management. He is also serving as Managing Editor of the Asian Journal of Business Research (SCOPUS). In addition, he is actively involved in consultancy and community projects related to youth empowerment and responsible tourism. He is currently the Brand Ambassador of Emerald Publishing in East Asia

Publishing as A Graduate Student

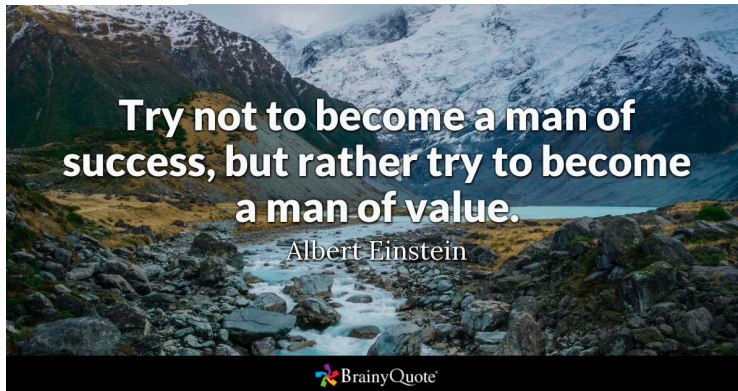
Where the Journey of A Thousand Miles Begins

HIRAM TING

ACKNOWLEDGEMENT



My gratitude to Prince of Songkla University (PSU) and Faculty of Environmental Management for the invitation.



WHEN FAILURE IS AN OPTION

AS MISTAKES ARE BOUND TO HAPPEN

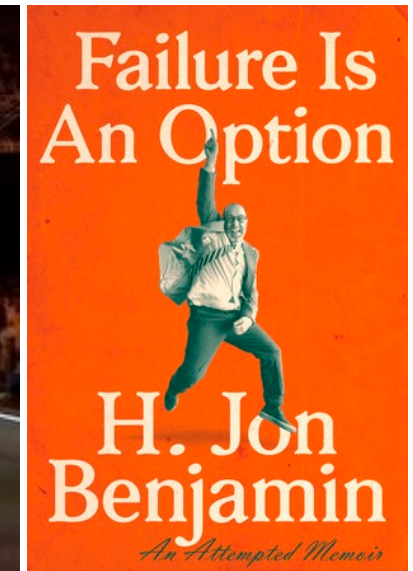
For Postgraduate Students

Each paper is different in many ways,

Times of writing, its motive, story and audience

But they all have one thing in common, and that is

FAILURES... are part of the process.



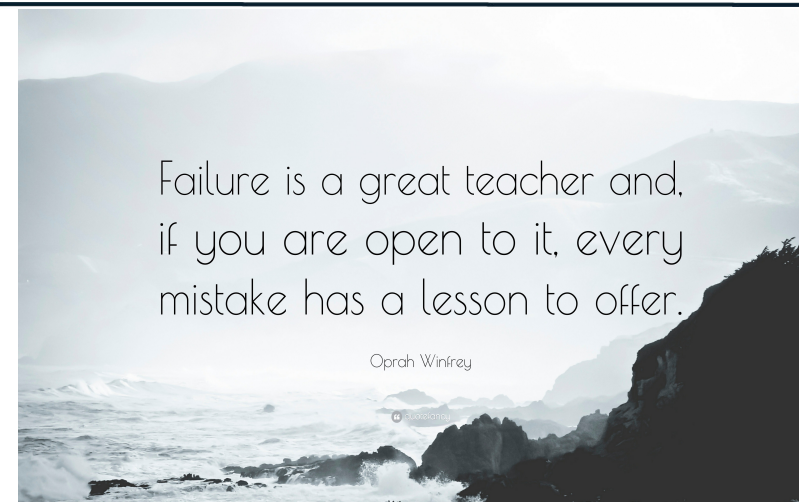
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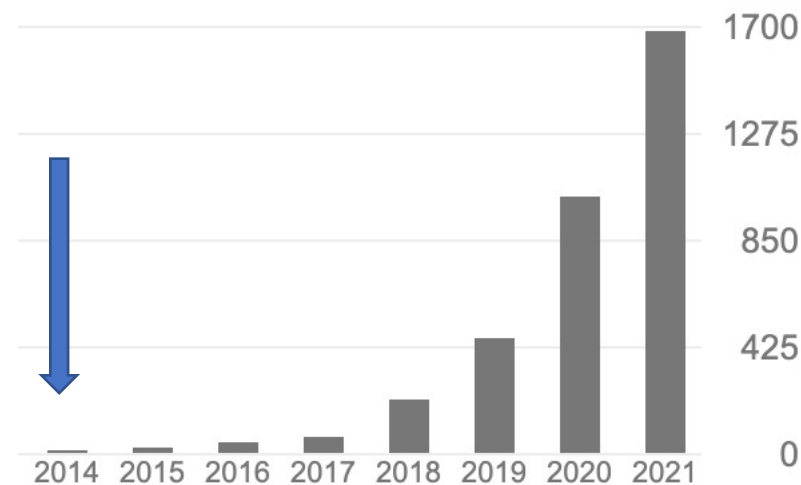


Anna Powers
Science
Redefining science

My first paper was rejected seven times before it was accepted by a non-indexed journal for publication. But through this process, I learned how to properly **format** a manuscript and what **rejection** tasted like. And I accepted that rejection is part of the publishing process, and I determined to learn more ...



Citations	3627	3555
h-index	29	29
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ASIAN JOURNAL OF BUSINESS RESEARCH

EVERY JOURNEY BEGINS WITH THE FIRST STEP

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Generations X and Y Attitude towards Controversial Advertising

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Abstract

Segmentation has been useful in advertising decisions and subsequently the generation approach has emerged as a superior segmentation approach. The purpose of this article is to examine the attitudes of generation X and generation Y towards controversial advertising. Structured questionnaires were distributed throughout Malaysia, and a total of 768 usable questionnaires were obtained. Findings show that the two generational cohorts are significantly different in attitude towards controversial advertising. Generation X found the advertising of female contraceptives, feminine hygiene products, and funeral services to be more controversial, whereas generation Y found the advertising of alcoholic products, condoms, and gambling to be more of a controversy. In terms of the reasons of controversy, generation X found only health and safety issues to be more controversial whereas generation Y, hard sell, nudity, racist images, sexist images, and subject too personal. Future studies are therefore needed to validate the segregation of generations in Malaysia to secure effective marketing strategy.

Keywords: Generation X, Generation Y, Controversial advertising, Malaysia

Introduction

Marketing practitioners are continually confronted with the intricate task of advertising products/services to increasing diversified consumers in the marketplace. Hence it is paramount that the advertising communicates with the targeted ones effectively in order to yield favorable responses continually (Wells *et al.*, 2003). This is why market segmentation has been used extensively in advertising decisions (Kamakura and Wedel, 1995; Kaynak and Kara, 1996). The underlying principle is to target groups of consumers with homogeneous bonds since they are more likely to be identical in their response to advertising (Schewe and Meredith, 2004).

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Multigroup Analysis using SmartPLS: Step-by-Step Guidelines for Business Research

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Abstract

Multigroup Analysis (MGA) using partial least squares path modelling (PLSPM) is an efficient approach to evaluate moderation across multiple relationships in a research model. This editorial explains the importance and the usage of MGA, especially when a study intends to understand heterogeneity effects (i.e., cross-cultural or gender differences) in a business research. We provide step-by-step guidelines to perform MGA using SmartPLS 3.3.2, including the assessment of measurement invariance using the measurement invariance of composite models (MICOM) procedure. We believe that this editorial will enable researchers and postgraduate students to conduct MGA with confidence to draw meaningful insights from the data and examine the differences across the groups under investigation.

Keywords: Measurement Invariance, Multigroup Analysis, Partial Least Squares Path Modelling, PLSPM





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YOUNG CONSUMERS AND EVERY STEP, EVEN IF IT LOOKED BAD, COUNTS

