## Contents

Papers' abstracts / Анотації до статей	243
SECTION 1. Macroeconomic processes and regional economies management	249
Sue-Lynn Saw, Yen-Nee Goh, Salmi Mohd Isa	
Exploring consumers' intention toward online hotel reservations: insights from Malaysia	249
Rajendran Muthuveloo, Teoh Ai Ping, Lai Siew Meng	
The impact of organizational stakeholders' care on organizational commitment: evidence from Malaysia	258
A.K. Siti-Nabiha, Nor Hasliza Md Saad	
Tourism planning and stakeholders' engagement: the case of Penang Island	269
K. Jayaraman, Hasnah Haron, Yit Lu Yee, Shruthi R.	
Reasons for the failure of web-based application of information technology projects: an empirical study in Malaysia	277
Wan-Shin Ho, Sofri Yahya	
Consumers' perception towards the extent of internet banking usage in Malaysia	288
SECTION 2. Management in firms and organizations	296
Meiliana Suparman, A.K. Siti-Nabiha, Lian Kee Phua	
Public sector accounting reforms: assessing Indonesia's readiness towards implementing accrual accounting	296
K. Jayaraman, Wong Wei Yun, Yong Won Seo, Hye Young Joo	
Customers' reflections on the intention to purchase hybrid cars: an empirical study from Malaysia	304
Salmi Mohd Isa, Lee Kok Kitt	
Influence of corporate social responsibility on loyalty: perceptions of medical doctors	313
Cheng Ling Tan, Soo Hsien Ng	
Motivation to start a small business: a study among generation Y in Taiwan	320
Noor N. Kader Ali, Bin Y. Soon, Lee S. Goh, Nur A. Ahmad Razi	
Symptoms versus problems (SVP) in household high speed broadband (HSBB): regaining momentum for Unifi, Malaysia	330
SECTION 3. General issues in management	347
S. Kiumarsi, Salmi Mohd Isa, K. Jayaraman	
Determinants of service quality on service loyalty: the mediating role of customers' satisfaction and brand equity	347
Yusliza Mohd Yusoff, Nadia Newaz Rimi, Chuah Hun Meng	
A study of quality of work life, organizational commitment and turnover intention	357
Harish Chandar, Junaimah Jauhar, Ahmad Bashawir Abdul Ghani	
Postgraduates' perception about the causes of brain drain among Malaysian professionals	365
Cheng Ling Tan, Yen Nee Goh, Hon Seng Chan	
The determinants of competitiveness in quality: a study among the Malaysian private higher education institutions	371