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PUBLICATIONS

Proceeding Publications:

- a. Sulaiman., and Alwi, Faridah S. (2008). “*The Role of Ethical Brand and Its Effect on Industrial Buyer’ Responses in Malaysia,*” presented in Applied International Business Conference 2008 (AIBC 2008) Organized by Labuan School of International Business and Finance, UMS in Labuan, Malaysia (6 – 8 November 2008).
 - b. Sulaiman, and Alwi, Faridah, S. (2008). “*The Effect of ‘Ethical Brand’ on Company Reputation based on Industrial Buyers’ Responses in Malaysia,*” presented in International Conference Organized by Universiti Kebangsaan Malaysia, and Faculty of Economic University of Syiah Kuala in Banda Aceh, Indonesia (27 – 28 October 2008).
 - c. Sulaiman, and Alwi, Faridah, S. (2008). “*The Role of Ethical Brand and Its Effect on Industrial Buyer’ Responses in Malaysia,*” presented in 16th Annual Conference on Pacific Basin Finance, Economic, Accounting & Management (PBFAM 2008), organized by Queensland University of Technology (QUT), Brisbane Australia (2 – 4 July 2008).
 - d. Sulaiman, and Hussin, W. Sabri, W. (2007). “*The Role of Ethical Aspects and Subjective Norms in Branding of Industrial Buyers in Malaysia,*” presented in The 7th Asian Academy of Management Conference (AAMC 2007), organized by School of Management, University Sains Malaysia (USM) Asian Academy of Management and Academy for Global Business Advancement (AGBA), Penang, Malaysia (22 – 24 May 2007).
 - e. Sulaiman (2006). “*An Empirical Exploration in Digital Era of Ethical Aspects and Service Quality of Industrial Buyer in Malaysia,*” presented in The Fourth International Symposium on Graduated Management Research, University Utara Malaysia, Kedah, Malaysia (November 10-11).
 - f. Sulaiman (2006). “*The Role of Ethical Aspect in Influencing Brand Loyalty of Industrial Buyers in Malaysia,*” presented in the UM Graduate Symposium as a poster presentation, University of Malaya, Kuala Lumpur, Malaysia (1-2 June 2006).
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