# PARALLEL SESSIONS

**DAY 1 – 29 OCTOBER 2019**
**(SESSION 1 -- 11.00am – 1.00pm)**

<table>
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<th>TRACK 1: CONSUMER BEHAVIOR</th>
<th>TRACK 2: TOURISM</th>
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<tr>
<td>SESSION CHAIR: Nor Asiah Omar Rozita Naina Mohamed</td>
<td>SESSION CHAIR: Muhammad Azizan Amena Sibghatullah</td>
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</table>

**TRACK 1: CONSUMER BEHAVIOR**

- Consumer Boycotts: A Theoretical Framework
  
  *Author*: Morris Kalliny  
  *Presenter*: Morris Kalliny

- SIRNASIN: A Brand Love Story
  
  *Author*: Nor Irvoni Mohd Ishaw  
  *Presenter*: Nor Irvoni Mohd Ishaw

- Does Customer Experience Quality Influence Brand Loyalty and Brand Love: Inside from Customers Journey Touch Point
  
  *Author*: Noreldzaihan Mohd Rais  
  *Presenter*: Noreldzaihan Mohd Rais

- Content Advertisement That Influence Hijab Purchase: Evidence from Eye Tracker
  
  *Author*: Rosidah Musa  
  *Presenter*: Rosidah Musa

- The Mediating Effect of Customer Satisfaction on the Relationship between Marketing Mix and Customer Loyalty in Mobile Phone Services Industry
  
  *Author*: Mohd Khirzan Badzli A Rahman  
  *Presenter*: Mohd Khirzan Badzli A Rahman

- Elements Influencing Students Selection of International Universities for Higher Studies on Scale of Hedonic & Utilitarian Value
  
  *Author*: Faisal Aftab  
  *Presenter*: Ibrahim Alsedrah

**TRACK 2: TOURISM**

- Knowledge of Risks and Vulnerability, Operators Preparedness and Homestay Business Resiliency
  
  *Author*: Ammar Abd Ghapar  
  *Presenter*: Nor’Ain Othman

- Experiential Marketing as A Moderating Affect on Exhibitor Performance in International Tourism Trade Shows
  
  *Author*: Zauyani Zainal Mohamed Alias  
  *Presenter*: Nor’Ain Othman

- Intensifying Focus on Service Quality in Higher Education Institutions: The Effect of Emotional and Spiritual Intelligence
  
  *Author*: Mazni Saad  
  *Presenter*: Mazni Saad

- The Effect of Ecotourist Experiential Value on Experience Quality and Destination Attachment. Does Gender Matter?
  
  *Author*: Rosidah Musa  
  *Presenter*: Rosidah Musa

- Tourists Perceptions of Kuala Selangors Destination Travel Attributes
  
  *Author*: Mazlina Mahdzar  
  *Presenter*: Mazlina Mahdzar

- Effects of Instagram Stories About Travelling on Impulse Buying
  
  *Author*: Helma Malini  
  *Presenter*: Helma Malini
# PARALLEL SESSIONS

**DAY 1 – 29 OCTOBER 2019**  
**(SESSION 2 -- 2.30pm – 4.30pm)**

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<tr>
<td><strong>SESSION CHAIR:</strong> Morris Kalliny Ibrahim Alsedrah</td>
<td><strong>SESSION CHAIR:</strong> Nor’Ain Othman Siti Asiah Md Shahid</td>
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<tr>
<td>Are Malaysian Organizations Ready to be Digitalize? Lesson Learned on Digital Resources Implementation</td>
<td>The Relationship Between University Entrepreneurial Agenda and Students Intention to Be an Entrepreneur: Moderating Students Commitment</td>
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| **Author:** Roozita Maskun  
**Presenter:** Roozita Maskun | **Author:** Muhammad Izwan Mohd Badrillah  
**Presenter:** Muhammad Izwan Mohd Badrillah |
| Is Digital Competency the Must Have Skill to Boost Graduates Employability? | Microfinance Institutions Performance: Intellectual Capital Matters |
| **Author:** Roozita Maskun  
**Presenter:** Roozita Maskun | **Author:** Maryam Jameelah Mohd Hashim  
**Presenter:** Maryam Jameelah Mohd Hashim |
| Modelling Of The Determinants And Consequences Of Social Media Content Marketing (SMCM) Experience Of Muslimah Fashion Among Muslims Urban Women | Devising A Strategic Framework Using Unified Lifecycle Across Product Strategies |
| **Author:** Nur Syakirah Ahmad  
**Presenter:** Nur Syakirah Ahmad | **Author:** Amena Sibghatullah  
**Presenter:** Amena Sibghatullah |
| Who's liking what? The personality traits, liking and commenting on Facebook | The Effectiveness of Global Positioning System in Tracking Services for Sustainable Road Haulage Operations |
| **Author:** Samaa Attia  
**Presenter:** Samaa Attia | **Author:** Muhammad Akmal Asyraaf Adlan  
**Presenter:** Muhammad Izwan Mohd Badrillah |
| The Effect of Social Media Influencer and Advertising Value on Consumer Attitude and Malaysian National Car Brand Love | Modelling the Predictors and Outcomes of Supply Chained of Brand Experience: Evidence from the Chained Fast Food Brand |
| **Author:** Nor Azri Sharizal Abu Bakar  
**Presenter:** Nor Azri Sharizal Abu Bakar | **Author:** Rozita Naina Mohamed  
**Presenter:** Rozita Naina Mohamed |
## PARALLEL SESSIONS

**DAY 2 – 30 OCTOBER 2019**  
*(SESSION 3 -- 9.00am – 10.30am)*

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<td>SESSION CHAIR: Siti Asiah Md Shahid Helma Malini</td>
<td>SESSION CHAIR: Mazlina Mahdzar Narehan Hassan</td>
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<tr>
<td>Social Support as Predictor to Occupational Stress among Employees in Major Telecommunication Companies in Malaysia</td>
<td>Branding The Kingdom of Saudi Arabia</td>
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| **Author**: Mazuin Mat Halif  
**Presenter**: Mazuin Mat Halif | **Author**: Ibrahim Alsedrah  
**Presenter**: Ibrahim Alsedrah |
| The impact of Halal Violation and CSR on Consumer Boycott | Alternative-based Funding Model and Resource Dependency Theory: Perspectives of Malaysian Non-Government Organisations |
| **Author**: Nor Asiah Omar  
**Presenter**: Nor Asiah Omar | **Author**: Azzarina Zakaria  
**Presenter**: Azzarina Zakaria |
| Factorial Structure and Psychometric Evaluation of Islamic Experiential Value scale in the context of Indian Muslim restaurant in Klang Valley, Malaysia | Innovation in Business with Social Cohesion and Interpersonal Trust |
| **Author**: Syaharizah Abdul Aziz  
**Presenter**: Syaharizah Abdul Aziz | **Author**: Wan Edura Wan Rashid  
**Presenter**: Wan Edura Wan Rashid |
| Cultural Values and Television Commercials, the Issue of Influence | SMEs Internationalization: Are they not brave? |
| **Author**: Abdullah Alassiri  
**Presenter**: Abdullah Alassiri | **Author**: Janiffa Saidon  
**Presenter**: Janiffa Saidon |
| Electronic Word-of-Mouth (eWOM) and User-Generated Content (UGC) on Beauty Products in YouTube: Factors Affecting Consumer Attitudes and Purchase Intention | Profiling Entrepreneurs Inclinations on Networking: A Case of Small and Medium-Sized Tourism Enterprises (SMTEs) in Terengganu, Malaysia |
| **Author**: Mazzini Muda  
**Presenter**: Mazzini Muda | **Author**: Muaz Azinuddin  
**Presenter**: Muaz Azinuddin |
| The Exploratory and Confirmatory Factors of SMIQ Scales among Graduates | Exploring The Islamic Sustainable Tourism Destination Concepts in Malaysia Integrating Visitors Perspectives |
| **Author**: Nadhrathul Ain Ibrahim  
**Presenter**: Nadhrathul Ain Ibrahim | **Author**: Maisarah Abd Hamid  
**Presenter**: Maisarah Abd Hamid |
## PARALLEL SESSIONS

**DAY 2 – 30 OCTOBER 2019**
*(SESSION 4 -- 11.00am – 1.00pm)*

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<td>SESSION CHAIR: Muaz Azinuddin Rozita Naina Mohamed</td>
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** TRACK 7: TOURISM**
- Residents and Community Interpretation also Participation on Socio-cultural Awareness of Tourism Environmental Conservation at Langkawi
  - **Author**: Muhammad Azizan
  - **Presenter**: Muhammad Azizan

** TRACK 8: MANAGEMENT**
- Organisational Justice and Its Implications on Non-Academic Staff Intention to Stay: Evidence from Private Higher Learning Institutions in Malaysia
  - **Author**: Siti Asiah Md Shahid
  - **Presenter**: Siti Asiah Md Shahid

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<td>The Moderating Roles of Organizational Commitment on the Relationship between Quality of Work Life and Turnover Intention among Call Center Employees</td>
</tr>
</tbody>
</table>
| **Author**: Mohd Razip Hassan  
**Presenter**: Nor’Ain Othman | **Author**: Narehan Hassan  
**Presenter**: Narehan Hassan |

** TRACK 7: TOURISM**
- The Mediating Role of Marketing Capabilities on Social Media and Travel Agencies Performance
  - **Author**: Nurhaslinda Basri  
**Presenter**: Nor’Ain Othman

** TRACK 8: MANAGEMENT**
- Assessing Reputation as a Significant Contributor to the Intangible Success of Born Global New Internet Ventures
  - **Author**: Shamsul Baharin Saihani  
**Presenter**: Shamsul Baharin Saihani

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<td>Customer Orientation, Channel Member Relationship and Company Performance &quot;The Mediating Effect of Contractor-Supplier Commitment in the Construction Industry</td>
</tr>
</tbody>
</table>
| **Author**: Salamiah A Jamal  
**Presenter**: Salamiah A Jamal | **Author**: Noorhanaliza Mohtar  
**Presenter**: Sofiah Abd Rahman |

** TRACK 7: TOURISM**
- Zheng Hes Maritime Heritage Route: Rebuilding Cultural Identity of Southeast Asia Tourism
  - **Author**: Azwin Aksan  
**Presenter**: Azwin Aksan

** TRACK 8: MANAGEMENT**
- Mosque Tourist Experience Quality: Case Study at Jamek Sultan Abdul Samad Mosque Kuala Lumpur
  - **Author**: Yahya Mahyuddin Utoh Said  
**Presenter**: Yahya Mahyuddin Utoh Said

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| **Author**: Azwin Aksan  
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