

POSTGRADUATE COLLOQUIUM (30 MAY 2024: 9.00 A.M. – 10.15 A.M.)

Time	Room 1 (Esplanade Ballroom)	Room 2 (Ferringhi 1)	Room 3 (Ferringhi 2)	Room 4 (Ferringhi 3)	Room 5 (Makan Kitchen Function Room)	Online 1 (Webex)	Online 2 (Webex)
Theme		Tourism & Heritage, Finance	Business, Management, Banking	Artificial Intelligence, Digital Technology,	Entrepreneurship, Marketing, Management	Business, Digital Business, Tourism & Heritage	Finance, Management, Marketing
Postgraduate Colloquium Discussant Panel		Panel 1 TBA Panel 2 TBA	Panel 1 TBA Panel 2 TBA	Panel 1 Assoc. Prof. Dr Sreejith Balasubramanian Panel 2 Dr. Fitriani Tobing	Panel 1 Assoc. Prof. Dr. Ahmad Rafiki Panel 2 Dr. Nur Atiqah Rochin Demong	Panel 1 TBA Panel 2 TBA	Panel 1 TBA Panel 2 TBA
9.00 A.M. – 9.15 A.M.		6th ABRIC 2024: 066-046: Safety And Security Concerns In Nigeria Tourism Sector: The Issue Of Geotourism Destinations. Nzubechukwu Muoneke	6th ABRIC 2024: 068-047 Factors Influencing Innovative Work Behaviour Among Academician At Politeknik Tuanku Sultanah Bahiyah, Kulim, Kedah. Zatil Aqmar Zainudin, Anidah Aziz, Muhammad Syukri Abdullah, Muhammad Zairi	6th ABRIC 2024: 177-180 Artificial Intelligence Adoption Readiness Of Manufacturing Companies In Malaysia Amirah Izzanty Roszelan, Melissa Shahrom	6th ABRIC 2024: 089-067 Advancing Women Entrepreneurs: A Framework For Small Family Businesses Success Within The Sustainable Economy. Liew Mei Xuan, Askiah Jamaluddin, Zumilah Zainalaludin, Irwan Syah Md. Yusoff	6th ABRIC 2024: 113-096: Exploring Factors That Influence The Purchase Intention Of Local People Towards Yogyakarta's Local Products Through Digital Marketing. Farahiyah Inarah Putri	6th ABRIC 2024: 064-059 The Impact Of The Covid-19 Pandemic On Corporate Performance And Cash Dividend Distribution In China's Manufacturing Industry. Wang Danni, Lei Guangmei
9.15 A.M. – 9.30 A.M.		6th ABRIC 2024: 042-027: Use And Adoption Of Website And Social Media Marketing: Insights From Homestay Business Owners. Faiz Izwan Anuar, Wang Qian	6th ABRIC 2024: 075-054 Antecedent Of Event Management Intention Toward Sustainable Practices: A Theoretical Framework. Muhammad Ikmal Alif Mohd Shahril, Noorita Mohammad	6th ABRIC 2024: 172-179 Organisational And Authoritative Factors Towards Effective Use Of Business Intelligence In Public Organisations: A Conceptual Framework Alfariz Mohd Mustafa, Ariff Md	6th ABRIC 2024: 138-135 A Systematic Review Of Organizational Resilience Through Digital Technology Adoption: Trends And Insights In A Decade. Nur Farhah Baharuddin, Wan Marhaini Wan Omar	6th ABRIC 2024: 162-161/162: Enhancing Hospital Resilience: Dynamic Capabilities In The Digital Age. Zhang Tongtong, Nor Balkish Zakaria, Yvonne Joseph Ason	6th ABRIC 2024: 064-064 Analyzing The Influence Of Dividend Policy On Corporate Value: A Financial Perspective With Haier As A Case Study. Wang Danni, Zhong Qizhongqi

				Ab Malik, Anitawati Mohd Lokman			
9.30 A.M – 9.45 A.M		6th ABRIC 2024: 170-173 Enhancing Laboratory Sample Collection Efficiency Through Laboratory Information Systems: Insights Into Optimal Despatch Rider Management Nur Syafiqah Jasmin, Siti Noorsuriani Ma'on, Muhammad Omar	6th ABRIC 2024: 090-134: Factors Influencing Automotive Lubricant Consumer Purchasing Behaviour: A Conceptual Model. Noor Aida Shazwani Abd Razak, Shariff Harun, Siti Norida Wahab	6th ABRIC 2024: 157-163: Social Media Content Among Msmes: A Content Analysis. Marha Abdol Ghapar, Azyanee Luqman	6th ABRIC 2024: 050- 071 Cinema In China: A Bibliometric Journey Through Three Decades Of Movie Consumption (1997 - 2024) Chen Xianxian, A.S. Hardy Shafii	6th ABRIC 2024: 014- 041: Big Data In Tourism: A Bibliometric Analysis (2014-2024). Xiaoxu Huang	6th ABRIC 2024: 076-056 The Influence Of Board Characteristics And Ownership Structure On Integrated Reporting. Rima Radin, Nor Suziwana Hj Tahir, Sarina Othman
9.45 A.M. – 10.00 A.M						6th ABRIC 2024: 141- 164: Research Hotspots And Development Orientation Of Educational Study Tour Based On Lda Thematic Model: Literature Review. Weihe Feng, Nur Hidayah Che Ahmat, Yuan Xinying	6th ABRIC 2024: 105-089 Factors Influencing The Intention To Accept Future Covid-19 Booster Vaccination In East Coast States In Malaysia Che Nur Asmani Amira Che Mohd Nawi
10.00 A.M. – 10.15 A.M.						6th ABRIC 2024: 104- 090 Factors Influencing The Acceptance Of Ai In Mobile Health Apps In Malaysia Che Nur Asmani Amirah Che Mohd Nawi, Zuhai Hussein	6th ABRIC 2024: 040-101 Segmentation Of Financial Inclusion In Sarawak. Nur Juaini Fazarina Julaihi, Azilawati Banchit, Abdul Jabbar Abdullah, Ahmad Dasuki Abdul Majid

10.00 A.M. – 12.00 P.M.	Opening Ceremony
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PARALLEL SESSION 1 (30 MAY 2024: 12.00 P.M. – 1.15 P.M.)

Time	Room 1 (Esplanade Ballroom)	Room 2 (Ferringhi 1)	Room 3 (Ferringhi 2)	Room 4 (Ferringhi 3)	Room 5 (Makan Kitchen Function Room)	Online 1 (Webex)	Online 2 (Webex)
Theme	Business, Management	Business, Management	Digital Technology	Artificial Intelligence	Business, E-Business, Digital Business	Digital Business, E-Business, Entrepreneurship, Marketing	Business, Management
Session Chair	Assoc. Prof. Zaidi Mohd Aminuddin	Assoc. Prof. Dr. Ahmad Rafiki	Assoc. Prof. Dr Sreejith Balasubramanian	Dr. Fitriani Tobing	TBA	Noor Syahieda Mat Shah	TBA
12.00 P.M. – 12.05 P.M.	Session Chair To Moderate The Parallel Session						
12.05 P.M. – 12.20 P.M.		6th ABRIC 2024: 059-118 A Review On Digital Zakat Management In Indonesia Ahmad Rafiki	6th ABRIC 2024: 013-015 Assessing The Impact Of Nanotechnology On The Well-Being Of Human Life Yu Jinde, Yin Ying, Liu Xiangyang, Zou Bitao, Tang Sze Jin, Pang Kim Kwong	6th ABRIC 2024: 058-085 Artificial Intelligence In Halal Industry: Role And Prospects Fitriani Tobing, Hasfie Fauzan, Khairani Simatupang, Ryan Aulia	6th ABRIC 2024: 021-010 Decoding Malaysia's Law And Practices On Minimum Wage And Career Growth For Gig Workers Nazruzila Razniza Mohd Nadzri, Nurulbahiah Awang, Abdul Mutalib Mohamed Azim, Tuan Fatma Tuan Sulaiman, Mohd Shahril Nizam Md Radzi	7th ABRIC 2024: 193-193 Factors Affecting Religiosity in Malaysia Consumer Behavior Ida Izumi Abdollah, Firdaus Abdullah, Amena Sibghatillah	6th ABRIC 2024: 119-112 Analysis Of Parents Intention To Enrollment Of Secondary Schools Through The Stimulus Organism Response (Sor) Theory Approach Erliyani Sutanto, Prio Utomo
12.20 P.M. – 12.35 P.M.	6th ABRIC 2024: 087-063 Unveiling Counter-Narratives: The Impact of Citizen Journalism via social media on	6th ABRIC 2024: 045-040 What Influences Consumers Trust Towards Islamic Credit Card Acceptance? The	6th ABRIC 2024: 122-116 An Initial Study On The Awareness Of Digital Currency Among Youth Maslinda Mohd Nadzir, Ong Hong	6th ABRIC 2024: 144-142 Adaption Of Artificial Intelligence (Ai) To Enhance Business And Collaboration Between Countries,	6th ABRIC 2024: 021-034 Social And Finance Security On Gig Workers Well-Being With Occupational Satisfaction As An Intervening Variable	6th ABRIC 2024: 135-132 Impact Of Building Information Modelling In Achieving Sustainable Efficiency Linsy Kavanancheeri	6th ABRIC 2024: 039-026 A Relook At The Service Quality Of Low-Cost Airlines: Its Impact Towards Word Of Mouth, Customer

	Israel-Palestine Conflicts Ismail Sualman, Nur Amalina Sahuddin, Yuliandre Darwis	Theory Of Planned Behaviour Zahariah Sahudin, Lennora Putit, Nor Farradila Abdul Aziz	Kai, Chow Jia Rou, Nur Asfa Hanis	Focusing On Saudi Arabia Nisar Ahmad Zafar	Nazruzila Razniza Mohd Nadzri, Nurulbahiah Awang, Abdul Mutalib Mohamed Azim, Tuan Fatma Tuan Sulaiman, Mohd Shahril Nizam Md Radzi		Satisfaction And Revisit Intention Puang Koh Hii, Poh Ling Tan, Chin Fei Goh, Lom Hui Shan, Owee Kowang Tan, Mohd Noor Azli Hj. Ali Khan
12.35 P.M. – 12.50 P.M.	60th ABRIC 2024: 093-110 Motivation In Learning And Happiness: A Study Among Generation Z University Students In Malaysia Muna Wadhiha Mohd Fauzi, Norashikin Hussein, Murni Zarina Mohamed Razali, Nur Aizureen Anwar, Norhayati Omar	6th ABRIC 2024: 055-039 Competency-Based Framework Development And Implementation: Current And Future Perspectives Abdelghani Benayoune	6th ABRIC 2024: 037-025 Exploring Johorpay: Charting Way Forward Nur Zahidah Abdul Latif, Azman Azmi, Farid Hassan	6th ABRIC 2024: 144-148 Crucial Elements In The Development Of Cyber Security Strategies In Saudi Arabia Nisar Ahmad Zafar, Shahzad Ali Khan	6th ABRIC 2024: 052-093 Personal Finance Practices And Online Shopping Behavior Of Mmcm College Students Liezel D. Lozada, Norfaisah B. Ampuan, Jihan S. Cabugatan, Sittie Sara B. Calog	6th ABRIC 2024: 119-166 Analysis Of Factors Influencing The Use Of E-Recruitment Services Upon The Millennial Generation With The Technology Acceptance Model (Tam) Approach Chariesty Listra Primastuti, Prio Utomo, Florentina Kurniasari	6th ABRIC 2024: 117-108 Does High Employee Engagement Ensure Improved Job Performance? The Role Of Perceived Organizational Support As Moderator Cinthia Annisa Vinahapsari, Hazril Izwar Ibrahim
12.50 P.M. – 1.05 P.M.	6th ABRIC 2024: 169-175 An Analysis Of Housing Price In Malaysia Using System Dynamics Norani Amit, Hasimah Sapiri, Zahayu Md Yusof	6th ABRIC 2024: 072-052 Translation Service Business Management: Problems And Solutions In The Indonesian Context Rudi Hartono	6th ABRIC 2024: 149-145 Sentiment Analysis On Digital Barriers Among Senior Citizens: Lesson Learnt During Covid-19 Noorihan Abdul Rahman, Zuriani Ahmad Zukarnain, Suraya Husin, Marhainis Jamaludin, Nor Asma Mohd Zin,	6th ABRIC 2024: 027-013 Determinants Of Artificial Intelligence Adoption In Accounting Among Malaysia Small And Medium-Sized Enterprises Tan Kock Lim, Lee Wei Seng	6th ABRIC 2024: 060-049 Power Of The Court To Alter The Company Constitution In Order To Satisfy The Legitimate Business Expectations Of Shareholders Pursuant To A Shareholders Agreement John Chuah Chong Oon, Cartaz Ummu Syawaeda Jaiman,	6th ABRIC 2024: 116-107 Navigating Risks For Sustainable Development: Establishing A Bamboo Industry In Igcacos, Philippines Neilky Jane D. Borbon	6th ABRIC 2024: 069-048 Exploring The Impact Of Flexible Work Arrangements On Turnover Intention: The Mediating Role Of Job Satisfaction And The Moderating Effect Of Perceived Supervisory Support Nitin Vihari Poluru, Joanna Benjamin George

			Borhanuddin Hj Ahmad		Sayidah Asma Basir, Ahmad Waseem Dihinny Yunus		
1.05 P.M. – 1.20 P.M.	6th ABRIC 2024: 100-083 Crucial Factors That Influence The Success Of SMEs In Digital Era Hery Syahrial, Fitriani Tobing, Ahmad Rafiki	6th ABRIC 2024: 127-121 The Effects Of Motivation, Self-Efficacy, Efficiency And Qualities On Academicians Job Performance During Work From Home (Wfh) Azwan Shah Aminuddin, Atiela Amran, Mohd Faiez Suhaimin, Nooradzlina Mohd Pauzi, Intan Nurul Ain Mohd Firdaus Kozako		6th ABRIC 2024: 057-113 Assessment Audit: How Artificial Intelligence Affected Audit Quality Of Sustainability Report Based On Auditors Perspective Rana Fathinah Ananda	6th ABRIC 2024: 036-024 Knowledge Structure Of Defense Industry Research: A Bibliometric Review Edwin Adrian Sumantha	6th ABRIC 2024: 080-060 The Role Of Humanitarian Aid In Fostering Economic Growth: A Pooled Mean Group Analysis Of The Asean Region Norashida Othman, Siti Norida Wahab, Nazura Mohamed Sayuti, Muhammad Luthfi Mohaini, Rosli Atan	

PARALLEL SESSION 2 (30 MAY 2024: 1.25 P.M. – 2.45 P.M.)

Time	Room 1 (Esplanade Ballroom)	Room 2 (Ferringhi 1)	Room 3 (Ferringhi 2)	Room 4 (Ferringghi 3)	Room 5 (Makan Kitchen Function Room)	Online 1 (Webex)	Online 2 (Webex)
Theme	Marketing	Accounting	Dr. Zahariah Sahudin	Finance	Communication, Management, Data Analytics	Marketing, Management	Accounting, Economics, Banking, Digital Technology
Session Chair	TBA	TBA	TBA	TBA	TBA	Noor Syahieda Mat Shah	TBA
1.25 P.M. – 1.30 P.M.	Session Chair To Moderate The Session						
1.30 P.M. – 1.45 P.M.	6th ABRIC 2024: 194-192 Impact Of Remuneration And Motivation On Employee Performance Amidst The Covid-19 Pandemic Nur Atiqah Rochin Demong, Adilah Mazlan	6th ABRIC 2024: 070-074 Enhancing Accountability In Indonesia's Village Fund Direct Cash Assistance: Insights And Lessons Learned From The Covid-19 Pandemic Desti Fitriani, Elvia R. Shauki, Siti Czafrani Pratiwi	6th ABRIC 2024: 131-130 Assessing Employee Happiness Using The University Happiness Index Abdul Kadir Othman, Shereen Noranee, Idaya Husna Mohd, Zainura Idrus, Aidawati Zainan Abidin, Wan Ismahanini Ismail, Suriani Musa, Husnul Adib Muhamad Amin	6th ABRIC 2024: 063-044 Winners Curse On Malaysian Ipos: Does The Phenomenon Still Exist? Evidence From 2000-2022 Norliza Che Yahya	6th ABRIC 2024: 099-102 The Influence Of E-Commerce, Motivation And The Use Of Accounting Information Systems In Decision Making For Entrepreneurship In Accounting Students Of The Faculty Of Economics And Business, Universitas Medan Area Sucitra Dewi, Fauziah Rahman	6th ABRIC 2024: 183-187 Factors Influencing Consumers Buying Intentions Towards Electric Cars Chuah Soo Cheng, J.S. Keshminder, Rozita Naina Mohamed, Theng-Huey Goh	7th ABRIC 2024: 043-028 Smart Packaging in Food Distribution: A Comprehensive Bibliometric Analysis Using R-package Siti Norida Wahab, Norashida Othman, Nazura Mohamed Sayuti, Muhammad Luthfi Mohaini, Rosli Atan
1.45 P.M. – 2.00 P.M.	6th ABRIC 2024: 165-168 The Impact Of Emotional Intelligence On Turnover Intention Among Fast Food Employees Narehan Hassan, Bibi Hanim Hamblie	6th ABRIC 2024: 047-031 The Level Of Sdgs Disclosure Practices By Government Link Companies In Malaysia: A Conceptual Exploration Syeliya Md Zaini, Fadzlina Mohd	6th ABRIC 2024: 131-126 The Mismatch Between Individual Values And Organizational Values Among Different Generations At The Workplace Abdul Kadir Othman, Norreha Othman, Wan Edura Wan Rashid,	6th ABRIC 2024: 052-092 The Role Of Financial Literacy On Personal Investment Decisions Among Mapa Mcm Professors Liezel D. Lozada, Al-Hassan A. Adam, Marian Grace A.	6th ABRIC 2024: 002-006 An Interdisciplinary Approach: Augmenting Consumer Acceptance Of Robot-Assisted Technologies In Retail Industry Nasser Ali M Khalufi	6th ABRIC 2024: 008-188 The Role Of Consumers In Fostering Circular Economy In Indonesia Putu Yani Pratiwi, Tessa Handra, Felix Sutisna	6th ABRIC 2024: 116-105 Unleashing Bamboo Industry Potential: A Comprehensive Scoping Review Kristel Ann B. Salutillo, Jose Paolo Y. Mack

		Fahmi, Nur Adura Ahmad Noruddin, Mohd Hairul Azrin Hj Besar, Ahmad Lutfi Abdul Razak	Shamsul Baharin Saihani, Zaharah Zainal Abidin, Mas Anom Abdul Rashid, Mohd Khirzanbadzli A Rahman	Delapuz, Myra Joana R. Magsoling			
2.00 P.M. – 2.15 P.M.	6th ABRIC 2024: 165-167 The Effectiveness Of Online Distance Learning (Odl) Towards Student Engagement Among At Selected Higher Learning Institutions Narehan Hassan, Muhammad Faris Afiq Saharuddin	6th ABRIC 2024: 139-136 Pandemic To Endemic: Changing Learning Styles As Coping Mechanism Nurmala Mustafa Kamal, Mahfudzah Mohamed, Puteh Mariam Ismail, Asyaari Elmiza Ahmad, Roslina Abdul Rahim	6th ABRIC 2024: 003-114 Preliminary Investigation Of Religiosity And Academician Well-Being: A Pilot Study In Malaysian Public Higher Education Siti Rosnita Sakarji, Abdul Kadir Othman	6th ABRIC 2024: 167-171 Analyses Of Financial Management And Financial Literacy On Financial Performance And Sustainability Of Smes With Financial Access As A Moderating Variable Thia Margaretha Tarigan, Novia Utami, Calista Amadea Jayaseputra	6th ABRIC 2024: 071-051 Service Quality Performance Of E-Hailing Services In Sarawak Malaysia Anita Rosli	6th ABRIC 2024: 008-190 Light Detecting And Ranging (Lidar) Technology For Logistic In Indonesia Mohammad Annas, Siti Norida Wahab, Veera Pandiyan Kaliani Sundram	6th ABRIC 2024: 080-152 Assessing The Effects Of Female Labor Force Participation On Economic Growth Zharif Zharfan Mohamad Zaini, Norashida Othman, Siti Norida Wahab, Farah Raihana Ismail
2.15 P.M. – 2.30 P.M.	6th ABRIC 2024: 152-153 Exploring Fake News Sharing Among Malaysian University Students: The Role Of Uses And Gratification Theory Wan Hashridz Rizal Wan Abu Bakar, Abdul Rauf Ridzuan, Mohd Sufiean Hassan, Fahmi Zaidi Abd Razak	6th ABRIC 2024: 102-084 The Influence Of Pentagon Fraud On Fraudulent Financial Reporting In Companies Registered On The Idx Bumn20 Indonesian Stock Exchange For The 2020-2022 Period Indah Cahya Sagala, Devi Ayu Putri Sirait	6th ABRIC 2024: 046-030 Role Of Telecommuting On Work-Life Balance Maryam Jameelah Mohd Hashim, Muhaimin Mazlan, Fatin Nurain Md Sharif	6th ABRIC 2024: 129-123 Determinants Of Reputable Underwriters In Green Bond Offering Nazlen Lydia Md Najar, Tai-Hu Ling, Ai-Yee Ooi	6th ABRIC 2024: 098-080 A Descriptive Analysis Of ICT Maturity For Coffee Shops In Medan, Indonesia Muthya Rahmi Darmansyah, Andre Hasudungan Lubis, Nindya Yunita	6th ABRIC 2024: 082-066 Understanding And Addressing Non-Payment Of Housing Maintenance Fees In Klang Valley: Challenges And Solutions Natasha Dzulkalnine, Amirul Afif Muhamat, Wan Nur Ayuni Wan Ab Rashid, Ihfasuziella Ibrahim	6th ABRIC 2024: 008-191 Green Taxonomy Standards Across Jurisdictions: A Systematic Literature Review Approach Arlyana Abubakar, Prayudhi Azwar, Riris Shanti, Elsa Dyahpataloka, Dito Prakoso

2.30 P.M. – 2.45 P.M.	6th ABRIC 2024: 142-140 Stunting Eradication Acceleration In Indonesia: Challenges, Opportunities And The Role Of Information System On The Directed State Budget Intervention Asqolani, Bondi Arifin, I Gede Yudi, Nurmayani Nurmayani	6th ABRIC 2024: 056-122 Entrepreneurial Performance: The Role Of Literacy And Digital Accounting Skills As An Entrepreneurial Strategy For Rural Economic Growth Sari Nuzullina Rahmadhani, Rana Fathinah Ananda, Nur Azizah Siregar	6th ABRIC 2024: 094-073 Cyberbullying Victimization And Occupational Stress: The Moderating Role Of Perceived Organisational Support And Type Of Higher Learning Institutions Goi Mei The, Nusrah Samat, Abdul Mutalib Mohamed Azim	6th ABRIC 2024: 053-037 Credit Card Default Balkis Haris, Zuryati Ibrahim, Zahariah Sahudin, Ismah Osman	6th ABRIC 2024: 073-053 Do Consumers' Propensity Toward Halal Organic Food Purchase Matter? The Malaysian Evidence Lennora Putit, Zaimy Johana Johan, Mohamad Fariz Abdullah, Amirah Ahmad Suki, Nur Aina Abdul Jalil		6th ABRIC 2024: 008-189 Implementation Of Kyc Principles For Indonesian Payment Services Provider Kanon Mommsen Wongkar
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PARALLEL SESSION 3 (30 MAY 2024: 2.55 P.M. – 4.15 P.M.)

Time	Room 1 (Esplanade Ballroom)	Room 2 (Ferringhi 1)	Room 3 (Ferringhi 2)	Room 4 (Ferringghi 3)	Room 5 (Makan Kitchen Function Room)	Online 1 (Webex)	Online 2 (Webex)
Theme	Entrepreneurship	Health, Safety & Environment, Operations Management	Islamic Finance, Islamic Economy	Tourism & Heritage, Management	Business	Economics, Digital Technology, Health, Safety And Environment, Islamic Economics	Artificial Intelligence, Digital Technology, Operations Management,
Session Chair	TBA	TBA	TBA	TBA	TBA	Dr. Shariff Harun	Dr. Azhan Rashid Senawi
2.55 P.M. – 3.00 P.M.	Session Chair To Moderate The Session						
3.00 P.M. – 3.15 P.M.	6th ABRIC 2024: 054-038 The Impact Of Resilient Leadership Towards Business Performance In Malaysian Smes Nor Sabrena Norizan, Ahmad Fadhy Arham, Maz Izuan Mazalan, Mastura Roni, Zulkefli Muhamad Hanapiyah, Ahmad Firdhaus Arham, Nur Hidayah Hud	6th ABRIC 2024: 043-151 Exploring Drivers Of Healthy Food Consumption In Socioeconomically Vulnerable Communities Salini Devi Rajendran, Siti Norida Wahab, Norashida Othman, Tan Yan Kai	6th ABRIC 2024: 140-138 The Determinants Of Pharmaceutical And Cosmetic Exports To Oic Countries: A Case In Indonesia Masruri Muchtar	6th ABRIC 2024: 028-014 From The Lens Of Constructivism: Culture & History Of Johor In International Relations Via Johor Heritage Foundation Fairuzahri Jalaluddin, Muhammad Aiman Nasuha Azari, Kassim Thukiman	6th ABRIC 2024: 079-081 Examining Scale Internal Consistency: An Empirical Exploration Of Social Media's Impact On Smes Performance Zaim Aizat Afdhal Bashri, Muhammad Faizal Samat	6th ABRIC 2024: 008-139 Circular Supply Chain Enablers And Barriers: A Scoping Review Shariff Harun, Siti Norida Wahab, Azimah Daud, Ramakrishna Yanamandra, Channaganu Paramaiah, Rahul Sharma	6th ABRIC 2024: 008-174 Integrating Artificial Intelligence In Operations Management Education: The Students' Perspectives Nur Amirah Husna Ahmad Kamil, Farhana Anisah Abdul Rahman, Farah Nazira Zulastery, Mohammad Hazim Isyraf Mohd Fathain, Shariff Harun
3.15 P.M. – 3.30 P.M.	6th ABRIC 2024: 047-055 Entrepreneurial Competencies For Managing Business In Informal Economy: A Study Of B40	6th ABRIC 2024: 034-022 Medicine Wastage In Private Clinics: Drug Suppliers Perspective On The Causes And	6th ABRIC 2024: 136-131 What Drives People To Invest In Cash Waqf Linked Sukuk?: Individu Perspective	6th ABRIC 2024: 097-078 Homestay Providers' Insight On Halal Brand Awareness And Halal	6th ABRIC 2024: 079-088 A Critical Review Of Previous Research On Determinants Affecting The Acceptance Of	6th ABRIC 2024: 180-184 Modelling Recognition Of Toxic Ingredients In Cosmetic Products	6th ABRIC 2024: 033-185 Tablets And Applications' Impact On

	Women Entrepreneurs In Malaysia Nurul Hidayana Mohd Noor, Syeliya Md Zaini, Noralina Omar, Raja Mayang Delima Mohd Beta, Chang Lee Wei	Measures To Reduce It Calvin Cheng	Erny Arianty, Muhammad Iqbal Balative, Syanni Yustiani, Iin Indrawati	Destination Brand Equity In Selangor Nuraini Ismail, Aznita Ahmad, Kamisah Supian	Electronic Payment Systems Among Smes In Malaysia Proposal Of A Conceptual Framework Muhammad Faizal Samat, Zaim Aizat Afdhal Bashri	Based On Machine Learning Approaches Muhammad Omar, Nur Syafiqah Jasmin	Economics Learning Azhan Rashid Senawi
3.30 P.M. - 3.45 P.M.	6th ABRIC 2024: 038-072 How Customer Relationship Marketing Influence Customer Retention In A Bank Industry Leslie T. Sajulan, Ann Gloghienette O. Perez	6th ABRIC 2024: 005-043 The Adoption Of Green Practices In The Manufacturing Industry Mashitah Mohamed Esa, Nor Fazilah Mohd Hashim	6th ABRIC 2024: 152-154 Unpacking The Link Between Big Five Personality Traits And Waqf Participation In The Malaysian Armed Forces Mohd Johari Hussain, Mohd Zawavi Zainal Abidin, Sallehuddin Ishak, Fahmi Zaidi Abdul Razak, Wan Hashridz Rizal Wan Abu Bakar	6th ABRIC 2024: 041-050 Homestay Accommodation Attractiveness: Young Tourists' Acceptance, Reluctance And Behaviour Faiz Izwan Anuar, Xia Hong	6th ABRIC 2024: 009-004 Purchase Readiness In Social Networking Services (Sns): Examining Personality Traits And Socialization Influence Azrin Ali	6th ABRIC 2024: 181-183 Analyzing Stock Price Predictions In Emerging Markets: A Data Mining Approach Nurhuda Nizar, Ali Albada, Chua Mei Shan	6th ABRIC 2024: 008-157 Prioritisation Of Muslim-Friendly Healthcare Operational Practices: The Customer Perspectives Shariff Harun, Azhan Rashid Senawi, Azilah Anis, Ibrahim Ahmad, Shahrin Shafie
3.45 P.M. – 4.00 P.M.	6th ABRIC 2024: 038-150 The Extent Of Investor Behaviour In The Decision-Making For Davao City Entrepreneurs Ann Gloghienette O. Perez, Victor Paul J. Dela Cruz, Leslie T. Sajulan	6th ABRIC 2024: 015-012 Exploring Strategies For Expanding The Xiaohongshu App In Malaysia And Singapore: A Study On Developing Chinese Social Media Overseas Yin Ying	6th ABRIC 2024: 048-035 Do Environmental Risks Explain The Sovereign Sukuk Yields In Malaysia? Roslina Mohamad Shafi, Norhashimah Shahrudin	6th ABRIC 2024: 095-077 Exploring The Ecotourism Experience And Ecotourism Destination Loyalty In Selangor: Reliability And Factor Analysis Approach Nur'Ain Amit, Kamisah Supian, Baharuddin Ishak, Sharifah Hilmi Syed Abdullah, Reeny Karlina Abdul Rauf	6th ABRIC 2024: 065-045 Digital Financial Capability Towards Improving Entrepreneurials Business Performance Nainatul Farzuha Nor, Noor Saidatul Natrah Saaidun, Noorkartina Mohaamd	6th ABRIC 2024: 024-075 Influence Of Social Media On Public Health Protection Against The Covid-19 Pandemic Through Public Health Awareness And Changes In Behavior: An Integrated Model Mohammad Mohammad Zulfakhairi Mokhtar	6th ABRIC 2024: 033-177 The Impact Of Urbanisation On Domestic Housing Prices Nur Izzati Ahmad Shukri, Azhan Rashid Senawi, Shariff Harun, Elya Nabila Abdul Bahri
4.00 P.M. – 4.15 P.M.	6th ABRIC 2024: 038-143 Debt Collection Practices And Cash Flow Management Among Retail	6th ABRIC 2024: 103-086 Insights Into Malaysian Hotel Inventory Management	6th ABRIC 2024: 048-036 Seeq In Assessing Educational Quality Of Islamic Finance	6th ABRIC 2024: 029-021 Digital Business Transformation Of Malaysian Small And Medium-Sized	6th ABRIC 2024: 182-186 Awareness Of The Benefits Of Hibah In Takaful Products Among	6th ABRIC 2024: 033-020 Moderating Role Of Knowledge On Takaful Participation	6th ABRIC 2024: 159-165 Knowledge Management Capabilities And

	Business In Davao City Ann Gloghienette O. Perez, Victor Paul J. Dela Cruz	Practices And Their Impact On Revenue Management Performance: A Comprehensive Analysis Noor Azmi Ahmad, Salleh Mohd Radzi, Aslinda Mohd Shahril, Azdel Abdul Aziz, Nur Ida Fatihah Che Shalifullizam	Education Among The New Learners Roslina Mohamad Shafi, Mohd Rahim Khamis	Enterprises: A Review On Digital Leadership Direction V Segaran Veeraya, Murali Raman, Sharmini Gopinathan	Community In Lembah Pantai, Malaysia Azreen Roslan, Mohd Faizol Rizal, Mohd Rasid, Azitadoly Mohd Arifin, Nur Syazwani Zulkatnain	Azhan Rashid Senawi	Hotel Performance In Malaysia: The Role Of Learning Orientation In The Conceptual Analysis Nor Shahrul Nizam Muhamad Nor, Amily Fikry, Nur Harlina Abd Hamid, Muhammad Ridzuan Abdul Aziz, Hafizuddin Md Dali
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PARALLEL SESSION 4 (30 MAY 2024: 4.30 P.M. – 5.30 P.M.)

Time	Room 1 (Esplanade Ballroom)	Room 2 (Ferringhi 1)	Room 3 (Ferringhi 2)	Room 4 (Ferringghi 3)	Room 5 (Makan Kitchen Function Room)	Online (Webex)	Online (Webex)
Theme	Finance, Economy, Marketing	Entrepreneurship, Digital Business, Business, Management	Communication, Digital Technology, Operations Management	Marketing, Operations Management	Supply Chain Management, Management, Digital Technology, Finance		
Session Chair	TBA	TBA	TBA	TBA	TBA		
4.25 P.M. – 4.30 P.M.	Session Chair To Moderate The Session						
4.30 P.M. – 4.45 P.M.	6th ABRIC 2024: 077-076 Household Budgets Among Different Income Groups In Klang Valley Al Sarah Alyaa Al Buhari, Kamisah	6th ABRIC 2024: 124-117 The Effect Of Transformational Leadership And Dynamic Capabilities On Msmes Performance: The Role Of Digital	6th ABRIC 2024: 049-032 Systematic Review On The Role Of Gender And Language Learning Strategies (LIs) Nooraileen Ibrahim, Gladys Tagie, Nurul Shima Taharuddin,	6th ABRIC 2024: 123-146 Scroll, Click, Buy: Influence Of Social Media Attributes On Young Adults' Purchase Intention Mohd Aliff Abdul Majid, Ana Batrisyia	6th ABRIC 2024: 044-029 A Systematic Review Of Traceability And Monitoring In Port Transportation Processes For Halal Compliance And Certification		

	Supian, Sharifah Hilmi Syed Abdullah	Technology Adoption As Mediator Wan Marhaini Wan Omar, Hatinah Abu Bakar, Che Mohd Syaharuddin Che Kob, Mas Ayu Diana Mohd Fauzi, Nurul Indarti	Nurul Munirah Azamri, Nur Fatima Wahida Mohd Nasir, Haslinda Md. Nazri, Halimatun Saadiah Abd Mutalib, Wan Faridatul Akma Wan Mohd Rashdi, Mohd Hafiz Mat Adam	Azman, Mohamad Syakir Zainozaman	Teh Zaharah Yaacob		
4.45 P.M. – 5.00 P.M.	6th ABRIC 2024: 163-160 The Nexus Between Foreign Direct Investment And Economic Growth In Malaysia Najaa Aqilah Arabi, Chong Siew Huay	6th ABRIC 2024: 168-172 The Effects Of Sustainable Development On The Sustainable Performance Of Small And Medium Enterprises In Emerging Economies: From The Perspective Of The Vuca Approach Mohd Najib Saad	6th ABRIC 2024: 049-033 The Field Of Science And Technology (S&T): The Representation Of Gender In Online Resources. Nooraileen Ibrahim, Gladys Tagie, Nurul Shima Taharuddin, Nurul Munirah Azamri, Nur Fatima Wahida Mohd Nasir, Haslinda Md. Nazri, Halimatun Saadiah Abd Mutalib, Wan Faridatul Akma Wan Mohd Rashdi, Mohd Hafiz Mat Adam	6th ABRIC 2024: 062-042 Online Purchase Intention Of Personal Luxury Goods And The Mediating Role Of Consumer Trust: An Empirical Paper Nur Fariahah Isamudin, Amirah Ahmad Suki	6th ABRIC 2024: 018-008 Adaptive Performance In Malaysian Higher Education Industry Ainaa Idayu Iskandar, Abdul Rahman Abdul Rahim, Azeyan Awee		
5.00 P.M. – 5.15 P.M.	6th ABRIC 2024: 077-057 Assessing The Underlying Dimensions Of Life Peculiarity Wellbeing And Disposable Income Among Tourism Workers In East Malaysian Cities Kamisah Supian, Sharifah Hilmi Syed Abdullah, Al Sarah Alyaa Al Buhari	6th ABRIC 2024: 173-176 Combating Social Media Rumors: An Extension Of Theory Of Planned Behavior Erne Suzila Kassim, Sri Fatiany Abdul Kader Jailani, Safwan Kamal	6th ABRIC 2024: 041-125 The Impact Of Virtual Influencers On Brand Attachment: A Multigroup Analysis Yuan Xinying, Liu Shuzhen, Faiz Izwan Anuar	6th ABRIC 2024: 132-137 Trend-Driven Innovation For Rte Food Market: A Comparison Study Between Consumers From Malaysia And Indonesia Nur Hidayah Che Ahmat, Wan Rusni Wan Ismail, Rafidah Aida Ramli, Sri Handajani, Anderson Ngelambong	6th ABRIC 2024: 096-079 Employee Acceptance Of Technology: Mobile Application For Restaurant Search And Reservations (Marsr) System Amir Azahari Zainol, Azdel Abdul Aziz, Noor Azmi Ahmad, Kamril Juraidi Abdul Karim, Nur Ida Fatihah Che Shalifullizam		

5.15 P.M.- 5.30 P.M.	6th ABRIC 2024: 130-129 Literature Review: Evidence Of Day-Of-The-Week Effect In Cryptocurrency Market Tan Sze Kie, Ricky Chia Chee Jiun	6th ABRIC 2024: 101-082 From Social Innovation To Income Generation: A Social-Business Model In Low-Income Market Erne Suzila Kassim, Sharidatul Akma Abu Seman, Sri Fatiany Abdul Kader Jailani, Mira Susanti Amirrudin	6th ABRIC 2024: 161-159 The Influence Of Social Media Marketing Features On Consumers Purchasing Decision Of Tourism Products Farah Nur Adilah Mohd Azizpuddin, Melissa Shahrom	6th ABRIC 2024: 078-058 Consumers Impulse Buying Behaviour On E-Commerce Shopping Platforms: 7c Framework And Emotions Norhidayah Mat Rahim, Mei Teh Goi	6th ABRIC 2024: 146-147 Personal Bankruptcy: A Bibliometric Analysis And Future Research Directions Aqilah Nadiah Md. Sahiq, Saida Farhanah Sarkam, Nurwahida Yaakub, Putri Aliah Mohd Hidzir, Hanifiyah Yuliatul Hijriah, Shafinar Ismail		
5.30 P.M.- 5.45 P.M.	6th ABRIC 2024: 023-011 A Study On The Mediating Effect Of Knowledge Management Capability Between Hrm Practices And Radical Innovation Capability In Malaysia Sme-Ict Ahmad Nizam Mohd Yusof				6th ABRIC 2024: 085-065 Determinants Of Online Impulse Buying Amongst Young Adults In Kuala Lumpur Malaysia: A Study On Eco-Friendly Food And Beverage Utensils Kanesh Gopal		