

**Day 1 (24 August 2021)**

**Parallel Session 1**

Malaysia Standard Time	Room 1 Consumer Behavior & Technology	Room 2 Marketing & Comm	Room 3 Business Eco & Sustainability	Room 4 E-Commerce & Finance
<b>Session Chair</b>	<b>Fithriah Ab Rahim</b>	<b>Luzviminda Santos</b>	<b>Atty Uella Vida</b>	<b>Azlin Zanariah</b>
1140	Welcoming by session chair	Welcoming by session chair	Welcoming by session chair	Welcoming by session chair
1145	<p>Paper ID: INCOMaR2021:002-002</p> <p>The Mediating Role of Attitude in Influencing Consumer Purchase Intention Towards Online Apparel Shopping in Malaysia</p> <p><b>Presenter:</b> Selvi Kausiliha Vijayan</p>	<p>Paper ID: INCOMaR2021:051-042</p> <p>Influence of Shock Advertising on Consumer Purchase Decision and Brand Image Among Millennials in Dasmarinas City.</p> <p><b>Presenter:</b> Luzviminda Santos</p>	<p>Paper ID: INCOMaR2021:004-008</p> <p>The Health Impact of Industry-Related Air Pollution on Lung Function of Nearby Community in Kuala Muda District, Kedah</p> <p><b>Presenter:</b> Muhammad Azizan</p>	<p>Paper ID: INCOMaR 2021: 108-109</p> <p>The Impact of Online Consumers Engagement in E-Commerce to Relationship Quality of Generation Z as Marketplace Users</p> <p><b>Presenter:</b> Bayu Bagas Hapsoro</p>
1205	<p>Paper ID: INCOMaR2021:010-005</p> <p>Attitude towards Purchase Intention for Local Brand Automobiles Manufactured Locally: A Comparative Study</p> <p><b>Presenter:</b> Anyanwu Hilary Chinedu</p>	<p>Paper ID: INCOMaR2021:024-060</p> <p>Integrating Luxury into Destination Branding for Niche Tourism Segment in Langkawi</p> <p><b>Presenter:</b> Mohd Raziff Jamaluddin</p>	<p>Paper ID: INCOMaR2021:022-016</p> <p>A Comprehensive Model of Saving Decision (CMSD)</p> <p><b>Presenter:</b> Ibrahim Tawfeq Alsedrah</p>	<p>Paper ID: INCOMaR2021:098-106</p> <p>Legit Modelling of Financial Behaviour Among Young Adult: Evidence and Implications</p> <p><b>Presenter:</b> Ida Nur Aeni</p>
1225	<p>Paper ID: INCOMaR 2021: 020-014</p> <p>Social Media Marketing Audiences and Adaptive Behavior: Analysis of Brunei Data using Smart PLS</p> <p><b>Presenter:</b> Shahid Anjum</p>	<p>Paper ID: INCOMaR2021:097-095</p> <p>The Exploratory and Confirmatory Factors of Social Media Intelligence Quotient (SMIQ) Scales Among Graduates</p> <p><b>Presenter:</b> Nadhrathul Ain Ibrahim</p>	<p>Paper ID: INCOMaR2021:036-026</p> <p>Rebus Sic Stantibus: Its Applicability to Civil and Commercial Liabilities Viz a Vis Corporate Social Responsibility and Corporate Rehabilitation During and After The Pandemic</p> <p><b>Presenter:</b> Atty Uella Vida</p>	<p>Paper ID: INCOMaR2021:047-036</p> <p>Does Religion Influence Investment Intention of Malaysians?</p> <p><b>Presenter:</b> Wan Rasyidah Wan Nawang</p>

1245	<p>Paper ID: INCOMaR 2021: 032-023</p> <p>Factors Influencing Malaysian Consumers' Online Purchase Intention: Does Household Income Matter?</p> <p><b>Presenter:</b> Fithriah Ab Rahim</p>	<p>Paper ID: INCOMaR2021:062-056</p> <p>The Effect of Coordination on Business Performance of Small Retailers in Malaysia</p> <p><b>Presenter:</b> Nor Asmahani Ibrahim</p>	<p>Paper ID: INCOMaR2021:060-059</p> <p>Community-based Tourism Initiatives Towards Sustainable Program for Lyceum of the Philippines University-Laguna</p> <p><b>Presenter:</b> Ryan Gamoso</p>	<p>Paper ID: INCOMaR2021: 099-100</p> <p>Managing Indonesian E-Commerce Customer's Feeling for Profitability</p> <p><b>Presenter:</b> Dian Fithra Permana</p>
1305		<p>Paper ID: INCOMaR2021:043-046</p> <p>Factors Influencing Customer Online Purchase Intention (COPI)</p> <p><b>Presenter:</b> Hatta Ilias</p>	<p>Paper ID: INCOMaR2021:107-107</p> <p>Linking Urbanization, Quality of Life, Government Spending and GDP: A South Asian Countries Experience</p> <p><b>Presenter:</b> Yozi Aulia Rahman</p>	<p>Paper ID: INCOMaR 2021: 007-035</p> <p>The Effect of Financial Development on Economic Growth in Asian Region</p> <p><b>Presenter:</b> Rishan Sampath</p>
1325			<p>Paper ID: INCOMaR 2021: 104-104</p> <p>Women in Labour Force and Income Inequality: Case of Indonesia</p> <p><b>Presenter:</b> Andryan Setyadharma</p>	<p>Paper ID: INCOMaR 2021: 033-024</p> <p>Adoption Intention of Islamic Fintech Services for Islamic Bank Users in Algeria</p> <p><b>Presenter:</b> Elhachemi Hacine Gherbi</p>
1345				<p>Paper ID: INCOMaR 2021: 013-010</p> <p>Determinants of M-Commerce Service Quality in Saudi Environment</p> <p><b>Presenter:</b> Showq Salman Aladwani</p>

**Day 1 (24 August 2021)**

**Parallel Session 2**

Malaysia Standard Time	Room 1 Consumer Behavior & Technology	Room 2 Halal Business & Marketing	Room 3 Innovation	Room 4 Digital marketing & related
Session Chair	<b>Nuryusmawati</b>	<b>Ahmad Abdullah Alabdulhadi</b>	<b>Dina Zaki Gabbori</b>	<b>Waleed Rafi</b>
1430	Welcoming by session chair	Welcoming by session chair	Welcoming by session chair	Welcoming by session chair
1435	Paper ID: INCOMaR 2021: 048-096  Determinants of Multiplayer Online Role-Playing Games Addiction Among Adults in the Prime Working-Age Group  <i><b>Presenter:</b></i> Shahira Ariffin	Paper ID: INCOMaR2021:011-009  Eliciting Salient Beliefs of Attitude, Perceived Norm, and Self-Efficacy among Muslim Urban Millennials (MUM) towards Intention to Consume Halal Products  <i><b>Presenter:</b></i> Purnomo M Antara	Paper ID: INCOMaR2021:030-020  Development of A Pepper Thresher with Pre-Drying Machine  <i><b>Presenter:</b></i> Annlyn Romero	Paper ID: INCOMaR2021:080-071  Indigenous Entrepreneurship in Perak: A Case Study on Entrepreneurship Drivers, Competencies and Activities Among Semai Tribes  <i><b>Presenter:</b></i> Salbiah Abd Rahman
1455	Paper ID: INCOMaR 2021: 072-082  Promoting Virtual Tourism as Perceived by the Selected Travel Agencies as an Alternative Tour Experience During Pandemic  <i><b>Presenter:</b></i> Reymarie Lobo	Paper ID: INCOMaR2021:076-068  The Commercialisation of Halal and Tayyib Palm Civet Coffee  <i><b>Presenter:</b></i> Amal Hayati Ishak	Paper ID: INCOMaR2021:073-067  Development of Jackfruit (Artocarpus Heterophyllus L.) Waffle  <i><b>Presenter:</b></i> Raymund B. Moreno	Paper ID: INCOMaR2021:106-105  Adaptability of Fintech by Malaysia and Saudi Arabian Islamic Banks: Assessment of Employees' Readiness and Views  <i><b>Presenter:</b></i> Ibrahim Abiodun Oladapo
1515	Paper ID: INCOMaR 2021: 110-111  Islamic Eco-Theology Vis-à-vis Sustainable Consumption Behavior: A Review  <i><b>Presenter:</b></i> Azmi Mat	Paper ID: INCOMaR2021:075-072  Designing Halal Supply Chain Performance Management System in Production of Food Industry Based on SNI 99001:2016 With Fuzzy-AHP Method  <i><b>Presenter:</b></i> Irma Maharani Nabila	Paper ID: INCOMaR2021:091-087  Does Non-Technology Innovation Affect Performance of MSMEs in Food And Beverage Sector During Corona Virus Pandemic Period?  <i><b>Presenter:</b></i> Yusuf Opeyemi Akinwale	Paper ID: INCOMaR2021: 057-049  Samgyeopsal Online Order and Delivery at Home: A Pandemic Experience  <i><b>Presenter:</b></i> Rosalie Clave

1535	<p>Paper ID: INCOMaR 2021: 095-094</p> <p>The Effect of Mall Atmospheric on Mall Experience Quality. Does Gender Matters?</p> <p><b>Presenter:</b> Nuryusmawati Mohd Yusof</p>		<p>Paper ID: INCOMaR2021:092-088</p> <p>Analyzing COVID-19 Induced Behavioral Shifts in Saudi Food Sectors Using Time-Series Analysis</p> <p><b>Presenter:</b> Atiq Siddiqui</p>	<p>Paper ID: INCOMaR2021:100-097</p> <p>The Influence of Intrinsic and Extrinsic Motivation Factors on Employee's Performance At Pecca Leather Sdn. Bhd. As Mediated by Job Satisfaction</p> <p><b>Presenter:</b> Mohd Zulkifli Abdullah</p>
1555	<p>Paper ID: INCOMaR2021:112-114</p> <p>Tik Tok Tik Tok: Does Every Second of Marketing Video in Social Media Matter?</p> <p><b>Presenter:</b> Nor Azimah Kamaruddin</p>		<p>Paper ID: INCOMaR2021:007-038</p> <p>Food Security Supply Chain in Malaysia</p> <p><b>Presenter:</b> Veera Pandiyan Kaliani Sundram</p>	<p>Paper ID: INCOMaR2021: 027-075</p> <p>A Comparison of Project Management Software Tools</p> <p><b>Presenter:</b> Tarig Eltayeb</p>
1615			<p>Paper ID: INCOMaR 053-045</p> <p>Collaboration of Academia and Industry in Business Innovation: Issues and Challenges</p> <p><b>Presenter:</b> Nurfadzilah Abdul Razak</p>	<p>Paper ID: INCOMaR2021: 064-061</p> <p>Understanding State Government-Linked Companies Service Delivery System Success Performance from Employees' Insight</p> <p><b>Presenter:</b> Shamsul Baharin Saihani</p>

**Day 2 (25 August 2021)**

**Parallel Session 3**

Malaysia Standard Time	Room 1 Transport & Tech	Room 2 Digital Education	Room 3 Office System & Mgt	Room 4 Digital marketing & related
Session Chair	<b>Veera Pandiyan</b>	<b>Bayu Bagas</b>	<b>Rudzi Munap</b>	<b>Dian Fithara Permana</b>
0900	Welcoming by session chair	Welcoming by session chair	Welcoming by session chair	Welcoming by session chair
0905	<p>Paper ID: INCOMaR 2021: 059-052</p> <p>Analyzing The Impacts of Pandemic Crisis On Ride Sharing Drivers</p> <p><b>Presenter:</b> Ainie Hairianie Aluwi</p>	<p>Paper ID: INCOMaR2021:031-021</p> <p>Laboratory Teaching Techniques of Private Tertiary Science Instructors in The Digital Classroom</p> <p><b>Presenter:</b> Annie Abonita</p>	<p>Paper ID: INCOMaR2021:026-018</p> <p>The Influence of Working Environment on Employee Retention in Banking Sector</p> <p><b>Presenter:</b> Abdul Kadir Othman</p>	<p>Paper ID: INCOMaR2021:052-089</p> <p>The Customer Satisfaction on Online Buying System</p> <p><b>Presenter:</b> Noraishah Kamarol Zaman</p>
0925	<p>Paper ID: INCOMaR 2021: 086-080</p> <p>Customer satisfaction with KTMB Services: The Role of Service Quality, Recovery and Satisfaction</p> <p><b>Presenter:</b> Nur Aqilah Hazirah Mohd Anim</p>	<p>Paper ID: INCOMaR2021:117-113</p> <p>Leadership Soft Skills, Perceived Trustworthiness and Structural Empowerment of Deans</p> <p><b>Presenter:</b> Shariff Harun</p>	<p>Paper ID: INCOMaR2021:035-025</p> <p>A Conceptual Paper: The Influence of Islamic Leadership Behavior on Innovation Capability</p> <p><b>Presenter:</b> Nur Athirah Abd Rahim</p>	<p>Paper ID: INCOMaR2021:074-090</p> <p>The Effect of Atmospheric Cues on Store Brand Experience, Satisfaction, and Loyalty in Fast-Fashion Retail Store</p> <p><b>Presenter:</b> Hanna Kusumawaty</p>
0945	<p>Paper ID: INCOMaR 2021: 040-033</p> <p>The Influence Of Passenger Service Experience Towards Public Transport Service Quality: Petaling Jaya (PJ) City Bus Service</p> <p><b>Presenter:</b> Shamsul Izwan Saharani</p>	<p>Paper ID: INCOMaR2021:103-101</p> <p>The E-Learning During Covid-19 Pandemic: Implementation of Technology Acceptance Model (TAM)</p> <p><b>Presenter:</b> M. Fathur Rahman</p>	<p>Paper ID: INCOMaR2021:042-032</p> <p>Work-Life Balance of Academic Support Personnel in LPU Cavite</p> <p><b>Presenter:</b> Krisma Joyce Salazar</p>	<p>Paper ID: INCOMaR2021:067-065</p> <p>The Effect of False Advertising on Consumer Online Purchase Behavior with the Mediating Effect of e-WOM on Consumers in Malaysia</p> <p><b>Presenter:</b> Ahmed Michail Awad Ahmed</p>

1005	<p>Paper ID: INCOMaR 2021: 007-092</p> <p>Sustainable Transport Practices in An Urban University. A Case Study Approach</p> <p><b>Presenter:</b> Veera Pandiyan Kaliani Sundram</p>	<p>Paper ID: INCOMaR2021:102-102</p> <p>Exploring Students' Entrepreneurial Skills to Cope with MSME's Marketing Problems: A Case of Project-Based E-Learning at Entrepreneurship Course</p> <p><b>Presenter:</b> Sri Utami</p>	<p>Paper ID: INCOMaR2021:055-044</p> <p>Relationship Between Human Resource Management Practices and Employee Job Satisfaction: Mediated by Employee Commitment</p> <p><b>Presenter:</b> Rudzi Munap</p>	<p>Paper ID: INCOMaR2021:068-063</p> <p>New Norm: Using E-Servqual to Determine Customer Satisfaction and Post-Purchase Behaviour Towards Online Purchasing – The Conceptual Paper</p> <p><b>Presenter:</b> Azlin Zanariah Bahtar</p>
1025		<p>Paper ID: INCOMaR2021:085-079</p> <p>Identifying the Gaps in Accounting Curriculum</p> <p><b>Presenter:</b> Faisal Abdullah Al Hudithi</p>	<p>Paper ID: INCOMaR2021:058-050</p> <p>The Determinants of Higher Learning Institutions Administrators' Behavioural Intentions: A Review of Theory and Evidence</p> <p><b>Presenter:</b> Shariff Harun</p>	<p>Paper ID: INCOMaR2021:056-047</p> <p>Impact of Consumer Ethnocentrism, Country of Brand and Perceived Country Image on the Brand Equity: A Case Study Japanese Cosmetics in Vietnamese Market</p> <p><b>Presenter:</b> Sang, Vo Minh</p>
1045			<p>Paper ID: INCOMaR2021:070-066</p> <p>The Influence of Islamic Human Resource Management (IHRM) on Turnover Intention: The Case of Multi-National Corporations (MNCs) in Malaysia</p> <p><b>Presenter:</b> Salmi Bawasa</p>	

**Day 2 (25 August 2021)**

**Parallel Session 4**

Malaysia Standard Time	Room 1 Marketing Comm	Room 2 Human Resource	Room 3 Consumer Insights	Room 4 Digital marketing & related
Session Chair	<b>Azmi Mat</b>	<b>Amal Hayati</b>	<b>Siti Nooraini</b>	<b>Safiah Rashid</b>
1100	Welcoming by session chair	Welcoming by session chair	Welcoming by session chair	Welcoming by session chair
1105	<p>Paper ID: INCOMaR 2021: 001-001</p> <p>The Social Media Content Marketing (SMCM) Model For Muslimah Fashion Industry</p> <p><b>Presenter:</b> Nur Syakirah Binti Ahmad</p>	<p>Paper ID: INCOMaR2021:054-043</p> <p>Examining the Relationship Between Workplace Condition Toward Job Stress Among Administrative Staff in Hotel Industry: Mediated by Leadership</p> <p><b>Presenter:</b> Ikmal Malik</p>	<p>Paper ID: INCOMaR2021:024-091</p> <p>The Association of Health Protocols on Tourist Satisfaction in Cibuntu Village, West Java</p> <p><b>Presenter:</b> Candra Hidayat</p>	<p>Paper ID: INCOMaR2021:077-069</p> <p>Individual Factors and Ship Waste Management Practices: The Moderating Role of Sea Experience</p> <p><b>Presenter:</b> Safiah Rashid</p>
1125	<p>Paper ID: INCOMaR 2021: 005-004</p> <p>Predicting Malaysian Consumer Attitude Towards Online Airline Advertisements</p> <p><b>Presenter:</b> Muhammad Azfar Abdul Rahim</p>	<p>Paper ID: INCOMaR2021:094-093</p> <p>Malaysia Truly Asia: Uncovering The National Brand Identify and Brand Essence</p> <p><b>Presenter:</b> Yusniza Kamarulzaman</p>	<p>Paper ID: INCOMaR2021:046-034</p> <p>Patrolman Emilio Mascot: A Guerrilla Marketing Strategy to Uplift the Image of the Policemen</p> <p><b>Presenter:</b> Catty Lea Gamo</p>	<p>Paper ID: INCOMaR2021:050-041</p> <p>The Quality Management And Operational Performance of the Purchasing Department of LPU Cavite: Basis for Procurement Policy Improvement</p> <p><b>Presenter:</b> Rosalyn R. Botones</p>
1145	<p>Paper ID: INCOMaR 2021: 012-006</p> <p>A Conceptual Model of Social Media Influencer Marketing Credibility, Consumer Attitudes and Social Media Engagement Intentional Behaviour</p> <p><b>Presenter:</b> Nor Azri Sharizal Abu Bakar</p>	<p>Paper ID: INCOMaR2021:060-055</p> <p>Factors Affecting Sex Tourism: The Case of the Red-Light District of Angeles City, Pampanga, Philippines</p> <p><b>Presenter:</b> Joyce Bagui</p>	<p>Paper ID: INCOMaR2021:083-078</p> <p>Defining Consumer Environmental Awareness: Measurement Scale Development</p> <p><b>Presenter:</b> Mada Samali</p>	<p>Paper ID: INCOMaR2021:060-051</p> <p>Structural Equation Modeling of Price Determinants of the Philippine Lodging Industry</p> <p><b>Presenter:</b> Ryan Joseph G. Calinao</p>

1205	<p>Paper ID: INCOMaR 2021: 015-012</p> <p>Impact Of Social Media Marketing On Young Consumers' Purchase Intention In Malaysia: The Mediating Role Of Consumer Engagement</p> <p><b>Presenter:</b> Ong Yi Shien</p>	<p>Paper ID: INCOMaR2021:060-053</p> <p>Employees towards the New Normal in Tagaytay City: Contributing Factors to the Tourism Establishments' Resiliency and Adaptation</p> <p><b>Presenter:</b> Troy Tuzon</p>	<p>Paper ID: INCOMaR2021:087-083</p> <p>Service Quality of Providers: Conception Among Philippine Airlines Mabuhay Miles Members</p> <p><b>Presenter:</b> Edzyl Bryan B. Lensig</p>	<p>Paper ID: INCOMaR2021:060-054</p> <p>Cultural and Heritage Tourism of Cavite Province: Basis for Sustainability</p> <p><b>Presenter:</b> July Aze Barcenas</p>
1225	<p>Paper ID: INCOMaR 2021: 039-028</p> <p>Sexual Objectification In Local Product Advertisements: Inputs For Policy Recommendation</p> <p><b>Presenter:</b> Vincent C. Cortins</p>		<p>Paper ID: INCOMaR 2021: 029-039</p> <p>Perception On Stress And Academic Burnout Amidst The Covid-19 Pandemic: The Case Of Lyceum Of The Philippines University-Cavite</p> <p><b>Presenter:</b> Jan Jarrel B. Gillego</p>	<p>Paper ID: INCOMaR2021: 017-011</p> <p>Competitive Advantage in the Digital Era: Surviving the Transformation Maze!</p> <p><b>Presenter:</b> Hoda Abdullah</p>
1245	<p>Paper ID: INCOMaR 2021: 028-022</p> <p>Travel Vlogs In Promoting Tourist Destinations: A Marketing Perspective</p> <p><b>Presenter:</b> Kimberly Joy E. Alcaraz</p>		<p>Paper ID: INCOMaR2021:025-017</p> <p>Customer Relationship Management (CRM) in Small and Medium Family Enterprises (SMFEs) in The Time of Covid-19 Crisis: A Case Study of A Moroccan Family SME</p> <p><b>Presenter:</b> El Hail Chifae</p>	
1305	<p>Paper ID: INCOMaR 2021: 021-015</p> <p>Brand Equity Framework of Social Media in Context of Higher Education Institutes (HEIs)</p> <p><b>Presenter:</b> Faisal Aftab</p>			