



9TH INCOMaR

"Industry-Academia Linkages for Business Sustainability"

The 9th International Conference on Marketing and Retailing

ABSTRACT & PROGRAMME BOOK

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BOOK OF ABSTRACTS AND PROGRAMME

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The 9th INCOMaR 2023 Conference is aims to bring together the academicians and industry players in the area of tourism, hospitality, retailing and marketing throughout the region and across the globe. The theme of the conference is:

"Industry-Academia Linkages for Business Sustainability"

The International Conference on Marketing and Retailing (INCOMaR) will retain its excellence in providing a platform for global participants to share their research findings, ideas and experiences with academics, scholars, researchers and industry players from different parts of the world through its Ninth event (9th INCOMaR 2023). Today, organisations are embracing the predisposition of incorporating sustainability into their overall strategic approach, realising that doing good may help them succeed and accomplish the reputation that is highly regarded among various stakeholders.

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TABLE OF CONTENTS

COMMITTEES.....	IV
TABLE OF CONTENTS	V
THEME: TRANSPORT AND TECHNOLOGY	1
EXPLORATORY STUDY ON TRANSPORTATION PRACTICES AMONG INDIGENOUS ENTREPRENEURS	2
THEME: SOCIAL MEDIA BUSINESS AND MARKETING.....	3
MAKING MICRO BUSINESS VISIBLE: UNLOCKING THE POTENTIAL THROUGH SOCIAL MEDIA.....	4
EFFECTIVENESS OF TIKTOK AS AN ADVERTISING MEDIUM AMONG ONLINE SELLERS.....	5
INTEGRATION OF SOCIAL MEDIA MARKETING IN TAM MODEL IN SME LANDSCAPE.....	6
THE ANTECEDENTS OF ADVERTISING AND CONTEXT AWARENESS VALUES IN SOCIAL MEDIA ADVERTISING: A CONCEPTUAL MODEL OF GREEN PURCHASE INTENTION	7
BRAND AVOIDANCE BEHAVIOUR IN PAKISTAN’S AUTOMOBILE INDUSTRY.....	8
HOW FACEBOOK COMMUNICATION STRATEGIES FACILITATE <i>UKAY-UKAY</i> LIVE SELLING AND BUYING	9
DOES SOCIAL MEDIA INFLUENCER MARKETING CREDIBILITY AFFECT ATTITUDES AND SOCIAL MEDIA ENGAGEMENT BEHAVIOUR? – EMPIRICAL EVIDENCE	10
THEME: RETAIL MERCHANDISING.....	11
THE ROLE OF POSITIVE EMOTIONS TOWARDS IMPULSE BUYING: A STUDY ON RETAIL STORE..	12
THEME: ORGANISATIONAL DEVELOPMENT AND TECHNOLOGY.....	13
THE IMPACT OF KNOWLEDGE-SHARING ATTITUDE ON EMPLOYEE JOB PERFORMANCE: A CASE STUDY IN THE PRIVATE SECTOR	14
THE OUTMOST AFFECT FACTOR TO THE JOB PERFORMANCE DURING COVID19	15
THE ROLE OF FAMILY ECONOMICS ON HIGHER EDUCATION CHOICES OF THE STUDENTS IN QATAR	16
INFLUENCE OF ORGANISATIONAL RELATIONSHIP NORMS ON LECTURER’S PERCEIVED PERFORMANCE.....	17
THE ROLE MECHANISM OF INNOVATION AND DIGITALIZATION TO CREATE COMPETITIVE ADVANTAGE OF MSMES IN INDONESIA	18
BETWEEN EMOTIONAL INTELLIGENCE AND WORK-LIFE BALANCE: IS SELF-EFFICACY BEING THE THIRD PERSON?	19

THE INFLUENCE OF REMUNERATION AND MOTIVATION TOWARDS EMPLOYEE PERFORMANCE DURING COVID19.....	20
THEME: OFFICE SYSTEMS AND MANAGEMENT.....	21
FACTORS INFLUENCING JOB DISSATISFACTION AND TURNOVER INTENTION AMONG CONTACT CENTRE AGENTS	22
THE PRACTICES OF SOCIAL FACTORS IN PROMOTING KNOWLEDGE SHARING AMONG DIGITAL WORKERS.....	23
THEME: MARKETING COMMUNICATION	24
DETERMINING CONSUMER SATISFACTION THROUGH WORD OF MOUTH: A FNB CASE.....	25
MARKETING THIRD SECTOR SERVICES WITH TRANSPARENT REPORTING: THE CASE OF MUSLIM FAITH-BASED ORGANISATIONS	26
THEME: IR 4.0	27
CONSIDERING THE SIGNIFICANCE OF DIGITAL COMPETENCES ON SOCIAL SCIENCES GRADUATES' EMPLOYABILITY: VIEWS FROM YOUNG PROFESSIONALS ON BOARD.	28
THEME: INNOVATION	29
THE COMPARISON STUDY AT SELECTED TWO GLCS IN MALAYSIA ON EMPLOYEE MINDSET AND EMPLOYEE INNOVATIVENESS (IDEA REALISATION)	30
THEME: INFORMATION SYSTEMS AND TECHNOLOGY.....	31
THE RELATIONSHIP BETWEEN REMOTE MEETING PLATFORM QUALITY DIMENSIONS AND EMPLOYEE ENGAGEMENT	32
THEME: HUMAN RESOURCE INFORMATION SYSTEM.....	33
ORGANISATIONAL CHANGE FACTORS ON EMPLOYEE JOB PERFORMANCE IN MALAYSIAN BANKING SECTOR.....	34
EMPLOYABILITY OF NATIONAL AGRICULTURAL SKILLS TRAINING PROGRAM GRADUATES.....	35
THE EFFECT OF AFFECTIVE COMMITMENT BASED ON ISLAMIC WORK ETHICS AND SPIRITUAL QUOTIENT TO ORGANIZATIONAL CITIZENSHIP BEHAVIOR	36
THEME: HOSPITALITY AND TOURISM BUSINESS.....	37
THE FACTORS INFLUENCING A CUSTOMER'S PURCHASE INTENTION ON ONLINE SHOPPING WEBSITE	38
COVID-19 AND TRAVEL DECISION: A QUALITATIVE STUDY ON MALAYSIAN MILLENIALS.....	39
GTF 2022: THE PROMOTION OF ARTS AND MULTICULTURAL HERITAGE IN UNESCO GEORGE TOWN, PENANG, MALAYSIA.....	40

HERITAGE CELEBRATIONS 2022: INTANGIBLE CULTURAL HERITAGE PROMOTIONS VIS-À-VIS COMMUNITY IN UNESCO PENANG	41
THE IMPLEMENTATION OF LOCAL WISDOM ON WASTE MANAGEMENT SYSTEM IN PENGLIPURAN TOURISM VILLAGE BALI, INDONESIA	42
POST-PANDEMIC IMPACT ON TRAVEL TOURIST BEHAVIOUR: A CONTENT ANALYSIS RESEARCH	43
DEVELOP KARTINI BEACH TOURISTS LOYALTY: A VISITOR COMPLAINT HANDLING AND MODELS	44
QUALITATIVE RESEARCH METHODOLOGY.....	45
THE COVID-19 PANDEMIC EFFECT ON RISK AND RETURN OF MALAYSIAN TOURISM INDUSTRY	46
FACTORS INFLUENCING THE GENZER’S BEHAVIOR TOWARDS DESTINATION EXPERIENCE CHOICE	47
MODELLING THE INTERPLAY OF ACADEMIC PROCRASTINATION AND TECHNOSTRESS TOWARDS TOURISM AND HOSPITALITY STUDENTS’ ENGAGEMENT: MEDIATING ROLE OF TECHNOLOGICAL, PEDAGOGICAL AND CONTENT KNOWLEDGE (TPACK).....	48
THE EFFECTS OF VIRTUAL TOUR GUIDES ON TOURISTS’ SATISFACTION: MEDIATING ROLE OF SENSE OF PRESENCE	49
EXPLORING THE EFFECTS OF AIRLINE CHATBOTS AS A COMMUNICATION TOOL TOWARD CONSUMER SATISFACTION ON PRE-FLIGHT ASSISTANCE SERVICES	50
THEME: HALAL MARKETING/RETAILING/ LOGISTICS	51
SYSTEMATIC REVIEW OF THE RESOURCES AND CAPABILITIES IN LOGISTICS TOWARD COMPETITIVE ADVANTAGE OF MALAYSIAN RETAILERS.....	52
THEME: HALAL BUSINESS AND MARKETING.....	53
THE PITFALLS OF RELIGIOSITY MEASUREMENTS: THE NEED FOR AN IMPROVED MEASUREMENT IN MUSLIM CONSUMER RESEARCH.....	54
THEME: GLOBAL SUPPLY CHAIN AND TECHNOLOGY	55
FOOD INSECURITY: EXPLORING THE CHALLENGES FACES BY YOUTH AGROPRENEUR	56
AN ANALYSIS OF SUPPLY CHAIN MANAGEMENT PRACTICES IN THE AUTOMOTIVE INDUSTRY IN INDIA.....	57
THE SUPPLY CHAIN PRACTICES IN A CONSUMER STAPLE FOOD FIRM.....	58
SUPPLY CHAIN RISKS, GREEN SUPPLY CHAIN MANAGEMENT PRACTICES, AND ORGANISATIONAL PERFORMANCE: A RESEARCH DIRECTION	59

TOP CHALLENGES IN WAREHOUSE MANAGEMENT: A SUPPLY CHAIN PERSPECTIVE.....	60
QUALITY AUDITING IN A LOGISTICS SERVICE PROVIDER.....	61
THE RELATIONSHIP BETWEEN PURCHASING STRATEGIES AND MANUFACTURING PERFORMANCE IN MALAYSIA.....	62
THEME: FINANCIAL TECHNOLOGY	63
A COMPARATIVE ANALYSIS ON BITCOIN, ETHEREUM AND RIPPLE.....	64
MODERATING EFFECT OF INFLATION RATE TOWARDS THE RELATIONSHIP BETWEEN DETERMINANTS OF DIVIDENDS AND DIVIDEND PAY-OUT: A STUDY OF PUBLIC LISTED COMPANIES IN MALAYSIA.....	65
SELF-EFFICACY, RELIGIOSITY, FINANCIAL BEHAVIOR, AND FINANCIAL WELL-BEING	66
WORKING CAPITAL MANAGEMENT AND FIRMPERFORMANCE: EVIDENCE FROM MALAYSIA DURING COVID-19	67
THEME: EVENT MANAGEMENT AND TECHNOLOGY.....	68
EXPERIENCING VIRTUAL EVENTS: A CASE OF COVID-19	69
THEME: E-SERVICE QUALITY	70
THE IMPACT OF E-SERVICE QUALITY ON E-LOYALTY:	72
IN THE CASE OF ONLINE SHOPPING MOBILE APPLICATIONS IN MALAYSIA.....	72
EXPLORING E-CUSTOMER SATISFACTION USING E-SERVQUAL AMONG SHOPPER AT BANDAR UTAMA CITY CENTRE	73
THEME: E-LEARNING.....	74
EXPLORING USER EXPERIENCE (UX) AND EMOTION (EX) DURING OPEN DISTANCE LEARNING (ODL) AMONG UNIVERSITY STUDENTS.....	75
THEME: E-GOVERNMENT.....	76
AN EVALUATION OF ELECTRONIC DOCUMENT MANAGEMENT SYSTEM (EDMS) FUNCTIONALITIES AND EFFECTIVENESS IN MALAYSIA.....	77
ELECTRONIC DOCUMENT MANAGEMENT SYSTEM IN ELECTRONIC GOVERNMENT ENVIRONMENT	78
THEME: E-COMMERCE.....	79
FACTORS AFFECTING CONSUMERS' ONLINE PURCHASE INTENTION DURING COVID-19 IN MALAYSIA LOOKING INTO THE ROLE OF GENERATIONAL DIFFERENCES.....	80
THE EFFECT OF E-SERVICE QUALITY, ONLINE CUSTOMER ENGAGEMENT AND EASE OF PAYMENT ON PURCHASE DECISION WITH PURCHASE INTENTION AS MEDIATING VARIABLE ...	81

THROUGH THE EYES OF DIGINATIVES: A PHENOMELOGICAL STUDY ON THE EXPERIENCES OF GEN Z CONSUMERS ON ELECTRONIC COMMERCE.....	82
THEME: DIGITAL MARKETING	83
INFLUENCER MARKETING STRATEGY AND SUSTAINABILITY OF MILLENNIAL ENTREPRENEURSHIP	84
THE IMPACT OF COVID-19 PANDEMIC ON SINGLE MOTHER ENTREPRENEURS' BUSINESS IN KLANG VALLEY: DOES DIGITAL MARKETING MATTERS?	85
EFFECTS OF ELECTRONIC WORD-OF-MOUTH MARKETING TO CONSUMERS' BUYING DECISION	86
THEME: DIGITAL EDUCATION.....	87
CONTRIBUTING FACTORS OF MENTAL HEALTH PROBLEM AMONG UNIVERSITY STUDENTS DURING ONLINE LEARNING	88
STUDENT LEADERS' PERSPECTIVES OF ONLINE CO-CURRICULAR ACTIVITIES IN MALAYSIAN LOCAL UNIVERSITY.....	89
MENTAL AND EMOTIONAL EXHAUSTION AMONG ACADEMICS DURING ONLINE DISTANCE LEARNING	90
STUDENTS' PERCEIVED EFFECTIVENESS OF COURSERA IN A PHILIPPINE PRIVATE HIGHER EDUCATION INSTITUTION: A STRUCTURAL EQUATION MODEL (SEM) APPROACH.....	91
THEME: DATA ANALYTICS	92
UNIVERSITY-INDUSTRY LINKAGES AMONG MANAGEMENT STUDENTS: A SOURCE-APPLICATION APPROACH.....	93
THEME: CUSTOMER'S INSIGHTS.....	94
EMOTIONAL INTELLIGENCE AND ENTREPRENEURIAL ORIENTATION ON ENTREPRENEURIAL INCLINATION: A CASE OF SECONDARY SCHOOL STUDENTS.....	95
ROLE OF WOMEN IN PURCHASE BEHAVIOR OF INDIAN FAMILIES TO ACHIEVE GREEN BEHAVIOR	96
ATTITUDE ON CUSTOMER PURCHASE INTENTION TOWARDS ADULTERANT COSMETIC PRODUCTS IN MALAYSIA.....	97
EMPOWERING RESPONSIBLE CONSUMERS THROUGH TA'AWUN (MUTUAL COOPERATION) FOR SUSTAINABILITY	98
YOUTH CONSUMER INSIGHT ON NEW HEALTH LITERACY FACTORS FOR COMMUNITY WELLBEING IN THE ENDEMIC ERA	99

STARBUCKS GREEN ADVERTISEMENT: A STUDY ON ITS EFFECTS ON THE BUYING DECISION OF CUSTOMERS.....	100
THEME: CUSTOMER RETENTION AND LOYALTY	101
ELECTRONIC WORD OF MOUTH AND ITS IMPACT ON TOURISTS' TOTAL GUEST EXPERIENCE AT ISLAND BEACH RESORTS IN MALAYSIA.....	102
INVESTIGATION OF CUSTOMER SATISFACTION TOWARDS ONLINE FOOD DELIVERY SERVICE SYSTEMS IN MALAYSIA.....	103
RELIGIOSITY TOWARDS AR-RAHNU CUSTOMER RETENTION: THE MODERATING ROLE OF AWARENESS.....	104
HEALTHCARE SERVICE DELIVERIES AND THE ENVIRONMENTS: UNDERSTANDING THE MUSLIM PATIENTS AND THEIR CAREGIVERS NEEDS	105
THEME: CROSS CULTURE STUDY	106
COPING ABILITY INFLUENCING FACTORS FOR WORKING WOMEN QUALITY LIFE BALANCE	107
THEME: CONSUMER BEHAVIOUR AND TECHNOLOGY.....	108
HOUSEHOLDS WEEE BEHAVIOUR: A SYMBIOSIS PERSPECTIVE.....	109
FINANCIAL RISK TOLERANCE DURING POST-PANDEMIC: A CASE STUDY AMONG URBAN OLDER MALAYSIANS.....	110
HOW FLOW EXPERIENCE AND ADVERTISING VALUE INFLUENCE PURCHASE INTENTION TOWARDS THE MOBILE ADVERTISEMENT?.....	111
INTENTION TO USE E-WALLETS APPLICATIONS AS A PAYMENT METHOD AMONG UNIVERSITY STUDENTS USING THE TECHNOLOGY ACCEPTANCE MODEL (TAM).....	112
THE INFLUENCE OF E-CUSTOMER SERVICE QUALITY ON MALAYSIAN TELECOMMUNICATION BRAND EVANGELISM	113
FACTORS INFLUENCING THE COMMUNITY GARDEN LEADERS' INTENTIONS TO SUSTAIN COMMUNITY GARDENS IN MALAYSIA.....	114
CONSUMERS' POST-PANDEMIC ONLINE SHOPPING INTENTION	115
PURCHASING DECISIONS ON LAPTOP PRODUCTS: A CASE STUDY IN INDONESIA.....	116
AN INTEGRATED FRAMEWORK FOR BRAND RESONANCE USING THE CONSUMER INVOLVEMENT THEORY APPROACH.....	117
BRAND EXPERIENCE, FOMO PHENOMENON AND ITS EFFECT ON BRAND LOYALTY (CASE STUDY OF SMARTPHONE USE OF FE UNNES MANAGEMENT STUDENT)	118
ONLINE SHOPPING ADDICTION AMONGST NURSES IN PRIVATE HOSPITAL.....	119

THE CONSPICUOUS CONSUMPTION BEHAVIOR AMONG MILLENNIALS GENERATION	120
FACTORS AFFECTING WORK LIFE BALANCE AMONG ADMINISTRATOR IN A PUBLIC UNIVERSITY DURING COVID-19	122
SUSTAINABLE BUSINESS PRACTICES AMONG INDIGENOUS COMMUNITY IN ROYAL BELUM...	124
KNOWLEDGE MANAGEMENT CAPABILITY, INNOVATION AMBIDEXTERITY AND ORGANIZATIONAL PERFORMANCE IN EMERGING MARKET	126
ORGANIZATIONAL RESILIENCE, BALANCED SCORECARD, PERFORMANCE EXCELLENCE: MODEL FOR ORGANIZATIONAL SUSTAINABILITY	127
SPORTS COACHING BUSINESS INDUSTRY IN MALAYSIA – GOCOACH.....	128
THEME: BUSINESS ECONOMY AND TECHNOLOGY SUSTAINABILITY	129
THE CORPORATE TAX PLANNING IN TRADING AND SERVICES INDUSTRY AMONG PUBLIC LISTED COMPANIES IN MALAYSIA.....	130
IDENTIFYING CHALLENGES AND POTENTIAL SOLUTIONS FOR FISHERPRENEURS	131
THE WAY FORWARD TO SUCCESSFUL ENTREPRENEURIAL ACTIVITIES FOR BUSINESS SUSTAINABILITY: A REVIEW PAPER.....	132
ENVIRONMENT SOCIAL GOVERNANCE INVESTING AND FIRM PERFORMANCE IN TELECOMMUNICATION INDUSTRY	133
THE EFFECT OF CAPITAL STRUCTURE ON THE FINANCIAL PERFORMANCE OF HEALTHCARE FIRMS.....	134
A DUAL CASE STUDY APPROACH TO EXAMINING THE ROLE OF LEADERSHIP IN COMMUNITY-BASED ENTREPRENEURSHIP.....	135
ANTECEDENTS OF THE BEHAVIOURAL DETERMINANTS OF THE INTENTION TO PARTICIPATE IN COMMUNITY URBAN FARMING	136
SUSTAINABILITY INTEGRATION EFFECTIVENESS: THE INFLUENCE OF LEARNING AND GEO-SOCIAL DEVELOPMENT WITHIN UNIVERSITIES CURRICULAR.....	137
THE DETERMINANTS OF EATING ATTITUDES AMONG ADULT INDIVIDUALS.....	138
NEXUS BETWEEN GREEN INTELLECTUAL CAPITAL AND SUSTAINABLE PERFORMANCE: EVIDENCE FROM MALAYSIA'S PUBLIC SECTOR.....	139
BUSINESS SUSTAINABILITY INITIATIVES: EVIDENCE FROM A COMPARATIVE STUDY OF ENVIRONMENTAL, SOCIAL AND GOVERNANCE (ESG) PILLARS BETWEEN MALAYSIA AND UNITED KINGDOM	140

PERFORMANCE GROWTH OF BALINESE ETHNIC CLOTHING SMALL AND MEDIUM ENTERPRISES IN BALI PROVINCE INDONESIA	141
INTERNET OF THINGS: TECHNOLOGICAL FEATURES OF WAREHOUSE OPERATIONS IN THIRD- PARTY LOGISTICS SERVICES IN TAMILNADU	142
THE DETERMINANTS OF EATING ATTITUDES AMONG ADULT INDIVIDUALS.....	143
THE KEY SUCCESS FACTORS IN EMPOWERING ZAKAT MICROENTREPRENEURS TOWARDS FINANCIAL SUSTAINABILITY	144
THE AWARENESS AND APPLICATION OF THE UNITED NATIONS' SUSTAINABLE DEVELOPMENT GOALS AMONG LOCAL SMES IN MUAR DISTRICT, JOHOR	145
ACCOUNTING INFORMATION SYSTEMS AND SUSTAINABLE PERFORMANCE: THE MODERATING EFFECT OF ORGANIZATIONAL CULTURE.....	146
TRANSFORMATIVE IMPACTS OF GREEN FINANCE ON CO2 EMISSIONS AND BANK STABILITY .	147
THEME: ARTIFICIAL INTELLIGENCE	148
DETERMINANTS OF USER SATISFACTION OF USING.....	149
E-COMMERCE CHATBOT: AN EXPLORATORY STUDY ON MILLENNIALS (GEN Y) IN MALAYSIA .	149
THE ASSOCIATION BETWEEN INTERNAL AND EXTERNAL FACTORS WITH YOUTH' CONSUMPTION LEVEL OF ROASTED CHICKEN PRODUCTS AND QUALITY OF LIFE IN KUALA LUMPUR	150

Theme: Transport and Technology

EXPLORATORY STUDY ON TRANSPORTATION PRACTICES AMONG INDIGENOUS ENTREPRENEURS

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Abstract

Transportation practices in rural areas that cover indigenous entrepreneurs as the next frontier for conscious travel and for good reason with a shortage of public transport and facilities availability in the surrounding business areas. Many indigenous entrepreneurs opt to ride motorcycles and walk to run with their business activities. The future growth of indigenous entrepreneurship in the country is reliant on the implementation of transportation practices among them. These practices will ensure their business success and transport availability in rural areas. The challenge is that there are no dedicated solutions for this. Thus, this study explores the transportation practices among indigenous entrepreneurs due to the transportation industry becoming more complex as the number of vehicles and miles driven on the roads increases. Meanwhile, in rural areas especially, people have limited transportation options. A qualitative study based on interview interactions was administered to several indigenous entrepreneurs. The interview assessed the sociodemographic factors and transportation practices drawn from tools used in existing studies. Findings of this paper addressed challenges and limitations that indigenous entrepreneurs faced and hope to provide indigenous entrepreneurs with better access to markets, finance, and technology which will lead to greater economic development and progress in the country.

Keywords: Transportation Practices, Indigenous Entrepreneurs, Business Success, Business Challenges, Business Limitations, Economic Development

Theme: Social Media Business and Marketing

MAKING MICRO BUSINESS VISIBLE: UNLOCKING THE POTENTIAL THROUGH SOCIAL MEDIA

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Abstract

In recent years social media has seen to making its mark to be one of a platform for all businesses to reach their customers. Its influence shaping the business, culture, education, politics, career establishments, communication and many more has impact on many types of businesses regardless of its size. Micro business plays a significant role in further supporting the country's development of economy and sustainability. In order to keep up with the growth of consumer preferences, it is vital that micro business to tap in social media marketing and delve deeper using the various type of social media. It would help put forward the brand, create awareness, maintain customer relationship and accumulate new customer. In turn, it will increase income, improve brand and expand market share. For the reason highlighted, this paper aims to review the various potential of social media have for micro business. This research is based on the study of various publication regarding social media potential or effect towards business. The study is limited to only articles published for the past five years on the selected topic. The findings revealed that they are various potential that social media has to offer for micro business that would enhance business performance.

Keywords: Micro business, business performance, social media, marketing, advertisement

EFFECTIVENESS OF TIKTOK AS AN ADVERTISING MEDIUM AMONG ONLINE SELLERS

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Abstract

COVID-19 pandemic obstructed the operations of the business however has created an opportunity to delve into digital employment and businesses to meet consumers' demand despite restrictions implemented. Aligned with the United Nations Sustainable Development Goals on Decent Work and Economic Growth, the study aimed to describe the effectiveness of utilization of social media in doing micro-businesses. 156 respondents answered a 20-item Likert survey adapted from Aderemi (2015). Results show that 63.5% of the respondents agreed to have a great experience advertising their products on the TikTok application. Furthermore, there is no significant difference between the customer relationship management, customers, enhancing brand reputation, building brand attributes, announcing new products and their demographic profile, Sex, Age, Educational Background, Length of Time as an Online Seller, Hours Spent Online Selling, and Employment Status. The platform paved its way in different sectors and catered to different audiences, building a relationship with the customers thus allowing an easier spread of products and having a more suitable sellerconsumers environment. It is therefore recommended to strengthen customer connections and communication, a business owner must learn the likes, dislikes, and feedback of their customers and utilize the app as much as possible to be more interactive.

Keywords: COVID-19, E-commerce, TikTok Advertising, Online Sellers Social Media Marketing

INTEGRATION OF SOCIAL MEDIA MARKETING IN TAM MODEL IN SME LANDSCAPE

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Abstract

Small and medium-sized businesses (SMEs) must adapt their business sustainability in light of the current circumstances if they hope to survive the epidemic. Building businesses that expose consumers to a new path for opportunity and growth is made possible by expanding the usage of technology. Similarly, online social media marketing (SMM) has become increasingly important in the present business niche. However, SMM is still under utilised by SMEs. SMM boosts revenue and competition advantage. SMM is a potent tool that business management may use to aid in marketing and sales to draw people to make online purchases. To analyse the SMM impacting customers purchase online, therefore, this study is to suggest a new model by extending SMM into the Technology Acceptance Model (TAM). These social and technological plays a crucial role in advancing to start up the economic recovery as we shift to endemic phase. The current study uses non-probability (convenience sampling) by using questionnaire survey to gain Malaysian online consumers respondent. The Partial Least Square Structural Equation Modelling (PLS-SEM) technique was used for this study. As a result, a total of 392 respondents' useable questionnaires collected. The finding of the study revealed that all relationships are significant influence purchase intention on social commerce websites. Besides, TAM was discovered as a partial mediation between the relationships. The study emphasis the role SMM to provide guidance toward measuring the effectiveness of marketing technology. The integration constructs may good and serve as new beginner research to comprehend the SMEs landscape better.

Keywords: Social Media Marketing, TAM, Trust, Purchase Intention

THE ANTECEDENTS OF ADVERTISING AND CONTEXT AWARENESS VALUES IN SOCIAL MEDIA ADVERTISING: A CONCEPTUAL MODEL OF GREEN PURCHASE INTENTION

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Abstract

This study proposed a comprehensive conceptual framework of green purchase intention from the context of social media advertising. Based on Ducoffe's advertising value model and the importance of context awareness value, this study identifies the antecedents of advertising value and context awareness value that influence attitude towards social media advertisement and green purchase intention. This study adds to the extant literature by incorporating context awareness value in promoting a favourable attitude towards advertisement that subsequently leads to green purchase intention. Understanding the interplay of factors promoting advertising and context awareness values and the impact of both values on attitude towards advertisement and green purchase intention will provide greater insights about green advertising on social media. The quantitative research methodology will be used in this study. The respondents' data will be collected by distributing self-administered questionnaires to them via convenience sampling.

Keywords: Advertising value, Context awareness value, Ducoffe's advertising value model, Green purchase intention, Social media advertising

BRAND AVOIDANCE BEHAVIOUR IN PAKISTAN'S AUTOMOBILE INDUSTRY

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Abstract

De Munck, (2019) has posited that automobile industry can be considered as one of the most influencing industry at the present era, as it generates opportunities for businesses to advance their work processes with the help of digital technology. In Pakistan, the automobile industry has faced several challenges due to drastic change in customers' preference and technological innovations. The purchase of imported cars instead of locally manufactured cars is the major reason for change in the consumers' purchase behaviour. Therefore, the main reason behind brand avoidance behaviour of the consumers is that the customers feel more satisfaction from imported cars while driving as compared to locally manufactured cars. The main aim of the research is to examine the impact of brand avoidance behaviour on Pakistan's automobile industry. This research was designed by using quantitative methods in which the data is collected in quantifiable manner to analyse the brand avoidance behaviour among the customers of Pakistani automobile industry. The sample consists of 800 passenger car users in Islamabad. A questionnaire was developed through a series of steps consisting of measurement scales for each item measuring seven key constructs. For the purpose of data analysis, statistical tools (SPSS analysis) and partial least squares structural equation modelling were used. The data was run through using the software and the results attained allowed to decide about whether the hypotheses were accepted or rejected. Structural equation modelling is used in this research to study the impact of the variables included in the model. The results obtained were; there is a positive influence of consumer's perceived animosity over brand avoidance behaviour in the automobile sector of Pakistan; there is a positive influence of consumer's perceived risk over brand avoidance behaviour in automobile sector of Pakistan and there is a positive influence of organisational disidentification over brand avoidance behaviour in the automobile sector of Pakistan. Social networks are playing a vital role in maintaining brands' perceived value among consumers. A large number of consumers are now influenced by effective branding strategies and tactics that utilize consumer buying behaviour. Nowadays, brand avoidance is the concern for brands, as this could lead to a decrease in sales and brand value among competitors.

Keywords: Anti-consumption, brand avoidance, organizational disidentification, brand recovery on social networks, brand forgiveness.

HOW FACEBOOK COMMUNICATION STRATEGIES FACILITATE *UKAY-UKAY* LIVE SELLING AND BUYING

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Abstract

Facebook, in 2016, rolled out Facebook Live which allows live broadcast. This became a powerful platform for small online sellers to broadcast and sell their products. One of the most popular trends is the live stream selling of *ukay-ukay* (second hand) items. One of the Philippines' profitable micro-businesses is the buying and selling of secondhand apparels and clothes which Filipinos enjoy due primarily to affordability. One of the aims of this study is to examine the communication strategies of *ukay-ukay* sellers and its effect on the consumption of buyers. This study utilized the Social Marketing Theory and is phenomenological in nature. The researchers conducted in-depth online interviews with ten participants (five sellers and five buyers). This study reveals that online selling communication strategies can take many forms—from verbal to non-verbal. Gimmicks are important to keep the audience and sellers entertained and to make them stay. It appears that securing a sale is less likely if the sellers are dull to watch. With the presence of joy miners (buyers who show interest but will not eventually buy), engaging in private chats in securing the sale and observing transparency and honesty are important as buyers and sellers communicate.

Keywords: Facebook, live selling, online buying, communication strategies, *ukay-ukay*

DOES SOCIAL MEDIA INFLUENCER MARKETING CREDIBILITY AFFECT ATTITUDES AND SOCIAL MEDIA ENGAGEMENT BEHAVIOUR? – EMPIRICAL EVIDENCE

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Abstract

Influencer marketing through social media platforms recently sparked vast interest between researchers and industry players to enhance their marketing strategy. In addition, advertising through social media influencers has become a trend in Malaysian social media product and service marketing. Previous conventional studies concentrating on celebrities as product endorsers have now switched to social media influencers for better benefits such as cost advantage and deeper reach in the community. Despite various social media studies, only a few highlighted influencer marketing credibility. Furthermore, the perceived credibility of social media influencers is still yet to be defined as the extension of the celebrity endorser credibility study. Hence, this paper examines social media influencer marketing credibility's effect on consumer attitudes and engagement behaviour. The study was conducted on Malaysian millennials residing in Klang Valley to obtain their opinion on a social media video related to a national car, Proton X70. The study reveals that all credibility dimensions have a positive effect on attitudes towards influencer (ATI) and video content (ATV), but only brand credibility (BC) has a positive effect on attitudes towards the X70 brand model (ATB). However, all credibility dimensions indirectly affect ATB via ATV. All attitude dimensions also positively affect social media engagement intentional behaviour (SCB). The result of the study is predicted to expand the scope of social media influencer marketing credibility, consumer attitudes, and social media engagement intentional behaviour. The study is also expected to benefit future automotive advertising strategies concerning social media influencers.

Keywords: Automotive Marketing, Consumer Attitude, Social Media Influencer, Social Media Engagement

Theme: Retail Merchandising

THE ROLE OF POSITIVE EMOTIONS TOWARDS IMPULSE BUYING: A STUDY ON RETAIL STORE

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Abstract

The development of science and technology both in the domestic and non-domestic arenas has caused various kinds of changes, one of which is the retail industry. The purpose of this study was to determine the effect of store atmosphere, price bundling strategy, and visual merchandising on impulse buying with positive emotions as an intervening variable. The population in this study are consumers who shop more than once at Giant Ekspres Tlogosari Semarang. The sampling technique used incidental sampling with a total sample of 116 respondents. Methods of data collection using the questionnaire method. In this study using data analysis method, namely path analysis with SPSS for Windows version 21. The results of the study show that store atmosphere has a positive effect on impulse buying, price bundling strategy has no effect on impulse buying, visual merchandising has a positive effect on impulse buying, positive emotions have a positive effect on impulse buying, and positive emotions can act as intervening variables. Where are the store atmosphere variables, price bundling strategy, and visual merchandising that influence impulse buying through positive emotions.

Keywords: Impulse Buying; Positive Emotions; Store Atmosphere; Visual Merchandising

Theme:
**Organisational
Development and
Technology**

THE IMPACT OF KNOWLEDGE-SHARING ATTITUDE ON EMPLOYEE JOB PERFORMANCE: A CASE STUDY IN THE PRIVATE SECTOR

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Abstract

Communication and technology have changed frequently throughout this era, either in terms of the meaning or reason for which it has been used. Nowadays, an organization uses social media as a communication tool among coworkers, which can lead to a variety of issues give an impact job performance and organization. Therefore, this study has been conducted to examine the association between knowledge sharing, communication, and decision-making with employee job performance. The correlational study has been used as the research design for this study. A total of 121 data has been collected from this study. The findings imply that the sharing of information, clear communication, and well-reasoned decisions are the three factors that are believed to have a beneficial effect on increasing overall work performance. The perceptions of dependability among persons participating in information sharing have also favorably benefited both the individual knowledge sharing and the work performance of those individuals. Moreover, an individual's effectiveness at work may be contingent on their ability to efficiently information sharing, communication, and decision-making. Thus, mart organizations will use knowledge exchange, communication, and decision-making to increase their chances of success and gain a competitive advantage.

Keywords: Knowledge Sharing, Competencies, Job Satisfaction, Communication, Employee Involvement in Decision Making.

THE OUTMOST AFFECT FACTOR TO THE JOB PERFORMANCE DURING COVID19

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Abstract

Most of the employees had been suffering on the health status in work during the movement control order. The government advice some of the company to develop work from home which this could cut the expenses of the company as well as the business operation from the company can be done like those normal days during the pandemic. The university staffs were required to work from home due to the online learning that had been held during the pandemic. A change in working environment required new adaption, thus will jeopardize the outcome at the end of day. The employee health was not been taken well care during the work from home period due to the change in ergonomics structure, stress on the workload and distraction and poor time management by the employees at home which causes them to have bad job performance. This study aims to investigate the most factor that affect the job performance during Covind19. Data was collected among the staffs in one of the public university located in the north of Malaysia that practice work from home by using the questionnaire method. The findings argued on most affected factor towards job performance. The overcome had imply the need of every organization to create awareness in protecting the employee health and well-being at work during the pandemic as it had given influence towards the job performance.

Keywords: - Covid 19 job performance, Covid 19 health, Covid 19 job factors.

THE ROLE OF FAMILY ECONOMICS ON HIGHER EDUCATION CHOICES OF THE STUDENTS IN QATAR

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Abstract

In 21st century, with rapid globalization and advancing technologies, a high school certificate can no longer be sufficient to find a decent placement and to maintain a fair standard of living for life. Almost all jobs in a corporate set up requires post-secondary credentials; a university degree or at least a diploma is a must token to enter a stable job. There is enough research and evidence in most of countries across the globe, regarding the variables affecting students' choices of higher education is well established. Despite, there are yet shortage of research and evidences in Arab world regarding students' educational choices. This paper aims to identify the important factors that determine students' university choices in the context of an Arab country, Qatar. The research findings shall be supportive to policy makers and higher education institutions in Qatar and the broader region to understand the gaps and focus on developing new strategies to increase the choices and opportunities for high school graduates of Qatar, to continue their university education in same region. Preliminary research data shall be obtained through focus group meetings with educators and parents followed by a survey with high school students to identify the variables that influence the decision and the dynamics amongst the variables that gains control over each other.

Keywords: Higher education, Education in Qatar, Family Economics, Financial aid and scholarship, tertiary education

INFLUENCE OF ORGANISATIONAL RELATIONSHIP NORMS ON LECTURER'S PERCEIVED PERFORMANCE

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Abstract

In a high stress working environment, management needs to enhance their interaction with employees in ways that boost job satisfaction and performance. In this paper, we hope to address these issues by collecting responses from lecturers teaching at UiTM Terengganu (UiTMCT) and Universitas Sumatera Utara (USU), Medan, Indonesia using a survey method. The aim of this paper was to evaluate the relationship between three elements of organizational Relationship Norms with the lecturer's perceived performance of both universities. The dimensions of Organisational Relational Norms chosen for this paper includes Participation, Solidarity and Flexibility Norms. Results of Inferential analysis revealed that only Participation norms and Flexibility norms have a low level of influence on the lecturer's performance. Participation exerts a stronger influence on lecturer's perceived performance. This result indicates that lecturers value an organisation culture that encourages teamwork and cooperation not only among academicians but also between all staff regardless of their position and level of education. Results from the analysis will help the management team of both universities to strategies activities and programs that will enhance and improve the relationship with their lecturers which in turn will elevate lecturer's performance.

Keywords: Organisational Relational Norms, Participation, Solidarity, Flexibility, Perceived Performance

THE ROLE MECHANISM OF INNOVATION AND DIGITALIZATION TO CREATE COMPETITIVE ADVANTAGE OF MSMES IN INDONESIA

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Abstract

This study aims to analyze business performance models through innovation and digitalization approaches. This research identifies how innovation and digitalization play a role in creating competitive advantages for MSMEs in Indonesia, especially in Semarang City, Central Java. This research method uses a quantitative approach involving 115 MSME respondents. The results of this study indicate that innovation and digitalization can create a competitive advantage and business performance for MSMEs in Semarang City. The research results also show that competitive advantage is also a mediator of the role of innovation and digitalization in the business performance of MSMEs. Thus, to create an increase in the business performance of MSMEs managers in Indonesia, it is necessary to pay attention to the ability of business innovation and digitalization. This means that the higher and better the innovation and digitization are owned by MSMEs, it will be able to create a highly competitive advantage, to be able to influence business performance.

Keywords: Innovation, Digitalization, Business Performance, Competitive Advantage, MSMEs

BETWEEN EMOTIONAL INTELLIGENCE AND WORK-LIFE BALANCE: IS SELF-EFFICACY BEING THE THIRD PERSON?

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Abstract

This research aims to examine the relationship between emotional intelligence and work-life balance mediated by self-efficacy between pre-pandemic and post-pandemic remote workers in Klang Valley, Malaysia. Nowadays, there are challenges of work-life balance faced by the employees in Klang Valley, Malaysia to balance their work and personal time especially during the COVID-19 period. Due to the possible challenges as well as conflict in balancing work and personal life, the study focused on emotional intelligence and work-life balance among remote employees. To fill in the gaps, the mediating effect of self-efficacy will be analysed to test this relationship. Primary data will be collected through purposive sampling by distributing self-administered questionnaires among 300 remote workers as respondents. The study has utilized conceptual paper using hypothesis-based approach. Thus, theories of emotional intelligence proposed by Goleman (1998) through Emotional Competence Framework will be derived as the conceptual framework and its relationship with work-life balance will be examined in this study. In addition, one mediated variable, which is self-efficacy, is also included in this study. The collected data will be tested using Statistical Package for the Social Sciences (SPSS) and Analysis of Moment Structures (AMOS).

Keywords: Work-life balance, emotional intelligence, self-efficacy, remote working

THE INFLUENCE OF REMUNERATION AND MOTIVATION TOWARDS EMPLOYEE PERFORMANCE DURING COVID19

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Abstract

Globalization and other environmental issues are causing problems for organizations. Due to its significance in achieving ideal goals, improving employee performance is the responsibility of any organization. An employee's reputation is improved by performing well on the job, which helps them advance in their professions. Without effective remuneration and motivation, it can affect employee performance in the organization. Other than that, the past researchers regarding this study also discussed. Descriptive analysis, normality analysis, reliability analysis, Pearson's correlation analysis and multiple regression analysis were being used in this study to measure the relationship between independent variables and dependent variables. The population and sample of employees in the selected organization in Perak. Total population of 250 respondents in the company, the sampling size was 148 respondents based on the Krejcie & Morgan table. This research used questionnaires as instruments for data collection and the received data will be managed using SPSS 20. The result found out that remuneration and work motivation have a significant and positive relationship towards employee performance and motivation was the most dominant influence on the performance of education employees during the Covid-19 pandemic.

Keyword: Employee Performance, Remuneration, Motivation, Covid-19 Pandemic

Theme: Office Systems and Management

FACTORS INFLUENCING JOB DISSATISFACTION AND TURNOVER INTENTION AMONG CONTACT CENTRE AGENTS

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Abstract

Call centres have a tremendous impact on the operation of various sorts of businesses, especially on call centre agents' capabilities in managing customer demand which can either detract from or increase client pleasure. Unfortunately, the demands of the call centre agent's job have made worker turnover the norm in the sector. Employee turnover is frequently associated with negative consequences and operational burdens for organizations, due mainly to the costs and processes required to facilitate or resolve the discrepancies that it can cause. The objective of this study is to identify the factors that influence job dissatisfaction among Contact Centre agents that can lead to turnover intentions. Hence, this study explored the three factors of employee turnover intentions as supervision, salary, and work conditions among Contact Centre agents in Malaysia. 155 useable questionnaires manage to be collected from the call centre agent in the Klang Valley using convenience sampling. The data were analyzed using Statistical Package Social Science (SPSS) version 26 and the result revealed there is a relationship between working conditions and turnover intention. This study will provide benefits to the organization to highlight the main issues and propose precautionary action to minimize the turnover intention among the contact centre agents.

Keywords: Job Dissatisfaction, Turnover Intention, Supervision, Salary, Work Conditions, Contact Centre

THE PRACTICES OF SOCIAL FACTORS IN PROMOTING KNOWLEDGE SHARING AMONG DIGITAL WORKERS

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Abstract

In most organizational practices, knowledge sharing is unenforceable in an organization. The knowledge, expertise, and abilities of skilled workers are valuable assets and can serve as a competitive advantage for the organization. Nevertheless, effective knowledge-sharing is hard to do when there is not enough social cohesion, people need to learn how to control power well, they are not emotionally invested, and the rewards need to be fair. As a result, employees are willing to serve their organization, but they are not willing to share their knowledge and expertise, and some of them prefer to share minimal knowledge or none at all. Sharing knowledge is related to employee relationships, engagement, and organizational members. The study aims to analyze the level to which practices of social cohesion, social power, affective commitment, and rewards used to manage how people share knowledge at work. A survey of people who work in the IT service industry was used to do the descriptive analysis. All factors, including social cohesion, social power, affective commitment, and rewards, were found to be highly practiced by the service industry in knowledge-sharing practices. The finding contributes to the body of knowledge and effective practices for managing knowledge sharing at the workplace.

Keywords: Knowledge Sharing, Social Power, Social Cohesion, Affective Commitment, Rewards

Theme: Marketing Communication

DETERMINING CONSUMER SATISFACTION THROUGH WORD OF MOUTH: A FNB CASE

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Abstract

This purpose of this study was to find out the influence of service quality and brand image on word of mouth through customer satisfaction at Wendy's Transmart. The population in this study were all consumers of Wendy's Transmar. The total of samples was 131 respondents with incidental sampling techniques through a likert scale questionnaire. The data collection method used a questionnaire. Data analysis used classical assumption test and hypothesis test (t-test and path analysis) with SPSS 21 statistical version. The result showed that service quality and brand image directly have a positive and significant effect on customer satisfaction, service quality, brand image and customer satisfaction have a positive and significant effect directly on word of mouth.

Keywords: Service Quality; Brand Image; Customer satisfaction; Word of mouth

MARKETING THIRD SECTOR SERVICES WITH TRANSPARENT REPORTING: THE CASE OF MUSLIM FAITH-BASED ORGANISATIONS

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Abstract

Muslim faith-based organisations, like any other organisation operating in the third sector, must compete for funding and financial support to carry out their social impact initiatives. Marketing themselves in a highly competitive third sector is necessary if these Muslim faith-based organisations are to remain visible to potential funders, and if they are to meet the expectations of stakeholders who demand transparency. Anchored to the premise that transparent reporting is an important part of any marketing initiative, this paper focuses on the capacity of Muslim faith-based organisations to plan for, measure, and report impact. We share the findings of a study which examined the web-disclosure practices of Muslim faith-based organisations in Malaysia by drawing on an existing framework for transparent reporting. The investigation paid particular attention to the reporting of social impact programmes which third sector organisations are tasked to manage. The findings revealed that the Muslim faith-based organisations were largely unsuccessful in leveraging on web-disclosure reporting practices in order to gain stakeholder trust, and convince potential funders to support future activities. It was found that the majority of Muslim faith-based organisations in Malaysia do not manage websites, and as such are severely limited in their capacity to showcase their expertise and achievements. Those which did, appeared uninformed about effective transparent reporting. The findings have implications for the management of effective reporting by organisations operating in the third sector, and sheds light on areas in which Muslim faith-based organisations in Malaysia require further support.

Keywords: Muslim faith-based organisations, third sector, transparent reporting, web-disclosure

Theme: IR 4.0

CONSIDERING THE SIGNIFICANCE OF DIGITAL COMPETENCES ON SOCIAL SCIENCES GRADUATES' EMPLOYABILITY: VIEWS FROM YOUNG PROFESSIONALS ON BOARD.

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Abstract

The aim of this paper is to identify and discuss the significant of digital competency needed for employability, on young professional in Malaysia. What is expected by the employer when they enter the labor market? The study used qualitative design. Focus group discussions were used to collect data from young graduates who able to secure job right or within 6 months after graduate. Data collected were analysed using thematic categorization. Results were presented using descriptive and narrative form. An inductive approach used to understand and analyse the ability of being employed. Round-table talk are the primary sources for this paper. Digital competencies identified in this paper include digital academic knowledge, digital communication, digital problem solving and digital work experience appears to have higher priority that contributes to the successful of young professionals' Social Sciences graduates in Malaysia. The findings of this paper can be used as a guidance for higher institution on professional development plan, to adopt the right skills, knowledge and attributes to their curricular in the university. The need to redesign of relevant courses in order to maintain performance and competitiveness on their graduates for real market. This paper is to identify the comprehensive of digital competency expectations of young professionals of Social Sciences in Malaysia. At the same time, it identifies differences in the competency expectations by the employer and competency possessed by the young professionals. The empirical part of the study was limited to the Social Sciences young professionals in Malaysia. A similar study covering all sectors of the national economy will offer a complete on the skills needs for various field and its preparedness to contribute in the emerging digital economy. This paper gathered views on the digital competencies, skills and attributes required by as a young professionals' Social Sciences for their employability.

Keywords: Digital competency, Knowledge, Attributes, young professionals, business graduates, graduates.

Theme: Innovation

THE COMPARISON STUDY AT SELECTED TWO GLCS IN MALAYSIA ON EMPLOYEE MINDSET AND EMPLOYEE INNOVATIVENESS (IDEA REALISATION)

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Abstract

Idea realisation is crucial for economic growth in Malaysia for businesses to stay relevant and competitive in the market. This comparison study's objectives are to identify the relationship between employee mindset and idea realisation between two GLCs in Malaysia and to what extent the employee mindset elements predicts the idea realisation. The participants in this study are the employees at two government-linked companies (GLCs): Proton and Malaysia Airlines Berhad (MAS). Quota sampling and correlational design were used in this study. The data received were then used to examine their reliability, correlation and regression values. All six variables have significant positive relationship with idea realisation. Entrepreneurial mindset is the most influential component of employee mindset on idea realisation at both Proton and MAS. Firms are suggested to have a grasp on what employee expect from their job and by knowing their hopes and fears on their ability to implement their ideas.

Keywords: Idea realisation, employee mindset, Government-linked companies.

Theme: Information Systems and Technology

THE RELATIONSHIP BETWEEN REMOTE MEETING PLATFORM QUALITY DIMENSIONS AND EMPLOYEE ENGAGEMENT

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Abstract

During Coronavirus Disease 2019 (COVID-19), the Malaysian government imposed a new regulation on allowing 20% of employees to work physically at the office. Due to that, 80% of the employees were working remotely. The uncertainty of the outbreak has affected everyone's daily work culture, for example, by transforming physical meetings into virtual meetings. The goal of this quantitative study is to discover the relationship between remote meeting platform quality dimensions (e.g., efficiency, system availability and fulfilment, and privacy) and employee engagement at a Malaysian government agency (which will be referred to as Organization XYZ) which is located in Putrajaya. The correlational study was carried out in a non-contrived setting via an online survey. Using the purposive sampling technique, the total number of respondents is 409. The results from the survey confirmed that efficiency has a relationship with employee engagement. However, there are no relationships between fulfilment and system availability, and privacy with employee engagement. The results from this study can be used to provide important implications for the management of Organization XYZ in developing the quality platforms used for remote meetings to increase the level of employee engagement and concentrate on the more significant elements to improve future technology growth.

Keywords: Employee engagement, remote meeting, efficiency, system availability, and fulfilment, privacy

**Theme: Human
Resource
Information System**

ORGANISATIONAL CHANGE FACTORS ON EMPLOYEE JOB PERFORMANCE IN MALAYSIAN BANKING SECTOR

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Abstract

The objective of this study is to investigate the factors that influence employee performance in the banking industry in Malaysia. Organisational change factors including communication, leadership, employee's development, tolerance to change and procedural justice were employed as independent variables in this study. There are 5 hypotheses developed for this study's hypotheses to test the significant relationship of these variables with the banking employee's performance. A non-probability convenience sampling method is used to gather information from 201 respondents who are bank officers from various banks throughout Malaysia. The correlation coefficient analysis and hypothesis correlations were tested using the Statistical Package for the Social Sciences software. The finding reveals that only communication, leadership, and tolerance of change has a significant relationship with the employee's performance. Whereas employee's development and procedural justice does not have any significant relationship. This study will help the banking industry to develop more effective strategies for increasing employee performance in service organisation.

Keywords: Organisation change, Employee's performance, Banking industry

EMPLOYABILITY OF NATIONAL AGRICULTURAL SKILLS TRAINING PROGRAM GRADUATES

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Abstract

Nowadays, training centers becoming a choice for youngsters to get a skill in a selected sector. However, their graduates still face uncertainties in their job employment. Graduate employability has long been a major issue in most developing countries. This study aims to identify the factors that affect the employability of National Agricultural Skills Training Program (PLKPK) graduates as well as to evaluate the effectiveness of this program, particularly in the field of agriculture. This study includes 441 graduates who completed their studies from 2015 to 2019 across Malaysia using a structured questionnaire. The survey used face-to-face method and online. The data were analyzed using descriptive and cross-tabulation analysis. The results showed that 63% of the graduates were either employed in the public or private sector or self-employed. Some of the graduates pursued their studies and this is one of the factors that are still unemployed. Among the graduates who have worked, it showed that 43% were working in a similar field of their study while others working in a different field. Though their skill is comparable to others in starting their own business, lack of capital will be the main issue. Hence, the strengthening of the graduates through the institutions and working more closely with industry is an important factor that could develop capacity building among the graduates which is the catalyst for soft skills improvement.

Keywords: Employability, Graduate, Skill, Agriculture

THE EFFECT OF AFFECTIVE COMMITMENT BASED ON ISLAMIC WORK ETHICS AND SPIRITUAL QUOTIENT TO ORGANIZATIONAL CITIZENSHIP BEHAVIOR

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Abstract

This quantitative study aims to solve the problems experienced by hospitals by prioritizing Islamic values, which are the motto of Islamic hospitals and in line with community expectations. The research objective was to determine the effect of affective commitment based on the Islamic work ethic and spiritual intelligence on organizational citizenship behavior. Data distributed to 92 hospital employees were analyzed using structural equation modeling (SEM) with the partial least squares (PLS) method. The result is that Islamic hospitals in Semarang apply Islamic values that positively and significantly influence the organizational citizenship behavior of hospital employees, and all hypotheses put forward in this study are accepted.

Keywords: Affective Commitment, Islamic Work Ethics, Spiritual Quotient, Organizational Citizenship Behavior.

Theme: Hospitality and Tourism Business

THE FACTORS INFLUENCING A CUSTOMER'S PURCHASE INTENTION ON ONLINE SHOPPING WEBSITE

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Abstract

Nowadays, the advancement of the internet creates opportunities for product marketing and the introduction of new forms of retail transactions, and it has resulted in a remarkable increase in online shopping activities. Therefore, it is important for the industry to identify the main determining factors in consumer purchase intentions. The aims of this study are to reveal the influence of customer trust on perceived risks and purchase intentions as well as the effect of perceived benefits on purchase intentions. A survey approach was employed to collect data from 268 online shoppers, and quantitative analysis has been used to evaluate the hypotheses. The study discovered that customers' perceived benefit, perceived trust, and perceived risk all had a significant influence on their purchasing intentions. The findings are useful to online marketers in addressing the recommended factors that impact customers' intentions to buy and improving a company's performance to meet customer satisfaction.

Keywords: Purchase Intention, Perceived Benefit, Perceived Trust, Perceived Risk.

COVID-19 AND TRAVEL DECISION: A QUALITATIVE STUDY ON MALAYSIAN MILLENNIALS

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Abstract

During the COVID-19 crisis, several measures were implemented to limit the transmission of the virus including border control and movement restrictions. These measures have had a significant impact on the tourism industry and tourists' behaviour globally. This paper aims to explore the impact of COVID-19 on the travel decisions of Malaysian millennials, as the key contributor to the tourism industry. Semi-structured interviews were carried out and the findings highlighted a significant change in travel behaviour. Malaysian millennials prefer to travel to local low-density destinations as opposed to overseas in the advent of the pandemic. The study also established a conceptual framework explaining the changes in the travel decisions of millennials. The two key factors driving the changes are perceived travel risk and travel constraints.

Keywords: COVID-19, Malaysia, Millennials, Travel constraint, Travel decision

GTF 2022: THE PROMOTION OF ARTS AND MULTICULTURAL HERITAGE IN UNESCO GEORGE TOWN, PENANG, MALAYSIA

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Abstract

George Town, the cultural heritage city of the Straits of Malacca was gazetted as a UNESCO World Heritage Site (WHS) in 2008. George Town Festival (GTF) is one of the significant annual events that commemorates the inscription of George Town. The festival was first organised in 2010. However, due to the unforeseen Covid-19 pandemic in 2020 and 2021, the festival has been organised virtually. Now in its thirteenth year, the Festival is once again set to gather on a physical stage. The main aims of GTF 2022 are two-fold: (1) to promote the arts and multi-cultural heritage at an international level and (2) to feature at least 40% of local programmes and artists. However, there are claims that the cultural promotions of GTF in regard to the multi-ethnic community is biased, where: (1) the Malay Muslim community are underrepresented (2) the representations of GTF is said to be a bit 'too Chinese' and (3) GTF cultural promotions from 2010-2020 have greatly benefitted the Chinese community, leaving other multi-ethnic community under-represented at the Festival. Hence, this quasi-statistical qualitative study seeks to examine the patterns of arts and cultural heritage promotions in regard to the multi-ethnic community at GTF 2022. The findings revealed that the Chinese's arts and cultural promotions at GTF 2022 is highly promoted compared to other multi-ethnic community in Penang.

Keywords: Ethnicity, George Town Festival, Penang, UNESCO.

HERITAGE CELEBRATIONS 2022: INTANGIBLE CULTURAL HERITAGE PROMOTIONS VIS-À-VIS COMMUNITY IN UNESCO PENANG

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Abstract

George Town has developed over 200 years. In 2008, George Town was successfully listed as a UNESCO Cultural World Heritage Site (WHS). Since then, many events had been celebrated to commemorate the prestigious inscription of the heritage city. One of them is the George Town Heritage Celebrations (GTHC). GTHC focuses on promoting the intangible cultural heritage (ICH) of the local community in the heritage enclave. While fragile, it is very important to preserve and transmit both knowledge and skills of ICH from one generation to the next. Consequently, numerous researches about UNESCO George Town are focusing on tangible heritage, and the ICH is given less attention. Based on the GTHC 2022's e-brochure, this quasi-statistical qualitative research aims to investigate the promotions of the ICH vis-à-vis multi-ethnic local community in UNESCO George Town WHS, Penang, Malaysia. The findings showed that GTHC 2022 is most likely to promote the Chinese community's ICH.

Keywords: George Town Heritage Celebrations, Intangible Cultural Heritage, Multiculturalism, Promotion, UNESCO.

THE IMPLEMENTATION OF LOCAL WISDOM ON WASTE MANAGEMENT SYSTEM IN PENGLIPURAN TOURISM VILLAGE BALI, INDONESIA

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Abstract

In March 2019, green destinations foundation nominated three of the cleanest villages in the world, namely Mawlynnong village in India, Giethoorn village in Netherlands and Penglipuran village in Bali, Indonesia. Penglipuran, the most established and well-developed tourism village in Indonesia, receives an average of 1500 tourists per day, the majority of whom are locals, with a small number of tourists from abroad and within the country. The income of the tourism village managers in Penglipuran will increase as a result of more visitors, but there will also be more waste produced, particularly plastic water bottles. This study discussed the village waste management system in the context of sustainable development of destination village. The study focused on leveraging local wisdom in the waste management system by enlisting the participation of villagers, such as through household. The data in this study were gathered utilizing qualitative research methods through observation, in-depth interviews, and literature research. The following conclusions are drawn from the study. First, keeping waste out of the environment is a household responsibility. Second, plastic bottles are gathered and collectively sold to collectors from the closest sub-district by a village women's organization called family welfare empowerment (PKK). The village treasurer saves the sales earnings and uses them for social, ritual, and religious events in the community. Despite the small amount of money, this method of waste management not only reduces routine home ceremonial levy but also keeps the village clean, supporting the community's reputation as a sustainable tourism destination and one of the cleanest in the world. This study contributes to our understanding of the value of local wisdom in managing the growing problem of waste in a tourism destination

Keywords: Penglipuran Village, Sustainable Tourism Development, Waste Management, Economy

POST-PANDEMIC IMPACT ON TRAVEL TOURIST BEHAVIOUR: A CONTENT ANALYSIS RESEARCH

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Abstract

This study aims to analyse how tourists' responses to the post pandemic episode, how information patterns spreading based on online word of mouth, and what tourist's action when confronting the endanger virus transmission phenomenon. This study employs content analysis to understand extensively, how tourists respond and action. Content analysis deducted from Twitter application visualization developed by the Department of Computer Science, North Carolina State University. The finding reinforces previous research, revealed that tourist tends to avoid visiting tourism destinations which have high disease perceived risk. The consequences that arise are tourists will have slight possibility to visit, visit incomplete planned destinations or revoke vacation. The results are beneficial for tourism stakeholder reference and basis to develop a strategy when encountering similar phenomenon. The research novelty, first, addresses new insight that vacation decision stages established from need arousal, information search, and evaluation not always culminate with an actual visit. Escalation vacation destination perceived risk based on social media information is parallel with an increase in tourists' desires to deprive vacation, meaning that perceived risk significantly strengthens or weakens actual travel. The second novelty is previous studies show that online word of mouth depends on influencer's credibility, however the finding reveals that credibility is not the sole factor to determine tourist trust. The more people express an identical topic of phenomenon, the greater trust level.

Keywords: Post Pandemic; Tourism; Word of Mouth; Content Analysis

DEVELOP KARTINI BEACH TOURISTS LOYALTY: A VISITOR COMPLAINT HANDLING AND MODELS

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Abstract

Modern tourism is also accelerated by the process of globalization causes interconnection between fields, nations and between individuals. This makes individuals more selective in choosing destinations with various rational considerations. This study aims to examine the influence of the destination image, tourist experience, complaints handling, and tourist satisfaction on loyalty at a Kartini Beach Tourist. Samples used in this were study with a minimum of two visits in a year using the accidental sampling method with a non-probability sampling approach. The results showed that the variable destination image, tourist experience, complaints handling, and tourist satisfaction have a positive effect on loyalty. Tourist satisfaction can mediate the destination image, tourist experience, and complaints handling that affect loyalty. Suggestions should be given by the manager of Kartini Beach to provide additional facilities such as tourist information posts, mushallas and toilets for the convenience of tourists and to regulate parking. For future research, it is necessary to conduct further research using the same variables, especially the visiting experience variable using different indicators, as well as adding a sample of out-of-town or foreign tourists.

Keywords: destination image; tourist experience; complaints handling

QUALITATIVE RESEARCH METHODOLOGY

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Abstract

George Town was declared as a World Heritage Site (WHS) on July 7, 2008. Multiculturalism was the main element that secured the respected declaration. The importance of maintaining the heritage enclave's UNESCO title became one of the key objectives that united the stakeholders, that include the state and federal governments, heritage activists, local residents, hotels, to name just a few. The battles to manage the heritage enclave and its community have generally revolved between the state-federal governments; let alone the voices of marginalised group, especially the Malays. This study offers an exploration of ethnic marginalisation in the heritage enclave, by highlighting the qualitative research as the methodology.

Keywords: George Town, Qualitative, UNESCO.

THE COVID-19 PANDEMIC EFFECT ON RISK AND RETURN OF MALAYSIAN TOURISM INDUSTRY

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Abstract

This study investigates the impact of the COVID-19 pandemic on the risk and returns of the tourism industry by employing a quantile regression method via daily data from December 2019 until September 2022 in Malaysia. The results show that the COVID-19 recovered and death exert a substantial asymmetric impact on tourism industry risks and return. From this study, confirmed cases have a more significant positive impact at lower risk and higher risk quantiles and a negative impact on the tourism industry at lower return quantiles. Vaccination progress shows negative influence across all risk quantiles levels and positively impacts return quantiles. The results depict positive and negative correlations between the government response stringency index (GRSI) and risk, and a positive correlation between GRSI and return. Furthermore, the oil price, exchange rate and inflation play a significant role on tourism corporation risk and return.

Keywords: COVID-19 pandemic, government response stringency index, tourism industry, risks and returns

FACTORS INFLUENCING THE GENZER'S BEHAVIOR TOWARDS DESTINATION EXPERIENCE CHOICE

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Abstract

This study aims to deeply determine the behavior and what are the factors that influence GenZers as consumers when traveling and the level of experience when it comes to a destination choice to visit. The paper utilized the figures of factors influencing consumer behavior as well as the four (4) realms of experience for its theoretical framework to support and distinguish what significantly affects the behavior and to determine the level of experience of the respondents. Meanwhile, the conceptual framework was illustrated based on the study's objectives as well as the existing theoretical frameworks which represent the cycle and connection between the variables to further analyze the determinants of the study. The study is quantitative research that utilized a survey questionnaire form to gather the data from its respondents wherein their identity was maintained anonymously and used only for the purpose of this study. In the format of a survey form, the study's questionnaire through online forms was distributed to a total of 134 respondents who reside in the province of Laguna wherein the composition of the study lasted for seven (7) months. The gathered data was counted and accurately calculated, recorded, and summarized in a table representation. The following statistical tools including the Weighted Mean and Ranking as well as the Correlational Spearman Rho were utilized to quantitatively assess the study. The results and findings regarding this study will be mainly relevant to the GenZers in order to analyze what influences their behaviour in choosing a destination through the factors and level of experiences with the support of established theories, studies, and data in connection with the variables formulated from this study. Therefore, part of the main purpose of this study's outcome, along with the researcher's intention, will further aid and support the tourism and hospitality industry to become much more aware of the influences and buying behavior of GenZers to further contribute in providing and addressing what needs to be maintained and to come up with strategies to improve what is lacking in order to become more accessible and meet every traveling need of each tourist.

Keywords: influencing behavior, experience, destination choice, GenZers

**MODELLING THE INTERPLAY OF ACADEMIC
PROCRASTINATION AND TECHNOSTRESS TOWARDS TOURISM
AND HOSPITALITY STUDENTS' ENGAGEMENT: MEDIATING
ROLE OF TECHNOLOGICAL, PEDAGOGICAL AND CONTENT
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Abstract

The higher education institutions in the Philippines had shifted to online learning during the pandemic where online classes created positive and negative effects to student learning. Undergraduate tourism and hospitality students experienced procrastination and technostress considering that they were used to face hands on skill-based training. Hence, this study concentrated to determine the role of Technological, Pedagogical and Content Knowledge (TPACK) as a mediating effect to student engagement despite procrastination and technological stress. The researchers used the descriptive qualitative approach to gather the data using google forms through regional student organizations, hospitality and tourism heads of the institutions. Stratified sampling was used to collect data from 400 students. Descriptive statistics using SPSS software were utilized while Partial Least Square Structural Equation Modeling was used to analyze the mediation model. The survey covered a wide range of issues relating to online learning, such as students' experiences in terms of technostress, procrastination, and student engagement in the online platform. It is well known that variables, with the exception of procrastination, have a direct relationship with student engagement due to changes in classroom policies implemented by academic institutions and self-discipline during the pandemic. According to the proposed structural model, TPACK mediates the relationship between technostress and procrastination and student engagement. Despite technostress and procrastination, educational institutions can strategize on TPACK to ensure an increase in student engagement by utilizing this effect.

Keywords: Procrastination, student engagement, TPACK, technostress

THE EFFECTS OF VIRTUAL TOUR GUIDES ON TOURISTS' SATISFACTION: MEDIATING ROLE OF SENSE OF PRESENCE

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Abstract

Pandemic has brought a huge influence on every aspect of the world including the tourism and hospitality industry. One of the strategies to promote the tourism industry during the pandemic would be the adaptation of virtual tours through the use of digital technologies. The virtual tour aims to encourage tourists to participate virtually in the safety and comfort of their homes. Hence, this study aims to know the effects of virtual tour guides on tourist satisfaction mediating role of sense of presence. The researchers used a descriptive-quantitative method and as a result pertaining to the level of sense of presence of tourists in the destination during virtual tour, the respondents agreed that the sense of presence is a crucial element in the virtual tour which means, sense of presence must be acquired by the tourist in order to improve their unique experience. The researchers determined that virtual tour guides affect the sense of presence and the sense of presence affect the tourist satisfaction. This means that in order to satisfy the virtual tourist, tour guide qualities and sense of presence must be presented throughout the tour. The researchers concluded that mediation occurred within the three major variables. A sense of presence acts as the mediator between the virtual tour guide qualities and tourist satisfaction which means sense of presence plays a vital role in attaining tourist satisfaction. Hence, this should be the basis for the improvement of virtual industry on virtual tourist experiences as the virtual tour guides may consider attending training and seminars to improve their skills.

Keywords: Virtual Tour Guide Qualities, Sense of Presence, Level of Satisfaction

EXPLORING THE EFFECTS OF AIRLINE CHATBOTS AS A COMMUNICATION TOOL TOWARD CONSUMER SATISFACTION ON PRE-FLIGHT ASSISTANCE SERVICES

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Abstract

This study intended to determine effects of airline chatbots as communication tool towards consumer satisfaction on pre-flight assistance services. The researchers utilized descriptive method of research design to complete this study. Using the adapted-modified and researchers' made instrument, the researchers surveyed 350 respondents who resides at CALABARZON, a frequent flier of at least one of the major airlines in the Philippines and have experienced using airline chatbot on pre-flight assistance services of at least one of the major airlines in the Philippines. It was then revealed that airline chatbots as a communication tool affects travelers' satisfaction on pre-flight assistance services. Moreover, regarding the result on spearman rho, this study implies that there is a strong direct relationship between airline chatbots used as a communication tool and the consumer satisfaction on the pre-flight assistance services. Therefore, using airline chatbots as a communication tool with its features to automate, personalized, to understand, to feel emotions and to make decisions contributes to the satisfactory of travelers on accessing different necessary information as for their pre-flight background researching.

Keywords: Airline chatbots, consumer experience, satisfaction, pre-flight assistance

**Theme: Halal
Marketing/Retailing/
Logistics**

SYSTEMATIC REVIEW OF THE RESOURCES AND CAPABILITIES IN LOGISTICS TOWARD COMPETITIVE ADVANTAGE OF MALAYSIAN RETAILERS

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Abstract

In a highly dynamic environment, a competitive advantage is a weapon tool for every organisation. Retail players are heavily investing in logistics activities as the retail industry has tremendously evolved. Few systematic reviews have been conducted on the importance of resources and capabilities in achieving competitive advantage through logistics activities. The articles analyse the existing studies in logistics, which mainly highlight the roles of the resources and capabilities in their operations. PRISMA Statement (Preferred Reporting Items for Systematic reviews and Meta-Analyses) is used as a guide in reviewing the articles. A systematic review of Scopus and Taylor & Francis databases identified 13 related studies. A few recommendations are highlighted related to this review which is to have a specific and standard systematic review method for guide research synthesis in the context of resources and capabilities in the logistics activities amongst the retailers and to practice complementary searching techniques like citation tracking, reference searching, snowballing and contacting experts.

Keywords: systematic review; logistics; retailers; capabilities; resources; competitive advantage

Theme: Halal Business and Marketing

THE PITFALLS OF RELIGIOSITY MEASUREMENTS: THE NEED FOR AN IMPROVED MEASUREMENT IN MUSLIM CONSUMER RESEARCH

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Abstract

Religiosity is an increasingly attractive theme in academia, with a growing research interest in recent years. This attention is crucial for theoretical advancement and tapping into Muslim consumer markets. Though an essential aspect of culture, conceptualising religiosity has been challenging at many levels. Thus, researchers adopted a conventional perspective to operationalise such measures, especially in understanding Muslim consumers. This paper aims to discuss the pitfalls of such adoption and further highlight avenue in developing specific measurements catering to Muslim consumer research. Methodologically, it employs a systematic literature review to explain essential aspects of Muslim religiosity. This paper identified two main pitfalls concerning the conceptual and operational aspects of the measurements. As importantly, it discussed these gaps and proposed potential avenues for improvement. Ultimately, it provides new insight into Muslim religiosity measurements.

Keywords: Muslim religiosity, religiosity measurement pitfalls, consumer research, Muslim consumer

Theme: Global Supply Chain and Technology

FOOD INSECURITY: EXPLORING THE CHALLENGES FACES BY YOUTH AGROPRENEUR

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Abstract

Following the Covid-19 Pandemic and the war in Ukraine, the global food supply chain problem has become a hot topic of discussion today. Few countries-imposed food trade restrictions to increase domestic supply. As an urgent measure, Malaysia should revitalize and strengthen the agricultural sector to feed this country's growing population. Therefore, this study aims to explore the challenges faced by the youth agropreneur in Sabah, Malaysia. Focus Group Interviews with the youth agropreneur across five divisions in Sabah were conducted. A total of 26 youth agropreneurs were interviewed to investigate the challenges they are currently facing. The findings indicate a number of challenges faced by the youth agropreneurs. They include but are not limited to: i) high cost of agricultural input, ii) lack of market access and weak distribution channels, iii) low adoption of modern technology, iv) issues related to government assistance and implementing agencies, v) inadequate infrastructures and facilities, vi) lack of capital and resources, vii) climate change and natural causes, and viii) lack of knowledge and skills in agriculture. The study's findings provide insightful direction to policymakers to take further action to overcome the challenges faced by the agropreneurs. This can be done through, i) price control on agricultural input, ii) strengthened market access and distribution network, iii) effective talent development strategies, iv) adoption of modern technology and smart agriculture, v) financial and non-financial assistance, vi) provision of basic infrastructure and agricultural facilities, and vii) strengthened effectiveness and efficiencies of related agencies.

Keywords: food security, agropreneur, agropreneurship, agriculture

AN ANALYSIS OF SUPPLY CHAIN MANAGEMENT PRACTICES IN THE AUTOMOTIVE INDUSTRY IN INDIA

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Abstract

The automotive industry is one of the main manufacturing industries and has a significant effect on the environment and society. Many organizations in the automobile industry have adopted Sustainable Supply Chain Management (SSCM) techniques as a result of these challenges. SSCM procedures are specific practices that are implemented into the conventional supply chain and assist an industry transition to an SSC. Firms have a hard time finding the most beneficial practices and understanding how they interact. Unfortunately, no prior research has looked at how these practices interact in the car business, especially from an Indian viewpoint. The goal of this research is to gain a better knowledge of the interconnected influences across SSCM processes, with a focus on the automobile industry. Our study includes perspectives from a variety of stakeholders, including management, societal, environmental, and government organizations. Researchers offer a conceptual model for evaluating automobile industry SSCM practices in the rising Indian economy, based on the Validation Laboratory and Decision Making Trial technique. The researcher discovered interdependencies and the prevalence of the highlighted practices through a survey questionnaire of the above stakeholders. The cause units and effect groups of the practices are depicted in a prominent causal connection diagram. Particular stakeholder viewpoints and composite stakeholder viewpoints are compared and contrasted. According to the findings, the most important strategies for establishing SSCM are performance management to conservation and applying the triple bottom line method in strategic decision making. This research lays a platform for industrial executives to comprehend the interplay between practices, increasing the likelihood of effective SSCM implementation in the automobile industry.

Keywords: Automotive industry, Supply chain management, Sustainability, Business

THE SUPPLY CHAIN PRACTICES IN A CONSUMER STAPLE FOOD FIRM

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Abstract

The case study provides a detailed analysis of DFM's supply chain structure. Specific segments such as supply chain integration, structure and strategies in Daily Flour Mills Berhad (DFM) are investigated to understand the strength and weaknesses of the supply chain management in the company. The study adopted an unsystematic review of past literature and also DFM's published reports to obtain the company's supply chain management insight. The findings indicated that DFM is very dependent on a handful of trading countries for its raw materials. A supply disruption could occur due to many reasons such as trade barriers or policy changes in the governing institution. This requires DFM to adopt possible solutions including seeking alternate suppliers immediately and requires planning forward to ensure the company could strike a balance in ensuring their cost of operations remain efficient. The study helps DFM management, particularly the supply chain manager, to understand the risks involved that can affect their supply chain process. It also provides managers with insight into how to effectively utilize the different components of supply chain management best practices. Thus, it will improve its supply chain management's robustness for the organization. Besides, the best practices shared should enable DFM in achieving greater supply chain management efficiency and sustainability. The article begins with the supply management in DFM, followed by the strategies employed to maintain the competitive advantage (value advantage & cost advantage) in their business. The article continues with supply chain integration and how that improves business efficiency toward a sustainable production flow. It concludes with a resounding message for DFM to take advantage of the uncertainties in the economic conditions to perform a stock-take on the overall supply chain and prepare to take countermeasures to address various limitations in the supply chain.

Keywords: Supply Chain Practices, Focal Firm, Consumer Staple Food Firm, Supply Chain Integration

SUPPLY CHAIN RISKS, GREEN SUPPLY CHAIN MANAGEMENT PRACTICES, AND ORGANISATIONAL PERFORMANCE: A RESEARCH DIRECTION

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Abstract

Supply chain risk is one of the factors disrupting the performance of an organisation. Furthermore, supply chain risk does not only affect economic performance, but it will also disturb environmental performance. The focus of this paper is on supply chain risks, green supply chain management practices, and organisational performance. In particular, this paper narrowly reviews the role of green supply chain management practices as a strategy for organisations in order to mitigate supply chain risk and improve organisational performance. Efforts have been made in order to study the connection between supply chain risks, green supply chain management practices, and organisational performance since there is still lack of studies focus on the roles of the strategy of green supply chain management practices.

Keywords: Supply chain risks, green supply chain management practices, organisational performance, roles of strategy.

TOP CHALLENGES IN WAREHOUSE MANAGEMENT: A SUPPLY CHAIN PERSPECTIVE

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Abstract

This paper is purported to highlight issues on warehouse operational challenges that profoundly will hinder supply chain warehouse performance. Furthermore, warehouse management through inventory control is vital for every firm and its supply chain. This study focuses on several shortcomings in warehouse operation across the supply chain such as lack of a centralized inventory hub, difficulty in managing inventory waste & defects, keeping up with the stocks, the difficulty in identification of incorrectly located materials, tracking of obsolete materials, the inefficient inventory management process, and the limited visibility to inventory issue. This study looks into various warehouse challenges published in the warehouse literatures. The warehousing operational challenges in this paper cover the issues of inventory and supply chain. While this study was limited in scope to one single issue which is the warehouse operational challenges within the scope of literature, solution or recommendation to mitigate the challenges can be drawn from this study. Solutions such as implementing a real-time inventory management system, stock auditing system and Modern inventory management software are ideal. The application of scholarly articles contributes to the derivation of the factual information presented.

Keywords: Warehouse Pain Point, Inventory, Challenges, Supply Chain Management

QUALITY AUDITING IN A LOGISTICS SERVICE PROVIDER

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Abstract

This study aim is to prove the flexibility of lean six sigma using the DMAIC method in reducing the amount of time spent on auditing, findings, and reporting in a logistics service firm. The Six Sigma is a data-driven, disciplined technique and methodology for reducing defects in any phase aiming for six standard deviations between the mean and the closest design limit, modeled within the DMAIC method (Define, Measure, Analyze, Improve and Control). DMAIC is a method for improving, optimizing, and securing business processes and designs. A major component of Six Sigma tools is the DMAIC improvement phase. The research focuses on identifying the time spent on the auditing process of value-added and non-value-added. The secondary data was then collected by asking/interviewing the auditor. Using the Lean Six Sigma DMAIC approach, the information was analyzed for audit process quality and audit time reduction. Upon the implementation of improvement solutions, the time can be reduced with the current process from the improvement stages through lean six sigma approaches. The company was able to use its lean six sigma implementation skills to make significant improvements, saving time, and money, and improving quality. The study assesses previous research and makes recommendations for future studies.

Keywords: Lean Principles, Logistics Service Provider, DMAIC, Lean Six Sigma in Corporate Sector, Audit Process Improvement, Audit Cycle Time Reduction

THE RELATIONSHIP BETWEEN PURCHASING STRATEGIES AND MANUFACTURING PERFORMANCE IN MALAYSIA

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Abstract

The purpose of this study is to examine the significance of purchasing strategies-effective negotiation, collaborative relationship and interaction, effective cost management and supply base management towards manufacturing performance. Applying the strategic-choice theory and the resource-based view of firms to the purchasing strategies, in this study a research model is developed to demonstrate the premise that implementing proper purchasing practices to support and execute the manufacturing industry that will enhance the performance. The study utilizes survey data from respondents in the purchasing functions of manufacturing firms in Malaysia. The results are based on regression analysis and execution modeling by using SPSS software. The study finds that purchasing strategies, namely, effective negotiation and effective cost management have a positive relationship with manufacturing performance. Manufacturing firms should focus on purchasing strategies, effective negotiation, supplier collaborative relationship and interaction; effective cost management and supply base management as navigators for their excellent performance in the current volatile market conditions. The paper theoretically develops logic for and empirically shows that all of the purchasing strategies are appropriate practices for mediating the impact on manufacturing performance. Considered at a higher-level abstraction, these relationships indicate a contribution to the theory that explains how purchasing strategy can result in manufacturing performance, through the concurrent deployment of appropriately matched purchasing practices.

Keywords: Purchasing Strategy, Manufacturing Performance

Theme: Financial Technology

A COMPARATIVE ANALYSIS ON BITCOIN, ETHEREUM AND RIPPLE

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Abstract

This qualitative content analysis paper compares three major cryptocurrencies: Bitcoin, Ethereum, and Ripple. Cryptocurrency has become a huge phenomenon in the financial industry, but there is no single standard platform that controls the market for cryptocurrencies, unlike stocks or other financial assets. Bitcoin was created in order to avoid intervention from authorities, central banks, or any third parties as a result of the failure of conventional systems that led to the 2008 financial crisis. Due to the unique features and functions of the cryptocurrency system, there are numerous debatable issues, particularly their price volatility and acceptance in certain countries. There is no single technique for measuring or forecasting price movements. It also resulted in different Shariah and scholar perspectives, particularly on the nature of cryptocurrency. The lack of existence, volatility, and questionable ecosystem had resulted in a mixed reaction on its permissibility.

Keywords: Cryptocurrency, Shariah Perspective, Price Volatility, Bitcoin, Ethereum, Ripple.

MODERATING EFFECT OF INFLATION RATE TOWARDS THE RELATIONSHIP BETWEEN DETERMINANTS OF DIVIDENDS AND DIVIDEND PAY-OUT: A STUDY OF PUBLIC LISTED COMPANIES IN MALAYSIA

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Abstract

The purpose of this study is to examine the moderating influence of inflation on the link between dividend determinants and dividend pay-outs in Malaysia. This study investigates dividend determinants taken from Lintner's model and inflation rate as a moderating variable. Data and information were collected from selected organizations using relevant and trustworthy databases and annual reports. A total of 260 listed firms out of a population of 790 listed companies in 2019 data were analysed using panel data analysis with fixed and random effects, pooled least squares model, and robust standard errors on fixed effects and random-effects models. The research comprised assessments of multicollinearity, heteroskedasticity, and regression models and was based on a categorization of 177 firms during a ten-year period. The study found a clear correlation between Firm revenue and dividend pay-outs, as well as between inflation and dividend pay-outs. The significance of this study lies in examining the moderating influence of inflation rate on the connection between dividend determinants and dividend pay-outs of publicly traded corporations in a developing market. Its practical application is valuable for board managers in understanding the factors that influence determining an acceptable dividend policy. This study presents a conceptual and empirical investigation of the moderating influence of inflation rate on the link between dividend determinants and dividend pay-outs of publicly listed corporations in the developing market of Malaysia. The novelty and usefulness of this study lies in its expansion of empirical data on dividend determinants.

Keywords: Determinant of dividend, Dividend pay-out, inflation rate, Moderating effects

SELF-EFFICACY, RELIGIOSITY, FINANCIAL BEHAVIOR, AND FINANCIAL WELL-BEING

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Abstract

Past literature has intensively investigated numerical factors in determining financial behavior and financial well-being. This study aimed to examine the impact of non-numerical cognitive factors toward financial behavior and financial well-being. A total of 219 data from the Muslim community were used to test the research model which was framed upon Bandura's (1977) social cognitive theory. This study found that self-efficacy and religiosity were significantly related with financial behavior and financial well-being. This study suggests that self-efficacy and religiosity should be considered in supporting individuals' financial decision making.

Keywords: Self-efficacy, Religiosity, Financial Behavior, Financial Well-being

WORKING CAPITAL MANAGEMENT AND FIRM PERFORMANCE: EVIDENCE FROM MALAYSIA DURING COVID-19

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Abstract

Working capital management is considered a critical factor of firm performance worldwide in the chronicles of economic growth. The inconsistency of companies in each sector is apparent before and during COVID-19. In this study, ten years of data from 2012 to 2021 is gathered from three sectors in Malaysia to see how some companies can maintain good performance over the years, even during a widespread crisis that has struck the global economy. These three sectors, Technology, Consumer and Healthcare, were chosen because they were the most consistent in firm performance over the years. The main objective of conducting this study is to determine why some sectors are thriving and what working capital management components are the most significant factor in firm performance before and even during COVID-19. General findings suggested that working capital is crucial to driving the firm performance.

Keywords: working capital, firm performance, ROA, ROE and COVID-19.

Theme: Event Management and Technology

EXPERIENCING VIRTUAL EVENTS: A CASE OF COVID-19

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Abstract

The COVID-19 pandemic has created a significant impact on the event industry. Numerous events and functions have had to be postponed or even cancelled as states began adopting social distancing measures to combat the outbreak. Since then, virtual event has been introduced as an alternative. It is an occurrence of people gathering together not physically in the same location but are connected in a common environment. Understanding the event experience among event attendees which is related to the quality of the event is important for ensuring its success. Hence, this study aims to examine the role of event experience among event attendees towards their commitment to attend virtual events and to examine the role of service quality in attending an online event. A significant implication of this study helps event organizers examine the importance of event experience to achieve a successful virtual event organization.

Keywords: event experience, virtual event, event attendees, service quality

Theme: E-Service Quality

THE IMPACT OF MARKET ORIENTATION AND POSITIONING ON E-SERVICE QUALITY IN THE RESTAURANT INDUSTRY

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Abstract

Increasing technological advances make business conditions dynamic, aggressive. Areas not yet explored in e-service quality are market orientation and positioning. Based on a resource-based view, the study aims to examine market orientation and positioning and their contribution to e-service quality. Data is collected from small and medium restaurant managers in Indonesia who are responsible for e-service quality. Purposive sampling technique was used to collect data from 385 restaurant business owners by sending a questionnaire. SmartPLS 3.0 and SPSS 20 were used to analyze data. Findings: Market orientation has a significant effect on positioning; Positioning has a significant effect on e-service quality; Market orientation has a significant effect on e-service quality. The e-service quality improves significantly along with the market-oriented and positioning. Its attempts to systematically investigate the interrelated concepts of market orientation, positioning strategy and e-service quality in the context of a restaurant. Research has theoretical and practical implications.

Keywords: E-Service Quality, Market Orientation, Positioning

THE IMPACT OF E-SERVICE QUALITY ON E-LOYALTY: IN THE CASE OF ONLINE SHOPPING MOBILE APPLICATIONS IN MALAYSIA

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Abstract

For the past decades, technology and mobile internet have boosted dramatically and made mobile applications effective for mass communication and attractive shopping channels. This also lifts the world affair of the COVID-19 pandemic. Therefore, this study aims to explore service quality factors of online shopping mobile applications and their impact on online consumer loyalty. Most of the former research tends to focus on online shopping website service quality, but the novelty of this study is that the researcher focuses on online mobile shopping applications. This study contributes to current and future online retailers in a way they can make changes and utilize attributes of e-service quality that are significant and impactful in mobile shopping application development strategy. Correspondingly with a better customer experience offered via mobile shopping applications, capturing and retaining customers will be laid back for marketers and retailers in the future. The researcher has run the data on 151 sample sizes using descriptive and Multiple Regression analysis. The impact of six (6) independent variables, efficiency, privacy, fulfilment, responsiveness, contact and application design, on consumer loyalty has been tested, and results show that three (3) hypotheses are accepted, and another three (3) are rejected. Some limitations have been identified, and recommendations have been provided for future studies.

Keywords: e-loyalty, e-service quality, efficiency, privacy, fulfilment, responsiveness, contact and application design

EXPLORING E-CUSTOMER SATISFACTION USING E-SERVQUAL AMONG SHOPPER AT BANDAR UTAMA CITY CENTRE

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Abstract

Customer satisfaction is the overall feeling of happiness the customer feels when interacting with the company's products and services. Previous study has shown an increase of revenue when a company prioritising the customer satisfaction in their product or services. Around 70 percent of Malaysians are dynamic online customers, and the most of them do their shopping using website. e-SERVQUAL measures how well a website promotes effective and efficient shopping, purchasing, and delivery. e-SERVQUAL extends from the pre-buy stage to the post-buy stage. The e-SERVQUAL dimension's privacy, website design, responsiveness, reliability, usability, and information quality are the elements that have an impact on e-customer satisfaction. A total of 100 people who work and shop around Bandar Utama City Centre responded to the survey. According to data, male rather than female make up most of the respondents. The survey is divided into three sections: A, B, and C. The demographic data of the respondents is included in Section A of the questionnaires. Section B, which concentrated on the e-SERVQUAL dimension, while Section C covered e-customer satisfaction. Utilizing the Statistical Package for Social Science (SPSS), the data was used to analyse the data. The result shown that most people are happy with the quality. Website design improvement should be made to encourage more online shopping. The recommendation for this study will be helpful for future research.

Keywords: eCustomer Satisfaction, eSERVQUAL

Theme: E-Learning

EXPLORING USER EXPERIENCE (UX) AND EMOTION (EX) DURING OPEN DISTANCE LEARNING (ODL) AMONG UNIVERSITY STUDENTS

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Abstract

During the COVID-19 pandemic, schools and universities in the affected countries were shut down to combat the spread of the virus. Institutes of higher learning have no choice but to use open distance learning (ODL) to stay in business. A pilot study to test the reliability of the survey instrument was conducted among 100 students from Universiti Teknologi MARA in order to assess the students' user experience and emotions towards ODL platform features. The instrument comprises two parts: a 27-item questionnaire measuring user experience and a 48-item questionnaire measuring user emotions. The user experience was evaluated based on four factors: the usefulness, desirability, accessibility, and usability of the ODL platform's features and functions. The instrument's alpha values for all 27 items measuring user experience and all 48 items measuring user emotions were 0.954 and 0.963, respectively. Consequently, the usability, desirability, and younger age of students contribute to the user experience. Usability has the highest correlation with user experience, while usefulness has the lowest correlation, albeit still significant.

Keywords: User experience, user emotions, open distance learning features, relationship

Theme: E- Government

AN EVALUATION OF ELECTRONIC DOCUMENT MANAGEMENT SYSTEM (EDMS) FUNCTIONALITIES AND EFFECTIVENESS IN MALAYSIA

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Abstract

This study investigated the effectiveness of EDMS functionalities and their relationship with information quality, system quality, perceived usefulness, and satisfaction. Data was collected from EDMS users using a survey research methodology, and mixed results were obtained from the Partial Least Square Structural Equation Modeling analysis. The findings highlight the significance of these functionalities in enhancing overall effectiveness and should pique the interest of those involved in EDMS implementation.

Keywords: Electronic document, electronic document management system, records, electronic records.

ELECTRONIC DOCUMENT MANAGEMENT SYSTEM IN ELECTRONIC GOVERNMENT ENVIRONMENT

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Abstract

One of the seven strategic thrusts in Post Covid-19 Development Strategy (PCDS) 2030 focuses on digital execution. It initiates Digital Government based on five principles: open government, data-centric government, innovative government, excellent service delivery and digital governance in Sarawak. This study is designed to examine the effectiveness of the implementation of Electronic Document Management System (EDMS) adopting the IS Effectiveness Model from DeLone and McLean. Questionnaires were collected through web-survey and were analysed using structural equation modelling (SEM) using the partial least squares (PLS) path modelling method. Objective: to examine the effectiveness of the document management systems used in Sarawak Government; to assess the performance of electronic document management system functionalities; to assess the influence of the functionalities' performance on the effectiveness of the electronic document management systems. Results: Based on the analysis, eight hypotheses were supported. The study's main contribution is the creation of research instruments that can be tested in other research settings. Conclusion: This study provided valuable information for the government in implementing Electronic Document Management System, which will lead to the development of digital government in the near future. It is hoped that the EDMS will allow the Sarawak government to become more responsive to the needs of its citizens and realise its vision of efficiently and effectively delivering good services from the government to the people of Sarawak.

Keywords: Author Guide, Article, Camera -Ready Format, Paper Specifications, Paper Submission.

Theme: E-Commerce

FACTORS AFFECTING CONSUMERS' ONLINE PURCHASE INTENTION DURING COVID-19 IN MALAYSIA LOOKING INTO THE ROLE OF GENERATIONAL DIFFERENCES

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Abstract

COVID-19 pandemic has made certain activities interrupted, including the shopping habit of consumers in Malaysia, from physical shopping to internet shopping. The internet has created unlimited opportunities in several sectors, especially in retail business. Different generations have different perspectives and issues regarding internet buying. Thus, this study seeks to investigate the extent of the factors of perceived usefulness, perceived ease of use, perceived price, perceived convenience and perceived trust influence consumers' online purchase intention in Malaysia, looking into the function of generational differences. An exploratory study design was adopted, and convenience sampling was employed for the sampling procedure. An online survey was distributed to 385 respondents. The hypothesis and relationship between variables were tested using multiple regression analysis. The results show that all independent variables except price are significant to influence online purchase intention. Furthermore, generational differences (Millennial) pose some influence on consumers' online purchase intention.

Keywords: Online purchase intention, perceived convenience, perceived ease of use, perceived trust, perceived usefulness

THE EFFECT OF E-SERVICE QUALITY, ONLINE CUSTOMER ENGAGEMENT AND EASE OF PAYMENT ON PURCHASE DECISION WITH PURCHASE INTENTION AS MEDIATING VARIABLE

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Abstract

The purpose of this study was to test the influence of e-service quality, online customer engagement, ease of payment on purchase decision with purchase intention as mediating variable. The population in this study was active collage students in Semarang with a sample number of 100 respondents. Sampling methods use purposive sampling technique. Data analysis method using Partial Least Square (PLS) with Smart PLS 3.0 program. The result show that e-service quality has no effect on purchase decision. Online customer engagement has a positive and significant effect on purchase decisions. Ease of payment has no effect on purchase decision. Purchase intention is able to mediate the effect of e-service quality on purchase decisions. Purchase intention is able to mediate the effect of online customer engagement on purchase decisions. Purchase intention is able to mediate the effect of ease of payment on purchase decisions.

Keywords: E-service quality, Online Customer Engagement, Ease of payment, Purchase Intention, Purchase Decision

THROUGH THE EYES OF DIGINATIVES: A PHENOMEOLOGICAL STUDY ON THE EXPERIENCES OF GEN Z CONSUMERS ON ELECTRONIC COMMERCE

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Abstract

Today, there is rapid advancement in technologies and people have continuously accepted and adapted to innovations. Even though there are numerous previous studies and research about electronic commerce, this study focused on the lived experiences of Gen Z college students to find out their motivations, experiences, and how they navigate through challenges of online shopping. This qualitative study employed transcendental phenomenological research where structural and textual themes were used to describe how and what ten participants experienced in the composite textural-structural descriptions from data gathered. In conclusion, Gen Z is heavily influenced by their environment, significant others—family, friends, partners, and influencers—and their need for convenience using e-commerce. Also, whether Gen Z experience issues during online shopping or not, they will still use e-commerce and find ways to not experience those issues again. Amidst challenges, they believe that e-commerce in the Philippines will still grow and improve. This study has limitations and cannot be used to generalize all Gen Z consumers. Researchers recommend conducting further studies such as exploration on the state of online sellers, their experiences, and problems to have a more holistic understanding of the entire e-commerce industry and how it can be improved. Examining other areas with a quantitative approach is recommended as different environmental experiences and generations may result in different perspectives and research findings.

Keywords: Consumers, e-commerce, lived experiences, Gen z, phenomenological

Theme: Digital Marketing

INFLUENCER MARKETING STRATEGY AND SUSTAINABILITY OF MILLENNIAL ENTREPRENEURSHIP

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Abstract

Digital marketing has decomposed the basic assumptions of theory of reasoned action and theory of planned behaviour where any planned decision to purchase by consumers may be easily swayed by the testimony given out by social media influencers and other forms of digital social media. This study is the first part of a bigger study on influencer marketing and sustainability of millennial entrepreneurship. It explores the strategic approach adopted by millennial entrepreneurs in using social media influencers to achieve the sustainability of their businesses. Qualitative data was collected using the semi-structured personal interview method participated by seven millennial business owners and/or key decision makers. Using thematic groupings, findings from this study is able to provide a useful model for firms in enhancing their entrepreneurial sustainability and allowing it to have a long-lasting competitive advantage. Besides, a model for sustainable product and services that explain social media and networking behaviour among consumers can drive entrepreneurial innovation and sustainability.

Keywords: Millennial entrepreneurship, Influencer marketing, Social media influencer, Entrepreneurial sustainability, Theory of planned behaviour

THE IMPACT OF COVID-19 PANDEMIC ON SINGLE MOTHER ENTREPRENEURS' BUSINESS IN KLANG VALLEY: DOES DIGITAL MARKETING MATTERS?

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Abstract

Corona virus pandemic has affected the whole world since 2019 and it has been one of the biggest nightmares to us. Single mother entrepreneur has been one of the most affected group due to covid-19 and the use of technology has slowly been implemented by them. The objective of this article is to find out what has affected the SMPs and whether they have taken any new strategy or change in order to continue surviving their business. This study has applied qualitative approach which conducted through online meeting for open group discussion. A total of 15 SMPs has been interviewed which is based on Klang Valley. The findings show that they are having a very low resilience level during covid-19 pandemic and till now they are struggling to bringing up their children.

Keywords: Covid-19, movement control order (MCO), single mother entrepreneur, business, strategy

EFFECTS OF ELECTRONIC WORD-OF-MOUTH MARKETING TO CONSUMERS' BUYING DECISION

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Abstract

Electronic word-of-mouth is among the most influential sources of information that customers frequently seek or review in order to make better purchase decisions. It has been shown that after experiencing products or services, past consumers use the internet not only to share their views and ideas about the products or services but also to discuss honest feedback regarding the performance of products and services with others. The study used a descriptive research design with a primary gathering tool of a survey questionnaire. They utilized it to better understand how electronic word-of-mouth influences consumer purchasing decisions in terms of psychographic, behavioral, and social factors. The data gathered was from millennials in Calamba City, Laguna, who encountered electronic word-of-mouth online from online sites and social media platforms. The results of the study positively indicate that electronic word-of-mouth serves a substantial impact on consumer decision-making. Consumers rely on electronic word-of-mouth marketing to seek original and truthful information to avoid regretting their purchasing decision. Since there is too much information online, recommendations and opinions and other people, including friends, families, and other peers, help them make better purchasing decisions. An action plan was proposed to improve electronic word-of-mouth marketing effects on consumers' buying decisions.

Keywords: Buying decision, Electronic word-of-mouth, Marketing, Millennial

Theme: Digital Education

CONTRIBUTING FACTORS OF MENTAL HEALTH PROBLEM AMONG UNIVERSITY STUDENTS DURING ONLINE LEARNING

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Abstract

There was an abrupt change in teaching and learning during the COVID-19 pandemic where classes were conducted online that significantly affected students physically and mentally. The purpose of the study is to examine the factors that contribute to this phenomenon so that actions can be taken to prevent the same problem from recurring in the future if the same issue emerges. The study used qualitative and quantitative methods. The former was to explore the causes that lead to the mental health problem among students using interviews and the later was to determine the significant causes of the mental health problem using a questionnaire survey. The findings show that the ODL itself poses problems to students' mental health. The other factors are not significant. There are two lessons learnt from the findings, first, the conduct of the online class should be improved so that students will be more motivated and engaged during the class session. Second, online classes should be more interactive and lively. Other implications of the study are also discussed.

Keywords: Online learning, mental health, emotional support, higher learning institution

STUDENT LEADERS' PERSPECTIVES OF ONLINE CO-CURRICULAR ACTIVITIES IN MALAYSIAN LOCAL UNIVERSITY

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Abstract

Students can build leadership abilities through participating in co-curricular activities like competitions, clubs and societies or student representative council. However, digital education has made these activities more challenging since they are not physically present in the campus. Thus, this research explores the experiences of student leaders participating in online co-curricular activities to identify the most effective approach so that all students, regardless of their mode of study, can participate in these programs and graduate with leadership skills that will help their employability. This exploratory research applies qualitative method where semi-structured interviews with student leaders were conducted for data collection before the interview transcripts thematically analysed. Technology, lack of innovation, low participation, and preparedness were the identified hurdles of online co-curricular activities. Online co-curricular activities are also provide benefits including accessibility, improve digital skills, promoting creativity, and ability to manage crisis.

Keywords: leadership, online co-curricular activities, employment, students' leadership, digital education.

MENTAL AND EMOTIONAL EXHAUSTION AMONG ACADEMICS DURING ONLINE DISTANCE LEARNING

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Abstract

Recently, it has been reported in the news that students and academicians are suffering from depression due to the excessive use of online applications to conduct teaching and learning. Depression is one of the signs of mental and emotional exhaustion. Technology is supposed to facilitate the teaching and learning process but the negative consequences might occur when overused. Therefore, the purpose of this study is to discover the best possible solutions for the problem faced by the academics during the online learning by means of employing qualitative and quantitative approaches. Using qualitative approach, selected academicians were interviewed and their feedback was transcribed and used to develop the survey instrument. Quantitative research design was used later on to determine the most plausible solutions for the problem that could be obtained and implemented. The expected findings help the higher education institutions to craft appropriate strategies to enhance the effectiveness of teaching and learning.

Keywords: Mental health, emotional wellness, higher education, online learning

STUDENTS' PERCEIVED EFFECTIVENESS OF COURSERA IN A PHILIPPINE PRIVATE HIGHER EDUCATION INSTITUTION: A STRUCTURAL EQUATION MODEL (SEM) APPROACH

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Abstract

Massive Open Online Courses (MOOCs) have taken the spotlight in the 21st-century education, especially during the COVID-19 pandemic. Coursera, one of the world's top MOOCs, has aided the Philippine higher education to facilitate and expand learning despite physical restrictions. As such, this study inquires on the students' perceived effectiveness of Coursera in a Philippine private higher education institution. A modified survey questionnaire was conducted among 298 respondents with 216 usable data responses. The indicators explored in assessing Coursera system are system quality, information quality, and service quality. On Coursera effectiveness, user satisfaction and perceived net benefits were explored. Pearson-r was used to determine significant relationships, and a structural equation model is presented. Key findings of the study revealed that students have a generally positive perception of Coursera's system and effectiveness. The quality of informational content and their overall satisfaction are the students' most important considerations in evaluating the platform's effectiveness. The results can be considered in future decisions of higher education institutions in terms of integrating and evaluating MOOCs platforms such as Coursera.

Keywords: E-learning platforms, Coursera, student perception, effectiveness

Theme: Data Analytics

UNIVERSITY-INDUSTRY LINKAGES AMONG MANAGEMENT STUDENTS: A SOURCE-APPLICATION APPROACH

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Abstract

The purpose of this paper is to identify the Sources and Applications for University-Industry Linkages (UILs) in India. In India, the universities-industry players work closely together to harness the synergies from close collaborations between academia and industry. A sample of 150 student respondents from Alagappa University comprising of Master degree students from seven Academic Operating programmes constitute the empirical basis for this study. The data collected through structured questionnaires were analyzed with Descriptive analysis, Weighted Average Rank, Chi-Square test, and Correlation. Nine variables of sources and 14 variables of application were developed from the literature survey. Chi-square analysis showed no significant association in view of gender perception and Academic programmes on the major applications of UILs. The majority of correlation coefficients between Sources and Applications were found to be significant.

Keywords: Graduate Students, Institutional Growth, Entrepreneurship, R&D, Government Policy

Theme: Customer's Insights

EMOTIONAL INTELLIGENCE AND ENTREPRENEURIAL ORIENTATION ON ENTREPRENEURIAL INCLINATION: A CASE OF SECONDARY SCHOOL STUDENTS

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Abstract

Past studies associated emotional intelligence with a positive mindset to achieve better academic performance. Emotional intelligence is said to help students to set their goals. This paper investigates the relationship between emotional intelligence, entrepreneurial orientation, and entrepreneurial inclination of secondary school students. In this study, emotional intelligence is posited against entrepreneurial orientation and entrepreneurial inclination. A total of one hundred and three usable responses were collected, and data was tested using Partial Least Squares. Results indicated that emotional intelligence affects entrepreneurial orientation but recorded a low impact on entrepreneurial inclination. Entrepreneurial orientation served as a mediating link between emotional intelligence and entrepreneurial inclination. Most of the respondents were not well exposed to the concept of entrepreneurship in the school thus, their interest in entrepreneurship needs to be more conclusive. In exploring students' inclinations, it is important to identify their level of emotion and how they regulate it for their best interest.

Keywords: Emotional Intelligence, Entrepreneurial Orientation, Entrepreneurial Inclination, Secondary School Students.

ROLE OF WOMEN IN PURCHASE BEHAVIOR OF INDIAN FAMILIES TO ACHIEVE GREEN BEHAVIOR

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Abstract

The aim of this paper is to study the role of women in achieving a green environment in the family system. With green practices gaining significance for the adoption of sustainability, not only at the corporate level but also at the household level, it becomes essential to measure the role and impact of a green consciousness of women in adopting green purchase behavior in families. A standardized questionnaire was designed, and purposive sampling approach was used to acquire 621 samples. This research implemented confirmatory factor analysis (CFA) for the validation of model. PLS-SEM analysis is used to validate the developed model. The existing green behavior literature focuses on three dimensions: environmental attitude, concern, and behavior. This article investigated the significance of the three dimensions in individual women in the household and their importance in determining her influence on the family's green behavior. CFA was used to test the discovered factors, and the results were published.

Keywords: Purchase Behavior, Green behavior, confirmatory factor analysis (CFA), employees' perceptions, sustainability of service organizations

ATTITUDE ON CUSTOMER PURCHASE INTENTION TOWARDS ADULTERANT COSMETIC PRODUCTS IN MALAYSIA

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Abstract

In Malaysia, adulteration in the cosmetic market is constantly active because there is demand from the customer, and the supplier will keep supplying the product in the market. A test on a few cosmetic products revealed undeclared ingredients or substances such as mercury, hydroquinone, and tretinoin. This study aims to identify the effect of attitudes among female consumers in the Klang Valley. The data was collected using a descriptive study approach, with 100 questionnaires distributed to respondents. The researcher used the Statistical Package for Social Science (SPSS) to analyse the questionnaire. Findings show the most substantial relationship between perceived price and purchase intention. The regression analysis has shown that perceived price is the dominant factor influencing consumer attitudes toward adulterant cosmetic products compared to the other three (3) factors (social motivation, status consumption and brand consciousness). The future researcher can expand the sample size and location.

Keywords: Adulterant Cosmetic, Perceived Price, Social Motivation, Status Consumption, Brand
Consciousness.

EMPOWERING RESPONSIBLE CONSUMERS THROUGH *TA'AWUN* (MUTUAL COOPERATION) FOR SUSTAINABILITY

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Abstract

Responsible consumers act collectively with integrity and resilience. Empowering responsible consumers through *ta'awun* (mutual cooperation) enables sustainability in consumption. This study aims to explore the roles of *ta'awun* (mutual cooperation) among consumers in a society of responsible consumers. The study used personal interviews with consumer activists. The personal interviews with consumer activists argued that empowering responsible consumers through *ta'awun* (mutual cooperation) for sustainability can be done based on workable and practical mutual cooperation leads to good outcomes. The process is monitored and evaluated with willingness, ability, and piety. Responsible consumerism is intensified with mutual cooperation and the attitude of being socially responsible and sustainable. The *taqwa*-driven *ta'awun* (mutual cooperation) with responsible consumption sustainability can be done through education and awareness campaigns, providing access to sustainable goods and services, and establishing incentives for businesses to adopt more sustainable practices. For future research, the personal interview can be extended to policymakers and other civil society advocates.

Keywords: Responsible Consumption, *Ta'awun* (mutual cooperation), Sustainability.

YOUTH CONSUMER INSIGHT ON NEW HEALTH LITERACY FACTORS FOR COMMUNITY WELLBEING IN THE ENDEMIC ERA

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Abstract

The aftermath of the coronavirus pandemic revealed the imperative for health literacy and health awareness among the youth communities in Malaysia. The Ministry of Health's daily report on the escalating omicron variant cases is worrying from the public health standpoint. That said, it is important to gauge the awareness of the public on their health literacy knowledge to prepare them for the endemic phase. In doing so, the modelling of new health literacy factors will provide the guiding principle to life's adjustments in the new normal. Thus, the objectives of the fundamental study are to determine the new factors on health literacy for community wellbeing in rural Malaysia and to assess health literacy awareness towards youth community wellbeing in the endemic era. A quantitative, non-experimental research design will be the main method for the study with correlation relationship analyses to obtain the findings. A questionnaire will be the instrument used for primary data collection with a sampling frame of youth customer segment focus on undergraduates, thus fulfilling the purposive sampling technique criterion. The expected output will be the emergent factors that would achieve the third objective which is to propose a model on new health literacy. The significance of the new health literacy model will be the updates on public health awareness on the current pandemic situation in anticipation of the endemic phase. The model will be contributed to the body of knowledge of health literacy and perception of youth customer segment among undergraduates' students.

Keywords: health literacy, youth insight, well-being, public health, health awareness

STARBUCKS GREEN ADVERTISEMENT: A STUDY ON ITS EFFECTS ON THE BUYING DECISION OF CUSTOMERS

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Abstract

Green advertising is considered as one of the methods that marketers or advertisers use, nowadays, to position in the consumers' minds their green products and business practices. Hence, it affects consumers' behaviors and decisions and companies brand image and success over their competitors. Starbucks is an American multinational and largest coffeehouse chain in the world known for its high-quality coffee, other beverages, and pastries. Its success also relates to the brand's continuous efforts to develop in aspects such as innovation, sustainability, community growth, etc. The researchers used a quantitative, descriptive approach and modified questionnaire for the study. The respondents are the 125 students of LPU-Laguna from College of Business and Accountancy (CBA), College of Arts and Sciences (CAS), College of Engineering and Computer Science (COECS), and College of International Tourism and Hospitality Management (CITHM) college departments. This study was conducted with the intention of identifying the factors of green advertisement of Starbucks and its effects on customers' buying decisions. The findings revealed that the factors that affect the perception of the customers towards Starbucks green advertisement have had a major impact on how they view the brand. Furthermore, the four measures of buying decision of customers towards Starbucks all obtained "Agree" responses. It was concluded that there are significant relationships between the four measures in assessing the customers' perception and four measures in customers' buying decision. Action plans were developed and proposed by the researchers to fill the gaps or address the weak points in Starbucks' advertising methods or plans.

Keywords: Buying decision, customer perception, Starbucks green advertisement

Theme: Customer Retention and Loyalty

ELECTRONIC WORD OF MOUTH AND ITS IMPACT ON TOURISTS' TOTAL GUEST EXPERIENCE AT ISLAND BEACH RESORTS IN MALAYSIA

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Abstract

In recent years, customer experience has strengthened its presence within the global tourism industry generally viewed as an experience-intensive sector. Despite that, major influences of customer experience are still debatable amongst academics and business practitioners alike. This study aimed to examine the extent to which electronic word-of-mouth (or eWOM) forms of communication influenced total guest experience, involving both escapism and aesthetic experience elements. Using a quantitative research design, 433 usable survey feedbacks were collected from target respondents comprising tourists staying at major island beach resorts in Malaysia. Data analyses were carried out using a structural equation modelling approach in testing the hypothesized assumptions. Findings revealed a significant relationship between eWOM and escapism experience. On the contrary, no significant relationship was observed between eWOM and aesthetic experience. Several practical implications were further discussed.

Keywords: Electronic Word-of-Mouth (eWOM), Online Reviews, Tourists, Guest Experience, Island Beach Resorts.

INVESTIGATION OF CUSTOMER SATISFACTION TOWARDS ONLINE FOOD DELIVERY SERVICE SYSTEMS IN MALAYSIA

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Abstract

Nowadays, online food delivery systems are popular in the food service industry. However, there have been issues concerning the level of customer satisfaction with the online delivery system. This research aims to examine customers' satisfaction with online food delivery services in Malaysia. In this research, quantitative research was used, and a sample of customers was chosen by using purposive sampling. A Google Forms survey was used to collect 150 respondents for this cross-sectional study. The result showed that the complexity of system, payment method and time-saving significantly influence on customer satisfaction towards the online food service delivery systems in Malaysia. However, food quality and service quality on the online food service delivery system was found to have no significant relationship with customer satisfaction. This study provides insights from the customer which will aid in improving new strategies for business development and customer retention in the future

Keywords: Customer satisfaction, online food delivery system, complexity of system, payment method, time saving.

RELIGIOSITY TOWARDS AR-RAHNU CUSTOMER RETENTION: THE MODERATING ROLE OF AWARENESS

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Abstract

Ar-Rahnu is a type of financing product that has gained popularity due to its availability as a quick source of cash. Past research has focused on increasing its usage among customers rather than retaining them. This study aims to examine the relationship between religiosity and customer retention, and the role of awareness as a moderating factor. Data was collected from 327 customers through questionnaires and analyzed using Partial Least Squares Structural Equation Modelling. The results showed that religiosity had no effect on customer retention, and awareness did not moderate the relationship between religiosity and retention. This suggests that awareness on its own can influence customers to continue using Ar-Rahnu products. These findings provide insights for the management of Ar-Rahnu to increase visibility and awareness of the product.

Keywords: Religiosity; awareness; customer retention; Ar-Rahnu

HEALTHCARE SERVICE DELIVERIES AND THE ENVIRONMENTS: UNDERSTANDING THE MUSLIM PATIENTS AND THEIR CAREGIVERS NEEDS

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Abstract

On a global scale, the demand for Islamic-friendly hospitals that cater to Muslim patients' needs while preserving Islamic values is on the rise. As hospitals struggle to remain viable in a competitive industry while supplying the community with appropriate and high-quality healthcare services, management should be cautious of this shift in mentality. Hence, this study aims to dissect the acceptable Islamic-friendly hospital service delivery standards and the atmosphere that Muslim patients and their caregivers aspire, while fulfilling Islamic medical ethics and shariah requirement. To explore the suitable elements of Islamic-friendly hospital practices and their mechanism, a systematic literature review procedure was carried out. The patterns of the reviewed papers were then analyzed thematically, yielding eight potential themes which are Shariah compliance prescription, Islamic infrastructure, Islamic medical practices, compassion and support, competencies of Islamic medical services, conducive Islamic surroundings, reasonable and convenience services, and Islamic work culture. The findings are expected to spur policymakers in Malaysia, and other interested nations to put the recommended themes into practice by enacting more favourable legislative measures as well as useful promotion and education strategies to further improve the services and industry.

Keywords: Muslim Patients, Islamic-Friendly Hospital, Islamic Medical Ethics, Systematic Literature Review

Theme: Cross Culture Study

COPING ABILITY INFLUENCING FACTORS FOR WORKING WOMEN QUALITY LIFE BALANCE

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Abstract

The modern working women are facing difficulty to balance their family and job responsibilities. They are burdened with heavy workload both in the office as well as at home. The role conflicts occur when work role demands interfere with the working women's ability to fulfil home-role demands, or home role demands interfere with their work demands. The difficulties were heightened during the lockdown of Covid-19 pandemic, when home is home as well as office. Thus, the role conflict of the working women would escalate their stress levels. They have to resort to relevant coping strategies to overcome or reduce the stress. They also need to have the necessary knowledge, resources, supports and health from office and home for their coping strategies. Hence, this study investigates the relationship of Knowledge, Resources and Support with Coping strategy among the working women towards achieving work and life balance during MCO amidst Covid-19 pandemic. The findings shows that Health, Knowledge, Resources and Support are positively related to Coping at 0.05 level of confidence. These variables postulated to be moderated indicators that explain 47% of variance in Coping. Since the hypotheses are supported, these indicate a substantial model of the study.

Keywords: Quality of Life Balance, Health, Coping, Working Women

Theme: Consumer Behaviour and Technology

HOUSEHOLDS WEEE BEHAVIOUR: A SYMBIOSIS PERSPECTIVE

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Abstract

Electronic waste encompasses various electric and electronic equipment that owners no longer find useful. Managing electronic waste from households is quite complex and necessitates a strategic approach by local authorities. Local governments must design the electronic waste flow from the source so that waste is not cross-contaminated with general household waste. The study utilised a mixed-methods strategy to address the fundamental questions and objectives for the sustainable approach. The investigation employed a qualitative and quantitative strategy appropriate for a multidisciplinary study (Waste; Logistics and Behaviour). To identify the overarching values in addressing human behaviour in e-waste recycling at its source, simultaneously investigate both situational and personal factors, whose interaction represents a symbiosis perspective.

Keywords: Recycling, reverse logistics, solid waste management, WEEE

FINANCIAL RISK TOLERANCE DURING POST-PANDEMIC: A CASE STUDY AMONG URBAN OLDER MALAYSIANS

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Abstract

The COVID-19 pandemic has negatively impacted the older population's financial satisfaction and well-being as health-related expenses deplete their retirement funds and family members lose their jobs or receive pay cuts. Older peoples may invest in riskier financial products or businesses to compensate for the loss of savings and financial aid. Hence, this paper intends to investigate the direct and indirect effects between financial satisfaction and financial risk tolerance among the Malaysian older population aged 60 and above. This primary data was collected in the third quarter of 2021 and employed purposive sampling through face-to-face interviews with a structured questionnaire. The results from Process Macro for SPSS and Model 4 (mediation analysis) show that older Malaysians' financial risk tolerance is not directly influenced by their financial satisfaction, which indicates that older populations share similar risk tolerance during the pandemic regardless of their financial satisfaction. However, financial satisfaction indirectly affects financial risk tolerance, mediated by attitude and subjective norms. These results indicate that the older population, who are more family-orientated and have better financial situations, are more likely to take the lesser risk. In contrast, those with sound financial knowledge and skills, able to identify and invest in profitable financial products, and strongly influenced by their friends are more likely to take higher risks. This study is essential for financial institutions in developing investment products targeting the older population and for the financial planner to educate the elderly to take a reasonable level of financial risk to preserve and accumulate retirement funds.

Keywords: Theory of Planned Behaviour, Financial Satisfaction, Risk Averse, Risk Taker, Older Adult

HOW FLOW EXPERIENCE AND ADVERTISING VALUE INFLUENCE PURCHASE INTENTION TOWARDS THE MOBILE ADVERTISEMENT?

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Abstract

The rapid growth of smart device technology has led the mobile advertising to become one of the important tools in the digital marketing. This study aims to examine the effect of flow experience and advertising value on purchase intention of consumers towards the mobile advertising. A total of 150 respondents was recruited based on convenience sampling through a set of self-administered questionnaires surveyed on the demographic background of respondents and all variables that are informativeness, entertainment, credibility, irritation, incentive, flow experience, advertising value, and purchase intention. Structural equation modelling was performed to assess the measurement model and structural model. Informativeness, credibility and entertainment were found to have positive effect on flow experience. Credibility, entertainment, and incentive were proved to have positive effect on advertising value. Flow experience and advertising value influenced purchase intention positively. This study provides several managerial implications for mobile advertisers to promote and enhance the mobile advertisement strategic plan.

Keywords: Flow Experience, Advertising Value, Purchase Intention, Mobile Advertisement.

INTENTION TO USE E-WALLETS APPLICATIONS AS A PAYMENT METHOD AMONG UNIVERSITY STUDENTS USING THE TECHNOLOGY ACCEPTANCE MODEL (TAM)

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Abstract

One of the most significant technological inventions of the twenty-first century is the electronic wallet or e-wallet. This study examined the Technology Acceptance Model (TAM) to explain university students' intention to use e-wallets as a means of payment. Data was collected from university students in Malaysia using a questionnaire distributed via Google forms on various social media applications. A non-probability sample was drawn, and the data was analysed using linear regression analysis. The results showed that perceived ease of use and perceived usefulness had a significant effect on university students' intention to use e-wallets. Perceived ease of use also has been found to be an important predictor of perceived usefulness. The findings of this study are useful to academics and practitioners alike. This study contributes to the growing literature on technology, digital payments, and consumer behaviour. At the same time, this study can be used as a basis for e-wallet developers to better understand their customers and the utility of e-wallet applications as a payment method.

Keywords: E-wallet, perceived ease of use, perceived usefulness, technology acceptance model, university students

THE INFLUENCE OF E-CUSTOMER SERVICE QUALITY ON MALAYSIAN TELECOMMUNICATION BRAND EVANGELISM

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Abstract

Based on the E-Service Quality (E-SQ) model, this study investigates the influence of e-customer service quality on positive brand referrals and oppositional brand referrals. E-customer service quality is conceptualized as a multidimensional construct that consists of six dimensions (reliability, privacy and security, efficiency, functionality, ease of use and responsiveness). The consumer decision journey model was used in this study to explain the behavioral decision theory. This study employed e-customer service quality to measure brand evangelism effect (positive brand referrals and oppositional brand referrals) in the context of Malaysian telecommunication brands. The subjects for this study were the customers of Celcom, Digi, Maxis, U Mobile and Unifi who have the experience of using e-customer service (chatbot). The proposed theoretical model was tested using Statistical Package in Social Science Software (SPSS) version 26.0. The findings revealed that e-customer service quality is pertinent after four key factors of e-customer service quality positively influenced positive brand referrals. On the other hand, it was also found that e-customer service quality did not significantly influence oppositional brand referrals. This relationship brings a new perspective into the current understanding of consumers' behavior on favoritism attitude towards the brand after having perceived the positive experience from the quality of e-customer service.

Keywords: E-customer service, positive brand referrals, oppositional brand referrals, brand evangelism, brand evangelist, Malaysian telecommunication

FACTORS INFLUENCING THE COMMUNITY GARDEN LEADERS' INTENTIONS TO SUSTAIN COMMUNITY GARDENS IN MALAYSIA

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Abstract

Community garden programs are widely claimed to play a role in food security and create social interaction among communities worldwide, including Malaysia. Community garden leaders have a vital role in managing the community garden successfully. To sustain the community garden program, it is crucial to understand the factors influencing community garden leaders' continued participation. This study involved quantitative methods, and the primary data were collected through a structured face-to-face interview with 154 community garden leaders between September 2021 and January 2022. Based on the theory of planned behaviour, the structural equation modelling was used to analyse factors affecting the community garden leaders' behavioural intentions. The results showed that the key influencing factor was awareness which positively impacted the community garden leaders' intentions towards the continuity of the program. The results of this study will provide design recommendations for the government and community to develop more successful programs for the long-term survival of community gardens.

Keywords: Community Garden, Theory of Planned Behaviour, Community Garden Leader, Behavioural Intentions, Structural Equation Modelling.

CONSUMERS' POST-PANDEMIC ONLINE SHOPPING INTENTION

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Abstract

The internet has powered the expansion of online consumers and e-commerce. COVID-19 pandemic caused global lockdown, social distancing, and other measures to curb its spread. It has surged the internet buying driven people towards online shopping. This study empirically explore the factors that influence consumers' online shopping intentions post-pandemic. Data collected from 146 respondents via an online questionnaire. The study revealed that Perceived Usefulness, Attitude, Perceived Ease of Use, Perceived Behavioral Control and Subjective Norms influence consumers' online shopping intention. Therefore, the research model is statistically capable of assessing the influence of independent and dependent factors. Limited respondents deter the generalization of the findings and the variables chosen are based of its relevancy of the study. Other variables may produce different outcomes.

Keywords: Online Shopping Intention; Post-Pandemic; Technology Acceptance Model, Theory of Planned Behavior

PURCHASING DECISIONS ON LAPTOP PRODUCTS: A CASE STUDY IN INDONESIA

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Abstract

The aim is to examine the factors influencing consumers to buy a laptop. The population in this study is unknown with certainty and how many, so the sampling uses non-probability sampling. The method used in this research is quantitative, with 142 respondent data processed using SPSS. The analysis in this study includes a validity test, reliability test, normality test, multicollinearity, heteroscedasticity, and regression test. The results of this study indicate that each and simultaneously of the product differentiation, product quality, and product innovation variables have a positive effect on purchasing decisions. Studies show that the effect simultaneously shows a more excellent value than the simple method. The result shows that combining product differentiation, product quality, and product innovation can be a powerful marketing strategy to increase customer purchasing decisions, where customers are now more selective in choosing products before buying. The result can happen because, in the digital era, all information is easy to access.

Keywords: Purchase Decision, Product Differentiation, Product Quality, Product Innovation

AN INTEGRATED FRAMEWORK FOR BRAND RESONANCE USING THE CONSUMER INVOLVEMENT THEORY APPROACH

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Abstract

This study aims to analyze and examine the research gap in the form of inconsistencies between the relationships of factors that influence Brand Resonance through the Consumer Involvement Theory approach. The data used in this study is primary data. This data is data directly obtained from respondents by distributing questionnaires to determine the effect of Brand Involvement and Brand Communication variables on Brand Resonance mediated by Brand Engagement on Apple's product users. In this study, there were 37 indicators, so in this study the sample used was 185 people. The data analysis method is Multiple Linear Regression Analysis using Smart PLS 3. The results of the study indicate that the factors that influence brand resonance have a direct effect. The empirical findings support the proposed model and hypothesis, showing that (1) Brand Involvement, brand Communication, brand engagement have a relationship with brand resonance intentions, and (2) brand resonance is moderated by brand engagement. The findings of this study provide a unified understanding of the structural relationships that contribute to increased brand resonance in Apple product purchases in Indonesia.

Keywords: Brand Involvement, Brand Communication, Brand Resonance, Brand Engagement

**BRAND EXPERIENCE, FOMO PHENOMENON AND ITS EFFECT ON
BRAND LOYALTY (CASE STUDY OF SMARTPHONE USE OF FE
UNNES MANAGEMENT STUDENT)**

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Abstract

The research was conducted to find out how influential the brand experience and the FoMO phenomenon are on satisfaction and loyalty. This research was conducted because students now cannot be separated from the use of smartphones. The use of smartphones is also inseparable from brand selection. In addition, how the Fear of Missing Out phenomenon towards the use of smartphones in their social life. Smartphone brands greatly affect satisfaction and loyalty. The phenomenon of FoMO as a factor enhances the influence of users in satisfaction and loyalty. The result of this study is that all variables have a positive and significant influence. These results suggest that these variables are appropriately used in this study.

Keywords: brand experience, FoMo, Satisfaction, loyalty

ONLINE SHOPPING ADDICTION AMONGST NURSES IN PRIVATE HOSPITAL

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Abstract

The aim of this study is to investigate the factors of online shopping addiction among nurses in private hospital. This study focused on nurses who have the purchasing power or have the ability to buy something online. In this study, the variables of enjoyment, negative emotional state, and low self-esteem were used to investigate whether any of the factors are actually related to online shopping addiction (OSA) and which factors have a strong relationship with online shopping addiction. Self-administered questionnaires were distributed to nurses in a private hospital in Malaysia, which served as the research setting for this study. It is hoped that the research will contribute to greater understanding of online shopping as well as consumer behaviour.

Keywords: consumer behaviour, emotional state, enjoyment, online shopping addiction, private hospital

THE CONSPICUOUS CONSUMPTION BEHAVIOR AMONG MILLENNIALS GENERATION

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Abstract

The conspicuous consumption behaviour has grown in Malaysian culture over the last few years, particularly among the millennials, such as college or university students and young working adults. Given the potential for growth of luxury brands in Malaysia and the country's enormous earnings from luxury shopping, citizens, particularly millennial consumers, may suffer in the long run from the trend of living luxuriously. Millennial consumers are commonly related to social problems such as prostitution, selling drugs and sugar babies to obtain a luxury lifestyle. In addition, millennial consumers also are related to bankruptcy issues. The case of bankruptcy among youth is critical and needs further attention to control the circumstances. This paper aims to overview conspicuous consumption behaviour and its importance in recent market and business research. The methods used to complete this paper are collecting data from published journals, conferences paper and books. The result shows that luxury consumption values consist of functional, symbolic, experiential, and zero-moment-of-truth (ZMOT), the primary key for the market and business to tackle the millennial demand. The finding implies a contribution to contribute in marketing literature relating to consumption values and market choices, product branding, product image, product choice, and product purchase decision processes. Subsequently, the finding may help the business to strategize the best marketing approach to advertise as a luxury brand so that many people want to associate themselves with their product. In addition, the company will create a new trend in the culture and social or economic class in which the consumers reside.

Keywords: Conspicuous Consumption Behavior, Luxury product, Millenia Generation, Business Strategy

Theme: Business Resilience in Digital Era

FACTORS AFFECTING WORK LIFE BALANCE AMONG ADMINISTRATOR IN A PUBLIC UNIVERSITY DURING COVID-19

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Abstract

This study is conducted to examine the relationship between job stress, supervisor support and work attitudes towards work life balance during Covid-19 among employees in an administration office at a Public University in Selangor. The independent variables of this study consist of job stress, supervisor support, and work attitude; whereas the dependent variable in this study is work-life balance. The quantitative research method is selected and a questionnaire is used as the research instrument to collect data. There are 110 samples selected from the Administration office (N=110). The data collected is analysed by using Statistical Packages for Social Science Version 26.0 (SPSS Version 26.0) software. Data was then analysed both descriptively and inferentially. The results revealed that all variables have a significant positive relationship between supervisor support and work attitude with work life balance and significant negative relationship between job stress and work life balance. The study emphasised the need for organisations to review the relevance of work-life balance programs, policies and activities that support and encourage employees to reduce stress in a workplace. Supervisor support also gives the impact to make a positive work attitude among employees. This study gives an insight to the organisation in designing an appropriate system to enhance work-life balance.

Keyword: work-life balance, job stress, supervisor support, Covid-19, work attitude

MODERATING EFFECT OF LOCUS OF CONTROL ON SPIRITUAL INTELLIGENCE AND ENTREPRENEURSHIP ORIENTATION

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Abstract

Spiritual intelligence relates to one's ability to rely on the ultimate power to determine his or her success in worldly affairs including entrepreneurship orientation. The Previous researchers agreed that spiritual intelligence has three dimensions comprising rituals, forgiveness and beliefs whereas entrepreneurship orientation is divided into three, constituting proactive, innovative and risk taking. Some researchers discovered that spiritual intelligence is directly related to entrepreneurship orientation but the findings are inconsistent from a study to another. Therefore, the present study is meant to investigate the role of locus of control in affecting the relationship between spiritual intelligence and entrepreneurship orientation. Using 319 data collected from entrepreneurs, the results of moderated multiple regression analysis revealed that locus of control moderates the relationship between rituals and risk taking and between forgiveness and risk taking. The findings indicate that entrepreneurs' risk taking can be enhanced by increasing the level of rituals and forgiveness of entrepreneurs. The relationship can be improved by having low external locus of control. The implications of the study is discussed in the paper.

Keywords: Spirituality, entrepreneurship orientation, locus of control, rituals, forgiveness, risk taking

SUSTAINABLE BUSINESS PRACTICES AMONG INDIGENOUS COMMUNITY IN ROYAL BELUM

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Abstract

Research concerning the Indigenous people have been growing for the past few years. Compared to other ethnic in Malaysia, the indigenous community is still far behind in terms of poverty. In fact the community is considered under the poverty eradication policies and programmes as specified by the government. There are nineteen ethnic subgroups comprise of the indigenous peoples in Peninsular Malaysia, and from these 19 ethnic subgroups are the 3 main ethnic groups. The Malaysian government perceives the Indigenous people as underdeveloped and in need of support and modernization. At present, the Indigenous people are roughly from 140,000 to 180,000 in population. The Indigenous households in Kedah State have the second highest poor Indigenous households with 8.8%. This is followed by the Perak State with 7.3% household poverty rate in Peninsular Malaysia. The other states were reported to fall at around 3% to 5% in household poverty rate. The community is well known for conducting domestic business activities which are mainly for survival by selling raw materials such as various types of fish and many agricultural products and mostly done by the adults. This research examines the business activities conducted by the Indigenous community in Kg Sg Tiang Royal Belum in understanding the depth of their entrepreneurship. A face to face survey was conducted amongst the community in Royal Belum in order to gauge deeper understanding on their business activities. Data was analysed using SPSS ver 28 and the profile of the community who conducted business practices for sustainable business income is presented.

Keywords: Indigenous community, Sustainable business practices, Entrepreneurship, Awareness, Innovativeness

Theme: Business Resilience in Digital Era

KNOWLEDGE MANAGEMENT CAPABILITY, INNOVATION AMBIDEXTERITY AND ORGANIZATIONAL PERFORMANCE IN EMERGING MARKET

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Abstract

Small and medium enterprises are considered the best avenue for innovation. Even though innovation is vital for business survival, innovation implementation in emerging markets still needs to improve. In the knowledge-based economy, knowledge has become the primary resource which will trigger innovation ambidexterity to propel better SMEs' performance. This study explores the effect of knowledge management capability on organizational performance, including innovation ambidexterity as a mediating variable. One hundred usable questionnaires were analyzed using Structural Equation Modelling of Partial Least Square software. Findings showed that innovation ambidexterity played an essential link between knowledge management capability and organizational performance. Furthermore, both knowledge management capability and innovation ambidexterity showed a strong impact on organizational performance. Therefore, SMEs should actively deploy innovation exploration and exploitation with the support of their knowledge management capability, as these practices are existed but have yet to be fully exploited.

Keywords: Knowledge creation, innovation ambidexterity, organizational performance, emerging market

ORGANIZATIONAL RESILIENCE, BALANCED SCORECARD, PERFORMANCE EXCELLENCE: MODEL FOR ORGANIZATIONAL SUSTAINABILITY

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Abstract

Trans-national education, 4th industrial revolution, flexible learning pedagogies, learning algorithms; these are some of the many forces that are challenging the concept and structure of higher education. Much like the other sectors of the economy, higher education is experiencing an avalanche of changes which most authors consider disruptive in nature. This research describes the organizational resilience and balanced scorecard as predictors of performance excellence in a private educational institution with the goal of developing a model of organizational performance for institutions of higher education. Regression analysis was used to identify variables that influence performance excellence and to estimate their effect on organizational performance. Furthermore, perceptions of the respondents along the variables of interest namely Organizational Resilience, Balanced Scorecard and Performance Excellence represent the latent variables which can provide formative constructs that can be included in the structural model. The results of regression analysis showed that Excellence in Teaching and Learning, Effective and Efficient Governance and Management, Willingness to Learn, Cooperative Awareness, Increased Customer and Stakeholder Satisfaction, and Work Enthusiasm as key factors to performance excellence. The results of partial least squares structural equation modelling showed a linear path indicating causal relationship following an order of balanced scorecard affecting organizational resilience, and organizational resilience affecting performance excellence.

Keywords: Balanced scorecards, organization resilience, performance excellence

SPORTS COACHING BUSINESS INDUSTRY IN MALAYSIA – GOCOACH

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Abstract

Small businesses make up a major percentage of the businesses in Malaysia and provide jobs for 50% of the total population. Unfortunately, many small businesses seem to show similar patterns of failure before their fifth business' anniversary. This study to be conducted by quantitative study aims to explore the factors required by small businesses in Malaysia to sustain operations beyond the first five years in sport- coaching industry. The underlying theories are self-determinant theory and self-management competency theory. A review of the literatures focused on small business' failure and factors required to sustain a business longer than five years will be comprised of a good service quality of sports-coaching for achieving a sustainable competitive advantage and personal values of the sports coach who are passionate to conduct the effective sports coaching activity. Data collection will be conducted through semi- structured interviews of a purposeful sample of five successful sports business owners in Malaysia, who will share and describe their experiences in detailed. Then a set of questionnaires will be disseminated to 30 respondents. Data analysis strategies to be implemented in this study are correlation and regression by using SPSS software and thematic by NVivo. Factors required for small business sustainability are determined as: (a) effective strategizing, (b) flexible financial capital management, (c) human capital development (d) market positioning and sales. The expectation of the studies is to indicate that small business owners in sports business are passionate about starting up their businesses and have the necessary skills to strategize and manage capital effectively and wisely, to sustain their business beyond five years. Information derived from this study may assist small business owners in starting successful companies that supports employees, other companies, communities, and families, contributing to the development and growth of the Malaysian economy.

Keywords: Small business, sports-coaching, sustainability, SMEs.

**Theme: Business
Economy and
Technology
Sustainability**

THE CORPORATE TAX PLANNING IN TRADING AND SERVICES INDUSTRY AMONG PUBLIC LISTED COMPANIES IN MALAYSIA

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Abstract

The tax is an essential part of the budget process, as it determines the distribution of financial resources at the federal level. This study examines the level of corporate tax planning among public listed companies in Malaysia following the 2017 Malaysian Code of Corporate Governance (MCCG) reforms. The study sample is based on 490 firm-year observations from 2012 to 2016 (pre-MCCG) and from 2017 to 2021 (post-MCCG). The panel data consists of trading and services industry data retrieved from Thomson Reuters Datastream. The objective of the study was to assess the level of corporate tax planning before and after the MCCG reforms. It also aims to provide empirical data on whether corporate governance affects corporate tax planning. The results show a significant difference in the effective tax rate pre-MCCG compared to post-MCCG. The study provides insights into the MCCG phases to identify the financial indicators that affected corporate tax planning during this period, thus providing information for upcoming research.

Keywords: Corporate tax planning, Malaysian code of corporate governance, effective tax rate, statutory tax rate

IDENTIFYING CHALLENGES AND POTENTIAL SOLUTIONS FOR FISHERPRENEURS

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Abstract

Fishing is categorized into a low income economic sector especially in developing countries. The amount of fish disembarkation is highly seasonal and the price is drastically fluctuating mostly due to fish migration, wind direction, involvement of commercialized fishing cartel, government interventions and others. Most hardcore fishermen depend solely on their catch to support their family, thus, contributing to the instability of their monthly income. This situation makes fishermen as those living under the poverty line. It is a very rare occasion where fishermen are also involved in entrepreneurial activities. Therefore, this study is proposed to identify the challenges that hinder fishermen to get involved in entrepreneurship activities, which can improve their standard of living. It is also meant to recognize and leverage the potentials that fishermen possess so that they can be groomed to be successful entrepreneurs in future. Data for this study were collected through interview with the Chairman of Fishermen Association and selected fishermen and fisherpreneurs in Terengganu, Malaysia. Studying them in detail using qualitative (interview) approach allows the development of a practical business model that can be used to help fishermen in general enhance their standard of living. It is also expected that the study can be regarded as a starting point for other future research efforts to help fishermen get involved in business venture.

Keywords: Fisherpreneur, fishermen, entrepreneurship, standard of living, income

THE WAY FORWARD TO SUCCESSFUL ENTREPRENEURIAL ACTIVITIES FOR BUSINESS SUSTAINABILITY: A REVIEW PAPER

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Abstract

This paper reviews a theoretical approach to the development of entrepreneurial activities. The intention of the study is to provide an understanding on how people should organize and manage their business ventures for sustainable development through identification of entrepreneurial constraints so that the entrepreneur can effectively prepare for overcoming the constraints and also identified the requirements needed for entrepreneurship development.

Keywords: Entrepreneurship, SMEs, Entrepreneurship constraints

ENVIRONMENT SOCIAL GOVERNANCE INVESTING AND FIRM PERFORMANCE IN TELECOMMUNICATION INDUSTRY

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Abstract

This research explores the use of business sustainability performance in Telecommunication Companies to understand the driving force from financial performance and non-financial Environment Social Governance performance. It explains the use of Shareholder and Stakeholder Models to understand the relationship between financial sustainability and non-financial ESG sustainability with firm performance. It describes the ultimate goal of maximization of firm's value is driven by improved financial sustainability performance and improved non-financial ESG sustainability performance. The inter-working among these variables will lead to the overall effect of reduced cost of capital, hence acting as protection against future economic shocks caused by pandemic or financial crisis. The models of sustainability provided by shareholder wealth maximization and stakeholder welfare maximization can create both synergies and conflicts at the same time, hence finding the optimal balancing act in determining the investment appetite into the firm, known as ESG investing, is key. The findings will provide firms with the right tools to attract good flow of investment at cheaper rates into the company. In addition, companies with positive business sustainability performance will increase ESG investing appetite as they see their investment being protected from future economic shocks either caused by future crisis.

Keywords: ESG investing, business sustainability, shareholder wealth, stakeholder welfare, cost of capital

THE EFFECT OF CAPITAL STRUCTURE ON THE FINANCIAL PERFORMANCE OF HEALTHCARE FIRMS

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Abstract

This study investigates the effect of capital structure on the financial performance of health firms which are listed on Bursa Malaysia stock market. The study builds the regression using ROA as dependent variable and six independent variables, including financial leverage, EBIT, EPS, revenue, net profit and inflation. In addition, we use one external variable that is inflation. The data is collected for the period from 2011 to 2020. The fixed effect regression (FE) is used to test the effect of capital structure to the firms' financial performance. The analysis results show that the financial leverage, EBIT, EPS have a positive relationship with firm performance. It can be concluded that the healthcare firms should focus and give more attention to their internal factors such as firm's EBIT. This is because all these factors give high impact and influence on their firm's performance. Furthermore, the healthcare firm should build more reasonable capital structure with higher debt proportion than equity and diversifying loan mobilization channels such as issuing long-term bonds. Additionally, the firms should expand the scale appropriately to maintain development and ability to pay debts.

Keywords: capital structure, firm performance, financial leverage, EBIT, revenue and net profit

A DUAL CASE STUDY APPROACH TO EXAMINING THE ROLE OF LEADERSHIP IN COMMUNITY-BASED ENTREPRENEURSHIP

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Abstract

Leaders play a crucial role in spearheading the success of community-based entrepreneurship. However, as the position is on a volunteering basis, the impact on the community is mixed. Community leadership is critical as it can lead to a harmonious and prosperous community. Strong leadership would help the community to gain many advantages, especially economic empowerment. The paper presents a comparative analysis of two Malaysian communities chosen for government initiatives but experienced different outcomes. A community leader must have passion, motivation, and capability to lead community members in achieving their goals. Community leaders must be knowledgeable with strong human and psychological skills. The commitment of leaders to contribute should be indefinite and not only when they are holding the post. Vision and mission by leaders would help the community to be self-reliant and self-sustained in future. The paper contends that leaders should be committed to leading the community, and a succession exercise must be in place to develop new young leaders for sustainability.

Keywords: Community leadership, leadership role, community entrepreneurship, case study, Malaysia.

ANTECEDENTS OF THE BEHAVIOURAL DETERMINANTS OF THE INTENTION TO PARTICIPATE IN COMMUNITY URBAN FARMING

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Abstract

Community urban farming provides urban dwellers access to healthy, nutritious, home-grown, low-cost fresh produce. Indeed, it is seen as a mechanism that creates a source of income and reduces the cost of living. However, one of the challenges is the need for greater community participation in active urban farming, which prevents farmers from becoming self-sufficient. This study examines the behavioural determinants of farmers' intention to participate in community urban farming. The study uses the theory of planned behaviour and community development theory and assesses the behavioural determinants using data collected from 310 urban farmers. The results suggest that norm and publicity (subjective norm) are the strongest predictor of intention to participate, followed by farming facilities and costs (perceived behavioural control) and attitude towards community urban farming (attitude). This study provides essential information for policymakers to design better intervention programmes to improve participation in community urban farming so that they become self-sustaining urban farmers.

Keywords: Community urban farming, intention, participation, theory of planned behaviour, urban farming.

SUSTAINABILITY INTEGRATION EFFECTIVENESS: THE INFLUENCE OF LEARNING AND GEO-SOCIAL DEVELOPMENT WITHIN UNIVERSITIES CURRICULAR

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Abstract

Sustainability has been integrated within the universities teaching systems and curricular. Universities have to go beyond the standard educational approach when addressing sustainability. This study investigates the relationship between Learning and Geo-Social Development with university's sustainability integration effectiveness. This study adapted the Model of Economy Sufficiency and the Theory of Reasoned Action. Data was collected from 418 participants through online platform. All constructs have Composite Reliability Values above 0.721 and the loadings are above the threshold of 0.708. The square root of AVE is larger than the highest correlation, thus fulfilled the HTMT criterion of 0.85. These outcomes indicate internal consistency reliability and convergent validity as well as discriminant validity. The findings confirmed the significant of relationships and the model substantial predictive relevance. Since the respondents were students and staffs of GLUs, the findings could not be generalized. Future research should include varied samples.

Keywords: Sustainability Integration Effectiveness, Geo-Social Development, Learning, Model of Economy Sufficiency

THE DETERMINANTS OF EATING ATTITUDES AMONG ADULT INDIVIDUALS

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Abstract

Obesity costs the public health system money. The WHO estimates that Non-Communicable Diseases kill 73 per cent of Malaysians (NCD) yearly. High blood pressure, high cholesterol, low fruit and vegetable intake, obesity, inactivity, and cigarette use are the most significant NCD risk factors. Unhealthy diets and sedentary lifestyles cause most NCDs, which can be prevented. Thus, this study examines the determinants of adult eating attitudes in selected Sabah and Sarawak cities. This study was carried out empirically through a structured questionnaire using a purposive sampling method. A total of 148 respondents have involved survey questionnaire, and the collected data was then analysed using SmartPLS 4.0 software. This study has implications for multiple stakeholders, including consumers, restaurant operators, hospitality managers, brand managers, the government, and society. The study's findings show that life activities, well-being, and life satisfaction influence the eating attitudes of adult individuals. The results should drive the government's policies on responsible food service advertising and promoting a healthy lifestyle to combat obesity in Malaysia, notably in Sabah and Sarawak. At the same time, a proper public health care system ensures the community's long-term well-being.

Keywords: Obesity, eating style, spending pattern, PLS-SEM

NEXUS BETWEEN GREEN INTELLECTUAL CAPITAL AND SUSTAINABLE PERFORMANCE: EVIDENCE FROM MALAYSIA'S PUBLIC SECTOR

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Abstract

These days, sustainability and environmentalism are becoming more of a concern for all. Poor governance, waste management, pollutions, deforestation, flood, and climate change are crucial environmental issues that need the utmost attention. The public sector plays an essential role in introducing sustainable initiatives, promoting sustainable lifestyles, and investing various organisation resources into scientific research to cope with this issue. Regrettably, very limited studies have investigated the importance of intellectual capital integrated into environmental protection, also known as green intellectual capital, to achieve sustainable performance in the public sector. A quantitative analysis approach is applied to the primary data collected through a close-ended survey questionnaire from 167 government offices in Malaysia. Results show that green intellectual capital has a positive effect on sustainable performance. Finally, the implications, limitations and future studies are discussed,

Keywords: Green Intellectual Capital, Sustainable Performance, Public Sector, Malaysia

BUSINESS SUSTAINABILITY INITIATIVES: EVIDENCE FROM A COMPARATIVE STUDY OF ENVIRONMENTAL, SOCIAL AND GOVERNANCE (ESG) PILLARS BETWEEN MALAYSIA AND UNITED KINGDOM

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Abstract

Many forward-thinking academics, consultants, executives, and non-governmental organisations (NGOs) leaders have promoted a theory outlining how businesses can prosper while pursuing a greener and more socially responsible agenda over the last 20 years. They believed that if businesses committed to measuring and reporting publicly on their sustainability performance, such as the environmental, social and governance (ESG) performance of individual companies would improve while methods for measuring the ESG impact would become more rigorous, precise, and widely accepted. Therefore, firms are increasingly under pressure from stakeholders and social organisations to incorporate all three dimensions of sustainability. This article aims at exploring how businesses would gain valuable benefits from undertaken initiatives which help progress towards sustainable development. Particularly, care is paid to the drivers of such business initiatives endeavoring sustainability goals. A comparative exploratory analysis of the two different nations; Malaysia and the United Kingdom was applied describing the efforts of businesses initiatives toward sustainability. It is based upon a series of semi-structured in-depth interviews with top executives of the companies as well as observations and content analysis of internal and external documents about the company's efforts towards sustainability initiatives. The result presents both nations emphasise on the emerging themes on principles of efficiency such as business aspirations mandated from company policies, cultural orientation of the company in particular on the influence of leadership roles, and the valuable benefits gained from sustainability initiatives via process improvements in their business conduct. However, differences exist in the national aspirations attached to sustainable business practices as well as the cultural dimensions associated with them. By addressing the identified issues, policymakers and managers in the manufacturing industry should have integrated sustainability in their business conduct more strategically to gain the most significant opportunities.

Keywords: Sustainability Initiatives, Environmental, Social and Governance, Business Conduct.

PERFORMANCE GROWTH OF BALINESE ETHNIC CLOTHING SMALL AND MEDIUM ENTERPRISES IN BALI PROVINCE INDONESIA

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Abstract

In this globalization era, fashion has been growing rapidly, especially in Indonesia. SMEs in Indonesia, especially in Bali, have an opportunity in the ethnic fashion business. There is also something desirable that they want to develop their products for the international scene. Fashion ethnic has a lot of reviews and is expanding its market opportunities. Its presence is regarded as crucial in reviving the national economy, which has been severely harmed by the crisis. Hence, after the crisis hit Indonesia, only the SMEs sector still existed and even thrived. This study aims to determine what is needed by small and medium businesses to develop products that are in production in order to compete in national and international markets. Besides that, it aims to analyze the business strategy to be applied by SMEs ethnic fashion in Bali, in order to expand into international markets. This study used quantitative methods with primary data. The study population is ethnic fashion SMEs in Bali and the number of samples are 90 SMEs. The sampling technique used is random probability sampling. The research instrument is a questionnaire, which has been tested for validity and reliability. Multiple linear regression analysis was used to analyze the collected data. The results showed that business strategies such as market penetration did not have a significant effect on business expansion. Meanwhile, business strategies such as market development, product development, and diversification had a positive and significant impact on business expansion.

Keywords: Market Penetration, Product Development, Market Development, Diversification, SMEs

INTERNET OF THINGS: TECHNOLOGICAL FEATURES OF WAREHOUSE OPERATIONS IN THIRD-PARTY LOGISTICS SERVICES IN TAMILNADU

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Abstract

Logistics plays a vital role in economic growth, and it is a driver of a countries firm competitiveness. Logistics is a driver of countries' and firms competitiveness and plays a vital role in economic growth. However, the current logistics industry still faces high costs and low efficiency. The development of smart logistics brings opportunities to solve these problems. These features are helpful to promote the development of smart logistics. Smart warehouses aim to increase the overall service quality, productivity, and efficiency of the warehouse while minimizing costs and failures. This article represents the Technological aspects of warehouse operations and efficiency in the third-party logistics services providers in Tamilnadu. A qualitative-descriptive method, through an inclusive review of the applicable studies, was used in this study to develop a technology in warehouses. Designed to simulate warehouse operations in private companies in TN. Stratified random sampling was used in this study. A framework was proposed which is viable for designing an IoT-based warehouse infrastructure. Based on the data collected from a case company, the proposed smart warehouse infrastructure design successfully executed real-time visibility and traceability and improved overall warehouse efficiency, etc, While the framework in this research was carried out in Tamilnadu, the study could be used as the basis for future research in a smart warehouse in IoT. The empirical results give the IoT technologies which are used in different companies. IoT technologies can be implemented and can have a positive effect on warehousing processes

Keywords: Technology, IoT, Warehouse, Tamilnadu

THE DETERMINANTS OF EATING ATTITUDES AMONG ADULT INDIVIDUALS

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Abstract

Obesity costs the public health system money. The WHO estimates that Non-Communicable Diseases kill 73 per cent of Malaysians (NCD) yearly. High blood pressure, high cholesterol, low fruit and vegetable intake, obesity, inactivity, and cigarette use are the most significant NCD risk factors. Unhealthy diets and sedentary lifestyles cause most NCDs, which can be prevented. Thus, this study examines the determinants of adult eating attitudes in selected Sabah and Sarawak cities. This study was carried out empirically through a structured questionnaire using a purposive sampling method. A total of 148 respondents have involved survey questionnaire, and the collected data was then analysed using SmartPLS 4.0 software. This study has implications for multiple stakeholders, including consumers, restaurant operators, hospitality managers, brand managers, the government, and society. The study's findings show that life activities, well-being, and life satisfaction influence the eating attitudes of adult individuals. The results should drive the government's policies on responsible food service advertising and promoting a healthy lifestyle to combat obesity in Malaysia, notably in Sabah and Sarawak. At the same time, a proper public health care system ensures the community's long-term well-being.

Keywords: Obesity, eating style, spending pattern, PLS-SEM

THE KEY SUCCESS FACTORS IN EMPOWERING ZAKAT MICROENTREPRENEURS TOWARDS FINANCIAL SUSTAINABILITY

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Abstract

Empowering microentrepreneurs is essential for the sustainability of the microfinance ecosystem. Due to financial incompetence, many microentrepreneurs have sought microfinance aid. To achieve their dual objectives, microfinancing must be financially and socially sustainable. This study draws attention to the unique and substantial resources accessible in Malaysian Islamic social finance, ie. zakat. The institutions provide nonrepayable micro funds and are accountable to stakeholders in managing zakat funds. A systematic literature review technique has been applied to map and assess the current information and knowledge gaps on crucial success drivers in empowering zakat microentrepreneurs towards social sustainability. Five themes are identified from the analysis: namely, entrepreneur values and interpersonal skills, sound and prudent financial management, corporate governance practices, exceptional customer service and support, and technology and infrastructure. The study recommends for institutional changes in enhancing of good governance and effective financial management, personnel and customer service competency and technological adoption to achieve financial sustainability.

Keywords: Microentrepreneurs, Zakat Institutions, Empowerment, Financial Sustainability

THE AWARENESS AND APPLICATION OF THE UNITED NATIONS' SUSTAINABLE DEVELOPMENT GOALS AMONG LOCAL SMES IN MUAR DISTRICT, JOHOR

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Abstract

This study aimed to analyse the awareness and application of the United Nations' 17 Sustainable Development Goals (SDGs), specifically the first, second, eighth, ninth, and eleventh goals. A self-administered questionnaire was distributed to a sample of 10 small businesses from the locale of Pagoh, Muar District, Johor. These respondents were chosen as they were also participants of the 'PROGRAM TACTIC BERSAMA USAHAWAN INDUSTRI KECIL SEDERHANA' programme, a 3-day training programme held for small-medium enterprises (SMEs) in rural areas of the Muar District that encompasses the most essential elements of running a business in the modern day. The structured questionnaire consists of four sections, comprising different themes relevant to both the above-mentioned SDGs and the content of the session prior to the respective questionnaire. The first questionnaire collected data on the general background of each participant; the second on the awareness of the SDGs mentioned above and their opinion of the importance of knowing them; the third on their confidence and capabilities in being able to contribute to the community; and the fourth on their ability to adapt to the changes that occur throughout the industrial landscape, specifically digitalisation. The form of analysis that was applied for this research paper was narrative analysis. The findings revealed that there is potential in using SMEs as a mechanism for progressing towards the objectives of applying the SDGs. However, these findings also conclude that there is much improvement to be made regarding the support and enhancement of these businesses and can be made in comparison to several implications derived from a literature point of view about business and entrepreneurship and its connection to the SDGs.

Keywords: Sustainable, development, goals, entrepreneurship, rural, local

ACCOUNTING INFORMATION SYSTEMS AND SUSTAINABLE PERFORMANCE: THE MODERATING EFFECT OF ORGANIZATIONAL CULTURE

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Abstract

Increasing social, economic and environmental uncertainty forces businesses to implement strategies and systems. On the same side, since the environment has become competitively sustainable, in current times, develop and increase internal resources is a condition for sustainability. This study serves to clarify the relationship between accounting information systems and sustainable performance and explain the role that organizational culture plays in this relationship. The population in this study are 238 tourist villages in Indonesia. The data analysis technique in this study uses a regression equation with Moderated Regression Analysis (MRA). Based on the results of this study, the Effectiveness of Accounting Information Systems has no effect on Sustainability Performance. However, the existence of a moderating variable (organizational culture) shows that the effectiveness of the accounting information system variable has a significant effect on sustainability performance.

Keywords: Accounting Information Systems, Organizational Culture, Sustainable Performance

TRANSFORMATIVE IMPACTS OF GREEN FINANCE ON CO2 EMISSIONS AND BANK STABILITY

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Abstract

Financial stability is paramount for economic growth, as most transactions in the real economy are made through the financial system. The true value of financial stability is best illustrated in its absence, in periods of financial instability. During these periods, banks are reluctant to finance profitable projects, asset prices deviate excessively from their intrinsic values, and payments may not arrive on time. Concerning the various empirical finding, the relationship between climate change and bank stability also needs to be considered with the implementation of green financing. Therefore, the purpose of this paper is to examine the mediating effect of green financing on the relationship between climate change and bank stability in ASEAN countries. This sample of this study consists of data from 10 countries in ASEAN country. The data analysis was conducted using data stretching from 2010 until 2019 and analysed based on Baron and Kenny's Step Approach. It is expected that the outcome of the study will prove the sustainability of the banking stability will continuously be stable with the injection role of green financing.

Keywords: Climate Change, Green Financing, Banking Stability

Theme: Artificial Intelligence

DETERMINANTS OF USER SATISFACTION OF USING E-COMMERCE CHATBOT: AN EXPLORATORY STUDY ON MILLENNIALS (GEN Y) IN MALAYSIA

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Abstract

The rapid development of internet has altered the way firms and customers conduct business and purchase goods and services. With the help of internet, everyone can sell and purchase goods and services from all over the world without restrictions such as time, language, and location. The e-commerce sector in Malaysia is also having a noteworthy sign of growth due to the development of internet. As the e-commerce sector is developing, the usage of chatbot to serve customers is also increasing as it can help to provide a superior online shopping experience to the customers. This study is focusing on Generation Y as they are the largest group of e-commerce users in Malaysia. The objective of this study is to investigate the determinants of user satisfaction of using e-commerce chatbot among millennials (Gen Y) in Malaysia. The independent variables of this study are derived from both Technology Acceptance Model (TAM) and Information System Success Model (ISSM). The independent variables of this study include system quality, information quality, service quality, perceived ease of use, and perceived usefulness, while the dependent variable is user satisfaction of using e-commerce chatbot. There are 150 sets of questionnaire were being distributed to those who are categorized under Generation Y and the results were analyzed using SPSS software. The research outcomes showed that system quality, information quality, and service quality have significant relationship with user satisfaction, while perceived ease of use and perceived usefulness were proven to have no significant relationship with user satisfaction.

Keywords: E-commerce, chatbot, millennials, generation y, user satisfaction

THE ASSOCIATION BETWEEN INTERNAL AND EXTERNAL FACTORS WITH YOUTH' CONSUMPTION LEVEL OF ROASTED CHICKEN PRODUCTS AND QUALITY OF LIFE IN KUALA LUMPUR

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Abstract

Roasted cooking method is known as healthier cooking method compared to frying, searing and barbequing. Consistent consumption of foods cooked with roasted methods will help to reduce body weight due to low calorie content in roasted foods. Having food prepared with healthier option may improve one's health and in turn may lead to better quality of life. Despite that, research regarding association between internal and external factors with consumption behaviour of roasted chicken products is scarce. Thus, an empirical survey aimed to fill the gap in the literature was carried out among 384 youths. The inclusion criteria include the participant must be within the age between 15 to 30 years old, who purchased and consumed roasted chicken products more than three times in a week. A research instrument consists of questions related to demographic profiles, purchasing profiles of roasted chicken products, perception towards internal and external factors related to the purchase of roasted chicken products and the perception of consumption of roasted chicken products towards youth's quality of life. Data were subjected to obtain descriptive statistics and inferential statistical analysis. Findings revealed that, internal factors (texture of roasted chicken products and health) and external factors (festival and celebration and peer influences) are associated with consumption level of roasted chicken products. In addition, satisfaction and feeling after eating roasted chicken products and the belief that eating roasted chicken products improved health, may have significant association with youth quality of life. These findings indicate that internal and external factors may influence youth consumption of roasted chicken products and it may improve their quality of life. It is anticipated that these findings could be beneficial to the government and non-government bodies to promote healthy cooking methods for commercial and domestic food preparation to ensure healthy food choice is made by the youth towards better quality of life.

Keywords: Youth, roasted chicken, internal factors, external factors, safe cooking method, better quality of life

