





PARALLEL SESSION SCHEDULE

PARALLEL SESSION 1

DAY 1 | 1 MARCH 2023 | WEDNESDAY

TIME	ROOM 1 (BALLROOM)  <i>Link Webex</i>	ROOM 2 (BOUGAINVILLA 1)  <i>Link Webex</i>	ROOM 3 (MAWAR)  <i>Link Webex</i>	ROOM 4 (MELATI)  <i>Link Webex</i>
Theme	Artificial Intelligence	Business Economy and Technology Sustainability	Business Economy and Technology Sustainability	Business Economy and Technology Sustainability
Session Chair	Associate Professor Dr Mohd Khirzan Badzli A.Rahman	Dr Rajan Chinna	Dr. Putu Ayu Sita Laksmi	Ni Made Wahyuni
	Welcoming Remarks by Session Chair			
10.30 am	INCOMaR 2023: 008-004: Determinants of User Satisfaction of Using E-Commerce Chatbot: An Exploratory Study on Millennials (Gen Y) In Malaysia Tan Pei Kian & Lim Char Min	INCOMaR 2023: 050-047: A Dual Case Study Approach to Examining the Role of Leadership in Community-Based Entrepreneurship Mohd Ali Bahari Abdul Kadir, Noor Faizah Mohd Lajin and Rohana Ngah	INCOMaR 2023: 092-088: Nexus between Green Intellectual Capital and Sustainable Performance: Evidence from Malaysia Public Sector Nur`Ain Achim & Nur Hairani Abd Rahman	INCOMaR 2023: 126-138: The Key Success Factors in Empowering Zakat Microentrepreneurs towards Financial Sustainability Naimah Zaini Abd Hadi Mustafa, Ruhaini Muda & Ismah Osman
10.45 am		INCOMaR 2023: 053-052: Antecedents of Behavioural Determinants of Community Urban Farming Participation Intention Rasmuna Mazwan Muhammad, VGR Chandran & J.S. Keshminder	INCOMaR 2023: 100-095: Business Sustainability Initiatives: Evidence from a Comparative Study of Environmental, Social and Governance (ESG) Pillars between Malaysia and United Kingdom Nor Harlina Abd Hamid & Shamsul Baharin Saihani	INCOMaR 2023: The Trend of Single Mother in Business: Malaysia Case Study Wan Edura Wan Rashid, Hazuana Zulkiflee, Norfadzilah Abd Razak, Sh Zannierah Syed Marzuki and Siti Aisyah Panatik

11.00 am	INCOMaR 2023: 006-032: Identifying Challenges and Potential Solutions for Fisherpreneurs in Malaysia Abdul Kadir Othman, Mohd Khirzan Badzli A Rahman, Sheeren Noranee, Wan Edura Wan Rashid & Lailatul Faizah Abu Hassan	INCOMaR 2023: 074-068: The Corporate Tax Planning in Trading and Services Industry among Public Listed Companies in Malaysia: A comparison Pre and Post of MCCG 2017 Noor Emilina Mohd Nasir, Norfadzilah Rashid, Siti Nurhazwani Kamarudin & Najihah Marha Yaacob	INCOMaR 2023: 099-096: Growth of Small Medium Business Enterprises: A Case Study of Fashion Ethnic Industry in Bali, Indonesia Putu Ayu Sita Laksmi, Ersy Ervina & Ni Nyoman Sri Astuti	INCOMaR 2023: 070-162: Accounting Information Systems and Sustainable Performance: The Moderating Effect of Organizational Culture Kadek Goldina Puteri Dewi
11.15 am	INCOMaR 2023: 037-038: Environment Social Governance Investing and Firm Performance in Telecommunication Industry Mohd Nizam Abd Karim & Ida Md Yasin	INCOMaR 2023: 083-078: Sustainability Integration Effectiveness: The Influence of Learning and Geo-Social Development within Universities Curricular Mahiah Said & Shahnaz Shafiza Sabri	INCOMaR 2023: 131-131: Internet of Things: Technological Features of Warehouse Operations in Third-Party Logistics Services in Tamilnadu Ruthramathi Raja & V. Sivakumar	INCOMaR 2023: 161-169: Transformative Impacts of Green Finance on CO2 Emissions and Bank Stability Mohd Razuan Abd Hishamuddin, Imbarine Bujang & Flicia Rimin
11.30 am	INCOMaR 2023: 025-045: The Effect of Capital Structure on Financial Performance of Healthcare Firms Zahariah Sahudin	INCOMaR 2023: 088-083: Food Expenditure and Obesity among Adult Individuals Siti Hajar Samsu, Nelson Lajuni, Diana Nabila Chau Abdullah, Hylmee Matahir & Audrey Liwan	INCOMaR 2023: 133-134: The Determinants of Eating Attitudes among Adult Individuals Siti Hajar Samsu	INCOMaR 2023: 153-163: Sports Coaching Business Industry in Malaysia GoCoach Rozailin Abdul Rahman & Mohd Rashid Jamiran