





PARALLEL SESSION 2
DAY 1 | 1 MARCH 2023 | WEDNESDAY

TIME	ROOM 1 (BALLROOM)  <i>Link Webex</i>	ROOM 2 (BOUGAINVILLE 1)  <i>Link Webex</i>	ROOM 3 (MAWAR)  <i>Link Webex</i>	ROOM 4 (MELATI)  <i>Link Webex</i>
Theme	Business Resilience in Digital Era	Consumer Behaviour and Technology	Consumer Behaviour and Technology	Consumer Behaviour and Technology / Cross Culture Study / Customer Retention and Loyalty
Session Chair	Associate Professor Dr Mohd Ali Bahari Abdul Kadir	Dr Nur Atiqah Rochin Demong	Associate Professor Dr Shereen Noranee	Mdm Lailatul Faizah Abu Hassan
	Welcoming Remarks by Session Chair			
11. 45 am	INCOMaR 2023: 022-013: Factors Affecting Work Life Balance among Administrator in a Public University during COVID-19 Idaya Husna Mohd, Abdul Kadir Othman & Nor Haslinda Desa	INCOMaR 2023: 004-001: Households WEEE Behaviour: A Symbiosis Perspective Emy Ezura A Jalil	INCOMaR 2023: 055-053: The Influence of E-Customer Service Quality on Malaysian Telecommunication Brand Evangelism Mohamad Atheef Hannan M.Suaree, Abdul Kadir Othman, Muhammad Hafiz Abdul Rashid & Mohd Safwan Ramli	INCOMaR 2023: 120-121: Brand Experience and the FoMo Phenomenon and Its Effect on Brand Loyalty Made Virma Permana, Bayu Bagas Hapsoro & Ketut Sudarma
12.00 pm	INCOMaR 2023: 006-031: Moderating Effect of Locus of Control on the Relationship between Spiritual Intelligence and Entrepreneurship Orientation Nor Adibah Ismail; Muhammad Iskandar Hamzah; Lailatul Faizah Abu Hassan; Nur Atiqah Rochin Demong; Emi Normalina Omar, Mohammad Zaim Mohd Salleh	INCOMaR 2023: 009-005: Financial Risk Tolerance During Post-Pandemic: A Case Study Among Urban Older Malaysians Shyue Chuan Chong, Zhen Kang Chai, Shee Chia Lee, Bee Wah Loo & Hui Li You	INCOMaR 2023: 057-056: Factors Influencing the Community Garden Leaders' Intentions to Sustain Community Gardens in Malaysia Aimi Athirah Ahmad, J.S. Keshminder, Nik Rahimah Nik Omar & Rasmuna Mazwan Muhammad	INCOMaR 2023: 129-129: Online Shopping Addiction amongst Nurses in Private Hospital Nor Amirah Shahirah Ahmad Aidil & Lailatul Faizah Abu Hassan

12.15 pm	<p>INCOMaR 2023: 045-037: Sustainable Business Practices among Indigenous Community in Royal Belum</p> <p>Hazliza Haron, Thuraiya Mohamad, Nur Hisham Ibrahim, Zulimran Ahmad & Noraini Johari</p>	<p>INCOMaR 2023: 017-010: How Flow Experience and Advertising Value Influence Purchase Intention towards the Mobile Advertisement?</p> <p>Goh Mei Ling</p>	<p>INCOMaR 2023: 083-077: Consumers Post-Pandemic Online Shopping Intention</p> <p>Mahiah Said & M. Naimullah M. Sharul Azam</p>	
12.30 pm	<p>INCOMaR 2023: 050-055: Knowledge Management Capability, Innovation Ambidexterity and Organizational Performance in Emerging Market</p> <p>Hardie Emrie Rosly, Noor Faizah Mohd Lajin and Rohana Ngah</p>	<p>INCOMaR 2023: 016-033: Intention To Use E-Wallet Applications as A Payment Method Among University Students Using the Technology Acceptance Model (TAM)</p> <p>Muhammad Azwar Amin Mohd Abdillih & Wan Rasyidah Wan Nawang</p>	<p>INCOMaR 2023: 112-112: Purchasing Decisions on Laptop Products: A Case Study in Indonesia</p> <p>Bogy Febriatmoko</p>	<p>INCOMaR 2023: 083-075: Working Women Coping Strategies for Quality of Life Balance</p> <p>Mahiah Said, Shahnaz Shafiza Sabri & Nor Hazlin Nor Asshidin</p>
12.45 pm	<p>INCOMaR 2023: 138-156: Organizational Resilience, Balanced Scorecard, Performance Excellence: Model of Organizational Sustainability</p> <p>Christopher Dennis Catapang & Francis K. Ashipaoloye</p>	<p>INCOMaR 2023: 049-049: Factors Influencing Customers Loyalty towards Online Food Delivering Applications in Klang Valley, Malaysia</p> <p>Goh Mei Ling</p>	<p>INCOMaR 2023: 118-119: An Integrated Framework for Brand Resonance Using The Consumer Involvement Theory approach</p> <p>Widya Prananta, Angga Pandu Wijaya, Made Virma Permana & Ahmad Sehabbudin</p>	<p>INCOMaR 2023: 086-081: Electronic Word of Mouth and Its Impact on Tourists' Total Guest Experience at Beach Resorts in Malaysia</p> <p>Lennora Putit, Nor Diyana Mohammed Shobri & Amirah Ahmad Suki</p>