



PARALLEL SESSION 3
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	Customer Retention and Loyalty / Customer Insights	Customer Insights	Data Analytics / Digital Education	Digital Marketing
Session Chair	Dr Shariff Harun	Mr Ahmad Zuhairi Zainuddin	Associate Professor Dr Abdul Kadir Othman	Mr Azmi Mat
	Welcoming Remarks by Session Chair			
2.30 pm	INCOMaR 2023: 087-082: Investigation of Customer Satisfaction towards Online Food Delivery Service System in Malaysia Nor Hasliza Mat Hasan, Nor Fauziana Ibrahim & Koh Cha Jun	INCOMaR 2023: 091-089: Attitude on Customer Purchase Intention towards Adulterant Cosmetic Product in Malaysia Norazamimah Bogal, Nurul Aida Harun, Masliana Tamrin, Surya Ahmad Royali & Nor Fadzilla Zainal Abidin	INCOMaR 2023: 151-143: University-Industry Linkages Among Management Students: A Source-Application Approach Lingavel G & S. Ganapathy	INCOMaR 2023: 080-087: An Analysis Of Malaysian Youth's Attitudes And Acceptance Of Facebook's Personalization And Informational Features And Their Influence On Forward Sharing Azaze-Azizi Abdul Adis & Noorziah Mohd Salleh
2.45 am	INCOMaR 2023: 128-126: Religiosity towards Ar-Rahnu Customer Retention: The Moderating Role of Awareness Raja Rizal Iskandar Raja Hisham, Yusriza Helwany Mt Yusuf & Wan Aishah Wan Mohd Nowalid	INCOMaR 2023: 132-132: Empowering Responsible Consumers through Taawun (Mutual Cooperation) for Sustainability Suhaimi Mhd Sarif, Yusof Ismail & Dolhadi Zainudin	INCOMaR 2023: 006-133: Finding the Right Solutions for Mental and Emotional Exhaustion among Academics during Online Distance Learning Abdul Kadir Othman, Jaafar Pyeman, Azuati Mamud, Siti Nooraini Mohd Tobi & Zahariah Sahudin	INCOMaR 2023: 122-123: Influencer Marketing Strategy and Sustainable Millennial Entrepreneurship Wan Fadzilah Wan Yusoff, Raja Rizal Iskandar Raja Hisham, Abu Bakar Sade & Sazali Abd Wahab

3.00 pm	INCOMaR 2023: 040-140: Healthcare Service Deliveries and the Environments: Understanding the Muslim Patients and their Caregivers' Needs Shariff Bin Harun	INCOMaR 2023: 149-142: Youth Consumer Insight on New Health Literacy Factors for Community Wellbeing in the Endemic Era Ahmad Zuhairi Zainuddin, Ibbrahim Bin Zakaria, Nor Lela Binti Ahmad, Rugayah Bte Haji Hashim & Noor Azlina binti Mohamed Yunus	INCOMaR 2023: 072-065: Student leaders perspectives of online co-curricular activities in Malaysian local university. Siti Zakiah Melatu Samsi, Fauzianita Mohd Yusoff, Zahid Yaseen, Hasmida Jamaluddin & Hazlaili Hashim	INCOMaR 2023: 125-124: The impact of Covid-19 pandemic on Single Mother Entrepreneurs' Business in Klang Valley: Does Digital Marketing Matters? Memiyanty Abdul Rahim, Rozainun Abdul Aziz, Mohd Sirajuddin Siswadi Putera, Saidah Hamizah Ahmad & Norraidah Abu Hassan
3.15 pm	INCOMaR 2023: 050-054: Emotional Intelligence and Entrepreneurial Orientation on Entrepreneurial Inclination: A Case of Secondary School Students Rohana Ngah*, Junainah Junid, Noor Faizah Mohd Lajin and Goyipnazarov Sanjar Bakhodirovich	INCOMaR 2023: 140-155: Starbucks Green Advertisement: As Study on its Effects on the Buying Decision of Customers John Cedric J. Castillo, Lance Calvin B. Libongcogon, Jade Ann A. Reyes, Ma. Anna Corina G. Kagaoan & Kenneth R. Magpantay	INCOMaR 2023: 137-167: Students' Perceived Effectiveness of Coursera in a Philippine Private Higher Education Institution: A Structural Equation Model (SEM) Approach Maricris Agawin & Kimry Danielle S. Gonzales	INCOMaR 2023: 145-148: Effects of Electronic Word-of-Mouth Marketing to Consumers' Buying Decision Nina Krisha U. Cabrera, Dhaniel A. Crizaldo, Mark Angelo E. Mercado, Ma. Anna Corina G. Kagaoan & Win Maw Tun
3.30 pm	INCOMaR 2023 : The Association between Internal and External Factors with Youth' Consumption Level of Roasted Chicken Products and Quality of Life in Kuala Lumpur Enthira P.T, Yusnita, Azizul Yadi, Asma', Siti Nur'afifah	INCOMaR 2023: 165-171: Exploring User Experience (UX) And Emotion Using the Open Distance Learning (ODL) Platform Among University Students Zan Asma Nasruddin, Aida Wati Zainan Abidin, Nor Hapiza Mohd Ariffin, Mohd Khairul Azmi Hassan & Rahmah Mokhtar	INCOMaR 2023: Considering the significance of Digital Competences on Social Sciences graduates' employability: Views from young professionals on board. Roozita Maskun, Rosidah Musa, Siti Murni Mat Khaiari, Elaina Rose Johar	INCOMaR 2023: Innovation Marketing Literacy on Analysis Of Corn Farming In Madura: Muh. Syarif, Muhammad Alkirom Wildan, Ismie Roha Mohamed Jais, Andria Retno Sari, Farhan Malwidi, Miftahul Jana