





PARALLEL SESSION 4
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	E-Commerce / E-Government	E-Service Quality / Event Management and Technology	Financial Technology / Transport and Technology	Global Supply Chain and Technology
Session Chair	Mr Ahmad Zuhairi Zainuddin	Mr Mohammad Zaim Mohd Salleh	Dr Nur Atiqah Rochin Demong	Mdm Lailatul Faizah Abu Hassan
	Welcoming Remarks by Session Chair			
3.45 pm	INCOMaR 2023: 020-012: Factors Affecting Consumers Online Purchase Intention During COVID-19 in Malaysia Looking into the Role of Generational Differences Nur Atikah Nadiah Binti Anuar & Abdul Kadir Othman	INCOMaR 2023: 071-076: The Impact of Market Orientation and Positioning on E-Service Quality in the Restaurant Industry Ni Made Wahyuni	INCOMaR 2023: 051-048: A Comparative Analysis on Bitcoin, Ethereum and Ripple Nadia Binti Abdullah & Norhanim Mat Sari	INCOMaR 2023: 082-074: Food Insecurity: Exploring the Challenges Faces by Youth Agropreneur Sylvia Nabila Azwa Ambad, Jasmine Vivienne Andrew, Dg. Kamisah Ag. Budin, Faiqah Mawardi, Hendry Joseph, Dayang Haryani Diana Ag. Damit & Mohd Nur Fikri Waktu Saptu
4.00 pm	INCOMaR 2023: 117-117: The Effect of E-Service Quality, Online Customer Engagement and Ease of Payment on Purchase Decision with Purchase Intention as Mediating Variable Bayu Bagas Hapsoro, Sri Wartini & Leny Mela Agustin	INCOMaR 2023: 095-091: The Impact of E-Service Quality on E-Loyalty: In the Case of Online Shopping Mobile Application in Malaysia Nor Sara Nadia Muhamad Yunus, Mohammad Zaim Mohd Salleh & Nadiah Maisarah Abdul Ghani	INCOMaR 2023: 060-057: Moderating Effect of Inflation Rate towards the Relationship between Determinants of Dividends and Dividend Pay-Out: A Study of Public Listed Companies in Malaysia Asri Osman, Jaafar Pyeman, Muhamad Sukor Jaafar, Veera Pandiyan Kaliani Sundram & Shahsuzan Zakaria	INCOMaR 2023: 106-106: An Analysis Of Supply Chain Management Practices in the Automotive Industry in India Srinivasan Krishnan & P. Rajan Chinna

4.15 pm	<p>INCOMaR 2023: 139-147: Through the Eyes of Diginatives: A Phenomenological Study on the Experiences of Gen Z Consumers on Electronic Commerces</p> <p>Shiena Mae A. Velasco, Airah S. Alcantara, Mikko D. Hidalgo & Ma. Anna Corina G. Kagaoan</p>	<p>INCOMaR 2023: 094-093: Exploring E-Customer Satisfaction Using e-SERVQUAL Among Shopper At Bandar Utama City Centre</p> <p>Mohammad Zaim Mohd Salleh, Nor Sara Nadia Muhamad Yunus & Nadiyah Maisarah Abdul Ghani</p>	<p>INCOMaR 2023: 066-061: Self-Efficacy, Religiosity, Financial Behavior, and Financial Well-Being</p> <p>Mei Teh Goi, Mohd Rizal Palil, Nor Hazila Mohd Zain & Nor Hasikin Mamat</p>	<p>INCOMaR 2023: 059-109: The Supply Chain Practices in a Consumer Staple Food Firm</p> <p>Ignatius Krishnan, Farha Ghapar, Veera Pandiyan Kaliani Sundram & Chew Li Lian</p>
4.30 pm	<p>INCOMaR 2023: 063-062: An Evaluation of Electronic Document Management System (EDMS) Functionalities and Effectiveness in Malaysia</p> <p>Dayangku Horiah Awang Gani, Irwan Kamaruddin Abd. Kadir, Azmi Ab Rahman & Mohd. Noorman Masrek</p>	<p>INCOMaR 2023: 013-007: Experiencing Virtual Events: A Case of COVID-19</p> <p>Masrur Mohd Khir, Sarinah Sabar & Norhidayah Mohd Rashid</p>	<p>INCOMaR 2023: 160-170: Working Capital Management and Firm Performance: Evidence from Malaysia During COVID-19</p> <p>Muhammad Uwais Al-Qarni, Nur Ghina Syafiqah, Fatin Hanisah, Imbarine Bujang & Siti Rahayu Beli</p>	
4.45 pm	<p>INCOMaR 2023: 065-064: Electronic Document Management System in Electronic Government Environment</p> <p>Dayangku Horiah Awang Gani, Irwan Kamaruddin Abd. Kadir, Azmi Ab Rahman & Alwi Mohd. Yunus</p>	<p>INCOMaR 2023: Reinventing Government Approach as An Effort to Develop Madura Halal Tourism</p> <p>Sutikno, Fatdilah Ratnasari, Alifah Rokhmah Idialis</p>	<p>INCOMaR 2023: 032-015: Exploratory Study on Transportation Practices among Indigenous Entrepreneurs in Malaysia</p> <p>Nur Atiqah Rochin Demong, Emi Normalina Omar, Norol Hamiza Zamzuri, Erne Suzila Kassim, Irwan Ibrahim</p>	<p>INCOMaR 2023: 059-160: Top Challenges in Warehouse Management: A Supply Chain Perspective</p> <p>Farha Ghapar, Mohd Firdaus Osman, Veera Pandiyan Kaliani Sundram, Wan Edura Wan Rasid, Chew Li Lian & Siti Norida Wahab</p>