





PARALLEL SESSION 5
DAY 2 | 2 MARCH 2023 | THURSDAY

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	Global Supply Chain and Technology / Halal Business and Marketing	Hospitality and Tourism Business	Hospitality and Tourism Business	Hospitality and Tourism Business / Organizational Development and Technology
Session Chair	Mr Azmi Mat	Dina Miza Suhaimi	Mr Mohammad Zaim Mohd Salleh	Dr Shariff Harun
Welcoming Remarks by Session Chair				
9.00 am	INCOMaR 2023: 059-161: Quality Auditing in a Logistics Service Provider Hadaina Rusdin, Ghapar, Firdaus, Veera Kaliani, Chew Li Lian, Siti Norida Wahab & Azmi Mat Amni Farha Mohd Osman, Pandiyan Sundram, Siti Norida Wahab & Azmi Mat	INCOMaR 2023: 007-003: The Factors Influencing a Customers Purchase Intention on Online Shopping Website Khairil Bahari, Abdullah, Johanudin Wahab, Saiful Bahri Mohd Kamal & Noorsa Riza Johari Anuar Dahlan	INCOMaR 2023: 114-115: Post-Pandemic Impact on Travel Tourist Behaviour: A Content Analysis Research Angga Wijaya, Maftukhah & Siti Ridloah Pandu Ida	INCOMaR 2023: 142-151: Modelling the Interplay of Academic Procrastination and Technostress towards Tourism and Hospitality Students' Engagement: Mediating the Role of Technological, Pedagogical, and Content Knowledge (TPACK) James Louie R. Meneses, Ryan A. Gamoso & Juvy C. Tamondong
9.15 am	INCOMaR 2023: 059-172: The Relationship between Purchasing Strategies and Manufacturing Performance in Malaysia Sasitharan Chandran, Thirunavukkarasu Krishnasamy, Veera Pandiyan Kaliani Sundram	INCOMaR 2023: 079-071: COVID-19 and Travel Decision: A Qualitative Study on Malaysian Millennials Siti Eva Aman, Nur Fazana Azmi & Sharizan Sharkawi	INCOMaR 2023: 130-130: Develop Kartini Beach Tourists Loyalty: A Visitor Complaint Handling and Models Andhi Wijayanto, Rahmadani Nur Permanawati, Dorojatun Prihandono & Muhamad Hilmy Baihaqi	INCOMaR 2023: 143-152: The Effects of Virtual Tour Guides on Tourists' Satisfaction: Mediating the Role of Sense of Presence John Mark A. Atienza, Stefanie M. Hilario, Nicole E. Lopez, Jayson Jay T. Pagara & Ryan A. Gamoso

9.30 am	INCOMaR 2023: 081-073: The Pitfalls of Religiosity Measurements: The Need for an Improved Measurement in Muslim Consumer Research Johari Abdullah, Firdaus Abdullah & Saimi Bujang	INCOMaR 2023: 101-097: GTF 2022: The Promotion of Arts and Multi-Cultural Heritage in UNESCO George Town, Penang, Malaysia Dina Miza Suhaimi & Shadia Suhaimi	INCOMaR 2023: 101-136: Qualitative Research Methodology Dina Miza Suhaimi & Shadia Suhaimi	INCOMaR 2023: 144-154: Exploring the Effects of Airline Chatbots as a Communication Tool towards Consumer Satisfaction on Pre-flight Assistance Services Lalaine Ella G. Garcia, Alyza Joy C. Landicho, Giezel C. Magbalita, Jennylou C. Maligaya, Nicole Angeline A. Vertucio, Ryan A. Gamoso & Abram Emmanuel R. Peralta
9.45 am	INCOMAR 2023: Madura Coastal Tourism Problem: A Stakeholder Perspective Prasetyono, Muhammad Syam Kusufi, Emi Rahmawati, Ach Fawaid As'ad, Sultan Syah, Fahrur Rahman, Ameliatus Solikha	INCOMaR 2023: 101-098: Heritage Celebrations 2022: Intangible Cultural Heritage Promotions Vis--Vis Community in UNESCO Penang Dina Miza Suhaimi & Shadia Suhaimi	INCOMaR 2023: 121-137: The Effect of COVID-19 Pandemic on Malaysian Tourism Industry Risk and Return Chui-Hong Tan, See-Nie Lee & Sin-Ban Ho	INCOMaR 2023: 032-173: The Influence of Remuneration And Motivation Towards Employee Performance During Covid19 Adilah Mazlan, Nur Atiqah Rochin Demong
rochin	INCOMaR 2023: 047-146: Systematic Review of the Resources and Capabilities in Logistics toward Competitive Advantage of Malaysian Retailers Norfazlirda Hairani & Zuraimi Abdul Aziz	INCOMaR 2023: 102-101: Implementing Local Wisdom in Waste Management System in Tourism Village of Penglipuran, Bali, Indonesia Mawar Junita, Putu Ayu Sita Laksmi & I Gusti Made Riko Hendrajana	INCOMaR 2023: 141-150: Factors Influencing the GenZer's Behavior towards Destination Experience Choice Mary Joy A. Mendoza, Mae Erika A. Mercado, Mary-Ann Loraine L. Pinca, Ryan A. Gamoso & July Aze V. Barcenas	INCOMaR 2023: 103-099: Crisis Management, Brand Reputation and Brand Performance of Upscale Hotels in the Post COVID-19 Crisis in Indonesia