





**PARALLEL SESSION 6**  
**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	Human Resource Information System	Marketing Communication / Office Systems and Management	Organisational Development and Technology	Organisational Development and Technology / Social Media Business and Marketing
Session Chair	<b>Associate Professor Dr Shereen Noranee</b>	<b>Dr Syukrina Alini Mat Ali</b>	<b>Dr. Tuan Badrol Hisham Tuan Besar</b>	<b>John Christian Espinola</b>
	Welcoming Remarks by Session Chair			
10.45 am	INCOMaR 2023: 052-051: Organizational Change Factors on Employee Job Performance in Malaysian Banking Sector <b>Hazlaili Hashim, Nur Shazwina Shamsuddin, Anushia Chelvarayan &amp; Khairol Nizat Lajis</b>	INCOMaR 2023: 119-118: Determining Consumer Satisfaction Through Word of Mouth: A FnB Case <b>Bayu Wiratama &amp; Wahyono</b>	INCOMaR 2023: 033-016: The Impact of Knowledge Sharing Attitude on Employee Job Performance: A Case Study in Private Sector <b>Sri Fatiany Abdul Kader Jailani, Dayang Azzirah Ismail, Syukrina Alini Mat Ali &amp; Noor'ain Mohamad Yunus</b>	INCOMaR 2023: 148-158: Between Emotional Intelligence and Work-Life Balance, Is Self-Efficacy Being the Third Person? <b>Suhaiza Safian, Rozailin Abdul Rahman &amp; Ridhwan Fontaine</b>
11.00 am	Incomar 2023: 084-102: Employability of National Agricultural Skills Training Program Graduates <b>Nik Rahimah Nik Omar, Aimi Athirah Ahmad, Norzalila Kasron, Mohd Syauqi Nazmi, Nurul Huda Sulaiman, Bashah Ahmad &amp; Nor Fazliana Md Noh</b>	INCOMaR 2023: 124-127: Marketing third sector services with transparent reporting: The case of Muslim faith-based organisations <b>Ramesh Nair, Roshayani Arshad, Fazrul Razi Shahrom &amp; Zaid Mat Yusop</b>	INCOMaR 2023: 028-025: The Utmost Important Factor that Affect Job Performance During COVID-19 <b>Tuan Badrol Hisham Tuan Besar</b>	INCOMaR 2023: 152-165: The Relationship Between Job Autonomy and Job Satisfaction in Telecommunication Industry: A Case Study of Telekom Malaysia <b>Norazlan Anual</b>

11.15 am	INCOMaR 2023: 111-128: The Effect Of Affective Commitment Based On Islamic Work Ethics And Spiritual Quotient Organizational Citizenship Behavior <b>Athoillah Athoillah</b>	INCOMaR 2023: 034-020: Factors influencing Job Dissatisfaction and Turnover Intention among Contact Centre agents <b>Syukrina Alini Mat Ali, Nasra Abdullahian, Sri Fatiany Abdul Kader Jailani, Noorain Mohamad Yunus &amp; Muhammad Hafiz Abdul Rashid</b>	INCOMaR 2023: 090-085: The role of family economics on higher education choices of the students in Qatar <b>Mathi Tamizharasan &amp; G. Ilankumaran</b>	INCOMaR 2023: 116-116: The Role of Positive Emotions towards Impulse Buying: A Study on Retail Store <b>Dorojatun Prihandono, Kris Brantas Abiprayu &amp; Syam Widia</b>
11.30 am	INCOMaR 2023: 110-111: The Relationship between Remote Meeting Platform Quality Dimensions and Employee Engagement <b>Mohd Razak Noor Aini, Azrilaffizi Azman, Nurul Ain Fatizah Rahim, Salina Noranee &amp; Shereen Noranee</b>	INCOMaR 2023: 027-026: The Practices of Social Factors in Promoting Knowledge Sharing at Workplaces <b>Norfadzilah Abd Razak, Md Lazim Mohd Zin &amp; Faizuniah Pangil</b>	INCOMaR 2023: 108-108: Influence of Organizational Relationship Norms on Lecturers' Teaching Performance <b>Zainuddin Zakaria, Nik Fakrul Hazri Bin Nik Hassan, Nurmuslimah Kamilah Binti Abdullah, Nazlin Emieza Binti Ngah &amp; Rusnah Ismail</b>	INCOMaR 2023: 014-008: Making Micro Business Visible: Unlocking the Potential through Social Media <b>Noorhaizah Ramzah, Dayang Haryani Diana Ag Damit, Muhammad Faizal Samat &amp; Sylvia Nabila Azwa Ambad</b>
11.45 am	INCOMaR 2023: 056-059: Employee Mindset and (Employee Innovativeness) Idea Realization: The Comparison Study between Two Selected GLCs in Malaysia <b>Narehan Hassan, Mohd Safwan Ramli, Nur Hidayah Ayob, Nurul Zahidah Md Juperi &amp; Nor Farhana Binti Mohd Azmi</b>		INCOMaR 2023: 115-120: The Role Mechanism of Innovation and Digitalization to Create Competitive Advantage of MSMEs in Indonesia <b>Vini Wiratno Putri &amp; Bimo Aryohanindyo Putro</b>	INCOMaR 2023: 039-034: Effectiveness of Tiktok as an Advertising Medium among Online Sellers <b>John Christian Espinola, Maria Althea Lai, Maria Sophia Austine R. Magat, Reine Genevive P. Ambrosio, Colleen L. Catabas, Bless D. Estolano &amp; Juvy Jane B. Payuan</b>