





PARALLEL SESSION 7
DAY 2 | 2 MARCH 2023 | THURSDAY

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	Social Media Business and Marketing	User Experience and Performance		
Session Chair	Dr Mohd Raziff Jamaluddin			
Welcoming Remarks by Session Chair				
12.00 pm	INCOMaR 2023: 012-035: Integration of Social Media Marketing in TAM Model in SME Landscape Nurkhalida Makmor, Khalilah Abd Hafiz & Zalena Mohd			
12.15 pm	INCOMaR 2023: 048-042: The Antecedents of Advertising and Context Awareness Values in Social Media Advertising: A Conceptual Model of Green Purchase Intention Tan Ling Ling			
12.30 pm	INCOMaR 2023: 075-069: Brand Avoidance Behavior in Pakistan's Automobile Industry Kamran Maqbool			
12.45 pm	INCOMaR 2023: 146-149: How Facebook Communication Strategies Facilitate Ukay-Ukay Live Selling and Buying Caryl Anne U. Gonzales, Kayle Franchesca B. Belarmino, Michael Eduard L. Labayandoy & Celia A. Tibayan			
1.00 pm	INCOMaR 2023: 155-166: The Effect of Social Media Influencer Marketing Credibility on Consumer Attitudes and Social Media Engagement Intentional Behaviour Nor Azri Sharizal Abu Bakar & Rosidah Musa			