





PARALLEL SESSION SCHEDULE





PARALLEL SESSION 1

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	Artificial Intelligence	Business Economy and Technology Sustainability	Business Economy and Technology Sustainability	Business Economy and Technology Sustainability
Session Chair	Associate Professor Dr Mohd Khirzan Badzli A.Rahman	Dr Rajan Chinna	Dr. Putu Ayu Sita Laksmi	Ni Made Wahyuni
	Welcoming Remarks by Session Chair			
10.30 am	INCOMaR 2023: 008-004: Determinants of User Satisfaction of Using E-Commerce Chatbot: An Exploratory Study on Millennials (Gen Y) In Malaysia Tan Pei Kian & Lim Char Min	INCOMaR 2023: 050-047: A Dual Case Study Approach to Examining the Role of Leadership in Community-Based Entrepreneurship Mohd Ali Bahari Abdul Kadir, Noor Faizah Mohd Lajin and Rohana Ngah	INCOMaR 2023: 092-088: Nexus between Green Intellectual Capital and Sustainable Performance: Evidence from Malaysia Public Sector Nur`Ain Achim & Nur Hairani Abd Rahman	INCOMaR 2023: 126-138: The Key Success Factors in Empowering Zakat Microentrepreneurs towards Financial Sustainability Naimah Zaini Abd Hadi Mustafa, Ruhaini Muda & Ismah Osman
10.45 am		INCOMaR 2023: 053-052: Antecedents of Behavioural Determinants of Community Urban Farming Participation Intention Rasmuna Mazwan Muhammad, VGR Chandran & J.S. Keshminder	INCOMaR 2023: 100-095: Business Sustainability Initiatives: Evidence from a Comparative Study of Environmental, Social and Governance (ESG) Pillars between Malaysia and United Kingdom Nor Harlina Abd Hamid & Shamsul Baharin Saihani	INCOMaR 2023: The Trend of Single Mother in Business: Malaysia Case Study Wan Edura Wan Rashid, Hazuana Zulkiflee, Norfadzilah Abd Razak, Sh Zannierah Syed Marzuki and Siti Aisyah Panatik




11.00 am	INCOMaR 2023: 006-032: Identifying Challenges and Potential Solutions for Fisherpreneurs in Malaysia Abdul Kadir Othman, Mohd Khirzan Badzli A Rahman, Sheeren Noranee, Wan Edura Wan Rashid & Lailatul Faizah Abu Hassan	INCOMaR 2023: 074-068: The Corporate Tax Planning in Trading and Services Industry among Public Listed Companies in Malaysia: A comparison Pre and Post of MCCG 2017 Noor Emilina Mohd Nasir, Norfadzilah Rashid, Siti Nurhazwani Kamarudin & Najihah Marha Yaacob	INCOMaR 2023: 099-096: Growth of Small Medium Business Enterprises: A Case Study of Fashion Ethnic Industry in Bali, Indonesia Putu Ayu Sita Laksmi, Ersy Ervina & Ni Nyoman Sri Astuti	INCOMaR 2023: 070-162: Accounting Information Systems and Sustainable Performance: The Moderating Effect of Organizational Culture Kadek Goldina Puteri Dewi
11.15 am	INCOMaR 2023: 037-038: Environment Social Governance Investing and Firm Performance in Telecommunication Industry Mohd Nizam Abd Karim & Ida Md Yasin	INCOMaR 2023: 083-078: Sustainability Integration Effectiveness: The Influence of Learning and Geo-Social Development within Universities Curricular Mahiah Said & Shahnaz Shafiza Sabri	INCOMaR 2023: 131-131: Internet of Things: Technological Features of Warehouse Operations in Third-Party Logistics Services in Tamilnadu Ruthramathi Raja & V. Sivakumar	INCOMaR 2023: 161-169: Transformative Impacts of Green Finance on CO2 Emissions and Bank Stability Mohd Razuan Abd Hishamuddin, Imbarine Bujang & Flicia Rimin
11.30 am	INCOMaR 2023: 025-045: The Effect of Capital Structure on Financial Performance of Healthcare Firms Zahariah Sahudin	INCOMaR 2023: 088-083: Food Expenditure and Obesity among Adult Individuals Siti Hajar Samsu, Nelson Lajuni, Diana Nabila Chau Abdullah, Hylmee Matahir & Audrey Liwan	INCOMaR 2023: 133-134: The Determinants of Eating Attitudes among Adult Individuals Siti Hajar Samsu	INCOMaR 2023: 153-163: Sports Coaching Business Industry in Malaysia GoCoach Rozailin Abdul Rahman & Mohd Rashid Jamiran

PARALLEL SESSION 2
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	Business Resilience in Digital Era	Consumer Behaviour and Technology	Consumer Behaviour and Technology	Consumer Behaviour and Technology / Cross Culture Study / Customer Retention and Loyalty
Session Chair	Associate Professor Dr Mohd Ali Bahari Abdul Kadir	Dr Nur Atiqah Rochin Demong	Associate Professor Dr Shereen Noranee	Mdm Lailatul Faizah Abu Hassan
	Welcoming Remarks by Session Chair			
11. 45 am	INCOMaR 2023: 022-013: Factors Affecting Work Life Balance among Administrator in a Public University during COVID-19 Idaya Husna Mohd, Abdul Kadir Othman & Nor Haslinda Desa	INCOMaR 2023: 004-001: Households WEEE Behaviour: A Symbiosis Perspective Emy Ezura A Jalil	INCOMaR 2023: 055-053: The Influence of E-Customer Service Quality on Malaysian Telecommunication Brand Evangelism Mohamad Atheef Hannan M.Suaree, Abdul Kadir Othman, Muhammad Hafiz Abdul Rashid & Mohd Safwan Ramli	INCOMaR 2023: 120-121: Brand Experience and the FoMo Phenomenon and Its Effect on Brand Loyalty Made Virma Permana, Bayu Bagas Hapsoro & Ketut Sudarma
12.00 pm	INCOMaR 2023: 006-031: Moderating Effect of Locus of Control on the Relationship between Spiritual Intelligence and Entrepreneurship Orientation Nor Adibah Ismail; Muhammad Iskandar Hamzah; Lailatul Faizah Abu Hassan; Nur Atiqah Rochin Demong; Emi Normalina Omar, Mohammad Zaim Mohd Salleh	INCOMaR 2023: 009-005: Financial Risk Tolerance During Post-Pandemic: A Case Study Among Urban Older Malaysians Shyue Chuan Chong, Zhen Kang Chai, Shee Chia Lee, Bee Wah Loo & Hui Li You	INCOMaR 2023: 057-056: Factors Influencing the Community Garden Leaders' Intentions to Sustain Community Gardens in Malaysia Aimi Athirah Ahmad, J.S. Keshminder, Nik Rahimah Nik Omar & Rasmuna Mazwan Muhammad	INCOMaR 2023: 129-129: Online Shopping Addiction amongst Nurses in Private Hospital Nor Amirah Shahirah Ahmad Aidil & Lailatul Faizah Abu Hassan





12.15 pm	INCOMaR 2023: 045-037: Sustainable Business Practices among Indigenous Community in Royal Belum Hazliza Haron, Thuraiya Mohamad, Nur Hisham Ibrahim, Zulimran Ahmad & Noraini Johari	INCOMaR 2023: 017-010: How Flow Experience and Advertising Value Influence Purchase Intention towards the Mobile Advertisement? Goh Mei Ling	INCOMaR 2023: 083-077: Consumers Post-Pandemic Online Shopping Intention Mahiah Said & M. Naimullah M. Sharul Azam	
12.30 pm	INCOMaR 2023: 050-055: Knowledge Management Capability, Innovation Ambidexterity and Organizational Performance in Emerging Market Hardie Emrie Rosly, Noor Faizah Mohd Lajin and Rohana Ngah	INCOMaR 2023: 016-033: Intention To Use E-Wallet Applications as A Payment Method Among University Students Using the Technology Acceptance Model (TAM) Muhammad Azwar Amin Mohd Abdillih & Wan Rasyidah Wan Nawang	INCOMaR 2023: 112-112: Purchasing Decisions on Laptop Products: A Case Study in Indonesia Bogy Febriatmoko	INCOMaR 2023: 083-075: Working Women Coping Strategies for Quality of Life Balance Mahiah Said, Shahnaz Shafiza Sabri & Nor Hazlin Nor Asshidin
12.45 pm	INCOMaR 2023: 138-156: Organizational Resilience, Balanced Scorecard, Performance Excellence: Model of Organizational Sustainability Christopher Dennis Catapang & Francis K. Ashipaoloye	INCOMaR 2023: 049-049: Factors Influencing Customers Loyalty towards Online Food Delivering Applications in Klang Valley, Malaysia Goh Mei Ling	INCOMaR 2023: 118-119: An Integrated Framework for Brand Resonance Using The Consumer Involvement Theory approach Widya Prananta, Angga Pandu Wijaya, Made Virma Permana & Ahmad Sehabbudin	INCOMaR 2023: 086-081: Electronic Word of Mouth and Its Impact on Tourists' Total Guest Experience at Beach Resorts in Malaysia Lennora Putit, Nor Diyana Mohammed Shobri & Amirah Ahmad Suki

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

PARALLEL SESSION 4
DAY 1 | 1 MARCH 2023 | WEDNESDAY

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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>

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

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

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

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			