

**THE 13<sup>th</sup> AAM INTERNATIONAL CONFERENCE 2019**

**8<sup>th</sup> – 10<sup>th</sup> October 2019**

**UNIVERSITI SAINS MALAYSIA & THE WEMBLEY, PENANG**

**THEME:**

**PROGRESSING BEYOND AND BETTER: LEADING BUSINESSES FOR A SUSTAINABLE FUTURE**

**CONFERENCE PROGRAMME**

<b>WEDNESDAY – 9<sup>TH</sup> OCTOBER 2019 – THE WEMBLEY, GEORGETOWN, PENANG</b>				
0820	Arrival and Registration			
0900	<b>CONCURRENT SESSIONS</b>			
Session 1.1: Accounting and Finance 1	Session 1.2: Accounting and Finance 2	Session 1.3: Marketing, Consumer Behaviour and Entrepreneurship 1	Session 1.4: Marketing, Consumer Behaviour and Entrepreneurship 2	Session 1.5: Organizational Behaviour and Human Resource Management 1
Venue: Room 05	Venue: Room 06	Venue: Room 07	Venue: Room 08	Venue: Room 09
1030	<b>MORNING BREAK</b>			
1100	<b>CONCURRENT SESSIONS</b>			
Session 2.1: Accounting and Finance 3	Session 2.2: Accounting and Finance 4	Session 2.3: Marketing, Consumer Behaviour and Entrepreneurship 3	Session 2.4: Marketing, Consumer Behaviour and Entrepreneurship 4	Session 2.5: Organizational Behaviour and Human Resource Management 2
Venue: Room 05	Venue: Room 06	Venue: Room 07	Venue: Room 08	Venue: Room 09
1230	Lunch			
1400	<b>CONCURRENT SESSIONS</b>			
Session 3.1: Accounting and Finance 5	Session 3.2: Marketing, Consumer Behaviour and Entrepreneurship 5	Session 3.3: Organizational Behaviour and Human Resource Management 3	Session 3.4: Organizational Behaviour and Human Resource Management 4	Session 3.5: Operations, Technology and Green Management 1
Venue: Room 05	Venue: Room 06	Venue: Room 07	Venue: Room 08	Venue: Room 09
1600	<b>CONCURRENT SESSIONS</b>			
Session 4.1: Accounting and Finance 6	Session 4.2: Marketing, Consumer Behaviour and Entrepreneurship 6	Session 4.3: Organizational Behaviour and Human Resource Management 5	Session 4.4: Organizational Behaviour and Human Resource Management 6	Session 4.5: Operations, Technology and Green Management 2
Venue: Room 05	Venue: Room 06	Venue: Room 07	Venue: Room 08	Venue: Room 09
2000	<b>CONFERENCE GALA DINNER</b>			
2300	<b>END OF DAY 2</b>			

**THURSDAY – 10<sup>TH</sup> OCTOBER 2019 – THE WEMBLEY, GEORGETOWN, PENANG**

0900	<b>CONCURRENT SESSIONS</b>				
Session 5.1: Accounting and Finance 7	Session 5.2: Marketing, Consumer Behaviour and Entrepreneurship 7	Session 5.3: Marketing, Consumer Behaviour and Entrepreneurship 8	Session 5.4: Organizational Behaviour and Human Resource Management 7	Session 5.5: Operations, Technology and Green Management 3	
Venue: Room 05	Venue: Room 06	Venue: Room 07	Venue: Room 08	Venue: Room 09	
1030	<b>MORNING BREAK</b>				
1100	<b>CONCURRENT SESSIONS</b>				
Session 6.1: Accounting and Finance 8	Session 6.2: Marketing, Consumer Behaviour and Entrepreneurship 9	Session 6.3: Organizational Behaviour and Human Resource Management 8	Session 6.4: Organizational Behaviour and Human Resource Management 9	Session 6.5: Marketing, Consumer Behaviour and Entrepreneurship 10	
Venue: Room 05	Venue: Room 06	Venue: Room 07	Venue: Room 08	Venue: Room 09	
1230	<b>LUNCH AND END OF CONFERENCE</b>				

## CONCURRENT SESSIONS SCHEDULE (Presenter \*)

### Day 2: Concurrent Session 1

**Day-2: Wednesday, 9 October 2019**

**Time: 09:00 – 10:30**

**Session 1.1: Accounting and Finance 1**

**Venue: Room 05**

**Chair: Ooi Chee Keong (Universiti Tunku Abdul Rahman)**

Paper Id	Title	Authors
AF-010	Trend and Practices of Working Capital Management Policies in Malaysia	Mohamad Shahril Bin Isahak* & Noryati Ahmad
AF-017	A Literature Review of Stock-Bond Correlation	Muhammad Airil Syafiq Mohd. Khalid* & Zamri Ahmad
AF-029	Firm Characteristics and Abnormal Returns During Share Repurchases	Ooi Chee Keong*
AF-048	An Analysis R&D And Firm Performance Manufacturing Companies Listed On Kompas100 Index	Listiana Pangestuti, Nur Rizki Wijaya & Doddy Setiawan

**Day-2: Wednesday, 9 October 2019**

**Time: 09:00 – 10:30**

**Session 1.2: Accounting and Finance 2**

**Venue: Room 06**

**Chair: Iman Harymawan (Universitas Airlangga)**

Paper Id	Title	Authors
AF-034	Risk Management Committee, Independent Audit Committee and Audit Fees	Dyah Ayu Larasati*, Melinda Cahyaning Ratri & Iman Harymawan
AF-040	Internal Audit Functions and Audit Outcomes?: Evidence From Indonesia	Iman Harymawan* & Ach. Dzulfikar Dzikrullah
AF-053	The Roles of Internal Auditor and Leadership Style in Fraud Prevention and Detection	Fury Khristianty Fitriyah* & Syipa Fauziah
AF-061	Tax Assessment Awareness and Perception Amongst Grab Drivers in Malaysia	Nurul Aqilah Dewi Roslan, Lim Tan Chin* & Zubir Azhar

**Day-2: Wednesday, 9 October 2019**

**Time: 09:00 – 10:30**

**Session 1.3: Marketing, Consumer Behaviour and Entrepreneurship 1**

**Venue: Room 07**

**Chair: Khairul Anuar Mohammad Shah (Universiti Sains Malaysia)**

<b>Paper ID</b>	<b>Title</b>	<b>Authors</b>
MCBE-016	Impact of Informativeness Gratification Toward Consumer Emotions in Online Purchase	Khairul Anuar Mohammad Shah* & Siti Masitah Ashar
MCBE-026	Relocation Intention of Older People to Smart Retirement Village: A Conceptual Framework	Nur Hidayah Woon Muhd Noor Woon*, Tan Booi-Chen, Khan Nasreen, Tan Wooi-Haw & Ooi Chee-Pun
MCBE-043	Influence of Perceived Value on Satisfaction and Continuance Usage Intention: E-Hailing Services	Emily H.T. Yapp* & Jasmine A.L. Yeap
MCBE-053	Exploring Facebook Marketing Strategy in Healthcare Retailer: A Case Study of Watson Malaysia	Navitra Mariappan & Nor Hasliza Md Saad*

**Day-2: Wednesday, 9 October 2019**

**Time: 09:00 – 10:30**

**Session 1.4: Marketing, Consumer Behaviour and Entrepreneurship 2**

**Venue: Room 08**

**Chair: Nattavud Pimpa (Mahidol University)**

<b>Paper ID</b>	<b>Title</b>	<b>Authors</b>
MCBE-008	Confucianism: A Modern Twist towards Entrepreneurial Intention of University Graduates	WeiLee Lim*, Rohana Sham, Jianan Cao & Kahwei Lee
MCBE-010	Determinacy of Qalb Behavioral Traits toward Inclusive Entrepreneurial Intention Among Muslim Student.	Mhd Louai Sarhan* & Kamarulzaman. Ab Aziz
MCBE-037	A Conceptual Model to Enhance the Global Employability of Malaysian Students	Jamshed Khalid* & Anees Janee Ali
MCBE-039	Entrepreneurship Education: Learning Challenges	Nattavud Pimpa* & Kittichai Rajchamaha

**Day-2: Wednesday, 9 October 2019**

**Time: 09:00 – 10:30**

**Session 1.5: Organizational Behaviour and Human Resource Management 1**

**Venue: Room 09**

**Chair: Hemalatha Somu (Universiti Sains Malaysia)**

<b>Paper ID</b>	<b>Title</b>	<b>Authors</b>
OBHR-006	Linking High Performance Human Resource Management Practices (HPHRMPs) and Motivation to Job Performance: A Model Development	Hemalatha Somu*, Aizzat Mohd Nasurdin & Cheng Ling Tan
OBHR-008	The Influence of Human Resource Practices on Intention to Stay	D. Parimala Devi* & Rajendran Muthuveloo
OBHR-019	A Model Linking Organization Factor, Work Engagement and Self-efficacy to Job Performance	Hemalatha Somu*, Aizzat Mohd Nasurdin & Cheng Ling Tan
OBHR-037	Talent Identification, Perceived Organizational Support and Employee Engagement: Evidence from Malaysian GLCs	Hazril Izwar Ibrahim, Aerni Isa*, Jannah Halim & Amar Hisham Jaafar

**Day 2: Concurrent Session 2**

**Day-2: Wednesday, 9 October 2019**

**Time: 11:00 – 12:30**

**Session 2.1: Accounting and Finance 3**

**Venue: Room 05**

**Chair: Haslindar Ibrahim (Universiti Sains Malaysia)**

<b>Paper Id</b>	<b>Title</b>	<b>Authors</b>
AF-008	Risk Disclosure and Corporate Governance Characteristics	Ag Kaifah Riyard Bin Kiflee* & Mohd Noor Azli bin Ali Khan
AF-036	On the Intersection of Expropriation, Compensation and Ownership Structures in A Developing Economy	Ali Raza Bokhari & Ramla Sadiq*
AF-046	The Moderating Effect of Risk Management Committee on Corporate Governance and Financial Performance	Sie Bing Ngu* & Azlan Amran
AF-059	Board Qualification and Firm Performance of Family CEO Listed Firm in Malaysia	Haslindar Ibrahim*, Abdul Hadi Zulkafli & Yi-Zhi Moo

**Day-2: Wednesday, 9 October 2019**  
**Time: 11:00 – 12:30**  
**Session 2.2: Accounting and Finance 4**  
**Venue: Room 06**  
**Chair: Dayana Jalaludin (Universiti Sains Malaysia)**

<b>Paper Id</b>	<b>Title</b>	<b>Authors</b>
AF-028	Does Performance of Sustainability Report Affects Company's Market Share	Nur Rizki Wijaya*, Listiana Pangestuti & Doddy Setiawan
AF-035	Firm Size, Firm Age and the MD&A Report Readability	Tubagus Algan Roiston* & Iman Harymawan
AF-052	A New Integrated Reporting's 6-Capitals Scoring Index Towards Firm Financial Performance	Dayana Mastura Baharudin*, Maran Marimuthu & Quah Wen Jie
AF-056	Assurance and Impression Management of Sustainability Reporting in Malaysia	Wong Chong Chie*, Dayana Jalaludin & Phua Lian Kee

**Day-2: Wednesday, 9 October 2019**  
**Time: 11:00 – 12:30**  
**Session 2.3: Marketing, Consumer Behaviour and Entrepreneurship 3**  
**Venue: Room 07**  
**Chair: Jasmine Yeap (Universiti Sains Malaysia)**

<b>Paper ID</b>	<b>Title</b>	<b>Authors</b>
MCBE-006	Adoption of Green Marketing Strategy: A Conceptual View Based on Stakeholder Theory	Husna Ara*, Jasmine A.L. Yeap & Siti Hasnah Hassan
MCBE-007	Sustainable Development: An Integrated Framework of Sustainable Entrepreneurial Competencies, Practices, and Performance	Qaisar Iqbal* & Noor Hazlina Ahmad
MCBE-009	The Mediating Role of Global Motives in Green Hotel Patronage Intention	Tan Ling Ling*, Norzalita Abd Aziz & Abdul Hafaz Ngah
MCBE-017	The Systematic Literature Review of Consumer Behaviour and Sustainable Fashion Consumption From 2015-2019	Nornajihah Nadia binti Hasbullah*, Zuraidah Sulaiman & Adaviah Mas'od
MCBE-030	Residual Waste Behaviour Of Residential Households: A Pls Approach	Nor Hashima Hashim, Siti Zaleha Sahak, Nooraini Mohamad Sheriff & Siti Aisyah Asrul*

**Day-2: Wednesday, 9 October 2019**

**Time: 11:00 – 12:30**

**Session 2.4: Marketing, Consumer Behaviour and Entrepreneurship 4**

**Venue: Room 08**

**Chair: Abdullahi Hassan Gorondutse (Science Nigerian Police Academy Wudil Kano, Nigeria)**

<b>Paper ID</b>	<b>Title</b>	<b>Authors</b>
MCBE-005	Social Norms, Perceived Business Opportunity and Working Women Entrepreneurial Intention in Nigeria	Abdullahi Hassan Gorondutse*
MCBE-020	The Role of Consumers Participation Behavior To SME's Brand Equity	Nor Asiah Omar, Ahmad Sabri Kassim, Muhamad Azrin Nazri & Nur Aqilah Hazirah Mohd Anim*
MCBE-012	Determinant of Social Entrepreneurship Intention Among Malaysian Youth	Atikah Mohd Zulkifle* & Kamarulzaman Ab. Aziz
MCBE-034	Knowledge Management and Export Performance Among Malaysian SMEs: A Theoretical Framework	Khaw Jia Qi*, Shankar Chelliah & Mohammad Jamal Khan
MCBE-055	Boosting Innovation Performance in Manufacturing SMEs: The Importance of Innovation Strategy and The Role of Government Support	Haniruzila Hanifah*, Hasliza Abdul Halim & Noor Hazlina Ahmad

**Day-2: Wednesday, 9 October 2019**

**Time: 11:00 – 12:30**

**Session 2.5: Organizational Behaviour and Human Resource Management 2**

**Venue: Room 09**

**Chair: Michelle Chin Chin Lee (Sunway University)**

<b>Paper ID</b>	<b>Title</b>	<b>Authors</b>
OBHR-013	Transformational Leadership on Organizational Citizenship Behavior And Its Mediation Pathway	Chooi Leng Tan & Michelle Chin Chin Lee*
OBHR-014	Transformational Leadership and Teamwork Attitude: Trust and Collective Efficacy as Mediators	Reneesya Panicker & Michelle Chin Chin Lee*
OBHR-053	Servant Leadership And Service Innovative Work Behaviour: The Role Of Harmonious Passion	Ghulam Jan Baloch* & Siti Rohaida Mohamed Zainal
OBHR-058	Safety-Specific Transformational Leadership, Safety Management Practices and Safety Motivation in Petroleum Industry	Hu Shi*, Siti Rohaida Mohamed Zainal & Mastura Binti Ab Wahab

### Day 2: Concurrent Session 3

**Day-2: Wednesday, 9 October 2019**

**Time: 02:00 – 03:30**

**Session 3.1: Accounting and Finance 5**

**Venue: Room 05**

**Chair: Ema Izati Zull Kepili (Universiti Sains Malaysia)**

Paper Id	Title	Authors
AF-024	The Impact of Drug Crimes on International, Tourist Arrivals in Langkawi Island, Malaysia	Anbalagan Kothandapam* & Ema Izati bt Zull Kepili
AF-030	The Effect of Corruption on Entrepreneurship in Developing Countries	Suliza Binti Abd Rashid*, Tajul Ariffin Masron & Nurhafiza Abd Kader Malim
AF-043	The Effect of Investors Psychological Condition in Investment Decision Making	Noval Adib*

**Day-2: Wednesday, 9 October 2019**

**Time: 02:00 – 03:30**

**Session 3.2: Marketing, Consumer Behaviour and Entrepreneurship 5**

**Venue: Room 06**

**Chair: Boumediene Kebaili (Ahmed Bin Mohammed Military College)**

Paper ID	Title	Authors
MCBE-018	A Proposed Conceptual Framework on the adoption of Internet of Things (IOT)	Ngoo Seong Boon, Mohamed Nasser Mohamed Noor & Boumediene Kebaili*
MCBE-024	Behavioural Intention to Use Mobile Banking in Islamic Banks: A Conceptual Model	Ziad Esa Yazid*, Zairani Zainol & Juhaida Abu Bakar
MCBE-048	Factors Influencing the Acceptance of Mobile Payment Among Young Professional In Malaysia	Khor Teik Lim* & Shaizatulaqma Kamalul Ariffin
MCBE-052	Merger Phenomena In Digital Economy: Uber-Grab Competition Tell-Tale In Malaysia	Angayar kanni Ramaiah*
MCBE-058	Application of Crowdsourcing Business Model: Small and Medium Enterprises (SMEs) Perspectives	Mohd Fitri Mansor*, Hasliza Abdul Halim, Noor Hazlina Ahmad & Nor Hidayah Abu



**Day-2: Wednesday, 9 October 2019**

**Time: 02:00 – 03:30**

**Session 3.3: Organizational Behaviour and Human Resource Management 3**

**Venue: Room 07**

**Chair: Aizzat Mohd Nasurdin (Universiti Sains Malaysia)**

<b>Paper ID</b>	<b>Title</b>	<b>Authors</b>
OBHR-012	Empowering Leadership on Employee Leadership Behaviors: Decision-Making and Autonomy as Mediators	Wei Kit Cheong & Michelle Chin Chin Lee*
OBHR-015	Values-Based Leadership on Unethical Behaviors in Workplace	Jeannice Qi Jing Khor & Michelle Chin Chin Lee*
OBHR-059	Evidence on The Links Between Compensation, Job Satisfaction and Task Performance	Aizzat Mohd. Nasurdin*, Tan Cheng Ling & Sabrina Naseer Khan
OBHR-062	Resilience and Hope as Predictors of Organizational Commitment Among Private Hospitals Nurses	Aizzat Mohd. Nasurdin* Tan Cheng Ling & Sabrina Naseer Khan

**Day-2: Wednesday, 9 October 2019**

**Time: 02:00 – 03:30**

**Session 3.4: Organizational Behaviour and Human Resource Management 4**

**Venue: Room 08**

**Chair: Mohd Anuar Arshad (Universiti Sains Malaysia)**

<b>Paper ID</b>	<b>Title</b>	<b>Authors</b>
OBHR-010	Generalist Versus Specialist CEO: A Comparative Literature Review	Mansoor Soomro & Mohd Hizam Hanafiah*
OBHR-011	The Need of Innovation Among Malaysian SMEs	Shan Shan Teh* & Daisy Mui Hung Kee
OBHR-017	Identities in Organisation: The Impact of Identity Work on Job Performance	Kausar Yaakup*, Hartini Azman, Noridayu Abdullah Sani & Goh Chong Shin
OBHR-020	Creating High Performing Public Organizations to Achieve Vision Pakistan 2025	Kalimullah, Mohd Anuar Arshad* & Shahid Khan
OBHR-021	Open Innovation in Healthcare SMEs: A Proposed Model for Innovation Performance	Sahrish Ahmad*, Hasliza Abdul Halim, Noor Hazlina Ahmad & Mohd Fitri Mansor

**Day-2: Wednesday, 9 October 2019**

**Time: 02:00 – 03:30**

**Session 3.5: Operations, Technology and Green Management 1**

**Venue: Room 09**

**Chair: Ali Vafaei-Zadeh (Universiti Sains Malaysia)**

<b>Paper Id</b>	<b>Title</b>	<b>Authors</b>
OTM-001	Green Productivity Practices as Moderator Between Innovation Capabilities and Firm Competitive Performance	Lee Lai Fatt* & Noraini Abu Talib
OTM-004	Smart City Initiatives for A Sustainable Environmental Planning	Rohana Sham*, Eva Wei Lee Lim, Razifah Othman, Raja Zuraidah Rasi & Nik Mastura Nik Mohamad
OTM-005	Developments in Corporate Sustainable Development: The Process Management Practices Perspective	Charis Samuel Solomon Koipillai*, Marini Nurbanum Mohamad & T. Ramayah
OTM-009	Malaysia Ship Owner Readiness towards Green Ship Technology	Bahri Mahmud*
OTM-011	Sustaining the Environment through Technology: Modeling Mobile E-Wallet as a Payment Option	Mohd Khairul Fadhil, Ali Vafaei-Zadeh* & T. Ramayah

## Day 2: Concurrent Session 4

**Day-2: Wednesday, 9 October 2019**

**Time: 04:00 – 05:30**

**Session 4.1: Accounting and Finance 6**

**Venue: Room 05**

**Chair: Jasman Tuyon (Universiti Teknologi Mara)**

<b>Paper Id</b>	<b>Title</b>	<b>Authors</b>
AF-032	Determinants of Financial Condition in Malaysia	Pang Yee Ling* & Hock-Ann Lee
AF-045	ESG and Creditworthiness: Two Contrary Evidence from Major Asian Markets	Natthawat Jamprasert*, Pornpichaya Kuwalairat, Narapong Srivisal & Jananya Sthienchoak
AF-050	Anatomy of Behavioural Risk Seasonality in Equity Market	Jasman Tuyon* & Zamri Ahmad
AF-054	Diversifying Malaysia Portfolio with Digital Currency: Evidence with BITCOIN	Ema Izati bt Zull Kepili*

**Day-2: Wednesday, 9 October 2019**

**Time: 04:00 – 5:30**

**Session 4.2: Marketing, Consumer Behaviour and Entrepreneurship 6**

**Venue: Room 06**

**Chair: Nor Azila Mohd Noor (Universiti Utara Malaysia)**

<b>Paper ID</b>	<b>Title</b>	<b>Authors</b>
MCBE-019	The Impact of Gamification on Contributors' Trust in Community Based Crowdfunding Context	Nur Aqilah Hazirah Mohd Anim* & Nor Asiah Omar
MCBE-033	Factors Influencing the Propensity to Purchase Private Label Brands (PLBs)	Nor Azila Mohd Noor* & Tunku Nur Atikhah Tunku Abaidah
MCBE-035	Trust, Commitment and Compliance: A Study of Franchisee's Perception Towards the Franchisor	Siti Noorjannah binti Abd Halim*, Hazril Izwar Ibrahim, Abdul Hadi Zulkafli & Aerni Isa
MCBE-044	Unethical Sales Practices Under the Islamic Marketing Framework: A Narrative Analysis	Ali Shafiq* & Anbareen Jan
MCBE-049	The Exploration of Change and Development of Network Ties Corresponding to the Tipping Points of The Firms: Multiple Cases of Small Size Food Manufacturers in Johor Malaysia	Siti Sarah Omar*

**Day-2: Wednesday, 9 October 2019**

**Time: 04:00 – 05:30**

**Session 4.3: Organizational Behaviour and Human Resource Management 5**

**Venue: Room 07**

**Chair: Juliana Anak Langgat (Universiti Malaysia Sabah)**

<b>Paper ID</b>	<b>Title</b>	<b>Authors</b>
OBHR-009	Environmental Indicators and Hotel Restaurants Performance	Juliana Anak Langgat*
OBHR-023	The Roles of Dynamic Capabilities and Social Capital In R&D Alliance Capability	Nabilah Kamaruzaman*, Arnifa Asmawi, Kok Wai Chew & Noor Shahaliza Othman
OBHR-026	Knowledge Inflow and Competitive Advantage of MNC subsidiaries in Malaysia: Role of Knowledge Creation Capability and Knowledge Stock	Vijayalakchimi Subramaniam* & Shankar Chelliah
OBHR-027	The Impact of Corporate Social Responsibility Strategy on Sustainable Performance	Abdullah Abdulaziz- Alhumaidan* & Noor-Hazlina Ahmad
OBHR-052	Humble Leadership and Thriving at Work: The Mediating Role of Psychological Empowerment	Ali Hassan Elsanosi Ahmed & Rasidah Arshad*

**Day-2: Wednesday, 9 October 2019**

**Time: 04:00 – 05:30**

**Session 4.4: Organizational Behaviour and Human Resource Management 6**

**Venue: Room 08**

**Chair: Oscar Dousin (Universiti Malaysia Sabah)**

<b>Paper ID</b>	<b>Title</b>	<b>Authors</b>
OBHR-018	Work-Life Balance in the Malaysian Healthcare Industry: A Conceptualization	Oscar Dousin* & Ngan Collins
OBHR-025	Gender Equity Through Organizational Justice via Islamic Work Ethics in Private Universities	Qaisar Iqbal* & Noor Hazlina Ahmad
OBHR-034	The Effects Towards Organizational Innovation of Learning Orientation, Transformational Leadership, Creative Climate and Employee Creativity	Kien The Mai*, Linh.T.M.Hoang, Phuong V. Nguyen & Quang Nhut Ho
OBHR-036	Public Service Ethic Enhance Ethical Behavior and Willingness to Report Ethical Issues	Phuong V. Nguyen, Tham Huy Pham, Thi Vu Anh Trinh* & Khoa T. Tran
OBHR-055	The Effect of Emotional Dissonance on Mental and Physical Well-Being among Healthcare Professionals	Nor Farehan Omar* & Aizzat Mohd Nasurdin

**Day-2: Wednesday, 9 October 2019**

**Time: 04:00 – 05:30**

**Session 4.5: Operations, Technology and Green Management 2**

**Venue: Room 09**

**Chair: Ezaz Ahmed (Columbia College)**

<b>Paper Id</b>	<b>Title</b>	<b>Authors</b>
OTM-002	Exploring Threat of Information Technology on the Future Existence and Shape of Practice of Accounting and Auditing Profession	Sajed Abukhader*
OTM-003	Web 2.0 Educational Tools Continuance Intention: Integrating Technology-Task Fit Model and Technology Acceptance Model	Azizul Yadi Yaakop*, Zailin Zainal Ariffin, Nomahaza Mahadi, Zuha Rosufila Abu Hasan & Madzli Harun
OTM-008	The Relationship between Organisational Factors and ERP Adoption	Hamidur Rahaman Shibly, ABM Abdullah* & Ezaz Ahmed
OTM-014	Integrating TRI and UTAUT to Explain E-wallet Adoption: A Validity and Reliability Study	Min-Yee, Leong* Jing-Hui Kwan & Ming-Ming Lai
OTM-007	Supplier Development: Impact Of Knowledge Provider Changes On Suppliers	Kadzrina Abdul Kadir*

**Day 3: Concurrent Session 5**

**Day-3: Thursday, 10 October 2019**

**Time: 09:00 – 10:30**

**Session 5.1: Accounting and Finance 7**

**Venue: Room 05**

**Chair: Fathyah Hashim (Universiti Sains Malaysia)**

<b>Paper Id</b>	<b>Title</b>	<b>Authors</b>
AF-013	Accountability in Malaysian Islamic Social Enterprises (ISEs): Stakeholders Vs. Management Perspectives	Muhammad Iqmal Hisham Kamaruddin* & Sofiah Md Auzair
AF-021	Corporate Social Responsibility and Financial Performance: Number of Subscribers as Moderator	Fathyah Hashim*, Essia Ahmad Ries & Ng Teck Huai
AF-057	Testing the Index of Legitimacy in Light of Shariah Risks For Sukuk Markets: Evidences from Malaysia	Essia Ries Ahmed, Azlan Amran*, Aminul Islam & Tariq Tawfeeq Yousif Alabdullah
AF-064	The Influence of Institutional Investor Ownership on the Level of Stock Liquidity	Deannes Isynwardhana*, Ruhani Ali & Azlan Amran

**Day-3: Thursday, 10 October 2019**

**Time: 09:00 – 10:30**

**Session 5.2: Marketing, Consumer Behaviour and Entrepreneurship 7**

**Venue: Room 06**

**Chair: Jia-Lie, Ching (Universiti Malaysia Sarawak)**

<b>Paper ID</b>	<b>Title</b>	<b>Authors</b>
MCBE-021	Antecedents and Consequences of Destination Innovativeness	Windi NR Wardhani* & Widodo
MCBE-031	Consumer Community on Tourism Social Media and Customer Perceived Value: A Review Paper	Md. Ashrafal Azam Khan*, Haslinda Hashim, Yuhanis Ab. Aziz & Zaiton Samdin
MCBE-045	Culture, Carrying Capacity and Perceived Value on Tourists' Satisfaction and Revisit Intention	Jun-Zhou, Thong*, May-Chiun, Lo, Abang Azlan Mohamad & Jason Lim
MCBE-046	Nature Lovers' Perceptions on Quality Dimensions in Gunung Gading National Park, Sarawak	Jia-Lie, Ching* May-Chiun, Lo, Abang Azlan Mohamad & Chee-Hua, Chin
MCBE-050	Factors Influencing the Destination Image of Kuching Waterfront: A Tourist Perspective	Ying-Sin, Chin* Abang Azlan Mohamad, May-Chiun, Lo & Shiaw-Tong, Ha

**Day-3: Thursday, 10 October 2019**

**Time: 09:00 – 10:30**

**Session 5.3: Marketing, Consumer Behaviour and Entrepreneurship 8**

**Venue: Room 07**

**Chair: Zuraina Dato' Mansor (Universiti Putra Malaysia)**

<b>Paper ID</b>	<b>Title</b>	<b>Authors</b>
MCBE-014	The Industry 4.0 Revolution: Scrutinising the Enablers for Young Technopreneurial Firms' Competitiveness	Hasliza Abdul Halim*, Noor Hazlina Ahmad & Daisy Kee
MCBE-015	Young Tech-Entrepreneur's Agility and Competitiveness in Malaysia: Issues and Perspectives	Noor Hazlina Ahmad*, Hasliza Abdul Halim & Daisy Kee
MCBE-036	Personality Traits, Entrepreneurial Drive, and Cyber Entrepreneurial Intention: A Literature Review and Model Crafting	Siti Intan Farahindiana Mhd Fauzy* & Aizzat Mohd. Nasurdin
MCBE-032	Impact of Successor Related Factors on Business Continuity In Agrobased SMEs In Malaysia	Zuraina Dato' Mansor*, Nor Siah Jaharuddin, Abdul Rashid Abdullah, Nolila Mohd Nawi & Nadiyah Mahmud Nasir
MCBE-051	The Conceptualization of Internet Entrepreneurship's Success Factors on Online Business Performance in Malaysia	Teo Shao Zhen* & Siti Hasnah Hassan

**Day-3: Thursday, 10 October 2019**

**Time: 09:00 – 10:30**

**Session 5.4: Organizational Behaviour and Human Resource Management 7**

**Venue: Room 08**

**Chair: Kabiru Maitama Kura (Universiti Teknologi Brunei)**

<b>Paper ID</b>	<b>Title</b>	<b>Authors</b>
OBHR-001	Elucidating the Influence of Transformational Leadership on Job Performance: A MetaBUS-enabled Meta-Analysis	Kabiru Maitama Kura, Noor Maya Salleh & Mohamed Saleem Haja Nazmudeen
OBHR-024	Investigating Japanese Business Affiliates' Cross Border Knowledge Transfer in Northern Malaysia	Wong Mei Foong* & Shankar Chelliah
OBHR-060	Analysis of Employee Efficiency in the Hotel Industry Based on DEA Model	Intan Nur Fatin Abdul Rani* & Nik Hazimah Nik Mat

**Day-3: Thursday, 10 October 2019**

**Time: 09:00 – 10:30**

**Session 5.5: Operations, Technology and Green Management 3**

**Venue: Room 09**

**Chair: Emy Ezura A. Jalil (Universiti Utara Malaysia)**

<b>Paper Id</b>	<b>Title</b>	<b>Authors</b>
OTM-006	Research on Quality of Life of The Aged Population in Home-Care Centres	Liu Weixia, Zheng Dachuan, T. Ramayah, Yi-Nuo Shih & Lin Zhongyan*
OTM-010	The Driverless Public Bus Transport Ridership in Malaysia: An Explorative Study	Emy Ezura A-Jalil*
OTM-012	A Sense of Place Model to Enhance Guided Tour Experience in Melaka.	Chong Phooi Kwan*, Tan Siow Kian & Tan Booi Chen
OTM-013	R&D Activities in Autonomous Vehicles Using Patent Information	Iori Nakaoka* & Hirochika Akaoka

### Day 3: Concurrent Session 6

**Day-3: Thursday, 10 October 2019**

**Time: 11:00 – 12:30**

**Session 6.1: Accounting and Finance 8**

**Venue: Room 05**

**Chair: Zaidey Evon (Universiti Malaysia Sabah)**

<b>Paper Id</b>	<b>Title</b>	<b>Authors</b>
AF-033	FTSE WGBI, US Balance Sheet Policy and Foreign Holdings of Malaysia Government Securities	Zaidey Evon*, Hock-Ann Lee & Ho Yew Joe
AF-044	On the Intersection of Intangible Assets, Risk Strategy and Intellectual Capital - An Analysis of the Banking Sector in Pakistan	RamlaSadiq* & SafiaNosheen
AF-055	Accounting Information System and Organizational Performance: The Moderating Role of Training Quality	Aws Moufaq Al-okaily*, Mohd Shaari Abd Rahman & Manaf Mowafaq Al-okaily

**Day-3: Thursday, 10 October 2019**

**Time: 11:00 – 12:30**

**Session 6.2: Marketing, Consumer Behaviour and Entrepreneurship 9**

**Venue: Room 06**

**Chair: Siti Rohaida Mohamed Zainal (Universiti Sains Malaysia)**

<b>Paper ID</b>	<b>Title</b>	<b>Authors</b>
MCBE-029	The Influence of Academics' Demographic Characteristics on Their Perception of the Service Quality of Malaysian Research Universities	Siti Falindah Padlee*, Marhana Mohamed Anuar, Siti Nur 'Atikah Zulkiffli & Noor Zatul Iffah Hussin
MCBE-038	Barriers to Internationalisation of Malaysian Higher Learning Institutions	Kalanithi Muthu* & Shankar Chelliah
MCBE-054	Intrinsic and Extrinsic Motivations Driving Usage Intention of Coworking Space	Say Keat Ooi, Jasmine, A.L. Yeap* & Chen Lin Lim
MCBE-057	Supportive Management on Service Recovery Performance in Hotel Sector	Nuraina Nadiyah Rosli*, Siti Rohaida Mohamed Zainal & Rosmelisa Yusof



**Day-3: Thursday, 10 October 2019**

**Time: 11:00 – 12:30**

**Session 6.3: Organizational Behaviour and Human Resource Management 8**

**Venue: Room 07**

**Chair: Rusli Ahmad (Universiti Malaysia Sarawak)**

<b>Paper Id</b>	<b>Title</b>	<b>Authors</b>
OBHR-022	Integrating Strategic Knowledge and Strategic Competence for Business Strategy Formulation in MSC Status Companies	Siti Sakinah Ab. Rahim* & Norzanah Mat Nor
OBHR-030	Applying Work as Worshipping Concepts among Muslim Staff: A Case Study	Rusli Ahmad*, Ahmad Sophian Shaminan & Hana Hamidi
OBHR-068	The Operationalization of Holistic Human Resource Development towards Organizational Sustainability in Penang	Mohd Anuar Arshad, Arshad Mahmood* & Shahid Khan
OBHR-069	The Operation of Sustainable Human Redevelopment at Cure and Care Rehabilitation Centre in Malaysi	Mohd Anuar Arshad*, Arshad Mahmood, Shahid Khan & Kaleemullah

**Day-3: Thursday, 10 October 2019**

**Time: 11:00 – 12:30**

**Session 6.4: Organizational Behaviour and Human Resource Management 9**

**Venue: Room 08**

**Chair: Mastura Ab. Wahab (Universiti Sains Malaysia)**

<b>Paper Id</b>	<b>Title</b>	<b>Authors</b>
OBHR-044	Social Media Usage and Educational Performance: The Mediating Role of Creativity	Khor Hooi Ching, Ng Yin Kuan, Lai Ka Fei, Tan Luen Peng & Choong Yuen Onn*
OBHR-061	Spiritual Intelligence in Islam - A Framework for Total Excellence	Mastura Ab. Wahab*
OBHR-065	Cultivating Innovative Behaviour in Manufacturing Sector: The Role of Inclusive Leadership	Nur Hanisah Hussin* & Siti Rohaida Mohamed Zainal
OBHR-067	Authentic Leadership, Job Demands and Employee Wellbeing: A Multilevel Approach	Eva Salmee Mohd Salleh*, Mohd Awang Idris, Zuraina Dato' Mansor & Siti Rohaida Mohamed Zainal

**Day-3: Thursday, 10 October 2019**

**Time: 11:00 – 12:30**

**Session 6.5: Marketing, Consumer Behaviour and Entrepreneurship 10**

**Venue: Room 09**

**Chair: Norfadzilah Abdul Razak (Universiti Teknologi Mara)**

<b>Paper Id</b>	<b>Title</b>	<b>Authors</b>
MCBE-01	Service Quality and Customer Satisfaction in Restaurant Industry using Partial Least Square	Norfadzilah Abd Razak*, Zaidi Mohd Aminuddin & Ayu Rohaidah Ghazali
MCBE-022	Cross-Border Entrepreneurship: A Preliminary Study On Informal Entrepreneurs in Sebatik Island	Noor Fzlinda Fabeil*, Kamarul Mizal Marzuki & Arif @ Kamisan Pusiran
MCBE-023	Clustering of Indonesian Young Millennial Consumers Based on Green Values	Dwinita Laksmidewi* & Reinandus Aditya Gunawan
MCBE-047	Empowering Women Street Food Vendors Through M-Technology: A Study in Penang, Malaysia	Lalitha Ramasamy*