



INTERNATIONAL CONFERENCE ON RESEARCH  
AND INNOVATION IN INFORMATION SYSTEMS,  
MARKETING, ENTREPRENEURSHIP, TECHNOLOGY  
AND ACCOUNTING (ICRIIS-META)

# PROGRAM BOOK

DIGITAL INCLUSION THROUGH  
INCLUSIVE INNOVATION



25 -26 OCTOBER 2023

RESIDENSI UTMKL  
KUALA LUMPUR  
MALAYSIA

[www.icriis-meta.org](http://www.icriis-meta.org)



# ICRIIS META 2023

INTERNATIONAL CONFERENCE ON  
RESEARCH AND INNOVATION IN  
INFORMATION SYSTEMS, MARKETING,  
ENTREPRENEURSHIP, TECHNOLOGY AND  
ACCOUNTING (ICRIIS-META)

RESIDENSI UTMKL  
KUALA LUMPUR  
MALAYSIA

25 -26 OCTOBER 2023

ORGANIZED BY



**UTM**  
UNIVERSITI TEKNOLOGI MALAYSIA

Faculty of  
Management

CO-ORGANIZED BY



## FOREWORD MESSAGE BY CONFERENCE ADVISOR

السَّلَامُ عَلَيْكُمْ وَرَحْمَةُ اللَّهِ وَبَرَكَاتُهُ

Distinguished guests, UTM members, keynote speakers, presenters, ladies, and gentlemen.

Welcome all to ICRIIS-META 2023.



I would like to extend my heartfelt congratulations to the ICRIIS-META 2023 committee for turning this event into a reality through your unwavering dedication and commitment. I also wish to express my appreciation to all participants who diligently submitted their papers for this conference.

Over time, ICRIIS has evolved. After a journey spanning 14 years since its inception in 2009, it has now been rebranded to ICRIIS-META. This transformation signifies a monumental contribution to research and the dissemination of knowledge. The term "META" traditionally refers to technology that facilitates connections, fosters community engagement, and nurtures digital business growth. This mirrors the essence of our academic pursuits at universities, where we connect individuals, foster partnerships with industries, and collectively enhance our knowledge for the benefit of our stakeholders.

At the Faculty of Management, "META" symbolizes the multidisciplinary fabric of our faculty. Here, marketing, entrepreneurship, technology, accounting, and information systems converge, preparing our next generation with the requisite knowledge, skills, and values to meet future industry demands.

We are indeed fortunate that ICRIIS-META is being organized as a face-to-face event this year, especially after the challenges of the Covid-19 pandemic. The post-pandemic world has ushered in transformative shifts in communication, commerce, and work methodologies. Many traditional businesses struggled to adapt to altered consumer behaviors and purchasing power. Additionally, escalating raw material costs have pressured profit margins. Such challenges underscore the pressing need for researchers to proffer timely, impactful solutions for the industry.

In today's research landscape, buzzwords include AI, advances in Fintech, data analytics, real-time accounting, and decoding customer insights. I urge you all to harness these focal areas as foundational pillars for your research, driving solutions that are both impactful and relevant. This approach resonates with UTM's vision of fostering market-responsive research, epitomized by our tagline, "Innovating Solutions".

I earnestly hope that this conference proves enriching for all participants and leaves a lasting, positive impact on society and businesses. May you all find success, maintain good health, and cherish the company of those around you. Here's to an enlightening and rewarding conference experience!

Thank you.

Associate Professor Dr. Ahmad Jusoh  
Dean of Faculty Management, UTM / ICRIIS-META 2023 Conference Advisor



## Digital Inclusion Through Inclusive Innovation

In the intelligent digital era, innovation transcends disciplinary boundaries and requires cross-disciplinary collaboration to benefit organizations and society as a whole. Recognizing this, the International Conference On Research And Innovation In Information Systems, Marketing, Entrepreneurship, Technology, And Accounting (ICRIIS-META) has been at the forefront of integrating these fields since its inception in 2009. This year, ICRIIS-META 2023 continues this tradition by focusing on the theme of "Digital Inclusion Through Inclusive Innovation."

The conference aims to promote cross-disciplinary and inclusive research and innovation. ICRIIS-META 2023 invites researchers to contribute articles that explore the value of co-creation and harmonious collaboration across fields such as information systems, marketing and entrepreneurship, technology management, accounting, and finance. The goal is to foster inclusive innovation that leverages digital inclusion to benefit customers and stakeholders.

ICRIIS-META 2023 provides a platform for researchers, academicians, industry professionals, and policymakers to share their research results, progress, and insights in the context of inclusive innovation and digital inclusion. The conference will feature keynote speeches and paper presentation, enabling participants to engage in meaningful discussions and networking opportunities.

By embracing the ethos of inclusive innovation and digital inclusion, ICRIIS-META 2023 aims to advance knowledge and practices in digital services, marketing, accounting, and finance. The integration of diverse disciplines will unlock new possibilities for organizations and society, fostering collaboration and driving positive change in the intelligent digital era.

Join us at ICRIIS-META 2023 to be part of a dynamic gathering of researchers and professionals, as we explore the potential of cross-disciplinary collaboration and inclusive innovation to achieve digital inclusion and create a better future for all.

## ICRIIS-META 2023 : MAIN PROGRAM SCHEDULE

### DAY 1

25TH OCTOBER 2023 (WEDNESDAY)

8.15 am - 9.00 am	Registration at <i>Grand Petra 1 (Level 2)</i>
9.00 am - 10.00 am	Welcoming Remarks and Presentation <ul style="list-style-type: none"> <li>• Recitation of Doa</li> <li>• Briefing</li> <li>• Opening Remarks by <b>DR. NOR ZAFIR MD SALLEH</b> - Deputy Dean Academic of Faculty of Management, UTM</li> <li>• Montage Presentation</li> <li>• Paper Presentation 1A (Paper ID: 46, 59)</li> </ul>
10.00 am - 10.30 am	Breakfast
10.30 am - 11.30 am	Parallel Session 2A, 2B ( <i>Level 2</i> ) Paper ID: 2A (10, 22, 50, 54) 2B (17, 32, 6, 42)
12.00 pm - 1.00 pm	Keynote 1 – “Navigating the Success in High Risk Digital Project” ( <i>Grand Banquet Hall, Level 6</i> ) <b>MR. ANWAR AWANG MAN</b> , Assistant General Manager, Defense, Security, Aviation & Maritime Division, TM One Malaysia
1.00 pm - 2.30 pm	Lunch Break ( <i>Level 6</i> )
2.30 pm - 3.30 pm	Parallel Session 3A, 3B - Paper ID: 3A(27, 33, 34, 19), 3B(51, 21, 28, 23)
3.45 pm - 4.45 pm	Parallel Session 4A, 4B - Paper ID: 4A(12, 13, 15, 40), 4B(7, 58, 9, 11)

### DAY 2

26TH OCTOBER 2023 (THURSDAY)

#### Room for Parallel Presentations:

Grand Petra 1 – 1A, 5C, 6C  
Seminar Petra 1 – 2A, 3A, 4A, 5A, 6A  
Seminar Petra 2 – 2B, 3B, 3B, 4B, 5B, 6B

8.15 am - 9.00 am	Registration at <i>Grand Petra 1 (Level 2)</i>
9.00 am - 10.00 am	Parallel Session 5A, 5B, 5C ( <i>Level 2</i> ) Paper ID: 5A(35, 45, 41, 26), 5B(57, 44, 4, 38) 5C(52, 53, 55, 60)
10.00 am - 10.30 am	Breakfast
10.30 am - 11.30 am	Parallel Session 6A, 6B, 6C ( <i>Level 2</i> ) Paper ID: 6A(56, 30, 61, 36, 47), 6B(18, 8, 49, 5), 6C(24, 48, 31, 62)
11.45 am - 1.00 pm	Keynote 2 – “Impact of Digital Transformation of Business on Inclusive Innovation” ( <i>Grand Petra 1, Level 2</i> ) <b>PROF. DR. MOHD HASSAN MOHD OSMAN</b> , Head of DBA Program DRB Hicom University of Automotive, Malaysia
	Best Paper Awards
	Closing Remarks by <b>ASSOC. PROF. DR. AHMAD JUSOH</b> Dean of Faculty Management, UTM
1.00 pm - 2.30 pm	Lunch Break ( <i>Level 6</i> )
2.30 pm - 4.30 pm	Workshop on “Supercharge Your Research with AI: Discovery, Automation and Data Analysis” by MyAIS & ISSI RG ( <i>Level 2</i> )



## ICRIIS-META 2023 : PARALLEL SESSION SCHEDULE

PARALLEL SESSION DAY 1 - 25TH OCTOBER 2023

DAY 1 SESSION 1A: 9.30AM – 10.00AM (2 PAPERS)

ROOM: GRAND PETRA 1

SESSION CHAIR: DR. LOGAISWARI INDIRAN

TRACK : INFORMATION SYSTEMS FOR BUSINESS AND SOCIETY  
(\*\*IN OPENING SESSION)

TIME	PAPER ID	PAPER TITLE AND AUTHORS
9.30am – 9.45am	46	BIBLIOMETRIC ANALYSIS OF USING SOCIAL MEDIA FOR EDUCATION PURPOSE  Ghufran Abdulrahman Al-Azzawi, Suraya Miskon, Norris Syed Abdullah, and Nazmona Mat Ali
9.45am –10.00am	59	INNOVATING TOGETHER: UNVEILING OPEN INNOVATION, CO-CREATION, AND SOCIAL MEDIA IN MALAYSIAN TELECOMMUNICATIONS  Marlita Mat Yusof and Nor Zairah Ab Rahim

DAY 1 SESSION 2A AND 2B: 10.30AM – 11.30AM (8 PAPERS)

ROOM: SEMINAR PETRA 1

SESSION CHAIR: DR. MOHAMAD HAIDER  
ABU YAZID

TRACK : INNOVATIONS IN TECHNOLOGY AND MANAGEMENT

TIME	PAPER ID	PAPER TITLE AND AUTHORS
10.30am – 10.45am	10	THE RELATIONSHIP BETWEEN SERVICE QUALITY AND STUDENT RETENTION IN PRIVATE HIGHER EDUCATION INSTITUTIONS IN MALAYSIA  Zhao Xuerong and Malini A/P Kanjanapathy
10.45am – 11.00am	22	THE EVOLUTION OF CHINESE ENVIRONMENTAL REGULATION AND ITS GREEN INNOVATION EFFECTS: A REVIEW AND PROSPECT  Yang Liu, Roshazlizawati Mohd Nor, Ma Kalthum Ishak, and Xuan Li
11.10am – 11.15am	50	GREEN FINANCIAL MODEL FOR HEAVY-DUTY COMMERCIAL VEHICLE  K. M.Raini and H. S. Hamzah
11.15am – 1130pm	54	THE EFFECTIVE MEASURE OF R&D SUCCESS AND FUTURE RESEARCH DIRECTION  Fu Chen, Logaiswari Indiran, Umar Haiyat Abdul Kohar

ROOM: SEMINAR PETRA 2

SESSION CHAIR: DR. AHMAD FADHIL  
YUSOF

TRACK : INFORMATION SYSTEMS FOR BUSINESS AND SOCIETY

TIME	PAPER ID	PAPER TITLE AND AUTHORS
10.30am – 10.45am	17	UNDERSTANDING CROWDFUNDING VIA SOCIAL MEDIA: A REVIEW OF THE RELEVANCY OF PREVIOUS STUDIES  Ahmad Amru Mohamad Zaid and Ab Razak Che Hussin
10.45am – 11.00am	32	PERCEPTIONS OF INTERNAL HALAL AUDITORS TOWARD DIGITAL HALAL AUDIT APP IN MALAYSIA  Adi Rahman Abdul Aziz and Ab Razak Che Hussin
11.10am – 11.15am	6	CUSTOMER ENGAGEMENT IN ONLINE BRAND COMMUNITY: A BIBLIOMETRIC ANALYSIS  Wei Sun, Suraya Miskon, Syed Nasirin, and Norris Syed Abdullah
11.15am – 1130pm	42	A MODEL OF TRUSTED VIDEO WORD OF MOUTH (VWOM) FACTORS THAT CAN INFLUENCE PURCHASE INTENTION  Humaira Hairudin and Halina Mohamed Dahlan



DAY 1 SESSION 3A AND 3B: 2.30PM – 3.45PM (8 PAPERS)

ROOM: SEMINAR PETRA 1

SESSION CHAIR: DR. HALINA MOHAMED  
DAHLAN

TRACK : ETHICS OF INCLUSIVE INNOVATION

TIME	PAPER ID	PAPER TITLE AND AUTHORS
2.30pm – 2.45pm	27	INTERNAL AUDIT'S IMPACT ON MALAYSIAN BANKING: CONCEPTUAL FRAMEWORK WITH MANAGEMENT SUPPORT AS A MODERATOR  Panjavarnam A/P Venugopal, Maisarah Mohamed Saat, and Nik Nadzirah Nik Mohamed
2.45pm – 3.00pm	33	A STUDY ON DIGITAL COPYRIGHT INFRINGEMENT IN MALAYSIA  Lyu Yurui, Norris Syed Abdullah, and Guo Songrui
3.00pm – 3.15pm	34	ACCEPTANCE OF SMART HOME TECHNOLOGY: A BIBLIOMETRIC ANALYSIS  Lyu Yurui, Norris Syed Abdullah
3.15pm – 3.30pm	19	A PROPOSED FRAMEWORK OF CORPORATE SOCIAL RESPONSIBILITY DIMENSIONS AND EMPLOYEES' UNETHICAL PRO-ORGANIZATIONAL BEHAVIOUR: EVIDENCE FROM CHINESE SMES  Liu Renrui, Malini Kanjanapathy, and Maisarah Mohamed Saat

ROOM: SEMINAR PETRA 2

SESSION CHAIR: ASSOCIATE PROFESSOR  
DR. SYED NORRIS HIKMI SYED ABDULLAH

TRACK : INNOVATIONS IN TECHNOLOGY AND MANAGEMENT

TIME	PAPER ID	PAPER TITLE AND AUTHORS
2.30pm – 2.45pm	51	A STUDY ON CONSUMER SATISFACTION WITH CHINA'S LIFE AND HEALTH INSURANCE  Fu Zheng, Halina Mohamed Dahlan
2.45pm – 3.00pm	21	THE EFFECT OF GREEN INNOVATION ON FIRM VALUE: THE MODERATING ROLE OF INTERNAL CONTROL  Xuan Li, Maisarah Mohamed Saat, and Yang Liu
3.00pm – 3.15pm	28	ONE COMPANY, TWO CLASSES: UNPACKING THE RATIONALE AND RAMIFICATIONS OF DUAL-CLASS SHARE STRUCTURE  Shanshan Yue, Norkhairul Hafiz B. Bajuri, Saleh F.A. Khatib, and Ninglin Li
3.15pm – 3.30pm	23	DERIVING SUCCESS FACTORS FOR CLOUD ERP IMPLEMENTATION IN THE AVIATION INDUSTRY  Eman Mukhtar, Ab Razak Che Hussin

DAY 1 SESSION 4A AND 4B: 3.45PM – 4.45PM (8 PAPERS)

ROOM: SEMINAR PETRA 1

SESSION CHAIR: DR. SALEH F. A. KHATIB

TRACK : BUSINESS, ACCOUNTING, AND FINANCE

TIME	PAPER ID	PAPER TITLE AND AUTHORS
3.45pm – 4.00pm	12	A PROPOSED FRAMEWORK OF ANALYSIS OF FACTORS AFFECTING STUDENT WITH LEARNING DISABILITIES  Cao Chen, Malini Kanjanapathy, and Maisarah Mohamed Saat
4.00am – 4.15pm	13	A PROPOSED FRAMEWORK OF JOB RESOURCES INFLUENCING WORK ENGAGEMENT TOWARDS ACADEMICS OF PUBLIC UNIVERSITIES IN BEIJING AND SHANGHAI IN CHINA  Sun Mengmeng, Malini Kanjanapathy, and Maisarah Mohamed Saat
4.15pm – 4.30pm	15	A PROPOSED FRAMEWORK OF RESEARCH ON THE INFLUENCING FACTORS OF BURNOUT - BASED ON THE PERSPECTIVE OF INDIVIDUAL WORK SCENARIOS  Lu Guangguo, Malini Kanjanapathy, and Maisarah Mohamed Saat
4.30pm – 4.45pm	40	Exploring Items for Measuring the Sales and Service Tax (SST) Compliance Constructs using Exploratory Factor Analysis (EFA) Procedure  Lee Heng Liang, Mohd Noor Azli Bin Ali Khan

ROOM: SEMINAR PETRA 2

SESSION CHAIR: DR. HANINI ILYANA CHE  
HASHIM

TRACK : BUSINESS, ACCOUNTING, AND FINANCE

TIME	PAPER ID	PAPER TITLE AND AUTHORS
3.45pm – 4.00pm	7	DESIGN PROCESS IN GAMIFYING E-LIBRARY SERVICES IN HIGHER INSTITUTIONS  Adedokun Folashade Oyinlola, Norasnita Ahmad, and Suraya Miskon
4.00am – 4.15pm	58	DIGITAL TRANSFORMATION ON FINANCIAL PERFORMANCE: UNLEASHING CORPORATE EXCELLENCE THROUGH MOBILE BANKING ADOPTION IN MALAYSIA'S PUBLIC LISTED BANKS  Rafiqah Rahmalia, Sariaty Azman, and Norkhairul Hafiz Bajuri
4.15pm – 4.30pm	9	THE EFFECT OF ESG DISCLOSURE ON FIRM VALUE: AN EMPIRICAL EVIDENCE FROM CHINESE LISTED COMPANIES  Li Li, Maisarah Mohamed Saat, and Wu Jiayi
4.30pm – 4.45pm	11	A PROPOSED FRAMEWORK OF THE EFFECT OF FINANCIAL AID, STUDENT LOAN AND PERCEIVED FINANCIAL WELL-BEING ON STUDENT ENGAGEMENT  Yang Chunchun, Malini Kanjanapathy, and Maisarah Mohamed Saat



PARALLEL SESSION DAY 2 - 26TH OCTOBER 2023

DAY 2 SESSION 5A, 5B AND 5C: 9.00AM – 10.00AM (13 PAPERS)

ROOM: GRAND PETRA 1

SESSION CHAIR: ASSOCIATE PROFESSOR  
DR. SURAYA MISKON

TRACK : INFORMATION SYSTEMS FOR BUSINESS AND SOCIETY

TIME	PAPER ID	PAPER TITLE AND AUTHORS
9.00am – 9.15am	35	RESEARCH TRENDS ON SELF-SERVICE ANALYTICS: A BIBLIOMETRIC REVIEW FROM YEAR 2010 -2023  Zhou Yi and Norris Syed Abdullah
9.15am – 9.30am	41	INFLUENCE OF ONLINE REVIEWS ON CULINARY TOURISM INTENTIONS: THE RED PLATFORM STUDY  Weiming Wang and Noorminshah A. Iahad
9.30am – 9.45am	45	INSTRUMENTS FOR INVESTIGATING USER ENGAGEMENT IN POLITICS ON SOCIAL MEDIA  Norman Sapar, Ab Razak Che Hussin, and M Haider Abu Yazid
9.45am – 10.00am	26	SOCIAL MEDIA ADDICTION AND ACADEMIC PERFORMANCE: A BIBLIOMETRIC ANALYSIS APPROACH  Olayiwola Alfa Abdullahi, Mahadi Bahari, Suraya Miskon, and Mohamad Haider Abu Yazid

ROOM: SEMINAR PETRA 1

SESSION CHAIR: ASSOCIATE PROFESSOR  
DR. MAHADI BAHARI

TRACK : INFORMATION SYSTEMS FOR TRANSFORMATION

TIME	PAPER ID	PAPER TITLE AND AUTHORS
9.00am – 9.15am	57	SYSTEMATIC REVIEW OF CONSUMER BEHAVIOR RESEARCH IN THE CONTEXT OF GREEN APPAREL  Jing Huang, Ai Chin Thoo, and Ying Tuan Joe Lo
9.15am – 9.30am	44	INFLUENCING SUCCESS FACTORS LAH!: ORCHESTRATING MALAYSIA'S HANDICRAFT HERITAGE THROUGH THE SYMPHONY OF KNOWLEDGE TRANSFER  Razifah Othman, Othman Ibrahim, Siti Nuur-Ila Mat Kamal, and Zailani Shafie
9.30am – 9.45am	4	AGENT-MEDIATED KNOWLEDGE RECOVERY: THE CASE OF TURNOVER-INDUCED KNOWLEDGE LOSS IN A KNOWLEDGE-INTENSIVE INSTITUTION  Shahrinaz Ismail and Siti Haryani Shaikh Ali
9.45am – 10.00am	38	SECURING SOFTWARE DEVELOPMENT: A HOLISTIC EXPLORATION OF SECURITY AWARENESS IN SOFTWARE DEVELOPMENT TEAMS  Aftab Janisar, Khairul Shafee, Aliza Sarlan, and Umar Maiwada, and Anas A. Salameh

ROOM: SEMINAR PETRA 2

SESSION CHAIR: DR. MAZILAH BINTI  
ABDULLAH

TRACK : CREATIVE MARKETING IN DIGITALIZATION ERA

TIME	PAPER ID	PAPER TITLE AND AUTHORS
9.00am – 9.15am	52	TIKTOK LIVE SHOPPING PURCHASE INTENTION: A CONCEPTUAL PAPER  Zulfa Hanifa and Adaviah Mas'od
9.15am – 9.30am	53	UNDERSTANDING FACTORS SHAPING GREEN COSMETIC PURCHASE INTENTIONS: INSIGHTS FROM ATTITUDES, NORMS, AND PERCEIVED BEHAVIORAL CONTROL  Anggi Ristrianti Meliniasari and Adaviah Mas'od
9.30am – 9.45am	55	LITERATURE REVIEW ON PURCHASE INTENTION OF BATTERY ELECTRIC VEHICLES AND CONSUMER INNOVATIVENESS  Qi Qiu, Ai Chin Thoo, and Zijuan Zhan
9.45am – 10.00am	60	PRELIMINARY STUDY OF PERCEIVED ENJOYMENT, IMPULSE BUYING TENDENCY, GAMIFICATION, AND ONLINE PURCHASE INTENTION ON E-COMMERCE USING STIMULUS-ORGANISM-RESPONSE (S-O-R)  Muhammad Farhan Izzuddin Abd Kadir, Zuraidah Sulaiman, Nornajihah Nadia Hasbullah, and Joe Lo Ying Tuan

DAY 2 SESSION 6A, 6B AND 6C: 10.30AM – 11.45AM (12 PAPERS)

ROOM: GRAND PETRA 1

SESSION CHAIR: DR. YOGEESWARI  
SUBRAMANIAM

TRACK : INNOVATIONS IN TECHNOLOGY AND MANAGEMENT

TIME	PAPER ID	PAPER TITLE AND AUTHORS
10.30am – 10.45am	56	LITERATURE REVIEW ON GREEN SUPPLY CHAIN MANAGEMENT PRACTICES IN THE MANUFACTURING INDUSTRY  Zijuan Zhan and Thoo Ai Chin
10.45am – 11.00am	30	THE DEVELOPMENT OF AIR TRAFFIC MANAGEMENT INFORMATION EXCHANGE INTEROPERABILITY FRAMEWORK FOR CIVIL AVIATION AUTHORITY OF MALAYSIA  Anwar Awang Man and Ab Razak Che Hussin
11.00am – 11.15am	61	REVIEW OF COMPETITIVE ADVANTAGE WITHIN RESTAURANTS  Yujie Tang and Thoo Ai Chin
11.15am – 11.30am	36	ICCUBEX: A STRUCTURED UNIVERSITY INCUBATION MODEL TO ACCELERATE THE LAB-TO-MARKET PROCESS  Muhammad Arif Harun, Noor Azurati Ahmad, Norhayati Mohamed Noor, Mohamad Fitri Khamis, Nur Diyana Mohd Ruzmi, Nadia Hartini Mohd Adzmi, Asyakireen Samsudin, Salina Muhamad, and Norlinda Ali



ROOM: SEMINAR PETRA 1

SESSION CHAIR: ASSOCIATE PROFESSOR  
TS. DR. MOHD ZAIDI ABD ROZAN

TRACK : INFORMATION SYSTEMS FOR BUSINESS AND SOCIETY

TIME	PAPER ID	PAPER TITLE AND AUTHORS
10.30am – 10.45am	18	FROM INK TO INSIGHT: A METHODOLOGY REVIEW OF QUESTIONNAIRE DESIGN AND VALIDATION FOR CROWDFUNDING IN SOCIAL MEDIA  Ahmad Amru Mohamad Zaid and Ab Razak Che Hussin
10.45am – 11.00am	8	A PROPOSED FRAMEWORK OF THE IMPACT OF TOURIST'S SOCIAL INTERACTIONS ON DESTINATION IMAGE  Yan Yurao, Malini Kanjanapathy, and Maisarah Mohamed Saat
11.00am – 11.15am	49	THEMATIC ANALYSIS OF INTERVIEW INSIGHTS: CHALLENGES IN HALAL AUDITING PRACTICES IN MALAYSIA  Adi Rahman Abdul Aziz, Ab Razak Che Hussin
11.15am – 11.30am	5	INSTRUMENT'S RELIABILITY AND VALIDITY OF CONTINUANCE INTENTION TOWARD USING MOBILE FITNESS APPS MODEL: PILOT STUDY  Rasha Najib Aljabali, Norasnita Ahmad

ROOM: SEMINAR PETRA 2

SESSION CHAIR: DR. NAZMONA MAT ALI

TRACK : INFORMATION SYSTEMS FOR TRANSFORMATION

TIME	PAPER ID	PAPER TITLE AND AUTHORS
10.30am – 10.45am	24	MACHINE LEARNING APPROACH IN PREDICTING FRAUDULENT JOB ADVERTISEMENT  Atikah Hanisah Mohd Hanif, Nurazeen Maarop, Norshaliza Kamaruddin, and Ganthan Narayana Samy
10.45am – 11.00am	48	FORTIFYING AGAINST RANSOMWARE: NAVIGATING CYBERSECURITY RISK MANAGEMENT WITH A FOCUS ON RANSOMWARE INSURANCE STRATEGIES  Mujeeb ur Rehman Shaikh, Rafi Ullah, Rehan Akbar, K.S. Savita, and Satria Mandala
11.00am – 11.15am	31	A FRAMEWORK FOR MEDICAL EQUIPMENT MAINTENANCE AND REPLACEMENT IN PRIVATE HOSPITALS  Nur Syazwina Uzma Binti Sulaiman, Siti Aisyah Binti Salim
11.15am – 11.30am	62	THE GAP ANALYSIS FUNDAMENTALS FOR DIGITALIZATION STRATEGIC PLANNING  Nur Izzati Shabdin, Suraya Ya'acob, Muhamad Ashraff Abd Ghani, and Nur Zairah Ab Rahim

## ICRIIS-META 2023 - ORGINIZING COMMITTEE



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INTERNATIONAL CONFERENCE ON  
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