



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

ABSTRACT BOOK

DIGITAL INCLUSION THROUGH
INCLUSIVE INNOVATION



25 -26 OCTOBER 2023

RESIDENSI UTMKL
KUALA LUMPUR
MALAYSIA

www.icriis-meta.org

LIST OF PAPERS

Paper ID: 4

AGENT-MEDIATED KNOWLEDGE RECOVERY: THE CASE OF TURNOVER-INDUCED KNOWLEDGE LOSS IN A KNOWLEDGE-INTENSIVE INSTITUTION

Shahrinaz Ismail^{1}, Siti Haryani Shaikh Ali²*

Paper ID: 5

INSTRUMENT'S RELIABILITY AND VALIDITY OF CONTINUANCE INTENTION TOWARD USING MOBILE FITNESS APPS MODEL: PILOT STUDY

Rasha Najib Aljabali^{1}, Norasnita Ahmad²*

Paper ID: 6

CUSTOMER ENGAGEMENT IN ONLINE BRAND COMMUNITY: A BIBLIOMETRIC ANALYSIS

Wei Sun^{1}, Suraya Miskon², Syed Nasirin³, Norris Syed Abdullah⁴*

Paper ID: 7

DESIGN PROCESS IN GAMIFYING E-LIBRARY SERVICES IN HIGHER INSTITUTIONS

Adedokun Folashade Oyinlola^{1,2}, Norasnita Ahmad¹, Suraya Miskon¹.

Paper ID: 8

A PROPOSED FRAMEWORK OF THE IMPACT OF TOURIST'S SOCIAL INTERACTIONS ON DESTINATION IMAGE

Yan Yurao^{1,3}, Malini Kanjanapathy¹, and Maisarah Mohamed Saat²*

Paper ID: 9

THE EFFECT OF ESG DISCLOSURE ON FIRM VALUE: AN EMPIRICAL EVIDENCE FROM CHINESE LISTED COMPANIES

Li Li^{1}, Maisarah Mohamed Saat², and Wu Jiayi³*

Paper ID: 10

THE RELATIONSHIP BETWEEN SERVICE QUALITY AND STUDENT RETENTION IN PRIVATE HIGHER EDUCATION INSTITUTIONS IN MALAYSIA

Zhao Xuerong^{1} and Dr. Malini A/P Kanjanapathy²*

Paper ID: 11

A PROPOSED FRAMEWORK OF THE EFFECT OF FINANCIAL AID, STUDENT LOAN AND PERCEIVED FINANCIAL WELL-BEING ON STUDENT ENGAGEMENT

Yang Chunchun^{1}, Malini Kanjanapathy², and Maisarah Mohamed Saat³*

Paper ID: 12

A PROPOSED FRAMEWORK OF ANALYSIS OF FACTORS AFFECTING STUDENT WITH LEARNING DISABILITIES

Cao Chen^{1}, Malini Kanjanapathy², and Maisarah Mohamed Saat³*

Paper ID: 13

A PROPOSED FRAMEWORK OF JOB RESOURCES INFLUENCING WORK ENGAGEMENT TOWARDS ACADEMICS OF PUBLIC UNIVERSITIES IN BEIJING AND SHANGHAI IN CHINA

Sun Mengmeng^{1}, Malini Kanjanapathy², and Maisarah Mohamed Saat³*

Paper ID: 15

A PROPOSED FRAMEWORK OF RESEARCH ON THE INFLUENCING FACTORS OF BURNOUT - BASED ON THE PERSPECTIVE OF INDIVIDUAL WORK SCENARIOS

Lu Guangguo^{1}, Malini Kanjanapathy², and Maisarah Mohamed Saat³*

Paper ID: 17

UNDERSTANDING CROWDFUNDING VIA SOCIAL MEDIA: A REVIEW OF THE RELEVANCY OF PREVIOUS STUDIES

Ahmad Amru Mohamad Zaid^{1}, Ab Razak Che Hussin²*

Paper ID: 18

FROM INK TO INSIGHT: A METHODOLOGY REVIEW OF QUESTIONNAIRE DESIGN AND VALIDATION FOR CROWDFUNDING IN SOCIAL MEDIA

Ahmad Amru Mohamad Zaid^{1}, Ab Razak Che Hussin²*

Paper ID: 19

A PROPOSED FRAMEWORK OF CORPORATE SOCIAL RESPONSIBILITY DIMENSIONS AND EMPLOYEES' UNETHICAL PRO-ORGANIZATIONAL BEHAVIOUR: EVIDENCE FROM CHINESE SMES

Liu Renrui^{1}, Malini Kanjanapathy², and Maisarah Mohamed Saat³*

Paper ID: 21

THE EFFECT OF GREEN INNOVATION ON FIRM VALUE: THE MODERATING ROLE OF INTERNAL CONTROL

Xuan Li^{1,4}, Maisarah Mohamed Saat², and Yang Liu^{3,4}*

Paper ID: 22

THE EVOLUTION OF CHINESE ENVIRONMENTAL REGULATION AND ITS GREEN INNOVATION EFFECTS: A REVIEW AND PROSPECT

Yang Liu^{1,5}, Roshazlizawati Mohd Nor², Ma Kalthum Ishak³, and Xuan Li^{4,5}*

Paper ID: 23

DERIVING SUCCESS FACTORS FOR CLOUD ERP IMPLEMENTATION IN THE AVIATION INDUSTRY

Eman Mukhtar^{1}, Ab Razak Che Hussin²*

Paper ID: 24

MACHINE LEARNING APPROACH IN PREDICTING FRAUDULENT JOB ADVERTISEMENT

Atikah Hanisah Mohd Hanif^{1}, Nurazean Maarop², Norshaliza Kamaruddin³, Ganthan Narayana Samy⁴*

Paper ID: 26

SOCIAL MEDIA ADDICTION AND ACADEMIC PERFORMANCE: A BIBLIOMETRIC ANALYSIS APPROACH

Olayiwola Alfa Abdullahi^{1}, Mahadi Bahari², Suraya Miskon³, Mohamad Haider Abu Yazid⁴*

Paper ID: 27

INTERNAL AUDIT'S IMPACT ON MALAYSIAN BANKING: CONCEPTUAL FRAMEWORK WITH MANAGEMENT SUPPORT AS A MODERATOR

Panjavarnam A/P Venugopal^{1}, Maisarah Mohamed Saat², and Nik Nadzirah Nik Mohamed³*

Paper ID: 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

Paper ID: 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

Paper ID: 31

A FRAMEWORK FOR MEDICAL EQUIPMENT MAINTENANCE AND REPLACEMENT IN PRIVATE HOSPITALS

Nur Syazwina Uzma Binti Sulaiman^{1}, Siti Aisyah Binti Salim²*

Paper ID: 32

PERCEPTIONS OF INTERNAL HALAL AUDITORS TOWARD DIGITAL HALAL AUDIT APP IN MALAYSIA

Adi Rahman Abdul Aziz^{1}, Ab Razak Che Hussin²*

Paper ID: 33

A STUDY ON DIGITAL COPYRIGHT INFRINGEMENT IN MALAYSIA

Lyu Yurui^{1}, Norris Syed Abdullah², Guo Songrui³*

Paper ID: 34

ACCEPTANCE OF SMART HOME TECHNOLOGY: A BIBLIOMETRIC ANALYSIS

Lyu Yurui^{1}, Norris Syed Abdullah²*

Paper ID: 35

RESEARCH TRENDS ON SELF-SERVICE ANALYTICS: A BIBLIOMETRIC REVIEW FROM YEAR 2010 -2023

*Zhou Yi^{1*2*}, and Norris Syed Abdullah¹*

Paper ID: 36

ICCUBEX: A STRUCTURED UNIVERSITY INCUBATION MODEL TO ACCELERATE THE LAB-TO-MARKET PROCESS

Muhammad Arif Harun¹, Noor Azurati Ahmad^{1}, Norhayati Mohamed Noor¹, Mohamad Fitri Khamis¹, Nur Diyana Mohd Ruzmi¹, Nadia Hartini Mohd Adzmi¹, Asyakireen Samsudin¹, Salina Muhamad¹, Norlinda Ali¹*

Paper ID: 38

SECURING SOFTWARE DEVELOPMENT: A HOLISTIC EXPLORATION OF SECURITY AWARENESS IN SOFTWARE DEVELOPMENT TEAMS

Aftab Janisar^{1}, Khairul Shafee², Aliza Sarlan³ and Umar Maiwada⁴, Anas A. Salameh⁵.*

Paper ID: 40

Exploring Items for Measuring the Sales and Service Tax (SST) Compliance Constructs using Exploratory Factor Analysis (EFA) Procedure

Lee Heng Liang^{1}, Mohd Noor Azli Bin Ali Khan²*

Paper ID: 41

ONLINE REVIEWS' INFLUENCE ON CULINARY TOURISM INTENTIONS: A RED PLATFORM STUDY

Weiming Wang and Noorminshah A. Iahad

Paper ID: 42

A MODEL OF TRUSTED VIDEO WORD OF MOUTH (VWOM) FACTORS THAT CAN INFLUENCE PURCHASE INTENTION

Humaira Hairudin^{1} and Halina Mohamed Dahlan²*

Paper ID: 44

INFLUENCING SUCCESS FACTORS LAH!: ORCHESTRATING MALAYSIA'S HANDICRAFT HERITAGE THROUGH THE SYMPHONY OF KNOWLEDGE TRANSFER

Razifah Othman^{1ab}, Othman Ibrahim^{2a}, Siti Nuur-Ila Mat Kamal³ and Zailani Shafie⁴*

Paper ID: 45

INSTRUMENTS FOR INVESTIGATING USER ENGAGEMENT IN POLITICS ON SOCIAL MEDIA

Norman Sapar^{1}, Ab Razak Che Hussin² and M Haider Abu Yazid³*

Paper ID: 46

BIBLIOMETRIC ANALYSIS OF USING SOCIAL MEDIA FOR EDUCATION PURPOSE

*Ghufran Abdulrahman Al-Azzawi^{*1}, Suraya Miskon², Norris Syed Abdullah³ and Nazmona Mat Ali⁴*

Paper ID: 48

FORTIFYING AGAINST RANSOMWARE: NAVIGATING CYBERSECURITY RISK MANAGEMENT WITH A FOCUS ON RANSOMWARE INSURANCE STRATEGIES

Mujeeb ur Rehman Shaikh^{1}, Rafi Ullah², Rehan Akbar³, K.S. Savita⁴, Satria Mandala⁵*

Paper ID: 49

THEMATIC ANALYSIS OF INTERVIEW INSIGHTS: CHALLENGES IN HALAL AUDITING PRACTICES IN MALAYSIA

Adi Rahman Abdul Aziz^{1}, Ab Razak Che Hussin²*

Paper ID: 50

GREEN FINANCIAL MODEL FOR HEAVY-DUTY COMMERCIAL VEHICLE

K. M. Raini^{1} and H. S. Hamzah¹*

Paper ID: 51

A STUDY ON CONSUMER SATISFACTION WITH CHINA'S LIFE AND HEALTH INSURANCE

Fu Zheng, Halina Mohamed Dahlan

Paper ID: 52

TIKTOK LIVE SHOPPING PURCHASE INTENTION: A CONCEPTUAL PAPER

Zulfa hanifa^{1} and Adaviah Mas'od²*

Paper ID: 53

UNDERSTANDING FACTORS SHAPING GREEN COSMETIC PURCHASE INTENTIONS: INSIGHTS FROM ATTITUDES, NORMS, AND PERCEIVED BEHAVIORAL CONTROL

Anggi Ristrianti Meliniasari and Adaviah Mas'od²*

Paper ID: 54

THE EFFECTIVE MEASURE OF R&D SUCCESS AND FUTURE RESEARCH DIRECTION

Fu Chen, Logaiswari Indiran, Umar Haiyat Abdul Kohar

Paper ID: 55

LITERATURE REVIEW ON PURCHASE INTENTION OF BATTERY ELECTRIC VEHICLES AND CONSUMER INNOVATIVENESS

Qi Qiu^{1,2}, Ai Chin Thoo¹, Zijuan Zhan^{1,2}*

Paper ID: 56

LITERATURE REVIEW ON GREEN SUPPLY CHAIN MANAGEMENT PRACTICES IN THE MANUFACTURING INDUSTRY

Zijuan Zhan^{1,2}, Thoo Ai Chin^{1}*

Paper ID: 57

SYSTEMATIC REVIEW OF CONSUMER BEHAVIOR RESEARCH IN THE CONTEXT OF GREEN APPAREL

Jing Huang^{1}, Ai Chin Thoo², and Ying Tuan Joe Lo³*

Paper ID: 58

DIGITAL TRANSFORMATION ON FINANCIAL PERFORMANCE: UNLEASHING CORPORATE EXCELLENCE THROUGH MOBILE BANKING ADOPTION IN MALAYSIA'S PUBLIC LISTED BANKS

Rafiqah Rahmalia^{1}, Sariati Azman^{2*}, Norkhairul Hafiz Bajuri³*

Paper ID: 59

INNOVATING TOGETHER: UNVEILING OPEN INNOVATION, CO-CREATION, AND SOCIAL MEDIA IN MALAYSIAN TELECOMMUNICATIONS

Marlita Mat Yusof and Nor Zairah Ab Rahim

Paper ID: 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 Kadir¹, Zuraidah Sulaiman^{2}, Nornajihah Nadia Hasbullah³, Joe Lo Ying Tuan⁴*

Paper ID: 61

REVIEW OF COMPETITIVE ADVANTAGE WITHIN RESTAURANTS

Yujie Tang^{1}, Thoo Ai Chin²*

Paper ID: 62

THE GAP ANALYSIS FUNDAMENTALS FOR DIGITALIZATION STRATEGIC PLANNING

Nur Izzati Shabdin¹, Suraya Ya'acob², Muhamad Ashraff Abd Ghani³, and Nur Zairah Ab Rahim⁴

AGENT-MEDIATED KNOWLEDGE RECOVERY: THE CASE OF TURNOVER-INDUCED KNOWLEDGE LOSS IN A KNOWLEDGE-INTENSIVE INSTITUTION

Shahrinaz Ismail^{1*}, Siti Haryani Shaikh Ali²

^{1*}Corresponding Author:
E-mail: shahrinaz.ismail@apu.edu.my

^{1*}School of Technology, Asia Pacific University of Technology & Innovation, Malaysia

²Malaysian Institute of Information Technology, Universiti Kuala Lumpur, Malaysia

Abstract

The retention of tacit knowledge within organizations, particularly during employee transitions, poses a significant challenge in business settings. This problem is often exacerbated by the underutilization of technology to structure and retain this knowledge. To address this issue, this study proposes an agent-mediated model for knowledge recovery aimed at minimizing knowledge loss by identifying essential information in knowledge repositories and transforming unstructured data into structured format. This study adopts a qualitative case study methodology, employing semi-structured interviews and observational techniques for data collection. Findings, as elucidated through Process-People-Technology (PPT) analysis, highlight the value of understanding routine human tasks in creating rule-based process flows. The proposed CIDM Model (Connect-Identify-Decide-Method) entails of agents, equipped with natural language processing capabilities, which may discern, comprehend, and act on unstructured messages. Additionally, the model enables these agents to identify the roles and responsibilities of message senders and recipients, leading to a more informed decision-making process concerning the use of obtained information. The study highlights the importance of a solution for a more structured, efficient means of retaining organizational knowledge, potentially revolutionizing current management practices.

Keywords: CIDM Model, Process-People-Technology (PPT), tacit knowledge, agent-mediated, knowledge recovery, knowledge loss

**INSTRUMENT'S RELIABILITY AND VALIDITY OF CONTINUANCE
INTENTION TOWARD USING MOBILE FITNESS APPS MODEL: PILOT STUDY**

Rasha Najib Aljabali^{1*}, Norasnita Ahmad²

^{1*}Corresponding Author:
E-mail: rashagabaly@gmail.com

^{1*,2} Information Systems Department, Faculty of Management, Universiti Teknologi
Malaysia, 81310 UTM Johor Bahru, Johor, Malaysia,

Abstract

The prevalence of mobile fitness apps has led to a substantial increase in their market size and download rates. However, in practical situations, consistently high dropout rates and limited usage of mobile fitness apps continue to pose significant challenges for fruitful post-adoption usage. Therefore, the current study aimed to evaluate the instrument's reliability and validity for the proposed model of users' continuance intention toward using mobile fitness apps. The model comprises 10 constructs derived from the Expectation Confirmation Model (ECM), guilt of temporary discontinuance of the mobile fitness app, four Neutralization Techniques, and switching costs. The pilot study was conducted in Malaysia through social media platforms. The data analysis was conducted using the Partial Least Squares-Structural Equation Modelling (PLS-SEM) technique for 65 valid respondents to assess the reliability and validity of the questionnaire. SmartPLS 4 software was utilized to perform the analysis. The findings indicated good reliability and construct validity. This pilot study provides a foundation for further research on continuance intention to use mobile fitness apps and validates the measurement instrument for future large-scale studies.

Keywords: Construct Validity, Construct Reliability, Continuance Intention, Instrument Development, Mobile Fitness Apps

**CUSTOMER ENGAGEMENT IN ONLINE BRAND COMMUNITY: A
BIBLIOMETRIC ANALYSIS**

Wei Sun^{1*}, Suraya Miskon², Syed Nasirin³, Norris Syed Abdullah⁴

^{1*}Corresponding Author: Wei Sun
E-mail: sunwei@graduate.utm.my

^{1*,2,4}Faculty of Management, Universiti Teknologi Malaysia, 81310 Johor Bahru, Malaysia.

³DSS Research Group, Universiti Malaysia Sabah, 88400 Kota Kinabalu, Malaysia.

Abstract

Building an online brand community becomes a marketing and customer relationship management strategy for companies. Visiting online brand communities is also an important channel for consumers to get product introduction and communicate with other consumers. So far, more and more scholars have paid attention to the participation of consumers in the online brand consumption community. In order to have a systematic and comprehensive understanding of the relevant literature, this paper uses VOSviewer and Biblioshiny toolkit in R language to search the literature from the Web of Science database and conduct bibliometric analysis. Through bibliometric analysis, this research first counts the most authoritative articles, authors, journals, and countries in the field, then analyzes the most frequent keywords in this field through word frequency analysis, and finally summarizes the research stream (Word-of-mouth and behavior, social media, social identity and commitment, consumer value co-creation, brand loyalty trust) in this field through co-occurrence analysis.

Keywords: Customer engagement, Online brand community, VOSviewer

DESIGN PROCESS IN GAMIFYING E-LIBRARY SERVICES IN HIGHER INSTITUTIONS

Adedokun Folashade Oyinlola ^{1,2}, Norasnita Ahmad ¹, Suraya Miskon ¹.

Corresponding author: oyinlola@graduate.utm.my

¹) Information Systems, Faculty of Management, Universiti Teknologi Malaysia.

²) The Federal Polytechnic Ado-Ekiti, Ekiti State, Nigeria.

Abstract

Many gamification initiatives fail primarily because they do not adopt a clear and suitable framework that would save the purpose of the task. Gamification is applied in many contexts, of which the library is not an exception, thus applying game elements to users' engagement in a non-game setting. This study aims to design a framework that will guide system librarians in gamifying e-library services (ELS) for users' engagement in higher institutions in order to increase library patronage. In this research, four major tools that guide designers in gamifying a system were discussed. The study adopted frameworks including the D6 design framework, the lean model canvas, and the EMPAMOS canvas framework. In designing a framework as a tool to guide librarians and information technologists in gamifying ELS, the EMPAMOS design framework served as a foundation, combined with some items in the lean gamification model and D6 design process framework. The study gamification framework for ELS was presented in the form of a canvas for visual representation of the tool and contains two phases with seven blocks. It was explained in detail for proper application in an e-library context. Furthermore, the study suggested that future research pay close attention to the framework and develop a prototype that would be evaluated by experts in a library setting.

Keywords: Gamification, design, e-library, framework, canvas

A PROPOSED FRAMEWORK OF THE IMPACT OF TOURIST'S SOCIAL INTERACTIONS ON DESTINATION IMAGE

Yan Yurao^{1*,3}, Malini Kanjanapathy¹, and Maisarah Mohamed Saat²

^{1*}Corresponding Author:

E-mail: SUKD2200562@segi4u.my

malinikanjanapathy@segi.edu.my, maisarahsaat@utm.my

^{1*}SEGi University Kota Damansara, Graduate School of Business

²Faculty of Management, University Teknologi Malaysia

³Chongqing Business Vocational College, Chongqing, China

Abstract

This proposed study aims to explore the impact of social interactions on the formulation of destination image within rural tourism in China. Despite acknowledging the importance of destination image in tourism competitiveness, key areas such as the influence of tourist-tourist interactions and a holistic examination of all interaction types remain under-researched. Furthermore, this research highlights the often-overlooked conative component, which reflects behavioral intentions, within the tri-dimensional destination image assessment. This conceptual paper plans to investigate the effects of various social interactions, including tourist-resident, tourist-tourism employee, tourist-companion, and tourist-other tourist interactions, on the cognitive, affective, and conative components of destination image. In this study, a comprehensive dataset will be compiled through both online and face-to-face surveys using judgment sampling. After the data collection, the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method will be used for analysis. The objective of this research is to elucidate the role of social interactions in shaping destination images, especially within the Chinese rural tourism context. Through these findings, the implications of the study will offer insights that advance the improvement of tourist experiences, elevate destination allure, and foster rural tourism progression in China.

Keywords: Social interaction, Destination image, Host-guest interaction, Tourist-tourist interaction

**THE EFFECT OF ESG DISCLOSURE ON FIRM VALUE: AN EMPIRICAL
EVIDENCE FROM CHINESE LISTED COMPANIES**

Li Li^{1*}, Maisarah Mohamed Saat², and Wu Jiayi³

^{1*}Corresponding Author: Li Li

E-mail: lili@graduate.utm.my

^{1*}Azman Hashim International Business School, Universiti Teknologi Malaysia Kuala Lumpur, Malaysia.

²Faculty of Management, Universiti Teknologi Malaysia, Skudai, Johor, Malaysia.

³Graduate School of Business, SEGI University, Petaling Jaya, Selangor, Malaysia.

Abstract

The purpose of this paper is to investigate the effect of environmental, social, and governance (ESG) disclosure on the firm value of Chinese listed companies. The sample consists of 6,575 firm-year observations from the years 2011 to 2021, representing 1,024 firms listed in China. Using a large panel dataset, this study reveals a positive effect of ESG disclosure on firm value (Tobin's Q), while no significant effect is observed on firm value (ROE). It highlights the need for companies to embrace ESG trends, incorporate ESG concepts into strategic decision-making, practice sustainable development, and prioritize stakeholder interests, ultimately contributing to China's pursuit of high-quality and high-speed economic development. This paper makes two significant contributions to the ESG literature: firstly, it provides a detailed explanation of the relationship between ESG disclosure and firm value using agency theory and stakeholder theory, and secondly, it offers essential implications for the government to establish a more comprehensive ESG information disclosure system and implement standardized reporting guidelines.

Keywords: ESG disclosure, Agency theory, Stakeholder Theory, firm value.

**THE RELATIONSHIP BETWEEN SERVICE QUALITY AND STUDENT
RETENTION IN PRIVATE HIGHER EDUCATION INSTITUTIONS IN MALAYSIA**

Zhao Xuerong^{1*} and Dr. Malini A/P Kanjanapathy²

^{1*}Corresponding Author:
Email: jojo.multi@gmail.com

Graduate School of Business (GSB), SEGi University Malaysia

Abstract

Attrition in education is a major issue in higher education. Globalization has increased the mobility of international students, prompting higher global competition. HEIs must prioritize improving services to compete in higher education. The study aims to understand international students' learning needs, expectations, and experiences comprehensively. This study seeks to examine the link between service quality and student retention in private higher education institutions in Malaysia. In this study, SERVQUAL service model with compliance dimension is used. This research employed a positivist ontology, empirical epistemology, and quantitative methods. This study explores the link between service quality and student retention. Data for this study will be collected from China students studying at private universities in West Malaysia. To measure the service quality's impact on student retention in private higher education institutes in Malaysia, the study analysed the necessity of improving higher education services for retaining China students. The respondent for this study is China students who studying in private higher education institutions in Malaysia. The sample size is generated from G*Power software. An online survey will be conducted. The data will be processed and analysed by IBM SPSS version 29 and Smart-PLS version 4-3 to construct the relationship and predictive power of the structural model.

Keywords: Service quality, student retention, Higher Education Institutions, and China students.

**A PROPOSED FRAMEWORK OF THE EFFECT OF FINANCIAL AID, STUDENT
LOAN AND PERCEIVED FINANCIAL WELL-BEING ON STUDENT
ENGAGEMENT**

Yang Chunchun^{1*}, Malini Kanjanapathy², and Maisarah Mohamed Saat³

^{1*}Corresponding Author:

E-mail: _SUKD2102171@segi4u.my
malinikanjanapathy@segi.edu.my, maisarahsaat@utm.my

^{1*}SEGi University Kota Damansara, Graduate School of Business
³ Faculty of Management, University Teknologi Malaysia

ABSTRACT

Nowadays, large numbers of students rely on financial aid and student loans to get through higher education. Many students' disengagement and drop out of college and university because of financial problems. As an important factor affecting student engagement, the relationship between financial aid, student loan, perceived financial well-being and student engagement is lack of research in China. This conceptual paper proposes a study aims to investigate the relationship between financial aid, student loan, perceived financial well-being and student engagement, which is a quantitative cross-sectional study using survey methods, and all hypothesized relationships reflected in the study model will be tested and validated using Structural equation Modeling (PLS-SEM) techniques. This study will explore these research areas using survey data from a private university in Ningxia, China. This study expands the research on the impact of economic difficulties in students' input environment on student engagement, which can help university student managers and policy makers to formulate more reasonable input measures and incentive policies, and improve the efficiency of resource allocation. This study hypothesizes that financial aid, student loans, and perceived financial well-being are positively related to student engagement. The expected results show that all hypotheses are valid.

Keywords : Student engagement, Financial aid, Student loan, Perceived financial well-being, Higher education

**A PROPOSED FRAMEWORK OF ANALYSIS OF FACTORS AFFECTING
STUDENT WITH LEARNING DISABILITIES**

Cao Chen^{1*}, Malini Kanjanapathy², and Maisarah Mohamed Saat³

^{1*}Corresponding Author:

E-mail: SUKD2102034@segi4u.my

malinikanjanapathy@segi.edu.my, maisarahsaat@utm.my

^{1*}SEGi University Kota Damansara, Graduate School of Business

³ Faculty of Management, Universiti Teknologi Malaysia

Abstract

This study aims to explore the factors influencing learning disabilities among university students. Our primary sample comprises students with learning disabilities (SLD) from SEGi University, Malaysia. Data collection is conducted through the distribution of questionnaires. Based on an extensive review of previous literature and the theoretical frameworks of self-determination theory and social cognitive theory, we have identified independent variables, including Information and Communication Technology (ICT) skills, accommodations services, faculty attitude and knowledge, emotions, educational support, and an inclusive alumni network. The dependent variable is students' learning disabilities. Finally, we explore the relationship between the dependent and independent variables using the data we collected. Through this research, gaining insights into the situation of college students with learning disabilities (SLD) can provide essential information to governments and educational institutions. This, in turn, can facilitate the development of more inclusive education policies, ensuring that the needs of students with learning disabilities (SLD) are comprehensively addressed.

Keywords: Student with learning disabilities, University students of Malaysia, Information and Communication Technology (ICT) skills

**A PROPOSED FRAMEWORK OF JOB RESOURCES INFLUENCING WORK
ENGAGEMENT TOWARDS ACADEMICS OF PUBLIC UNIVERSITIES IN
BEIJING AND SHANGHAI IN CHINA**

Sun Mengmeng^{1*}, Malini Kanjanapathy², and Maisarah Mohamed Saat³

^{1*}Correspondence Author:

E-mail: SUKD2102303@segi4u.my
malinikanjanapathy@segi.edu.my, maisarahsaat@utm.my

^{1*}SEGi University Kota Damansara, Graduate School of Business

³Faculty of Management, University Teknologi Malaysia

Abstract

Over the past, work engagement underwent a rigorous verification process in different occupational background. It is significant to study the factors influencing the employee's work engagement promoting employee's work enthusiasm and thus promoting the development of organization. Despite this, several issues remain unresolved. In addition, there is insufficient understanding of how job resources affect work engagement in the context of public university in Beijing and Shanghai, China. Therefore, this conceptual paper aims to solve it and build a framework to give a guidance for the future quantitative research. Based on the application of the JD-R model, this paper proposes a research framework of the relationship between job resources and work engagement. Suggestions for practice and future research are also presented.

Keywords: JD-R model, Academics, Job resources, Work engagement, Public universities, China

**A PROPOSED FRAMEWORK OF RESEARCH ON THE INFLUENCING FACTORS
OF BURNOUT - BASED ON THE PERSPECTIVE OF INDIVIDUAL WORK
SCENARIOS**

Lu Guangguo^{1*}, Malini Kanjanapathy², and Maisarah Mohamed Saat³

^{1*}Corresponding Author:

E-mail: SUKD2102577@segi4u.my
malinikanjanapathy@segi.edu.my, maisarahsaat@utm.my

^{1*}SEGi University Kota Damansara, Graduate School of Business
³ Faculty of Management, University Teknologi Malaysia

Abstract

Job burnout is a pervasive issue that spans all sectors, exerting profound impacts on individuals, teams, organizations, and societies. This issue is particularly significant in the manufacturing industry where the future growth hinges on the expertise and well-being of highly skilled professionals. Our research proposal aims to explore the complex dynamics of how the work environment, as perceived by these highly skilled talents in the manufacturing industry, contributes to job burnout. This paper adopts a comprehensive model that draws upon principles from the Conservation of Resource Theory, Affective Events Theory, and the Job Demands-Resources theory to test our hypotheses. A quantitative research approach will be adopted to dissect the root causes of job burnout. We will conduct a survey targeting highly skilled workers in the manufacturing industry within Weifang City. The data thus gathered will be scrutinized and validated using Smart-PLS and SPSS tests. Through the literature review and conceptual framework, this paper has certain theoretical significance for clarifying the mechanism of employee burnout influence, and provides assistance for enterprises to develop targeted employee burnout intervention programs.

Keywords: Burnout, Job characteristics, Organizational justice, Destructive leadership, Work relationship, Work life balance, Role stress

UNDERSTANDING CROWDFUNDING VIA SOCIAL MEDIA: A REVIEW OF THE RELEVANCY OF PREVIOUS STUDIES

Ahmad Amru Mohamad Zaid^{1*}, Ab Razak Che Hussin²

^{1*}Corresponding Author:

E-mail: a.amru@graduate.utm.my, abrazak@utm.my

^{1*,2}School of Management, Universiti Teknologi Malaysia, Johor, Malaysia

Abstract

Crowdfunding has emerged as an alternative financing method, enabling individuals and organizations to raise funds through small contributions from a large number of people. Social media platforms such as Facebook, Twitter, and Instagram have played a pivotal role in the success of crowdfunding initiatives. Utilizing social media, creators can reach a wider audience, share their campaigns, and connect with potential supporters who share similar interests. As a result, crowdfunding via social media has gained significant popularity in recent years. This study aims to examine the relevance and rigour of current research on crowdfunding via social media through a comprehensive review of past studies. By addressing the existing literature gaps, we seek to contribute to a better understanding of this phenomenon. Specifically, we will expand on prior research and identify key areas that require further exploration. The findings of this study will provide valuable insights for researchers, enabling them to generate more meaningful and comprehensive studies that contribute to the growth of crowdfunding via social media. By exploring these aspects, this study aims to advance knowledge and address the existing gaps in the literature.

Keywords: Crowdfunding, social media, Alternative financing, Factors, Small and Medium Enterprise

FROM INK TO INSIGHT: A METHODOLOGY REVIEW OF QUESTIONNAIRE DESIGN AND VALIDATION FOR CROWDFUNDING IN SOCIAL MEDIA

Ahmad Amru Mohamad Zaid^{1*}, Ab Razak Che Hussin²

^{1*}Corresponding Author:

E-mail: a.amru@graduate.utm.my, abrazak@utm.my

^{1*,2}School of Management, Universiti Teknologi Malaysia, Johor, Malaysia

Abstract

Small and Medium Enterprises (SMEs) face numerous challenges, such as limited resources and difficulties accessing funding through traditional channels. Crowdfunding, with its collaborative approach via social media platforms, emerges as a promising alternative for these ventures. This study conducts a systematic literature review (SLR) to identify crowdfunding participation predictors and develops a valid Crowdfunding in Social Media Users' Questionnaire (CSUQ) to assess crowdfunding participation via social media. The content validity of the measurement instrument is rigorously evaluated using the Content Validity Index (CVI). The research findings reviewed the measuring items in the questionnaire through the content validity and discovered that the items measured are valid in which the index value meet acceptable levels, and that the questionnaire's scale has thus attained an acceptable level of content validity. The current study sheds light on the important components and constructs as the measuring items in the study for providing comprehensive models and frameworks for the crowdfunding participation intention through social media.

Keywords: crowdfunding, social media, SMEs, content validation, entrepreneurial initiatives.

**A PROPOSED FRAMEWORK OF CORPORATE SOCIAL RESPONSIBILITY
DIMENSIONS AND EMPLOYEES' UNETHICAL PRO-ORGANIZATIONAL
BEHAVIOUR: EVIDENCE FROM CHINESE SMES**

Liu Renrui^{1*}, Malini Kanjanapathy², and Maisarah Mohamed Saat³

^{1*}Corresponding Author:

E-mail: SUKD2102675@segi4u.my
malinikanjanapathy@segi.edu.my, maisarahsaat@utm.my

^{1*}SEGi University Kota Damansara, Graduate School of Business

³Faculty of Management, University Teknologi Malaysia

Abstract

Employees' unethical pro-organizational behaviour is an organizational behaviour that is gradually being noticed. Such behaviour, although for the benefit of the organization, may have potential and long-term costs to the organization. Corporate social responsibility has been identified as an important influence on unethical pro-organizational behaviour, but there is a lack of exploration of the dimensional level. This conceptual paper proposes a study which aims to investigate the influence of corporate social responsibility stakeholder dimensions on employees' unethical pro-organizational behaviours in the context of Chinese small and medium-sized enterprises, these stakeholder dimensions include the environment, community, customer, shareholder, supplier and employee. Judgmental sampling is recommended to select target enterprises and respondents from multiple industries. This study is the first to explore the relationship between corporate social responsibility dimensions and unethical pro-organizational behaviour, adding to the research literature on the consequences of corporate social responsibility and the antecedents of unethical pro-organizational behaviour, and has important implications for organizations to engage in corporate social responsibility practices.

Keywords: Corporate Social Responsibility, Unethical Pro-Organizational Behaviour, China, Small and Medium-sized Enterprises, Social Exchange Theory

THE EFFECT OF GREEN INNOVATION ON FIRM VALUE: THE MODERATING ROLE OF INTERNAL CONTROL

Xuan Li^{1*,4}, Maisarah Mohamed Saat², and Yang Liu^{3,4}

^{1*}Corresponding Author: Xuan Li
E-mail: lixuan@graduate.utm.my

^{1*,2,3}Faculty of Management, Universiti Teknologi Malaysia, Johor, Malaysia

⁴School of Economics and Management, Ningxia University, Yinchuan, China

Abstract

Green innovation encourages the growth of eco-environmental protection, low-carbon transformation, and other related fields, thereby fostering a healthy increase in firm value. Thus, this study examines the effect of green innovation on firm value of Chinese listed companies. In addition, it attempts to examine the moderating effect of internal control on the relationship. A total of 3,583 observations of China's A-share listed companies from year 2012 to 2021 serve as the research sample for the establishment of panel data. Using Ordinary Least Squares and Fixed Effects regression, findings show that green innovation has a positive but non-significant contributing effect on firm value. However, the presence of internal control has served a positive moderating effect on the relationship between green innovation and firm value. This study expands the research in the field of green innovation and firm value, and provides new ideas and inspirations for enterprises to promote firm value through improving green innovation.

Keywords: Firm value, Green innovation, Internal control

THE EVOLUTION OF CHINESE ENVIRONMENTAL REGULATION AND ITS GREEN INNOVATION EFFECTS: A REVIEW AND PROSPECT

Yang Liu^{1*5}, Roshazlizawati Mohd Nor², Ma Kalthum Ishak³, and Xuan Li^{4,5}

^{1*}Corresponding Author: Yang Liu
E-mail: liuyang@graduate.utm.my

^{1*,2,3,4} Faculty of Management, Universiti Teknologi Malaysia, Johor, Malaysia

⁵ School of Economics and Management, Ningxia University, Yinchuan, China

Abstract

This study reviews the evolution of China's environmental regulations and provides a literature review of the effect of environmental regulation on green innovation in China. This study provides a three-stage summary of the evolution of China's environmental regulation framework: the first stage is the initial and exploratory period of environmental legislation; the second stage is the formulation and implementation of environmental policies; and the last stage is the strengthening of multidimensional environmental regulation framework. By reviewing the evolution of China's environmental regulation framework, as well as reviewing past literature, this study finds that (1) China's environmental regulation has developed into a multidimensional framework that incorporates government command and control, market incentives, and public participation, exhibiting typical Chinese characteristics. (2) Environmental regulations are a primary driver of green innovation in China, but the findings of empirical studies are controversial because past studies have focused on different policies, regions, and industries. (3) Future research could examine the optimal combination of green innovation-oriented environmental regulation policies, the multidimensional synergy of environmental regulation framework, and the impact of policy and regional heterogeneity on enterprise behavior.

Keywords: China, Green innovation, Environmental regulations, Literature review

DERIVING SUCCESS FACTORS FOR CLOUD ERP IMPLEMENTATION IN THE AVIATION INDUSTRY

Eman Mukhtar^{1*}, Ab Razak Che Hussin²

^{1*}Corresponding Author

E-mail: eman@graduate.utm.my, abrazak@utm.my

^{1*,2}, Faculty of Management, Universiti Teknologi Malaysia, Block T08, 81310 Johor Bahru, Johor

Abstract

This paper explores the implementation of Cloud Enterprise Resource Planning (ERP) systems in the aviation industry to meet the evolving demands of a competitive landscape. Cloud ERP systems offer opportunities for enhanced efficiency, streamlined processes, and improved decision-making. The study identifies critical success factors (CSFs) for Cloud (ERP) implementation in aviation through a literature analysis, empirical data, and industry case studies, considering related theories. The research aims to provide practical knowledge for aviation organizations for successful transformation into the digital age by understanding the causal relationships among these factors. The findings offer valuable insights for aviation stakeholders seeking to implement Cloud ERP systems effectively, gaining a competitive edge in the dynamic aviation industry.

Keywords: Deriving, Success factors, Cloud ERP, Implementation, Aviation industry

MACHINE LEARNING APPROACH IN PREDICTING FRAUDULENT JOB ADVERTISEMENT

Atikah Hanisah Mohd Hanif^{1*}, Nurazeen Maarop², Norshaliza Kamaruddin³, Ganthan Narayana Samy⁴

^{1*}Corresponding Author:
E-mail: atikahhanisah@graduate.utm.my

^{1*,2,3,4} Razak Faculty of Technology and Informatics, Universiti Teknologi Malaysia, Jalan Sultan Putra, Kuala Lumpur, 54100, Malaysia

Abstract

As the world population grows, the demand for workers increases, leading to a rise in online job advertisements to connect employers with potential employees on a national scale. However, this shift also brings the risk of falling victim to fraud. Reported commercial crimes in Malaysia saw a 15.3% increase in 2021, with fraud being the highest among them. Several studies have proposed Machine Learning models to classify genuine and fraudulent job advertisements, but the analysis of certain techniques remains limited. The paper aims to develop a predictive model for identifying fraudulent job advertisements using selected features from imbalanced and balanced datasets. The Employment Scam Aegean Dataset was utilized to build Machine Learning classification models using Logistic Regression, Support Vector Machine, Decision Tree, and Naïve Bayes algorithms. These models were combined with different vectorizers like Term Frequency-Inverse Document Frequency, Bag of Words, and Hash. The Decision Tree model with Bag of Words vectorizer on a balanced dataset outperformed other models, achieving an accuracy of 0.705, precision of 0.73, recall of 0.70, F1-score of 0.71, and Area Under Curve score of 0.68. This model shows promise in effectively identifying fraudulent job advertisements, safeguarding job seekers from scams in the online job market.

Keywords: Machine Learning, Predictive Models, Fraudulent Job Advertisements, Online Job Advertisements, Fraudulent Activities

**SOCIAL MEDIA ADDICTION AND ACADEMIC PERFORMANCE: A
BIBLIOMETRIC ANALYSIS APPROACH**

**Olayiwola Alfa Abdullahi^{1*}, Mahadi Bahari², Suraya Miskon³, Mohamad Haider Abu
Yazid⁴**

^{1*}Corresponding Author
E-mail: alfa20@graduate.utm.my

^{1*.2.3.4} Department of Information Systems, Faculty of Management,
Universiti Teknologi Malaysia, MALAYSIA

Abstract

Social media addiction (SMA) has become a significant concern affecting students in higher education institutions, with both positive and negative implications. As a result, scholars and practitioners have directed their attention to examining its impact on academic performance. However, existing research in this area has largely relied on non-visualized approaches, potentially limiting their ability to holistically understand the development of this complex phenomenon. To bridge this gap, our study adopts visualized bibliometrics to offer comprehensive insights into the relationship between SMA and students' academic performance, as reflected in research journals. Utilizing the R package bibliometric and VOSviewer application, we analyze the distribution of publications on SMA and academic performance, average annual citation rates, the most productive countries in this field, and the top globally cited documents and journal article sources per year. Our findings emphasize the importance of prioritizing SMA control to mitigate its adverse impact on students' educational achievements.

Keywords: Addiction, Academic Performance, Bibliometric Analysis, Social Media, Student

INTERNAL AUDIT'S IMPACT ON MALAYSIAN BANKING: CONCEPTUAL FRAMEWORK WITH MANAGEMENT SUPPORT AS A MODERATOR

Panjavarnam A/P Venugopal^{1*}, Maisarah Mohamed Saat², and Nik Nadzirah Nik Mohamed³

^{1*}Corresponding Author:
E-mail: pnj_v3@hotmail.com

^{1*}Azman Hashim International Business School, Universiti Teknologi Malaysia, ²Faculty of Management, Universiti Teknologi Malaysia, ³Razak Faculty of Technology and Informatics, Universiti Teknologi Malaysia

Abstract

There have been continuous studies conducted on Internal Audit Effectiveness (IAE) for many years. Referring to literature regarding the concept, it was observed the area of research on the influence of management support and internal audit characteristics (IAC) namely objectivity, independence, effective communication and competencies on IAE context remained underexplored in developing countries. Whereas, management support is tested as a moderator due to its significance, particularly in internal auditing. In addition, most studies conducted in Malaysia on IAE mainly focusing on public sector and very limited studies conducted on private sector setting. To answer the consequence of research gaps, this conceptual paper proposes the effects of objectivity, independence, effective communication, and competencies through management support as a moderator to measure IAE in Malaysia. Hence, this research use Agency and Contingency Theory. The conceptual paper focused on private sector banking industry in Malaysia. The research philosophy that will be adopted is positivistic approach to test the formulated hypotheses empirically. This research is expected to use quantitative analysis approach and survey strategy whereby an established measurement tools adopted for each construct is adapted in the conceptual model. The questionnaire results will be analysed using SPSS software.

Keywords: Internal Audit Effectiveness¹, Management Support², Objectivity³, Independence⁴, Effective Communication⁵ and Competencies⁶

Paper ID: 28

**ONE COMPANY, TWO CLASSES: UNPACKING THE RATIONALE AND
RAMIFICATIONS OF DUAL-CLASS SHARE STRUCTURE**

Shanshan Yue^{1*}, Norkhairul Hafiz B. Bajuri², Saleh F.A. Khatib³, Ninglin Li⁴

^{1*}Corresponding Author:
E-mail: yueshanshan@graduate.utm.my

^{1,2}, Faculty of Management, Universiti Teknologi Malaysia, Block T08, 81310 Johor Bahru,
Johor

Abstract

This research paper presents a thorough literature review on the origins of Dual-Class Sharing Structure (DCS) and their influence on agency problems. The study delves into existing research that predominantly supports the utilization of DCS, but also reveals inconsistent attitudes towards this structure. Throughout the investigation of DCS origins, we found that the existing literature revolved around three key aspects: market environment, corporate characteristics, and decision-makers, aligning seamlessly with the historical trajectory of DCS. In exploring agency theory, we found a major focus on whether DCS exacerbates or mitigates agency issues, which sparks divergent discussions due to the intricate interplay between internal and external governance. The conflicting perspectives surrounding DCS underscore the significance of further research in understanding the complex relationship between corporate governance and agency challenges. As the debate continues, our review contributes to the academic discourse, shedding light on the evolution of DCS and its impact on the broader corporate landscape.

Keywords: Dual-class share structure; Voting rights; Agency theory; Corporate governance

**THE DEVELOPMENT OF AIR TRAFFIC MANAGEMENT INFORMATION
EXCHANGE INTEROPERABILITY FRAMEWORK FOR CIVIL AVIATION
AUTHORITY OF MALAYSIA**

Anwar Awang Man^{1*} and Ab Razak Che Hussin²

Corresponding Author:
E-mail: anwar73@graduate.utm.my

^{1*,2} Faculty of Management, Universiti Teknologi Malaysia, Skudai, Johor, Malaysia

Abstract

The effective and secure transmission of crucial data within the air traffic management (ATM) ecosystem is one of the significant obstacle in the constantly changing aviation environment. Given the anticipated increase in aviation traffic during the post-pandemic age, the utilisation of automated systems becomes an inevitable necessity. Given the significance of the aviation industry and the current demand, it is imperative for the Civil Aviation Authority of Malaysia (CAAM) to establish the Air Traffic Management Information Exchange Interoperability Framework. This framework will serve as a pioneering guideline to promote the standardisation of efficient data communication and interoperability among various stakeholders within the CAAM's Air Traffic Management Ecosystem. This article presents a succinct summary of the framework's development process, with a focus on its development methodology, essential components, and its alignment with the System Wide Information Management (SWIM) guideline established by the International Civil Aviation Organisation (ICAO). The development process utilises action research methodology and the Soft System Methodology (SSM) framework to initially identify the requirements of stakeholders through brainstorming sessions. It also highlights the significance of data standardisation, emphasising the benefits of adopting common data formats and structures to enhance the efficiency of the exchange process. Subsequently, the procedure entails the conversion of the accumulated requirements into a structured framework, which is subsequently provided to the relevant stakeholders for the purpose of evaluation and approval.

Keywords: Air Traffic Management, System Wide Information Management, Interoperability, Information Exchange, Information Sharing

A FRAMEWORK FOR MEDICAL EQUIPMENT MAINTENANCE AND REPLACEMENT IN PRIVATE HOSPITALS

Nur Syazwina Uzma Binti Sulaiman^{1*}, Siti Aisyah Binti Salim²

^{1*}Corresponding Author:
E-mail: meytoduzma@gmail.com

^{1*,2}Department of Management and Technology, Faculty of Technology Management and Business, University Tun Hussein Onn Malaysia

Abstract

Maintenance and replacement are considered as a crucial process in the medical equipment life cycle management. However, most of the healthcare sectors, especially private hospitals, are still facing conflict in deciding whether to maintain or replace medical equipment, due to poor planning in the organization. Previous studies have found that irregular maintenance, poor equipment planning, and management are the main problems that often occur with medical equipment in hospitals. Thus, this study aims to identify decision-making criteria for medical equipment maintenance and replacement, to evaluate the important decision-making criteria for medical equipment maintenance and replacement, and to develop decision-making framework for medical equipment maintenance and replacement focusing on Malaysian private hospitals. This study has been conducted in three phases namely: identifying the criteria through systematic literature review (SLR); semi-structured interviews using qualitative approach; and pairwise survey using Analytical Hierarchy Process (AHP). From SLR, we found 15 criteria for medical equipment maintenance and replacement. While in the interview phase, we have refined the findings from SLR and concluded that there are only nine decision-making criteria for maintenance and replacement of medical equipment. In the last phase, the analysis from AHP pairwise survey has found that the consensus indicator (CI) was low with 59% while high consistency ratio (CR) was more than 10%.

Keywords: decision-making, medical equipment, maintenance, replacement, multi-criteria, private hospitals

PERCEPTIONS OF INTERNAL HALAL AUDITORS TOWARD DIGITAL HALAL AUDIT APP IN MALAYSIA

Adi Rahman Abdul Aziz^{1*}, Ab Razak Che Hussin²

^{1*}Corresponding Author:

E-mail: ^{1*}adirahmanabdaziz@gmail.com, ²abrazak@utm.my

^{1*}Azman Hashim International Business School, Universiti Teknologi Malaysia,

²Faculty of Management, Universiti Teknologi Malaysia

Abstract

Integrating digital technology into internal halal audits through the Digital Halal Audit App (DHAA) can enhance efficiency and value. DHAA assists Internal Halal Auditors (IHAs) in various audit tasks, fostering compliance and automation. This transformation of halal audits introduces automation, policy adherence, and operational assurance to management. However, discussions around DHAA acceptance within internal audits have been limited, particularly regarding factors influencing IHAs' acceptance. To bridge this gap, the research instrument for this study integrates the Task-Technology Fit (TTF), Unified Theory of Acceptance and Use of Technology 2 (UTAUT2), and religiosity factors. The study gathered perceptions from 30 Internal Halal Auditors representing companies listed in Malaysia's halal directory. Quantitative analysis using SPSS tools validated and supported the proposed model. This confirmatory study systematically achieved its objectives. It evaluated survey question clarity, assessed instrument validity and reliability, and refined the questionnaire. Through thorough analysis and participant feedback, this study aimed to validate the suitability of the proposed framework for evaluating DHAA acceptance among IHAs, contributing to a deeper understanding of technology integration within the context of internal halal audits.

Keywords: Digital Halal Audit App, Internal Halal Auditor, Task Technology Fit, UTAUT2

A STUDY ON DIGITAL COPYRIGHT INFRINGEMENT IN MALAYSIA

Lyu Yurui^{1*}, Norris Syed Abdullah², Guo Songrui³

^{1*}Corresponding Author:

E-mail: lyuyurui@graduate.utm.my

norris@utm.my

17629376296@163.com

^{1,2} Faculty of Management, Universiti Teknologi Malaysia

³ School of Engineering Management, Henan University of Economics and Law

Abstract

The rapid advancement of digitalization, coupled with the growing trend of industries transitioning to digital platforms, has resulted in a significant upsurge in the number of copyrighted materials available in digital formats. Consequently, this has heightened the susceptibility of digital products to infringement. This article presents the findings of a study that thoroughly examined and probed into issues related to copyright infringement. The study also assessed the awareness of respondents regarding digital copyright infringement. Employing a quantitative survey approach, this research involved participants from local districts situated within one of the states in Malaysia. The research outcomes underscored that a notable portion of copyright infringement instances can be attributed to a lack of awareness regarding copyright among individuals.

Keywords: intellectual property, digital copyright, infringement

Paper ID: 34

ACCEPTANCE OF SMART HOME TECHNOLOGY: A BIBLIOMETRIC ANALYSIS

Lyu Yurui^{1*}, Norris Syed Abdullah²

^{1*}Corresponding Author:
E-mail: lyuyurui@graduate.utm.my
norris@utm.my

^{1*,2} Information System, Faculty of management, Universiti Teknologi Malaysia

Abstract

Following the internet, acceptance research has had a significant impact on smart home technology and has drawn the interest of scientists from a variety of fields. This study intends to investigate the research on acceptance that has been done in the field of smart home technology due to the rising interest of research scholars in the IT industry. In order to find the research trends and themes in this domain, a bibliometric analysis of the metadata was conducted. The study uses the R Package bibliometric to investigate a graphical representation of bibliometric data of acceptance in smart home domain. Thus, it conducted the following analyses: trends in annual publications, most productive authors, most productive nations, most cited papers, frequent journals, most productive affiliations, frequent keywords, and network analysis. According to the findings, research on smart home acceptance began in 1999, grew significantly in 2013, and has since continued to develop. Additionally, it is clear that research on the acceptance in the smart home is rapidly expanding, while it is still in its early stages and is anticipated to increase significantly. Since the data will continue to change and the scope of this study was limited to the Web Of Science database, it may be necessary to repeat it in the future.

Keywords: Aging in place, smart home, acceptance, IoT

**RESEARCH TRENDS ON SELF-SERVICE ANALYTICS: A BIBLIOMETRIC
REVIEW FROM YEAR 2010 -2023**

Zhou Yi^{1*2*}, and Norris Syed Abdullah¹

^{1*}Corresponding Author:
E-mail: zhouyi@graduate.utm.my

^{1*}Faculty of Management, Universiti Teknologi Malaysia, 81310 Johor Bahru, Malaysia

^{2*}Business School, South China Normal University, 516622 Guangdong, China

Abstract

In the era of digital economy, massive data not only becomes an important asset, but also brings many challenges to enterprises. Self-service analytics (SSA) was born to solve these problems, which refers to the centralized data control and data distribution by enterprises through IT, and the use of data by business personnel without barriers. SSA is considered as a type of business intelligence. How to release data value through self-service data analysis has become the key to enterprise digital transformation. As a result, comprehending SSA has become essential in the development of digital transformation. This research paper presents a comprehensive bibliometric analysis of the emerging field of Self-service Analytics (SSA). The authors examine 69 publications from the Scopus database over a 14-year period, revealing a growing interest in SSA with an annual growth rate of 8.82%. The majority of these publications are theoretical solution papers, indicating that SSA is still in its early stages of theory with limited practical implementation. Given the apparent constraint of obtaining data from a single database, this paper recommend that future studies should examine the research outputs of SSA using other databases such as Google Scholar, Scopus, and Web of Science.

Keywords: Self-service analytics, Business intelligence, Bibliometrics, Scopus

**ICCUBEX: A STRUCTURED UNIVERSITY INCUBATION MODEL TO
ACCELERATE THE LAB-TO-MARKET PROCESS**

**Muhammad Arif Harun¹, Noor Azurati Ahmad^{1*}, Norhayati Mohamed Noor¹,
Mohamad Fitri Khamis¹, Nur Diyana Mohd Ruzmi¹, Nadia Hartini Mohd Adzmi¹,
Asyakireen Samsudin¹, Salina Muhamad¹, Norlinda Ali¹**

^{1*}Corresponding Author:
E-mail: azurati@utm.my

^{1*}Innovation and Commercialisation Centre, Universiti Teknologi Malaysia, 81310 Johor
Bahru, Johor, Malaysia

Abstract

The paper delves into the ICCubeX incubator initiative to enrich the university's technology Commercialisation ecosystem. It focuses on cultivating high-quality techno-entrepreneurs, enhancing income generation through technology Commercialisation, and creating a favorable ecosystem for techno-entrepreneurs at Technovation Park. This study uses the narrative literature review method to answer the question, "Is the ICCubeX program good enough for start-ups compared to other regions?" The review result is then compared to the ICCubeX incubation program. Key findings reveal that an ideal incubation program should possess clear objectives and focus on specific industries, social innovation, and technology start-ups. Access to funding through investment, grants, or investor connections proves pivotal for start-up development. Workshops, mentorship, and training covering various entrepreneurial aspects are critical for sustained success. This study underscores the significance of tailored incubation facilities to create a conducive start-up environment. Leveraging university resources such as laboratories further bolsters product development. Moreover, the importance of policy support for start-up formation and longevity is highlighted. Continuous monitoring and activity tracking play a role in ensuring start-up sustainability. The paper culminates by emphasizing the adaptable nature of the incubation model across diverse disciplines and technological readiness levels, as gleaned from the literature review. The ICCubeX incubator initiative stands as a testament to the holistic and forward-looking approach that Universiti Teknologi Malaysia is undertaking to foster a thriving ecosystem for innovation and entrepreneurship.

Keywords: ICCubeX, Start-up, Incubation Program, Incubator, Spin-off

SECURING SOFTWARE DEVELOPMENT: A HOLISTIC EXPLORATION OF SECURITY AWARENESS IN SOFTWARE DEVELOPMENT TEAMS

Aftab Janisar^{1*}, Khairul Shafee², Aliza Sarlan³, Umar Maiwada⁴, and Anas A. Salameh⁵.

^{1*}Corresponding Author:

E-mail: aftab_22001362@utp.edu.my

^{1*,2,3,4} Department of Computer and Information Science Universiti Teknologi Petronas, 32610 Seri Iskandar Perak Malaysia.

⁵ Department of Management Information Systems, College of Business Administration, Prince Sattam bin Abdulaziz University, 165 Al-Kharj 11942, Saudi Arabia.

Abstract

Security awareness is crucial at every stage of the software development life cycle. Studies emphasize the importance of addressing security requirements (SR) early in the requirement engineering phase to effectively mitigate security issues. However, the software development team (SDT) currently lacks sufficient awareness regarding the security requirements assurance (SRA) for mitigating security issues in secure software development. The objective of this study is to assess the (SDT) security knowledge in early software development. A survey was distributed, questions were based on (SR) within the context of security requirement engineering (SRE). A total of 58 responded to the survey. The results indicate that the (SDT) demonstrates a satisfactory level of knowledge regarding security (KOS), security requirements elicitation and analysis (SREA), and approaches within the domain of SRE. However, the results pertaining to security requirement assurance (SRA) were found unsatisfactory. Descriptive statistics were employed to analyse the mean scores of KOS=3.79, SRE=3.61, SREA=3.67, and SRA=2.71. SRE presented the strong Pearson correlation with SREA=.596**. Also, regression coefficient produces positive outcome with (SRA) and (SREA). Though, software development teams need to collaborate with the researcher to enhance the awareness about security requirement assurance during the secure development process.

Keywords: Software development life cycle (SDLC), Requirement engineering, security requirement engineering, survey, Software development Organization (SDO), Security Knowledge, security requirement elicitation and analysis, security requirements assurance.

**EXPLORING ITEMS FOR MEASURING THE SALES AND SERVICE TAX (SST)
COMPLIANCE CONSTRUCTS USING EXPLORATORY FACTOR ANALYSIS
(EFA) PROCEDURE**

Lee Heng Liang^{1*}, Mohd Noor Azli Bin Ali Khan²

^{1*}Corresponding Author: Lee Heng Liang
E-mail: aaleeaalee88@gmail.com

^{1*.2} Accounting and Finance, Azman Hashim International Business School,
Universiti Teknologi Malaysia (UTM)]

Abstract

Tax compliance is a crucial factor affecting the revenue in any government. Revenues are collected for financing the goods and services provided to their citizens and businesses. Constructs such as tax audit, tax penalty, complexity of laws, tax fairness, and peer influence, are important components that may influence the tax compliance behaviour. The aim of this study is to conduct verification of tool via exploratory factor analysis (EFA). This questionnaire was modified from previous studies which consists of 32 items and distributed online to the Sales Tax and Service Tax (SST) registered persons. 120 responses were collected for EFA in which each construct was done individually. The findings revealed that all the constructs had one dimension or component. Each item in the construct had a factor loading of > 0.5 while Bartlett's Test of Sphericity was < 0.05 . The Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy was more than 0.6 for all constructs, which meant the sample size was sufficient and appropriate. All items were reliable as the Cronbach's Alpha result was above 0.7. This study discovered a definitive tool to evaluate the effectiveness of economics and non-economics constructs towards SST compliance.

Keywords: Exploratory Factor Analysis (EFA), Sales Tax and Service Tax (SST), Economics and Non-Economics Constructs, Tax Compliance

**INFLUENCE OF ONLINE REVIEWS ON CULINARY TOURISM
INTENTIONS: THE RED PLATFORM STUDY**

Weiming Wang^{1*}, Noorminshah A. Iahad²

^{1*}Corresponding Author:
E-mail: weiming@graduate.utm.my
²E-mail: minshah@utm.my

^{1*}Azman Hashim International Business School (AHIBS), Universiti Teknologi Malaysia,
Kuala Lumpur, Malaysia

²Information Systems Department, Faculty of Management, Universiti Teknologi Malaysia,
Johor Bahru, Malaysia

Abstract

Social media reviews play a pivotal role in shaping consumers' purchasing intentions. Employing the Stimulus-Organism-Response (S-O-R) Model and Elaboration Likelihood Model (ELM) frameworks, this study investigates how food-related review contents influence RED users' inclination for food travellers. This study underscores the substantial impact of electronic word-of-mouth (e-WOM) in molding users' culinary tourism destination preferences. Beyond digital content, the study also explores the impact of customer food involvement. This paper establishes a theoretical groundwork for future exploration into digital content within the realm of culinary tourism, potentially catalyzing further inquiry into e-WOM within gastronomic travel.

Keywords – social media reviews, e-WOM, online reviews, purchase intention, culinary tourism

A MODEL OF TRUSTED VIDEO WORD OF MOUTH (vWOM) FACTORS THAT CAN INFLUENCE PURCHASE INTENTION

Humaira Hairudin^{1*} and Halina Mohamed Dahlan²

^{1*}Corresponding Author: humairahairudin@graduate.utm.my

²E-mail: halina@utm.my

^{1*,2} Information System department, Faculty of Management,
Universiti Teknologi Malaysia (UTM) Skudai Johor, Malaysia

Abstract

The culture of online shopping has evolved as more people turn to video word of mouth (vWOM) before making a purchase decision. vWOM is referred to online product reviews using a video-based format. The vWOM was created by reviewers to share their experience and information with other customers. Therefore, customers who seek information about particular product can watch vWOM to know the reviewer's experience. However, there is a lack of attention on how the information conveyed through vWOM can be trusted and influence purchase intention. Due to that, this study identifies the factors of trusted vWOM in influencing purchase intention through literature review. Therefore, there are seven vWOM factors identified, which consists of informative, credible, perceived transparency, perceived benefit, expertise, attractiveness, and perceived emotion. All the selected vWOM factors are calculated using formula and only factors that achieve weight of factor 0.5 and above are selected. Next, the definition of trust is applied in this study in order to analyse all the vWOM factors to make sure it is trusted. The three components of Rhetoric Theory which are Logos, Pathos and Ethos have also been identified as the underpinned theory in this study. Before developing a model, this study mapping the trusted factors of vWOM to the components of Rhetoric Theory. The vWOM factors categorized under Logos are informative, credible, perceived benefit, and perceived transparency. While facial expression and tone of voice factors are categorized under Pathos. Expertise and attractiveness are categorized under Ethos. The finding of this study is a model of the trusted vWOM that can influence the purchase intention and its hypothesis.

Keywords: video word of mouth, trusted video word of mouth, product review video, purchase intention, Rhetoric Theory.

INFLUENCING SUCCESS FACTORS LAH!: ORCHESTRATING MALAYSIA'S HANDICRAFT HERITAGE THROUGH THE SYMPHONY OF KNOWLEDGE TRANSFER

Razifah Othman^{1ab*}, Othman Ibrahim^{2a}, Siti Nur-Ila Mat Kamal³ and Zailani Shafie⁴

^{1b*}Corresponding Author:

E-mail: ^{1a}razifah@graduate.utm.my, ^{1b}razif879@uitm.edu.my, ^{2a}othmanibrahim@utm.my, ³sitin509@uitm.edu.my and ⁴zaila661@uitm.edu.my.

^{1a*} Department of Information System, Faculty of Management, Universiti Teknologi Malaysia, Malaysia

^{1b&4} Information Science Studies, College of Computing, Informatics and Media, Universiti Teknologi MARA (UiTM) Negeri Sembilan Branch, Rembau Campus, Malaysia

^{2a} Department of Information System, Faculty of Management, Universiti Teknologi Malaysia, Malaysia.

³ Information Science Studies, College of Computing, Informatics and Media, Universiti Teknologi MARA (UiTM) Johor Branch, Segamat Campus, Malaysia.

Abstract

This article provides a thorough examination of the critical challenge in maintaining Malaysia's Handicraft Heritage (HH) via effective Knowledge Transfer (KT). The research synthesises key aspects contributing to successful knowledge transfer using a rigorous process that included a thorough assessment and abstraction of 16 scholarly contributions. Organisational culture, mentorship programmes, supportive policies, education and training initiatives, cultural background, and economic sustainability are examples of these elements. The study emphasises the need for tacit and explicit knowledge, the critical master-apprentice relationship, supportive learning environments, and rigorous documentation of tangible and intangible HH aspects. It also emphasises the need for public engagement and market access in sustaining HH. The essay concludes by recommending promising future study areas and emphasising the joint efforts required to ensure the long-term preservation of Malaysia's rich and diversified HH for the benefit of present and future generations.

Keywords: Knowledge transfer, handicraft heritage, cultural heritage, influencing factors, Malaysia.

INSTRUMENTS FOR INVESTIGATING USER ENGAGEMENT IN POLITICS ON SOCIAL MEDIA

Norman Sapar^{1*}, Ab Razak Che Hussin² and M Haider Abu Yazid³

^{1*}Corresponding Author:
E-mail: norman77@graduate.utm.my

^{1,2,3}Faculty of Management, Universiti Teknologi Malaysia

Abstract

This study explores user behavior in social media, with a focus on factors that influence engagement with content posted by political leaders. Grounded in the Theory of Planned Behavior (TPB) and the Value Theory, this research employs a quantitative survey instrument. The survey covered various factors, including curiosity, expectations and sensitivity, that shape user Attitudes about engaging with politics on social media. Subjective Norms, shaped by sociability, information sources, and communication platforms, reflect the role of social norms in user behavior. Furthermore, Perceived Behavioral Control, represented by factors like availability, self-efficacy, and accessibility, indicates users' perceived control over engagement. The Perceived Value dimension, including prosperity, progressiveness and effectiveness, reveals the user's assessment of the value derived from the capabilities of political leaders. The survey questions have been developed based on the factors that have been identified and their suitability confirmed with the involvement of 5 experts in content validity activities. Understanding these facets of user behavior in the digital age is crucial for refining political campaign strategies, enhancing understanding about users or voters, and fostering democratic participation. This study offers insights into the relationship between social media users and political engagement for meaningful political participation in this digital age.

Keywords: Political Engagement, Social Media, Influence.

Paper ID: 46

BIBLIOMETRIC ANALYSIS OF USING SOCIAL MEDIA FOR EDUCATION PURPOSE

**Ghufran Abdulrahman Al-Azzawi ^{*1}, Suraya Miskon ², Norris Syed Abdullah³, and
Nazmona Mat Ali⁴**

E-mail: neamah.ghufran@graduate.utm.my

^{1*,2,3,4}(Information Systems, Faculty of Management, Universiti Teknologi Malaysia) Johor,
Malaysia

Abstract

The use of online tools in education has led to significant advancements in the field, giving rise to a specialized area of research. This has provided higher education institutions with increased opportunities to engage with their surroundings. One such avenue is the utilization of social media, which aims to enhance and streamline the educational process. The objective of this study is to comprehensively examine the research on the use of social media in higher education. This examination includes analysing publication findings, co-authorship patterns among authors and countries, frequency of author keywords, top institutions, and influential authors. By conducting a bibliometric analysis of 250 journal articles published between 2018 and 2022, using data from the Scopus database via the biblioshiny platform, this research has identified the leading countries in terms of publication output in this field, namely the United States, the United Kingdom, Australia, Malaysia, Saudi Arabia, and Spain. The term "social media in education" is gaining popularity as it aligns with the emerging global trends in online learning. The findings of this study can contribute to the expansion of collaborative networks and the exchange of global perspectives in teaching, learning, and research development.

Keywords: Social media, higher education, education, bibliometric analysis, biblioshiny

FORTIFYING AGAINST RANSOMWARE: NAVIGATING CYBERSECURITY RISK MANAGEMENT WITH A FOCUS ON RANSOMWARE INSURANCE STRATEGIES

Mujeeb ur Rehman Shaikh^{1*}, Rafi Ullah², Rehan Akbar³, K.S. Savita⁴, Satria Mandala⁵

^{1,2,4} Computer and Information Sciences Department, Universiti Teknologi PETRONAS, Seri Iskandar, 32610, Perak, Malaysia

^{1,2,3,4} Positive Computing Research Centre, Universiti Teknologi PETRONAS, Seri Iskandar, 32610, Perak, Malaysia

³School of Computing and Information Sciences, Florida International University, Miami, United States of America

⁵Human Centric (HUMIC) Engineering & School of Computing Telkom University Bandung, Indonesia

Abstract

This study explores the issue of preventing ransomware attacks using risk management and insurance techniques. Threats from ransomware, which compromise operations, data integrity, and financial stability, have emerged as a major concern for enterprises. The present status of ransomware attacks and their possible effects on organizations are first examined after which we analyse several strategies for reducing the dangers to cyber security posed by these threats. These include non-technical approaches such as conducting a risk assessment to identify areas of vulnerability, implementing a comprehensive cybersecurity policy, obtaining appropriate cybersecurity insurance coverage, and technical measures such as firewall protection, user education, and software vulnerability patching. Such tactics rely heavily on ransomware insurance, which provides monetary security and assistance for incident responses. The findings show that, while technological solutions are essential for efficient ransomware attack mitigation, they should be accompanied by strong insurance plans created to offer financial security in the event of an attack using static and dynamic analysis detection techniques. This article provides a thorough overview of the complexities of ransomware insurance strategies by synthesizing opinions from industry experts, legal viewpoints, and cybersecurity professionals. To reduce their exposure to potential crippling losses due to successful breaches, organizations must take proactive steps to defend themselves against the constantly evolving threat of ransomware by utilizing both technical and non-technical measures, including adequate cyber security insurance with machine learning techniques.

Keywords: Ransomware Insurance, Cybersecurity, risk management, organization, prevention, Machine learning

THEMATIC ANALYSIS OF INTERVIEW INSIGHTS: CHALLENGES IN HALAL AUDITING PRACTICES IN MALAYSIA

Adi Rahman Abdul Aziz^{1*}, Ab Razak Che Hussin²

E-mail: ^{1*}adirahmanabdaziz@gmail.com, ²abrazak@utm.my

^{1*}Azman Hashim International Business School, Universiti Teknologi Malaysia, ²Faculty of Management, Universiti Teknologi Malaysia

Abstract

This study examines challenges faced by Halal auditors in Malaysia, focusing on their vital role in ensuring compliance with Halal standards in organisations. Using qualitative content analysis (QCA) and structured interviews, this study investigates issues including management, human factors, process complexities, and technology gaps. This research fills a critical gap by exploring the challenges internal Halal auditors encounter within their own companies, given their essential role in maintaining Halal certification integrity. Key findings highlight the absence of digital tools for managing Halal audit checklists and reports, leading to prolonged audits. Delays in checklist preparation, often due to inexperienced auditors, and time-consuming report generation were also noted. Incomplete documentation practices and a lack of structured filing systems compound these issues, affecting audit efficiency and alignment with Halal standards. To address these challenges, this study recommends implementing a digital Halal audit application to enhance efficiency, encourage accurate documentation, and maximise technology utilisation. Embracing digitalisation and tailored interventions can collectively strengthen Halal certification integrity, benefiting Muslim consumers and the industry.

Keywords: Halal Auditing, Internal Auditors, Challenges, Efficiency, Halal Certification

GREEN FINANCIAL MODEL FOR HEAVY-DUTY COMMERCIAL VEHICLE

K. M. Raini^{1*} and H. S. Hamzah¹

^{1*}Corresponding Author:
E-mail: kamal1987@graduate.utm.my

^{1,2}Universiti Teknologi Malaysia, Kuala Lumpur, Malaysia

Abstract

Environmental-friendly Transportation is the latest evolution in managing operation and combating climate crises. In the automotive industry, this concept introduces a new feasibility study to the post usage stage of the transitioning green heavy-duty vehicle specifically in municipal operations. This financial model research investigates the environmental, social and economics, focusing overloading problems for improvement needs. To achieve this, factors of vehicles for Total Cost of Ownership (TCO) is considered. Then, each factor is individually modelled to accurately represent its respective environmental, economic, and societal needs. A mathematical financial model, derived based on the modelled relationship, was later constructed, and later converted into a computer model. Furthermore, the result of each model will be able to assist the Malaysian Government, automotive manufacturers, and hired waste management contractors to formulate policies and strategies that would lead towards positive financial performance with related to environmental issues to be quantified. Hence, this paper examines the adoption of environmentally friendly technologies in Malaysia, focusing on the challenge of assessing the minimum Total Cost of Ownership (TCO) for GHDV fleets. This paper highlights the need for comprehensive TCO analysis, considering environmental impacts, and integrating LCC principles for effective implementation and management of cost-efficient HDV fleets.

Keywords: TCO, Green Vehicle, Financial Model, Life Cycle Cost (LCC), Commercial Vehicle

A Study on Consumer Satisfaction with China's Life and Health Insurance

Fu Zheng^{1*}, Halina Binti Mohamed Dahlan²

E-mail: fuzhenggood@126.com

^{1*}Corresponding Author: Fu Zheng
E-mail: fuzhenggood@126.com

^{1*} Azman Hashim International Business School (AHIBS), Universiti Teknologi Malaysia (UTM), UTM Skudai, 81310 Johor Bahru, Johor, Malaysia.

² Faculty of Management (FM) Universiti Teknologi Malaysia (UTM)
UTM Skudai, 81310 Johor Bahru, Johor, Malaysia.

Abstract

Insurance helps individuals and businesses manage and recover from unexpected events such as accidents, illnesses, natural disasters, and economic losses. Due to that, consumer satisfaction towards insurance is important. There are two types of insurance, which are property and liability, and life and health insurance. The purpose of this study is to examine consumers' satisfaction with life and health insurance in China. In order to examine the satisfaction of consumers with life and health insurance in China, a questionnaire is used to collect the data. Approximately 300 questionnaires were distributed in three cities in Hebei Province, China, with a total of 244 questionnaires received. This study uses SPSS software to analyse the data. The data is analysed by using descriptive techniques, including chi-square analysis and cross-analysis. Through this study, it is found that consumers in China are not satisfied with life and health insurance on the professional level of sales personnel, the claim time, and the price of insurance. Life and health insurance satisfaction should be improved. Therefore, this study is very helpful in understanding consumer satisfaction with life and health insurance in China.

Keywords: Consumer Satisfaction; Life and Health Insurance; Satisfaction; Insurance Consumers; Insurance Company

TIKTOK LIVE SHOPPING PURCHASE INTENTION: A CONCEPTUAL PAPER

Zulfa Hanifa^{1*} and Adaviah Mas'od²

^{1*}Corresponding Author: Zulfa Hanifa
E-mail: hanifazulfa24@gmail.com adaviah@utm.my

^{1*,2} Faculty of Management, Universiti Teknologi Malaysia, Skudai, Johor

Abstract

TikTok has emerged as a transformative force in the rapidly evolving digital landscape, reshaping marketing strategies and consumer behaviour. In order to examine the intricate interactions between perceived information quality, social presence, trust, satisfaction, and customer buy intentions inside TikTok Live purchasing, this study adopts the Stimulus-Organism-Response (S-O-R) model. Beginning with an overview of the evolving e-commerce scenario, the paper underscores the significance of TikTok's interactive features and their impact on consumer engagement. Employing a conclusive research design with a descriptive approach, the study aims to unravel the nuanced of consumer perceptions in this dynamic context. The data collection involves surveys administered through digital platforms, allowing for comprehensive insights. The collected data will undergo analysis using Structural Equation Model, encompassing descriptive summaries and inferential statistics. By examining the relationships between the identified variables, the study contributes valuable insights into the domains of social commerce and digital marketing. Ultimately, this research sheds light on the intricate mechanisms that shape consumer intentions on TikTok Live, offering a deeper understanding of the factors that drive purchasing behaviours in the modern digital landscape.

Keywords: TikTok, Purchase Intention, Perceived Information Quality, Social Presence, Trust, Satisfaction

UNDERSTANDING FACTORS SHAPING GREEN COSMETIC PURCHASE INTENTIONS: INSIGHTS FROM ATTITUDES, NORMS, AND PERCEIVED BEHAVIORAL CONTROL

Anggi Ristrianti Meliniasari* and Adaviah Mas'od²

¹*Anggi Ristrianti Meliniasari: ²Adaviah Mas'od
E-mail: anggimeliniasari@gmail.com¹, adaviah@utm.my²

^{1,2} Faculty of Management, Universiti Teknologi Malaysia (UTM), 81310 Skudai, Johor, Malaysia

Abstract

This study investigates the evolving consumer behaviour towards eco-friendly cosmetic products, particularly among Indonesian millennials. The heightened awareness of environmental conservation has driven green consumerism and marketing strategies, yet barriers to adopting green cosmetics remain. The study employs the Theory of Planned Behavior (TPB) framework to explore the influences of attitudes, subjective norms and perceived behavioural control on purchase intentions for green cosmetics. A conclusive research design and descriptive approach are employed, using online surveys for data collection. Statistical analyses, including correlation and multiple regression, will reveal the relationships between the independent and dependent variables of purchase intention. The study's results aim to enhance the understanding of green consumer behaviour within the cosmetics industry and inform marketing strategies for environmentally friendly products.

Keywords: Green Cosmetics, Attitude, Subjective Norms, Perceived Behavioural Control

THE EFFECTIVE MEASURE OF R&D SUCCESS AND FUTURE RESEARCH DIRECTION

Fu Chen^{1*}, Logaiswari Indiran², Umar Haiyat Abdul Kohar³

^{1*}Corresponding Author: chenfu@graduate.utm.my

^{1*,2,3} Faculty of Management, Universiti Teknologi Malaysia, Malaysia
81310 Johor Bahru, Johor, Malaysia

Abstract

This research looks at a variety of measures used to estimate R&D effectiveness from 2019 through 2023. This article discusses a variety of strategies for measuring R&D performance and emphasizes its diverse qualities. This study expands on previous research by investigating critical determinants for R&D performance such as innovation production, technical advancement, knowledge creation, and economic effect. Furthermore, in order to acquire a thorough grasp of R&D success, this study examines a number of quantitative and qualitative evaluation approaches. In addition, suggestions for further study are made. The evaluation is based on a thorough literature analysis that examined a broad variety of scholarly publications to discover and categories pertinent information. According to the results, evaluating R&D performance is a complicated process that requires the evaluation of various components as well as the use of a mix of quantitative and qualitative assessment methodologies. Key markers of R&D performance include patents and invention output, technical advancement, knowledge creation, and economic impacts. Organizations and governments may acquire a thorough picture of the success and efficacy of their R&D projects by combining several evaluation approaches. Overall, this study expands and summarizes previous literature research, making it a great starting point for academics interested in R&D success. Future R&D success study should concentrate on the dynamic relationship between technical innovation and organizational abilities, diving into the delicate components of producing successful outputs.

Keywords: R&D success; innovation output; technological progress; knowledge creation; evaluation method

LITERATURE REVIEW ON PURCHASE INTENTION OF BATTERY ELECTRIC VEHICLES AND CONSUMER INNOVATIVENESS

Qi Qiu^{1*}, Ai Chin Thoo², Zijuan Zhan³

^{1*}Corresponding Author: qiuqi@graduate.utm.my

^{1*,2} Faculty of Management, Universiti Teknologi Malaysia, 81310 Skudai, Malaysia

^{1*,3} School of Business, Jiangxi Institute of Fashion Technology, Nanchang, Jiangxi, China

Abstract

In recent years, battery electric vehicles has seen a sharp increase in both production and sales. Expansion of battery electric vehicles market will still be negatively impacted by range anxiety, charging anxiety, and safety anxiety. Therefore, it is important to spread knowledge about vehicles innovation and pay attention to customer innovativeness. However, just a few research have looked into how consumer innovativeness may influence consumers' market purchasing intentions. This study uses the content analysis method to analyze the articles related to the purchase intention of battery electric vehicles and consumer innovation from 2014 to 2023, determines the impact of consumer innovation on purchase intention, and finds that consumer innovation can be used as a key factor in predicting consumers' purchase intention of battery electric vehicles. The findings will aid in the government's and the automotive industry's understanding of the crucial part that consumer innovation plays in consumers' intentions to purchase battery electric vehicles. This study will also present helpful consumer-friendly insights for the market development of battery electric vehicles in order to achieve a seamless transition from fuel vehicles to electric vehicles.

Keywords: Purchase Intention, Battery Electric Vehicles, Consumer Innovativeness

LITERATURE REVIEW ON GREEN SUPPLY CHAIN MANAGEMENT PRACTICES IN THE MANUFACTURING INDUSTRY

Zijan Zhan^{1*}, Thoo Ai Chin ²

^{1*}Corresponding Author: zhanzijuan@graduate.utm.my

^{1*2} Faculty of Management, Universiti Teknologi Malaysia,
81310 Skudai, Malaysia

^{1*} School of Business, Jiangxi Institute of Fashion Technology, Nanchang, Jiangxi, China

Abstract

With the growth of the global population and the emergence of environmental problems such as rising global temperatures, energy shortages and excessive carbon dioxide (CO₂) emissions have become increasingly prominent as bottlenecks to sustainable development. As a high energy-consuming and high-emissions industry, the manufacturing sector is under pressure from the government, society, customers, and other stakeholders to achieve sustainability and green transformation. In China, equipment renewal and technological transformation are vital to promote the transformation and upgrading of the manufacturing sector. In the context of China's manufacturing industry, it is therefore worth exploring whether the adoption of green supply chain management (GSCM) practices can help improve corporate sustainability. In this study, determining the dimensions of GSCMPs is also another goal. The study results show that green purchasing (GP), eco-design (ECO), internal environmental management (IEM), cooperation with customers (CC), and investment recovery (IR) are the five dimensions most concerned by the implementation of GSCM practices in the manufacturing industry. This paper comprehensively reviews and analyzes existing research on GSCM practices in the manufacturing industry to provides some insights for scholars and practitioners and make recommendations for a future research agenda.

Keywords: GSCM practices, manufacturing industry, green purchasing

SYSTEMATIC REVIEW OF CONSUMER BEHAVIOR RESEARCH IN THE CONTEXT OF GREEN APPAREL

Jing Huang^{1*}, Ai Chin Thoo², and Ying Tuan Joe Lo³

^{1*}Corresponding Author: huangjing@graduate.utm.my

^{1*,2}Faculty of Management, Universiti Teknologi Malaysia, 81310 Skudai, Malaysia.

^{1*}Jiangxi Institute of Fashion Technology, 330201 Nanchang, Jiangxi, China

³Xi'an Jiaotong-Liverpool University, 215123 Suzhou, Jiangsu, China

Abstract

The United Nations Conference on Trade and Development (UNCTD) found that fashion is the second most polluting industry in the world. To reduce the negative impact of the fashion industry on the environment, green apparel has become a new trend. Now, green apparel has been an area of interest in consumer research. However, there is a lack of systematic review of consumer behavior research on green apparel. By searching and collecting data from Scopus, a peer-review paper database, this study analyzed past researches focus on consumer behavior in the context of green apparel to form a comprehensive review. After conducting thematic analysis, five major themes in this area were sorted: pre-purchase, purchase, post-purchase, advertising and consumer awareness. Based on thematic analysis, feasible future research directions were suggested. The results of this review offer several theoretical implications for green apparel research and also provide insights that can guide firm management in green apparel sales.

Keywords: consumer behavior, green apparel, purchase intention, systematic review

DIGITAL TRANSFORMATION ON FINANCIAL PERFORMANCE: UNLEASHING CORPORATE EXCELLENCE THROUGH MOBILE BANKING ADOPTION IN MALAYSIA'S PUBLIC LISTED BANKS

Rafiqah Rahmalia^{1*}, Sariati Azman^{2*}, Norkhairul Hafiz Bajuri³

^{1*}Corresponding Author: rrafiqah@graduate.utm.my

^{1*,2,3} Faculty of Management, Universiti Teknologi Malaysia, Johor, Malaysia

Abstract

Many banks continuously evolve and drive growth strategies on technology, such as mobile banking, to increase efficiency and enhance financial performance. However, the effectiveness of these technological initiatives remains a subject of scrutiny. This study examines the financial performance of publicly listed banks in Malaysia before and after adopting a mobile banking application. The sample comprises eight banks, covering a period of twelve quarters before and twelve quarters following the implementation of mobile banking. The evaluation of financial performance focuses on key dimensions of earnings, capital adequacy, asset quality, and liquidity, which are measured with Return on Equity (ROE), Capital Adequacy Ratio (CAR), Non-Performing Loan (NPL), and Loan to Deposit Ratio (LDR). The Shapiro-Wilk normality test indicates that both ROE and LDR meet the assumption of normality required for the Paired Sample T-test analysis, while CAR and NPL are analysed using the Wilcoxon Signed Rank Test. The findings indicate a significant difference in LDR and CAR before and following the adoption of mobile banking, while no significant difference is observed for ROE and NPL.

Keywords: Digital Transformation, Financial Performance, Mobile Banking Adoption, Malaysian Public Listed Banks

**INNOVATING TOGETHER: UNVEILING OPEN INNOVATION, CO-CREATION,
AND SOCIAL MEDIA IN MALAYSIAN TELECOMMUNICATIONS**

Marlita Mat Yusof^{1*} and Nor Zairah Ab Rahim²

^{1*}Corresponding Authors: marlita@uitm.edu.my

^{1*}Office System Management Department, Faculty of Business and Management, Universiti
Teknologi MARA, Sarawak, Malaysia

²Advanced Informatics Department, Razak Faculty of Technology and Informatics,
Universiti Teknologi Malaysia, Kuala Lumpur, Malaysia

Abstract

This study explores the synergy between open innovation, customer co-creation, and social media in Malaysia's telecom sector. Businesses are increasingly using open innovation to remain competitive, merging internal and external ideas. Customer co-creation involves active customer participation in innovation. This research investigates how these strategies intersect with social media, a crucial platform for engagement and product development. Through qualitative data collection from TelcoX, a Malaysian telecom company, the study reveals how open innovation can be tied to customer satisfaction, guiding marketing strategies and fostering customer relationships. A Conceptual Research Model For Open Innovation Through Customer Co-Creation Using Social Media is proposed, offering a framework for businesses aiming to boost their competitive edge. The research highlights TelcoX's approach to co-creation, including customer feedback, information sharing, ideation, engagement, and advocacy. By leveraging customer insights, TelcoX enhances offerings and cultivates tailored solutions. This paper contributes insights into integrating open innovation, co-creation, and social media in telecom. The proposed model offers practical guidance for businesses, enhancing their innovation and adaptation in a dynamic business landscape.

Keywords: Open innovation, Co-creation, Social media, Telecommunications, Customer engagement

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 Kadir¹, Zuraidah Sulaiman^{2*}, Nornajihah Nadia Hasbullah³, Joe Lo Ying Tuan⁴

^{2*}Corresponding Author: zuraidahs@utm.my

^{1,2*} Department of Marketing and Entrepreneurship, Faculty of Management, Universiti Teknologi Malaysia

³ Faculty of Business and Management, Universiti Teknologi Mara (UiTM), Melaka, Malaysia

⁴ Entrepreneurship and Enterprise Hub, Xi'an Jiaotong–Liverpool University, China

Abstract

With the increase of online shoppers in Malaysia, many e-commerce platforms are trying to increase their customers' online purchase intention. Hence, this study posits that gamification can influence the consumers' online purchase intention. In this study, gamification will be classified as multidimensional and distinct factors i.e., reward giving as an economic-related gamification factor and level upgrading as the achievement-related gamification factor which will be guided by the Stimulus-Organism-Response (S-O-R) model. In specific, this research expanded the S-O-R model by introducing gamification as potential factors that could promote perceived enjoyment. Concurrently, this study will also uncover the moderating role of impulse buying tendency (IBT) that could further explain the nature of the relationship between perceived enjoyment and online purchase intention. This research hopes to help companies to have a better understanding and serve as a good guideline for managers, online sellers, system developers to re-think about the overall architecture of their e-commerce platform and to also focus on the importance of consumers' trait.

Keywords: Gamification, Stimulus-Organism-Response (S-O-R) Model, Perceived Enjoyment, Online Purchase Intention, Impulse Buying Tendency

Paper ID: 61

REVIEW OF COMPETITIVE ADVANTAGE WITHIN RESTAURANTS

Yujie Tang ^{1*}, Thoo Ai Chin ²

^{1*}Corresponding Author: tangyujie@graduate.utm.my

^{1*,2}Faculty of management, Universiti Teknologi Malaysia, Johor Bahru, Malaysia

Abstract

This study reviews the concept of competitive advantage, with a specific focus on the competitive advantage within the restaurant industry. While definitions of competitive advantage vary across different industries and its constituents differ based on contexts, there exists a fundamental consensus within the same industry. By employing four strategic theories for analysis, this study examines different forms of competitive advantage and categorizes them according to industry-specific characteristics. Finally, a comprehensive review of competitive advantage in the restaurant sector is conducted, followed by a discussion of the study's limitations and potential directions for future research.

Keywords: Competitive advantage, Restaurant, Review

Paper ID: 62

THE GAP ANALYSIS FUNDAMENTALS FOR DIGITALIZATION STRATEGIC PLANNING

Nur Izzati Shabdin¹, Suraya Ya'acob², Muhamad Ashraff Abd Ghani³, and Nur Zairah Ab Rahim⁴

^{2*}Corresponding Author: suraya.yaacob@utm.my

^{1,2*,4}Advanced Informatic Department, Razak Faculty of Technology, Universiti Teknologi Malaysia, Kuala Lumpur Malaysia

³ A-2-08 Coplace 2, 2260 Jalan Usahawan 1, Cyber 6, 63000 Cyberjaya, Selangor Malaysia

Abstract

In the rapidly evolving landscape of modern business, digitalization has emerged as a pivotal driver of competitive advantage and organizational growth. To harness digital technologies' transformative power, businesses rely on digitalization strategic planning to transform from the current condition to the most optimum digitalization to-be. Hence, the gap analysis is the heart of the transformation and serves as a vital mechanism to bridge between the current and future state of digitalization in the organization. Due to technological rapid changes, the implementation of gap analysis has several drawbacks that demonstrate the need to be updated and not universal for all situations and issues. Among shortcomings are misalignment between business environment and technology, lack of specific- digitalization goals in supporting planning, and complexity in identifying the necessary resources and key factors for highly valuable digitalization to-be. Therefore, this study attempts to lay the groundwork for a fundamental structure and component for a gap analysis framework that can be integrated with digitalization conditions in future research.

Keywords: Strategic Planning, Gap Analysis, Digitalization, Digital Transformation