



International Conference on
Frontiers in Entrepreneurship,
Management, Economic and
Sustainability
(ICon-FEMES 2024)

*"EMERGING MANAGEMENT AND ENTREPRENEURSHIP
IN TRANSFORMATIVE ERA"*

DATE : 3 - 4 JULY 2024

PLACE : IBIS STYLE JOHOR ISKANDAR PUTERI,
JOHOR DARUL TAKZIM, MALAYSIA

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FOREWORD MESSAGE BY CONFERENCE ADVISOR

السَّلَامُ عَلَيْكُمْ وَرَحْمَةُ اللَّهِ وَبَرَكَاتُهُ



Good morning,

Distinguished guests, UTM members, Keynote Speakers, presenters, ladies, and gentlemen. Welcome all to ICon-Femes 2024.

I would like to congratulate the conference committee for making this event a reality through your dedication and commitment. My appreciation also goes to all participants who diligently submitted papers.

ICon-Femes is our new flagship initiative from the Faculty of Management, UTM, aimed at advancing research in management, finance, accounting, business, and information systems. It significantly contributes to research and knowledge dissemination, providing valuable input to help people connect, engage in communities, and grow businesses digitally. Similarly, in the academic world, we connect people and industry partners, growing together with the latest knowledge for our stakeholders.

At the Faculty of Management, we celebrate the multidisciplinary nature of our faculty. Marketing, entrepreneurship, technology, accounting, and information systems work together to equip new talent with the knowledge, skills, and values needed to meet future industry demands.

Today, AI technology makes our lives more intelligent, demanding that everything be done in a shorter time. Life with AI has transformed communication, commerce, and the way we work. Many conventional businesses struggle to sustain themselves due to changes in consumer habits and buying power, coupled with rising raw material costs that shrink profit margins. These challenges require quick responses from researchers to provide impactful solutions.

Advances in financial technology (Fintech), data analytics, real-time accounting, customer insights and the use of AI, are key areas of research today. Seize this opportunity to base your research on providing effective and useful solutions. Pragmatic and applied solutions are in line with UTM's slogan, "Innovating Solutions" that solve fundamental and real-world problems. At FM, we strive to be a home of academic excellence, always at the forefront of cutting-edge knowledge.

I hope this conference brings significant benefits to participants and positively impacts society and businesses. I wish you good luck, a fruitful, and invigorating conference experience.

Thank you.

Professor Dr. Ahmad Jusoh

Dean of Faculty Management, UTM

ICon-FEMES Conference Advisor

ICon-FEMES 2024 - MAIN PROGRAM SCHEDULE (PHYSICAL SESSION)

DAY 1

DAY 1 - 3RD JULY 2024 (WEDNESDAY)

8.15 am - 9.00 am	Registration
9.00 am - 9.30 am	Welcoming remarks <ul style="list-style-type: none">• Doa Recitation• Welcoming Speech by Conference Chair• Opening remarks by PROF. DR. AHMAD JUSOH Dean, Faculty of Management, UTM• Montage Presentation
9.30 am - 10.30 am	Keynote 1 – " Diversification in Businesses for Sustainability in Economic Uncertainty " Assoc. Prof. Dr. Mohd. Effandi Yusoff Faculty of Management, UTM
10.30 am - 10.45 am	Tea Break
10.45 am - 11.45 am	Parallel session 1A, 1B (8 papers) (Paper ID: 1A = 1, 2, 12, 27/92 1B = 7, 9, 16, 40)
11.45 am - 12.45 pm	Parallel session 2A, 2B (8 papers) (Paper ID: 2A = 11, 18, 23, 46 2B = 3, 6, 8, 10)
12.45 pm - 2.15 pm	Lunch Break
2.15 pm - 3.15 pm	Parallel session 3A, 3B (8 papers) (Paper ID: 3A = 60, 77, 79, 90/93 3B = 51, 58, 59, 72)
3.15 pm - 4.15 pm	Parallel session 4A, 4B (7 papers) (Paper ID: 4A = 5, 17, 33 4B = 13, 50, 61, 91)



DAY 2

DAY 2 – 4TH JULY 2024 (THURSDAY)

8.15 am - 9.00 am	Registration
9.00 am - 10.00 am	Parallel session 5A, 5B (8 papers) (Paper ID: 5A = 38, 42, 47, 48 5B = 37, 43, 88, 89)
10.00 am - 10.15 am	Tea Break
10.15 am - 11.15 am	Parallel session 6A, 6B (7 papers) (Paper ID: 6A = 44, 55, 56, 64 6B = 30, 35, 41)
11.20 am - 12.20 pm	Keynote 2 – " Fostering Sociopreneurs: Bridging Campus to Rural Development " Assoc. Prof. Dr. Ir. Arman Hakim Nasution Fac. Creative Design and Digital Business Inst. Tek. Sepuluh Nopember (ITS), Indonesia
12.20 pm - 12.50 pm	Best Paper Award Closing remarks
12.50 pm - 1.45 pm	Lunch Break



ICon-FEMES 2024 - MAIN PROGRAM SCHEDULE

DAY 1

DAY 1 - 3RD JULY 2024 (WEDNESDAY)

Online

2.15 pm - 3.30 pm Parallel session 1X, 1Y, 1Z (15 papers)

Paper ID : 1X
= 36, 52, 53, 66, 68



Paper ID : 1Y
= 19, 26, 49, 63, 83



Paper ID : 1Z
= 74, 76, 80, 86, 27/92



3.30 pm - 4.45 pm Parallel session 2X, 2Y, 2Z, 3X (16 papers)

Paper ID : 2X
= 14, 29, 54, 81



Paper ID : 2Y
= 62, 69, 70, 78



Paper ID : 2Z
= 20, 24, 73, 84



Paper ID : 3X
= 25, 34, 67, 90/93



**ALL ONLINE SESSIONS
WILL USE WEBEX.**



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PARALLEL SESSION DAY 1 – 3rd JULY 2024(WEDNESDAY)

DAY 1 SESSION 1A: 10.45am – 11.45am (4 PAPERS)

Room: ROOM A

Session Chair: Dr. Farrah Merlinda Muharam

Track: Contemporary Management

TIME	PAPER ID	PAPER TITLE AND AUTHORS
10..45am – 11.00am	1	NAVIGATING THE NEXUS OF DUAL-CLASS SHARE STRUCTURE AND FIRM INNOVATION: A SYSTEMATIC LITERATURE REVIEW <i>Shanshan Yue, Norkhairul Hafiz Bajuri, Saleh F.A Khatib, Ninglin Li and Yurui Lyu</i>
10.00am –11.15am	2	VALUE CO-CREATION THROUGH PATIENT ENGAGEMENT IN HEALTH CARE: A BIBLIOMETRIC ANALYSIS <i>Lamya Alhinai, Norzaidahwati Zaidin, Mohamad Ismail Ali and Hamza Mohamed Issa</i>
10.15am – 11.30am	12	INTEGRATING TOP MANAGEMENT'S INTELLECTUAL CAPITAL WITH TECHNOLOGY INNOVATION PERFORMANCE OF HIGH-TECH ENTERPRISES: A CONCEPTUAL STUDY <i>Yong Zhang, Farrah Merlinda Muharam and Xueqing Wu</i>
10.30am – 11.45am	27/92	PROBING INTO THE NON-COMPLIANCE OF XBRL PRACTICES AMONG SAUDI PUBLIC LISTED COMPANIES <i>Maha Alzeer and Norhalimah Idris</i>

DAY 1 SESSION 1B: 10.45am – 11.45am (4 PAPERS)

Room: ROOM B

Session Chair: Dr. Nabil Hasan Saleh Al Kumaim

Track: Advanced Information Systems

TIME	PAPER ID	PAPER TITLE AND AUTHORS
10..45am – 11.00am	7	MEASUREMENT ITEMS VALIDATION FOR INVESTIGATING THE SUCCESS OF CLOUD ENTERPRISE RESOURCE PLANNING IMPLEMENTATION <i>Eman Mukhtar, Ab Razak Che Hussin and Okfalisa Saktioto</i>
10.00am –11.15am	9	ARTIFICIAL INTELLIGENCE ADOPTION MODEL OF COLD CHAIN LOGISTICS SYSTEMS FOR FRESH AGRICULTURAL PRODUCTS ENTERPRISES IN CHINA <i>Yaqing Zhang, Norris Syed Abdullah and Suraya Miskon</i>
10.15am – 11.30am	16	EXPLORING THE ORGANIZATIONAL READINESS FOR AI AUTOMOTIVE AFTER-SALES SERVICES: A SYSTEMATIC LITERATURE REVIEW <i>Nordiana Abdul Halim, Norasnita Ahmad and Mohamad Haider Abu Yazid</i>
10.30am – 11.45am	40	ROLE OF SOCIAL MEDIA IN B2C E-COMMERCE USERS ADOPTION BEHAVIOUR AMONG STUDENTS IN MALAYSIA. <i>Junhai Wang and Othman Ibrahim</i>



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DAY 1 SESSION 2A: 11.45am – 12.45pm (4 PAPERS)

Room: ROOM A

Session Chair: Dr. Yogeewari Subramaniam

Track: Economics and Finance

TIME	PAPER ID	PAPER TITLE AND AUTHORS
11..45am – 12.00pm	11	MICRO-TAKAFUL IN SUDAN: ALIGNING REGULATORY REQUIREMENTS WITH MARKET NEEDS <i>Afaf Haroun and Mohd Effandi Yusoff</i>
12.00pm –12.15pm	18	THE COMPARATIVE ANALYSIS OF GOLD PRICES AND EXCHANGE RATES ON INDONESIA'S COMPOSITE INDEX DURING THE COVID-19 PANDEMIC AND FINANCIAL CRISIS <i>Nadhira Rizky Chairunnisa, Leli Deswindi, Nosami Rikadi Saktinegara, Norhayati Zakuan and Teh Zaharah Yacob</i>
12.15pm – 12.30pm	23	ENVIRONMENTAL ACCOUNTING INFORMATION DISCLOSURE AND FINANCING CONSTRAINTS: A SYSTEMATIC LITERATURE REVIEW <i>Bikun Xu and Noriza Mohd Jamal</i>
12.30pm – 12.45pm	46	RESEARCH TRENDS IN ISLAMIC WEALTH MANAGEMENT: A BIBLIOMETRIC REVIEW <i>Sri Yayu Ninglasari, Geodita Woro Bramanti, M. Fikri Himmawan and Santy Dwi Cempaka</i>

DAY 1 SESSION 2B: 11.45am – 12.45pm (4 PAPERS)

Room: ROOM B

Session Chair: Dr. Teh Zaharah Yaacob

Track: Sustainability

TIME	PAPER ID	PAPER TITLE AND AUTHORS
11..45am – 12.00pm	3	GREEN SUPPLY CHAIN MANAGEMENT PRACTICES AND SUSTAINABILITY PERFORMANCE: A REVIEW AND FUTURE PERSPECTIVES <i>Zijuan Zhan, Ai Chin Thoo, Kaihan Yang and Qi Qiu</i>
12.00pm –12.15pm	6	IOT IN SMART AGRICULTURE A SCIENTOMETRIC ANALYSIS <i>Yurui Lyu, Norris Syed Abdullah and Shanshan Yue</i>
12.15pm – 12.30pm	8	SUSTAINABILITY IN GEOTECHNICAL ENGINEERINGA BIBLIOMETRIC ANALYSIS <i>Peiyuan Wu and Yurui Lyu</i>
12.30pm – 12.45pm	10	BIBLIOMETRIC INSIGHTS: UNDERSTANDING SUSTAINABLE ORGANIZATIONAL CULTURE IN MANUFACTURING <i>Xiao Wang and Ai Chin Thoo</i>



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DAY 1 SESSION 3A: 2.15pm – 3.15pm (4 PAPERS)

Room: ROOM A

Session Chair: Dr. Nabil Hasan Saleh Al Kumaim

Track: Advanced Information Systems

TIME	PAPER ID	PAPER TITLE AND AUTHORS
2.15pm – 2.30pm	60	SUPPLY CHAIN CONTROL TOWERS: A SYSTEMATIC LITERATURE REVIEW <i>Nignlin Li, Suraya Miskon, Noriza Mohd Jamal, Qiang Zhang and Shanshan Yue</i>
2.30pm – 2.45pm	77	SATISFACTION AND USER REVIEWS IN TOURISM USING BIG DATA AND TEXT MINING: A BIBLIOMETRIC STUDY <i>Prahardika Prihananto, Lissa Rosdiana Noer, Sri Yayu Ninglasari and Ni Gusti Made Rai</i>
2.45pm – 3.00pm	79	PUBLIC VALUE CREATION TOWARDS A SEAMLESS END-TO-END SERVICES IN E-GOVERNMENT: A SYSTEMATIC LITERATURE REVIEW <i>Nur Zailan Othman and Ab. Razak Che Hussin</i>
3.00pm – 3.15pm	90/93	ANTECEDENT QRIS APPLICATION MERCHANT ADOPTION FOR PAYMENT <i>Anna Isabella Lau, Hepy Hefri Ariyanto and Hanini Ilyana Che Hashim</i>

DAY 1 SESSION 3B: 2.15pm – 3.15pm (4 PAPERS)

Room: ROOM B

Session Chair: Dr. Hanini Ilyana Che Hashim

Track: Entrepreneurship and Marketing

TIME	PAPER ID	PAPER TITLE AND AUTHORS
2.15pm – 2.30pm	51	AI TECHNOLOGY UTILIZATION MAPPING FOR SMALL MEDIUM ENTERPRISES: AN ECOMMERCE PERSPECTIVE <i>Tong Zhu and Mohd Zaidi Abd Rozan</i>
2.30pm – 2.45pm	58	FACTORS INFLUENCING LIFE AND HEALTH INSURANCE CONSUMER SATISFACTION IN CHINA <i>Fu Zheng and Halina Mohamed Dahlan</i>
2.45pm – 3.00pm	59	EXPLORING THE ROLE OF SUPPORT AND SELF COMPASSION IN CULTIVATING RESILIENCE WOMEN LEADERS IN BALI <i>Ni Gusti Made Rai</i>
3.00pm – 3.15pm	72	EXAMINING THE IMPACT OF CEO CHARACTERISTICS (GENDER AND EDUCATION) ON MANAGERIAL ABILITY IN COMPANIES LISTED ON THE INDONESIAN STOCK EXCHANGE <i>Geodita Woro Bramanti, Sri Yayu Ninglasari, Berto Mulia Wibawa and Aditya Fajar Ramadhan</i>



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DAY 1 SESSION 4A: 3.15pm – 4.15pm (3 PAPERS)

Room: ROOM A

Session Chair: Dr. Alhamzah Fadhil Abbas

Track: Entrepreneurship and Marketing

TIME	PAPER ID	PAPER TITLE AND AUTHORS
3.15pm – 3.30pm	5	FACTORS INFLUENCING PURCHASE INTENTION FOR BATTERY ELECTRIC VEHICLES: A SYSTEMATIC LITERATURE REVIEW <i>Qi Qiu and Ai Chin Thoo</i>
3.30pm – 3.45pm	17	A REVIEW OF SOCIAL COMMERCE ADOPTION FACTORS IN SMES <i>Hamisu Alhaji Ali, Mahadi Bahari and Noorminshah A. Iahad</i>
3.45pm – 4.00pm	33	THE INFLUENCE OF E-SERVICE QUALITY, BRAND IMAGE, PRICE COMPETITIVENESS, PRODUCT QUALITY, AND SUBSCRIPTION PLAN ON REPURCHASE INTENTION (CASE STUDY OF GENERATION Y AND Z MOBILE OPERATOR USERS) <i>Arsyta Dewi Tri Cahyani, Prahardika Prihananto, Mushonnifun Faiz Sugihartanto and Fadila Isnaini</i>
4.00pm – 4.15pm		

DAY 1 SESSION 4B: 3.15pm – 4.15pm (4 PAPERS)

Room: ROOM B

Session Chair: Dr. Mazilah Abdullah

Track: Contemporary Management

TIME	PAPER ID	PAPER TITLE AND AUTHORS
3.15pm – 3.30pm	13	THE INFLUENCE OF BOARD GENDER DIVERSITY ON FIRM VALUE: EMPIRICAL INSIGHTS FROM LISTED COMPANIES IN CHINA <i>Li Li, Maisarah Saat and Ping Chu</i>
3.30pm – 3.45pm	50	A BIBLIOMETRIC REVIEW OF GLOBAL CORPORATE GOVERNANCE RESEARCH <i>Ping Chu, Maniyarasi Gowindasamy, Li Li and Jiayi Wu</i>
3.45pm – 4.00pm	61	THE NEXUS BETWEEN ESG PERFORMANCE AND GREEN TECHNOLOGY INNOVATION: A CONCEPTUAL STUDY <i>Xueqing Wu, Norkhairul Hafiz Bajuri, Saleh F. A. Khatib and Yong Zhang</i>
4.00pm – 4.15pm	91	FLEXIBLE WORK ARRANGEMENTS AND EMPLOYEE PERFORMANCE: A COMPREHENSIVE BIBLIOMETRIC STUDY <i>Adna Moria Hariyanto, Syarifa Hanoum, Uliyatun Nikmah and Ni Gusti Made Rai</i>



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PARALLEL SESSION DAY 2 – 4th JULY 2024 (THURSDAY)

DAY 2 SESSION 5A: 9.00am – 10.00am (4 PAPERS)

Room: ROOM A

Session Chair: Dr. Mohd Zulfabli Hasan

Track: Contemporary Management

TIME	PAPER ID	PAPER TITLE AND AUTHORS
9.00am – 9.15am	38	IDENTIFYING INDICATORS FOR IMPLEMENTING SERVICE OPERATION MANAGEMENT IN SMALL AND MEDIUM-SIZED ENTERPRISES (SMES): A SYSTEMATIC LITERATURE REVIEW <i>Dewie Saktia Ardiantono, Ainun Nurkhotijah, Arman Hakim Nasution, Mushonnifun Faiz Sugihartanto and Muhammad Ubaidillah Al Mustofa</i>
9.15am – 9.30am	42	EVENT RISK MANAGEMENT: A STUDY ON EVENT SAFETY AWARENESS AMONG STAFFS AND STUDENTS IN UNIVERSITI TEKNOLOGI MALAYSIA <i>Siti Fawziah Mohd Noor, Roshazlizawati Mohd Nor and Norafneeza Norazahar</i>
9.30am – 9.45am	47	EVALUATION OF THE SERVICE QUALITY IN HIGHER EDUCATION USING HEISQUAL APPROACH <i>Sulistya Indah Wahyuni, Imam Baihaqi, Harisatul Agustin and Uliyatun Nikmah</i>
9.45am – 10.00am	48	WORK-LIFE BALANCE OF MALAYSIAN PROFESSIONAL WOMEN: A SYSTEMIC LITERATURE REVIEW AND BIBLIOMETRIC ANALYSIS <i>Susu Chen, Norhalimah Idris and Nursyazwani Mohd Fuzi</i>

DAY 2 SESSION 5B: 9.00am – 10.00am (4 PAPERS)

Room: ROOM B

Session Chair: Dr. Logaiswari Indiran

Track: Entrepreneurship and Marketing

TIME	PAPER ID	PAPER TITLE AND AUTHORS
9.00am – 9.15am	37	DETERMINANTS OF BRAND LOYALTY FOR FAST FASHION PRODUCTS: A STUDY ON MILLENNIAL GENERATION IN INDONESIA <i>Harisatul Agustin, Berto Mulia Wibawa, Syarifah Hanoum and Hani Nur Aisyah</i>
9.15am – 9.30am	43	DOUBLE-TAP TO ENGAGE: ANALYZING THE IMPACT OF MESSAGE INTERACTIVITY, CONTENT CONSISTENCY, AND CONTENT TYPE ON CUSTOMER ENGAGEMENT WITH PHARMACEUTICAL POSTS ON INSTAGRAM <i>Putri Zahra Azizah, Zuraidah Sulaiman, Nur Syamimi Jumiran and Nik Ahmad Nizam Nik Malek</i>
9.30am – 9.45am	88	THRIFTING TRENDS: A CONCEPTUAL FRAMEWORK FOR ONLINE SECOND-HAND SHOPPING USING SOR THEORY <i>Putri Zahra Azizah, Zuraidah Sulaiman, Nornajihah Nadia Hasbullah and Joe Lo Ying Tuan</i>
9.45am – 10.00am	89	STORYTELLING IN MARKETING – A BIBLIOMETRIC VIEWPOINT <i>May Cheong Abdullah, Noor Hazarina Hashim and Nor Zafir Md Salleh</i>



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DAY 2 SESSION 6A: 10.15am – 11.15am (4 PAPERS)

Room: ROOM A

Session Chair: Dr. Norhayati Zakuan

Track: Advanced Information Systems

TIME	PAPER ID	PAPER TITLE AND AUTHORS
10.15am – 10.30am	44	SOCIAL MEDIA USERS' ATTITUDES TOWARDS POLITICS IN MALAYSIA <i>Norman Sapar, Ab Razak Che Hussin and M Haider Abu Yazid</i>
10.30am – 10.45am	55	DECIPHERING DECISION INTELLIGENCE AT THE NEXUS OF BIG DATA ANALYTICS AND ARTIFICIAL INTELLIGENCE - A BIBLIOMETRIC STUDY <i>Aamer Shehzad and Mohd Zaidi Abd Rozan</i>
10.45am – 11.00am	56	APPLICATION OF NEW TECHNOLOGIES IN SUPPLY CHAIN DIGITAL TRANSFORMATION: A SYSTEMATIC LITERATURE REVIEW AND FUTURE RESEARCH DIRECTIONS <i>Ninglin Li, Suraya Miskon, Qiang Zhang, Noriza Mohd Jamal and Shanshan Yue</i>
11.00am – 11.15am	64	BIBLIOMETRIC ANALYSIS OF SOCIAL MEDIA FOR HEALTHCARE <i>Thoh Ging Seng and Noorminshah A. Iahad</i>

DAY 2 SESSION 6B: 10.15am – 11.15am (3 PAPERS)

Room: ROOM B

Session Chair: Dr. Zuraidah Sulaiman

Track: Sustainability

TIME	PAPER ID	PAPER TITLE AND AUTHORS
10.15am – 10.30am	30	AN OVERVIEW OF LITERATURE ON ESG PERFORMANCE USING BIBLIOMETRIC ANALYSIS <i>Yuhua Cai, Norhalimah Idris and Nursyazwani Mohd Fuzi</i>
10.30am – 10.45am	35	THE INFLUENCE OF ETHICAL FACTORS ON PURCHASE INTENTION OF POVERTY ALLEVIATION AGRICULTURAL PRODUCTS IN CHINA- A CONCEPTUAL FRAMEWORK <i>Luyun Huang, Xin Ma and Khalil Md Nor</i>
10.45am – 11.00am	41	EXPLORING DETERMINANTS INFLUENCING CONSUMERS' ENGAGEMENT IN E-WASTE RECYCLING BEHAVIOR: A COMPREHENSIVE REVIEW <i>Nur Shafeera Mohamad and Ai Chin Thoo</i>
11.00am – 11.15am		



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ONLINE PARALLEL SESSION DAY 1 – 3th JULY 2024 (WEDNESDAY)

DAY 1 SESSION1X1: 2.15pm – 3.30pm (5 PAPERS)

Room: Virtual 1

Session Chair: Dr Siti Suraya Abd Razak

Track: Contemporary Management

Link: https://bit.ly/ICONFEMES_SESSION_1X_2X

TIME	PAPER ID	PAPER TITLE AND AUTHORS
2.15pm – 2.30pm	36	FROM START-UP TO SUSTAINABLE SUCCESS: THE CRUCIAL ROLE OF COMPLIANCE IN CHINESE ENTREPRENEURIAL COMPANIES <i>Xin Shen, Roshazlizawati Bt. Mohd. Nor and Siti Suraya Abd Razak</i>
2.30pm – 2.45pm	52	THE MODERATING EFFECT OF TECHNOLOGICAL INNOVATION OF INTELLECTUAL CAPITAL TO FIRM PERFORMANCE <i>Benedicte Hartono, Hesniati Hesniati and Mohd Zulfabli Hasan</i>
2.45pm – 3.00pm	53	THE FACTORS THAT IMPROVE EMPLOYEE PERFORMANCE THROUGH HUMAN CAPITAL AS A MEDIATING VARIABLE IN COFFEE SHOP FRANCHISES IN BATAM CITY <i>Haris Wahyudi, Evi Silvana Muchsinati and Teh Zaharah Yaacob</i>
3.00pm – 3.15pm	66	AN ALLURING COFFEE DRINKING EFFORT: THE IMAGE OF KOPI AMENG AS CULINARY TOURISM OBJECT AND DESTINATION <i>Calvert Calvert, Oda I.B Hariyanto and Dame Afrina Sihombing</i>
3.15pm – 3.30pm	68	THE EFFECT OF COFFEE SHOP QUALITY ELEMENTS ON CONSUMER BEHAVIOURAL INTENTIONS MEDIATED BY CONSUMER SATISFACTION <i>Yovita Yolanda Budiman, Ratih Anggraini and Hanini Ilyana Che Hashim</i>



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DAY 1 SESSION 1Y: 2.15pm – 3.30pm (5 PAPERS)

Room: Virtual 2

Session Chair: Dr. Nazmona Mat Ali

Track: Advanced Information Systems

Link: https://bit.ly/ICONFEMES_SESSION_1Y_2Y

TIME	PAPER ID	PAPER TITLE AND AUTHORS
2.15pm – 2.30pm	19	A SYSTEMATIC LITERATURE REVIEW OF THE ARTIFICIAL INTELLIGENCE ROLE IN TRANSFORMATIVE ACADEMIC ADVISING: A STUDY OF AI APPLICATIONS IN HIGHER EDUCATION <i>Khawla Albinali, Noorminshah A. Iahad, Ahmad Fadhil Yusof and Anwaar Abdulla</i>
2.30pm – 2.45pm	26	SOCIAL MEDIA SHORT VIDEO ADDICTION FOR THE ELDERLY: A BIBLIOMETRIC ANALYSIS <i>Jie Zhang and Othman Ibrahim</i>
2.45pm – 3.00pm	49	RESEARCH IN STRATEGIC INFORMATION SYSTEMS (SIS): REVIEW AND FUTURE RESEARCH OPPORTUNITIES <i>Mohammed Hashim, Noorminshah A. Iahad and Mohamad Haider</i>
3.00pm – 3.15pm	63	SOCIAL MEDIA FACILITATED EDUCATION PROCESS FRAMEWORK FOR IRAQI HIGHER EDUCATION <i>Ghufran Al-Azzawi, Suraya Miskon, Nazmona Mat Ali and Norris Syed Abdullah</i>
3.15pm – 3.30pm	83	MOBILE HEALTH ADOPTION READINESS IN DEVELOPING COUNTRIES: A SYSTEMATIC LITERATURE REVIEW <i>Mohammed Maina Modu and Noorminshah A. Iahad</i>



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DAY 1 SESSION 1Z: 2.15pm – 3.30pm (5 PAPERS)

Room: Virtual 3

Session Chair: Dr. Halina Mohamed Dahlan

Track: Contemporary Management

Link: https://bit.ly/ICONFEMES_SESSION_1Z_2Z

TIME	PAPER ID	PAPER TITLE AND AUTHORS
2.15pm – 2.30pm	74	THE ROLE OF EMPLOYEE ENGAGEMENT AS MEDIATION BETWEEN HUMAN RESOURCE MANAGEMENT AND LEADERSHIP WITH EMPLOYEE PERFORMANCE IN DEVELOPER COMPANIES IN THE CITY OF BATAM <i>Jeri Liani, Agustinus Setyawan and Mohd Zulfabli Hasan</i>
2.30pm – 2.45pm	76	CORRELATION OF ONLINE TRAVEL AGENT REVIEWS, STAYING DECISION MAKING AND TOTAL OCCUPANCY RATE OF 4-STAR HOTELS IN BATAM CITY <i>Syabina Aurelia Vieryputri and Oda Ignatius Besar Haryanto</i>
2.45pm – 3.00pm	80	THE EFFECT OF SPIRITUAL LEADERSHIP ON ORGANIZATIONAL COMMITMENT - AN EMPIRICAL REVIEW <i>Suleman Muhammad Khan</i>
3.00pm – 3.15pm	86	INFLUENCE OF PUBLIC POLICIES, CONTROL OF CORRUPTION ON TAX EVASION VALUE: VARIABLE MODERATION ARTIFICIAL INTELLIGENCE <i>Gary Gary, Sari Dewi and Hanini Ilyana Che Hashim</i>
3.15pm – 3.30pm	92	PROBING INTO THE NON-COMPLIANCE OF EXTENSIBLE BUSINESS REPORTING LANGUAGE (XBRL) PRACTICES AMONG SAUDI PUBLIC LISTED COMPANIES <i>Maha Alzeer, Norhalimah Idris and Nursyazwani Mohd Fuzi</i>



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Faculty of Management, UTM

DAY 1 SESSION 2X: 3.30pm – 4.30pm (4 PAPERS)

Room: Virtual 4

Session Chair: Dr. Saleh F. A. Khatib

Track: Contemporary Management/
Entrepreneurship and Marketing

Link: https://bit.ly/ICONFEMES_SESSION_1X_2X

TIME	PAPER ID	PAPER TITLE AND AUTHORS
3.30pm – 3.45pm	14	FACTOR INFLUENCE OF HIGH-QUALITY SERVICE DELIVERY AND SWITCHING COSTS ON PATIENT SATISFACTION AND LOYALTY IN LIBYAN PRIVATE HOSPITALS <i>Hamza Mohamed Makhlof Issa, Norzaidahwati Zaidin, Mohamad Ismail Ali and Lamya Al Hinai</i>
3.45pm – 4.00pm	29	LITERATURE REVIEW ON BROWSING AND IMPULSE BUYING BEHAVIOR IN LIVE-STREAMING MARKET <i>Yanzhou Wu and Ai Chin Thoo</i>
4.00pm – 4.15pm	54	GENDER DIVERSITY AND FINANCIAL REPORTING QUALITY: A RELATED LITERATURE REVIEW <i>Isah Mohammed Damagum, Bajuri Norkhairul Hafiz and Na Na</i>
4.15pm – 4.30pm	81	AN EMPIRICAL INVESTIGATION OF THE RELATIONSHIP BETWEEN TAX AUDIT AND TAXPAYER COMPLIANCE: THE MEDIATING ROLE OF VOLUNTARY DISCLOSURE <i>Sari Dewi, Paskaris Paskaris, Hanini Ilyana Che Hashim and Joice Halim</i>

DAY 1 SESSION 2Y: 3.30pm – 4.30pm (4 PAPERS)

Room: Virtual 5

Session Chair: Dr. Noraindah Abdullah Fahim

Track: Entrepreneurship and Marketing

Link: https://bit.ly/ICONFEMES_SESSION_1Y_2Y

TIME	PAPER ID	PAPER TITLE AND AUTHORS
3.30pm – 3.45pm	62	ASSESSING VISITOR COMMITMENT: BEACH TOURISM AND DESTINATION LOYALTY IN BATAM <i>Intan Bahtera Pertiwi, Dame Afrina Sihombing and Oda Ignatius Besar Hariyanto</i>
3.45pm – 4.00pm	69	ANTECEDENT AND CONSEQUENCES OF SATISFACTION ON ONLINE HOTEL BOOKING BEHAVIOR <i>Piandi Piandi, Dame Afrina Sihombing and Renza Fahlevi</i>
4.00pm – 4.15pm	70	FACTORS INFLUENCING CONSUMER INTENTION TOWARDS APARTMENT PURCHASES AMONG GENERATION Y IN BATAM CITY USING THE THEORY OF PLANNED BEHAVIOR (TPB) <i>Miftahul Jannah, Lily Purwianti, Edy Yulianto Putra and Mohd Zulfabli Hasan</i>
4.15pm – 4.30pm	78	EXPLORING CONSUMER PURCHASE INTENTION IN E-COMMERCE FLASH SALE CAN SATISFACTION AND TRUST ENHANCE THE BEHAVIOR <i>Jesslyn Larissa, Renny Christiarini and Teh Zaharah Yaacob</i>



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DAY 1 SESSION 2Z: 3.30pm – 4.30pm (4 PAPERS)

Room: Virtual 6

Session Chair: Dr. Teh Zaharah Yaacob

Track: Contemporary Management, Finance,
and Sustainability

Link: https://bit.ly/ICONFEMES_SESSION_1Z_2Z

TIME	PAPER ID	PAPER TITLE AND AUTHORS
3.30pm – 3.45pm	20	FORESEEING THE FUTURE OF SMES IN SUSTAINABLE DEVELOPMENT <i>Abd Alrahman Ratib Ezmigna and Norasnita Ahmad</i>
3.45pm – 4.00pm	24	STAKEHOLDERS' PERCEPTION ON ISLAMIC FINTECH VIABILITY IN NIGERIA <i>Kabir Ibrahim and Mohd Effandi Yusof</i>
4.00pm – 4.15pm	73	DOES SUSTAINABILITY DISCLOSURE MEDIATING THE RELATIONSHIP BETWEEN BOARD EFFECTIVENESS AND AUDIT COMMITTEE EFFECTIVENESS ON FIRM PERFORMANCE? EVIDENCE IN INDONESIA <i>Winny Winny, Dea Tiara Monalisa Butar-Butar and Mohd Zulfabli Hasan</i>
4.15pm – 4.30pm	84	FACTORS INFLUENCING CUSTOMER SATISFACTION AT UNIVERSITY HEALTH CENTRE <i>Xin Yun Lim and Mazilah Abdullah</i>

DAY 1 SESSION 3X: 3.30pm – 4.30pm (4 PAPERS)

Room: Virtual 7

Session Chair: Dr. Halina Mohamed Dahlan

Track: Contemporary Management

Link: https://bit.ly/ICONFEMES_SESSION_3X

TIME	PAPER ID	PAPER TITLE AND AUTHORS
3.30pm – 3.45pm	25	ESTABLISHING RELATIONSHIPS BETWEEN INNOVATION ADOPTION AND COUNTRY OF ORIGIN: A STUDY OF CHINESE MOBILE OPERATING SYSTEM <i>Samuel Lee Han Lau and Mazilah Abdullah</i>
3.45pm – 4.00pm	34	THE ROLE AND APPLICATION OF ARTIFICIAL INTELLIGENCE IN NEUROMARKETING RESEARCH BASED ON ELECTROENCEPHALOGRAPHY <i>Samira Nazari Ghazvini, Elmira Nazari, Nor Zafir Md Salleh and Rohaizat Baharun</i>
4.00pm – 4.15pm	67	FRAUD DETECTION USING FRAUD TRIANGLE THEORY MODERATED BY AUDIT COMMITTEE: EVIDENCE FROM INDONESIA <i>Goharwin Goharwin, Dewi Khornida Marheni, Arienda Gitty Ramadani and Hanini Ilyana Che Hashim</i>
4.15pm – 4.30pm	93	THE ANTECEDENTS OF QRIS APPLICATION ACCEPTANCE AMONG MERCHANTS FOR PAYMENT IN INDONESIA <i>Anna Isabella Lau, Hepy Hefri Ariyanto and Hanini Ilyana Che Hashim</i>



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