



# National Seminar on Digitalization, Sustainability & Globalization



*10<sup>th</sup> Faculty of Economics and Management Seminar, UPM*

**16<sup>th</sup> July 2019**

**Faculty of Economics and Management, UPM**

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**10<sup>TH</sup> FACULTY OF ECONOMICS AND MANAGEMENT SEMINAR**  
**"NATIONAL SEMINAR ON DIGITALIZATION, SUSTAINABILITY & GLOBALIZATION**

**Welcome Message from the Dean**  
**Faculty of Economics and Management**



I am honoured and pleased to be given this opportunity to address all the participants and paper presenters of the **National Seminar on Digitalization, Sustainability & Globalization 2019**. I believe this seminar provides an excellent opportunity for researchers, lecturers, and postgraduates to share knowledge, expertise, experiences and research on issues pertaining to business and economics.

In a globalised economy driven by knowledge, experience, creativity and innovation, it is crucial that we address the requirements and demands of the industry and the market in order for us to tap into global opportunities. I believe the seminar should be able to provide insights into findings of business and economics research.

I believe that the 10<sup>th</sup> FEP Seminar organized by the Faculty of Economics and Management, Universiti Putra Malaysia, will make an impact in the field of business and economics. In addition, I believe this seminar would provide excellent networking opportunities among participants in charting and sharing future research.

I would like to take this opportunity to thank the committee members who contributed towards the success of this seminar. I am confident that the seminar would be of great value to every participant and presenter.

Thank you.

**AZALI MOHAMED, Ph.D**  
Professor/Dean  
Faculty of Economics and Management, UPM

**10<sup>TH</sup> FACULTY OF ECONOMICS AND MANAGEMENT SEMINAR**  
**"NATIONAL SEMINAR ON DIGITALIZATION, SUSTAINABILITY & GLOBALIZATION**

**Welcome Message from the Honorary Chairperson,  
FEP SEMINAR 2019  
Faculty of Economics and Management**



I would like to welcome all the participants and paper presenters to the **National Seminar on Digitalization, Sustainability & Globalization 2019**. I hope this seminar engages all those present here in many intellectual discussions that will foster a closer understanding and rapport among researchers and academics as well as practitioners.

I believe that the 10<sup>th</sup> Seminar organized by the Faculty of Economics and Management, Universiti Putra Malaysia, will contribute towards the corpus of knowledge in business and economics. The number and wide array of papers being presented provides a diverse view of business and economics issues and challenges. It is hoped that the conference would contribute towards ideas and collaborations for future research in your areas of interest.

My special congratulations also to the organising committee for making this seminar a success.

Thank you.

**ASSOC. PROF. DR. NORASHIDAH MOHAMED NOR**  
Honorary Chairperson FEP SEMINAR 2019  
Faculty of Economics and Management, UPM

**SCHEDULE SUMMARY**

DATE	TIME	PARALLEL SESSIONS	ROOM					
			BT 1	BT 2	BT4	BT 5	BT 8	BT 7
16 <sup>th</sup> July 2019 (Tuesday)	8:00 am – 8:45 am		Registration					
	8:45 am – 9:30 am		Opening					
	9:30 am – 11.15 am	1,2,3,4,5,6	Digitalization & Globalization	Environmental Economics	Financial Economics	Accounting I	Management & Human Resource	Marketing & Tourism
	11:15 am – 12:45 pm	7,8,9, 10, 11, 12	International Trade	Development & Health Economics	Labour Economics	Finance I	Management & Human Resource	Marketing & Tourism
	12:45 pm – 2:00 pm		Lunch					
	2:15 pm – 4:15 pm	13,14,15,16, 17,18	Economics Growth	Trade, Labour and Development	Accounting II	Finance II	Management & Human Resource and Entrepreneurship & SMEs	Marketing & Tourism
	4:15 pm – 4:30 pm		Closing ceremony and awards					
	4:30 pm – 5:00 pm		Tea Time					

<b><i>TENTATIVE PROGRAM</i></b>
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<b>DATE : 16th JULY 2019 (TUESDAY)</b>	
<b>VENUE : PHILIP KOTLER HALL, FACULTY OF ECONOMICS AND MANAGEMENT UNIVERSITI PUTRA MALAYSIA</b>	
8:00 am – 8:45 am	Registration
8:45 am – 9:15 am	Arrival of participants at Philip Kotler Hall  Doa Recital  Welcoming address by Dean, FEP Opening address Guest of Honor
9:30 am – 11:15 am	Parallel Sessions
11:15 am – 12:45pm	Parallel Sessions
12:45 pm – 2:00 pm	Lunch at Foyer Block E, FEP
2:15 pm – 4:15 pm	Parallel Sessions
4:15 pm – 4:30 pm	Closing Ceremony at Philip Kotler Hall
4:30 pm – 5:00 pm	Tea Time at Foyer Block E, FEP

***\*Dress Code: Smart Casual***

**LIST OF PARALLEL SESSIONS, TRACKS AND CHAIRPERSONS**

16th JULY 2019 (TUESDAY)

PARALLEL SESSION	TRACK	TIME	VENUE	CHAIRPERSONS
1	Digitalization & Globalization	9:30 am – 11:15 am	BT 1	Saifuzzaman Ibrahim
2	Environmental Economics		BT 2	Shamsul Herman Mohamad Affendi
3	Financial Economics		BT 4	Nor Yasmin Bani
4	Accounting I		BT 5	Amalina Abdullah
5	Management & Human Resource		BT 8	Zuraina Dato' Mansor
6	Marketing & Tourism		BT 7	Raja Nerina Raja Yusof
7	International Trade	11:15 am - 12:45 pm	BT 1	Wan Norhidayah W Mohamad
8	Development & Health Economics		BT 2	Suryati Ishak
9	Labour Economics		BT 4	Muhammad Daaniyall Abd Rahman
10	Finance I		BT 5	Zariyawati Mohd Ashhari
11	Management & Human Resource		BT 8	Amer Hamzah Jantan
12	Marketing & Tourism		BT 7	Siti Rahayu Hussin
13	Economics Growth	2:15 pm - 4:15 pm	BT 1	Normaz Wana Ismail
14	Trade, Labour and Development		BT 2	Anitha Rosland
15	Accounting II		BT 4	Ridzwana Mohd Said
16	Finance II		BT 5	Nazrul Hisyam Ab Razak
17	Management & Human Resource and Entrepreneurship & SMEs		BT 8	Norazlyn Kamal Basha
18	Marketing & Tourism		BT 7	Yuhanis Ab Aziz

**FEP SEMINAR 2019 PARALLEL SESSIONS**

**Date: 16th July 2019 (Tuesday)**  
**Parallel Sessions 1 (9:30 am – 11:15 am)**

<b>Track : Digitalization &amp; Globalization</b> <b>Venue : BT 1</b> <b>Chairperson : Saifuzzaman Ibrahim</b> <b>Assistant : Mohd Salleh Asali</b> <b>Mohammad Imtiaz Hossain</b>		
No	Paper Title	Presenter
1	DIGITAL DIMENSIONS AND BILATERAL ASIAN TRADE <i>Normaz Wana Ismail</i>	Normaz Wana Ismail
2	EFFECTS OF ELECTRONIC MONEY ON INFLATION: A PANEL EVIDENCE <i>Sue-Jane Ooi, Chin-Yoong Wong &amp; Yoke-Kee Eng</i>	Sue-Jane Ooi
3	ICT CONTRIBUTION ON ECONOMIC GROWTH OF SELECTED ASEAN COUNTRIES <i>Wan Lina, Muhammad, Hisham Yahya &amp; Abdul Rahim</i>	Wan Lina
4	DIGITAL DEVELOPMENT AND GROWTH IN SELECTED ASEAN COUNTRIES: BOUND TEST OF COINTEGRATION WITH SMALL SAMPLE SIZE <i>Jarita Duasa</i>	Jarita Duasa
5	IMPACT OF INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) ON POPULATION HEALTH IN MALAYSIA <i>Rafia Afroz, Jarita Duasa &amp; Md Muhibbullah</i>	Rafia Afroz
6	GLOBALISATION AND ITS IMPACT ON ECONOMIC ACTIVITY: PANEL QUANTILE REGRESSION <i>Nurshila Ahmad, Wan Azman Saini Wan Ngah, Mohd Naseem Niaz Ahmad &amp; Nur Syazwani Mazlan</i>	Nurshila Ahmad



**Date: 16th July 2019 (Tuesday)**  
**Parallel Sessions 2 (9:30 am – 11:15 am)**

<b>Track : Environmental Economics</b> <b>Venue : BT 2</b> <b>Chairperson : Shamsul Herman Mohamad Affendi</b> <b>Assistant : Muhammad Syafiq Sabidin</b> <b style="padding-left: 40px;">Laiba Dar</b>		
No	Paper Title	Presenter
1	EMPOWER FOR ASSESSING MACROECONOMIC IMPACTS OF NUCLEAR ENERGY <i>Mohamad Yusof Saari, Umi Zakiah Norazman, Chakrin Utit &amp; Anitha Rosland</i>	Mohd Yusof Saari
2	THE EFFECTS OF ATTRIBUTE NON-ATTENDANCE ON WILLINGNESS TO PAY ESTIMATES FOR TOURISM CHOICE EXPERIMENTS: A CASE STUDY IN MALAYSIA <i>Wan Norhidayah W Mohamad, Ken Willis &amp; Neil Powe</i>	Wan Norhidayah W Mohamad
3	WILLINGNESS TO ACCEPT IN ADOPTING SUSTAINABLE TERUBOK FISHERIES IN SARAWAK <i>Nur Syahmina Abdul Ghanie, Dayang Affizzah Awang Marikan, Salbiah Edman &amp; Ismail Abdul Latif</i>	Nur Syahmina Abdul Ghanie
4	ECONOMIC VALUATION OF GREEN ELECTRICITY IN PAKISTAN <i>Muhammad Jawad Iqbal &amp; Abdul Rahim Abdul Samad</i>	Muhammad Jawad Iqbal
5	VISITOR'S PERCEPTION AND ATTITUDE TOWARD THE ECOTOURISM RESOURCES AT TAMAN NEGARA KUALA KOH, KELANTAN <i>Siti Zubaidah Junus, Kamarul Ariffin Hambali, Abdul Hamid Mar Iman, Muhamad Azahar Abas, Nur Hanisah Abdul Malek &amp; Nor Hizami Hassin</i>	Nor Hizami Hassin
6	IMPACT OF GREEN BUILDING CERTIFICATE ON FIRM'S FINANCIAL PERFORMANCE <i>Nur Syafiqah A. Samad, Abdul-Rahim Abdul Samad &amp; Mohd Johari Mohd Yusof</i>	Abdul-Rahim Abdul Samad

Date: 16th July 2019 (Tuesday)  
 Parallel Sessions 3 (9:30 am – 11:15 am)

<b>Track : Financial Economics</b> <b>Venue : BT 4</b> <b>Chairperson : Nor Yasmin Bani</b> <b>Assistant : Mohd Yunus Mt Desa</b> <b>Ng Chien Ying (Kristina)</b>		
No	Paper Title	Presenter
1	TRACING EXTERNAL SHOCKS THROUGH TRADITIONAL MONETARY TRANSMISSION MECHANISM AMONG ORIGINAL MEMBERS OF ASEAN COUNTRIES <i>Azali Mohamed</i>	Azali Mohamed
2	MALAYSIA HOUSE PRICES: BANK CREDIT AND OTHER DETERMINANTS <i>Lee Chin &amp; Chong Yin Suet</i>	Chong Yin Suet
3	DETERMINANTS OF INTERNATIONAL RESERVES IN DEVELOPING COUNTRIES <i>Foo Yong Seong &amp; Lee Chin</i>	Foo Yong Seong
4	THE NONLINEAR IMPACT OF POLITICAL INSTITUTIONAL QUALITY ON FINANCIAL INCLUSION <i>Zakaria Lacheheb, Normaz Wana Ismail, Ahmad Zubaidi Baharumshah, Nam Nasee &amp; Ly Slesman Sulaiman</i>	Zakaria Lachebeb
5	IMPLICATIONS OF GOODS AND SERVICE TAXATION ON MALAYSIAN ECONOMY: AN INPUT-OUTPUT APPROACH <i>Pui Kiew Ling &amp; Fatimah Kari</i>	Pui Kiew Ling
6	THE SUSTAINABILITY OF TWIN DEFICITS IN MALAYSIA: A MULTICOINTEGRATION APPROACH <i>Muzafar Shah Habibullah, Wan Azman-Saini Wan Ngah, Badariah Haji Din &amp; Mohd Yusof Saari</i>	Muzafar Shah Habibullah

Date: 16th July 2019 (Tuesday)  
Parallel Sessions 4 (9:30 am – 11:15 am)

<b>Track : Accounting I</b> <b>Venue : BT 5</b> <b>Chairperson : Amalina Abdullah</b> <b>Assistant : Muhammad Zulfadli Abu Samah</b> <b>Siti Nur Athirah Abu Hassan</b>		
No	Paper Title	Presenter
1	DOES HUMAN CAPITAL MEDIATES THE RELATIONSHIPS BETWEEN SUSTAINABILITY INITIATIVE AND FIRM PERFORMANCE OF MEDIUM SIZE COMPANIES IN NIGERIA? <i>Samuel Babatunji Adedeji , Ong Tze San, Md Uzir Hossain Uzir &amp; Abu Bakar Abdul Hamid</i>	Samuel Babatunji Adedeji
2	CORPORATE GOVERNANCE AND PERFORMANCE OF PUBLIC-LISTED MID-TIER COMPANIES IN MALAYSIA <i>Zalela Jaafar , Ridzwana Mohd Said, Fakarudin Kamarudin &amp; Rosmila Senik</i>	Ridzwana Mohd Said
3	MULTIPLE DIRECTORSHIPS AND EARNINGS QUALITY: DOES INVESTOR PROTECTION MATTER? <i>Saleh Abd Alhadi, Rosmila Senik, Jalila Johari, Hairul Suhaimi Nahar &amp; Ridzwana Mohd Said</i>	Rosmila Senik
4	IMPACT OF GOVERNMENT EFFICIENCY ON PUBLIC DEBT <i>Wei Ni Soh , Pooi Yee Koo &amp; Tze San Ong</i>	Soh Wei Ni
5	RISK MANAGEMENT AND TOP MANAGEMENT SUPPORT: EFFECTS ON INTERNAL AUDIT ACTIVITIES AND EMPLOYEES' FRAUD MITIGATION <i>Waled Alazzabi, Hasri Mustafa &amp; Ahmed Ibrahim Karage</i>	Hasri Mustafa

Date: 16th July 2019 (Tuesday)  
 Parallel Sessions 5 (9:30 am – 11:15 am)

<b>Track</b> : Management & Human Resource <b>Venue</b> : BT 8 <b>Chairperson</b> : Zuraina Dato' Mansor <b>Assistant</b> : Nur Syahidatul Abdul Kaflee Siti Salwa Sheikh Mokhtar		
No	Paper Title	Presenter
1	THE MEDIATING ROLE OF LEADERSHIP PRACTICES OF MANAGERS IN RELATION TO ORGANIZATIONAL ENVIRONMENT AND INTENTION TO STAY AMONG MILLENNIALS IN THE READY-MADE GARMENTS INDUSTRY BANGLADESH <i>Md Asadul Islam, Amer Hamzah Jantan, Haslinda Hashim &amp; Choo Wei Chong</i>	Md Asadul Islam
2	THE MEDIATING EFFECT OF LEADERSHIP STYLES BETWEEN THE RELATIONSHIP OF MOTIVATIONAL FACTORS AND EMPLOYEE ENGAGEMENT AMONG THE EMPLOYEE OF GARMENTS INDUSTRIES IN BANGLADESH <i>Dalowar Hossan, Zuraina Mansor &amp; Amer Hamzah Jantan</i>	Amer Hamzah Jantan
3	INFLUENCE OF ETHICAL CLIMATE, LEADERSHIP ACCOUNTABILITY AND STAKEHOLDER PRESSURE ON SME'S ENGAGEMENT IN CSR <i>Ho Jo Ann &amp; Ooi Wei Lang</i>	Ho Jo Ann
4	WHY DOES SHARIAH GOVERNANCE FRAMEWORK MATTER SO MUCH FOR ISLAMIC BANKS? <i>Md Kausar Alam, Suhaimi Ab Rahman, Hasri Mustafa, Sabarina M. Shah &amp; Sharif Hosen</i>	Suhaimi Bin Ab Rahman
5	THE EFFECT OF INDIVIDUAL PERFORMANCE ON HUMANITARIAN OPERATIONS PERFORMANCE IN MALAYSIA <i>Zeti Suzila Mat Jusoh &amp; Mazlan Hassan</i>	Mazlan Hassan
6	THE DYNAMIC CAUSALITY BETWEEN CORPORATE SOCIAL RESPONSIBILITY AND CORPORATE POLITICAL ACTIVITY: A PANEL VECTOR AUTOREGRESSION APPROACH <i>Lin Woon Leong, Ho Jo Ann, Law Siong Hook &amp; Murali Sambasivan</i>	Woon Leong Lin

Date: 16th July 2019 (Tuesday)  
Parallel Sessions 6 (9:30 am - 11:15 am)

<b>Track : Marketing &amp; Tourism</b> <b>Venue : BT 7</b> <b>Chairperson : Raja Nerina Raja Yusof</b> <b>Assistant : Md Lukma Nul Hakim Saad</b> <b>Wency Bui Kher Thing</b>		
No	Paper Title	Presenter
1	THE RISE OF THE CONSUMER COMMUNITY ON TOURISM SOCIAL MEDIA <i>Md Ashraful Azam Khan, Haslinda Hashim, Yuhanis Ab Aziz &amp; Zaiton Samdin</i>	Haslinda Hashim
2	CONSUMER PURCHASE INTENTION DETERMINANTS TOWARDS HYBRID CAR IN MALAYSIA <i>Siti Salwani Meor Ahmad, Noor Azman Ali &amp; Haslinda Hashim</i>	Siti Salwani Meor Ahmad
3	INVESTIGATING FACTORS AFFECTING THE CONSUMERS' ADOPTION OF MOBILE WALLET IN MALAYSIA <i>Chua Chang Jin, Lim Chee Seong &amp; Aye Aye Khin</i>	Chua Chang Jin
4	EXPLORING COMMERCIAL ENVIRONMENTAL FACTORS AFFECTING THE ADOPTION OF MOBILE PAYMENT IN MALAYSIA <i>Sharmila Manoharan, Rozanah Ab Rahman, Elistina Abu Bakar, Shamala Subramaniam &amp; Haslinda Hashim</i>	Rozanah Ab Rahman
5	INFLUENCES OF SOCIAL NETWORK ADVERTISING AND SOCIAL MEDIA BRAND COMMUNITY ON THE SMARTPHONE BRAND LOYALTY IN MALAYSIA <i>Alireza Mohammadi, Ahmed Meri, Noor Azman Ali, Amer Hamzah Jantan &amp; Haslinda Hashim</i>	Alireza Mohammadi
6	DOES QUALITY STIMULATE THE SATISFACTION OF ELECTRONIC HOME APPLIANCE CUSTOMERS THROUGH PERCEIVED VALUE AND SOCIAL MEDIA? <i>Md Uzir Hossain Uzir, Ishraq Jerin, Abu Bakar Abdul Hamid &amp; Ahmad Shaharudin Abdul Latiff</i>	Md Uzir Hossain Uzir

Date: 16th July 2019 (Tuesday)  
 Parallel Sessions 7 (11:15 am – 12:45 pm)

<b>Track : International Trade</b> <b>Venue : BT 1</b> <b>Chairperson : Wan Norhidayah W Mohamad</b> <b>Assistant : Mohd Salleh Asali</b> <b>Mohammad Imtiaz Hossain</b>		
No	Paper Title	Presenter
1	TRADE OPENNESS-ECONOMIC GROWTH NEXUS IN THE SELECTED DEVELOPING COUNTRIES <i>Tee Heng Guan, Shivee Ranjaneer Kaliappan, Lee Chin &amp;                      Rusmawati Said</i>	Shivee Ranjaneer Kaliappan
2	POLITICAL RISK AND FOREIGN DIRECT INVESTMENT (FDI): EVIDENCE FROM THE KINGDOM OF SAUDI ARABIA (KSA) <i>Al-Muhana Moala &amp; Nur-Syazwani Mazlan</i>	Nur Syazwani Mazlan
3	DOES COUNTRY SIZE IN ECONOMIC PARTNERSHIP AGREEMENT (EPA) HAS EFFECTS ON EXTENSIVE MARGIN OF TRADE? <i>Imad Kareem Alaamshani, Hanny Zurina Hamzah, Shivee                      Ranjaneer Kaliappan &amp; Normaz Wana Ismail</i>	Imad Kareem
4	FOREIGN DIRECT INVESTMENT AND INCOME INEQUALITY IN MALAYSIA: A QUANTILE REGRESSION ANALYSIS <i>Saifuzzaman Ibrahim, Mas Aida Che Mansor &amp; Wan Azman-                      Saini Wan Ngah</i>	Saifuzzaman Ibrahim
5	DISAGGREGATING ECONOMIC MICRO-DATA UNDER LIMITED SECTORAL BREAKDOWN <i>Anitha Rosland, Muhammad Daaniyall Abd Rahman, Mohd                      Yusof Saari, Chakrin Utit &amp; Umi Zakiah Norazman</i>	Anitha Rosland
6	IMPACT OF MANUFACTURED EXPORTS ON ECONOMIC GROWTH IN ASEAN <i>Faiza Husnayani Nahar &amp; Lustari Agustin</i>	Faiza Husnayani Nahar

Date: 16th July 2019 (Tuesday)  
 Parallel Sessions 8 (11:15 am – 12:45 pm)

<b>Track : Development &amp; Health Economics</b> <b>Venue : BT 2</b> <b>Chairperson : Suryati Ishak</b> <b>Assistant : Muhammad Syafiq Sabidin</b> <b>Laiba Dar</b>		
No	Paper Title	Presenter
1	MICRO CORRELATES OF EXTREME POVERTY IN NIGERIA <i>Yahaya Yakubu, Norashidah Mohamed Nor, Law Siong Hook &amp; Rusmawati Said</i>	Norashidah Mohamed Nor
2	DOES INCOME MATTER FOR URBAN VULNERABLE GROUPS IN MALAYSIA? <i>Sudha Sivadas, Normaz Wana Ismail, Rusmawati Said &amp; Azmawani Abdul Rahman</i>	Sudha Sivadas
3	OBESITY KUZNET CURVE: EVIDENCE FROM MALAYSIA <i>Yasmin Bani, Suryati Ishak &amp; Hanny Zurina Hamzah</i>	Yasmin Bani
4	THE MEAN WILLINGNESS-TO PAY FOR SMOKING CESSATION TREATMENTS IN MALAYSIA <i>Seong Jin Chuah, Norashidah Mohamed Nor, Zaiton Samdin, Emilia Zainal Abidin &amp; Amer Siddiq Amer Nordin</i>	Seong Jin Chuah
5	HEALTH AID, GOVERNMENT STABILITY AND HIV: EMPIRICAL EVIDENCE IN LOW AND MIDDLE-INCOME COUNTRIES <i>Aqilah Ahmad Hidzir, Suryati Ishak, Muzafar Shah Habibullah &amp; Nor Yasmin Mhd Bani</i>	Aqilah Ahmad Hidzir
6	THE IMPACT OF SOCIO ECONOMIC FACTORS TO THE PUBLIC RETIREES' IN MALAYSIA <i>Fathin Hanani Abdul Jakit &amp; Judhiana Abd Ghani</i>	Fathnin Hanani

**Date: 16th July 2019 (Tuesday)**  
**Parallel Sessions 9 (11:15 am – 12:45 pm)**

<b>Track : Labour Economics</b> <b>Venue : BT 4</b> <b>Chairperson : Muhammad Daaniyall Abd Rahman</b> <b>Assistant : Mohd Yunus Mt Desa</b> <b>Ng Chien Ying (Kristina)</b>		
No	Paper Title	Presenter
1	BRAIN DRAIN TO BRAIN CIRCULATION: EVIDENCE FROM ASIAN COUNTRIES <i>Noor Faziedah &amp; Dayang-Affizzah</i>	Noor Faziedah
2	LABOUR MISMATCH AND DEPENDENCY ON MIGRANT WORKERS IN THE MALAYSIAN CONSTRUCTION INDUSTRY <i>Rusmawati Said, Yong Chen Chen, Kamarul Hidayah, Salwaty Jamaludin &amp; Abu Hassan Makmun Abdul Kadir</i>	Rusmawati Said
3	SOCIODEMOGRAPHIC FACTORS INFLUENCE LABOR MARKET IN MALAYSIA <i>Yogambigai Rajamoorthy, Subramaniam Munusamy, Aye Aye Khin &amp; Puvaneswari Veloo</i>	Yogambigai Rajamoorthy
4	DETERMINANTS OF NATURAL RUBBER PRICE INSTABILITY FOR 4 MAJOR PRODUCING COUNTRIES <i>Yi Chiun Fong, Aye Aye Khin &amp; Chee Seong Lim</i>	Yi Chiun Fong
5	EFFECT OF INTELLECTUAL PROPERTY RIGHTS (IPRS) ON UNEMPLOYMENT: EMPIRICAL EVIDENCE IN DEVELOPING ECONOMIES <i>Asuantri Mohamad &amp; Yasmin Bani</i>	Asuantri Mohamad
6	GOODS AND SERVICES TAX VS. SALES AND SERVICES TAX: DIFFERENT STRUCTURES IMPACT ON THE HOUSEHOLDS' EXPENDITURE PATTERN <i>Siti Nur'amalina Syeddin, Azman Hassan, Mohd Yusof Saari, Judhiana Abd Ghani &amp; Chakrin Utit</i>	Azman Hassan



Date: 16th July 2019 (Tuesday)  
Parallel Sessions 10 (11:15 am – 12:45 pm)

<b>Track : Finance I</b> <b>Venue : BT 5</b> <b>Chairperson : Zariyawati Mohd Ashhari</b> <b>Assistant : Mohamad Zulfadli Abu Samah</b> <b>Siti Nurathirah Abu Hassan</b>		
No	Paper Title	Presenter
1	COMPARATIVE STUDY BETWEEN MALAYSIAN RINGGIT AND BRITISH POUND <i>Chin Min Koh, Chia Ling Chew, Jin Hong Lau, Sher Nee Lee, Pei Yee Sim, Wei Yee Tan, Chee Pung Ng &amp; Chee Loong Lee</i>	Chin Min Koh
2	FIRMS SPECIFIC DETERMINANTS OF DIVIDEND PAYOUT CHANGES OF LISTED NON-FINANCIAL FIRMS IN NIGERIA <i>Nuhu Abubakar , Ahmad Bello, Nor Laili Hassan &amp; Hafizah Abd-Mutalib</i>	Nuhu Abubakar
3	PLANNED CEO TURNOVER ANNOUNCEMENT IN MALAYSIA <i>Shubasini Sivapregasam, Aslam Izhah Selamat , Norhuda Abdul Rahim &amp; Junaina Muhammad</i>	Shubasini Sivapregasam
4	CORPORATE GOVERNANCE PRACTICE, CAPITAL ADEQUACY RATIO AND FIRMS PERFORMANCE: EVIDENCE FROM DEPOSIT MONEY BANKS IN NIGERIA. <i>Fauziah Mahat &amp; Adamu Yahaya</i>	Fauziah Mahat
5	THE INTEREST RATE-EXCHANGE RATE RELATIONSHIP: A CASE STUDY OF MALAYSIA AND ITS SIX MAJOR TRADING PARTNERS <i>Nazrul Hisyam Ab Razak &amp; Kausilya Raja</i>	Nazrul Hisyam Ab Razak
6	IS FUND VOLATILITY FACTOR (FVF) A RELIABLE FUND RISK INDICATOR? <i>Wan Cheong Kin, Choo Wei Chong, Annuar Md Nassir and Zulkornain Yusop</i>	Choo Wei Chong

Date: 16th July 2019 (Tuesday)  
 Parallel Sessions 11 (11:15am – 12:45 pm)

<b>Track : Management &amp; Human Resource</b> <b>Venue : BT 8</b> <b>Chairperson : Amer Hamzah Jantan</b> <b>Assistant : Nur Syahidatul Abdul Kaflee</b> <b>Siti Salwa Sheikh Mokhtar</b>		
No	Paper Title	Presenter
1	THE DIFFERENCES OF HALAL STANDARDS AND ITS EFFECT ON THE DEVELOPMENT OF HALAL FOOD INDUSTRY IN MALAYSIA, INDONESIA AND BRUNEI <i>Suhaimi Ab Rahman &amp; Nur Izyana Abd Razak</i>	Nur Izyana Binti Abd Razak
2	ASSESSING THE IMPACT OF CASE STUDIES APPROACH IN TEACHING AND LEARNING <i>Dahlia Zawawi &amp; Azmawani Abd Rahman</i>	Dahlia Zawawi
3	DOES THE RELATIONSHIP BETWEEN THE ENVIRONMENTAL MANAGEMENT SYSTEM AND FINANCIAL PERFORMANCE SHOULD BE MEDIATED? <i>Ina Indriana, Nor Asmat Ismail &amp; Siti Rahyla Rahmat</i>	Ina Indriana
4	DETERMINANTS OF ORGANIZATIONAL PRACTICES AND RESEARCH CULTURE FACTORS AFFECTING RESEARCH PERFORMANCE IN UNIVERSITIES <i>Suhaimi Ab Rahman, Asrizam Esam, Dahlia Zawawi, Awis Qurni Sazili, Yusnita Tugiran, Yushaida Yusuf, &amp; Norliyana Kamarudin</i>	Suhaimi Ab Rahman
5	KNOWLEDGE FLOW IN KNOWLEDGE INTENSIVE BUSINESS SERVICES (KIBS) AND THEIR IMPACT ON SUBSIDIARY AND HEADQUARTERS PERFORMANCE <i>Md Khaled Shukran, Mohammad Nazri Mohamad Nor &amp; Norizan Mustamil</i>	Md Khaled Shukran
6	A SOCIO-TECHNICAL PERSPECTIVE ON SUSTAINABLE ORGANIZATIONAL EFFECTIVENESS: A SYSTEMATIC REVIEW <i>Noor Azman Ali, Sajjad Ahmad, Amer Hamzah Jantan &amp; Adil Sultan</i>	Sajjad Ahmad

**Date: 16th July 2019 (Tuesday)**  
**Parallel Sessions 12 (11:15 am - 12:45 pm)**

<b>Track : Marketing &amp; Tourism</b> <b>Venue : BT 7</b> <b>Chairperson : Siti Rahayu Hussin</b> <b>Assistant : Md Lukma Nul Hakim Saad</b> <b>Wency Bui Kher Thing</b>		
No	Paper Title	Presenter
1	THE RELATIONSHIP BETWEEN CSR PROGRAM AND CORPORATE REPUTATION: CONSUMERS' PERCEPTIONS ON FAST FOOD COMPANIES IN INDONESIA  <i>Saadiatul Ibrahim, Desytha Rahma Dwiutami Adhiputri &amp; Anuar Shah Bali Mahomed</i>	Saadiatul Ibrahim
2	FOLLOWERS RATIO ON INSTAGRAM AFFECTS THE PRODUCT'S BRAND AWARENESS  <i>Darel Nicol Luna Ak Agam, Haslinda Hashim, Yuhanis Ab Aziz, &amp; Nor Azura Adzharuddin</i>	Darel Nicol Luna Ak Agam
3	EXPLORING THE SHARING BEHAVIOUR OF ONLINE VIDEO ADVERTISEMENTS (OVAS) AMONG THE GENERATION Y IN MALAYSIA  <i>Nik Mohd Shamim Nik Mohd Zainordin, Norazlyn Kamal Basha, Ng Siew Imm &amp; Ho Jo Ann</i>	Norazlyn Kamal Basha
4	A STUDY OF TANGIBLE SERVICE ON AIR CARGO PERFORMANCE IN MALAYSIA  <i>Megat Khidir Razman Muhamad Razali &amp; Mazlan Hassan</i>	Megat Khidir Razman Muhamad Razali
5	IMPACT OF ACCURACY ON E-HAILING SERVICE PERFORMANCE  <i>Muhammad Shahman Shahfiq Ramli &amp; Mazlan Hassan</i>	Muhammad Shahman Shahfiq Ramli
6	THE MEDIATING EFFECT OF REASONS ON THE RELATIONSHIP BETWEEN ALTRUISM AND GREEN HOTEL PATRONAGE INTENTION  <i>Ling Ling Tan, Norzalita Abd Aziz &amp; Abdul Hafaz Ngah</i>	Tan Ling Ling

Date: 16th July 2019 (Tuesday)  
 Parallel Sessions 13 (2:15 pm – 4.15 pm)

<b>Track : Economics Growth</b> <b>Venue : BT 1</b> <b>Chairperson : Normaz Wana Ismail</b> <b>Assistant : Mohd Salleh Asali</b> <b>Siti Mahfuzah binti Mohammad Nasir</b>		
No	Paper Title	Presenter
1	THE IMPACT OF MILITARY SPENDING ON THE ECONOMIC GROWTH OF NORTH AFRICAN COUNTRIES <i>Mustafa S Almajdob &amp; Dayang Afifah Awang Marikan</i>	Mustafa S Almajdob
2	THE ECONOMIC IMPACT OF DROUGHTS ON SECTORAL GROWTH IN AFRICAN COUNTRIES: EVIDENCE FROM A PANEL FRAMEWORK <i>Ahmad Bugaje Bashir, Muzafar Shah Habibullah, Azali Mohamed &amp; Mohd Yusof Saari</i>	Ahmad Bugaje
3	IMPACT OF PUBLIC DEBT ON ECONOMIC GROWTH <i>Chen Kong San &amp; Lee Chin</i>	Chen Kong San
4	INSTITUTIONS AND LEVEL OF INFRASTRUCTURE IN DEVELOPING COUNTRIES: A GRAVITY MODEL APPROACH <i>Mohd Khairul Rafiz</i>	Mohd Khairul Rafiz
5	CRAZY RICH ASIAN COUNTRIES: AN NARDL APPROACH ON THE IMPACT OF FDI INFLOWS ON ECONOMIC GROWTH <i>Goh Lim Thye &amp; Law Siong Hook</i>	Goh Lim Thye
6	IMPACT OF DEBT ON ECONOMIC GROWTH: THE ROLE OF CORRUPTION CONTROL <i>Amir Yahya Amir &amp; Wan Azman-Saini Wan Ngah</i>	Amir Yahya Amir

**Date: 16th July 2019 (Tuesday)**  
**Parallel Sessions 14 (2:15 pm – 4.15 pm)**

<b>Track : Trade, Labour and Development</b> <b>Venue : BT 2</b> <b>Chairperson : Anitha Rosland</b> <b>Assistant : Muhammad Syafiq Sabidin</b> <b>Syed Ibrahim Mohd Jamaluddin</b>		
No	Paper Title	Presenter
1	ESTIMATING COMPARATIVE IMPACTS OF TPPA-BRICS-ASEAN ON MALAYSIAN WAGE INEQUALITY USING GLOBAL MRIO DATABASE <i>Muhammad Daaniyall Abd Rahman, Mohd Yusof Saari, Anitha Rosland, Arunima Malik &amp; Manfred Lenzen</i>	Muhammad Daaniyall Abd Rahman
2	FEMALE LABOR FORCE AND FERTILITY IN MALAYSIA: AN ARDL BOUNDS TESTING APPROACH <i>Suryati Ishak &amp; Yasmin Bani</i>	Suryati Ishak
3	IMPACT OF GOOD AGRICULTURAL PRACTICES ON MALAYSIAN CATTLE INDUSTRY IN THE CASE OF FOOT AND MOUTH DISEASE (FMD) <i>Abdullah Mohamad, Hanny Zurina Hamzah, Normaz Wana Ismail &amp; Faez Firdaus Jesse Abdullah</i>	Abdullah Mohamad
4	FACTORS INFLUENCING ON MALAYSIAN PALM OIL EXPORT DEMAND TO CHINA <i>Mohammad Yusof Ahmad, Kelly Kai Seng Wong &amp; Nitty Hirawaty Kamarulzaman</i>	Mohammad Yusof Ahmad
5	OLIGOPOLISTIC COMPETITION AMONG AUTOMAKERS IN MALAYSIA <i>Hanny Zurina Hamzah</i>	Hanny Zurina Hamzah
6	THE EFFECT OF GENDER IMBALANCE ON HOUSING PRICE IN CHINA: EVIDENCE FROM EASTERN, CENTRAL AND WESTERN REGIONS <i>Han Xinping, Wan Azman-Saini Wan Ngah, Law Siong Hook &amp; Anitha Rosland</i>	Han Xinping
7	THE IMPACT OF EXCHANGE RATE ON THE DOMESTIC PRODUCTION: RECENT EVIDENCE FROM MALAYSIA <i>Kamaluddin, Mohd Naseem Niaz Ahmad &amp; Wan Azman-Saini Wan Ngah</i>	Mohd Naseem Niaz Ahmad

Date: 16th July 2019 (Tuesday)  
 Parallel Sessions 15 (2:15 pm – 4:15 pm)

<b>Track : Accounting II</b> <b>Venue : BT 4</b> <b>Chairperson : Ridzwana Mohd Said</b> <b>Assistant : Mohd Yunus Mt Desa</b> <b>Mohd Firdaus Zaini</b>		
No	Paper Title	Presenter
1	AFTER A TWO DECADES OF RESEARCH DEVELOPMENT IN PROJECT MANAGEMENT MATURITY <i>Muhammad Abdul Karim Abdullah Gedang, Haslinah Muhamad &amp; Ong Tze San</i>	Muhammad Abdul Karim
2	PSYCHOLOGICAL FACTORS' INFLUENCE ON CONSUMERS' PROPENSITY TO INDEBTEDNESS APPLYING THE BEHAVIORAL ECONOMIC THEORY <i>Monica Selvaraja &amp; Amalina Abdullah</i>	Amalina Abdullah
3	ACCOUNTS PAYABLE MANAGEMENT: A CASE OF THE MALAYSIAN STATUTORY BODY <i>Zaidi Mat Daud, Mary Grace Wong Tze Hui &amp; Hasri Mustafa</i>	Zaidi Mat Daud
4	DISAGGREGATING ABNORMAL ACCRUALS IN DETECTING ACCRUAL MISPRICING: EVIDENCE FROM NIGERIAN STOCK EXCHANGE <i>Jibril Ibrahim Yero , Ahmad Bello Dogarawa, Aminu S. Mikailu &amp; Ahmad Bello</i>	Jibril Ibrahim Yero
5	THE EFFECT OF GOVERNMENT FINANCIAL ASSISTANCES ON MARKET STRUCTURE, CONDUCT AND PERFORMANCE OF SMEs IN MALAYSIAN FOOD MANUFACTURING INDUSTRY <i>Norhasmat Abdul Aziz, Annuar Md Nassir, Zainal Abidin Mohamed &amp; Mad Nasir Shamsudin</i>	Norhasmat Abdul Aziz

Date: 16th July 2019 (Tuesday)  
 Parallel Sessions 16 (2:15 pm – 4:15 pm)

<b>Track : Finance II</b> <b>Venue : BT 5</b> <b>Chairperson : Nazrul Hisyam Ab Razak</b> <b>Assistant : Mohamad Zufadli Abu Samah</b> <b>Acquaye Araba Akwaaba</b>		
No	Paper Title	Presenter
1	CO-MOVEMENT OF SECTORAL EQUITIES AND COMPOSITE INDEX: A WAVELET COHERENCE ANALYSIS <i>Aminah Shari, Fauziah Mahat &amp; Ahmed Mohamed Dahir</i>	Aminah Shari
2	THE EFFECT OF TRADE CREDIT ON SMALL BUSINESS PROFITABILITY IN MALAYSIA <i>Zariyawati Mohd Ashhari &amp; Nazreen Ismail</i>	Zariyawati Mohd Ashhari
3	IMPACT OF INSTITUTIONAL QUALITY ON DEBT MATURITY STRUCTURE IN DEVELOPING NATIONS <i>Matemilola Bolaji Tunde &amp; Bany Ariffin Amin Noordin</i>	Bolaji Tunde Matemilola
4	SHARIAH RELATED INFORMATION DISCLOSURE AND DISCRETIONARY ACCRUALS: POST 2013 SHARIAH SCREENING METHODOLOGY <i>Nur Ashikin Mohd Saat, Nik Hanis Nujhan Mohd Shuhaimi, Mohamed Hisham Yahya &amp; Zulkarnain Muhammad Sori</i>	Nur Ashikin Mohd Saat
5	DIGITALIZATION, INNOVATION AND SUSTAINABLE DEVELOPMENT: AN EVIDENCE OF ISLAMIC FINANCE PERSPECTIVE <i>Mohammad Sahabuddin, Junaina Muhammad, Mohamed Hisham Yahya, Sabarina Mohammed Shah &amp; Md. Kausar Alam</i>	Mohammad Sahabuddin
6	MARKET TIMING THEORY OF CAPITAL STRUCTURE: EVIDENCE FROM DEVELOPING EQUITY MARKETS <i>Mior Faizmie Yusof Za Ba, Bany Ariffin Amin Noordin, Matemilola Bolaji Tunde, Wan Azman Saini Wan Ngah &amp; Junaina Muhammad</i>	Mior Faizmie Yusof Za Ba

Date: 16th July 2019 (Tuesday)  
 Parallel Sessions 17 (2:15 pm – 4:15 pm)

<b>Track : Management &amp; Human Resource And Entrepreneurship &amp; SMEs</b> <b>Venue : BT 8</b> <b>Chairperson : Norazlyn Kamal Basha</b> <b>Assistant : Nur Syahidatul Abdul Kaflee</b> <b>Siti Salwa Sheikh Mokhtar</b>		
No	Paper Title	Presenter
1	IMPACT OF SUCCESSOR RELATED FACTORS ON THE BUSINESS CONTINUITY IN AGRO-BASED SMES IN MALAYSIA <i>Zuraina Mansor, Nor Siah Jaharuddin, Rashid Abdullah, Nolila Mohd Nawawi &amp; Nadiyah Mahmud Nasir</i>	Zuraina Dato Mansor
2	INTENTIONS TO CONTINUED PARTICIPATION IN URBAN AGRICULTURE PROGRAM <i>Muhammad Zulfikri Kassim, Juwaidah Sharifuddin &amp; Fazlin Ali</i>	Muhammad Zulfikri Bin Kassim
3	A CONCEPTUAL FRAMEWORK FOR DEFINING SUCCESS IN ENTREPRENEUR DEVELOPMENT PROGRAMMES <i>Ooi Yi Ling &amp; Mass Hareeza Ali</i>	Ooi Yi Ling
4	DOMESTIC INNOVATIVENESS AND INTERNATIONAL INNOVATIVENESS: A COMPLEMENTARY OR SUBSTITUTE IN INTERNATIONALIZATION OF SMES? <i>Ahmed Ibrahim Karage, Raja Nerina Raja Yusof, Mohani Abdul &amp; Devika Nadarajah</i>	Ahmed Ibrahim Karage
5	LINKING BUSINESS SUCCESS WITH ENTREPRENEURIAL INNOVATIVENESS AND GOVERNMENT SUPPORT AMONG MALAYSIAN SME'S IN SERVICE SECTOR <i>Ghazala Khan, Mass Hareeza Ali &amp; Amer Hamzah Jantan</i>	Ghazala Khan
6	ASSESSMENT OF PERCEPTION INDICATORS BETWEEN MAMAK AND INDIAN RESTAURANT OWNERS IN KLANG VALLEY <i>Noor Azlin Ismail &amp; Harisawaran</i>	Noor Azlin Ismail



Date: 16th July 2019 (Tuesday)  
 Parallel Sessions 18 (2:15 pm - 4:15 pm)

<b>Track : Marketing &amp; Tourism</b> <b>Venue : BT 7</b> <b>Chairperson : Yuhanis Ab Aziz</b> <b>Assistant : Md Lukma Nul Hakim Saad</b> <b>Wency Bui Kher Thing</b>		
No	Paper Title	Presenter
1	TOURIST PERCEPTION ON THE SUSTAINABILITY OF UNESCO'S HERITAGE SITE IN GEORGE TOWN, PENANG <i>Nawal Hanim Abdullah &amp; Hamimah Hassan</i>	Nawal Hanim Abdullah
2	MOTIVATION IN FOOD TOURISM IN PENANG <i>Hamimah Hassan, Syed Yazeed A.S.A &amp; Nawal Abdullah</i>	Hamimah Hassan
3	EXPLORING THE IMPLEMENTATION OF MUSLIM FRIENDLY HOSPITALITY SERVICES (MFHS) IN SHARIAH COMPLIANT HOTELS IN MALAYSIA <i>Nur Athirah Abdul Razak, Raja Nerina Raja Yusof &amp; Yuhanis Ab Aziz</i>	Raja Nerina Raja Yusof
4	MEDIATING EFFECT OF CUSTOMER PERCEIVED VALUE ON THE RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMER SATISFACTION OF E-BANKING <i>Md Abdul Bashir, Mass Hareeza Ali, Amer Hamzah Jantan, Zuraina Mansor, Nur Ain Mohd Paiz &amp; Mohammad Imtiaz Hossain</i>	Md Abdul Bashir
5	SYSTEMATIC REVIEW OF THE EFFECT OF MARKETING INNOVATION ON SMES PERFORMANCE <i>Umar Garba Adamu, Siti Rahayu Hussin &amp; Noor Azlin Ismail</i>	Siti Rahayu Hussin
6	PRELIMINARY FINDINGS ON FINANCIAL PLANNING AMONG THE ELDERLY <i>Siti Rahayu Hussin, Salina Kassim &amp; Sharifah Azizah Haron</i>	Siti Rahayu Hussin

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Mohd Firdaus bin Zaini  
Acquaye Araba Akwaaba

