

PARALLEL SESSIONS SCHEDULE

Day 1 (7 April 2021, 2.00 to 3.45 pm)

Session	Track
1A	Big Data Analytics for Business
1B	Digital & Innovative Education
1C	Digital Marketing
1D	Digital Talent Management
1E	Digital Technology for Business
1F	Entrepreneurship
1G	Strategic Management & Ecosystem Business
1H	Strategic Management & Ecosystem Business

Day 1 (7 April 2021, 4.00 to 5.45 pm)

Session	Track
2A	Big Data Analytics for Business
2B	Digital & Innovative Education
2C	Digital Marketing
2D	Digital Technology for Business
2E	Entrepreneurship
2F	Strategic Management & Ecosystem Business
2G	Strategic Management & Ecosystem Business
2H	Strategic Management & Ecosystem Business

Day 2 (8 April 2021, 9.30 to 11.10 am)

Session	Track
3A	Digital & Innovative Education
3B	Digital Marketing and Big Data Analytics for Business
3C	Digital Talent Management
3D	Digital Technology for Business & Strategic Management
3E	Strategic Management & Big Data Analytics
3F	Strategic Management & Ecosystem Business

PARALLEL SESSION ONE

7 APRIL 2021

1A	Track	Big Data Analytics for Business
	Chairperson	Ts. Dr. Sharmini Gopinathan
	Discussant	Herry Irawan, ST, MM., MT
	Link	Link to be sent to all participants' email by 3 rd Apr 2021
Time	Presenter	Paper Title
2.00 p.m. to 2.20 p.m.	Hilmi Eko Arianto	[ABS 18] MOBILE APPLICATION SERVICE QUALITY ANALYSIS USING SENTIMENT ANALYSIS AND TOPIC MODELING FOR TOP-UP GAME APPLICATIONS
2.20 p.m. to 2.40 p.m.	Fikri Bahiransyah	[ABS 23] IDENTIFICATION GAME GENRE AND FEATURE USING TOPIC MODELING FOR INNOVATION IN INDONESIA GAME STARTUP
2.40 p.m. to 3.00 p.m.	Priyanka Gemet Arismoyo	[ABS 40] ANALYSIS OF FACTORS AFFECTING THE USE OF AVIOBRIDGE IN SOEKARNO-HATTA AIRPORT
3.00 p.m. to 3.20 p.m.	Ngakan Made Satrya Wibawa	[ABS 49] BUSINESS PROCESS ANALYSIS OF CLOUD SERVICE MANAGEMENT INCIDENT: CASE OF PT. XYZ WITH SOFTWARE R AND PROM
3.20 p.m. to 3.40 p.m.	Jamila Husna Nuraini	[ABS 50] SENTIMENT ANALYSIS OF SMARTPHONE PRODUCT ON TWITTER USING NAÏVE BAYES AND SUPPORT VECTOR MACHINE

1B	Track	Digital & Innovative Education
	Chairperson	Dr. Thai Siew Bee
	Discussant	Dr. Dodie Tricahyono
	Link	Link to be sent to all participants' email by 3 rd Apr 2021
TIME	Presenter	Paper Title
2.00 p.m. to 2.20 p.m.	Salem Aljanah	[ABS 47] EFFECTIVENESS OF EDUCATIONAL VIDEO GAMES TO ENRICH ONLINE LEARNING IN HIGHER EDUCATION
2.20 p.m. to 2.40 p.m.	Xu Ying	[ABS 65] A FLIPPED CLASSROOM MODE FOR TRAINING SELF-LEARNING ABILITY OF UNIVERSITY STUDENT
2.40 p.m. to 3.00 p.m.	Professor Ts Dr Murali Raman	[ABS 70] INNOVATIVE TEACHING AND LEARNING USING DESIGN THINKING: AN ACTION RESEARCH STUDY
3.00 p.m. to 3.20 p.m.	Teo Siew Chein	[ABS 103] IMPACT OF SOCIAL MEDIA ON STUDENT ENGAGEMENT IN E-LEARNING
3.20 p.m. to 3.40 p.m.	Clarence A/L Jiva	[ABS 112] THE USE OF SELF-DIRECTED LEARNING IN A VIRTUAL REALITY ENVIRONMENT

1C	Track	Digital Marketing
	Chairperson	Dr. Tan Chuie Hong
	Discussant	Dr. Aravindan Kalisri Logeswaran A/L Velacha
	Link	Link to be sent to all participants' email by 3 rd Apr 2021
Time	Presenter	Paper Title
2.00 p.m. to 2.20 p.m.	Maherdika Erlambang	[ABS 46] THE EFFECT OF PRICE VALUE, SALES PROMOTION AND SOCIAL MEDIA COMMUNICATION ON PURCHASE DECISIONS
2.20 p.m. to 2.40 p.m.	Indrawati	[ABS 94] A MEASUREMENT TO EXAMINE FACTORS INFLUENCING ONLINE BUYING BEHAVIOR: IMPULSIVE BUYING TENDENCIES AS ANTECEDENT
2.40 p.m. to 3.00 p.m.	Lim Ying San	[ABS 100] THE INFLUENCE OF FACEBOOK LIVE-STREAMING ON CONSUMER PURCHASE INTENTION: THE PERSPECTIVE OF GENERATION Y IN MALAYSIA
3.00 p.m. to 3.20 p.m.	Anushia Chelvarayan	[ABS 116] COVID - 19 PANDEMIC: A STUDY ON E-WALLET ADOPTION AMONG STUDENTS
3.20 p.m. to 3.40 p.m.	Lim Kah Boon	[ABS 119] COVID-19 PANDEMIC: STUDY ON MOBILE WALLET ADOPTION

1D	Track	Mixed Tracks
	Chairperson	Dr. Tan Siow Kian
	Discussant	Dr. Yeo Sook Fern
	Link	Link to be sent to all participants' email by 3 rd Apr 2021
Time	Presenter	Paper Title
2.00 p.m. to 2.20 p.m.	Nor Fauziana Ibrahim	[ABS 159] EFFECT OF OCCUPATIONAL STRESS AND WELL-BEING ON JOB SATISFACTION AMONG EDUCATORS: AN EMPIRICAL ANALYSIS DURING COVID-19 PANDEMIC CONCERNING HIGHER EDUCATION INSTITUTION (HEI) IN MELAKA. (Digital & Innovative Education)
2.20 p.m. to 2.40 p.m.	Ts Dr Anusuyah Subbarao	[ABS 59] STUDENT VOLUNTEER AS A CATALYST FOR CHANGE (Digital Talent Management)
2.40 p.m. to 3.00 p.m.	Mariati Binti Norhashim	[ABS 128] MALAYSIAN ACCOUNTING AND BUSINESS STUDENTS DIGITAL SKILLS, KNOWLEDGE AND ATTITUDE (Digital Talent Management)
3.00 p.m. to 3.20 p.m.	Cheah Chew Sze	[ABS 120] EMPLOYEE RETENTION STRATEGIES: GENERATION Z (Strategic Management & Ecosystem Business)

1E	Track	Digital Technology for Business
	Chairperson	Assoc. Prof. Dr. Ong Hway Boon
	Discussant	Dr. Yvonne Lee Lean Ee
	Link	Link to be sent to all participants' email by 3 rd Apr 2021
Time	Presenter	Paper Title
2.00 p.m. to 2.20 p.m.	Nurul Nadia Nordin	[ABS 115] PROBLEMS FOR EQUAL AND UNEQUAL FACILITY LAYOUT USING THE ORIGIN HEURISTIC
2.20 p.m. to 2.40 p.m.	Indrawati	[ABS 117] THE ADOPTION OF BLOCKCHAIN BY MSMES IN INDONESIA: AN INITIAL EXPLORATORY RESEARCH
2.40 p.m. to 3.00 p.m.	Magiswary Dorasamy	[ABS 133] COVID19 PANDEMIC FUELS POSITIVE SHIFT IN ONLINE CONSUMER BEHAVIOUR: FORGING SUSTAINABILITY TO ECOMMERCE BUSINES
3.00 p.m. to 3.20 p.m.	Saravanan Muthaiyah	[ABS 156] DIGITAL ENABLERS (KYP-PD) FOR P2P LENDING PLATFORMS
3.20 p.m. to 3.40 p.m.	V Segaran A/L Veeraya	[ABS 175] DIGITAL LEADERSHIP IMPACT AMONGST MALAYSIAN SMALL AND MEDIUM ENTERPRISES EMPLOYEES TOWARDS DIGITAL BUSINESS TRANSFORMATION

1F	Track	Entrepreneurship
	Chairperson	Dr. Shereen Khan
	Discussant	Dr. Ratna L Nugroho
	Link	Link to be sent to all participants' email by 3 rd Apr 2021
Time	Presenter	Paper Title
2.00 p.m. to 2.20 p.m.	Della Charina	[ABS 25] ANALYSIS OF LEARNING PROCESS IN BUSINESS INCUBATORS CASE STUDY IN THE GREATER HUB SBM ITB
2.20 p.m. to 2.40 p.m.	Muhammad Nizam Zainuddin	[ABS 129] PSYCHOMETRIC INVENTORY FOR ARTS CULTURE ENTREPRENEURS
2.40 p.m. to 3.00 p.m.	Norzarina Binti Md Yatim	[ABS 140] ASSESSING THE RELATIONSHIP OF SKILLS AND PERFORMANCE: A STUDY OF RELIGIOUS BASED COOPERATIVES BOARD MEMBERS
3.00 p.m. to 3.20 p.m.	Nur Ilyia Syafiqah Binti Abdul Malik	[ABS 145] REVITALIZING STRATEGIES FOR ENTREPRENEURS DURING THE ONGOING COVID19
3.20 p.m. to 3.40 p.m.	Kamarulzaman Ab Aziz	[ABS 155] QALB ENTREPRENEURIALISM TOWARDS COLLECTIVE WELL-BEING

1G	Track	Strategic Management & Ecosystem Business
	Chairperson	Assoc. Prof. Dr. Tan Siow Hooi
	Discussant	Dr. Chinnasamy Agamudai Nambhi Malarvizhi
	Link	Link to be sent to all participants' email by 3 rd Apr 2021
Time	Presenter	Paper Title
2.00 p.m. to 2.20 p.m.	Peter Charles Woods	[ABS 91] AN INVESTIGATION INTO THE ADOPTION OF INTERNET BY THE ELDERLY IN IRAN: IMPLICATIONS FOR INTERNET MARKETING COMPANIES
2.20 p.m. to 2.40 p.m.	Goh Mei Ling	[ABS 102] THE IMPACT OF PROMOTIONAL MIX ON BUYING BEHAVIOUR OF FEMALE CONSUMER TOWARDS SKIN CARE PRODUCTS
2.40 p.m. to 3.00 p.m.	Dina Nur Handayani	[ABS 134] AN ANALYSIS OF PERCEIVED QUALITY, BRAND IMAGE, AND CUSTOMER SATISFACTION TOWARDS REPURCHASE INTENTION AND CUSTOMER LOYALTY OF Z GENERATION IN INDONESIA
3.00 p.m. to 3.20 p.m.	Shinta Ceysaria Yunita	[ABS 312] ANALYSIS OF THE USE OF SOCIAL MEDIA ON THE PERFORMANCE OF WEST JAVA MSMES
3.20 p.m. to 3.40 p.m.	Chong Lee Lee	[ABS 147] FACTORS INFLUENCING USERS' BEHAVIOUR CHANGE IN E-PAYMENT

1H	Track	Strategic Management & Ecosystem Business
	Chairperson	Dr. Mazni Alias
	Discussant	Dr. Goh Han Hwa
	Link	Link to be sent to all participants' email by 3 rd Apr 2021
Time	Presenter	Paper Title
2.00 p.m. to 2.20 p.m.	Almas Fitri Hanifat	[ABS 10] VALUATION OF TOURISM, RESTAURANTS, AND HOTEL INDUSTRY'S STOCK IN INDONESIA
2.20 p.m. to 2.40 p.m.	Zarra Regita Alfia Qurani	[ABS 13] STOCK VALUATION IN AUTOMOTIVE AND COMPONENT COMPANIES WITH DISCOUNTED CASH FLOW AND RELATIVE VALUATION METHOD LISTED ON THE INDONESIA STOCK EXCHANGE IN 2020
2.40 p.m. to 3.00 p.m.	Luqman Hadiyan Faza	[ABS 14] STOCK VALUATION OF ANIMAL FEED SUB-SECTOR COMPANIES IN 2020 WITH TWO METHODS OF VALUATION ACCORDING TO THE INDONESIA STOCK EXCHANGE (IDX)
3.00 p.m. to 3.20 p.m.	Kurnia Permana	[ABS 17] STOCK VALUATION USING FREE CASH FLOW TO FIRM AND RELATIVE VALUATION FOR INVESTMENT DECISION IN PHARMACEUTICAL COMPANIES
3.20 p.m. to 3.40 p.m.	Jakaria Imam Shidiq	[ABS 20] CHEMICAL COMPANY SHARE VALUATION IN INDONESIA STOCK EXCHANGE FOR FORECAST

PARALLEL SESSION TWO

7 APRIL 2021

2A	Track	Big Data Analytics for Business
	Chairperson	Ts Dr. Magiswary Dorasamy
	Discussant	Dr. Goh Mei Ling
	Link	Link to be sent to all participants' email by 3 rd Apr 2021
Time	Presenter	Paper Title
4.00 p.m. to 4.20 p.m.	Ni Wayan Nanik Suaryani Taro Putri	[ABS 61] SOCIAL NETWORK ANALYSIS AND TOPIC MODELLING FOR MARKETING TACTICS ON SOCIAL MEDIA
4.20 p.m. to 4.40 p.m.	Alisya Putri Rabbani	[ABS 73] MEASURING E-SERVICE QUALITY OF BEAUTY E-COMMERCE BY USING TEXT MINING
4.40 p.m. to 5.00 p.m.	Dr Rathimala Kannan	[ABS 79] LEVERAGING MACHINE LEARNING TO UNDERSTAND THE EFFECT OF COVID-19 ON THE ECONOMY AND INDIVIDUAL
5.00 p.m. to 5.20 p.m.	Ni Putu Oka Intan Yustya Putri	[ABS 83] THE ANALYSIS OF TWITTER USER TRUST ON TOKOPEDIA USING THE TEXT MINING METHOD
5.20 p.m. to 5.40 p.m.	Adedapo Oluwaseyi Ojo	[ABS 151] MODELLING BIG DATA ANALYTICS CAPABILITY FOR SUSTAINABLE INNOVATION PERFORMANCE IN SMALL & MEDIUM ENTERPRISES

2B	Track	Mixed Tracks
	Chairperson	Ts. Dr. Anusuyah Subbarao
	Discussant	Dr. Ratna L Nugroho
	Link	Link to be sent to all participants' email by 3 rd Apr 2021
Time	Presenter	Paper Title
4.00 p.m. to 4.20 p.m.	Khadija Hamidani	[ABS 113] VIRTUAL LEARNING FOR L2 LANGUAGE SPEAKING DEVELOPMENT (Digital & Innovative Education)
4.20 p.m. to 4.40 p.m.	Anisha Haveena Kaur	[ABS 209] ENHANCING STUDENT ENGAGEMENT WITH DIVERSE TEACHING (Digital & Innovative Education)
4.40 p.m. to 5.00 p.m.	Nur Faezah Binti Jayiddin	[ABS 173] THE PERCEPTION OF ACCOUNTING STUDENTS TOWARDS ONLINE TEAM-BASED LEARNING AND TEAMWORK SKILLS (Digital & Innovative Education)
5.00 p.m. to 5.20 p.m.	Heidi Tan Yeen-Ju	[ABS 190] USING AUGMENTED REALITY TO ENHANCE STUDENTS' LEARNING OF 3D MODELLING: A PRELIMINARY STUDY (Digital & Innovative Education)
5.20 p.m. to 5.40 p.m.	Aznur Hajar Abdullah	[ABS 97] EMPOWERING LEARNERS USING BUSINESS EXPERTS, PEERS AND INSTRUCTOR SCAFFOLDING IN ONLINE PROBLEM-BASED LEARNING (PBL) (Digital Talent Management)

2C	Track	Digital Marketing
	Chairperson	Dr. Tan Booi Chen
	Discussant	Dr. Indrawati
	Link	Link to be sent to all participants' email by 3 rd Apr 2021
Time	Presenter	Paper Title
4.00 p.m. to 4.20 p.m.	Teo Siew Chein	[ABS 132] EXPLORING THE TIKTOK INFLUENCES ON CONSUMER IMPULSIVE PURCHASE BEHAVIOR IN MALAYSIA
4.20 p.m. to 4.40 p.m.	Rully Ramadhan Putra	[ABS 146] THE CONSEQUENCES OF GREEN BRAND POSITIONING, ATTITUDE AND KNOWLEDGE ON GREEN PRODUCT TOWARD PURCHASE INTENTION
4.40 p.m. to 5.00 p.m.	Tan Gek Siang	[ABS 182] ACCEPTANCE OF MOBILE ADVERTISING AMONG GENERATION Z IN MALAYSIA: IMPLICATIONS FOR BUSINESS SUSTAINABILITY THROUGH DIGITALIZATION IN A POST-COVID-19 WORLD
5.00 p.m. to 5.20 p.m.	Mohamad Sidik	[ABS 191] THE EFFECT OF E-SERVICE QUALITY ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION AS INTERVENING VARIABLES

2D	Track	Digital Technology for Business
	Chairperson	Dr. Norhazlin Ismail
	Discussant	Herry Irawan, ST, MM., MT
	Link	Link to be sent to all participants' email by 3 rd Apr 2021
Time	Presenter	Paper Title
4.00 p.m. to 4.20 p.m.	Ts. Dr. Sharmini Gopinathan	[ABS 75] THE ROLE OF BEHAVIOURAL ANTECEDANTS ON EMPLOYEES' INVOLVEMENT IN GREEN INFORMATION SYSTEM
4.20 p.m. to 4.40 p.m.	Nadia Binti Abidin	[ABS 87] ROLE OF PERSONAL WEARABLE TECHNOLOGY AS COPING MECHANISM IN MANAGING PSYCHOLOGICAL DISTRESS AMONG MALAYSIAN EMPLOYEE'S WORK FROM HOME DURING COVID-19 (MCO) PERIOD
4.40 p.m. to 5.00 p.m.	Nabila Putri Ghaisani	[ABS 92] CONTINUOUS USAGE INTENTION OF CRYPTOCURRENCY MOBILE WALLET
5.00 p.m. to 5.20 p.m.	Jian Ai Yeow	[ABS 101] THE IMPULSE PURCHASE AMONG YOUNG MILLENNIALS VIA MOBILE SHOPPING
5.20 p.m. to 5.40 p.m.	Indrawati	[ABS 114] A REVIEW OF OPPORTUNITY AND OBSTACLE IN DEVELOPING BLOCKCHAIN TECHNOLOGIES FOR MSMES IN INDONESIA

2E	Track	Entrepreneurship
	Chairperson	Assoc. Prof. Dr. Kamarulzaman Ab. Aziz
	Discussant	Mr. Muhammad Nizam Zainuddin
	Link	Link to be sent to all participants' email by 3 rd Apr 2021
Time	Presenter	Paper Title
4.00 p.m. to 4.20 p.m.	Nor Hazleza Mohamad	[ABS 181] FOSTERING ENTREPRENEURSHIP AMONG FOUNDATION STUDENTS IN THE PRIVATE HIGHER LEARNING INSTITUTION
4.20 p.m. to 4.40 p.m.	Diyana Binti Abdul Mahad	[ABS 185] IKIGAI AS A TOOL TO AMPLIFY AN ASPIRING ENTREPRENEURIAL INTENTION
4.40 p.m. to 5.00 p.m.	Dr. V. Umasri	[ABS 186] IMPACT ANALYSIS OF MICROFINANCE ON EMPOWERING SELF SUFFICIENCY AND SUSTAINABILITY IN SUB SAHARAN AFRICA
5.00 p.m. to 5.20 p.m.	Mohd Fairuz Abd Rahim	[ABS 211] AGROPRENEUR PASSION AND PERSONALITY INVENTORY (APPI) FOR YOUNG AGRICULTURE ENTREPRENEURS
5.20 p.m. to 5.40 p.m.	Nurbani Binti Md. Hassan	[ABS 215] SUCCESS FACTORS OF MICRO-FRANCHISE BUSINESSES IN MALAYSIA

2F	Track	Mixed Tracks
	Chairperson	Dr. Chong Lee Lee
	Discussant	Dr. Arnifa Asmawi
	Link	Link to be sent to all participants' email by 3 rd Apr 2021
Time	Presenter	Paper Title
4.00 p.m. to 4.20 p.m.	Nasreen Khan	[ABS 301] MODELLING THE ADOPTION OF SMART URBAN FARMING TO CULTIVATE SUSTAINABILITY: AMONG THE ELDERLY (Entrepreneurship)
4.20 p.m. to 4.40 p.m.	Teh Boon Heng	[ABS 153] THE IMPACT OF COUNTRY GOVERNANCE FOR IMPROVED ENVIRONMENTAL PERFORMANCE (Strategic Management & Ecosystem Business)
4.40 p.m. to 5.00 p.m.	Aravindan Kalisri Logeswaran A/L Velachamy	[ABS 157] FRAMEWORK FOR GREEN PURCHASE INTENTION THROUGH CONSUMPTION VALUE AND WORD OF MOUTH (Strategic Management & Ecosystem Business)
5.00 p.m. to 5.20 p.m.	Ong Jeen Wei	[ABS 230] SUCCESSION PLANNING AMONG THE HERITAGE BUSINESS OWNERS (Strategic Management & Ecosystem Business)
5.20 p.m. to 5.40 p.m.	Hew Wee Lim	[ABS 180] THE IMPACTS OF RESIDENTIAL ENVIRONMENT ON MALAYSIANS' PERCEPTIONS TOWARDS HOUSING (Strategic Management & Ecosystem Business)

2G	Track	Strategic Management & Ecosystem Business
	Chairperson	Dr. Sunita Lylia Hamdan
	Discussant	Dr. Dodie Tricahyono
	Link	Link to be sent to all participants' email by 3 rd Apr 2021
Time	Presenter	Paper Title
4.00 p.m. to 4.20 p.m.	Fran Serano Andres	[ABS 45] THE OPTIMAL PORTFOLIO DESIGN AND PERFORMANCE: ACTIVE AND PASSIVE MANAGEMENT BASED ON FINANCIAL RATIOS IN THE LQ45 INDEX
4.20 p.m. to 4.40 p.m.	Dr Hasni Mohd Hanafi	[ABS 111] EFFECTIVENESS OF INTERNAL AUDIT THROUGH MANAGEMENT SUPPORT
4.40 p.m. to 5.00 p.m.	Nahariah Binti Jaffar	[ABS 118] BUMIPUTERA EQUITY OWNERSHIP AND VALUE RELEVANCE WITHIN THE INTEGRATED REPORTING FRAMEWORK
5.00 p.m. to 5.20 p.m.	Yap Voon Choong	[ABS 121] CORPORATE GOVERNANCE MECHANISMS: IMPACT ON EARNINGS MANAGEMENT PRACTICES IN THE INDUSTRIAL SECTOR PRE AND POST COVID-19 PANDEMIC (EVIDENCE FROM MALAYSIA)
5.20 p.m. to 5.40 p.m.	Farah Diana Binti Izzuddin	[ABS 208] EFFECTIVENESS OF INTERNAL AUDIT THROUGH INTERNAL AUDITORS' COMPETENCY

2H	Track	Strategic Management & Ecosystem Business
	Chairperson	Dr. Choon Shay Wei
	Discussant	Dr. Siska Noviaristanti
	Link	Link to be sent to all participants' email by 3 rd Apr 2021
Time	Presenter	Paper Title
4.00 p.m. to 4.20 p.m.	Dr Ong Hway Boon	[ABS 110] EXPLORING HOUSEHOLD FINANCIAL EFFICACY AMID MCO 1.0
4.20 p.m. to 4.40 p.m.	Mohammad Zuhairie Zainudin	[ABS 163] BRIDGING HOUSEHOLD INCOME GAP
4.40 p.m. to 5.00 p.m.	Chong Choy Yoke	[ABS 233] POVERTY ALLEVIATION FOR SUSTAINABLE GROWTH IN MALAYSIA THROUGH BETTER UNDERSTANDING OF B40 HOUSEHOLDS
5.00 p.m. to 5.20 p.m.	Hamsatulazura Hamzah	[ABS 263] POVERTY ALLEVIATION AMONG SINGLE MOTHERS IN MALAYSIA: BUILDING FINANCIAL LITERACY AWARENESS
5.20 p.m. to 5.40 p.m.	Noor Shahaliza Bt Othman	[ABS 221] THE DETERMINANTS OF FERTILITY RATE IN MALAYSIA

PARALLEL SESSION THREE

8 APRIL 2021

3A	Track	Digital & Innovative Education
	Chairperson	Dr. Bahma Sivasubramaniam
	Discussant	Dr. Lim Kah Boon
	Link	Link to be sent to all participants' email by 3 rd Apr 2021
Time	Presenter	Paper Title
9.30 a.m. to 9.50 a.m.	Lilian Anthonysamy	[ABS 105] A CONCEPTUAL FRAMEWORK: THE INFLUENCE OF DIGITAL LITERACY ON MITIGATING MISINFORMATION IN SOCIAL MEDIA
9.50 a.m. to 10.10 a.m.	Nazi Mahendru	[ABS 200] STUDENTS' PERCEPTION TOWARDS THE USE OF AUGMENTED REALITY (AR) IN LEARNING MULTIMEDIA DESIGN CONCEPTS
10.10 a.m. to 10.30 a.m.	Ismat Zahra	[ABS 201] STUDENT PERCEPTION OF GAME-BASED LEARNING IN CONNECTIVIST CLASSROOMS
10.30 a.m. to 10.50 a.m.	Nor Alley Binti Zulkafly	[ABS 203] VISUAL COMMUNICATION FOR SOCIAL MEDIA: PRACTICAL EXPERIENCE IN ADVERTISING DESIGN COURSE
10.50 a.m. to 11.10 a.m.	Ts. Dr. Siti Salina Binti Saidin	[ABS 205] ONLINE LEARNING TOOLS AND PLATFORMS IN HIGHER EDUCATION DURING COVID-19

3B	Track	Mixed Tracks
	Chairperson	Dr. Rathimala Kannan
	Discussant	Dr. Patrick Soh
	Link	Link to be sent to all participants' email by 3 rd Apr 2021
Time	Presenter	Paper Title
9.30 a.m. to 9.50 a.m.	Chinnasamy Agamudai Nambhi Malarvizhi	[ABS 210] AN ANALYTICAL STUDY ON ONLINE CONSUMER BEHAVIOURAL PATTERNS IN ADVANCING MALAYSIAN E COMMERCE INDUSTRY (Digital Marketing)
9.50 a.m. to 10.10 a.m.	Sujarwo	[ABS 212] EFFECT OF MARKETING MIX PERFORMANCE AND QUALITY OF SERVICE TOWARDS PURCHASE DECISIONS ON B2B CUSTOMERS (A CASE STUDY OF PERTAMINA LUBRICANTS IN WEST JAVA) (Digital Marketing)
10.10 a.m. to 10.30 a.m.	Tenku Putri Norishah Tenku Shariman	[ABS 267] APPLICATION OF MOBILE GAME AS A MEDIA INTERPRETIVE TOOL FOR THE TOURISM INDUSTRY (Digital Marketing)

10.30 a.m. to 10.50 a.m.	Aryoputro Wicaksono	[ABS 199] MARKETING STRATEGY OF MOBILE PACKAGE SERVICE TELKOMSEL WEST JAVA REGION (Big Data Analytics for Business)
10.50 a.m. to 11.10 a.m.	Sausan Dwi Amanda	[ABS 204] IMPACT OF DIGITAL MARKETING AND CUSTOMER RELATIONSHIP MANAGEMENT IMPLEMENTATION ON REPURCHASE DECISION OF INDIHOME PRODUCT SERVICES (A CASE AT PT. TELKOM JAMBI) (Digital Marketing)

3C	Track	Mixed Tracks
	Chairperson	Dr. Nasreen Khan
	Discussant	Dr. Dian Indiyati
	Link	Link to be sent to all participants' email by 3 rd Apr 2021
Time	Presenter	Paper Title
9.30 a.m. to 9.50 a.m.	Chew Kok Wai	[ABS 214] UPSKILLING AND RESKILLING OF MALAYSIAN MANUFACTURING SMES B40 AND M40 EMPLOYEES IN INDUSTRY 4.0 (Digital Talent Management)
9.50 a.m. to 10.10 a.m.	Mazni Binti Alias	[ABS 150] FACTORS AFFECTING EMPLOYEES PERFORMANCE IN THE MALAYSIAN PUBLIC SERVICE ORGANISATIONS (Strategic Management & Ecosystem Business)
10.10 a.m. to 10.30 a.m.	Vivi Ellyssa binti Badarisah	[ABS 218] A FRAMEWORK FOR WORK FACTORS AND EMPLOYEE WELL-BEING DURING PANDEMIC (Digital Talent Management)
10.30 a.m. to 10.50 a.m.	Nur Muzdalifah Binti Mohd Mudzar	[ABS 231] BARRIERS TO EMPLOYEE TRAINING IN MANUFACTURING SMES FOR INDUSTRY 4.0 (Digital Talent Management)
10.50 a.m. to 11.10 a.m.	Ahmad Nugraha	[ABS 24] THE EFFECT OF TRANSFORMATIONAL LEADERSHIP AND CHANGE MANAGEMENT ON CIVIL SERVANT'S MOTIVATION (A STUDY AT THE REGIONAL SECRETARIAT OF SUMEDANG REGENCY) (Digital Talent Management)

3D	Track	Mixed Tracks
	Chairperson	Assoc. Prof. Dr. Nahariah Jaffar
	Discussant	Dr. Lim Ying San
	Link	Link to be sent to all participants' email by 3 rd Apr 2021
Time	Presenter	Paper Title
9.30 a.m. to 9.50 a.m.	Chow Mei Min	[ABS 261] DETERMINANTS OF CUSTOMERS' INTENTION ON USING SELF-SERVICE TECHNOLOGIES (SST) AMONG GENERATION-Z (Digital Technology for Business)
9.50 a.m. to 10.10 a.m.	Siti Nurul Huda Mohd	[ABS 265] FACTORS INFLUENCING ONLINE BUYING INTENTION AMONG GENERATION X DURING COVID-19 LOCKDOWN IN MALAYSIA (Digital Technology for Business)
10.10 a.m. to 10.30 a.m.	Tay Lee Ying	[ABS 143] FACTORS AFFECTING PURCHASE INTENTION OF HEALTH INSURANCE AMONG YOUNG ADULTS IN MALAYSIA (Strategic Management & Ecosystem Business)
10.30 a.m. to 10.50 a.m.	Zarehan Binti Selamat	[ABS 202] ADOPTION INTENTION OF FINTECH PRODUCTS AND SERVICES IN KSA. (Strategic Management & Ecosystem Business)
10.50 a.m. to 11.10 a.m.	Amirul Bahar Azmi	[ABS 213] CONSUMER PRODUCT EVALUATION AMONG MALAYSIAN CONSUMER (Strategic Management & Ecosystem Business)

3E	Track	Mixed Tracks
	Chairperson	Dr. Mariati Norhashim
	Discussant	Dr. Cheah Chew Sze
	Link	Link to be sent to all participants' email by 3 rd Apr 2021
Time	Presenter	Paper Title
9.30 a.m. to 9.50 a.m.	Kurnia Harja Mulyana	[ABS 315] DIGITAL TRANSFORMATION CHALLENGES IN TELKOMSIGMA (Strategic Management & Ecosystem Business)
9.50 a.m. to 10.10 a.m.	Reza Sukmadiansyah	[ABS 311] THE EFFECT OF DIGITAL READINESS AND STRATEGIES FOR IMPLEMENTING ON OUTCOMES OF SMART GOVERNANCE FOR REALIZING SMART CITY (Strategic Management & Ecosystem Business)
10.10 a.m. to 10.30 a.m.	Ezuria Binti Md Nadzri	[ABS 138] CAN IT PROJECT SUCCEED THROUGH AGILE PROJECT MANAGEMENT PROCESS? (Strategic Management & Ecosystem Business)

10.30 a.m. to 10.50 a.m.	Nadya Paramita	[ABS 313] SERVICE QUALITY ANALYSIS OF MHEALTH SERVICES USING TEXT MINING METHOD (CASE STUDY: HALODOC, ALODOC) (Big Data Analytics for Business)
10.50 a.m. to 11.10 a.m.	Debby Kania Bustami	[ABS 314] SERVICE QUALITY ANALYSIS OF MOBILE SHOPPING APPLICATION TOKOPEDIA (Big Data Analytics for Business)

3F	Track	Strategic Management & Ecosystem Business
	Chairperson	Ms. Norzarina Md Yatim
	Discussant	Dr. Siska Noviaristanti
	Link	Link to be sent to all participants' email by 3 rd Apr 2021
Time	Presenter	Paper Title
9.30 a.m. to 9.50 a.m.	Intan Soraya Rosdi	[ABS 149] FACTORS INFLUENCING COUNTERPRODUCTIVE WORK BEHAVIOR AMONG PRIVATE SECTOR EMPLOYEES IN MALAYSIA
9.50 a.m. to 10.10 a.m.	Oon Keh Li	[ABS 158] IMPACT OF AUTHENTIC LEADERSHIP ON EMPLOYEE SELF-EFFICACY AND SERVICE QUALITY IN PRIVATE HIGHER EDUCATION INSTITUTIONS (PHEIS) IN MALAYSIA
10.10 a.m. to 10.30 a.m.	Azrena Mohd Noor	[ABS 189] A STUDY ON THE LEVEL OF COMMITMENT TO CHANGE AND CHANGE RELATED BEHAVIOUR AMONG ACADEMICS OF MALAYSIAN ISLAMIC HIGHER LEARNING INSTITUTIONS
10.30 a.m. to 10.50 a.m.	Cheah Yeh Ying	[ABS 264] THE ANTECEDENTS OF PUBLIC HEALTH CARE WORKERS' MENTAL HEALTH: A CONCEPTUAL FRAMEWORK
10.50 a.m. to 11.10 a.m.	Norhazlin Ismail	[ABS 222] FACTORS DETERMINING INDIVIDUAL WORK PERFORMANCE: REVISITING THE HUMAN PERFORMANCE SYSTEM MODEL