



جامعة سلطان زائال ابردين
UNISA
UNIVERSITI SULTAN ZAINAL ABRIDIN



UIMC 2024
UniSA International
Multidisciplinary
Conference

4th ICBM2024

INTERNATIONAL CONFERENCE ON BUSINESS AND MANAGEMENT

**"INCORPORATING SDGS AGENDA IN
SHAPING THE FUTURE BUSINESS"**

Co Organizers:



WELCOMING REMARKS

Assoc. Prof. Dr. Mazuri binti Abd. Ghani
Dean
Faculty of Business and Management
Universiti Sultan Zainal Abidin (UniSZA)



Alhamdulillah, it is with great honor and enthusiasm that I welcome all of you to the Fourth International Conference on Business and Management (ICBM) hosted by the Faculty of Business and Management at Universiti Sultan Zainal Abidin (UniSZA). We are delighted to once again collaborate with the University of Jember for ICBM 2024.

This year's conference theme, "Incorporating SDGs Agenda in Shaping the Future Business," is both timely and critical. It emphasizes the importance of integrating the Sustainable Development Goals (SDGs) into business practices to foster a more sustainable and equitable future. As we explore this theme, we aim to generate innovative ideas and strategies that align business practices with global sustainability objectives.

This conference represents more than just a gathering of academics; it is a dynamic forum where diverse perspectives come together to foster innovation, share knowledge, and build collaborative partnerships. Our goal is to cultivate an environment that sparks intellectual curiosity and encourages groundbreaking approaches in the realm of business and management.

As the Dean of the Faculty of Business and Management, I am immensely proud of the commitment and dedication our faculty has shown to advancing education, research, and community engagement. This event reflects our ongoing effort to push the boundaries of knowledge and drive forward the field of business and management.

Over the course of the next two days, we have a compelling agenda featuring distinguished keynote speakers, engaging panel discussions, and impactful research presentations. I urge you to actively participate, delve into discussions, and network with fellow attendees. Together, we can foster meaningful progress and contribute to the future evolution of business practices.

I would like to extend my sincere thanks to our generous sponsors: Permai Hotel, Cap Bunga Rose, Duyong Marina & Resort, The Grand Puteri Hotel and ASNB Kuala Terengganu. Your support has been pivotal in bringing this conference to fruition and enhancing the overall experience for all participants.

Once again, welcome to the Fourth International Conference on Business and Management. I wish you a rewarding and inspiring experience, and I eagerly anticipate the valuable discussions and collaborations that will arise from our time together.

Thank you, and enjoy the conference!

Dr. Yusnita binti Yusof

Director ICBM2024

Lecturer

**Faculty of Business and Management
Universiti Sultan Zainal Abidin (UniSZA)**



Esteemed guests, distinguished speakers, and valued participants,

As the Director of the 4th International Conference of Business and Management (ICBM 2024), I am honored to welcome you all to this prestigious event hosted by Universiti Sultan Zainal Abidin (UniSZA) on 24th to 25th August, 2024. This year's theme, "Incorporating SDGs Agenda in Shaping the Future Business," reflects our commitment to aligning the business world with the United Nations Sustainable Development Goals (SDGs), a crucial step in navigating the challenges and opportunities of our global economy.

On behalf of the organizing committee, I am thrilled to see such a diverse gathering of minds here at UniSZA. This conference serves as a vital platform for us to collectively explore innovative strategies, share cutting-edge research, and forge meaningful partnerships to drive sustainable business practices forward. Integrating SDGs into our business models is not just an aspirational goal but a necessary evolution defining the future of commerce and industry.

I express my heartfelt gratitude to the Faculty of Business and Management, UniSZA, for their exceptional organization of this conference and to UniSZA itself for hosting the prestigious UniSZA International Multidisciplinary Conference 2024, within which our event stands as a cornerstone of academic collaboration and innovation.

I would like to extend our sincere gratitude to our esteemed collaborators who have made this conference possible: Universitas Jember, Universitas Narotama, UNITOMO, STIE Pemuda, Universitas Pembangunan Nasional Veteran, Indonesia; Kolej Islam Teknologi Antarabangsa (KITAB), Pulau Pinang; Hamdard University Bangladesh, State University of Bangladesh, Academy of Business Professionals (ABP), Dhaka, and United International University (UIU), Bangladesh. Your support and contributions have been invaluable in bringing this international gathering to fruition. Additionally, we extend our heartfelt thanks to our generous sponsors: Permai Hotel Kuala Terengganu, Duyong Marina & Resort Terengganu, The Grand Puteri Hotel Kuala Terengganu, Cap Bunga Ros, and ASNB. Your support has been crucial in making this event a success.

Over these two days, we have curated a program filled with insightful keynote speeches, engaging panel discussions, and interactive sessions. These are designed to challenge our conventional thinking and inspire new approaches to business that align with the SDGs. I encourage you to actively participate, share your expertise, and embrace the opportunity to learn from one another. As we embark on this journey of discovery and collaboration, the outcomes of this conference will contribute significantly to shaping a more sustainable and equitable future for business and society.

I look forward to the fruitful discussions and innovative ideas emerging from our time together.

WELCOME TO ICBM2024

Immerse yourself in the future of business with the International Conference on Business and Management 2024 (ICBM2024), a visionary gathering under the inspiring theme, "Incorporating SDGs Agenda in Shaping the Future Business". Set against the vibrant backdrop of Terengganu, Malaysia, at the prestigious Faculty of Business and Management, Universiti Sultan Zainal Abidin (UniSZA), this event is scheduled to unfold over two dynamic days from 24th to 25th August, 2024.

ICBM2024 stands as a beacon for thought leaders, innovators, and pioneers across the globe, offering a unique confluence of ideas, strategies, and insights aimed at weaving the Sustainable Development Goals (SDGs) into the very fabric of future business paradigms. This conference is not just an event; it's a movement towards sustainable and inclusive growth in the global marketplace.

Crafted for academicians, researchers, industry professionals, and the leaders of tomorrow, ICBM2024 promises an enriching blend of keynote speeches, interactive sessions, and cutting-edge research presentations. It's more than a platform; it's a community ready to tackle real-world challenges, spotlighting innovative solutions and fostering collaborations that transcend borders.

Proudly presented by Faculty of Business and Management at UniSZA, ICBM2024 is an invitation to a transformative journey where the realms of business and sustainable development converge, setting new paradigms for innovation, inclusivity, and global synergy.

Mark your calendars for a transformative experience at ICBM2024, where the future of business aligns with sustainable development, setting new benchmarks for innovation, inclusivity, and global collaboration. Join us in Terengganu, Malaysia, for an unforgettable journey into the heart of tomorrow's business strategies.

DEADLINES AND IMPORTANT DATES

DETAILS	DATE
Full Paper Submission Dateline (Penghantaran Kertas Kerja)	30 th June 2024
Notice of Acceptance (Penerimaan Maklumat Kertas kerja)	07 th July 2024
Registration and Payment Dateline (Pendaftaran dan Pembayaran)	07 th July 2024
Conference Dates (Persidangan Berlangsung)	24 th - 25 th August 2024

KEYNOTES

NAME	AFFILIATION
Prof. Dr. Wan Norhayate binti Wan Daud	Director, Centre for Strategic Planning, Risk and Quality Management Universiti Sultan Zainal Abidin (UniSZA)
Assoc. Prof. Dr. Intan Nurul Awwaliyah	Coordinator of International Centre, Faculty of Economics and Business, Universitas Jember, Indonesia.

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Sponsors



ABOUT CONFERENCE

BACKGROUND

The International Conference on Business and Management 2024 (ICBM2024), under the pivotal theme "Incorporating SDGs Agenda in Shaping the Future of Business," is poised to convene an illustrious assembly of scholars, industry experts, researchers, and academics. This conference is dedicated to fostering a deep dive into the myriad intersections of business practices and the Sustainable Development Goals (SDGs), with an eye towards sculpting the future landscape of global business in a sustainable and ethical manner.

ICBM2024 serves as an eminent forum for the dissemination of knowledge, where participants can share groundbreaking research findings, innovative methodologies, and the latest academic advancements in the broad spectrum of business and management. The conference is designed to encapsulate a wide array of topics, including but not limited to, sustainable business models, corporate social responsibility, ethical leadership, globalization challenges, and the role of technology in business innovation.

This interdisciplinary platform is not only a congregation for presenting empirical and theoretical research but also acts as a crucible for discussing intricate challenges faced by the business and management community in integrating the SDGs into their core strategies. Participants will have the opportunity to engage in thought-provoking dialogues, collaborative workshops, and panel discussions, all aimed at fostering practical solutions and strategic approaches to embed sustainability into business practices.

ICBM2024 invites submissions of abstracts, research papers, and case studies that reflect rigorous analysis and cutting-edge thinking in the field. The conference promises an enriching experience filled with scholarly exchanges, networking opportunities, and the chance to connect with peers and luminaries from diverse geographical and disciplinary backgrounds. It is an ideal venue for educators, practitioners, doctoral candidates, and postgraduate students keen on contributing to and shaping the discourse on sustainable business practices and the role of management in achieving the global SDGs.

OBJECTIVES

The International Conference on Business and Management 2024 (ICBM2024) aspires to create a premier forum for the exchange of ideas and research findings in the spheres of business and management, bringing together a global community of scholars, researchers, and professionals. This conference is dedicated to exploring the latest innovations, trends, and challenges in these fields, with a keen focus on the integration of digital technologies and their transformative impact on business strategies and management practices. It aims to bridge theoretical research with practical applications, providing a comprehensive platform for discourse and collaboration.

ICBM2024 emphasizes the importance of interdisciplinary collaboration, inviting participation from policy makers, industry leaders, and academics to discuss the evolution of business in the digital era. The conference will delve into how digital advancements are reshaping industries, altering market dynamics, and prompting a reevaluation of conventional business models. Through a series of keynote addresses, panel discussions, and workshops, attendees will engage with cutting-edge research and innovative solutions that address the practical challenges faced by today's business and management professionals.

In fostering an environment of intellectual exchange and networking, ICBM2024 seeks to contribute significantly to the advancement of business and management disciplines. The conference encourages submissions that examine the intersection of digital technology with business practices, aiming to uncover new insights and strategies that will drive future growth and sustainability in the field. It is an invaluable opportunity for participants to enhance their knowledge, collaborate with peers, and contribute to shaping the future direction of business and management research and practice.

THEME AND SUBTHEMES

"Incorporating SDGs Agenda in Shaping the Future of Business"

SUBTHEMES

Accountancy	Management
Operation Management	Organization Behaviour
Financial Reporting & Disclosure	Islamic Management
Sustainable Supply Chain Management	Ethical Issue
Governance	Human Resource Management
Project Management	Social Responsibility Issues
Finance	Marketing
Risk Management	Entrepreneurship
Islamic Finance	Islamic Marketing
International Business	Digitalization
Fintech	Green Marketing & Management
Insurance & Takaful	Business Strategy & Information System
Economics	Hospitality Management & Tourism
Information Technology Management	Maqasid Shariah
Halal Business & Management	Climate Change Risk & Opportunity
Management Information System	Internet of Things (IoT)

ORGANIZING COMMITTEE

MAIN COMMITTEE MEMBERS



Main Advisor	Assoc. Prof. Dr. Mazuri binti Abd. Ghani
Conference Advisor	Assoc. Prof. Dr. Wan Mohamad Asyraf bin Wan Afthanorhan
Director	Dr. Yusnita binti Yusof
Deputy Director	Dr. Muhammad Takiyuddin bin Abdul Ghani
Secretary I	Dr. Nurul Syazwani binti Mohd Noor
Secretary II	Dr. Norizan binti Remli

COMMITTEE MEMBERS

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Treasurer II	Dr. Fahru Azwa bin Mohd Zain
Assist. Treasurer	Madam Noradhiah binti Mohamad Noor
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	Dr. Sheikh Ahmad Faiz bin Sheikh Ahmad Tajuddin
	Dr. Hamizah binti Abdul Rahman
	Dr. Aamir Rashid
	Dr. Kabiru Kamalu
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	Dr. Hamdy bin Abdullah
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	Dr. Mariana binti Jusop
	Mr. Izhar Khairi bin Muhamad Yunus
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	Madam Nurul Aizam binti Ab Rahim
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	Dr. Hartini binti Ab Ghani
	Dr. Norhidayah binti Abu Bakar
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	Dr. Noor Fadzlina binti Mohd Fadhlil
	Dr. Ibrahim Sambo Farouq
	Dr. Md Habibur Rahman

CONFERENCE TENTATIVE

SATURDAY, 24th AUGUST, 2024

TIME	EVENT/ACTIVITY
8.00 a.m.-8.30 a.m.	Registration/Waiting at Webex Lobby (Online)
8.30 a.m.-9.30 a.m.	Opening Ceremony Welcoming Address by Vice Chancellor UniSZA: Dato' Professor Dr. Fadzli bin Adam  Dewan Al-Muktafi Billah Shah (DABS)
10.45 a.m.-11.00 a.m.	ICBM Opening Prayer
11.00 a.m.-12.00 p.m.	Keynote Address by Guest of Honours: Professor Dr. Wan Norhayate binti Wan Daud School of Business and Management Director, Strategic Planning & Quality Management (SPaRQM) <i>"The New Risk Paradigm: SDG Integration and Its Impact on Business Resilience and Growth"</i>  Library Auditorium
12.00 p.m. 2.00 p.m.	Lunch Break & Solat
2.00 p.m.-4.30 p.m.	CONCURRENT/PARALLEL SESSION 1 (OFFLINE) Venue: Khadijah Room 1 (KH01):1A Khadijah Room 2 (KH02):1B Khadijah Room 3 (KH03):1C
	CONCURRENT/PARALLEL SESSION 2 (ONLINE) Venue: virtual meeting platform Smart classroom (Centre): 2A Smart classroom (Centre): 2B Smart classroom (Centre): 2C
4.30 p.m.	End of Day 1 Session

SUNDAY, 25th AUGUST, 2024

TIME	EVENT/ACTIVITY
	Keynote Address by Guest of Honours:
8.30 a.m.-9.30 a.m.	<p>Assoc. Professor Dr. Intan Nurul Awwaliyah, Head of International Centre Faculty of Economics and Business, University Jember. <i>“Sustainable Business Transformation: Embracing the SDGs for Global Impact”</i></p> <p> Library Auditorium</p>
9.30 a.m.-11.00 a.m.	<p>Industrial Talk:</p> <p>Mr. Sharul Fazli bin Ngah Manager, ASNB Kuala Terengganu. <i>“Celik Kewangan- Apa Yang Perlu Anda Tahu?”</i></p> <p> Library Auditorium</p>
11.00 a.m.-1.00 p.m.	<p>CONCURRENT/PARALLEL SESSION 3 (ONLINE) Venue: Room for in-person presenters/virtual meeting platform Smart classroom (Centre): 3A Khadijah Room 01 (KH01): 3B Khadijah Room 02 (KH02): 3C</p>
1.00 p.m.-2.00 p.m.	Lunch Break & Solat
2.00 p.m.-3.30 p.m.	<p> Closing Ceremony  Appreciation token to keynote speaker  Sponsor appreciation ceremony  Seven Best Paper Award Announcement  Seven Best Presenter Announcement  Hotel voucher to five best paper awards  Hotel voucher to five best presenter awards  Lucky-draw wheel</p>
3.30 p.m.	End of conference / photography session

Parallel Session 1A- (Offline)

Date : 24th August 2024
 Room : Khadijah Room 1 (KH01)
 Time : 2.00 p.m.– 4.30 p.m.
 Moderator : Dr. Fahru Azwa bin Mohd Zain

No.	Title/ Presenter
1.	A Conceptual Framework for Organizational Dysfunction and Hybrid Work Outcomes: The Role of Technology Savviness (ICBM45) <i>Noor Aishah Binti Che Rahim, Muhammad Takiyuddin Abdul Ghani, Roslida Abdul Razak</i>
2.	Sustainable Agriculture Initiatives: A Case Study of Cluster Farming in Terengganu, Malaysia (ICBM19) <i>Norhayati Ab Manaf, Aisyah Awanis, Hengky Oktarizal</i>
3.	Exploring The Broader Application of Ta'Awun in Takaful: The Case of Surplus Sharing Among Different Takaful Operators in Malaysia (ICBM27) <i>Nur Suhailah Zakiyyah Binti Aziz, Md. Habibur Rahman</i>
4.	Enhancing Informal Sector Welfare: Strategic Approaches in Ecotourism-Based Industries for Sustainability (ICBM11) <i>Handriyono, Isti Fadah, Almas Farah Dinna Dewi, Istatuk Budi Yuswanto</i>

Parallel Session 1B- (Offline)

Date : 24th August 2024
 Room : Khadijah Room 2 (KH02)
 Time : 2.00 p.m.– 4.30 p.m.
 Moderator : Dr. Sheikh Ahmad Faiz bin Ahmad Tajuddin

No.	Title/ Presenter
1.	The Effects of Digital Financial Inclusion on Human Development in Developing Countries. Evidence from MM-QR with Fixed Effect (ICBM10) <i>Kabiru Kamalu, Wan Hakimah Binti Wan Ibrahim</i>
2.	Sustainability Takaful Performance Toward Integrated Esg and Maqasid Shari'ah (ICBM30) <i>Nor Hakimi Ismail, Fahru Azwa Mohd Zain, Wan Amalina Wan Abdullah</i>
3.	Exploring The Benefits and Barriers of Adopting Metaverse Banking Systems Through a Socio-Technical Lens (ICBM23) <i>Hasimi Sallehudin, Nurhidayah Bahar, Nazhatul Hafizah Kamarudin, Rogis Baker, Ahmad Firdause Md Fadzil, Nur Azaliah Abu Bakar</i>
4.	The Relationship Between Financial Literacy and Cashless Payment Adoption Among University Students: A Conceptual Framework (ICBM05) <i>Nurul Syazwani Mohd Noor, Juliana Arifin, Farah Amalina Md Nawi, Norhidayah Abu Bakar</i>

Parallel Session 1C- (Offline)

Date : 24th August 2024
Room : Khadijah Room 3 (KH03)
Time : 2.00 p.m.– 4.30 p.m.
Moderator : Madam Farah Amalina binti Md Nawi

No.	Title/ Presenter
1.	IOT: State-Of-The-Art and Future Directions (ICBM36) <i>Bashir Abdu Muzakkari, Aisha Umar Sulaiman, Mohamed Afendee Muhamad, Sanah Abdullahi Muaz</i>
2.	Impak Keusahawanan Sosial Melalui Model Pembangunan Wakaf (ICBM33) <i>Mohd Ikmal Fadzil, Wan Najzmi Mohamed Fisol, Nurul Syifa Zulkifli</i>
3.	Terengganu Tourism Industry: The Mediating Role of Digital Competency in The Leadership Competency and Business Performance Relationship (ICBM26) <i>Norhayati Abdullah, Mariana Jusop, Wan Izyani Adilah Wan-Mohamad, Wan Mohamad Asyraf Wan Afthanorhan, Wan Mohd. Adzim Wan Mohd. Zain</i>
4.	Work-Life Balance for Mothers in The Teaching Profession (ICBM46) <i>Wan Noor Izzati, Muhammad Takiyuddin Abdul Ghani, Noor Aina Amirah</i>
5.	A Study on Unoccupied and Delivery Process of Low-Cost Housing Units in Terengganu (ICBM47) <i>Wan Izyani Adilah Wan Mohamad, Norsiah Ahmad, Ummi Junaida Hashim, Norhayati Abdullah</i>

Parallel Session 2A (Online)

Date : 24th August 2024
 Room : Smart Classroom (Centre)
 Time : 2.00 p.m. – 4.30 p.m.
 Moderator : Madam Mariana binti Jusop
 Link : <https://unisza.webex.com/unisza/j.php?MTID=m2c056f1ab82bbd3c31a8dc37085a7595>

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No.	Title/ Presenter
1.	Strategic Insights into Financial Fraud: Financial Indicators of Fraud in Malaysian Public Listed Companies (ICBM04) <i>Amirah Husna Rozaidi, Norfadzilah Rashid, Tuan Zafierah Tuan Zainazor, Noor Emilina Mohd Nasir</i>
2.	Risk-Taking in Malaysian Small and Medium-Sized Enterprises (SMEs): An Exploratory Factor Analysis (ICBM21) <i>Rashidah Mohammad Ibrahim, Abasiti Abraham, Sani Isah, Fazida Karim, Maslina Mansor, Noorul Hafizah Hashim</i>
3.	The Impact of Social Influence and Service Quality on E-Government Adoption: A Study in The Great Amman Municipality (ICBM44) <i>Wafaa Abdullah Elayn Aldroubi, Yusnita Yusof</i>
4.	Aggregate Planning for Production Cost Efficiency in Agribusiness and Technology Park of Bogor District (ICBM12) <i>Eka Bambang Gusminto, Rasya Kamila Wahyudi, Lilik Farida, Abdul Muhsyi, Intan Nurul Awwaliyah</i>
5.	Application of Analytic Hierarchy Process (AHP) as Decision Support in Roses Supplier Selection at Summer Lovin Jember (ICBM13) <i>Eka Bambang Gusminto, Abdul Muhsyi, Septiya Ayu Megarini, Handriyono, Intan Nurul Awwaliyah</i>

Parallel Session 2B (Online)

Date : 24th August 2024
Room : Smart Classroom (Centre)
Time : 2.00 p.m. – 4.30 p.m.
Moderator : Dr. Hamdy bin Abdullah
Link : <https://unisza.webex.com/unisza/j.php?MTID=mdc28627425b58000ba1a4e5cef4db9>

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No.	Title/ Presenter
1.	Digital Healthcare: Legal Framework for Malaysia (ICBM31) <i>Hamizah Abdul Rahman & Ravindran Nadarajan</i>
2.	What Influence User Behavioral Intention to Adopt Quick Response Code Driven Mobile Payment? Revolutionizing Digital Payments Through Quick Response Code (ICBM14) <i>Mazuri Abd Ghani, Samar Rahi</i>
3.	Factors Influencing E-Government Adoption in Nigeria: The Mediating Role of Service Quality (ICBM29) <i>Sani Isah, Rashidah Mohammad Ibrahim, Fazida Karim, Maslina Mansor, Noorul Hafizah Hashim, Abasiti Abraham</i>
4.	Comparative Analysis of Various Optimization Techniques for Solar PV Framework Management Under Partial Shading Conditions (ICBM39) <i>Mohammad Junaid Khan, Md. Naqui Akhtar, Asyraf Afthanorhan</i>
5.	Investigating The Effects of Financial Development and Inflation on The Ecological Footprint in Five Selected Leading African Economies (ICBM16) <i>Ibrahim Sambo Farouq, Zunaidah Sulong</i>

Parallel Session 2C (Online)

Date : 24th August 2024
Room : Smart Classroom (Centre)
Time : 2.00 p.m. – 4.30 p.m.
Moderator : Mr. Mohammed Aidaros Ali Al-Sharif
Link : <https://unisza.webex.com/unisza/j.php?MTID=mfe06ff2383ca87cfe189b211fe364da5>

*Notes: Please copy the URL above and paste it into your browser

No.	Title/ Presenter
1.	Effect Of Perceived Organizational Justice on Turnover Intention Among Private Secondary School Teachers in Gujrat, Pakistan (ICBM08) <i>Syed Afzal Mahmood, Dr. Bahyah Abdul Halim</i>
2.	Strategic Human Resource Planning: A Catalyst for Organizational Success In The Nigeria Context (ICBM17) <i>Umechukwu Kingsley Chikosoro, Nurul Aisyah Awanis A Rahim</i>
3.	Analyzing The Effects of Supervisory Communication, Transactional Leadership, And Work Engagement in Yemen's Banking Industry (ICBM18) <i>Mohammed Aidaros Ali Al-Sharif, Rashidah Mohammad Ibrahim, Aisyah Awanis</i>
4.	The Nexus Between Loan Loss Reserves, Directors' Characteristics, And Islamic Banks Performance (ICBM03) <i>Muhammad Sohaib Ashraf, Norizan Remli, Norhidayah Binti Abu Bakar</i>

Parallel Session 3A (Online)

Date : 25th August 2024
 Room : Smart Classroom (Centre)
 Time : 11.00 a.m. - 1.00 p.m.
 Moderator : Dr. Maslina binti Mansor
 Link : <https://unisza.webex.com/unisza/j.php?MTID=m2731186165e289ad94ad3d53c2faeb96>

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No.	Title/ Presenter
1.	Mediating Effect of Work Engagement in The Link Between Performance Appraisal and Employee Performance: Developing A Conceptual Framework (ICBM24) <i>Omar Zain Alabedeen*, Nurul Aisyah Awanis Binti A. Rahim</i>
2.	The Impact of Electronic Human Resource Management on Organizational Performance In Jordan: Mediating Role Of Competitive Advantage (ICBM35) <i>Rami Alhadban, Zainudin Awang, Asyraf Afthanorhan</i>
3.	Does Media Self-Regulation During Crises Matter? The Impact of Cause-Related Marketing on Consumer Repurchase Intentions Via Brand Awareness (ICBM20) <i>Usman Ahmad Qadri, Assoc. Prof. Dr. Mazuri Abd. Ghani</i>
4.	The Impact of Accounting Knowledge on Public Financial Management Among Managers: A Conceptual Framework (ICBM07) <i>Aminat Titilayo Ajetunmobi, Rosmaria Jaffar</i>
5.	A Proposed Perspective to Improve Practicing of Heads of Academic Departments at Al-Istiqlal University Concerning the Digital Leadership Dimensions (ICBM22) <i>Mohammed Yousef Tawfeeq Al-Kirm, Wan Mohd Yusof, Samir Suleiman Al-Jamal</i>

Parallel Session 3B (Online)

Date : 25th August 2024
 Room : Khadijah Room 01 (KH01)
 Time : 11.00 a.m. -1.00 p.m.
 Moderator : Madam Nur Zainatulhani binti Mohamad
 Link : <https://unisza.webex.com/unisza/j.php?MTID=m101d04e9c335f0106d080ad88278a27a>

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No.	Title/ Presenter
1.	The Mediation Role of Patient Satisfaction Between the Relationship Of Hospital Brand Image, Hospital Service Quality, Doctor Corporate Image And Patient Loyalty (ICBM06) <i>Nur Zainatulhani Mohamad, Wan Mohd Asyraf Wan Afthanorhan</i>
2.	Conceptual Framework for Enhancing Financial Stability in SMEs: The Role of Effective Financial Fraud Prevention Strategies (ICBM01) <i>Norlaili A.Rahman, Norfadzilah Rashid, Amirah Husna Rozaidi, Tuan Zafiera Tuan Zainazor, Noor Emilina Mohd Nasir</i>
3.	Keberkesanan Promosi Dalam Meningkatkan Kesedaran dan Penerimaan Takaful Wakaf Di Indonesia: Analisis Strategi dan Penggunaan Teknologi Digital (ICBM15) <i>Nur Kumalahayati, Norizan Remli</i>
4.	The Impact of Perceived Usefulness on Citizens' Behavior Intention to Use E-Government Services in Jordan (ICBM28) <i>Asyraf Afthanorhan, Maysoune Ismail Abou Elnaja, Zaid Othman Dannoun</i>

Parallel Session 3C (Online)

Date : 25th August 2024
Room : Khadijah Room 02 (KH02)
Time : 11.00 a.m. -1.00 p.m.
Moderator : Assoc. Prof. Dr. Nazatul Faizah binti Haron
Link : <https://unisza.webex.com/unisza/j.php?MTID=m0fb9e38ff9da003aab0ec5f359f9011d>

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No.	Title/ Presenter
1.	Managing Uncertainty: Exploring Risk Management During the Covid-19 Pandemic Through Bibliometrics Analysis (ICBM34) <i>Widaryanti, Wan Amalina Wan Abdullah, Riana Sitawati</i>
2.	Implications of Monetary Policy on Economic Growth (ICBM42) <i>Shaista Mukhtar, Suraya Ismail, Sheikh Ahmad Faiz Sheikh Ahmad Tajuddin</i>
3.	Impact of Exchange Rate Changes on Trade Balance of Pakistan: ARDL Bounds Testing Approach (ICBM43) <i>Sadia Mustafa, Suraya Ismail, Farah Roslan</i>
4.	Beyond Buzzwords: An Empirical Examination of Organizational Learning Capabilities and Innovative Supply Chain Development (ICBM38) <i>Aamir Rashid, Rizwana Rasheed, Noor Aina Amirah, Hasan Zahid, Wan Mohd Asyraf Wan Afthanorhan</i>

Junior International Conference on Business and Management (JICBM)

We are thrilled to invite you to our Junior International Conference on Business and Management (JICBM), held in conjunction with our faculty's annual International Conference on Business and Management (ICBM). This event provides a unique platform for students to present their ideas and share valuable experiences in leadership, business and management.

We eagerly look forward to your participation in shaping the future of business and management. Be part of this collective journey and contribute to a meaningful exchange. May this event inspire and empower you to make a positive impact in our community and beyond.

24th August 2024

8:00 - 8:30 a.m. Attendance

8:30 a.m. Opening Ceremony and Welcoming Speech by Vice Chancellor UniSZA:
Dato' Professor Dr. Fadzli Adam
Venue: Dewan Al-Muktafi Billah Shah, UniSZA

9:00 a.m. - 10:30 a.m.

Parallel Session 1

Venue: Google Meet

	ROOM 1	ROOM 2	ROOM 3	ROOM 4	ROOM 5
Moderator		NORREN SOFEA BINTI NORAZMAN			
Invited Speaker (15 minutes)		MOHAMAD NUR FARIHAN NIZAM BIN MD SAIDIN (PMFPP)	MUHAMMAD IZZ DANY BIN MOHD ZAKRI (PMPA)		
Presenter 1 (10 minutes)		QISTINA IMAN BINTI JUNIZAL	DAIYAN IRFAN BIN HEZRIN		
Presenter 2 (10 minutes)		PUTERI SITI AISYAH BINTI FAIZ CHAN	MARDHIAH BINTI HAIRUDDIN (IFSA)		
Presenter 3 (10 minutes)		SITI NUR HAFIRA BINTI HUSAIN	NURUL NAZIEFA HUSNA BINTI MOHD TARMIZY (IFSA)		
Presenter 4 (10 minutes)		WINDY NABILLA BINTI MUHAMMAD SAIFUL WEE	MUHAMMAD IRFAN FAHMI BIN HAIRUL AZMI(PMPA)		
Presenter 5 (10 minutes)		NUR QISTINA BATRISHA BT JAMALUDIN(ACCSS)	MUHAMMAD IDHAM RAHMATULLAH BIN LUKMAN		

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11.00 a.m.

Professor Dr. Wan Norhayate binti Wan Daud
School of Business and Management
Director, Strategic Planning & Quality Management (SPaRQM)
Venue: Library Auditorium

10:30 a.m. - 12:00 p.m.

Parallel Session 2

Venue: Google Meet

	ROOM 6	ROOM 7	ROOM 8	ROOM 9	ROOM 10
Moderator					
Invited Speaker (15 minutes)	IKHWAN SYABIL BIN AHMAD ZAWAWI (IFSA)	FARAH JASMINE LILY AVARATHAR (PMFPP)			
Presenter 1 (10 minutes)	YASSER DANISH DUBEIS BIN YASSER FUADIN SHAH (PMP)	NUR ATIKAH MAISARAH BINTI ABDULLAH (PMPA)			
Presenter 2 (10 minutes)	MUHAMMA D ARASH BIN ZULKIFLI	FARAH NAJIBAH BINTI KHAIRUL ANUWAR			
Presenter 3 (10 minutes)	NURUL HUSNA BT AHMAD	MUHAMMAD SYAHMI BIN AHMAD (PMPA)			
Presenter 4 (10 minutes)		SITI NURBAKYAH BINTI RAHMAT (ACCSS)			
Presenter 5 (10 minutes)		MUHAMAD HAFIZ AIZAT BIN ZAINUDIN			

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12:00 p.m. - 1:30 p.m.

Parallel Session 3

Venue: Google Meet

	ROOM 11	ROOM 12	ROOM 13 (Video Recorded)	ROOM 14	ROOM 15
Moderator				FARAH JASMINE LILY AVARATHAR (PMFPP)	
Invited Speaker (15 minutes)		FARAH ELISABETH LILY AVARATHAR (PMFPP)	NUR SABRINA BINTI MOHAMED ANVARDEEN	NUR AINA AQILAH BINTI AZMI MANJA (PMFPP)	
Presenter 1 (10 minutes)		SOFEA NAFEESA BINTI SHAMSUL NIZAM	SHAFEINA HAFEIQA BINTI SOFEAN	TENGGU PUTERI BALQIS BINTI TG ROSLAN (IFSA)	NUR AQILAH AMALINA BINTI AZMI
Presenter 2 (10 minutes)		SITI AFIFA MAISARA BINTI ABDUL WAHID	ANISA IRSYAHANIE BINTI AHMAD RIDZUAN	MAIZATUL ASNIDA BINTI TUMAIRI	NURSYAFIQAH NATASYA BINTI DZULFAKAR
Presenter 3 (10 minutes)		ANIS AQILAH BINTI KAMARUZAMAN	NUR A'TIKAH BINTI ABDUL HALIM (ACCSS)	SHAHNAZ BINTI MOHAMAD	ZARIN SYAMIMI BINTI NOOR EFENDI
Presenter 4 (10 minutes)		KHAIRINA CHAN BINTI IBRAHIM CHAN	ARBAATUL ADAWIYAH BINTI MATRAHIM (ACCSS)	NUR ALYA BALQIS BINTI ABDUL AZIZ (IFSA)	RABBIATUL IZZAIRIN BINTI JAMAL ARIFIN
Presenter 5 (10 minutes)		WAN NURFAQIHAN MAISURAH BT WAN MAHUSAIN	SOFEA HANI BINTI AZHAR (ACCSS)	NUR ANIS NATASYA BINTI MOHAMAD ZIN. (IFSA)	NUR FATIN NADHIRAH BINTI MOHD RAZALI (IWMSA)

1:30 p.m. - 2:30 p.m. Break

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2:30 p.m. - 4:00 p.m.

Parallel Session 4

Venue: Google Meet

	ROOM 16	ROOM 17	ROOM 18	ROOM 19	ROOM 20
Moderator	MUHAMMA D ADIB BIN NOR AMINUDDIN	MUHAMMAD IKRAM HAFIZI BIN ISMAIL			
Invited Speaker (15 minutes)	FATIN HANIS NAJIHAH BINTI MOHD.RAS HIDI (PMFPP)	NUR AAINAA HAZWANI BINTI AZIZI (PMFPP)	NURUL IMANI BINTI MD ZAKI ZAMANI (PMFPP)	AINUN BASYIRAH SYUMAYYAH BALQIS BINTI BAKRI (PMPSM)	
Presenter 1 (10 minutes)				LILY SOFEA BINTI HASAN RAMZI (PMPSM)	
Presenter 2 (10 minutes)	HANIS SUHAILAH BINTI MOHD ABDUL AZIZ (IFSA)		NORREN SOFEA BINTI NORAZMAN (Finsa)	NUR AIN SYEBALQIS BINTI AHMAD (PMPSM)	
Presenter 3 (10 minutes)	NUR IZZAH AISYAH BINTI ZAINUDDIN (PMFPP)		NUR FAQIHAH BINTI MAT NAIM (PMFPP)	SITI NUR NADIRA BINTI MOHAMMAD RAFFI (PMPSM)	
Presenter 4 (10 minutes)		HANANI UMAIRAH BINTI MOHAMAD (Finsa)	KHAULAH BINTI KHIRAL ANUAR (IFSA)	NUR ANIS ZAFIRAH BINTI JAMAL (PMPSM)	
Presenter 5 (10 minutes)	PUTERI HANI NAJWA BINTI MUHAMAD HAFEZ (MSC)	NUR DHIYA QISTI BINTI HUSRIN (Finsa)	MUHAMMAD IKHWAN IRFAN BIN SAMSUL AKMAL (PMFPP)	NURUL FATIAH BINTI MOHD NOR (IFSA)	

4.30 p.m. End of Day 1

25th August 2024**8:30 a.m.**

Keynote Address by Guest of Honours:

9:00 a.m. - 10:30 a.m.

Assoc. Professor Dr. Intan Nurul Awwaliyah,

Head of International Centre Faculty of Economics and Business,
University Jember

Venue: Library Auditorium

Parallel Session 5

Venue: Google Meet

	ROOM 21	ROOM 22	ROOM 23	ROOM 24	ROOM 25
Moderator					
Invited Speaker (15 minutes)	MUHAMMAD HAZIQ IZZUDDIN BIN RIDUZAN		NUR FATHIAH HUDA BINTI FAUZI		ATHIRAH AFIQAH BINTI AZIRAN (ACCSS)
Presenter 1 (10 minutes)	NIK DANISH AURIS BIN NIK MOHD IZNAN		NURUL SYAFIQAH BINTI MOHD ROZI (MSC)		
Presenter 2 (10 minutes)	UMAR RAZIN BIN MOHD RAZIFF	SITI AISHAH BINTI MOHD NOR (PMPA)	NUR FATEHA NAJWA BINTI NOOR HIZAM (MSC)		NURIYLIA ' AWANIS BINTI KOPLI (ACCSS)
Presenter 3 (10 minutes)	MUHAMMAD QAYYUM BIN MOHD SUFIAN	ARINA AISHAH BINTI SYAHRUL EZWAN	ELISA NABILA BINTI ZAINUDIN (MSC)		NUR FARAH WAHIDA BINTI KAMARUDDIN (ACCSS)
Presenter 4 (10 minutes)	MUHAMMAD ADIB BIN NOR AMINUDDIN	MUHAMAD IRFAN ZUHAIRY BIN MUHAMAD AMIN (MSC)	HADI AKHTAR BIN SAIPUDIN (PMPA)		NURUMIRAH NAJIHAH BINTI SARMANI
Presenter 5 (10 minutes)	NAUFAL IMRAN BIN AHMAD ZAHIDI				MUHAMMAD AIMAN BIN MOHD AZRIZUAN (ACCSS)

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Parallel Session 6

Venue: Google Meet

	ROOM 26	ROOM 27	ROOM 28	ROOM 29	ROOM 30
Moderator					
Invited Speaker (15 minutes)	NORIMRAN A BINTI MUJAHID ALI	MUHAMMAD ZAMIL HAKIM BIN ZULKIPLE	NIK NURINA NABILAH BINTI NIK HAFIZ NAIM (FINSa)		ILHAM BADZLI BIN ABDUL ELAH@ILAH (PMFPP)
Presenter 1 (10 minutes)	ALIAH ZAFIRAH BINTI AMINUDDIN (IFSA)	UZMA ZAHIRAH BINTI ABDUL MU'IZZ (PMPSM)	PUTERI AIFAA NASRIN BINTI ZAMZIRA (FINSa)		NATASYIA BINTI MOHD FARID (PMPSM)
Presenter 2 (10 minutes)	NUR ARTHIYA NADHIRA BINTI ABDUL AZIZ (ACCSS)	AISYAH HUMAIRA BINTI ZAHIR SHAH (ACCSS)	NOR SYAZWANI BINTI CHE RUSLY (PMPSM)		NUR FATIN FATINI BINTI MOHAMAD FAUZI (PMPSM)
Presenter 3 (10 minutes)	NUR ANISAH BINTI SAZRISHAM (PMFPP)	MUHAMMAD HAZIM MIRZA BIN HASSIM (ACCSS)	NUR ADLIN NADZIHAN BINTI YUSOFF (FINSa)		AILIA KAMILA AISYAH BINTI ABDULLAH (PMPSM)
Presenter 4 (10 minutes)	NUR FATIN NADIA BINTI AHMAD SUHAIRI (ACCSS)	WAN MUHAMAD SYAHMI BIN WAN MOHD SOLAH (ACCSS)	SOFEA NADHIRAH BINTI ABDUL HALIM (PMPSM)		NUR A'AINA NAFEESA BINTI JASMAN (IFSA)
Presenter 5 (10 minutes)	AMIRA BATRISYA BINTI KAMARUDDIN (ACCSS)	NURIRDINA BINTI YUSOF	NURUL ANIS BINTI MOHD YUSOF (PMPSM)		NURSAIYIDAH AISYAH BINTI YUSUF (IWMSA)

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Parallel Session 7

Venue: Google Meet

	ROOM 31	ROOM 32	ROOM 33	ROOM 34	ROOM 35
Moderator					
Invited Speaker (15 minutes)	THILAGAN RAAJ A/L MARAN (ACCSS)	SHAIKH MAHADHIR BIN SHAIKH FESHAL (PMFPP)	ZEFFRIN NAFISYA (PMPSM)		
Presenter 1 (10 minutes)	ESMA NURAI SYA BINTI ESMAWADY (PMFPP)	NAQIBAH BINTI AHMAD GHAZALI (IFSA)	MUHAMMAD HAZIM BIN RIZAL (PMPSM)		
Presenter 2 (10 minutes)	MUHAMMAD MIRZA HAZIQ BIN MHD HADIRIN (ACCSS)	SITI NURWALIYAH BINTI OTHMAN (ACCSS)	AMIRAH DAYINI BINTI KAMARUDIN (PMPSM)		
Presenter 3 (10 minutes)	NURUL DALILAH BINTI ABDU WAHAB (IWMSA)	NURBATRISYIA BALQIS BINTI AZHARIN (ACCSS)	HUDA NURDINI BINTI NASER (FINSA)		
Presenter 4 (10 minutes)	NURADRIEANA RLISHA BINTI NOR SAZLI (IWMSA)	ALIA HUSNA BINTI ABD AZIZ (ACCSS)	NURAIN SOFIAH BINTI SAFER (FINSA)		
Presenter 5 (10 minutes)	MUHAMMAD HILMI BIN NOOR IZHAM	NUR RADHIAH AQILLAH BINTI RAHMAT OMAR (IFSA)	NURSYAZWINA HANANI BINTI HASHIM (PMPSM)		

1:30 p.m. - 2:30 p.m.

Break

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2:30 p.m. - 4:00 p.m.

Parallel Session 8

Venue: Google Meet

	ROOM 36	ROOM 37	ROOM 38	ROOM 39	ROOM 40
Moderator					
Invited Speaker (15 minutes)	NUR INTAN NAJWA BINTI ZULKEFLEY	MUHAMMAD MUHSIN ZUBAIR BIN RAZUKI (PMFPP)			
Presenter 1 (10 minutes)	AISHA ADLINA BINTI AZMAN (PMFPP)	HANNAN RAFIE' BIN ANUAR (MSC)	KHAIRUN NABILAH NASYRAH BINTI MOHD RAIS		
Presenter 2 (10 minutes)	NUR AIN BALQIS BINTI MOHAMAD (PMPA)	NUR AINA SOFIAH BINTI BASHAH	NUR FATIN ALISHA BINTI ROSLI (IWMSA)		
Presenter 3 (10 minutes)	PUTERA NAIEM SHAH BIN MOHD ZALAINI (PMPA)	MUHAMMAD ADIB BIN HISHAM (IFSA)	NUR AISYAH BINTI MOHAMMAD KHEDZER (PMFPP)		
Presenter 4 (10 minutes)	NUR AKMA AQILA BINTI AZALI (IFSA)	ADZRITA BINTI RAHMAT (PMFPP)	MOHAMAD NOR AR RASHID BIN HANAPI(MSC)		
Presenter 5 (10 minutes)	NURSYAZW ANI BINTI MOHD SAPEYAN (IFSA)	MUHAMMAD RAFIQ BIN MUHAMAD TAMIZI (MSC)			

THANK YOU