

Parallel Session One

10:45AM-12.30PM

Session 1.1: Finance, Accounting and Corporate Governance
Chair: Dr. Ng Chee Pung
Facilitator: Ms. Chin Yoon Mei

Time: 10:45-12.30
Venue: Tanah Rata

No.	Paper ID	TITLE	AUTHOR(S)
1.	BAFE011	Strategic Outsourcing as an Alternative Paradigm to Banks' Performance: Evidence from Selected Nigerian Banks	Oyewale, Isreal Oludele
2.	BAFE027	Loan Delinquency in Microfinance: Does It Have Any Relationship with Poverty Level of Borrowers?	Mohammad Zainuddin, Ida Md. Yasin
3.	BAFE036	Capital Structure and Firm Performance of Malaysian Listed Companies: Moderating Effect of Growth Rate	Kuah Yoke Chin, Zuriawati Zakaria
4.	BAFE043	Factors Affecting Directors' Remuneration Disclosure Level: Evidence from Malaysian Companies	Sonia Johanthan, Krishna Moorthy Manicka Nadar, Nurul Afidah Binti Mohamad Jusob @ Mohamad Yusof
5.	BAFE053	Preferred Learning Styles and Soft Skills: How Do Academic Performance Moderate the Link?	Zam Zuriyati Mohamad, Meenah Ramasamy, Norlela Ahmad, Nor Hanani Ahamad Rapani
6.	BAFE054	Dividend Reinvestment Plan in Malaysian Stock Market	Ng Chee Pung, Koh Chin Min, Lee Chee Loong, Mah Pei Yew, Chong Rong Pin
7.	BAFE059	Financial Literacy of Undergraduates	Liew Feng Mei, Foo Chuan Chew, Tan Chai Thing, Cheah Siew Pong

Session 1.2: Global and Institutional Economics
Chair: Mr. Chen Fanyu
Facilitator: Ms. Koay Ying Yin

Time: 10:45-12.30
Venue: Ringlet

No.	Paper ID	TITLE	AUTHOR(S)
1.	BAFE019	Modern Technologies and Behaviour of Youth: A Case Study in Malaysia	Thurai Murugan Nathan, Lee Chin Yu, Abdelhak Senadjki, Saidatulakmal Mohd, Siti Rohaya Mat Rahim Mahmud Abd Wahab
2.	BAFE022	The Institutional Effect on Private Investment	Chen Fanyu, Vivien Wong Zi Wen, Law Siong Hook, Yew Thian Hee
3.	BAFE052	Economic Implications of a Pathogen Infection of the Malaysian Oil Palm Plantations: A Partial Equilibrium Model Approach	Oladokun Nafiu Olaniyi, Kenneth R. Szulczyk
4.	BAFE066	Can China's Exchange Rate Affect Global Commodity Prices?	Ching Suet Ling, T. K. Jayaraman, Go You How, Ng Cheong Fatt
5.	BAFE035	A Contemporary Paradigm of Travel Industry: Determinants of Sharing Economy Adoption	Fong Zhi Xin, How Xun Hang, Ng Hui Jie, Ng Qin En, Seow Khai Jun, Leong Lai Ying

Session 1.3: Digital Transformation
Chair: Dr. Peter Yacob
Facilitator: Mr. Yee Chew Fong

Time: 10:45-12.30
Venue: Tringkap

No.	Paper ID	TITLE	AUTHOR(S)
1.	BAFE020	Understanding the Determinants of Business Intelligence Adoption: An Empirical Study of IHLs in Malaysia	Nazri, Shahrizal, P. Iskandar, Yulita Hanum
2.	BAFE045	A New Credit Rating Model from the Perspective of Small and Medium Enterprises (SMEs) in Malaysia with Analytical Hierarchy Process (AHP)	Anwar Darwish Qasim Al Shidi, Ho Min Yoong
3.	BAFE009	Lean Adoption towards Logistics Performance: A Preliminary Study in Port Klang, Malaysia.	Mohamad Makmor Mohamad Fared, Saludin Mohamad Nasir, Saad Mazni
4.	BAFE051	Determinants of Big Data Adoption among Malaysian SMEs: Using Technology–Organization–Environment Framework	Kirubakaran, Mahendran, Amran, Azlan, Kiumarsi, Shaian
5.	BAFE050	Intention of Public to Adopt Social Media Platforms as Charitable Contribution through Crowdfunding	Nik Nuraisyah Binti Nik Azmi, Zainon Binti Md Yunus, Nur Hazrini Binti Mohd Zahari, Wan Nur Izni Binti Wan Ahmad Kamar
6.	BAFE061	Halal Industry Development in Muslim-Minority Countries: An Analysis of Taiwan, Japan and South Korea	Mohd Fuaad Said, Khairul Akmaliah Adham, Nur Sa'adah Muhamad

Session 1.4: Green Marketing
Chair: Dr. Charles Ramendran
Facilitator: Mr. Kuek Thiam Yong

Time: 10:45-12.30
Venue: Brinchang

No.	Paper ID	TITLE	AUTHOR(S)
1.	BAFE041	Growth of Green Marketing in Asia	Wong Kok Yaw
2.	BAFE030	Present-Day Evaluation on Adopting Green Practices among Malaysia's Logistics Business Organizations	Din, Mohd Azam, Jauhar, Junaimah, Kumar, Anil, Bakar, Mohd Abidin
3.	BAFE060	Critical Factors Influencing Buyers' Intention to Purchase Eco-friendly Homes	Charles Ramendran SPR, H.N. Au Yong, Hajra Malik
4.	BAFE021	Purchasing Behaviour of Environmentally Friendly Products among Generation Y in Malaysia	Lim Leong Chye, Tai Lit Cheng, Ken Low Chin Kian, Farah Waheeda binti Jalaludin
5.	BAFE062	The Impact of Strategic HRM Practices on the Job Satisfaction of Generation Y Employees in the Manufacturing Sector	Teh Hong Leong, Kan Wai Lun, Ng Shwu Shing, Lim Yong Hooi, Wong Kee Luen, Chong Tun Pin, Yip Yen San

Parallel Session Two

03:15PM-04.15PM

Session 2.1: Auditing, Taxation and Investment
Chair: Mr. William Choo Keng Soon
Facilitator: Ms. Meenah Ramasamy

Time: 15:15-16:15
Venue: Tanah Rata

No.	Paper ID	TITLE	AUTHOR(S)
1.	BAFE002	Going Concern Opinion by Auditors from the Perspective of Auditing Theories	Loh Chun T'ing, M. Krishna Moorthy, Zam Zuriyati Mohamad
2.	BAFE006	The Timeliness and Appropriateness of Introducing Digital Tax in Malaysia	Yap Wai Onn, Kho Guan Khai
3.	BAFE024	Macroeconomic Shocks and Leverage Effect in Malaysia Islamic Real Estate Investment Trust Stock Return: A Conceptual Framework	William Choo Keng Soon, Mohd Yahya Mohd Hussin, Fidlizan Muhammad
4.	BAFE047	Financial Ratios and Predictability of Stock Returns	Chin Yoon Mei, Krishna Moorthy Manicka Nadar, Seow Ai Na, Zam Zuriyati Mohamad

Session 2.2: Financial Economics
Chair: Dr. Foo Chuan Chew
Facilitator: Ms. Koay Ying Yin

Time: 15:15-16:15
Venue: Ringlet

No.	Paper ID	TITLE	AUTHOR(S)
1.	BAFE008	Trade War: War of Dominance	Bhakri, Suman, Sharma, Roopali
2.	BAFE013	What Makes Malaysians Financially Satisfied?	Koay Ying Yin, Keh Chia Guan, Tang Siu Eng, Tan Yan Teng, Foo Chuan Chew
3.	BAFE048	Price Dynamics and Forecasting of Cryptocurrency	Chin Jia Hui, Low Suet Cheng, Lim Weng Kee, Lim Chee Seong, Lim Yee Wui

Session 2.3: Organizational Strategy and Behavior I
Chair: Dr. Lee Voon Hsien
Facilitator: Mr. Kuek Thiam Yong

Time: 15:15-16:15
Venue: Tringkap

No.	Paper ID	TITLE	AUTHOR(S)
1.	BAFE007	Does Service Orientation Predict Organizational Performance? A Study in the Malaysian Food Service Industry	Lee Lai Meng, Sia Kye Fung
2.	BAFE038	Impact of Human Resources Management Practices on Employee Performance in the Industrial Gas Sector in Malaysia: The Mediating Effect of Employee Engagement	Kumar, Anil, Jauhar, Junaimah, Din, Mohd Azam
3.	BAFE040	The Impact of Human Capital Strategy on Organizational Performance: A Perspective of Service-Based SMEs	Chew Fong, Yee, Muthuveloo, Rajendran
4.	BAFE031	The Study on Psychological Contract Fulfilment toward Turnover Intention among Academic Staff from a Private Higher Education Institution	Ong Jet Huei, Chen Shieh Long, Erica Chong Hui Wen, Ivan Wong Ee Wen, Low Zhen Bang, Peter Tan Sin Howe

Session 2.4: Technology in Business
Chair: Dr. Tan Luen Peng
Facilitator: Ms. Khor Hooi Ching

Time: 15:15-16:15
Venue: Brinchang

No.	Paper ID	TITLE	AUTHOR(S)
1.	BAFE029	Factors Affecting Behavioral Intention to Use Bike-Sharing System: A Study on Integration of Self-Efficacy Theory and Theory of Planned Behaviour in Malaysia	Chew Yan Qi, Yew King Tak, Ng Kah Hui
2.	BAFE018	Use of ICT in Education among Secondary School Teachers in Malaysia	Ong Soo Wuen, Loh Theng, Ng Qer Yee, Ong Mei Ching, Teoh Wei Nee, Zulnurhaini Zolkaply, Mai Farhana Mior Badrul Munir, Hayati Yusof
3.	BAFE005	Determinant Factors Influencing the Intention to Use E-Wallet among Undergraduates in Malaysia	Ng Jiun Hian, Lim Seng Chee, Lim Seng Poh, Tan Joi San, Pan Xiu Ying
4.	BAFE004	Determinants of E-commerce Continuance Intention among SMEs in Perak, Malaysia: An Empirical Study	Pan Xiu Ying, Lim Seng Chee, Lim Seng Poh, Lee Chen Kang, Lim Jit Theam

Parallel Session Three

04:45PM-06:00PM

Session 3.1: Banking and Finance
Chair: Mr. Teh Hong Leong
Facilitator: Ms. Loh Chun T'ing

Time: 16:45-18:00
Venue: Tanah Rata

No.	Paper ID	TITLE	AUTHOR(S)
1.	BAFE063	The Antecedents of Job Performance of Employees in the Banking Sector	Teh Hong Leong, Chen Ee Chien, Ng Shwu Shing, Lim Yong Hooi, Wong Kee Luen, Chong Tun Pin, Yip Yen San, Tang Siu Eng
2.	BAFE065	Antecedents and Consequences of Financial Literacy among Millennials	Norlela Awang Cha, Hafizah Mat Nawi, Wan Nur Shawatul Aswal Zulkefle, Satchit Anantha V. Krishnan
3.	BAFE058	Dividend Payout Puzzle In Technology Sector: A Comparative Study Between Malaysia and Singapore Public Listed Firms	Lee Wai Yin, Chu Ei Yet, Teoh Ai Ping

Session 3.2: Organizational Strategy and Behavior II
Chair: Dr. Choong Yuen Onn
Facilitator: Encik Mohamad Fared bin Mohamad Makmor

Time: 16:45-18:00
Venue: Ringlet

No.	Paper ID	TITLE	AUTHOR(S)
1.	BAFE046	Organization Innovation for Industry 4.0 in Management Perspective	Hafiz Mudassir Rehman, Au Yong Hui Nee, Choong Yuen Onn
2.	BAFE032	Effect of Customer Relationship Management in Digital Marketing for Customer Satisfaction and Loyalty	Mohammad Waliul Hasanat, Ashikul Hoque, Abu Bakar A. Hamid
3.	BAFE010	Political Marketing Functions and Nation's Image: Evidence from Nigeria	Adejumo, Dauda Adegoke
4.	BAFE033	Factors of Cloud Computing Adoption by SMEs: A Review	Olakunle Jayeola, Shafie Sidek
5.	BAFE023	Exploring Mobile Social Media Advertising towards Purchase Intention: The Role of Ducoffe's Web Advertising Model, Credibility, and Incentives	Kok Ming Yenn, Chang Yong Chee, Chan Wen Shen, Joshua Ooi Jun Ern, Yip Khong Chen, Sim Jia, Loh Siu Hong, Choy Johnn Yee
6.	BAFE064	The Perception of Food Safety among Customers, Influences Customer Satisfaction and Purchase Intention: A Case of Street Food Hawkers	Anna Arokia Nathen, Padmashantini Padmanathan, Tanaraj Krishna

Session 3.3: Workplace Management
Chair: Mr. Choe Kum Lung
Facilitator: Mr. Kuek Thiam Yong

Time: 16:45-18:00
Venue: Tringkap

No.	Paper ID	TITLE	AUTHOR(S)
1.	BAFE055	The Importance of Good Corporate Governance Practices among Shariah-Compliant Companies in Malaysia	Norhanim Mohamad-Zainal, Nor Asma Lode, Wan Norhayati Wan Ahmad
2.	BAFE037	The Role of Attitude, Knowledge, Skills on Non-Academic Staff Performance: A Case of Higher Education Institutions	Subramaniam Govindan, Salmi Mohd Isa
3.	BAFE003	Obstacles of Women Entrepreneurship Growth	Juliana Abu Bakar, Zam Zuriyati Mohamad, Sharmeela Banu SA
4.	BAFE068	Factors Influencing the Whistleblowing Behavior: An Empirical Study among Employees in Public Sector Workplace	Che Siti Lazrina Md Lazim, Nur Diyana Ismail, Ezatul Emilia Muhammad Arif, Azeyan Awee
5.	BAFE071	Corporate Governance, Sustainability Performance and Firm Value of Listed Nigerian Companies: From the Lens of Stakeholder and Agency Theories	Mahmud Bashiru, Hashim Fathyah, Ganesan Yuvaraj

Session 3.4: Business Management Strategy
Chair: Dr. Abdelhak Senadjki
Facilitator: Ms. Khor Hooi Ching

Time: 16:45-18:00
Venue: Brinchang

No.	Paper ID	TITLE	AUTHOR(S)
1.	BAFE017	An Empirical Study of Project Complexity Factors in Malaysia Construction Industry	Ooi Kean Thong
2.	BAFE056	Pest Analysis on Housing Delivery System: A Study on Sell-Then-Build and Build-Then-Sell System in Malaysia	Ku Nur Ilyani, Nabihah, Nurfadhilah, Siti Nur Amira & Siti Fazilah
3.	BAFE015	Engendering African Innovation: An African University Education Perspective	Abdelhak Senadjki, Ogbeibu Samuel, Yip Chee Yin, Au Yong Hui Nee
4.	BAFE016	Kart to Mart - Game Changer for Indian E-Commerce Industry	Karunaa, Bhakri, Suman
5.	BAFE014	A Note for Prioritizing the SWOT Analysis of University Student's Career Choices	Ogbeibu Samuel, Abdelhak Senadjki, Tan, Luen Peng