

# BOOK OF ABSTRACTS

## MI-CAB 2025

**MAHSA INTERNATIONAL CONFERENCE ON  
ACCOUNTING AND BUSINESS**

**22&23**  
**August 2025**

**9.00 AM -  
5.00 PM**

**ORGANISED BY:**

**FACULTY OF BUSINESS, ACCOUNTING, FINANCE, LAW & HUMANITY (FOBALFLH)**

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## Welcome message from the Pro-Chancellor of Mahsa University



*Professor Emeritus Dato' Dr. Ishak bin Abdul Razak*  
*Pro-Chancellor*

It is a privilege to welcome all honoured guests, keynote speakers, researchers, and delegates to the 5th MAHSA International Conference on Accounting and Business (Mi-CAB 2025), proudly organised by the Faculty of Business, Accounting, Finance, Law & Humanity at MAHSA University.

This year's theme, "*Emerging Trends in Digital Transformation & Innovation for Business Sustainability*," captures the evolving nature of global business. In today's fast-paced, knowledge-centric environment, digital innovation plays a vital role in shaping strategic direction, improving operational performance, and driving sustainable impact.

Mi-CAB 2025 stands as a distinguished forum for academic exchange, research dissemination, and cross-sector collaboration among scholars, industry experts, and policymakers. The wide-ranging participation reflects the conference's dedication to fostering interdisciplinary insights and addressing modern business challenges through innovative thinking.

I extend heartfelt thanks to the organising committee for their commitment and wish all attendees a fruitful and intellectually engaging experience.

**YBhg. Professor Emeritus Dato' Dr. Ishak bin Abdul Razak**  
**Pro-Chancellor – MAHSA University, Malaysia**

## Message from the Conference Patron 1



*Professor Emeritus Dato' Dr. Ikram Shah bin Ismail*  
*Vice-Chancellor*

I am honoured to welcome you to MAHSA University, hosting the 5th MAHSA International Conference on Accounting and Business (Mi-CAB 2025), organized by the Faculty of Business, Accounting, Finance, Law & Humanity (FOBAFL&H).

This year, our conference carries the theme “Emerging Trends on Digital Transformation & Innovation for Business Sustainability,” reflecting the dynamic shifts and technological advancements shaping the future of business. Today, we are in the knowledge era, where innovations and digital transformation are revolutionizing the way we work, live, and connect, driving sustainable growth and enhancing human life.

This conference serves as an important platform for budding researchers, distinguished guests, speakers, and delegates to share their expertise, insights, and research outcomes. As the Patron of Mi-CAB 2025, I am proud that this international gathering will further elevate discussions on digital innovation, sustainability, and new business opportunities.

Mi-CAB 2025 has attracted strong participation, with around 104 papers from various researchers across different fields. The hallmark of this conference lies in the rigorous selection of papers for publication in peer-reviewed journals, a testament to the meticulous planning and execution led by Dr. Sugumaran Selladurai, Dr. Akram Al-Raqqah Sultan Al Khaled, and the dedicated Conference Organising Committee members of FOBAFL&H. I extend my heartfelt congratulations to the organizing team and all contributors for making this event a success. I warmly welcome all participants to Mi-CAB 2025 and wish everyone a meaningful and enriching discourse.

**YBhg. Professor Emeritus Dato' Dr. Ikram Shah bin Ismail**  
**Patron 1 – Mi-CAB 2025 Conference**  
**Vice Chancellor – MAHSA University, Malaysia**



## Message from the Conference Patron 2



***Professor Emeritus Dr. Rosnah Binti Mohd Zain FASc  
Deputy Vice-Chancellor***

It is a pleasure to welcome you to the MAHSA International Conference on Accounting and Business 2025 (Mi-CAB 2025), where participants, speakers, and partners convene to advance knowledge at this premier international forum.

Distinguished experts in their respective fields converge to share invaluable insights and pioneering practices across accounting, finance, marketing, Islamic economics, Human Resource Management, and e-commerce. This conference hence will foster a vibrant environment for exchanging ideas, engaging in thought-provoking debates, networking and forging collaborations. In this era of rapid digital transformation, Mi-CAB 2025 will inspire researchers, scholars, and practitioners.

Centered on the theme “Emerging Trends in Digital Transformation and Innovation for Business Sustainability,” the conference will focus on harnessing digital tools, exploring data-driven strategies and championing innovative practices. Various engaging programmes offered at the conference would further encourage transparency, efficiency, and resilience to the continuous challenges faced in research and practices. The insights shared will guide organizations in navigating complex issues, seizing emerging opportunities, and pursuing sustainable development in an era of rapid digital transformation. I extend my sincere gratitude to the organizing committees, speakers, discussants, and sponsors for their unwavering commitment and contributions. We look forward to meaningful discussions and lasting collaborations across disciplines, throughout the Mi-CAB 2025.

**YBhg. Professor Emeritus Dr. Rosnah Binti Mohd Zain FASc**  
*BDS (Qld), MS (Mich), Fellow AAOMP (USA)*  
**Deputy Vice-Chancellor, MAHSA University**  
**Chief Executive Officer, MAHSA Research & Innovation Sdn Berhad**

## Message from Director of International Relations



***Professor Zahrah Saad***  
***Director, International Relations***

It is a great honour to be part of MiCAB 2025, a platform that brings together brilliant minds, dedicated researchers, and passionate professionals to exchange knowledge and inspire innovation. This conference plays a vital role in advancing research, fostering collaboration, and translating new ideas into impactful solutions that address pressing global challenges. By uniting diverse perspectives across disciplines, MiCAB 2025 strengthens our collective capacity to create sustainable change and improve lives. I am confident that the discussions, networking, and shared insights will not only enrich our individual expertise but also contribute significantly to the growth of the field. May this gathering ignite new partnerships, spark meaningful dialogue, and pave the way for transformative progress.

**YBhg. Professor Zahrah Saad**  
**Director, International Relations**  
**MAHSA University**

## Welcoming Remarks from the Conference Chair



Distinguished Guests, Esteemed Colleagues, Respected Speakers, and Dear Participants, I am honoured to welcome you to the 5th MAHSA International Conference on Accounting and Business 2025 (MI-CAB 2025).

As the Dean of the Faculty of Business, Accounting, Finance, Law & Humanity, I am honoured to participate in this distinguished event, which promotes accounting and business knowledge, creativity, and collaboration. Scholars, practitioners, and students can discuss pressing issues, share cutting-edge research, and explore new fields at this conference. At the Faculty of Business, Accounting, Finance, Law & Humanity, we are committed to fostering an environment where academic rigor meets practical relevance. MI-CAB 2025 is a testament to this commitment, as it brings together minds from across the globe to share insights, challenge assumptions, and contribute to the body of knowledge that drives our industries forward.

I would like to extend my heartfelt thanks to the organizing committee, whose dedication and hard work have made this conference possible. Your efforts in curating a diverse and enriching program are commendable. To our esteemed speakers and presenters, thank you for your invaluable contributions. Your expertise and perspectives are the cornerstones of this conference, and we are eager to learn from your experiences and research. To all participants, I encourage you to take full advantage of the opportunities that MI-CAB 2025 offers. Engage in discussions, build networks, and challenge yourself to explore new ideas. It is through our collective efforts that we can make a lasting impact on the future of accounting and business.

In conclusion, I wish everyone a fruitful and inspiring conference. Let us work together to advance our fields, support each other's growth, and contribute to a better and more informed world. Welcome to MI-CAB 2025. Thank you for being part of this remarkable journey.

**Dr. Sugumaran Selladurai (Chair)**

*Dean, Faculty of Business, Accounting, Finance, Law & Humanity, MAHSA University*

## Welcome Message from the Conference Co-Chair



Dear Participants,

It is my great pleasure to welcome you to the Mi-CAB 2025 International Conference on Accounting & Business, themed “Emerging Trends in Digital Transformation & Innovation for Business Sustainability.” This prestigious gathering serves as a vibrant platform for academics, researchers, policymakers, industry experts, and practitioners from around the globe to exchange ideas, share cutting-edge research, and foster meaningful collaborations. The theme for Mi-CAB 2025, “Emerging Trends in Digital Transformation & Innovation for Business Sustainability,” emphasizes the need to understand and adapt to the digital forces reshaping global business. The conference brings together scholars, professionals, and policymakers to explore how digital innovation and strategic business transformation are driving sustainable development. We welcome research from diverse disciplines, including business, finance, accounting, economics, law, the humanities, and related fields. Your contribution will enrich the global dialogue on sustainable business in the digital era. We look forward to your insights and to welcoming you to this engaging and impactful academic event. In an era where digital transformation is redefining industries, our conference aims to explore innovative strategies that promote sustainable business practices while enhancing resilience in a rapidly changing economic landscape. Through engaging keynote speeches, insightful paper presentations, and dynamic discussions, you will gain valuable perspectives on how emerging technologies can drive growth, efficiency, and long-term value creation. We are honoured to present an impressive lineup of keynote speakers locally and internationally whose expertise spans diverse fields such as finance, human resources, marketing, and entrepreneurship. Their contributions will undoubtedly enrich your understanding of the opportunities and challenges that lie ahead. I encourage you to actively engage, network, and collaborate throughout this event, whether you are joining us in person or virtually. Let us seize this opportunity to not only advance our professional knowledge but also to build connections that will inspire innovation for years to come. Welcome to Mi-CAB 2025. Let us embark on this journey of discovery, innovation, and sustainability together.

**Dr. Akram Alraqab Sultan Al Khaled (Co - Chair)**

*Deputy Dean, Faculty of Business, Accounting, Finance, Law & Humanity, MAHSA University*



## Message from Advisor



It gives me immense pleasure to extend my warmest greetings to all participants of the MAHSA International Conference on Accounting and Business (Mi-CAB2025), held on August 22nd and 23rd at MAHSA University. Organized by the Faculty of Business, Accounting, Law and Humanities (FOBALH), this conference stands as a testament to our growing commitment to advancing research in the fields of business and social sciences.

Research in social sciences plays a pivotal role in shaping policies, guiding corporate governance, and understanding human behaviour in the ever-changing global economy. Platforms such as Mi-CAB are vital in providing scholars, practitioners, and students with the opportunity to exchange knowledge, share innovative findings, and collaborate towards sustainable academic and industry practices.

This year, Mi-CAB2025 marks a milestone, gathering more than 70+ scholarly papers, all of which will be routed for publication in the Scopus database—reflecting the quality, rigour, and significance of the contributions presented. At the Research Management Centre (RMC), we are proud to fully support this initiative and delighted to witness its remarkable progress. We believe that such efforts will continue to strengthen MAHSA University's reputation as a hub for impactful research. Our appreciation goes to entire organizing committee, scientific committee, and all the advisory members. I wish all presenters and participants a fruitful and inspiring conference.

**Prof. Dr. Valliappan Raju**

Sr. Director of Research Management Centre,

MAHSA University

[vally@mahsa.edu.my](mailto:vally@mahsa.edu.my)

## About the Mi-CAB 2025 Conference

In an era driven by accelerating technological breakthroughs and increasing global focus on sustainability, the realms of accounting and business are experiencing profound transformation. The integration of digital innovation is reshaping conventional business models and creating more resilient, efficient, and sustainable practices. Recognizing the significance of these shifts, we are proud to present the 5th MAHSA International Conference on Accounting and Business (Mi-CAB) 2025, themed “*Emerging Trends on Digital Transformation & Innovation for Business Sustainability*.” Building upon the successes of past conferences, Mi-CAB 2025 aims to provide a vibrant and collaborative platform for scholars, industry experts, policymakers, and professionals to engage in intellectual discourse, share cutting-edge research, and explore the evolving nexus between digital transformation and sustainable business strategies.

Scheduled to be held at MAHSA University on the 22nd and 23rd of August 2025, this year’s conference promises a rich program featuring keynote speeches from renowned thought leaders, in-depth panel discussions, research presentations, and valuable networking opportunities. As businesses and institutions adapt to the realities of the digital era, the conference will highlight how technological advancements can be strategically leveraged to enhance transparency, accountability, innovation, and long-term growth while addressing broader environmental and social responsibilities.

Mi-CAB 2025 offers a unique and invaluable opportunity for participants to gain insights, forge meaningful collaborations, and contribute to critical conversations shaping the future of accounting and business. We warmly invite your participation and support in making Mi-CAB 2025 a milestone event in advancing sustainable and digitally empowered business practices.



**Keynote Speaker - Professor Dr. Maszlee bin Malik**  
***Chairman of the International Institute of Advanced Islamic Studies (Iais) Malaysia***

Prof. Dr. Maszlee bin Malik has an extensive background in education, politics, and volunteer work. He previously served as the Minister of Education for Malaysia from May 2018 to January 2020 and was a Member of Parliament (MP) for Simpang Renggam from May 2018 to November 2022. Dr. Maszlee earned his Bachelor's degree from Al-Bayt University in Jordan and his Master's degree at University of Malaya in 2004. He later completed his Doctorate in Good Governance from Durham University in the United Kingdom. Prior to his political career, Dr. Maszlee was a committed educator and taught at the International Islamic University Malaysia from 2000 until 2018. He served as a Member of Parliament for the Malaysian United Indigenous Party (BERSATU) from March 2018 to May 2020 and then as an independent MP until November 2021. In November 2021, he joined Parti Keadilan Rakyat and was elected with the highest votes to the party's Central Leadership Council (Majlis Perwakilan Pusat/ MPP) in August 2022. However, after the 15th General Election, he decided to return to academia. He currently serves as a visiting professor at the Faculty of Language Studies and Human Development at the Universiti Malaysia Kelantan. He held a position as a professor at the Faculty of Psychology and Social Sciences at the University of Cyberjaya, commencing March 2023 and continuing until March 2024. He was also an active volunteer, serving as an advisor for multiple NGOs that help children with special needs.



**Keynote Speaker - Ybhg Datuk Haji Muhammad Nasir B. Hamzah**  
*Advisor Kumpulan Karangkraf*

Datuk Haji Muhammad Nasir Bin Hamzah is a distinguished figure in Malaysia's publishing industry, best known as the co-founder of Kumpulan Karangkraf, established over 45 years ago. Under his leadership, Kumpulan Karangkraf has grown into the largest publishing company in Malaysia, housing 30 magazines and a national daily newspaper. His passion for media and social work has made him a sought-after speaker both locally and internationally, where he frequently shares insights on these subjects. Beyond his role as co-advisor at Kumpulan Karangkraf, Datuk Haji Muhammad Nasir has contributed significantly to various other organizations. He serves as an advisor to Rasuah Buster, an anti-corruption movement, and holds the position of Adjunct Professor at the National Defense University of Malaysia. Additionally, he is the CEO of the Faculty In Programme at the same university. His commitment to peace and community well-being is further reflected in his role as Chairperson of the Board of Advisors for the Universal Peace Federation Malaysia and as a Board of Trustees member of the Red One Foundation. His continued dedication to public service and ethical leadership underscores his influence and legacy in both media and social advocacy.





**Keynote Speaker - Assoc. Prof. Ts. Dr. Jessica Ong Hai Liaw**  
*Fellow of the Chartered Institute of Logistics and Transport*

Assoc. Prof. Ts. Dr. Jessica Ong Hai Liaw FCILT is a well-respected Malaysian academic, media personality, and industry leader with contributions across communication, media, language, education, and logistics. She currently serves as the chairperson of Women in Logistics and Transport (WiLAT) Malaysia, a council member of The Chartered Institute of Logistics and Transport Malaysia (CILT(M)), the vice chairperson of Pertubuhan Aspirasi Bahasa Melayu Malaysia (ASPIRASIBM), and an Exco Member of the Malaysian Professional Centre (BIM). She is also an Associate Professor at the Faculty of Defence Studies and Management, National Defence University of Malaysia (NDUM). In the media industry, Dr. Jessica was a news presenter for "Berita Dunia" from 2004 to 2020 and has hosted several national television programs on RTM, such as "Bicarawara Global@1," "1Malaysia Breakfast," and "Selamat Pagi Malaysia." In 2024, she began hosting "Podcast Bicara Harmoni" under the Ministry of National Unity, supporting the Harmoni MADANI Initiative to promote unity and mutual respect. Outside of academia and media, she actively contributes to charitable and non-governmental efforts, serving as Ambassador for the USM Kelantan Child Welfare Association (PEKA), Deputy Chairman of the Malaysian Population Development Organization (PPPM), and Head of Media for the COVID-19 Communication Task Force at the International Academy of Medicine Malaysia. She also holds editorial roles in various academic journals and publications and continues to write for Utusan Malaysia and other media platforms.



**Keynote Speaker - Director Dr. Anjali Kalse**  
***Bharati Vidyapeeth's Institute of Management Studies & Research Sector 8, Mumbai***

Dr. Anjali Kalse holds a B.Sc., M.I.R.P.M., and a Ph.D. from Nagpur University (1998). She is currently the Director of Bharati Vidyapeeth Institute of Management Studies and Research, Navi Mumbai. With over 23 years of experience, she has been actively involved as a trainer in soft skills and various management topics. Dr. Kalse has authored several books on Human Resource Management and Industrial Relations and has published numerous articles on a wide range of management subjects. She has presented and published many research papers at national and international conferences and contributed to reputed journals, including Scopus and ABDC-listed publications. A certified NLP practitioner and a Certified Assessor from XLRI Jamshedpur, Dr. Kalse has received multiple awards and recognitions. Most recently, she was honored with the “Best Teacher Award” by the prestigious University of Mumbai on the occasion of Teachers' Day. She also received the “National Happiness Unicorn Award” in August 2022 from AICTE and YOL, and the Prof. Indira Citation at the World Education Congress in 2024. In 2020, she was the recipient of the I2OR Award in the category of Educationist. Dr. Kalse has conducted numerous training programs for various reputed organizations and is actively involved in several professional bodies. She is a member of the Federation of Neuro-Linguistic Programming (USA), a member of the NHRD Network, and a life member of ISTD.



**Keynote Speaker - Associate Professor Dr. Law Kian Aun**  
***Faculty of Accountancy and Management, University Tunku Abdul Rahman (UTAR)***

Dr. Law Kian Aun is an Associate Professor at the Faculty of Accountancy and Management, University Tunku Abdul Rahman (UTAR), Malaysia. He holds a Bachelor of Science (Hons) in Finance from the City University of New York, an MBA from the University of Hull, a Doctorate in Business Administration (DBA) from the University of South Australia, and a PhD in Management and Cultural Studies from University Malaya. He teaches a range of courses, including Business Negotiation, Organizational Behavior, Strategic Management, Business Finance, and Research Methodology at both undergraduate and doctoral levels. Dr. Law is actively involved in research focusing on business management and cultural studies and has published over 60 papers in national and international journals, including those indexed in ISI and SCOPUS. He has also authored 12 books and contributed to conferences, magazines, and newspapers. He has secured various research grants and serves as a panel assessor for UTAR, MOHE, FRGS, and TRGS grant applications. With over 20 years of experience, he has trained educators, executives, and directors across more than 30 public-listed companies in Malaysia and Asia. He has also taught students from universities in China, Taiwan, Hong Kong, Vietnam, Thailand, Singapore, Brunei, and Malaysia. His research interests include strategic management, organizational behavior, and cultural studies, particularly for SMEs in developing economies. Dr. Law is a bilingual educator with a strong network across the Asia Pacific region and serves as a senior assessor for the Malaysian Qualifications Agency (MQA), a MyRA Assessor under MOHE, and a Senate Member at UTAR.



**Keynote Speaker - Professor Sayeeduzzafar Qazi**  
*Chairperson of the Human Resources Management Department at the University of Business and Technology in Jeddah, Kingdom of Saudi Arabia*

Professor Sayeeduzzafar Qazi is the Chairperson of the Human Resources Management Department at the University of Business and Technology in Jeddah, Saudi Arabia. He has presented and published many research papers at national and international conferences, with several articles aligned with the United Nations Sustainable Development Goals. He also serves as a reviewer for high-impact journals and has guided numerous PhD students in management studies. Professor Qazi has held important academic roles, including positions with ICICI-Prudential Life Insurance, the Retailers Association of India, and Punjab Technical University. He has been a keynote speaker at various conferences and contributed a working paper to the Indian Institute of Management Ahmedabad (IIMA), which is used as reference material for doctoral students. During his time at IIMA, he co-organized training programs for senior executives and worked as a consultant in organizational behaviour and human resource management, serving both corporate and government clients. He has contributed to projects supported by the UN, the World Bank, and the Indian government, developing training programs for institutions like the Ministry of Textiles and the Department of Personnel. As a visiting faculty member, he has delivered guest lectures at universities such as Nirma University, MICA, and the Railway Staff College. He previously served as Chairperson at Dar Ul Uloom University in Riyadh, Director at IILM in Lucknow, and Group Director for several institutions under Punjab Technical University. His areas of expertise include HR systems, organizational development, institutional growth, and workplace behaviour.





**Keynote Speaker - Associate Professor Dr. Anuj Kumar**  
***Head of Research, Rushford Business School, Switzerland***

Dr. Anuj Kumar is the Head of Research and an Associate Professor at Rushford Business School, Switzerland. He also holds an honorary role as a Research Fellow at INTI International University, Malaysia. His main areas of expertise include marketing, international business, and general management. He holds an M.Sc. in International Business from University College Dublin, Michael Smurfit Graduate Business School, Ireland (ranked among the top 200 globally by QS), and a PhD from Aligarh Muslim University. Dr. Kumar has an impressive publication record, with over 80 research papers in SCOPUS, Web of Science, SCI, ABDC, and UGC Care journals. He has also authored three e-books, five book chapters (including two indexed in Scopus), and published several case studies in top platforms such as Emerald, Case Centre UK, and other reputed journals. He holds three international patents (South Africa) and one from India. Dr. Kumar has over 1,345 citations on Google Scholar (h-index 18, i10-index 30), 935 citations on ResearchGate (h-index 18), and over 300 citations in Scopus (h-index 11). He has participated in more than 50 national and international conferences and conducted 40 faculty development programs. Dr. Kumar is frequently invited as a keynote speaker, session chair, and guest lecturer at universities in India and abroad, including Vietnam National University and University College Dublin. He has also received a major research grant from ICSSR and served as a special issue editor and reviewer for several top journals. He is the India country head for *International Management Review* and has earned multiple awards, including Best Researcher, Young Achiever, Outstanding Academician, and an Outstanding Achiever award from MAHSA University. Dr. Kumar is known for his dynamic, creative, and positive approach to academia and research.



## Conference Board

### HONORARY PATRON

Prof. Tan Sri Datuk Dr Hj Mohamed Haniffa Bin Hj Abdullah

*Executive Chairman, MAHSA Group*

### CHIEF PATRON

Dato' Dr Shahril Bin Prof. Tan Sri Datuk Dr Hj Mohamed Haniffa

*Group Managing Director, MAHSA Group*

### PATRON 1

Prof. Dato Dr Ikram Shah Bin Ismail

*Vice Chancellor, MAHSA University*

### PATRON 2

Prof. Emeritus Dr. Rosnah Binti Mohd Zain

*Deputy Vice-Chancellor, MAHSA University*

Assoc. Prof. Dr Veronica Chua Poh Choo

*Pro Vice-Chancellor, MAHSA University*



## Executive Technical Committee

This committee serves as a catalyst for the success of the MAHSA International Conference, bringing together expertise across departments to drive impactful outcomes.

### ADVISORS

Professor. Dr. Valliappan Raju

*(Senior Director, Research Management Centre)*

Dr Audrey Yong Chee Hui

*(Chair, Research, Innovation, and Enterprise (RIE))*

### COORDINATORS

Dr. Chew Weiyun

*(Strategic Planning Office, Research Management Centre)*

Ms Nur Alia binti Othman

*(Research Management Officer, Research Management Centre)*

### WEBSITE DEVELOPMENT

Mr Krishna

*(Senior Manager, Group Executive Director's Office)*

Ms Nur Farhana Syahirah binti Ghazali

*(Administrative Executive, MAHSA Nexgen)*

### MULTIMEDIA SUPPORT

Ms. Afifah Binti Mior Kamarulbaid

*(Graphic Designer, MARCOMM Department)*



## Organising Committee

### CONFERENCE CHAIR / CO CHAIR / ADVISOR

Dr. Sugumaran Selladurai (Chair)

*Dean, Faculty of Business, Accounting, Finance, Law & Humanity, MAHSA University*

Dr. Akram Alraqab Sultan Al Khaled (Co - Chair)

Professor Dr. Valliappan Raju (Advisor) and Dr Audrey Yong Chee Hui (Co-Advisor)

### SECRETARY

Dr Selvi Narayanan

Mr. Muhammad Naufal Aniq Bin Khairol Amali

### TREASURER

Mr. Muhammad Hamidi Kamarudin

Ms Nurul Ruzaini Bt Razaki

### REGISTRATION

Ms Nurul Nabihah Bt Abdul Halim

Ms Nur Izyan Bt Jonaidi

### LOGISTICS

Mr Muhammad Anna B Krishnadas

Mr Muhamad Khairul Anuar B Sukri

Mr Mohd Hakimi B Md Baharudin

### CAMPUS TOUR

Ms Nurul 'Izzah Bt Ramli

Ms Amirah Bt Zulkifli

### CERTIFICATE

Mr.Mansoor Ali B Mohamed Yusoof

Mr Muhamad Khairul Anuar B Sukri





## **SPONSORSHIP & BUDGET APPROVAL**

Dr Sugumaran Selladurai

## **CONFERENCE ADVISORY BOARD**

### **INTERNATIONAL :**

Dr. Anjali Kalse

*Director, BVMSR, Navi Mumbai, India*

Prof. Dr. Rajeev Bhardwaj,

*Pro-Vice Chancellor, DBS Global University, Dehradun, Uttarakhand, India*

### **LOCAL :**

Professor Emeritus Dr. Rosnah Binti Mohd Zain

*Chief Executive Officer, MAHSA Research & Innovation Sdn Berhad*

Dr. Audrey

*Research and Innovation, MAHSA University, Malaysia*

## **MARKETING & ADVERTISING**

Ms Erma Shahida Bt Kaap

Ms Shahida Mansor

Ms Utaranjeet Kaur A/P Kartar Singh

Ms Jayesri Sevakumaran

Ms. Mazlina Bt Muhamad

Dr. Akram Alraqab Sultan Al-Khaled

Dr. Mohammad Daud B Johari

Assoc.Prof.Dr. Rasheedul Haque

## **FOOD & BEVERAGES**

Ms Nurdalila Bt Abdullah

Ms Siti Nabihah Bt Shariffuddin

## **EDITOR PROCEEDING**

Associate Professor Dr Rasheedul Haque

Ms Noorhidayah binti Salehuddin



## **EDITOR PROGRAM BOOK / BOOK OF ABSTRACT**

Ms Noorhidayah binti Salehhudin  
Ms Liyana Nadhirah binti Kamal

## **REVIEWER**

Associate Professor Dr Rasheedul Haque  
Dr Latha Manickam  
Mr Fakir Mohamed B Omar Din  
Dr Selvi Narayanan  
Ms Shahida Mansor

## **CHAIR SESSION**

Associate Professor Dr Rasheedul Haque  
Mr Hossam Fadel  
Ms Mazlina Mohamad  
Dr Latha Manickam  
Dr Selvi Narayanan

## **PROTOCOL**

Dr Sugumaran Selladurai  
Dr.Akram Alraqab Sultan Al-Khaled  
Dr.Mohammad Daud bin Johari



## **Instructions for Oral Presentations**

### ***Devices Provided by the Conference Organizer:***

Laptop (with MS – Office and Adobe Reader)

Projector & Screen

Smart Board

Laser sticks

### ***Material Provided by the Presenters:***

PowerPoint or PDF files

USB (Pen Drive)

### ***Duration of each Presentation (Tentatively):***

Keynote speech: about 10-15 minutes (including Q&A)

Regular oral presentation: about 15 minutes (including Q&A)

### ***During Registration:***

Original Receipt (Payment detail)

Pass Card with Lanyard

Participation Certificate (Collect from Session Chair after the session)

Conference Bag

## Conference Itinerary

22 <sup>nd</sup> AUGUST 2025 (FRIDAY) Malaysia Standard Time (MYT)		Scheduled Time for Virtual Keynote Speakers
9:00 AM – 9:30 AM	Arrival of Participants and Registration	
	<ul style="list-style-type: none"> <li>- Arrival of Guests, VIPs, and the Top Management Team</li> <li>- Light Refreshments for VIPs and the Top Management Team</li> </ul>	
9:30 AM – 9:45 AM	<b>Mi-CAB Opening Ceremony</b> <ul style="list-style-type: none"> <li>- Recitation of Doa</li> <li>- National Anthem</li> <li>- Welcoming Speech by the Chairman, Dr. Sugumaran Selladurai</li> </ul>	
9:45 AM – 10:00 AM	<ul style="list-style-type: none"> <li>- Opening and Inaugural Remark by MAHSA Vice-Chancellor</li> <li>- Montage Video Presentation</li> </ul>	
10:00 AM – 10:05 AM	Photo Session	
10:05 AM – 10:30 AM	<b>Speech by the Keynote Speaker 1:</b> YBhg Prof. Dr. Maszlee Malik  Chairman of the International Institute of Advanced Islamic Studies (IAIS) Malaysia	
10:30 AM – 10:45 AM	<b>Speaker 2:</b> YBhg Datuk Haji Muhammad Nasir B. Hamzah  Advisor Kumpulan Karang kraf	
10:45 AM – 11:00 AM	<b>Speaker 3:</b> Assoc. Prof. Ts. Dr. Jessica Ong Hai Liaw Fellow of the Chartered Institute of Logistics and Transport (FCILT)	
11:00 AM – 11:15 AM	<b>Speaker 4:</b> Associate Professor Dr. Law Kian Aun Faculty of Accountancy and Management, Universiti Tunku Abdul Rahman (UTAR), Malaysia	
11:15 AM – 11:25 AM	<b>Speaker 5 (Live):</b> Dr. Anuj Kumar, Head of Research and Associate Professor, Rushford Business School, Switzerland	5:15 AM – 5:25 AM (Local Time in Switzerland)
11:25 AM – 11:35 AM	<b>Speaker 6 (Live):</b> Prof. Dr. Sayeeduz Zafar Qazi, University of Business and Technology in Jeddah, Kingdom of Saudi Arabia	6:25 AM – 6:35 AM (Local Time in Saudi Arabia)





11:35 AM – 11:45 AM	<b>Speaker 7 (Recording):</b> Dr. Anjali Kalse, Director Bharati Vidyapeeth's Institute of Management Studies & Research	
11:45 AM – 12:00 PM	Presentation of a Token of Appreciation to the Speakers	
12:00 PM – 12:45 PM	Lunch Break: - Vintage (VIP) - In front of Auditorium (Presenters & Listeners)	
12:45 PM – 2:30 PM	Break for Friday Prayer	
2:30 PM – 4:30 PM	Parallel Sessions 1, 2, 3, 4, 5, and 6 (Physical) / Online Presentation	
4:30 PM – 5:00 PM	Best Paper and Best Awards/Closing ceremony/Photo Session	

### **Link for Speaker 5 and 6:**

[https://teams.microsoft.com/l/meetup-join/19%3ameeting\\_Zig2M2VjNjctODFkZC00OGI3LWl3YjltMDM4NmE0MjU2ZTgy%40thread.v2/0?context=%7b%22Tid%22%3a%22623d0653-6e45-4493-b409-2e3438dc669e%22%2c%22Oid%22%3a%22a776d75a-0746-4f35-843c-936430e28b1d%22%7d](https://teams.microsoft.com/l/meetup-join/19%3ameeting_Zig2M2VjNjctODFkZC00OGI3LWl3YjltMDM4NmE0MjU2ZTgy%40thread.v2/0?context=%7b%22Tid%22%3a%22623d0653-6e45-4493-b409-2e3438dc669e%22%2c%22Oid%22%3a%22a776d75a-0746-4f35-843c-936430e28b1d%22%7d)

## Conference Venue



**Level 9, Auditorium,  
Empathy Building  
MAHSA UNIVERSITY**

*Address:*

**SP 2, Bandar Saujana Putra,  
72610 Jenjarom, Selangor,  
Malaysia**

## List of Parallel Sessions

<b>DATE: 22<sup>nd</sup> AUGUST 2025</b> <b>DAY: FRIDAY</b> <b>MODE: PHYSICAL</b>				
<b>PARALLEL 1</b> Venue : Auditorium, Level 9, Empathy Block Moderator : Dr. Mohammad Daud Bin Johari Assistant Moderator : Mr. Mansoor Ali Bin Mohamed Yusooof				
No.	Session Time	Paper ID	Title of the Paper	Author's Name
1.	2.30PM – 2.45 PM	MICAB 25 - 0001	External Challenges of Caregivers Working in Care Centers in Malaysia.	1. Jessmin Lee Mei Sim 2. Hossam Fadel
2.	2.45 PM – 3.00 PM	MICAB 25 - 0002	Perceived Sustainability Improvements from Carbon Footprint Reduction Efforts at Malaysian Airports.	1. Song Tzer Lim 2. Dr. Rasheedul Haque 3. Dr.Latha Manickam
3.	3.00 PM – 3.15 PM	MICAB 25 - 0003	Factors That Make Employees Satisfied	1. Zuairea Ahmed Unaisa 2. Hossam Fadel
4.	3.15PM – 3.30 PM	MICAB 25 - 0010	“One Belt, One Road Initiative”: Effect On Malaysia-China Future Economic, Social and Politic	1. Dr Mohammad Daud bin Hj Johari, 2. Akram Abdulraqab Sultan Al Khalid 3. Fakir Mohamed Bin Omar Din
5.	3.30 PM – 3.45 PM	MICAB 25 - 0018	Exploring The Mediating Effect Of Organizational Learning Capability on the Relationship Between Human Resource Management Practices, Servant Leadership, and Organizational Responsibility in Logistic Industry in Malaysia.	1. Lazalus @ Lazarus Bin Francis
3.	3.45 PM – 4.00 PM	MICAB 25-0019	Sentiments Towards Artificial Intelligence: A Novice Comparative Analysis.	1. Muhammad Naufal Aniq bin Khairol Amali 2. Prof. Dr. Khairol Amali Bin Ahmad 3. Muhammad Khairul 4. Anuar Bin Sukri
7.	4.00 PM – 4.15 PM	MICAB 25-0021	Employee Engagement and Burnout In Healthcare: Strategies for Retention and Performance Enhancement.	1. Kiren Raj A/L Jaikumar 2. Dr. Rasheedul Haque
8.	4.15 PM – 4.30 PM	MICAB 25 - 0023	Investigating the Impact of Digital Marketing Trends on the Performance of Industry 4.0 Adoption in Nigeria.	1. Ifedi Chibuzo 2. Dr. Rasheedul Haque

DATE: 22<sup>nd</sup> AUGUST 2025

DAY: FRIDAY

MODE: PHYSICAL

**PARALLEL 2**

Venue : Room E-8-11. Level 8, Empathy Block

Moderator : Dr. Selvi A/p Narayanan

Assistant Moderator : Ms. Shahida binti Mansor

No.	Session Time	Paper ID	Title of the Paper	Authors Name
1.	2.30PM-2.45 PM	MICAB 25-0025	Factors Influencing Perceived Stress and Mental Health Among University Undergraduates: A Case Study of a Private University in Klang Valley, Malaysia.	1. Puti Norani Binti Radin Tahir 2. Rasheedul Haque, Sharon Lilian How, 3. Putri Nurul Izza Rusli, 4. Putri Nurul Aainaa Rusli, Rusli Bin Nordin
2.	3.00 PM – 3.15 PM	MICAB 25-0032	Impact of Hospital Administrator Leadership Styles on Staff Efficiency And Morale	1. Yip Ee Ping 2. Dr Rasheedul Haque
3.	3.15PM – 3.30 PM	MICAB 25-0033	The Civilian and Military Cooperation In Managing the Covid-19 Pandemic As A Part of Military Operations other Than War: The Achievement Towards a Resilient Whole-of-Society Approach In Malaysia	1. Dr Mohammad Daud Bin Hj Johari 2. Mohd Zaki Jusoh
4.	3.30 PM – 3.45 PM	MICAB 25-0034	Exploring Theatre Management and Project Strategies in the Era of China's Theatre Industrialization	1. Wang Wei Cheng 2. Dr Rasheedul Haque
5.	3.45 PM – 4.00 PM	MICAB 25-0035	The Impact of Digital Technology Adoption on Business Operations and Competitiveness	1. Iman Zabihi 2. Dr Rasheedul Haque
6.	4.00 PM – 4.15 PM	MICAB 25-0052	The Impact of Spiritual Intelligence on Corporate Women Leadership	1. Tithi Afia Joynab 2. Dr Rasheedul Haque
7.	4.15 PM – 4.30 PM	MICAB 25-0087	Decoding Purchase Decisions: Key Determinants in Malaysia's Fashion Retail Sector	1. Mehnaz Zahin 2. Dr. Latha Manickam



**DATE: 22<sup>nd</sup> AUGUST 2025**

**DAY: FRIDAY**

**MODE: ONLINE (<https://shorturl.at/gQ1Xj>)**

**PARALLEL 1**

Venue : Room E-8-04. Level 8, Empathy Block

Moderator : Assoc. Prof. Dr Rasheedul Haque

Assistant Moderator : Ms. Noorhidayah binti Salehhudin

No.	Session Time	Paper ID	Title of the Paper	Authors Name
1.	2.30pm-2.45pm	MICAB 25 - 0015	A Novel Reinforcement Learning Algorithm For Demand Forecast And Inventory Management In Supply Chain In Malaysia.	1. Angeline Anthonysamy 2. Nur Syamimi binti Johari 3. Liyana Nadhirah binti Kamal
2.	2.45pm-3.00pm	MICAB 25 - 0024	Analyzing The Costs And Benefits Of Robotic Surgery Adoption: Patient Satisfaction Considerations	1. Chuah Ai Nee 2. Dr. Rasheedul Haque
3.	3.00pm-3.15pm	MICAB 25 - 0026	Personalized Recommendation Systems And Their Effect On Marketing Outcomes: Evidence From Meituan's Online Services In China	1. Wang Liudan 2. Dr. Rasheedul Haque
4.	3.15pm-3.30pm	MICAB 25 - 0027	The Role Of Leadership Styles And Organizational Frameworks In Enhancing Hospital Performance: Evidence From Saudi Arabia	1. Majed Saleh Alsaif 2. Dr. Rasheedul Haque
5.	3.30pm-3.45pm	MICAB 25 - 0028	Comparative Research On Organizational Management And Strategic Optimization In Business And Educational Sectors	1. Xie yongqin 2. Dr. Latha Manickam, 3. Dr. Rasheedul Haque
6.	3.45pm-4.00pm	MICAB 25 - 0030	Impact Of Personality Disorders On Self Deception And Social Media Addiction In Young Adults	1. Dr.Karthick.K.K 2. Dr.M.Ganesan Alias Kanagaraj, 3. Dr.K.Sathiyamurthi, 4. Dr.N.Udaya Prakash
7.	4.00pm-4.15pm	MICAB 25 - 0031	Digital Transformation And Sustainable Business Growth In Construction: A Malaysian Perspective On Organizational Capability	1. Liew Keng Leong 2. Dr. Latha Manickam
8.	4.15pm-4.30pm	MICAB 25 - 0036	Leadership Commitment To Occupational Health: Effects On Safety Compliance And Employee Morale In Malaysian Industry	1. Nur Rashidah Bt Mohd Rashid 2. Dr. Rasheedul Haque
9.	4.30pm-4.45pm	MICAB 25 - 0037	Optimization Of Financial Technology (Fintech) in Supporting The Financial Management Of New Business Actors In Jember Regency	1. Endang Lifchatullaillah 2. Mazlina Muhamad 3. Indra Legiyanti
10.	4.45pm-5.00pm	MICAB 25 - 0039	The Influence Of Trust In Fintech And Digital Advertising Effectiveness On Consumer Purchase Decisions With Customer Satisfaction As An Intervening Variable At Warung Kopitiam Jember	1. Melur Tri Swastika 2. Mazlina Muhamad



**DATE: 22<sup>nd</sup> AUGUST 2025**

**DAY: FRIDAY**

**MODE: ONLINE (<https://shorturl.at/GrvdX>)**

**PARALLEL 2**

Venue : Room E-8-05. Level 8, Empathy Block  
Moderator : Dr. Akram Abdulraqab Sultan Al Khaled  
Assistant Moderator : Madam Mazlina Bt Muhamad

No.	Session Time	Paper ID	Title of the Paper	Authors Name
1.	2.30pm-2.45pm	MICAB 25 - 0040	Innovation in Processing Banana Peel Waste into Environmentally Friendly Herbal Soap as an Effort to Improve Community Welfare & Independence	1. Stivaniyanti Atmanegara, 2. Mazlina Muhamad 3. Putri Maharani Nisa Atus Sholeha Arifin
2.	2.45pm-3.00pm	MICAB 25 - 0041	Consumer Values And Electric Vehicle Purchase Intentions In Young China: Attitudes As A Mediating Mechanism	1. Pan Hong Mei Zhang Danfeng 2. Dr. Rasheedul Haque
3.	3.00pm-3.15pm	MICAB 25 - 0042	The Impact of Transformational Leadership on Employee Performance and Job Satisfaction in the Banking Industry in Nigeria	1. Nwose Precious Okwukwe
4.	3.15pm-3.30pm	MICAB 25 - 0044	Investigating the Strategic Influence of Charitable Trusts on Civil Society: An Analytical Perspective	1. Dr. Anjali Kalse 2. Dr. Lakshmi S 3. Dr. Rasheedul Haquec 4. Dr. Kuldeep Bhalerao 5. Dr. Manisha Shukla
5.	3.30pm-3.45pm	MICAB 25 - 0045	Management Practices In Independent Clinical Laboratories: Insights From W Company	1. Joispin Santhanam 2. Dr. Rasheedul Haque
6.	3.45pm-4.00pm	MICAB 25 - 0046	How Strong Banks Fuel A Stronger Economy: A Camel Based Study Of India's GDP	1. Gaurav K Mangar 2. Dr. Monika Hanspal
7.	4.00pm-4.15pm	MICAB 25 -0048	An Integrated Strategy To Minimize Readmissions At Pantai Hospital Kuala Lumpur: Advancing Patient Care And System Efficiency	1. Mak Lee Foong 2. Dr. Dr.Rasheedul Haque
8.	4.15pm-4.30pm	MICAB 25 - 0051	Assessment Of The Viability Of An Off-Site Health	1. Mak Lee Foong 2. Dr. Rasheedul Haque
9.	4.30pm-4.45pm	MICAB 25 - 0053	An Explorative Understanding on The factors Creating Business Outcome Through Consumer Expectation Fulfilment	1. Gomala Devi A/P Ramasamy 2. Ganesh Ramasamy 3. Akram Abdulraqeb Sultan Al-Khaled
10.	4.45pm-5.00pm	MICAB 25 - 0054	Exploring The Essentials of Workplace Factors For Organisational Citizenship Behaviour in Traditional Malaysian Supermarket	1. Puvaneswary A/P Ramasamy 2. Ganesh Ramasamy 3. Sugumaran Selladurai

**DATE: 22<sup>nd</sup> AUGUST 2025**

**DAY: FRIDAY**

**MODE: ONLINE (<https://shorturl.at/WcsbG>)**

**PARALLEL 3**

Venue : Room E-8-06. Level 8, Empathy Block

Moderator : Dr. Latha Manickam

Assistant Moderator : Ms. Jayesri A/p Sevakumaran

No.	Session Time	Paper ID	Title of the Paper	Authors Name
1.	2.30pm-2.45pm	MICAB 25 - 0055	The Promoting Role of Digital Infrastructure Construction on Local Economic Development: Evidence from Belt and Road Countries	1. Qiuya Ma 2. Dr. Rasheedul Haque
2.	2.45pm-3.00pm	MICAB 25 - 0056	Factors Influencing Artificial Intelligence (Ai) Adoption Among Management Undergraduate Students In A Private University In Klang Valley, Malaysia	1. Putri Nurul Izza Binti Rusli 2. Rasheedul Haque 3. Latha Manickam 4. Putri Nurul Aainaa Binti Rusli 5. Putri Norani Binti Radin Tahir 6. Rusli Bin Nordin
3.	3.00pm-3.15pm	MICAB 25 - 0057	Financial Risk Management for Students in Higher Education: Evaluating Institutional Strategies and Tools in a Private University in Klang Valley, Malaysia	1. Putri Nurul 'Aainaa Binti Rusli 2. Rasheedul Haque 3. Latha Manickam 4. Putri Nurul Izza Binti Rusli 5. Puti Norani Binti Radin Tahir 6. Rusli Bin Nordin
4.	3.15pm-3.30pm	MICAB 25 - 0058	Bridging the Digital Divide: Challenges of Integrating Artificial Intelligence in Nigeria's Small and Medium Enterprises (SMEs)	1. Henry Ebubedike Ama 2. Dr.Latha Manickam
5.	3.30pm-3.45pm	MICAB 25 - 0059	Assessing the Effects of Digital Surveillance on Employee Job Satisfaction: A Cross-Industry Analysis in Punjab, India	1. Dr. Gagandeep Kaur 2. Dr. Swastika Jain
6.	3.45pm-4.00pm	MICAB 25 - 0061	Integrating Technology for Efficient Hospital Management: A Study of Hospitals in Male', Maldives	1. Aishath Rafaahath Rameez 2. Dr. Latha Manickam
7.	4.00pm-4.15pm	MICAB 25 - 0062	Examining The Effect Of Corporate Governance, Internal Control And Corporate Reputation On Employee Engagement: The Moderating Role Of Leadership Style	1. Mohd Faiz Mohd Noh 2. Dr. Selvi Narayanan
8.	4.15pm-4.30pm	MICAB 25 - 0064	Smart Education and Industry 5.0: A Review of University Students' Readiness and Willingness to Pay	1. Mazlina Muhamad 2. Nurul Aishah Binti Khairuddin 3. Amy Adriana Binti Fitril Amin 4. Nurul Iman Binti Mohd Sahri 5. Endang Lifchatullaillah,S.E.,M.M
9.	4.30pm-4.45pm	MICAB 25 - 0065	The Impact Of Branding Strategis On Consumers Behavior	1. Hatim Ahmed Gabir Subahi 2. Dr. Rasheedul Haque
10.	4.45pm-5.00pm	MICAB 25 -0066	The Influence of Business Location, Product Quality, Service Quality and Price on Customer Satisfaction of Jember Pipo Geprek Chicken	1. Ismatul Hasanah 2. Mazlina Muhamad 3. Demoniq Dwi Febrianti

<b>DATE: 22<sup>nd</sup> AUGUST 2025</b> <b>DAY: FRIDAY</b> <b>MODE: ONLINE (<a href="https://shorturl.at/g4CYR">https://shorturl.at/g4CYR</a>)</b>				
<b>PARALLEL 4</b> <b>Venue : Room E-8-07. Level 8, Empathy Block</b> <b>Moderator : Dr. Ganesh A/I Ramasamy</b> <b>Assistant Moderator : Ms. Utaranjeet Kaur A/p Kartar Singh</b>				
No.	Session Time	Paper ID	Title of the Paper	Authors Name
1.	2.30pm-2.45pm	MICAB 25 - 0067	A Comprehensive Analysis of Challenges and Growth Strategies, Technological adoptive role in Assessing the Competitiveness of MSMEs in India.	1. Dr. Saloni Desai 2. Dr. Anjali Kalse 3. Dr. Veena Rajesh Kolte 4. Prof. Sameer Sonawane 5. Dr. Uma Durgude
2.	2.45pm-3.00pm	MICAB 25 - 0068	Exploring The Impact Of Founder Branding On Reputation And Consumer Loyalty In The Digital-Era Beauty Industry.	1. Ismoilova Nargiza Zokhid Kizi 2. Dr. Rasheedul Haque
3.	3.00pm-3.15pm	MICAB 25 -0069	The Role of Generative AI in Brand Communication and Consumer Trust: An Empirical Investigation.	1. Dr. Uma Durgude 2. Prof. Mustak Deraiya, 3. Dr. Anjali Kalse
4.	3.15pm-3.30pm	MICAB 25 0074	Printed ads vs Digital ads: A comparison of Influence	1. Tan Choong Shen 2. Hossam Fadel
5.	3.30pm-3.45pm	MICAB 25 0076	Through the Lens of the "Sweet Potato Theory": An Empirical Study on New Quality Productive Forces Driving High-Quality Development of Overseas Chinese Cuisine—Case Studies from Southeast Asia, Europe, and America.	1. Danqing Wu
6.	3.45pm-4.00pm	MICAB 25 0079	Implementation Of Sustainable Marketing Strategies In Ecoprint Businesses In Jember.	1. Indria Dwi Hapsari 2. Mazlina Muhamad 3. Radinka Adhipramana Kasyara
7.	4.00pm-4.15pm	MICAB 25 0080	Geospatial Analysis in Understanding Consumer Behavior to Enhance the Effectiveness of Retail Marketing Strategies in Urban Environments.	1. Muhammad Rapita Kun Panuluh 2. Mazlina Muhamad 3. Muhammad Nala Hulwadin
8.	4.15pm-4.30pm	MICAB 25 0089	Empowering Cash Waqf Contributions: Exploring Fintach Adoption, Digital Payments and Donor Trust.	1. Fadzrina binti Ramli 2. Fatin Syazwani Safiyuddin 3. Nik Mohd Fadhil Nik Mohammad
9.	4.30pm-4.45pm	MICAB 25 0102	Study Of The Relationship Between Demographic Variables And Investment Choices For Sustainable Financial Planning. A Case Study Of College Teachers Of Navi Mumbai.	1. Dr. Veena Kolte 2. Dr. Kamini Khanna 3. Dr. Anjali Kalse 4. Sameer Sonawane 5. Dr. Saloni Desai
10	4.45pm-5.00pm	MICAB 25 0103	Artificial Intelligence in Business: Promises And Challenges To Data Based Environment	1. Nishat Z.Haveri 2. Dr. Kuldeep Bhalerao 3. Dr. Anjali Kalse 4. Dr. Rasheedul Haque 5. Shahida Bawa
11	5.00 pm - 5.15pm	MICAB 25-0031	Digital Transformation and Sustainable Business Growth in Construction: A Malaysian Perspective on Organizational Capability.	1. Liew Keng Leong 2. Dr. Latha Manickam

## List of Abstracts

RESEARCH AREA : ACCOUNTING		
1.	MICAB 0013	<p>Factors Influencing the Adoption of Accounting Software Among SMEs in Petaling Jaya: A TAM Perspective</p> <p><i>By: Liyana Nadhirah Kamal<sup>1</sup>, Prashania Sundra Mohan<sup>2</sup>, Amirah Zulkifli<sup>3</sup></i></p>
2.	MICAB 0014	<p>The Impact of Information Technology on Audit Quality Among Audit Firms in Klang Valley</p> <p><i>By: Amirah Zulkifli<sup>1</sup>, Nur Syamimi binti Johari<sup>2</sup>, Liyana Nadhirah Kamal<sup>3</sup></i></p>
3.	MICAB 0024	<p>Analyzing the Costs and Benefits of Robotic Surgery Adoption: Patient Satisfaction Considerations</p> <p><i>By: Chuah Ai Nee<sup>1</sup>, Dr Rasheedul Haque<sup>2</sup></i></p>
4.	MICAB 0049	<p>Lean Manufacturing Implementation at Lenovo Group: Transformation of Management Accounting Practices</p> <p><i>By: Wang Lei<sup>1</sup>, Nur Shazana Zulaika binti Kelana<sup>2</sup>, Iman Zabihi<sup>3</sup>, Rasheedul Haque<sup>4</sup></i></p>

## **Factors Influencing the Adoption of Accounting Software Among SMEs in Petaling Jaya: A TAM Perspective**

*Liyana Nadhirah Kamal<sup>1</sup>, Prashania Sundra Mohan<sup>2</sup>, Amirah Zulkifli<sup>3</sup>*

### **Abstract**

This study explores the adoption of accounting software among small and medium-sized enterprises (SMEs) in Petaling Jaya using the Technology Acceptance Model (TAM). As businesses increasingly shift toward digital tools, accounting software plays a vital role in improving financial accuracy and operational efficiency. The study examines how software efficiency, ease of use, and data quality influence business performance. A quantitative method was used, with 400 SMEs participating in a structured survey. Data were analysed using SPSS. The results reveal that software efficiency enhances productivity, ease of use encourages smoother adoption with less training, and quality data supports better decision-making and compliance. These findings align with TAM's core principles of perceived usefulness and perceived ease of use. The study offers practical insights for SMEs and software developers, emphasizing the need for efficient, user-friendly, and reliable accounting systems to improve overall performance and competitiveness in a digital economy.

## **The Impact of Information Technology on Audit Quality Among Audit Firms in Klang Valley**

*Amirah Zulkifli<sup>1</sup>, Nur Syamimi binti Johari<sup>2</sup>, Liyana Nadhirah Kamal<sup>3</sup>*

### **Abstract**

This study examines the impact of information technology (IT) on audit quality among audit firms in Malaysia's Klang Valley. As auditing evolves, IT tools are increasingly important for improving audit efficiency and effectiveness. The research investigates three factors: IT usage, auditor competencies, and internal control systems, and how they influence audit quality. Based on 169 responses analyzed using SPSS, the study finds all three variables positively affect audit quality. Advanced IT tools, such as data analytics and automated software, enhance financial data analysis and risk assessment. Auditor competencies are essential to maximize the benefits of these tools, highlighting the need for continuous IT training. Moreover, strong internal control systems are linked to better audit outcomes, supporting accuracy and risk mitigation. These findings offer practical guidance for audit firms looking to improve quality through digital transformation, emphasizing the synergy between technology, skilled personnel, and internal controls.



## **Analyzing the Costs and Benefits of Robotic Surgery Adoption: Patient Satisfaction Considerations**

*Chuah Ai Nee<sup>1</sup>, Dr Rasheedul Haque<sup>2</sup>*

### **Abstract**

Robotic surgery offers greater precision, reduced human error, and faster recovery times, marking a significant shift in surgical care. However, the technology's high acquisition and maintenance costs, along with training requirements, pose financial challenges—especially for smaller hospitals. This study analyzes the cost-effectiveness of robotic surgery adoption using a Cost-Benefit Analysis (CBA). It compares major costs—such as robotic system purchases, staff training, and equipment maintenance—with key benefits including improved surgical outcomes, increased patient satisfaction, and enhanced hospital efficiency. The research uses financial data, hospital records, and patient satisfaction surveys to calculate the Return on Investment (ROI) for hospitals utilizing robotic systems. Findings aim to guide healthcare administrators in evaluating whether the long-term financial and clinical benefits outweigh the substantial initial investment. Ultimately, the study supports evidence-based decision-making regarding the adoption of robotic surgical technology in healthcare institutions.

## **Lean Manufacturing Implementation at Lenovo Group: Transformation of Management Accounting Practices**

*Wang Lei<sup>1</sup>, Nur Shazana Zulaika binti Kelana<sup>2</sup>, Iman Zabihi<sup>3</sup>, Rasheedul Haque<sup>4</sup>*

### **Abstract**

This study explores how Lean Manufacturing transformed management and cost accounting at Lenovo Group, addressing inefficiencies like high inventory, defect rates, and misaligned metrics. Through the \$580 million LEAP2026 initiative, Lenovo integrated Lean tools—Just-in-Time, Kaizen, Poka-Yoke—and Activity-Based Costing (ABC) to improve cost tracking, variance analysis, and resource allocation. Using a qualitative case-based approach, the research examines a three-phase process: Value Stream Mapping, operational restructuring, and accounting integration. SAP dashboards enhanced Overall Equipment Effectiveness, while ABC identified hidden cost drivers. Outcomes included a 41% reduction in inventory costs, \$9.78 million savings in quality failures, and a 66% operating margin increase. Findings show Lean, combined with robust accounting, fosters efficiency, cost control, and cultural change.

## List of Abstracts

RESEARCH AREA: BUSINESS		
1.	MICAB 0002	<p>Perceived Sustainability Improvements from Carbon Footprint Reduction Efforts at Malaysian Airports</p> <p>By: <i>Song Tzer Lim<sup>1</sup>, Latha Manickam<sup>2</sup>, Rasheedul Haque<sup>3</sup></i></p>
2.	MICAB 0008	<p>A Qualitative Study of Retention Strategies in Privately-Owned Educational Institutions in Malaysia</p> <p>By: <i>Muhamad Khairul Anuar Bin Sukri<sup>1</sup>, Muhammad Anna Bin Krishnadas<sup>2</sup>, Fakir Mohamed Bin Omar Din<sup>3</sup></i></p>
3.	MICAB 0009	<p>An Empirical Study of the Perceptions of Undergraduate Students towards Knowledge in Logistics and Supply Chain Management: Focusing on Private University in Malaysia</p> <p>By: <i>Muhamad Khairul Anuar Bin Sukri<sup>1</sup>, Nursyazwani Binti Ramli<sup>2</sup>, Fakir Mohamed Bin Omar Din<sup>3</sup></i></p>
4.	MICAB 0010	<p>“One Belt, One Road Initiative”: Effect on Malaysia - China Future Economic, Social and Politic</p> <p>By: <i>Mohammad Daud Johari<sup>1</sup>, Akram Abdulraqab Sultan Al Khalid<sup>2</sup>, Fakir Mohamed Omar Din<sup>3</sup></i></p>
5.	MICAB 0015	<p>A Novel Reinforcement Learning Algorithm for Demand Forecast and Inventory Management in Supply Chain in Malaysia</p> <p>By: <i>Angeline Anthonysamy</i></p>
6.	MICAB 0019	<p>Sentiments Towards Artificial Intelligence: A Novice Comparative Analysis</p> <p>By: <i>Muhammad Naufal Aniq Bin Khairol Amali<sup>1</sup>, Khairol Amali Bin Ahmad<sup>2</sup>, Muhammad Khairul Anuar Bin Sukri<sup>3</sup></i></p>
7.	MICAB 0020	<p>Comparative Analysis of the Strategic Digital Governance for ESG Integration: Building Smart and Sustainable Institutions in Emerging Economies (Brazil, India, Indonesia, Turkey, and Nigeria)</p> <p>By: <i>Solomon Chukwuemeka Ugbaja<sup>1</sup>, Uğur Yozgat<sup>2</sup></i></p>
8.	MICAB 0028	<p>Comparative Research on Organizational Management and Strategic Optimization in Business and Educational Sectors</p>

		By: <i>Xie Yongqin<sup>1</sup>, Latha Manickam<sup>2</sup>, Rasheedul Haque<sup>3</sup></i>
9.	MICAB 0031	Digital Transformation and Sustainable Business Growth in Construction: A Malaysian Perspective on Organizational Capability  By: <i>Liew Keng Leong<sup>1</sup>, Latha Manickam<sup>2</sup></i>
10	MICAB 0033	The Civilian and Military Cooperation in Managing the Covid-19 Pandemic as a Part of Military Operations other than War: The Achievement Towards a Resilient Whole of Society Approach in Malaysia  By: <i>Mohammad Daud Johari<sup>1</sup>, Mohd Zaki Jusoh<sup>2</sup>, Akram Abdulraqueb Sultan Al-Khaled<sup>3</sup></i>
11	MICAB 0034	Exploring Theatre Management and Project Strategies in the Era of China's Theatre Industrialization  By: <i>Wang Wei Cheng<sup>1</sup>, Rasheedul Haque<sup>2</sup></i>
12	MICAB 0035	The Impact of Digital Technology Adoption on Business Operations and Competitiveness  By: <i>Iman Zabihi<sup>1</sup>, Rasheedul Haque<sup>2</sup></i>
13	MICAB 0038	The Role of Artificial Intelligence in Strategic Decision-Making in Business Management: A Study of SMEs in Port Harcourt, Nigeria  By: <i>Egeonu Kelechi Richard</i>
14	MICAB 0044	Investigating the Strategic Influence of Charitable Trusts on Civil Society: An Analytical Perspective  By: <i>Anjali Kalse<sup>1</sup>, Lakshmi S<sup>2</sup>, Rasheedul Haque<sup>3</sup>, Kuldeep Bhalerao<sup>4</sup>, Manisha Shukla<sup>5</sup></i>
15	MICAB 0045	Management Practices in Independent Clinical Laboratories: Insights from W Company  By: <i>Meng Xiangji<sup>1</sup>, Rasheedul Haque<sup>2</sup></i>
16	MICAB 0048	An Integrated Strategy to Minimize Readmissions at Pantai Hospital Kuala Lumpur: Advancing Patient Care and System Efficiency  By: <i>Joispin Santhanam<sup>1</sup>, Rasheedul Haque<sup>2</sup></i>
17	MICAB 0050	The Acceptance of Telematics System in Logistic Industry: A Bibliometric Analysis and Detailed Overview

		By: <i>Mohamad Yusuf Mislam<sup>1</sup>, Desmond Leong Chen Hui<sup>2</sup></i>
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## **Perceived Sustainability Improvements from Carbon Footprint Reduction Efforts at Malaysian Airports**

*Song Tzer Lim<sup>1</sup>, Latha Manickam<sup>2</sup>, Rasheedul Haque<sup>3</sup>*

### **Abstract**

Air transportation contributes significantly to global CO<sub>2</sub> emissions, yet research on emission reduction in developing nations remains limited. This study examines Malaysia Airports Holdings Berhad's (MAB) initiatives to reduce emissions at Kuala Lumpur International Airport (KLIA) and explores passengers' perceptions of these efforts. A qualitative approach using document reviews and interviews is employed. MAB has implemented strategies such as the Airport Carbon Emission Reporting Tool (ACERT) and solar energy initiatives, resulting in a 42.86% reduction in emissions from 2012 to 2014 despite a 22% rise in passenger numbers. These initiatives support Malaysia's target of a 40% reduction in national carbon emissions by 2025 and align with global goals set by the Intergovernmental Panel on Climate Change. The study highlights passenger perspectives on sustainable practices, aiming to strengthen stakeholder engagement and align corporate social responsibility with public expectations, while emphasizing the need to balance airport growth with environmental responsibility.

## **A Qualitative Study of Retention Strategies in Privately-Owned Educational Institutions in Malaysia**

*Muhamad Khairul Anuar Bin Sukri<sup>1</sup>, Muhammad Anna Bin Krishnadas<sup>2</sup>, Fakir Mohamed Bin Omar Din<sup>3</sup>*

### **Abstract**

This study investigates the retention strategies employed by privately-owned educational institutions in Malaysia. With the increasing competition among private institutions, student retention has become a vital concern. Using qualitative methods, including semi-structured interviews with administrators and academic staff from selected institutions, this research identifies key strategies used to retain students, such as academic support, campus engagement, financial aid, and career services. Findings contribute to a deeper understanding of effective retention mechanisms and offer practical implications for institutional policy and practice.

## **An Empirical Study of the Perceptions of Undergraduate Students towards Knowledge in Logistics and Supply Chain Management: Focusing on Private University in Malaysia**

*Muhamad Khairul Anuar Bin Sukri<sup>1</sup>, Nursyazwani Binti Ramli<sup>2</sup>,  
Fakir Mohamed Bin Omar Din<sup>3</sup>*

### **Abstract**

This study explores undergraduate students' perceptions of knowledge in Logistics and Supply Chain Management (LSCM), focusing on private universities in Malaysia. As LSCM plays a crucial role in national and global economic growth, equipping graduates with relevant skills and knowledge is essential. However, limited research examines how students perceive the importance, relevance, and application of LSCM in their studies and future careers. Using a quantitative approach, structured questionnaires were distributed to business students across selected private universities. Findings reveal varying levels of awareness, interest, and perceived value of LSCM, shaped by curriculum exposure, industry engagement, and career aspirations. The study underscores the need for curriculum enhancement, stronger industry-academic collaboration, and student engagement initiatives to strengthen LSCM education. Insights from this research can guide educators, policymakers, and industry stakeholders in developing strategies that better align academic programs with industry demands, ultimately improving graduate readiness for the evolving logistics and supply chain sector.

## **“One Belt, One Road Initiative”: Effect on Malaysia - China Future Economic, Social and Politic**

*Mohammad Daud Johari<sup>1</sup>, Akram Abdulraqab Sultan Al Khalid<sup>2</sup>, Fakir Mohamed Omar Din<sup>3</sup>*

### **Abstract**

This paper explores the impact of China's “One Belt, One Road” (OBOR) initiative on Malaysia's future economic, political, and social landscape. Introduced by President Xi Jinping in 2013, OBOR has sparked global interest and positioned Malaysia as a key strategic partner in the initiative. The recent visit by Xi to Malaysia after 12 years reinforced bilateral ties and opened opportunities in infrastructure, technology, tourism, healthcare, and trade—helping Malaysia navigate external challenges such as U.S. tariffs. The study reviews how Malaysia-China relations have evolved under OBOR and examines ASEAN's broader responses. Despite setbacks like the MH370 incident and South China Sea disputes, Malaysia continues to support OBOR. However, the paper warns that while OBOR presents growth opportunities, it may also pose risks to Malaysia's national sovereignty and social structure. Hence, Malaysia must assess OBOR not just for economic gain, but for its long-term political and social implications.

## A Novel Reinforcement Learning Algorithm for Demand Forecast and Inventory Management in Supply Chain in Malaysia

*Angeline Anthonysamy*

### Abstract

This study explores the application of artificial intelligence (AI), specifically a novel reinforcement learning (RL) algorithm, for demand forecasting and inventory management in Malaysian supply chains. Traditional forecasting methods often struggle with market volatility, leading to inefficiencies such as overstocking or stockouts. AI offers significant advantages in improving forecasting accuracy, decision-making, and operational efficiency. The integration of AI enhances supply chain visibility—critical for responding to disruptions caused by geopolitical issues, pandemics, and natural disasters. AI tools can process vast data sets to better predict demand and streamline production and logistics planning. This research proposes an RL-based model that leverages historical demand, market trends, and external factors to optimize inventory levels. The algorithm's continuous learning capability aims to reduce costs, minimize waste, and build supply chain resilience. As industries increasingly adopt AI, this study aligns with current trends and offers practical insights into enhancing supply chain performance in a dynamic environment.

### Sentiments Towards Artificial Intelligence: A Novice Comparative Analysis

*Muhammad Naufal Aniq Bin Khairol Amali<sup>1</sup>, Khairol Amali Bin Ahmad<sup>2</sup>, Muhammad Khairul Anuar Bin Sukri<sup>3</sup>*

### Abstract

This study examines public sentiments toward artificial intelligence (AI), focusing on the contrast between supporters and sceptics, particularly in a business context. Despite growing AI use, limited research has compared these differing views. Using Twitter data, the study employs Sentiment Analysis, Topic Modelling, and Named Entity Recognition (NER) to assess sentiment polarity, identify key discussion themes, and detect relevant entities (e.g., industries, technologies, individuals). Twitter's real-time, open nature provides a rich and diverse dataset. Findings reveal distinct concerns and interests within each group—supportive or resistant—highlighting issues that shape public perception. These insights offer practical value for business leaders, marketers, and policymakers seeking to build trust, refine strategies, and address public concerns surrounding AI adoption.

## **Comparative Analysis of the Strategic Digital Governance for ESG Integration: Building Smart and Sustainable Institutions in Emerging Economies (Brazil, India, Indonesia, Turkey, and Nigeria)**

*Solomon Chukwuemeka Ugbaja<sup>1</sup>, Uğur Yozgat<sup>2</sup>*

### **Abstract**

This research conducts a comprehensive comparative analysis of five emerging economies such as Brazil, India, Indonesia, Turkey, and Nigeria, focusing on their efforts to adopt strategic digital governance frameworks that support the integration of Environmental, Social, and Governance (ESG) objectives. By aligning national digital transformation agendas with the United Nations Sustainable Development Goals (particularly SDG 16 and SDG 11), this study explores how these countries are embedding ESG criteria into public service delivery, procurement practices, and citizen engagement platforms. Drawing on policy reviews, empirical studies, and case-specific developments, the paper offers critical insights into digital governance maturity, ESG policy integration, and challenges faced by these economies. The findings illuminate the diverse trajectories and structural constraints of ESG-centered digital governance and offer actionable recommendations for policymakers and international development partners seeking to build transparent, inclusive, and sustainable institutions.

## **Comparative Research on Organizational Management and Strategic Optimization in Business and Educational Sectors**

*By: Xie Yongqin<sup>1</sup>, Latha Manickam<sup>2</sup>, Rasheedul Haque<sup>3</sup>*

### **Abstract**

This study compares organizational management and strategic optimization between the business and educational sectors. Despite operating in different domains, both sectors face challenges such as leadership effectiveness, resource utilization, and stakeholder engagement. Guided by Fiedler's Contingency Theory, this qualitative research uses semi-structured interviews with 10 leaders from each sector and documentary analysis of existing frameworks. The aim is to explore how profit-driven strategies in business can inform and enhance value-based approaches in education, and vice versa. Thematic analysis will uncover cross-sectoral insights, highlighting opportunities for mutual learning. The findings contribute to both theoretical understanding and practical implications for innovation, strategic planning, and leadership, offering valuable guidance to institutional leaders and policymakers in achieving organizational excellence.

## **Digital Transformation and Sustainable Business Growth in Construction: A Malaysian Perspective on Organizational Capability**

*Liew Keng Leong<sup>1</sup>, Latha Manickam<sup>2</sup>*

### **Abstract**

This study investigates how digital transformation drives sustainable business growth in Malaysia's construction industry, emphasizing the role of organizational capability. Engineering and construction (E&C) firms can boost productivity by 14–15% and reduce costs by 4–6% by addressing project pain points, fostering collaboration, reskilling teams, and adopting enterprise-wide digital integration. Technologies like Building Information Modelling (BIM) and the Internet of Things (IoT) are central to this shift. The research adopts a quantitative approach, using Likert-scale questionnaires distributed to 30 industry professionals. Data is analyzed using SPSS to assess relationships between digital transformation, organizational capability (mediator), and business sustainability. The findings highlight the importance of human-centered technologies and organizational adaptability in reshaping the E&C sector. The study offers valuable insights for companies aiming to achieve long-term growth through effective digital adoption.

## **The Civilian and Military Cooperation in Managing the Covid-19 Pandemic as a Part of Military Operations other than War: The Achievement Towards a Resilient Whole of Society Approach in Malaysia**

*Mohammad Daud Johari<sup>1</sup>, Mohd Zaki Jusoh<sup>2</sup>, Akram Abdulraqueeb Sultan Al-Khaled<sup>3</sup>*

### **Abstract**

The COVID-19 pandemic posed a serious threat to global health security and social stability. Malaysia responded through a Whole of Society Approach, mobilizing government agencies, the public, and the Malaysian Armed Forces (MAF). This study examines the role of Civilian and Military Cooperation (CIMIC) as part of Military Operations Other Than War (MOOTW) during the MAF's OP PENAWAR in Kuala Lumpur. Using quantitative data from troops, government agencies, NGOs, and communities, findings show that CIMIC roles, National Security Policy, Crisis Response Protocols, and People's Behaviour significantly influenced the Whole of Society Approach. CIMIC roles emerged as the strongest contributor, with Political Will mediating some relationships. The study proposes a model to enhance CIMIC doctrine in future non-traditional threats, contributing to national resilience during crises.



## **Exploring Theatre Management and Project Strategies in the Era of China's Theatre Industrialization**

*Wang Wei Cheng<sup>1</sup>, Rasheedul Haque<sup>2</sup>*

### **Abstract**

This study explores theatre management strategies within China's rapidly industrializing theatre industry, which includes traditional forms like Peking Opera and Kunqu Opera. With increased investment in modern venues and growing global interest, efficient project management is vital to sustaining performance quality and cultural preservation. The research focuses on identifying how management approaches—specifically the PMBOK Guide and Agile methods—can improve theatre production performance. Key objectives include understanding the impact of risk mitigation and stakeholder satisfaction. Using a qualitative, interpretivist approach, the study conducts thematic analysis to uncover patterns in resource allocation, risk handling, and communication practices. Findings will compare traditional and contemporary productions, aiming to determine the most effective management practices for China's evolving theatre landscape. The study highlights the need for structured frameworks to enhance operational efficiency and manage financial and logistical challenges in theatre production.

## **The Impact of Digital Technology Adoption on Business Operations and Competitiveness**

*Iman Zabihi<sup>1</sup>, Rasheedul Haque<sup>2</sup>*

### **Abstract**

This study explores how digital technology adoption influences business operations and competitiveness. It examines the roles of competitive advantage and employee skills in shaping operational efficiency. By adopting a quantitative research approach, the study collects data through surveys distributed to businesses across various industries. The data will be analyzed using regression analysis to identify relationships between key variables such as digital technology adoption, employee skills, and competitive performance. The expected findings aim to deepen understanding of how digital transformation drives operational improvements and strategic advantage. These insights will assist businesses in refining their strategies and may guide policymakers in creating supportive policies that promote digital technology adoption across sectors. Ultimately, the study intends to highlight the critical role of technology in modern business practices and offer actionable recommendations for organizations seeking to boost efficiency and remain competitive in a rapidly evolving global market.

## **The Role of Artificial Intelligence in Strategic Decision-Making in Business Management: A Study of SMEs in Port Harcourt, Nigeria**

*Egeonu Kelechi Richard*

### **Abstract**

This study explores the role of Artificial Intelligence (AI) in enhancing strategic decision-making among Small and Medium Enterprises (SMEs) in Port Harcourt, Nigeria. Despite AI's transformative potential, SMEs in this region face challenges such as limited awareness, financial constraints, lack of expertise, and infrastructural issues. Using a quantitative survey approach, the study assesses the current level of AI adoption, identifies barriers, and examines how AI technologies—such as predictive analytics, automation, and machine learning—can optimize decision-making and operational efficiency. The research also highlights the importance of education and policy support to drive AI integration. Findings aim to inform policymakers and business leaders on fostering digital transformation, improving competitiveness, and achieving sustainable growth through AI adoption in the SME sector of developing economies.

## **Investigating the Strategic Influence of Charitable Trusts on Civil Society: An Analytical Perspective**

*Anjali Kalse<sup>1</sup>, Lakshmi S<sup>2</sup>, Rasheedul Haque<sup>3</sup>, Kuldeep Bhalerao<sup>4</sup>, Manisha Shukla<sup>5</sup>*

### **Abstract**

Charitable trusts significantly contribute to civil society by addressing social needs, empowering communities, and influencing public policies. This study analyzes their strategic roles in advocacy, resource mobilization, and forming partnerships to promote social equity and sustainable development. Acting as both funders and enablers, charitable trusts bridge gaps between government efforts and grassroots initiatives. They also use strategic communication and collaborative networks to tackle issues like education, healthcare, poverty, and environmental sustainability. The study highlights their adaptability to changing socio-political contexts and responsiveness during crises. It emphasizes the need for transparency, accountability, and innovation to maximize their impact. The findings offer insights for policymakers and nonprofit leaders to enhance the strategic effectiveness of charitable trusts.

## Management Practices in Independent Clinical Laboratories: Insights from W Company

Meng Xiangji<sup>1</sup>, Rasheedul Haque<sup>2</sup>

### Abstract

Independent clinical laboratories (ICLs) are rapidly growing within China's Big Health industry, especially after the pandemic highlighted their importance in epidemic control. Despite their value, ICLs face challenges like fierce market competition, evolving regulations, fluctuating insurance policies, rising costs, and patient expectations. This study focuses on "W Company," a representative ICL, using literature review, fieldwork, surveys, expert interviews, and SWOT analysis to explore these challenges and identify strategies for business model optimization. Key areas include profitability, cost control, and new profit drivers. The research also compares SWOT and business canvas models to assess strategic advantages. The findings offer practical guidance for ICL leaders and policymakers, promoting sustainable growth and improved patient outcomes. This contributes to faster clinical diagnoses, precision medicine development, and a more resilient healthcare system in China.

## An Integrated Strategy to Minimize Readmissions at Pantai Hospital Kuala Lumpur: Advancing Patient Care and System Efficiency

Joispin Santhanam<sup>1</sup>, Rasheedul Haque<sup>2</sup>

### Abstract

Hospital readmissions pose a major challenge to private healthcare in Malaysia, affecting both patient outcomes and hospital efficiency. Pantai Hospital Kuala Lumpur (PHKL), a key private provider, aims to reduce readmissions through an integrated care strategy. This study investigates the effectiveness of such a strategy in minimizing 30-day readmissions, improving discharge planning, and enhancing patient outcomes. A mixed-methods approach will be used, combining quantitative analysis of one-year anonymized readmission data with qualitative insights from semi-structured interviews with PHKL clinicians and management. Additionally, a questionnaire will assess nurses' perceptions of discharge practices, interventions such as patient education and telehealth, and barriers to integrated care. The research aims to identify key clinical and non-clinical predictors of readmission and recommend practical, targeted interventions. Expected outcomes include enhanced resource utilization, better patient care, and financial benefits for PHKL, supporting its goal to be a benchmark in Malaysia's private healthcare sector.

## **The Acceptance of Telematics System in Logistic Industry: A Bibliometric Analysis and Detailed Overview**

*Mohamad Yusuf Mislam<sup>1</sup>, Desmond Leong Chen Hui<sup>2</sup>*

### **Abstract**

This study examines the acceptance of telematics systems in the logistics industry through a bibliometric analysis and detailed literature review. Telematics, combining telecommunications and informatics, enables real-time tracking, fleet management, driver monitoring, and predictive maintenance, enhancing efficiency and reducing costs. Data from Scopus and Web of Science over the past decade were analysed to identify research trends, influential authors, key institutions, and thematic clusters. Acceptance factors include perceived usefulness, ease of use, cost-benefit analysis, regulatory compliance, data privacy, and organizational culture. Reported benefits range from optimized routing and fuel savings to improved security and customer service. Challenges include high initial investment, integration with legacy systems, resistance to change, and skill gaps in data interpretation. The findings provide valuable insights for researchers, practitioners, and policymakers, highlighting strategies to promote adoption and identifying knowledge gaps for future research, contributing to a more efficient and sustainable logistics sector.

## **Assessment of the Viability of an Off-Site Health Screening Centre Linked to Pantai Hospital Kuala Lumpur**

*Mak Lee Foong<sup>1</sup>, Rasheedul Haque<sup>2</sup>*

### **Abstract**

This study investigates the acceptance of telematics systems in the logistics sector using bibliometric analysis and literature review. Telematics integrates telecommunications and informatics to enable real-time tracking, fleet management, driver monitoring, and predictive maintenance. Using Scopus and Web of Science data from the past decade, the study identifies research trends, influential authors, key institutions, and thematic clusters. Acceptance factors include perceived usefulness, ease of use, cost-benefit analysis, regulatory compliance, data privacy, and organizational culture. Benefits include optimized routes, fuel savings, enhanced security, and improved customer service. Challenges involve high initial costs, integration with legacy systems, resistance to change, and skill shortages. The findings offer insights for promoting adoption and guiding future research toward efficient and sustainable logistics operations.

## The Promoting Role of Digital Infrastructure Construction on Local Economic Development: Evidence from Belt and Road Countries

*Qinyu Ma<sup>1</sup>, Rasheedul Haque<sup>2</sup>*

### Abstract

This study examines the impact of digital infrastructure construction on economic development across 65 Belt and Road Initiative (BRI) countries from 2013–2023. Using a two-way fixed effects spatial econometric model, results show that a one standard deviation increase in digital infrastructure correlates with a 2.85 percentage point rise in per capita GDP growth, with middle-income countries benefiting most. Three key transmission mechanisms are identified: productivity enhancement (35%), innovation ecosystem development (28%), and trade facilitation (22%). Regional spillovers add 0.43 percentage points to GDP growth, underscoring cross-border effects. Policy recommendations include tailoring investments to each country's development stage and fostering multilateral cooperation through unified regulations. Limitations involve measuring quality beyond connectivity and limited data on advanced technologies. Overall, digital infrastructure emerges as a catalyst for inclusive and sustainable growth, particularly when strategies integrate spatial spillovers, heterogeneity, and innovation pathways within the BRI framework.

## Factors Influencing Artificial Intelligence (AI) Adoption Among Management Undergraduate Students in a Private University in Klang Valley, Malaysia

*Putri Nurul Izza Binti Rusli<sup>1</sup>, Rasheedul Haque<sup>2</sup>, Latha Manickam<sup>3</sup>, Putri Nurul 'Aainaa Binti Rusli<sup>4</sup>, Puti Norani Binti Radin Tahir<sup>5</sup>, and Rusli Bin Nordin<sup>6</sup>*

### Abstract

This study examines factors influencing Artificial Intelligence (AI) adoption among management undergraduates in a private university in Klang Valley, Malaysia. Using an extended Technology Acceptance Model (TAM), Unified Theory of Acceptance and Use of Technology (UTAUT), and Diffusion of Innovation (DOI), it incorporates AI awareness, knowledge, training, social influence, and relative advantage. A survey of 300–320 students, analysed via Structural Equation Modelling (SEM), tests mediation by perceived usefulness and moderation by gender. Anticipated results show perceived usefulness, ease of use, training, and social influence as significant predictors. Findings provide theoretical contributions and practical strategies for AI integration in higher education and policy.



## **Bridging the Digital Divide: Challenges of Integrating Artificial Intelligence in Nigeria's Small and Medium Enterprises (SMEs)**

*Henry Ebubedike Ama<sup>1</sup>, Latha Manickam<sup>2</sup>*

### **Abstract**

This study explores the challenges hindering Artificial Intelligence (AI) integration in Nigeria's Small and Medium Enterprises (SMEs), which account for over 90% of businesses and nearly 50% of GDP. Using the Technology–Organization–Environment (TOE) framework, qualitative data from SME owners, managers, and digital consultants in Lagos, Abuja, and Port Harcourt reveal five main barriers: limited resources, insufficient technical skills, poor digital infrastructure, low awareness, and weak policy support. While interest in AI exists, misconceptions, high costs, and lack of tailored solutions impede adoption. The study recommends inclusive AI policies, targeted training, improved infrastructure, and affordable SME-focused AI tools. Findings contribute to literature on African SMEs and offer strategies for equitable digital transformation.

## **Integrating Technology for Efficient Hospital Management: A Study of Hospitals in Male', Maldives**

*Aishath Rafaahath Rameez<sup>1</sup>, Latha Manickam<sup>2</sup>*

### **Abstract**

This study examines the role of digital technology in improving hospital management in Malé, Maldives, focusing on both public and private healthcare institutions. As global healthcare moves toward digitalization, tools like electronic health records (EHRs), workflow automation, and data-driven decision-making are essential. However, in Malé, adoption is inconsistent due to infrastructure limitations, financial constraints, staff resistance, and policy gaps. Using a qualitative exploratory approach with interviews from healthcare professionals, administrators, and IT staff, the research identifies implementation levels, benefits, and barriers. Findings highlight digital transformation's potential to enhance service delivery, patient outcomes, and operational efficiency, offering strategic recommendations for policymakers and healthcare leaders to advance digital healthcare in small island contexts.

## **Smart Education and Industry 5.0: A Review of University Students' Readiness and Willingness to Pay**

*Mazlina Binti Muhamad<sup>1</sup>, Nurul Aishah Binti Khairuddin<sup>2</sup>, Amy Adriana Binti Fitril Amin<sup>3</sup>, Nurul Iman Binti Mohd Sahri<sup>4</sup>, Endang Lifchatullaillah, S.E., M.M<sup>5</sup>*

### **Abstract**

The transition to Industry 5.0 signals a shift toward human-centric, intelligent technologies in higher education, requiring universities to enhance learning delivery and personalization. Understanding students' willingness to pay (WTP) for such innovations is crucial for strategic and policy decisions. This review examines key factors influencing WTP within the context of Industry 5.0 readiness by synthesizing empirical studies and theoretical models published between 2020 and 2025. Recurring determinants include perceived usefulness, technological accessibility, digital literacy, socioeconomic background, and institutional support. Findings indicate that WTP is shaped by both economic capacity and awareness of long-term educational value and career relevance. This review offers actionable insights for policymakers, educators, and edtech developers to boost engagement and ensure equitable access to smart education in the Industry 5.0 era.

## **Through the Lens of the "Sweet Potato Theory": An Empirical Study on New Quality Productive Forces Driving High-Quality Development of Overseas Chinese Cuisine—Case Studies from Southeast Asia, Europe, and America**

*Danqing Wu*

### **Abstract**

This study applies the “Sweet Potato Theory” (“rooted locally, branching globally”) to examine how Zhejiang’s new-quality productive forces—digital technology, intelligent manufacturing, and green development—drive the high-quality development of overseas Chinese cuisine. Using literature review, 10 case studies, 300 questionnaires, and 20 interviews, the research employs statistical and thematic analyses. Results show that: (1) Digital technology advances brand internationalization; (2) Intelligent manufacturing and green practices improve supply chain efficiency; (3) Service upgrades enhance customer experience; and (4) Cross-industry collaboration fosters cultural exchange. The study proposes the “Zhejiang New-Quality Productive Forces—Overseas Chinese Cuisine Collaborative Development Ecosystem,” integrating technology with cultural heritage. It enriches the Sweet Potato Theory, offers practical strategies for enterprises, and provides policy insights. A limitation is the Zhejiang-focused scope; broader regional studies are recommended.

## **Corporate Social Responsibility: Impact And Implementation in Malaysian Forestry Enterprises**

*Muhammad Anna bin Krishnadas<sup>1</sup>, Nurul Ruzaini binti Razaki<sup>2</sup>, Muhammad Hamidi bin Kamaruddin<sup>3</sup>*

### **Abstract**

This study examines determinants of corporate social responsibility (CSR) implementation among Malaysian forestry enterprises, a sector central to the global carbon cycle but underexplored in CSR research. Using a quantitative approach, structured questionnaires were distributed to 350 employees, with 321 valid responses analyzed through factor analysis and multiple regression in SPSS. Results indicate that company size, age, and executive compensation significantly and positively influence CSR performance. In contrast, industry competition and financing constraints showed no significant effect. These findings highlight the importance of internal capacities and leadership incentives over external pressures in advancing CSR practices. By providing sector-specific empirical evidence, this study enriches CSR literature and offers practical insights for managers and policymakers to strengthen sustainability initiatives and enhance the responsible performance of forestry enterprises in Malaysia.

## **Higher Education Institution's Strategic Role in Disaster Management: Promoting Public Safety and Resilience**

*Alia Nasir<sup>1</sup>, Rusli Bin Nordin<sup>2</sup>, Nasreen Hussain<sup>3</sup>, Zainooriah Binti Dato Hj Zakaria<sup>4</sup>, Zahrah Saad<sup>5</sup>, Yasmeeen Jan Mohammad<sup>6</sup>, Nomi Waqas Gul<sup>7</sup>*

### **Abstract**

This study explores the role of Higher Education Institutions (HEIs) in strengthening disaster risk reduction (DRR) and resilience, with focus on Malaysia, Pakistan, and regional partners. Using a qualitative narrative review of policies, case studies, and institutional reports, four key contributions were identified: (1) integrating DRR into health, nursing, and environmental curricula; (2) advancing research and innovation through early warning systems and vulnerability mapping; (3) capacity building via simulation and inter-professional training; and (4) engagement in policy and community outreach. The study recommends mandatory DRR education, interdisciplinary research centers, dedicated funding, and stronger HEI–government–community partnerships. Findings underscore HEIs' transformative role in shifting disaster governance from reactive response to proactive resilience building.

## **The Impact of Somali Technology on the Future of Health Care**

*Ismail Mohamud Mohamed*

### **Abstract**

Somali technology is playing an increasingly transformative role in healthcare, building on past innovations such as anesthetics, antibiotics, imaging, and radiotherapy. Current and emerging technologies—including artificial intelligence, machine learning, the Internet of Things (IoT), and digital health platforms—are expected to revolutionize diagnostics, personalized medicine, and remote patient monitoring. With the Somali tech industry experiencing growth and stronger investment in research and development, these advancements hold great potential to address healthcare challenges and improve accessibility. However, human factors remain a persistent limitation to full adoption. This paper emphasizes the importance of understanding the key drivers of healthcare innovation to maximize societal benefits. By engaging with these technological shifts, Somalia can strengthen public health outcomes and create a sustainable, future-ready healthcare system.

## **Exploring the Role of Management in the Growth of Australian SMEs**

*Md. Ibrahim Khalil<sup>1</sup>, Rasheedul Haque<sup>2</sup>*

### **Abstract**

This study examines the critical role of management practices in driving the growth of Small and Medium-sized Enterprises (SMEs) in Australia. Focusing on four domains—human resource management, financial management, operations management, and marketing management—the research aims to highlight how effective managerial approaches enhance SME performance and sustainability. The study further explores challenges faced by SMEs in implementing these practices, including limited resources, skill gaps, and strategic constraints. It also identifies potential solutions, such as adopting innovative strategies, improving leadership capabilities, and integrating modern technologies to strengthen competitiveness. By providing insights into best practices and common obstacles, this research contributes to a deeper understanding of how management supports SME growth and economic development in Australia, offering guidance for policymakers, managers, and entrepreneurs.

## **AI-Powered Dashboards and Visualization for Real-Time Insights using Microsoft Power-BI**

*Evangeline Kiruba.J<sup>1</sup>, Jesaiah Richard Raja. E<sup>2</sup>, Velammal. G<sup>3</sup>, Syeda Sara Banoo. Y<sup>4</sup>*

### **Abstract**

Dashboards serve as essential tools for data analysts, decision-makers, and business users to organize, visualize, and monitor data efficiently. Microsoft Power BI has emerged as one of the most widely used platforms, enabling interactive dashboards through graphs, charts, and tables that convert raw data into actionable insights. With the integration of artificial intelligence, Power BI dashboards are further enhanced by enabling anomaly detection, predictive analytics, and automated trend forecasting. These AI-powered features simplify complex data analysis, improve accuracy, and provide real-time insights, thereby supporting faster and more informed decision-making. This paper examines the role of AI in strengthening dashboard functionalities within Power BI, highlighting how real-time data monitoring and visualization improve organizational efficiency, business growth, and overall decision-making effectiveness in dynamic business environments.

## **A Study on Public Awareness and Attitudes Toward AI Adoption in Healthcare**

*Thanalakshmi M.<sup>1</sup>, Geetha Pushpa Laxmi M.<sup>2</sup>, Shree Hari M.<sup>3</sup>, Dinesh Kumar R.<sup>4</sup>, Esaki Rajan E.<sup>5</sup>*

### **Abstract**

Artificial Intelligence (AI) is transforming healthcare by enhancing disease diagnosis, treatment planning, and patient care. Yet, its successful adoption relies on public understanding, trust, and acceptance. This study examines public awareness and attitudes toward AI in healthcare through four objectives: assessing knowledge of AI applications, evaluating trust and concerns, identifying ethical challenges, and analyzing demographic influences. Using a quantitative design, data were collected from 106 participants via questionnaire. Findings show moderate awareness of AI tools such as disease detection systems, with cautious optimism about their benefits. However, concerns about data privacy, algorithmic bias, reduced human interaction, and accountability persist. Younger, educated, and digitally literate respondents viewed AI more positively. The study recommends public education, ethical guidelines, and transparent communication to foster trust and inclusive AI adoption in healthcare.



## Transforming Education with AI Powdered Personalized Learning: Opportunities and Challenges

*Annie Rose Nirmala.D<sup>1</sup>, Murugeswari.R<sup>2</sup>, Rajalakshmi.P<sup>3</sup>, Ajith.K.R<sup>4</sup>*

### Abstract

Artificial Intelligence (AI) is transforming education by supporting personalized learning aligned with individual learner interests. This paper explores both opportunities and challenges of AI-driven personalized education using a descriptive research approach, combining qualitative and quantitative methods. Findings highlight that teachers, students, and administrators are increasingly aware of AI technologies, though demographic differences affect adoption and acceptance. AI enhances learning through adaptive content, smart feedback systems, and improved administrative efficiency. However, challenges include ethical issues such as data privacy, algorithm transparency, digital equity, infrastructure, and accessibility. The study stresses the importance of fostering digital literacy, developing strong policies, and ensuring equal access to maximize AI's benefits. While AI can make personalized learning a reality, successful integration requires a balanced strategy that acknowledges both its vast potential and inherent limitations.

## Conceptual Paper: Virtual Learning and Effective Methods to Engage Learners Actively in Virtual Classroom Setting in Malaysian Higher Education Institutions

*Selvi Narayanan<sup>1</sup>, Bakialekshmi Selvanathan<sup>2</sup>, Mohd Hakimi Bin Md Baharudin<sup>3</sup>, Shahida Mansor<sup>4</sup>*

### Abstract

This conceptual study examines the impact of virtual learning on student engagement in Malaysian higher education institutions, emphasizing effective methods to actively involve learners in online classrooms. The COVID-19 pandemic highlighted challenges in transitioning to virtual teaching, prompting concerns about maintaining student participation. The study targeted respondents from public and private universities in Malaysia listed in the Times World University Ranking 2021, distributing 389 questionnaires via simple random sampling. Findings indicate a strong relationship between virtual learning and student engagement, highlighting the importance of effective virtual classroom practices. The study proposes innovative strategies—You Talk, Resource Pool, and Classroom Meet—to enhance active participation in online learning. These insights offer valuable guidance for university management and the Ministry of Higher Education in improving policies, resources, and practices to optimize virtual learning effectiveness.



## **Artificial Intelligence in Business: Promises and Challenges to Data Based Environment**

*Nishat Z.Haveri<sup>1</sup>, Kuldeep Bhalerao<sup>2</sup>, Anjali Kalse<sup>3</sup>, Rasheedul Haque<sup>4</sup>, Shahida Bawa<sup>5</sup>*

### **Abstract**

Artificial intelligence continues to have impact on various aspects of business as well as daily life. The presence of AI in various sectors like education, healthcare, marketing, tourism, finance etc has increased many folds. The productivity of AI enabled business firms is increasing and also the risks associated with AI implementation .AI is based on data which is collected from markets and mostly comprises of customer data. Therefore, safe use of this data becomes central to the issues stemming out from AI implementation. This paper is an attempt to explore the relationship between AI technologies and the fundamental aspects of data protection and customer privacy. Through an in-depth literature review this study aims to bring to focus the promises and challenges of AI for data-based environments.

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2.	MICAB 0040	Innovation in Processing Banana Peel Waste into Environmentally Friendly Herbal Soap as an Effort to Improve Community Welfare and Independence <i>By: Stivaniyanti Atmanegara<sup>1</sup>, Mazlina Muhamad<sup>2</sup>, Putri Maharani Nisa Atus Sholeha Arifin<sup>3</sup></i>
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5.	MICAB 0083	The Role of Artificial Intelligence in Reducing Operational Costs for Micro and Small Startups: Opportunities and Challenges <i>By: Wang Haibo<sup>1</sup>, Rasheedul Haque<sup>2</sup></i>

## **Optimization of Financial Technology (Fintech) in Supporting the Financial Management of New Business Actors in Jember Regency**

*Endang Lifchatullaillah<sup>1</sup>, Mazlina Muhamad<sup>2</sup>, Indra Legiyanti<sup>3</sup>*

### **Abstract**

The growth of new business actors in the digital era demands more efficient, transparent, and adaptive financial management. Financial Technology (Fintech) is present as an innovative solution in supporting financial management practices, especially for startups that often face challenges in financial recording, planning, and decision-making. This study aims to analyze the extent to which the optimization of the use of Fintech plays a role in supporting the financial management of new business actors in Indonesia. The method used is a quantitative approach by distributing questionnaires to 50 new business actors in the trade and service sectors who have used Fintech services, such as financial recording applications, digital payments, and online loans. The results show that the use of Fintech significantly improves the efficiency of cash management, the accuracy of transaction recording, and the ease of access to financing. These findings confirm the importance of digital and financial literacy in encouraging Fintech optimization as a strategic tool in new business financial management.

## **Innovation in Processing Banana Peel Waste into Environmentally Friendly Herbal Soap as an Effort to Improve Community Welfare and Independence**

*Stivaniyanti Atmanegara<sup>1</sup>, Mazlina Muhamad<sup>2</sup>, Putri Maharani Nisa Atus Sholeha Arifin<sup>3</sup>*

### **Abstract**

This study addresses the underutilization of banana peel waste, which contributes to environmental pollution. The research aims to develop innovative, eco-friendly herbal soap made from banana peels and evaluate its impact on community welfare and independence. Using a participatory approach, the research involved observation, training, lab testing, and socio-economic evaluation. The resulting soap demonstrated antioxidant and antibacterial properties, was safe for skin, and provided effective cleansing. Socio-economically, the innovation increased public awareness of waste management and entrepreneurship by 82%, and raised MSME partner income by 35%. The findings highlight the potential of banana peel-based soap to reduce waste, add value, and sustainably improve community welfare and economic independence.

## Digital Transformation and Its Influence on the Performance of Malaysian Micro and Small Enterprises (MSMEs)

Collins Ebuka<sup>1</sup>, Rasheedul Haque<sup>2</sup>

### Abstract

This study investigates the influence of digital transformation on the performance of Malaysian micro and small enterprises (MSEs). It aims to examine how the adoption of digital tools and technologies—such as e-commerce, cloud computing, digital marketing, and mobile payment systems—impacts operational and financial performance. Using a quantitative research design, data will be collected through structured questionnaires from 200 MSE owners and managers across various sectors in Malaysia. The analysis will involve descriptive statistics, correlation, and multiple regression to explore relationships between digital adoption and key performance indicators such as revenue growth, customer base expansion, and cost efficiency. The originality of this study lies in its specific focus on the underexplored MSE sector within Malaysia's digital economy. It is anticipated that digital tools will significantly improve competitiveness by enhancing efficiency, market reach, and customer engagement. The findings will offer practical implications for policymakers and business owners and contribute empirical evidence to the field of digital transformation.

## A Comprehensive Analysis of Challenges and Growth Strategies, Technological adoptive role in Assessing the Competitiveness of MSMEs in India

Saloni Desai<sup>1</sup>, Anjali Kalse<sup>2</sup>, Veena Rajesh Kolte<sup>3</sup>, Sameer Sonawane<sup>4</sup>, Uma Durgude<sup>5</sup>

### Abstract

This study examines the impact of government initiatives on the success and sustainability of Micro, Small, and Medium Enterprises (MSMEs) in India. MSMEs are crucial for employment, GDP, and innovation, yet face challenges in adopting sustainable practices. The research evaluates how policies such as the MSME Development Act, Startup India, and the Zero Defect Zero Effect (ZED) scheme foster growth and green initiatives. Using secondary data from reports, literature, and industry sources, the findings reveal positive impacts but note gaps in implementation and awareness. Case examples show that government support can drive both economic and environmental benefits. The study offers policy recommendations and practical strategies for entrepreneurs to effectively leverage resources for sustainable growth.





## **The Role of Artificial Intelligence in Reducing Operational Costs for Micro and Small Startups: Opportunities and Challenges**

*Wang Haibo<sup>1</sup>, Rasheedul Haque<sup>2</sup>*

### **Abstract**

Micro and small startups (MSSs) face survival pressures due to limited funds, small scale, and high operating costs, with many failing within three years. Artificial Intelligence (AI) offers significant opportunities to reduce costs through automation, SaaS platforms, and generative AI, enhancing efficiency and sustainability in early-stage businesses. This study analyzes MSS workflows and cost structures, highlighting how AI automates low-value tasks, alleviates labor constraints, and improves market viability. However, implementation requires upfront investment and strategic planning to avoid straining limited budgets. Startups should prioritize AI in high-cost, inefficient areas rather than broad, resource-intensive solutions. With emerging AI Agents and Artificial General Intelligence (AGI), enterprise cost structures may be fundamentally reshaped, offering startups transformative pathways for efficiency and growth.

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5.	MICAB 0057	Financial Risk Management for Students in Higher Education: Evaluating Institutional Strategies and Tools in A Private University in Klang Valley, Malaysia <i>By: Putri Nurul 'Aainaa Binti Rusli<sup>1</sup>, Rasheedul Haque<sup>2</sup>, Latha Manickam<sup>3</sup>, Putri Nurul Izza Binti Rusli<sup>4</sup>, Puti Norani Binti Radin Tahir<sup>5</sup>, Rusli Bin Nordin<sup>6</sup></i>
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8.	MICAB 0088	<p>The Effects of Buy Now, Pay Later (BNPL) Services on Consumers' Spending Behaviour in Saudi Arabia: The Mediating Role of Attitude Toward BNPL and The Moderating Role of User Satisfaction</p> <p>By: <i>Hareez Sulaiman Mohamed Ali<sup>1</sup>, Latha Manickam<sup>2</sup></i></p>
9.	MICAB 0101	<p>Transitioning from Traditional Budgeting to Beyond Budgeting: Strategies for Adaptive Financial Management in Healthcare</p> <p>By: <i>Nur Rashidah Binti Mohd Rashid<sup>1</sup>, Rasheedul Haque<sup>2</sup></i></p>
10.	MICAB 0102	<p>To study the relationship between demographic variables and investment choices for sustainable financial planning: A case study of college teachers of Navi Mumbai.</p> <p>By: <i>Veena Kolte<sup>1</sup>, Kamini Khanna<sup>2</sup>, Anjali Kalse<sup>3</sup>, Sameer Sonawane<sup>4</sup>, Saloni Desai<sup>5</sup></i></p>

## Financial Literacy and Economic Mobility How Bangladeshi Migrants Navigate Malaysia's Financial Eco-system

By: *Mohammad Hamidur Rahman*

### Abstract

This study examines how financial literacy affects the economic mobility of Bangladeshi migrants in Malaysia by exploring their interaction with the financial ecosystem. Using mixed methods, surveys and interviews with 150 migrants in Johor Bahru and Kuala Lumpur analyzed financial behaviors, debt, remittances, and access to banking. Findings show 96% incur recruitment debt, face wage deception, and rely on informal financial channels due to limited literacy and restricted banking access. The study recommends financial education, mobile banking expansion, and stronger regulations to reduce exploitation, enhance financial inclusion, and improve migrants' economic security and upward mobility in Malaysia and Bangladesh.

## The Impact of Commodity Price Volatility on Private University Students' Financial Expenses in Malaysia

*BMuhamad Khairul Anuar Bin Sukri<sup>1</sup>, Muhammad Naufal Aniq Bin Khairol Amali<sup>2</sup>, Nursyazwani Binti Ramli<sup>3</sup>*

### Abstract

This study examines how commodity price volatility—especially in food, fuel, and utilities—impacts the financial expenses of private university students in Malaysia. These students often face greater financial challenges due to limited subsidies and rising living costs. Using a quantitative approach, data were gathered from 300 respondents through structured online questionnaires. The analysis, performed via SPSS using descriptive statistics, Pearson correlation, and multiple linear regression, found that price volatility significantly influences students' financial behaviour. Food prices had the greatest effect, followed by fuel and utilities. The regression model revealed that 46.2% of the variance in students' expenses is linked to these factors. As a result, students often adapt by cutting costs, seeking part-time jobs, or reducing consumption—potentially affecting their academic performance and mental health. The study emphasizes the urgent need for targeted financial support, stronger financial literacy programs, and institutional policies to alleviate the burden on private university students in Malaysia.

## **The Impact of Liquidity Management on the Profitability Level of Pubali Bank PLC**

*Md. Abiduzzaman<sup>1</sup>, Dr. Rasheedul Haque<sup>2</sup>*

### **Abstract**

This study investigates how liquidity management impacts the profitability of Pubali Bank PLC, a major commercial bank in Bangladesh. Focusing on the period from 2014 to 2022, the research relies on secondary data extracted from the bank's annual reports. Profitability is measured using Return on Assets (ROA) and Return on Equity (ROE), while liquidity is assessed using ratios such as cash ratio, cash to assets (CASA), and Net Interest Margin (NIM). The study employs regression analysis, correlation analysis, and descriptive statistics. Findings indicate that although Pubali Bank maintained a strong liquidity position, its profitability levels were relatively lower compared to other major private commercial banks. ROA and ROE were positively influenced by liquidity indicators, particularly CASA and NIM. The study recommends that the bank maintain high liquidity and implement strategic liquidity management practices to enhance profitability and manage liquidity risk effectively.

## **How Strong Banks Fuel a Stronger Economy: A Camel-Based Study of India's GDP**

*Gaurav K Mangar<sup>1</sup>, Dr. Monika Hanspal<sup>2</sup>*

### **Abstract**

The banking sector is vital to a country's economic growth, especially in a developing economy like India. This study evaluates how bank performance influences India's real GDP using the CAMEL model, which assesses five core areas: Capital adequacy, Asset quality, Management efficiency, Earnings, and Liquidity. Five banks each from public, private, and international sectors were selected using disproportionate stratified sampling based on market capitalization. Ten financial ratios from RBI reports and Moneycontrol.com were analyzed from 2021 to 2025. India's real GDP data was sourced from official national records. Multiple regression analysis reveals a significant and positive relationship between bank performance and GDP. The findings emphasize the critical role of a strong banking system in driving economic development and offer valuable insights for policymakers and regulators aiming to strengthen the financial sector's impact on national growth.



## **Financial Risk Management for Students in Higher Education: Evaluating Institutional Strategies and Tools in A Private University in Klang Valley, Malaysia**

*Putri Nurul 'Aainaa Binti Rusli<sup>1</sup>, Rasheedul Haque<sup>2</sup>, Latha Manickam<sup>3</sup>, Putri Nurul Izza Binti Rusli<sup>4</sup>, Puti Norani Binti Radin Tahir<sup>5</sup>, Rusli Bin Nordin<sup>6</sup>*

### **Abstract**

This study evaluates financial risk management strategies and tools among students in private universities in Klang Valley, Malaysia. Rising tuition and reliance on loans heighten risks affecting academic performance and well-being. Grounded in the Theory of Planned Behaviour, Social Cognitive Theory, and the Risk Management Framework, the research examines institutional measures such as budgeting apps and financial literacy programs. A survey of 384 undergraduates, analysed using Structural Equation Modelling, investigates the relationship between tool awareness, utilization, and financial outcomes. Expected findings include high prevalence of tuition stress and debt, with literacy programs significantly improving risk management. Results contribute to theory, guide universities in refining support systems, and inform policy on aligning financing strategies with student needs.

## **The Effect of Digital Banking Services on Customer Satisfaction**

*Bentahar Manel<sup>1</sup>, Nur Izyan Bt Jonaidi<sup>2</sup>, Mazlina Binti Muhammad<sup>3</sup>, Adlyn Nazirah Mohammed Jefri<sup>4</sup>*

### **Abstract**

This study explores the impact of digital banking service attributes—transaction speed, accessibility, and affordability—on customer satisfaction in Malaysia's banking sector. Grounded in the Technology Acceptance Model (TAM), SERVQUAL, and Diffusion of Innovation (DOI) theory, a quantitative approach was used, with standardized questionnaires administered to Malaysian digital bank customers. Data were analyzed using SPSS with descriptive statistics, correlation, and multiple regression. Results show all three factors significantly and positively influence satisfaction, with transaction speed as the most critical. The study contributes theoretically by integrating TAM, SERVQUAL, and DOI in e-banking and offers practical guidance for enhancing service performance, user-friendly design, and transparent pricing. Findings provide insights for financial institutions and policymakers aiming to improve digital banking services and promote financial inclusion.

## **Review Paper on Causes of Income Inequality Indonesia and the Philippines in an Open Economy**

*Mazlina Muhamad<sup>1</sup>, Melur Tri Swastika<sup>2</sup>, Sharifah Putri Alysa<sup>3</sup>, Nur Izzatul Hasanah<sup>4</sup>, Shafinaz Akmalia<sup>5</sup>, Ratsiu Kamohelo Violet<sup>6</sup>*

### **Abstract**

This review paper examines the causes of income inequality in Indonesia and the Philippines within the framework of an open economy. Income inequality remains a pressing issue in both countries, reflected in persistent Gini coefficients and widening disparities between urban and rural populations. Drawing on secondary data and existing literature, this study identifies key factors driving inequality, including unequal access to education, regional development imbalances, labor market segmentation, weak social protection, and policy inefficiencies. Trade openness and globalization are found to create both opportunities and vulnerabilities, with benefits often concentrated among higher-income groups. The review highlights the importance of effective government policies, inclusive economic growth strategies, and targeted social programs to mitigate disparities. Findings contribute to ongoing policy debates on reducing inequality and achieving sustainable development in Southeast Asia.

## **The Effects of Buy Now, Pay Later (BNPL) Services on Consumers' Spending Behaviour in Saudi Arabia: The Mediating Role of Attitude Toward BNPL and The Moderating Role of User Satisfaction**

*Hareez Sulaiman Mohamed Ali<sup>1</sup>, Latha Manickam<sup>2</sup>*

### **Abstract**

Buy Now, Pay Later (BNPL) services have emerged as a disruptive payment option, offering consumers short-term, interest-free financing. In Saudi Arabia, BNPL adoption aligns with Vision 2030's focus on digital financial inclusion. While increasingly popular, BNPL raises concerns over impulsive spending, overspending, and long-term financial risks, particularly among young and low-income users. Guided by Behavioural Finance Theory and the Theory of Planned Behaviour, this study examines how perceived ubiquity, simplicity, and security of BNPL services influence consumer spending behaviour. Attitude toward BNPL is explored as a mediator, with user satisfaction as a moderator. Using a quantitative survey of 384 adult BNPL users in Riyadh, Jeddah, and Dammam, findings are expected to provide insights into consumer psychology, behavioural finance, and practical implications for policymakers, regulators, and FinTech developers.

## **Transitioning from Traditional Budgeting to Beyond Budgeting: Strategies for Adaptive Financial Management in Healthcare**

*Nur Rashidah Binti Mohd Rashid<sup>1</sup>, Rasheedul Haque<sup>2</sup>*

### **Abstract**

This study analyses the evolution from traditional budgeting towards a Beyond Budgeting form, as implemented in healthcare organisations. Classical budgeting continues to be attacked as too rigid, ineffective, and unable to perform in fast-changing circumstances. Beyond Budgeting is a dynamic alternative, which centres on rolling forecasts, decentralisation, and relative performance measurement. From literature analysis, theory application using Contingency Theory, as well as real-world healthcare cases, the report evaluates its applicability, strengths, and limitations. The report concludes that Beyond Budgeting has a promise of enhancing fiscal flexibility and decisions in healthcare when implemented with favourable leadership, infrastructure, and contextual preparedness.

## **To Study the Relationship Between Demographic Variables and Investment Choices for Sustainable Financial Planning: A Case Study of College Teachers of Navi Mumbai.**

*Veena Kolte<sup>1</sup>, Kamini Khanna<sup>2</sup>, Anjali Kalse<sup>3</sup>, Sameer Sonawane<sup>4</sup>, Saloni Desai<sup>5</sup>*

### **Abstract**

This study investigates the relationship between demographic variables and investment choices among college teachers in Navi Mumbai, aiming to promote sustainable financial planning. With the growing variety of investment options, including shares, mutual funds, insurance, gold, real estate, and bank deposits, selecting the right investment pattern is crucial for building a secure financial portfolio and achieving future financial goals. Primary data were collected from 483 college teachers, and Chi-Square tests alongside inter-correlation analysis were conducted to examine associations between demographics and investment decisions. Findings revealed a significant relationship between demographic factors and the types of investments chosen. The study concludes that effective financial planning is essential for sustainable development, helping individuals manage financial stress, mitigate future financial risks, ensure lifestyle security, and reduce the financial burden on future generations.

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## External Challenges of Caregiver Working In Care Centers In Malaysia

Jessmin Lee Mei Sim<sup>1</sup>, Hossam Fadel<sup>2</sup>

### Abstract

**Background:** Malaysia is going into aging population in year 2030. Perak state will be the leading state to have the most aging population to retire in the state, followed by Penang. The aging population will soon need a caregiver to take care of them when they start to be forgetful, short term memory loss, loss the ability to take care of their daily activities living. The rapid decline in the fertility rate causes one family on average to have 1.7 kids in the year 2021. This scenario has increased the number of nursing homes and old folks' homes to be established to cater for the aging population which the family unable to take care of their aged one at home. The main caretaker in the nursing home, which will be the caregiver, also faces challenges during their work. Caregiver burden and challenges in nursing homes has emerged as priority for research to identify their difficulties during their work to retain them in the healthcare industry. Shortage of manpower is one of the challenges for nursing home operators to keep the nursing home running smoothly. **Objective:** To assess the factors of external challenges faced by the caregiver working in nursing home in Malaysia. **Method:** A cross-sectional descriptive study design was conducted in nursing home in Malaysia. Simple stratified sampling methods and Raosoft calculator sample size used to determine the sample size. An adopted questionnaire was used and data was analyzed using SPSS version 26.

### Factors that Make Employee Satisfied

Zuaira Ahmed Unaisa<sup>1</sup>, Hossam Fadel<sup>2</sup>

### Abstract

Employee satisfaction is vital for organizational success, influencing productivity and retention. This study explores how working hours, working conditions, salary, and workload impact satisfaction among Malaysian employees. Using a quantitative approach, surveys from 426 participants were analyzed with descriptive statistics, Pearson correlation, and multiple regression. Results show strong positive correlations for salary ( $r = .926$ ), working conditions ( $r = .903$ ), and working hours ( $r = .873$ ), while workload had a moderate relationship ( $r = .577$ ). Together, these factors explained 90.1% of satisfaction variance. Regression revealed longer hours reduce satisfaction, highlighting the importance of work-life balance, fair pay, and supportive conditions.

## **Examining The Effects of Expectancy Theory Components on Employee Performance**

*Nisanthi A/P S.Palaniandy<sup>1</sup>, Noorhidayah binti Salehhudin<sup>2</sup>, Erma Shahida binti Kaap<sup>3</sup>*

### **Abstract**

This study explores how expectancy, instrumentality, and valence—core components of Vroom's Expectancy Theory—affect employee performance in Malaysian organizations. Using a quantitative cross-sectional design, 128 employees from public and private sectors completed structured questionnaires analyzed through descriptive statistics, Pearson correlation, and multiple regression. Results indicate that all three components significantly and positively influence performance, with motivation weakening if any component is lacking. The findings emphasize aligning performance expectations, ensuring fair rewards, and providing meaningful incentives. This research contributes empirical evidence to expectancy theory and offers practical insights for developing targeted motivation strategies to enhance employee outcomes and organizational effectiveness.

## **The Impact of Autonomy, Competence, and Relatedness on Employee Motivation**

*Mok Kah Wai<sup>1</sup>, Noorhidayah binti Salehhudin<sup>2</sup>, Erma Shahida binti Kaap<sup>3</sup>*

### **Abstract**

Grounded in Self-Determination Theory (SDT), this study investigates how autonomy, competence, and relatedness affect employee motivation in Malaysian organizations. While prior research often emphasizes extrinsic rewards, the role of intrinsic psychological needs remains underexplored, particularly in Malaysia. A quantitative cross-sectional design was employed, using structured questionnaires adapted from the Basic Psychological Need Satisfaction and Frustration Scale (BPNSFS) and the Multidimensional Work Motivation Scale (MWMS). Data were collected from 128 employees across public and private sectors and analyzed using descriptive statistics, Pearson correlation, and multiple regression in SPSS. Findings reveal that autonomy (freedom and choice at work), competence (feeling capable and productive), and relatedness (connection with others) each have a strong positive impact on motivation. Motivation declines when any of these needs are unmet. This research provides empirical support for SDT and offers practical insights, emphasizing the importance of nurturing intrinsic motivation to enhance employee well-being, engagement, and organizational performance in Malaysia.

## **A Study on the Migration of Nurses in Malaysia: Patterns, Drivers, and Policy Implications**

*Muhammad Hamidi bin Kamarudin<sup>1</sup>, Nurul Ruzaini bt Razaki<sup>2</sup>, Muhammad Anna bin Krishnadas<sup>3</sup>*

### **Abstract**

This study explores the migration of nurses in Malaysia, focusing on patterns, key drivers, and policy implications. Utilizing a mixed-methods approach, it surveyed and interviewed 100 nurses from IHH Healthcare, the nation's largest private hospital network. Findings show that salary disparities, limited career advancement, and poor working conditions are primary push factors, while better pay, work environments, and training abroad serve as pull factors. The Push-Pull Theory is used to explain these dynamics. Notably, 76% of respondents had migrated internationally, mainly to Saudi Arabia and Singapore. The study raises concerns about local healthcare impacts, such as workforce shortages and declining service quality. To address these challenges, it recommends better compensation, improved working conditions, and stronger professional development opportunities. The research calls for proactive, holistic policies to retain skilled nurses and safeguard the sustainability of Malaysia's healthcare system.

## **The Role of Psychological Safety in Shaping Learning Culture among University Lecturers: A Conceptual Framework for Academic Development**

*Shahida Mansor<sup>1</sup>, Mohd Hakimi Md Baharudin<sup>2</sup>, Selvi Narayanan<sup>3</sup>*

### **Abstract**

This conceptual paper explores how psychological safety contributes to shaping a strong learning culture among university lecturers. As higher education undergoes rapid change due to digital disruption, rising expectations, and performance demands, continuous academic development is crucial. Psychological safety—the belief that one can speak up, make mistakes, and seek help without fear—is identified as a key factor in encouraging innovation, reflection, and professional growth. The paper presents a framework where psychological safety mediates the relationship between supportive leadership, trust among colleagues, and institutional openness, helping to build a culture of lifelong learning. It emphasizes that without a safe environment, even the best development programs may fail to engage lecturers meaningfully. Practical suggestions are provided for academic leaders, HR departments, and policymakers to embed psychological safety in leadership practices and development strategies. The paper ends by calling for further empirical research to test the model across various institutional and cultural contexts.



## **A Transformation Perspective in Education and Personal Development**

*Mohd Hakimi Md Baharudin<sup>1</sup>, Shahida Mansor<sup>2</sup>, Selvi Narayanan<sup>3</sup>*

### **Abstract**

This conceptual paper explores the transformation perspective as a theoretical lens to understand meaningful change in individuals, particularly within the contexts of education and personal development. Drawing from Transformative Learning Theory (TLT), critical reflection, and identity reconstruction, this study proposes a model emphasizing internal growth, cognitive restructuring, and social adaptation. Implications for curriculum design, adult education, and psychosocial development are discussed. The paper underscores the value of transformation as a holistic process rooted in reflection, identity, and adaptive learning.

## **Exploring the Mediating Effect of Organizational Learning Capability on the Relationship Between Human Resource Management Practices, Servant Leadership, and Organizational Responsibility in Logistic Industry in Malaysia**

*Lazalus @ Lazarus Bin Francis*

### **Abstract**

This study investigates the impact of human resource management practices (HRMPs), servant leadership, and organizational learning capability (OLC) on organizational responsibility within Malaysia's logistics industry. Using survey data from logistics employees, the findings reveal that both HRMPs and servant leadership significantly and positively influence organizational responsibility. Furthermore, OLC serves as a partial mediator between HRMPs and organizational responsibility, and a full mediator between servant leadership and organizational responsibility. The study underscores the importance of effective HRMPs—such as recruitment, training, and performance management—and leadership styles that prioritize employee well-being and development. Employees who viewed their leaders as servant leaders and perceived HR practices as supportive were more loyal and responsible toward their organizations. The research highlights the need for logistics companies to strengthen their HRMPs, adopt servant leadership approaches, and invest in enhancing OLC to drive organizational responsibility. These findings offer practical guidance for leadership and HR strategies in Malaysia's logistics sector.

## **Employee Engagement and Burnout in Healthcare: Strategies for Retention and Performance Enhancement**

*Kiren Raj A/L Jaikumar<sup>1</sup>, Dr. Rasheedul Haque<sup>2</sup>*

### **Abstract**

The sustainability of healthcare systems depends largely on a resilient, engaged, and committed workforce. This study explores the relationships between job demands, job resources, burnout, work engagement, and retention intention among healthcare professionals in Malaysia, specifically in the states of Penang and Kedah. Using the Job Demands-Resources (JD-R) model, the research identifies how excessive job demands lead to burnout and reduce the intention to stay, while sufficient job resources promote work engagement and support employee retention. Data were gathered through self-administered questionnaires with a 7-point Likert scale, applying a census sampling method. Regression analysis revealed that high job demands and burnout negatively impact retention intention, whereas robust job resources and higher work engagement significantly enhance the desire to remain in healthcare roles. These findings offer valuable insights for healthcare administrators and policymakers to implement strategies that reduce burnout, foster engagement, and strengthen workforce stability. Future research should explore longitudinal approaches for deeper analysis.

## **Factors Influencing Perceived Stress and Mental Health Among University Undergraduates: A Case Study of a Private University in Klang Valley, Malaysia**

*Puti Norani Radin Tahir<sup>1</sup>, Rasheedul Haque<sup>2</sup>, Sharon Lilian How<sup>3</sup>, Putri Nurul Izza Rusli<sup>4</sup>, Putri Nurul Aainaa Rusli<sup>5</sup>, Rusli Bin Nordin<sup>6</sup>*

### **Abstract**

This study explores factors contributing to perceived stress and mental health among undergraduate students in a private university in Klang Valley, Malaysia. Using the Job Demand-Resource (JD-R) theory, the research focuses on academic, financial, family, and extracurricular stressors. Perceived stress serves as a mediating variable, while gender is examined as a moderating factor. A quantitative research approach with purposive sampling is adopted. The study expects academic and financial stressors to significantly impact students' stress levels and mental health. It also predicts female students may report higher stress. Findings aim to help universities implement effective support systems such as mental health resources and academic counseling to reduce student stress and promote better mental well-being.

## **The Role of Leadership Styles and Organizational Frameworks in Enhancing Hospital Performance: Evidence from Saudi Arabia**

By: *Majed Al Saif<sup>1</sup>, Dr. Rasheedul Haque<sup>2</sup>*

### **Abstract**

This study investigates how leadership styles and organizational structures influence hospital performance in Saudi Arabia, especially within the context of Vision 2030 reforms and a multicultural workforce. Using a mixed-methods approach, data were gathered from 415 healthcare professionals and 15 administrators across two military hospitals in Tabuk. Results showed that transformational leadership and flexible organizational frameworks are positively linked to improved performance. Leadership effectiveness varied among professional groups and nationalities, with expatriates reporting higher satisfaction. Stress management emerged as a key challenge. The study concludes that adaptive leadership and structural flexibility are essential for improving hospital performance in Saudi Arabia, offering valuable insights for healthcare administrators managing diverse teams under national transformation efforts.

## **Impact of Personality Disorders on Self Deception and Social Media Addiction in Young Adults**

*Dr.Karthick.K.K<sup>1</sup>, Dr.M.Ganesan Alias Kanagaraj<sup>2</sup>, Dr.K.Sathiyamurthi<sup>3</sup>,  
Dr.N.Udaya Prakash<sup>4</sup>*

### **Abstract**

This study explores the impact of personality disorders on self-deception and social media addiction among young adults, focusing on college students. Conducted at SRM Valliammai Engineering College, a random sample of 450 students from diverse academic backgrounds was analyzed. The findings reveal a strong link between personality disorders, excessive social media use, and self-deceptive tendencies, leading to emotional distress such as anxiety, depression, and irritability when offline. Notable gender differences emerged—female students experienced greater academic decline and sleep disruption due to social media use. Postgraduate students also reported more intense behavioral problems compared to undergraduates. The study highlights the importance of tailored interventions addressing gender and educational differences to support young adults facing these challenges. Targeted mental health strategies are essential to mitigate the psychological effects of social media addiction and self-deception, particularly in individuals with personality disorders.

## **Impact of Hospital Administrator Leadership Styles on Staff Efficiency and Morale**

*Yip Ee Ping<sup>1</sup>, Dr. Rasheedul Haque<sup>2</sup>*

### **Abstract**

Effective leadership is vital in healthcare for ensuring staff efficiency and morale. Hospital administrators significantly shape organizational culture and staff performance through their leadership styles. This study investigates the impact of various leadership styles—transformational, transactional, autocratic, and democratic—on staff productivity, job satisfaction, and morale in Malaysian hospitals. A mixed-methods approach will be used, combining qualitative interviews with administrators and staff, alongside quantitative surveys to measure perceived leadership effects. The research aims to identify the most effective leadership practices that enhance staff outcomes. Findings are expected to provide practical insights for improving hospital management, informing policy, and contributing to academic literature on healthcare leadership in Malaysia. The study may also support the development of leadership training programs tailored for hospital administrators to foster better workplace environments.

## **Leadership Commitment to Occupational Health: Effects on Safety Compliance and Employee Morale in Malaysian Industry**

*Nur Rashidah Binti Mohd Rashid<sup>1</sup>, Rasheedul Haque<sup>2</sup>*

### **Abstract**

This study examines the impact of leadership commitment on Occupational Safety and Health (OSH) compliance and employee morale in Malaysian industry. Focusing on three industrial firms in Selangor, it applies Bass's (1985) transformational leadership theory—specifically the dimensions of idealised influence, inspirational motivation, intellectual stimulation, and individualised consideration. Using a quantitative, cross-sectional survey design, data will be collected from 100 supervisors and shop-floor employees via structured Likert-scale questionnaires. The study aims to identify correlations between leadership behaviours and safety outcomes, employing SPSS for descriptive and inferential analysis. The selected firms, though similar in operations, differ in leadership styles, allowing for meaningful comparison. This research underscores the importance of leadership in enhancing safety culture and morale, offering valuable insights for managers and policymakers seeking to improve workplace well-being and safety through transformational leadership practices.

## **The Impact of Transformational Leadership on Employee Performance and Job Satisfaction in the Banking Industry in Nigeria**

*Nwose Precious Okwukwe*

### **Abstract**

This study investigates the impact of transformational leadership on employee performance and job satisfaction in Nigeria's banking industry. Key leadership dimensions—Inspirational Motivation, Intellectual Stimulation, Individualized Consideration, Idealized Influence—and Work Environment are examined as independent variables influencing employee outcomes. Using a quantitative approach, data will be collected via structured questionnaires distributed to bank employees across Nigeria and analyzed using SPSS. The study expects to find positive correlations between transformational leadership traits and improved employee performance and job satisfaction. Findings will provide insights for banking executives and HR practitioners, emphasizing the role of transformational leadership in fostering innovation, trust, engagement, and job satisfaction. Practical recommendations will be offered to strengthen leadership practices and organizational success in the sector.

## **The Impact of Spiritual Intelligence on Corporate Women Leadership**

*Afia Joynab Tithi<sup>1</sup>, Rasheedul Haque<sup>2</sup>*

### **Abstract**

Spiritual intelligence (SI) is emerging as a powerful factor in enhancing corporate women's leadership. Grounded in values like compassion, purpose, and ethical integrity, SI helps women leaders navigate challenges such as gender bias and work-life balance. It promotes resilience, ethical decision-making, and authentic leadership. This study uses a mixed-methods approach, combining surveys and interviews, to explore SI's influence on leadership effectiveness, well-being, and strategic thinking. It also examines SI across gender and cultural contexts and its interaction with emotional, social, and cognitive intelligences. The findings aim to offer insights for leadership development by positioning SI as a core competency that fosters ethical, empathetic, and inclusive leadership in today's complex corporate environment.



## **Assessing the Effects of Digital Surveillance on Employee Job Satisfaction: A Cross-Industry Analysis in Punjab, India**

*Gagandeep Kaur<sup>1</sup>, Swastika Jain<sup>2</sup>*

### **Abstract**

This study investigates the influence of digital surveillance on employee job satisfaction across public and private sector organizations in Punjab, India, covering both manufacturing and service industries. Using a quantitative approach, data were collected from 250 employees through a structured survey and analyzed with t-tests and descriptive statistics. Results indicate that digital surveillance generally reduces job satisfaction, though the magnitude varies by industry. The findings stress the importance of implementing transparent and fair surveillance policies to maintain trust, autonomy, and well-being among employees. The research's unique contribution lies in its specific focus on the surveillance–satisfaction relationship as a factor in organizational performance. However, the study's scope is limited to Punjab, which constrains the applicability of findings to other regions in India.

## **Understanding Employee Turnover in China's Hospitality Sector from a Motivation Perspective: A Grounded Theory Approach**

*Lyu Yini<sup>1</sup>, Latha Manickam<sup>2</sup>*

### **Abstract**

Employee turnover remains a pressing challenge in China's fast-growing hospitality sector, impacting sustainable development. This study applies a grounded theory approach, using Sheraton Grand Hangzhou Binjiang Hotel as a case, to explore turnover causes from a motivation perspective. Twenty in-depth interviews with former employees were coded into 23 subcategories and nine main categories, grouped into internal organizational, social, and individual factors. Findings reveal that ineffective motivation mechanisms—such as generic benefits, weak performance appraisals, limited training impact, and absent career paths—drive high turnover. The study recommends improving recruitment, ensuring fair evaluations, offering flexible benefits, strengthening training and promotions, enhancing industry image, and fostering humanistic care. These insights provide both theoretical and practical guidance for reducing turnover in China's hospitality industry.

## Examining the Effect of Corporate Governance, Internal Control and Corporate Reputation on Employee Engagement: The Moderating Role of Leadership Style

*Mohd Faiz Mohd Noh<sup>1</sup>, Selvi Narayanan<sup>2</sup>*

### Abstract

Employee engagement (EE) is crucial for productivity, retention, and organizational success. This study examines how Corporate Governance (CG), Internal Control (IC), and Corporate Reputation (CR) influence EE in Malaysia's private sector, with leadership style as a moderating factor. Using stakeholder and leadership contingency theories, the research explores how CG, IC, and CR foster trust, clarity, and pride, while leadership styles—democratic, bureaucratic, laissez-faire, and authoritarian—amplify or weaken these effects. A quantitative approach, involving middle and upper management employees of a major Klang Valley bank, employs stratified sampling and Structural Equation Modeling (SmartPLS). Findings are expected to guide HR leaders, policymakers, and managers in integrating governance, control, and leadership strategies to enhance engagement and sustainable workforce performance.

## Talent Retention Among Gen Z Employees: HR Challenges and Opportunities

*Nurdalila Binti Abdullah<sup>1</sup>, Nurul 'Izzah Binti Ramli<sup>2</sup>, Nurul Nabihah Binti Abdul Halim<sup>3</sup>*

### Abstract

This study examines the evolving landscape of employee retention strategies, with a specific focus on Generation Z (Gen Z) in the workforce. As digital natives with unique work-related values, Gen Z employees bring distinct expectations related to flexibility, purpose-driven employment, continuous feedback, and opportunities for career advancement. Traditional human resource (HR) practices may no longer adequately address the needs of this emerging workforce segment. The objective of this paper is to explore the motivations and behaviors of Gen Z employees, identify key retention challenges, and propose HR strategies aligned with their expectations. A qualitative research design employing semi-structured interviews and thematic analysis is proposed to obtain insights from HR professionals and Gen Z employees in Malaysia's private sector. The study aims to provide actionable recommendations for HR practitioners to redesign policies, enhance employee engagement, and minimize turnover among Gen Z workers. The findings are expected to contribute to the growing body of literature on generational workforce dynamics and support the advancement of HRM practices in the post-pandemic era.

## **Fair Pay for a Sustainable Workforce: The Strategic Role of HR in Addressing Wage Gaps**

*Nurul Nabihah Binti Abdul Halim<sup>1</sup>, Nurul 'Izzah Binti Ramli<sup>2</sup>, Nurdalila Binti Abdullah<sup>3</sup>*

### **Abstract**

Discussions on minimum wage versus living wage has intensified due to escalating inequality and enduring low salaries. Although minimum wages are officially established, they frequently do not satisfy workers' fundamental living requirements. This conceptual study examines the strategic function of Human Resource Management (HRM) in addressing wage equity by reconciling legal compliance with ethical compensation practices. Utilising stakeholder theory, equity theory, and strategic HRM literature, the research presents a conceptual framework that designates HR as a pivotal entity in advancing equitable and sustainable compensation. The paradigm recognises HR services, including pay design, internal equity analysis, and ethical advocacy, as essential vehicles for facilitating transformation. The article finishes with theoretical and managerial implications, providing advice for HR practitioners and policy stakeholders.

## **The Impact of Job Satisfaction on Employee Turnover Intention in the Malaysian Public Sector**

*Gunananthini Kumaran<sup>1</sup>, Jayesri Sevakumaran<sup>2</sup>, Utaranjeet Kaur A/P Kartar Singh<sup>3</sup>*

### **Abstract**

This study investigates the impact of job satisfaction dimensions on employee turnover intention within the Malaysian public sector. Specifically, it examines how work-life balance, job security, career growth, rewards and recognition, and emotional intelligence contribute to employees' intentions to leave. Using a quantitative cross-sectional design, primary data were collected via structured questionnaires distributed to 201 employees across public offices in Putrajaya. Descriptive analysis, correlation, regression, and ANOVA were applied. Results revealed all five dimensions had significant positive associations with turnover intention, with emotional intelligence ( $\beta=0.635$ ) and rewards and recognition ( $\beta=0.607$ ) exerting the strongest effects. Demographic factors, including age, gender, education, and tenure, also shaped employees' intention to quit. The findings underscore the need for comprehensive HR policies to foster retention, including career development initiatives, supportive leadership, and recognition systems. The study contributes to theoretical models of turnover and provides practical recommendations for public sector HR managers.

## **The Relationship Between Green Human Resource Management and Employee Performance Among Insurance Industry**

*Jayesri Sevakumaran<sup>1</sup>, Utaranjeet Kaur A/P Kartar Singh<sup>2</sup>, Vasunthra Vasuthevan<sup>3</sup>*

### **Abstract**

This study examines the connection between Green Human Resource Management (GHRM) and employee performance by investigating how eco-friendly HR practices impact both individual and organizational outcomes. GHRM aims to align employee behavior with sustainability objectives through practices such as green recruitment, environmental training, and performance management. The findings suggest that successfully implementing GHRM yields advantages at both levels. For employees, it enhances job performance and nurtures a pro-environmental work mindset. For organizations, it fosters a sustainable workplace culture, boosts resource efficiency, and strengthens environmental performance, ultimately benefiting overall corporate success and reputation. Using a combination of qualitative and quantitative methods, including case studies from globally recognized green companies, the research highlights the positive influence of government policies and GHRM strategies in promoting employee engagement with environmental initiatives. Moreover, the study explores the application of green HR practices across various industries, emphasizing how factors such as age and experience shape employees' perceptions of their organization's commitment to sustainability.

## **Exploring The Impact of Workload Distribution, Organizational Culture and Staff Management on Staff Satisfaction in Selangor Hospital Settings**

*Batmanaben Chandraprakash<sup>1</sup>*

### **Abstract**

Micro and small startups (MSSs) face survival pressures due to limited funds, small scale, and high operating costs, with many failing within three years. Artificial Intelligence (AI) offers significant opportunities to reduce costs through automation, SaaS platforms, and generative AI, enhancing efficiency and sustainability in early-stage businesses. This study analyzes MSS workflows and cost structures, highlighting how AI automates low-value tasks, alleviates labor constraints, and improves market viability. However, implementation requires upfront investment and strategic planning to avoid straining limited budgets. Startups should prioritize AI in high-cost, inefficient areas rather than broad, resource-intensive solutions. With emerging AI Agents and Artificial General Intelligence (AGI), enterprise cost structures may be fundamentally reshaped, offering startups transformative pathways for efficiency and growth.

## **Analysing the Effectiveness of AI-Powered Tools for LinkedIn Profile Optimization**

*Thana Lakshmi .M<sup>1</sup>, Baragath Jabin.A<sup>2</sup>, Selva Laxmee S.A<sup>3</sup>, Akram Ahamed MLM<sup>4</sup>*

### **Abstract**

LinkedIn has become an essential platform for career development, networking, and personal branding in the digital age. With the growing integration of Artificial Intelligence (AI), this study investigates the effectiveness of AI-powered tools in optimizing LinkedIn profiles. The research evaluates performance indicators such as profile visibility, engagement, connection rate, usability, and accessibility. Adopting a mixed-methods approach—combining qualitative user feedback with quantitative data analysis—the study explores how AI enhances professional narratives, suggests industry-relevant matches, and personalizes profiles to align with market trends. Findings indicate that AI-driven tools significantly improve user networking outcomes and strengthen career opportunities. The research also highlights the broader impact of AI-optimized profiles on business networking and organizational branding. Recommendations are provided for professionals and organizations to strategically leverage AI for improved visibility, recruitment, and digital presence.

## **A Review on the Adoption of Artificial Intelligence in Human Resource Management: Applications, Challenges, and Future Directions**

*Selvakumar<sup>1</sup>, D.Hepzibah Vinsyah Jeyaseeli<sup>2</sup>, Madhumalar Jeswina.J<sup>3</sup>, Safaa.S<sup>4</sup>, Bevinsingh Jebadurai<sup>5</sup>*

### **Abstract**

The revolutionary effects of artificial intelligence (AI) on HRM procedures, its impact, and application are examined in this paper. It highlights how AI may be used for a variety of HR tasks, such as hiring, training, and employee engagement, and provides a historical overview of how AI has evolved in HR. It also looks at the potential outcomes of its application. The study employs a systematic review strategy to examine the benefits—such as improved accuracy, automation, and real-time interactions—as well as the disadvantages—such as moral dilemmas, technical disparities, and labour interruptions. The results show that AI may enhance HR operations and decision-making, but its effective use requires establishing a balance between technological innovation and human-centric principles. This review offers insights for HR professionals, managers, and policymakers to better understand and strategically integrate AI in HRM practices.



## **A Study on AI Contribution Towards Skill Training and Development Among Students**

*V.M. Sangeetha<sup>1</sup>, Sujitha<sup>2</sup>, Maria Pushpa<sup>3</sup>, Jayasri<sup>4</sup>*

### **Abstract**

Artificial Intelligence (AI) is reshaping education by providing innovative methods to enhance student learning and skill development. AI-powered tools, such as adaptive learning platforms, intelligent tutoring systems, and virtual assistants, enable personalized learning by adjusting content to individual needs, styles, and pace. This personalization improves concept understanding and builds a strong foundation across subjects. Beyond academics, AI supports the development of essential skills, including problem-solving, critical thinking, communication, creativity, and technical knowledge, preparing students for workforce challenges. By leveraging real-time feedback and data-driven insights, AI fosters interactive and engaging learning environments that encourage continuous improvement. This paper explores the current applications of AI in education and emphasizes its potential to create inclusive, dynamic, and efficient systems capable of addressing the evolving needs of learners worldwide.

## **Perceived Organizational Support and Intention to Stay in Private Higher Education Institutions: A Conceptual Paper for the Malaysian Context**

*Nurul 'Izzah Binti Ramli<sup>1</sup>, Nurdalila Binti Abdullah<sup>2</sup>, Nurul Nabihah Binti Abdul Halim<sup>3</sup>, Mohammad Daud Johari<sup>4</sup>*

### **Abstract**

This conceptual paper examines the relationship between Perceived Organizational Support (POS) and academic staff's intention to stay in private higher education institutions (HEIs) in Malaysia. Faculty retention is critical, as turnover affects educational continuity, institutional reputation, and student satisfaction. POS, defined as employees' perception that their organization values their contributions and well-being, is identified as a key factor influencing commitment and retention. The paper explores potential mediating effects of job satisfaction and self-efficacy, and the moderating role of Quality of Work Life (QWL), drawing on Organisational Support Theory and Social Exchange Theory. A conceptual framework is proposed, with a quantitative, cross-sectional survey and structural equation modelling (SEM) as the planned methodology. Findings aim to provide theoretical insights and practical guidance for enhancing engagement, commitment, and retention of academic staff in private HEIs.

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## **Socioeconomic Determinants of Pregnancy Outcomes in Women with Chronic Kidney Disease (CKD): An Islamic Perspective**

*Asaad Bin Khaliq<sup>1</sup>, Zaid Bin Khaliq<sup>2</sup>*

### **Abstract**

Pregnancy in women with chronic kidney disease (CKD) presents significant medical and socioeconomic challenges, increasing the risk of maternal and foetal complications. While clinical aspects are well studied, the influence of socioeconomic determinants—such as income, education, healthcare access, employment status, and social support—requires deeper exploration. This study integrates these factors with an Islamic ethical framework, drawing on principles such as maqasid al-shariah, zakat, and waqf to propose faith-based solutions for healthcare equity. Case studies from Malaysia, Turkey, and Saudi Arabia demonstrate the potential of Islamic financial tools in improving maternal healthcare for CKD patients. A multidisciplinary approach combining nephrology, maternal-foetal medicine, socioeconomic policy, and Islamic bioethics is essential. The findings underscore the importance of faith-informed healthcare models in addressing disparities and enhancing pregnancy outcomes in Muslim-majority settings.

## **A Review of Islamic Microfinance Models and Their Impact on Poverty Alleviation**

*Siti Nabiha Shariffuddin<sup>1</sup>, Rosmaza Sukardi<sup>2</sup>*

### **Abstract**

By following shariah, Islamic microfinance has become a vital instrument in reducing hunger and poverty. This financial model, which eschews interest and provides services that comply with Islamic law, is primarily used in Muslim countries with lower per capita income. The usefulness of several Islamic microfinance models, such as Murabahah, Mudarabah, Musharakah, Ijarah, and Qard Hassan, in reducing poverty within the context of Shariah principles is evaluated in this review study. This study examines the outreach, sustainability, and social impact of these strategies as they are applied by Islamic microfinance institutions (IMFIs). It also assesses Islamic microfinance's distinctive advantages, including risk-sharing, the prohibition on interest (riba), and the focus on social justice and moral investing. Based on empirical data and case studies conducted in Malaysia, the review outlines the possibilities and constraints of Islamic microfinance in terms of poverty alleviation. The study ends with suggestions for strengthening Shariah governance, integrating with zakat and waqf institutions, and improving policies in order to optimize the contribution of Islamic microfinance to long-term poverty reduction.

## **Empowering Cash Waqf Contributions: Exploring Fintech Adoption, Digital Payments, And Donor Trust**

*Fadzrina binti Ramli<sup>1</sup>, Fatin Syazwani Safiyuddin<sup>2</sup>, Nik Mohd Fadhil Nik Mohammad<sup>3</sup>*

### **Abstract**

This study explores how financial technology (FinTech) is reshaping cash waqf contributions, an essential component of Islamic social finance. Traditional waqf instruments often face challenges such as limited access, low transparency, and managerial inefficiencies. Guided by the Unified Theory of Acceptance and Use of Technology (UTAUT), a quantitative approach was adopted using structured questionnaires distributed to Malaysian civil servants. A total of 413 valid responses were analyzed through descriptive and inferential statistical methods. Results reveal that FinTech adoption, digital payment usage, and donor trust in digital platforms significantly enhance cash waqf contributions. These findings emphasize the synergistic role of technology and trust in strengthening Islamic charity. Future research should broaden the sample to include youth, rural communities, and private-sector workers to enhance generalizability.

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## Customer Loyalty: The New Growth Engine in Online Shopping

*Usha Rani A/P Rajan<sup>1</sup>, Erma Shahida binti Kaap<sup>2</sup>, Noorhidayah binti Salehudin<sup>3</sup>,  
Nur Izyan binti Jonaidi<sup>4</sup>*

### Abstract

This study examines how website, customer, and product attributes drive customer loyalty in online shopping. Website features such as navigation, security, and functionality enhance trust and user experience, while customer factors like purchasing behavior, satisfaction, and trust influence repeat purchases and brand advocacy. Product attributes, including quality, pricing, and variety, further strengthen loyalty. Findings highlight the combined impact of these elements on retention and engagement, emphasizing that strategic investment in user-friendly websites, positive customer experiences, and quality products fosters loyalty. The study offers recommendations for online retailers to boost retention, brand advocacy, and profitability in the digital economy.

## Investigating the Impact of Digital Marketing Trends on the Performance of Industry 4.0 Adoption in Nigeria

*Ifedi Chibuzo<sup>1</sup>, Dr. Rasheedul Haque<sup>2</sup>*

### Abstract

This study investigates how digital marketing trends impact the performance of Industry 4.0 adoption in Nigeria, aiming to optimize these trends for industrial modernization. The research focuses on key digital marketing components including social media monitoring, marketing chat-bots, predictive analytics, virtual reality marketing, and behavior analysis. A quantitative approach was used, grounded in theoretical models such as TAM-1, TAM-2, UTAUT, and digital transformation technology. The conceptual framework incorporates independent variables (digital marketing trends), a mediating variable (artificial intelligence), and dependent variables (Industry 4.0 and 5.0 performance). Five hypotheses were developed. The study targeted over 100 organizations in Lagos State and the Federal Capital Territory (FCT), chosen for their high industrial activity and data availability. Data will be analyzed using multiple regression to assess the relationships. The findings are expected to provide insights into how digital marketing can support effective Industry 4.0 integration in developing economies like Nigeria.

## **Personalized Recommendation Systems and Their Effect on Marketing Outcomes: Evidence from Meituan's Online Services in China**

*Wang Liudan<sup>1</sup>, Dr. Rasheedul Haque<sup>2</sup>*

### **Abstract**

With the rapid development of the local life service market in China and the continuous enhancement of the competitiveness of major platforms, personalized recommendation systems have become a core strategy for enhancing user engagement and marketing effectiveness. This study explores how personalized recommendation technology affects the user satisfaction and platform marketing performance of Meituan (a leading O2O service provider). Based on the Technology Acceptance Model (TAM) and privacy computing theory, we proposed a conceptual model to examine the impact of the accuracy, relevance, and timeliness of recommendations on user satisfaction, and incorporated privacy issues as a moderating factor. Based on 300 valid survey responses and platform operation data. This research provides a theoretical contribution by conducting a quantitative analysis of the "technology - behavior - effect" framework in the local service environment, and offers management insights for precise marketing that complies with privacy requirements in the digital economy.

## **The Influence of Trust in Fintech and Digital Advertising Effectiveness on Consumer Purchase Decisions with Customer Satisfaction as an Intervening Variable at Warung Kopitiam Jember**

*Melur Tri Swastika<sup>1</sup>, Mazlina Muhamad<sup>2</sup>*

### **Abstract**

This study explores the impact of fintech trust and digital advertising effectiveness on consumer purchase decisions, with customer satisfaction as a mediating variable at Warung Kopitiam in Jember. Using a quantitative approach and WarpPLS Structural Equation Modeling, data were collected from 100 active fintech and social media users. The results indicate that trust in fintech significantly influences both customer satisfaction and purchase decisions. In contrast, digital advertising significantly affects purchase decisions but does not influence satisfaction. Additionally, customer satisfaction mediates the relationship between fintech trust and purchase decisions, but not between digital advertising and purchase decisions. The study highlights the importance for MSMEs to foster trust in digital payment systems and improve customer satisfaction to encourage sustained consumer purchasing behavior.

## **Consumer Values and Electric Vehicle Purchase Intentions in Young China: Attitudes as a Mediating Mechanism**

*Pan HongMei<sup>1</sup>, Zhang Danfeng<sup>2</sup>, Rasheedul Haque<sup>3</sup>*

### **Abstract**

Electric vehicles (EVs) offer a sustainable alternative to gasoline cars, yet adoption among young Chinese consumers remains low. This study investigates how consumption values (functional, social, emotional, conditional, epistemic) and brand image influence purchase intentions, with consumer attitude acting as a mediator. Grounded in the Theory of Consumption Value, this research uses a quantitative, cross-sectional design with data collected via an online survey of Chinese adults aged 18–35. SPSS 26 will be used for data analysis. Expected findings aim to enhance understanding of value-driven decision-making in EV purchases. Practical contributions include marketing strategies for manufacturers and policy guidance. Despite offering insights into consumer behaviour, limitations such as sampling bias and self-reporting suggest further research is needed.

## **An Explorative Understanding on The Factors Creating Business Outcome Through Consumer Expectations Fulfilment**

*Gomala Devi Ramasamy<sup>1</sup>, Ganesh Ramasamy<sup>2</sup>, Akram Abdulraqueb Sultan Al-Khaled<sup>3</sup>*

### **Abstract**

In an increasingly consumer-driven marketplace, organizations must move beyond transactional interactions to deliver sustained value by meeting dynamic customer expectations. This conceptual review investigates how product/service quality, personalization, and corporate social responsibility (CSR) collectively shape business outcomes, with customer satisfaction serving as a key mediating factor. The proposed explorative framework connects expectation fulfilment to strategic outcomes such as customer loyalty, enhanced brand equity, and long-term profitability. Grounded in established marketing and consumer behaviour theories, the study bridges the gap between expectation management and value creation, emphasizing the role of trust and engagement. By integrating academic perspectives with practical business implications, the research aims to guide organizations in adopting customer-centric strategies that strengthen competitiveness, foster sustainable growth, and adapt effectively to evolving market demands.



## Exploring the Essentials of Workplace Factors for Organizational Citizenship Behaviour in Traditional Malaysian Supermarkets

*Puvaneswary Ramasamy<sup>1</sup>, Ganesh Ramasamy<sup>2</sup>, Sugumaran Selladurai<sup>3</sup>*

### Abstract

In a consumer-driven marketplace, businesses must move beyond transactions to deliver sustained value through the fulfilment of evolving customer expectations. This conceptual review explores the strategic role of meeting expectations in three key areas: product/service quality, personalisation, and corporate social responsibility (CSR). It proposes an explorative framework in which customer satisfaction mediates the relationship between consumer expectations and business outcomes, including loyalty, brand equity, and long-term profitability. Drawing on established marketing and consumer behaviour theories, the study addresses the gap between expectation management and value creation. The framework emphasises that aligning offerings with customer needs fosters satisfaction, which in turn drives sustainable competitive advantage. Findings are expected to contribute to both academic knowledge and managerial practice by offering actionable insights for building customer-centric strategies that enhance loyalty, strengthen brand positioning, and support enduring business growth in highly competitive markets.

## The Impact of Social Media on Consumer Purchasing Behaviour Among Youth in Kuala Langat, Selangor

*Utaranjeet Kaur A/P Kartar Singh<sup>1</sup>, Jayesri Sevakumaran<sup>2</sup>, Nurdiyanah Binti Zulazmi<sup>3</sup>*

### Abstract

This study investigates the impact of social media on consumer purchasing behaviour among youth in Kuala Langat, Selangor, applying the Resource-Based View (RBV) theory. Data from 383 respondents were collected through a questionnaire survey and analysed using SPSS. Results reveal that word-of-mouth exerts the strongest influence on purchasing decisions, followed by user-generated and firm-created content. Authentic peer recommendations and user content significantly outweigh branded advertisements in shaping youth behaviour. The findings support RBV theory by highlighting the strategic value of user-driven marketing. Businesses aiming to engage young consumers should prioritise promoting user-generated content and leveraging influencer collaborations to enhance word-of-mouth. The study's limitations include its cross-sectional design and single-region scope, suggesting future research could explore broader geographic and longitudinal perspectives.

## **The Impact of Branding Strategies on Consumers Behavior**

*Hatim Ahmed Gabir Subahi<sup>1</sup>, Rasheedul Haque<sup>2</sup>*

### **Abstract**

This study examines the impact of branding strategies on consumer behavior, focusing on the case of CTC. It investigates how trademarks influence purchasing decisions, brand loyalty, and perceptions of product quality, acknowledging that effectiveness varies by product category and target market. In today's competitive environment, distinctive branding is essential for market differentiation and customer attraction. The research highlights the strategic role of branding in creating unique selling propositions and building identities that resonate with consumers, thereby offering companies a competitive advantage. Data was collected using a mixed approach: primary data from questionnaires and secondary data from scholarly articles, books, websites, and official sources. Findings aim to guide businesses in optimizing brand strategies to influence consumer behavior effectively and strengthen market positioning.

## **The Influence of Business Location, Product Quality, Service Quality and Price on Customer Satisfaction of Jember Pipo Geprek Chicken**

*Ismatul Hasanah<sup>1</sup>, Mazlina Muhamad<sup>2</sup>, Demoniq Dwi Febrianti<sup>3</sup>*

### **Abstract**

This study investigates the influence of business location, product quality, service quality, and price on customer satisfaction at Jember Pipo Geprek Chicken. Using an explanatory research design with a quantitative approach, data were analyzed through Structural Equation Modeling (SEM) with Smart Partial Least Squares (PLS). Findings reveal that business location, product quality, and service quality affect customer satisfaction through price by -6.4%, 23.2%, and 27.5%, respectively, with remaining effects attributed to other factors. Strategic location, high-quality products, friendly and responsive service, and fair pricing aligned with quality contribute to customer satisfaction. The study recommends that geprek chicken entrepreneurs enhance product quality and service while adopting effective marketing strategies. Innovation and adaptation to changing consumer preferences are essential for achieving long-term competitiveness in the culinary industry.

## Exploring The Impact of Founder Branding on Reputation and Consumer Loyalty in the Digital-Era Beauty Industry

*Ismoilova Nargiza Zokhid Kizi<sup>1</sup>, Rasheedul Haque<sup>2</sup>*

### Abstract

In today's digital era, the boundary between corporate branding and personal identity is increasingly blurred, especially in emotionally driven industries like beauty. While celebrity endorsements once influenced consumer choice, the rise of celebrity-founders as central brand ambassadors marks a major shift, yet its effect on loyalty remains underexplored. This study investigates how celebrity founders' personal branding influences brand awareness, reputation, trust, and repeat purchase intention. Focusing on brands such as Rare Beauty and Fenty Beauty, it examines whether perceived authenticity, values, and public image shape consumer perceptions and long-term loyalty. Using a quantitative online survey of beauty consumers, the research analyzes how founder visibility drives initial recognition and sustained purchases, offering strategic insights for founder-led brands in competitive markets.

## The Role of Generative AI in Brand Communication and Consumer Trust: An Empirical Investigation

*Uma Durgude<sup>1</sup>, Mustak Deraiya<sup>2</sup>, Anjali Kalse<sup>3</sup>, Saloni Desai<sup>4</sup>*

### Abstract

Generative AI tools such as ChatGPT, DALL·E, and brand-specific chatbots are transforming brand communication strategies by enabling personalized, scalable, and interactive content creation. This study explores the impact of generative AI in brand messaging on consumer trust, perceived authenticity, and brand engagement. Using a quantitative research design, we surveyed 400 consumers who have interacted with AI-generated brand content across sectors like retail, banking, and consumer tech. Our findings reveal that while generative AI enhances efficiency and personalization, trust is significantly influenced by the perceived transparency and human-likeness of the AI-generated communication. The study contributes to literature on AI in marketing, extending the Technology Acceptance Model (TAM) with dimensions of trust and perceived authenticity. Implications for brand strategists and AI system designers are discussed.

## **The Role of Artificial Intelligence in Enhancing Customer Experience: A Case Study of Smart Hotels in Hangzhou**

*Chen Lushan*

### **Abstract**

The rapid growth of artificial intelligence (AI) is reshaping the hospitality industry, particularly in enhancing customer experiences. This study examines smart hotels in Hangzhou, China, focusing on how AI-driven technologies affect guest satisfaction and operational efficiency. Using a mixed-methods approach, quantitative text mining and sentiment analysis of online reviews from Ctrip, Meituan, and Fliggy are combined with qualitative interviews with hotel managers. Findings reveal that AI tools—such as personalized recommendations, chatbots, and automated check-in—boost guest satisfaction by offering seamless and tailored services. However, issues like data privacy and the need for constant technological upgrades remain challenges. The study provides empirical evidence and practical recommendations for leveraging AI in hospitality, emphasizing the need to balance innovation with human-centric service for sustainable competitive advantage.

## **Printed Ads vs Digital Ads: A Comparison of Influence**

*Tan Choong Shen<sup>1</sup>, Hossam Fadel<sup>2</sup>*

### **Abstract**

As digitalization advances, advertising investment increasingly shifts to digital media. However, in developing countries, printed media remains widely used. While global and developed-country studies favor digital advertising, research in less developed contexts—especially among older groups—often favors print. This study surveyed Southeast Asian (SEA) adults online, using the AISDALSLove hierarchy of effects to assess attitudes toward digital versus printed advertising by age and gender. Results show gender had minimal influence, but age significantly affected preferences: younger and middle-aged respondents were neutral or slightly favored digital media, while older adults preferred print. This has marketing implications as aging populations grow worldwide. However, the study's small scale and SEA's socioeconomic diversity limit generalization, highlighting the need for further research considering broader demographic and contextual factors.

## **Implementation of Sustainable Marketing Strategies in Ecoprint Businesses in Jember**

*Indria Dwi Hapsari<sup>1</sup>, Mazlina Muhamad<sup>2</sup>, Radinka Adhipramana Kasyara<sup>3</sup>*

### **Abstract**

This study explores the application of sustainable marketing strategies in ecoprint businesses within Jember Regency. A descriptive qualitative approach with a case study design was employed. Data were gathered through in-depth interviews, direct observations, and documentation involving ecoprint entrepreneurs, consumers, and stakeholders. Findings reveal that strategies such as consumer education, material transparency, digital media utilization, and local collaborations enhance competitiveness, evidenced by a 30% sales growth. Key enablers include high environmental awareness and government support, while challenges involve limited capital and market access. The study concludes that integrating sustainability into marketing is vital for eco-friendly fashion businesses.

## **Geospatial Analysis in Understanding Consumer Behavior to Enhance the Effectiveness of Retail Marketing Strategies in Urban Environments**

*Muhammad Rapita Kun Panuluh<sup>1</sup>, Mazlina Muhamad<sup>2</sup>, Muhammad Nala Hulwadin<sup>3</sup>*

### **Abstract**

This study aims to analyze consumer behavior in urban environments through a geospatial approach to improve the effectiveness of retail marketing strategies. By utilizing transaction data, spatial analysis was conducted to identify the relationship between purchasing patterns and consumer shopping preferences to enable more targeted retail marketing strategies. The results reveal a significant correlation between product type and price with purchase quantity, where consumers tend to purchase expensive items individually and buy larger quantities of lower-priced goods. These findings provide important insights for the development of location-based marketing strategies, such as store layout design, advertisement placement, and product-based promotions.



## Decoding Purchase Decisions: Key Determinants in Malaysia's Fashion Retail Sector

*Mehnaz Zahin<sup>1</sup>, Latha Manickam<sup>2</sup>*

### Abstract

This study explores the determinants of customer purchasing decisions in Malaysia's fashion retail industry, focusing on service quality, pricing, product quality, and brand image. Using a quantitative research design, data were collected through questionnaires from 417 Klang Valley respondents and analysed with SPSS Version 27. Results show that price and product quality strongly and significantly influence purchase decisions, while service quality, though significant, has a negative relationship. Brand image showed no statistical impact, challenging traditional assumptions of brand equity. These findings suggest a shift toward rational, value-driven purchasing behaviour, particularly in the post-pandemic context. The study highlights the importance for fashion retailers to prioritise affordability and product excellence while reassessing branding and service strategies. It offers insights for both practitioners and policymakers in Malaysia's dynamic retail market.

## Customer Engagement on Amazon Using Chatbots, Virtual Assistant and AI

*Evangelinekiruba.J<sup>1</sup>, V.Krishna Veni<sup>2</sup>, Divya.R<sup>3</sup>, Jane Rebecca.J<sup>4</sup>, Vinoth Kanna.N<sup>5</sup>*

### Abstract

Amazon, one of the world's leading e-commerce platforms, has strengthened customer engagement through artificial intelligence technologies such as chatbots and virtual assistants. Its newly introduced AI assistant, Rufus, is designed to simplify shopping by guiding product selection and providing quick responses to user queries. In addition, Amazon's established virtual assistant, Alexa—launched in 2014 with Echo devices—enables seamless interaction through advanced voice recognition, multi-microphone input, and echo cancellation technology. These tools also utilize user data, such as site input, cookies, and third-party updates, to personalize services while allowing customers to control the level of information shared. This paper examines how Rufus and Alexa enhance customer engagement by understanding user needs, improving shopping experiences, and supporting daily activities. Collectively, these technologies foster convenience, trust, and long-term customer relationships.

## **A Study on the Role of AR and AI in Providing Personalized Recommendations of Cosmetics**

*Thanalakshmi<sup>1</sup>, Nivetha Varshini<sup>2</sup>, Mithra Devi<sup>3</sup>, Antony Sweeton<sup>4</sup>*

### **Abstract**

The cosmetics industry has witnessed significant transformation through Artificial Intelligence (AI), with applications in skincare, makeup, and hair care. This study examines how AI supports predictive analysis, personalized recommendations, and virtual try-ons to enhance user experience and influence consumer purchasing behavior. It highlights AI's role in color matching, recommendation systems, and virtual beauty tools, showing its potential to revolutionize beauty retail. In parallel, Augmented Reality (AR) has rapidly expanded in e-commerce, offering consumers interactive experiences by visualizing product usage in real-life settings. The research emphasizes the integration of AR and AI, where AI analyzes consumer data to provide tailored product suggestions while AR enables immersive visualization. Using quantitative methods, the study explores how AI-AR synergy in cosmetics fosters personalized recommendations and impacts customer usage intentions in online platforms.

### **Impact of AI on Media and Entertainment Industry**

*Annie Rose Nirmala D<sup>1</sup>, Agnes Sujitha J<sup>2</sup>, Aafiya Roshan P<sup>3</sup>, Maria Joseph Victor R<sup>4</sup>, Asin A<sup>5</sup>*

### **Abstract**

This paper explores the transformative impact of artificial intelligence (AI) on the media and entertainment industry, emphasizing its influence on content creation, distribution, and audience engagement. AI technologies such as generative models, machine learning, and predictive analytics enhance efficiency in scriptwriting, video editing, music production, and visual effects, enabling faster and more innovative workflows. In distribution and marketing, AI analyzes large datasets to deliver personalized recommendations and targeted advertising, optimizing visibility and user satisfaction. Streaming platforms like Netflix and YouTube rely heavily on AI-driven recommendation systems to tailor content, increasing engagement and loyalty. While AI fosters creativity and operational efficiency, it also raises ethical concerns regarding originality, job displacement, and content authenticity. Overall, AI is reshaping the industry into a more dynamic, data-driven, and user-centered ecosystems.

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