



MI-CAB 2025

INTERNATIONAL CONFERENCE ON ACCOUNTING & BUSINESS

DATE : 22nd - 23rd August 2025

VENUE : MAHSA University

Organised by: Faculty of Business, Accounting, Finance, Law & Humanity (FOBAFLH)

**Scopus[®]**

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

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

Conference Itinerary

22 nd 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"> - Arrival of Guests, VIPs, and the Top Management Team - Light Refreshments for VIPs and the Top Management Team 	
9:30 AM – 9:45 AM	Mi-CAB Opening Ceremony <ul style="list-style-type: none"> - Recitation of Doa - National Anthem - Welcoming Speech by the Chairman, Dr. Sugumaran Selladurai 	
9:45 AM – 10:00 AM	<ul style="list-style-type: none"> - Opening and Inaugural Remark by MAHSA Vice-Chancellor - Montage Video Presentation 	
10:00 AM – 10:05 AM	Photo Session	
10:05 AM – 10:30 AM	Speech by the Keynote Speaker 1: YBhg Prof. Dr. Maszlee Malik Chairman of the International Institute of Advanced Islamic Studies (IAIS) Malaysia	
10:30 AM – 10:45 AM	Speaker 2: YBhg Datuk Haji Muhammad Nasir B. Hamzah Advisor Kumpulan Karang kraf	
10:45 AM – 11:00 AM	Speaker 3: Assoc. Prof. Ts. Dr. Jessica Ong Hai Liaw Fellow of the Chartered Institute of Logistics and Transport (FCILT)	
11:00 AM – 11:15 AM	Speaker 4: Associate Professor Dr. Law Kian Aun Faculty of Accountancy and Management, Universiti Tunku Abdul Rahman (UTAR), Malaysia	
11:15 AM – 11:25 AM	Speaker 5 (Live): 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	Speaker 6 (Live): 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	Speaker 7 (Recording): 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_Zjg2M2VjNjctODFkZC00OGI3LWl3YjltMDM4NmE0MjU2ZTgy%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

List of Parallel Sessions

DATE: 22nd AUGUST 2025 DAY: FRIDAY MODE: PHYSICAL				
PARALLEL 1 Venue : Auditorium, Level 9, Empathy Block Moderator : Dr. Mohammad Daud Bin Johari Assistant Moderator : Mr. Mansoor Ali Bin Mohamed Yusoo				
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 2. Dr Latha Manickam
6.	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 - 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
8.	4.15 PM- 4.30 PM	MICAB 25-0022	The Impact of Liquidity Management on the Profitability Level of Pubali Bank PLC	1. Md. Abiduzzaman 2. Dr. Rasheedul Haque

DATE: 22nd 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 3. Sharon Lilian How 4. Putri Nurul Izza Rusli 5. Putri Nurul Aainaa Rusli 6. Rusli Bin Nordin
2.	2.45PM – 3.00 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
3.	3.00 PM – 3.15 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
4.	3.15 PM – 3.30 PM	MICAB 25-0035	The Impact of Digital Technology Adoption on Business Operations and Competitiveness	1. Iman Zabihi 2. Dr Rasheedul Haque
5.	3.30 PM – 3.45 PM	MICAB 25-0052	The Impact of Spiritual Intelligence on Corporate Women Leadership	1. Tithi Afia Joynab 2. Dr Rasheedul Haque
6.	3.45 PM – 4.00 PM	MICAB 25-0047	Digital Transformation and Its Influence on the Performance of Malaysian Micro and Small Enterprises (MSEs).	1. Collins Ebuka, 3. Rasheedul Haque
7.	4.00 PM-4.15 PM	MICAB 25-0082	Higher Education Institution's Strategic Role in Disaster Management: Promoting Public Safety and Resilience.	1. Alia Nasir 2. Rusli Bin Nordin 3. Nasreen Hussain 4. Zainooriah Binti Dato Hj Zakaria 5. Zahrah Saad 6. Yasmeen Jan Mohammad 7. Nomi Waqas Gul
8.	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
9.	4.30 PM – 4.45 PM	MICAB 25-0105	Analysis of The External Factors Affecting The Quality of Life of Bangladeshi Labours in Malaysia.	1.Mohammad Hamidur Rahman, 2. Dr Latha Manickam

DATE: 22nd AUGUST 2025

DAY: FRIDAY

MODE: ONLINE (<https://shorturl.at/gQ1Xj>) -Microsoft teams

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 25-0032	Impact of Hospital Administrator Leadership Styles on Staff Efficiency And Morale	1.Yip Ee Ping 3.Dr Rasheedul Haque
9.	4.30pm-4.45pm	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
10.	4.45pm-5.00pm	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
11.	5.00pm-5.15pm	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: 22nd AUGUST 2025

DAY: FRIDAY

MODE: ONLINE (<https://shorturl.at/GrvdX>)- Microsoft teams

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 Bhalariao 5. Dr. Manisha Shukla
5.	3.30pm-3.45pm	MICAB 25 - 0048	An Integrated Strategy To Minimize Readmissions At Pantai Hospital Kuala Lumpur: Advancing Patient Care And System Efficiency	1. Joispin Santhanam 2. Dr. Rasheedul Haque
6.	3.45pm-4.00pm	MICAB 25-0045	Management Practices In Independent Clinical Laboratories: Insights From W Company	1. Meng Xiangji 2. Dr. Rasheedul Haque
6.	4.00pm-4.15pm	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.	4.30pm-4.45pm	MICAB 25 -0051	Assessment of the Viability of an Off-Site Health Screening Centre Linked to Pantai Hospital Kuala Lumpur	1. Mak Lee Foong 2. Dr. Dr.Rasheedul Haque
9.	4.45pm-5.00pm	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.	5.00pm-5.15pm	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

11	5.15pm-5.30pm	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
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DATE: 22nd AUGUST 2025 DAY: FRIDAY MODE: ONLINE (https://shorturl.at/WcsbG)- Microsoft teams				
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PARALLEL 3 Venue : Room E-8-06. Level 8, Empathy Block Moderator : Dr. Latha Manickam Assistant Moderator : Ms. Jayesri A/p Sevakumaran				
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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
11.	5.00 pm –5.15pm	MICAB 25-0059	Assessing the Effects of Digital Surveillance on Employee Job Satisfaction: A Cross-Industry Analysis in Punjab, India	1. Gagandeep Kaur 2. Swastika Jain
12.	5.15pm-5.30pm	MICAB 25-0086	The Impact of Somali Technology on the Future of Health Care.	1. Ismail Mohamud Mohamed

DATE: 22nd AUGUST 2025 DAY: FRIDAY MODE: ONLINE (https://shorturl.at/g4CYR)- Microsoft teams				
PARALLEL 4 Venue : Room E-8-07. Level 8, Empathy Block Moderator : Dr. Ganesh A/I Ramasamy Assistant Moderator : Ms. Utaranjeet Kaur A/p Kartar Singh				
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. Dr. Saloni Desai
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	AI-Assisted Customer Behavior Analysis and Hotel Loyalty Strategy Optimization	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	1. Dr. Veena Kolte 2. Dr. Kamini Khanna 3. Dr. Anjali Kalse



			Financial Planning. A Case Study Of College Teachers Of Navi Mumbai.	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-5.15 pm	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
12.	5.15pm-5.30pm	MICAB 25-0083	The Role of Artificial Intelligence in Reducing Operational Costs for Micro and Small Startups: Opportunities and Challenges	1.Wang Haibo 2. Rasheedul Haque