

## PARALLEL SESSIONS

### Terengganu International Business and Economics Conference 2021 (TIBÉC VII)

**DAY 1 : PARALLEL SESSION I**

**DATE** : 30<sup>th</sup> MARCH 2021  
**TIME** : 8.30 am - 10.30 am (Malaysia time)

TIME	VENUE: Virtual Room 1	VENUE: Virtual Room 2	VENUE: Virtual Room 3
	TRACK: ECONOMICS & FINANCIAL MANAGEMENT	TRACK: MANAGEMENT & OTHERS	TRACK: HOSPITALITY
	MODERATOR: DR. ZURIYATI AHMAD	MODERATOR: MADAM NAJAH LUKMAN	MODERATOR: DR. ZATUL IFFAH MOHD FUZA
8.30 – 8.45 am (10 minutes presentation, 5 minutes Q&A)	PAPER ID: <b>TIBECA-17</b>  TITLE: FERTILITY AND FINANCIAL DEVELOPMENT IN DEVELOPED AND DEVELOPING COUNTRIES  AUTHOR: <b>Asma' Rashidah Idris</b> Muzafar Shah Habibullah Jaharudin Padli	PAPER ID: <b>TIBECA-50</b>  TITLE: AN INTERACTION MODEL OF KNOWLEDGE CREATION, KNOWLEDGE ACQUISITION, KNOWLEDGE SHARING, KNOWLEDGE APPLICATION, GREEN INNOVATION, AND CORPORATE SUSTAINABLE DEVELOPMENT FOR MSMEs  AUTHOR: <b>Siti Sumiati</b> Sri Wahyuni Ratnasari Erni Yuvitasari	PAPER ID: <b>TIBECA-27</b>  TITLE: THE INFLUENCE OF FOOD NOSTALGIA ON REVISIT INTENTIONS IN KOPITIAM RESTAURANT AT SHAH ALAM, SELANGOR, MALAYSIA  AUTHOR: <b>Nor Saadah Che Deraman</b> Zul Hazam Mohd Piah Izhar Hafifi Zainal Abidin Nur Farrah Yasmin Abdul Latib Siti Nurhanifah Sulong
8.50 – 9.05 am (10 minutes presentation, 5 minutes Q&A)	PAPER ID: <b>TIBECA-25</b>  TITLE: THE RELATIONSHIP BETWEEN HUMAN CAPITAL INVESTMENT AND ECONOMIC GROWTH IN SELECTED ASEAN COUNTRIES  AUTHOR: Sharmila Thinagar <b>Mohd Khairi Ismail</b> Ai Vy Low Aainaa Amirah Haron	PAPER ID: <b>TIBECA-58</b>  TITLE: CENTRALIZATION: A STRATEGIC SOLUTION FOR IMPROVING HOSPITAL MANAGEMENT EFFECTIVENESS AND EFFICIENCY  AUTHOR: Tri Wahyu Martanto <b>Tika Widiastuti</b> Dien Mardiyah Imron Mawardi Eko Fajar Cahyono Taqiyah Dinda Insani	PAPER ID: <b>TIBECA-28</b>  TITLE: CONSUMER INTENTION TOWARDS RESTAURANT ONLINE FOOD ORDERING SERVICE  AUTHOR: <b>Nur Amanina Idris</b> Mohamad Amiruddin Mohamad Amir Manshoor Norhaya Hanum Mohamad Haslina Che Ngah
9.10 – 9.25 am (10 minutes presentation, 5 minutes Q&A)	PAPER ID: <b>TIBECA-36</b>  TITLE: A CONCEPTUAL PAPER ON THE DETERMINANTS OF ECONOMIC GROWTH DURING PANDEMIC  AUTHOR: <b>Nur Azwani Mohamad Azmin</b> Muhammad Nur Aiman Mohd Noor Rosmaiza Abdul Ghani Nik Noor Afizah Azlan	PAPER ID: <b>TIBECA-66</b>  TITLE: NEW EMERGING CHALLENGES AT WORKPLACE DURING COVID-19 PANDEMIC  AUTHOR: <b>Azian Abd Ghani</b> Zainuddin Zakaria Rusnah Ismail Siti Najihah Amir Hamzah	PAPER ID: <b>TIBECA-29</b>  TITLE: THE INFLUENCE OF MARKETING STRATEGY (4Ps) TOWARDS FAST FOOD CONSUMPTION AMONG UITM DUNGUNG STUDENTS  AUTHOR: Norzaidah Ngali <b>Nor Suriateeh Ahmad Sanusi</b> Nur Sahira Ahmad Tajualipin Norazlina Rahmat
9.30 – 9.45 am (10 minutes presentation, 5 minutes Q&A)	PAPER ID: <b>TIBECA-45</b>  TITLE: QUALITY OF LIFE IN THE EAST COAST REGION OF MALAYSIA: A PRELIMINARY STUDY OF FISHERMEN AT KUALA DUNGUN, TERENGGANU  AUTHOR: Ahmad Suffian Mohd Zahari Baharom Abdul Rahman Zuriyati Ahmad Nik Noor Afizah Azlan <b>Wan Maziah Wan Ab Razak</b> Ramli Ibrahim Tinik	PAPER ID: <b>TIBECB-69</b>  TITLE: MEANING OF WORK AND CAREER AS CALLING: A MODEL TO DETERMINE MILLENNIAL'S CAREER SATISFACTION  AUTHOR: <b>Selly Septianingsih</b> Olivia Fachrunnisa	PAPER ID: <b>TIBECA-30</b>  TITLE: EATING HABITS, LIFESTYLE AND WEIGHT STATUS AMONGST STUDENTS AT UNIVERSITI TEKNOLOGI MARA CAWANGAN TERENGGANU KAMPUS DUNGUN  AUTHOR: Norazlina Rahmat Aliah Basirah Baseri <b>Siti Salmiah Che Hasan</b> Norzaidah Ngali
9.50 – 10.05 am (10 minutes presentation, 5 minutes Q&A)	PAPER ID: <b>TIBECB-76</b>  TITLE: THE INFLUENCE OF INVESTMENT KNOWLEDGE, RETURN, AND RISK ON STUDENTS INTEREST IN INVESTING IN THE CAPITAL MARKET  AUTHOR: <b>Wesley Agustin Siahaan</b> Bebey Kendida Hasibuan Syahyunan Isfenti Sadalia	PAPER ID: <b>TIBECB-70</b>  TITLE: MILLENNIAL LEADERSHIP SKILL, TRAINING MODEL AND SPIRITUAL WORK VALUE TO INCREASE CAREER SATISFACTION  AUTHOR: <b>Nofia Sulistianingrum</b> Olivia Fachrunnisa	PAPER ID: <b>TIBECA-31</b>  TITLE: WORKING ENVIRONMENT TOWARDS JOB EMPLOYMENT AMONG CULINARY STUDENTS: A CASE STUDY OF UITM CAWANGAN TERENGGANU KAMPUS DUNGUN(UITMCTKD)  AUTHOR: <b>Siti Nurhanifah Sulong</b> Norhaya Hanum Mohamad Aniza Arifin Siti Nor Fadillah Ahmad Shariff Malissasahila Abdul Manap
10.10 - 10.25 am (10 minutes presentation, 5 minutes Q&A)	PAPER ID: <b>TIBECA-84</b>  TITLE: PUBLIC DEBT, BUDGET DEFICIT AND MALAYSIA'S ECONOMIC PERFORMANCE: AN ASSESSMENT USING THE LONG RUN EQUILIBRIUM APPROACH  AUTHOR: <b>Zuriyati Ahmad</b> Ahmad Syakir Ammar Ahmad O'llia Rosman Mahmood	PAPER ID: <b>TIBECA-93</b>  TITLE: WESTERN MATERIALISM AND ISLAMIC RELIGIOSITY: A GENUINE OR FALSE COMPATIBILITY?  AUTHOR: <b>Anita Md. Shariff</b> Mohammad Iwan Ariffin Mustafa Omar Mohammed	PAPER ID: <b>TIBECA-37</b>  TITLE: EVALUATION OF KNOWLEDGE, ATTITUDES AND PRACTICES (KAP) OF FOOD HANDLERS AT RAMADHAN BAZAAR, PAKA, DUNGUN  AUTHOR: <b>Noristisarah Abd Shattar</b> Nur Farah Syamimi Manan Wahida Mohamad Aris

**DAY 1 : PARALLEL SESSION II**  
**DATE : 30<sup>th</sup> MARCH 2021**  
**TIME : 2.00 pm - 3.30 pm (Malaysia time)**

TIME	VENUE: Virtual Room 1	VENUE: Virtual Room 2	VENUE: Virtual Room 3
	TRACK: FINANCIAL MANAGEMENT	TRACK: ENTREPRENEURSHIP	TRACK: HUMAN RESOURCE
	<b>MODERATOR: DR. WAN ANISABANUM SALLEH</b>	<b>MODERATOR: MDM. NORLAILA IBRAHIM</b>	<b>MODERATOR: DR. AHMAD SUFFIAN MOHD ZAHARI</b>
2.00 – 2.15 pm (10 minutes presentation, 5 minutes Q&A)	PAPER ID: <b>TIBECB-22</b>  TITLE: INTERNAL FACTORS AFFECTING THE PROFITABILITY OF GENERAL-INSURANCE COMPANIES IN MALAYSIA  AUTHOR: <b>Muhamad Hafiz Aizat Hassan</b> Wan Anisabanum Saleh Jaafar Pyeman Suhaily Maizan Abdul Manaf	PAPER ID: <b>TIBECA-11</b>  TITLE: THE IMPORTANCE OF INFORPRENUERSHIP TRAINING FOR INFORMATION SCIENCE STUDENTS IN HIGHER LEARNING INSTITUTIONS  AUTHOR: <b>Nurusobah Hussin</b> Uzma Liyana Abdul Rahman	PAPER ID: <b>TIBECA-34</b>  TITLE: CONTRIBUTION FACTORS TOWARD JOB SATISFACTION AMONG ACADEMICIANS: A CONCEPTUAL PAPER  AUTHOR: Kartini Mat Rashid Marha Abdol Ghapar Nasiha Abdullah Nur Dalila Adenan <b>Hani Sakina Mohamad Yusof</b>
2.20 – 2.35 pm (10 minutes presentation, 5 minutes Q&A)	PAPER ID: <b>TIBECA-38</b>  TITLE: A COMPARISON OF PERFORMANCE BETWEEN THE SHARIAH AND THE NON SHARIAH COMPLIANCE LISTED FOOD AND BEVERAGES FIRMS MALAYSIA  AUTHOR: Nur Izzatie Zainuddin <b>Salwani Affandi</b> Fathiyah Ismail	PAPER ID: <b>TIBECA-13</b>  TITLE: SME'S PERFORMANCE IN EAST COAST MALAYSIA: ANTECEDENTS OF CUSTOMER ORIENTATION AND MARKETING INNOVATION  AUTHOR: <b>Najdah Abd Aziz</b> Rusnah Ismail MA. Irfan Rahmana Mulyana Mulyana	PAPER ID: <b>TIBECA-47</b>  TITLE: THE ROLE OF ORGANIZATIONAL RELATIONSHIP QUALITY IN RELATION WITH LECTURER PERFORMANCE  AUTHOR: <b>Zainuddin Zakaria</b> Nik Fakrulhazri Nik Hassan Nazlin Emieza Ngah Rusnah Ismail Nurmuslimah Kamilah Abdullah Elisabeth Siahaan
2.40 – 2.55 pm (10 minutes presentation, 5 minutes Q&A)	PAPER ID: <b>TIBECB-59</b>  TITLE: NEW MARKET SEGMENT OF RETAIL INVESTORS IN THE MALAYSIAN STOCK MARKET: THE CHARACTERISTICS OF MILLENNIAL INVESTORS  AUTHOR: <b>Maily Patrick</b> Noryati Ahmad Amirul Afif Muhamat Imbarine Bujang	PAPER ID: <b>TIBECA-14</b>  TITLE: ENTREPRENEURSHIP AS A CAREER CHOICE: INTENTION TOWARDS ENTREPRENEURSHIP AMONG UNIVERSITY STUDENTS  AUTHOR: <b>Noorul Huda Zakaria</b> Noor Erni Fazlina Mohd Akhir Norhamimah Rani	PAPER ID: <b>TIBECB-51</b>  TITLE: IMPROVING SMALL AND MEDIUM ENTERPRISES (SMEs) INNOVATION PERFORMANCE THROUGH SOCIAL MEDIA ORIENTATION AND BUSINESS INTELLIGENCE  AUTHOR: <b>Dima Roulina Simbolon</b> Nurhidayati Nurhidayati
3.00 – 3.15 pm (10 minutes presentation, 5 minutes Q&A)	PAPER ID: <b>TIBECB-82</b>  TITLE: THE EFFECT OF SIZE, BOARD OF COMMISSIONERS, PUBLIC OWNERSHIP AND LEVERAGE ON ENTERPRISE RISK MANAGEMENT DISCLOSURE IN BANKING COMPANIES LISTED IN THE INDONESIA STOCK EXCHANGE  AUTHOR: <b>Nurul Fathiya Rhiza</b> Beby Kendida Hasibuan Khaira Amalia Fachrudin Lisa Marlina	PAPER ID: <b>TIBECA-18</b>  TITLE: EFFECTIVENESS OF ENTREPRENEURSHIP LEARNING APPROACHES: A COMPARATIVE STUDY  AUTHOR: Norchahaya Johar Nazlin Emieza Ngah Marha Abdol Ghapar Norlaila Ibrahim <b>Azlina Shamsudin</b> Rusnah Ismail	PAPER ID: <b>TIBECB-52</b>  TITLE: HUMAN RESOURCES MANAGEMENT PRACTICES BASED GAMIFICATION IN STUDENT'S ORGANIZATION  AUTHOR: <b>Indah Rahayu</b> Nurhidayati Nurhidayati Olivia Fachrunnisa
3.20 – 3.35 pm (10 minutes presentation, 5 minutes Q&A)	PAPER ID: <b>TIBECB-86</b>  TITLE: A REVIEW ON TECHNICAL EFFICIENCY IN MALAYSIAN TELECOMMUNICATIONS INDUSTRY  AUTHOR: <b>Suhaily Maizan Abdul Manaf</b> Wan Anisabanum Salleh Zetty Zahureen Mohd Yusoff	PAPER ID: <b>TIBECA-26</b>  TITLE: THE LEVEL OF PUBLIC RESPONSES TOWARDS SOCIAL ENTERPRISE THROUGH SOCIAL MEDIA SITES (SNSs)  AUTHOR: <b>Nik Fakrulhazri Nik Hassan</b> Noorazlina Ahmad Abd Razak Abu Kassim Nur Raihana Mohd Sallem Muhammad Abi Sofian Abdul Halim	PAPER ID: <b>TIBECB-61</b>  TITLE: A COMPARISON OF CAREER SATISFACTION BETWEEN MILLENNIALS AND BABY BOOMERS WORKFORCE  AUTHOR: <b>Agustiya Fatriya Rizky</b> Ardian Adhialma

**DAY 2 : PARALLEL SESSION III**  
**DATE : 31<sup>st</sup> MARCH 2021**  
**TIME : 8.30 am - 10.30 am (Malaysia time)**

TIME	VENUE: Virtual Room 1	VENUE: Virtual Room 2	VENUE: Virtual Room 3
	TRACK: MARKETING	TRACK: HOSPITALITY	TRACK: MANAGEMENT, OPERATIONS MANAGEMENT & OTHERS
	<b>MODERATOR: DR. ZAINUDDIN ZAKARIA</b>	<b>MODERATOR: MR. MOHD AZUAN MOHD ALIAS</b>	<b>MODERATOR: DR. WAN ASRI WAN AB AZIZ</b>
8.30 – 8.45 am (10 minutes presentation, 5 minutes Q&A)	PAPER ID: <b>TIBECB-10</b>  TITLE: EXPLORING ISLAMIC COMMODIFICATION AS SYMBOLIC INTERACTIONISM IN ADVERTISING  AUTHOR: <b>Mohd Fauzi Harun</b> Nur Safinas Albakry Abdul Halim Husain Harieny Abd Arif	PAPER ID: <b>TIBECA-81</b>  TITLE: ONLINE GROCERY SHOPPING: PURCHASING INTENTION AMONG MALAYSIAN IN KUALA LUMPUR  AUTHOR: Fatimah Abd Ghani Nurhidayah Marsuki <b>Siti Nurul Sa'adah Awang</b> Noorazlin Ramli	PAPER ID: <b>TIBECA-56</b>  TITLE: IDENTIFICATION OF ROAD USERS INVOLVED IN COMMUTING ACCIDENT  AUTHOR: <b>Zuraini Jusoh</b> Nur Shahirah Shafie Zainuddin Zakaria Kartini Mat Rashid Nur Shafini Mohd Said
8.50 – 9.05 am (10 minutes presentation, 5 minutes Q&A)	PAPER ID: <b>TIBECA-21</b>  TITLE: CUSTOMER INTENTION AND PERCEPTION ON HEALTHY ICE CREAM  AUTHOR: <b>Noorazlina Ahmad</b> Nik Fakhulhazri Nik Hassan Rajeswari Raju Hayati Adilin Mohd Abd Majid	PAPER ID: <b>TIBECA-85</b>  TITLE: WEB CONTENT ANALYSIS: INCORPORATING HALAL INFORMATION AND LOCAL CUISINE INTO DESTINATION MARKETING STRATEGIES FOR MALAYSIA  AUTHOR: <b>Mohd Hairi Jalis</b> Jeffry Elias Muhamad Nazhiim Abdullah	PAPER ID: <b>TIBECB-73</b>  TITLE: IDENTIFYING CAREER EXPECTATION OF MILLENIAL GENERATION  AUTHOR: <b>Atik Rodiah Kurniawaty</b> Nurhidayati
9.10 – 9.25 am (10 minutes presentation, 5 minutes Q&A)	PAPER ID: <b>TIBECA-23</b>  TITLE: THE CUSTOMER CONSUMPTION TRENDS AND MARKETING STRATEGY ON HEALTHY ICE CREAM  AUTHOR: <b>Nik Fakhulhazri Nik Hassan</b> Noorazlina Ahmad Abd Razak Abu Kassim Yusnita Hamzah	PAPER ID: <b>TIBECA-87</b>  TITLE: LOCAL TOURIST INTENTION TO REUSE E HAILING SERVICES FROM SMART TOURISM DESTINATION PERSPECTIVES IN MALAYSIA  AUTHOR: <b>Maisarah Abdul Hamid</b> Nur Amanina Idris Afnie Nadhira Sarbini Mohamad Uwais Shamsul	PAPER ID: <b>TIBECA-78</b>  TITLE: SERVICE QUALITY AND CUSTOMER SATISFACTION OF RAIL TRANSPORT: A CONCEPTUAL FRAMEWORK  AUTHOR: <b>Noor Malinjasari Ali</b> Raslina Mohamed Nor Siti Fatimah Mardhiah Hamzah Ruzaidah Sulong Suzila Mat Saleh Hasmida Mohd Noor
9.30 – 9.45 am (10 minutes presentation, 5 minutes Q&A)	PAPER ID: <b>TIBECA-24</b>  TITLE: THE ADOPTION OF SMART DIGITAL MARKETING TECHNOLOGY ACCEPTANCE MODEL (MTAM) BY AAREZ HOLDING SDN. BHD.: A CASE STUDY OF A HOUSING DEVELOPER COMPANY IN KUALA TERENGGANU  AUTHOR: <b>Syahrul Hezrin Mahmud</b> Mohd Husnin Mat Yusoff Mohd Ariff Nafizi Ibrahim Muhammad Fauzi Embong Ramizatunnisah Jais	PAPER ID: <b>TIBECA-95</b>  TITLE: ONLINE FOOD DELIVERY (OFD) SERVICES DURING PANDEMIC COVID19: WHAT FACTORS INFLUENCING CUSTOMERS TO USE IT?  AUTHOR: <b>Jazira Anuar</b> Wan Nazriah Wan Nawawi Haslina Che Ngah Zetty Madina Md Zaini	PAPER ID: <b>TIBECB-79</b>  TITLE: OVERCOMING KNOWLEDGE SHARING BARRIERS IN PUBLIC SECTOR ORGANIZATIONS: A CONCEPTUAL PERSPECTIVES  AUTHOR: Wan Zuhaila Wan Abd Rahman <b>Nazlin Emieza Ngah</b> Rusnah Ismail
9.50 – 10.05 am (10 minutes presentation, 5 minutes Q&A)	PAPER ID: <b>TIBECA-49</b>  TITLE: INTERACTION OF ARCHITECTURAL AND SPECIALIZED MARKETING CAPABILITIES WITH RETAIL FASHION SMEs PERFORMANCE  AUTHOR: <b>Hendar Winarsih</b> Baharom Abdul Rahman Azian Abd Ghani	PAPER ID: <b>TIBECB-96</b>  TITLE: FACTOR AFFECTING CUSTOMER SATISFACTION ON UTILIZING KIOSK AT QUICK SERVICE RESTAURANT (QSR)  AUTHOR: Ellya Syaira Mohd Rasmadi <b>Nur Ernie Ezura Pisol</b> Siti Noraisah Dolah @ Abdullah	PAPER ID: <b>TIBECA-42</b>  TITLE: WANITA DAN KEGANASAN JENAYAH (WOMEN AND CRIMINAL VIOLENCE)  AUTHOR: <b>Nasiha Abdullah</b> Kartini Mat Rashid Khalid Amin Mat Nur Shafini Mohd Said Siti Rapidah Omar Ali
10.10 - 10.25 am (10 minutes presentation, 5 minutes Q&A)	PAPER ID: <b>TIBECB-99</b>  TITLE: THE IMPORTANCE OF EXPERIENTIAL MARKETING AND ELECTRONIC WORD OF MOUTH COMMUNICATION ON E-LOYALTY AMONG BUKALAPAK USERS: A CASE OF STUDENT AT FACULTY OF ECONOMICS AND BUSINESS, UNIVERSITAS SUMATERA UTARA (USU)  AUTHOR: <b>Irhamayah Pulungan</b> Arlina Nurbaity Lubis Endang Sulistyarini Bebay Karina Fawzeeza Sembiring		PAPER ID: <b>TIBECA-83</b>  TITLE: THE NEW NORMS AND STUDENTS' MOTIVATION IN THE PANDEMIC SPHERE  AUTHOR: <b>Nurul Aisyah Awanis A Rahim</b> Wan Maziah Wan Ab Razak Ahmad Ismail Mohd Anuar Nurul Aisyah Munirah A. Rahim

**DAY 2 : PARALLEL SESSION IV****DATE : 31<sup>st</sup> MARCH 2021****TIME : 11.45 am – 1.00 pm (Malaysia time)**

TIME	VENUE: Virtual Room 1	VENUE: Virtual Room 2	VENUE: Virtual Room 3
	TRACK: TECHNOLOGY & INNOVATION	TRACK: ENTREPRENEURSHIP	TRACK: ACCOUNTING, FINANCIAL MANAGEMENT & ISLAMIC BANKING
	<b>MODERATOR: MDM. MARHA ABDOL GHAPAR</b>	<b>MODERATOR: MDM. HASLENNA HAMDAN</b>	<b>MODERATOR: MR. FADLI FIZARI ABU HASSAN ASARI</b>
11.45 – 12.00 pm (10 minutes presentation, 5 minutes Q&A)	PAPER ID: <b>TIBECA-19</b>  TITLE: STUDENTS' ACCEPTANCE ON ONLINE EDUCATIONAL GAMES  AUTHOR: Marha Abdol Ghapar <b>Norlaila Ibrahim</b> Azlina Shamsudin Norchahaya Johar	PAPER ID: <b>TIBECA-35</b>  TITLE: STUDENTS' AWARENESS ON SELF-EMPLOYMENT – A CASE STUDY IN UITM CAWANGAN TERENGGANU  AUTHOR: <b>Kartini Mat Rashid</b> Azlina Shamsudin Nasliha Abdullah Norchahaya Johar Zuraini Jusoh	PAPER ID: <b>TIBECA-89</b>  TITLE: THE ACQUAINTANCE OF STATUTORY RESERVE REQUIREMENT AND DIVIDEND PAYOUT RATIO  AUTHOR: Che Wan Khalidawaty Khalid <b>Nurul Syuhada Baharuddin</b> Nor Jana Salim
12.05 – 12.20 pm (10 minutes presentation, 5 minutes Q&A)	PAPER ID: <b>TIBECA-44</b>  TITLE: PENGUNAAN APLIKASI TEKNOLOGI DALAM PENGAJARAN DAN PEMBELAJARAN (PDP) SECARA KOLABORATIF DIKALANGAN PELAJAR UNIVERSITI SEPANJANG TEMPOH PERINTAH KAWALAN PENGGERAKAN (PKP)  AUTHOR: <b>Nor Hamiza Mohd Ghani</b> Mohd Khairi Ismail Sholehah Abdullah	PAPER ID: <b>TIBECA-40</b>  TITLE: A THEORETICAL FRAMEWORK TO EXPLAIN THE IMPACT OF PERSONAL FACTORS ON ENTREPRENEUR RESILIENCE  AUTHOR: <b>Dalili Izni Shafie</b> Salmi Mohd Isa	PAPER ID: <b>TIBECB-57</b>  TITLE: FINANCIAL LITERACY FOR MSMEs' SUSTAINABILITY IN SEMARANG WITH DIGITAL TRANSFORMATION AS INTERVENING VARIABLE  AUTHOR: <b>Jihan Athaya Salsabila</b> Winarsih
12.25 – 12.40 pm (10 minutes presentation, 5 minutes Q&A)	PAPER ID: <b>TIBECA-46</b>  TITLE: A PROPOSED FRAMEWORK TO EVALUATE THE EFFECTIVENESS OF ONLINE LEARNING AMONG STUDENTS OF PUBLIC UNIVERSITIES IN TERENGGANU DURING COVID-19  AUTHOR: <b>Amirudin Mohd Zani</b> Mohd Ariff Nafizi Ibrahim Azlinda Mohammad Siti Munirah Muda Ramizatunnisah Jais	PAPER ID: <b>TIBECA-88</b>  TITLE: THE RELATIONSHIP BETWEEN ELEMENTS OF ONLINE BUSINESS PLATFORM AND BUSINESS GROWTH AMONG ENTREPRENEURS SOCIETY IN TERENGGANU  AUTHOR: <b>Khalid Amin Mat</b> Siti Rapidah Omar Ali Nur Shafini Mohd Said Nasliha Abdullah Muhammad Hafiz Husain	PAPER ID: <b>TIBECB-62</b>  TITLE: THE EFFECT OF GOOD CORPORATE GOVERNANCE AND COMPANY SIZE ON TAX AVOIDANCE: EMPIRICAL EVIDENCE FROM SHARIA BANKS IN INDONESIA  AUTHOR: <b>Pravita Wahyu Sayekti</b> Sri Sulistyowati
12.45 – 1.00 pm (10 minutes presentation, 5 minutes Q&A)	PAPER ID: <b>TIBECA-97</b>  TITLE: KNOWLEDGE SHARING BEHAVIOR VIA ONLINE LEARNING ENVIRONMENT: SYSTEMATIC LITERATURE REVIEW  AUTHOR: <b>Yau'mee Hayati Hj Mohamed Yusof</b>	PAPER ID: <b>TIBECA-92</b>  TITLE: THE SIGNIFICANCE OF MARKETING MANAGEMENT CAPABILITIES FOR NEW BUSINESS MODEL TRANSFORMATIONS ON SMEs BUSINESS PERFORMANCE DURING COVID-19 PANDEMIC: DO GEOGRAPHICAL MARKETING SEGMENTATION INDICATOR DIFFERS?  AUTHOR: <b>Haslenna Hamdan</b> Zalinawati Abdullah Wan Maziah Wan Ab Razak Nurul Ulfa Abdul Aziz Ken Sudarti	PAPER ID: <b>TIBECB-53</b>  TITLE: THE ROLE OF E-READINESS AND DYNAMIC CAPABILITY: EVIDENCE FROM SMEs IN INDONESIA  AUTHOR: <b>Vellinda Fitriyana Syafia</b> Maya Indriastuti

**DAY 2 : PARALLEL SESSION V**  
**DATE : 31<sup>st</sup> MARCH 2021**  
**TIME : 2.00 pm - 3.30 pm (Malaysia time)**

TIME	VENUE: Virtual Room 1	VENUE: Virtual Room 2	VENUE: Virtual Room 3
	TRACK: HOSPITALITY	TRACK: HUMAN RESOURCE	TRACK: MARKETING
	<b>MODERATOR: DR. MAISARAH ABDUL HAMID</b>	<b>MODERATOR: MISS NOOR MALINJASARI ALI</b>	<b>MODERATOR: MDM. ZALINAWATI ABDULLAH</b>
2.00 – 2.15 pm (10 minutes presentation, 5 minutes Q&A)	PAPER ID: <b>TIBECA-32</b>  TITLE: THE REPLICABILITY OF HERITAGE MALAY CUISINE IN FOREIGN MARKET  AUTHOR: Rahman Abdullah Aniza Arifin Azlina Samsudin <b>Sabainah Bachok</b> Harnizam Zahari	PAPER ID: <b>TIBECA-90</b>  TITLE: GRADUATES EMPLOYABILITY: A CONCEPTUAL FRAMEWORK  AUTHOR: Noor Malinjasari Ali Kardina Kamaruddin Rahayu Izwani Borhanuddin <b>Hasmida Mohd Noor</b> Hasmi Mokhlis	PAPER ID: <b>TIBECA-77</b>  TITLE: TOWARDS SOCIALLY RESPONSIBLE BUSINESS MODEL: DO RELIGIOSITY AND ATTITUDE AFFECT CONSUMER BOYCOTTS?  AUTHOR: <b>Zalinawati Abdullah</b> Marhana Mohamed Anuar Mohd Rafi Yaacob
2.20 – 2.35 pm (10 minutes presentation, 5 minutes Q&A)	PAPER ID: <b>TIBECA-33</b>  TITLE: TRAVELING MOTIVATION AND FACTORS THAT MOTIVATE PEOPLE TO GO TRAVEL  AUTHOR: <b>Siti Nor Fadillah binti Ahmad Shariff</b> Massyittah binti Omar Siti Nurhanifah binti Sulong Zuratulraha binti Jaafar Khairul Anuar bin Muhamad Lily Nurainul Ashikin binti Ishak	PAPER ID: <b>TIBECB-71</b>  TITLE: MILLENNIAL GENERATION CAREER EXPECTATIONS AND CAREER GOALS  AUTHOR: <b>Rina Agustina</b> Nurhidayati	PAPER ID: <b>TIBECA-94</b>  TITLE: IMPACT OF CONSUMER'S DEMOGRAPHIC FACTORS TOWARDS ONLINE SHOPPING BEHAVIOR: A STUDY IN MALAYSIA  AUTHOR: <b>Nurul Uifa Abdul Aziz</b> Zalinawati Abdullah Haslenna Hamdan Hendar Siti Sumiati
2.40 – 2.55 pm (10 minutes presentation, 5 minutes Q&A)	PAPER ID: <b>TIBECB-39</b>  TITLE: IS TWO BETTER THAN ONE?: THE ISSUES OF CO-BRANDING  AUTHOR: <b>Nur Syuhaada Kharil Anuar</b> Izhar Hafifi Zainal Abidin Azlina Samsudin Azahar Adzmy	PAPER ID: <b>TIBECB-72</b>  TITLE: MILLENNIALS' CAREER SATISFACTION FROM ISLAMIC PERSPECTIVE  AUTHOR: <b>Achda Inda Uyun</b> Nurhidayati	PAPER ID: <b>TIBECB-75</b>  TITLE: ROLE OF RELATIONAL AND INDIVIDUAL INTERACTION CAPABILITY IN IMPROVING SOCIAL VALUE CO-CREATION AND MARKET PERFORMANCE  AUTHOR: <b>Abdurrahman Very Cakasana</b> Hendar
3.00 – 3.15 pm (10 minutes presentation, 5 minutes Q&A)	PAPER ID: <b>TIBECA-55</b>  TITLE: LOCAL TOURISTS' PERCEPTIONS ON THE QUALITY OF SERVICES AMONG LOCAL STREET FOODS VENDORS DURING THE COVID-19 PANDEMIC IN MALAYSIA  AUTHOR: <b>Nor Asikin Shaharuddin</b> Nurul 'Azwa Kamarudin Sumayyah Shaidin Amirah Mohd Juned	PAPER ID: <b>TIBECB-74</b>  TITLE: IDENTIFYING THE MEANING OF WORK ON MILLENNIAL GENERATION FROM ISLAMIC PERSPECTIVE  AUTHOR: <b>Bella Anindya Karunisa</b> Olivia Fachrunnisa	PAPER ID: <b>TIBECB-67</b>  TITLE: THE FUNCTIONAL, SOCIAL AND EMOTIONAL VALUE CO-CREATION ROLE IN THE RELATIONSHIP BETWEEN CONCERTED INTERACTION CAPABILITIES WITH MARKET PERFORMANCE IN THE BEAUTY SALON CREATIVE SERVICE INDUSTRY IN CENTRAL JAVA  AUTHOR: <b>Burhanuddin Rifat</b> Hendar
3.20 – 3.35 pm (10 minutes presentation, 5 minutes Q&A)		PAPER ID: <b>TIBECB-65</b>  TITLE: A MODEL TO INCREASE CAREER SATISFACTION FOR MILLENNIAL WORKFORCE: THE ROLE OF SPIRITUAL WORK VALUES AND JOB ENGAGEMENT  AUTHOR: <b>Nur Atika Yuniarti</b> Ardian Adhiatma	PAPER ID: <b>TIBECB-68</b>  TITLE: THE EFFECT OF RELATIONAL AND EMPOWERED INTERACTION CAPABILITY ON MARKET PERFORMANCE IN SALON BEAUTY CREATIVE SERVICES IN CENTRAL JAVA: THE ROLE OF SOCIAL VALUE CO-CREATION MEDIATION  AUTHOR: <b>Aditya Ilham Farohi</b> Hendar