

DAY 2 : PARALLEL SESSION III
DATE : 31st 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
	MODERATOR: DR. ZAINUDDIN ZAKARIA	MODERATOR: MR. MOHD AZUAN MOHD ALIAS	MODERATOR: DR. WAN ASRI WAN AB AZIZ
8.30 – 8.45 am (10 minutes presentation, 5 minutes Q&A)	PAPER ID: TIBECB-10 TITLE: EXPLORING ISLAMIC COMMODIFICATION AS SYMBOLIC INTERACTIONISM IN ADVERTISING AUTHOR: Mohd Fauzi Harun Nur Safinas Albakry Abdul Halim Husain Harieny Abd Arif	PAPER ID: TIBECA-81 TITLE: ONLINE GROCERY SHOPPING: PURCHASING INTENTION AMONG MALAYSIAN IN KUALA LUMPUR AUTHOR: Fatimah Abd Ghani Nurhidayah Marsuki Siti Nurruul Sa'adah Awang Noorazlin Ramli	PAPER ID: TIBECA-56 TITLE: IDENTIFICATION OF ROAD USERS INVOLVED IN COMMUTING ACCIDENT AUTHOR: Zuraini Jusoh 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: TIBECA-21 TITLE: CUSTOMER INTENTION AND PERCEPTION ON HEALTHY ICE CREAM AUTHOR: Noorazlina Ahmad Nik Fakhulhazri Nik Hassan Rajeswari Raju Hayati Adilin Mohd Abd Majid	PAPER ID: TIBECA-85 TITLE: WEB CONTENT ANALYSIS: INCORPORATING HALAL INFORMATION AND LOCAL CUISINE INTO DESTINATION MARKETING STRATEGIES FOR MALAYSIA AUTHOR: Mohd Hairi Jalis Jeffry Elias Muhamad Nazhiim Abdullah	PAPER ID: TIBECB-73 TITLE: IDENTIFYING CAREER EXPECTATION OF MILLENIAL GENERATION AUTHOR: Atik Rodiah Kurniawaty Nurhidayati
9.10 – 9.25 am (10 minutes presentation, 5 minutes Q&A)	PAPER ID: TIBECA-23 TITLE: THE CUSTOMER CONSUMPTION TRENDS AND MARKETING STRATEGY ON HEALTHY ICE CREAM AUTHOR: Nik Fakhulhazri Nik Hassan Noorazlina Ahmad Abd Razak Abu Kassim Yusnita Hamzah	PAPER ID: TIBECA-87 TITLE: LOCAL TOURIST INTENTION TO REUSE E HAILING SERVICES FROM SMART TOURISM DESTINATION PERSPECTIVES IN MALAYSIA AUTHOR: Maisarah Abdul Hamid Nur Amanina Idris Afnie Nadhira Sarbini Mohamad Uwais Shamsul	PAPER ID: TIBECA-78 TITLE: SERVICE QUALITY AND CUSTOMER SATISFACTION OF RAIL TRANSPORT: A CONCEPTUAL FRAMEWORK AUTHOR: Noor Malinjasari Ali 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: TIBECA-24 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: Syahrul Hezrin Mahmud Mohd Husnin Mat Yusoff Mohd Ariff Nafizi Ibrahim Muhammad Fauzi Embong Ramizatunnisah Jais	PAPER ID: TIBECA-95 TITLE: ONLINE FOOD DELIVERY (OFD) SERVICES DURING PANDEMIC COVID19: WHAT FACTORS INFLUENCING CUSTOMERS TO USE IT? AUTHOR: Jazira Anuar Wan Nazriah Wan Nawawi Haslina Che Ngah Zetty Madina Md Zaini	PAPER ID: TIBECB-79 TITLE: OVERCOMING KNOWLEDGE SHARING BARRIERS IN PUBLIC SECTOR ORGANIZATIONS: A CONCEPTUAL PERSPECTIVES AUTHOR: Wan Zuhaila Wan Abd Rahman Nazlin Emieza Ngah Rusnah Ismail
9.50 – 10.05 am (10 minutes presentation, 5 minutes Q&A)	PAPER ID: TIBECA-49 TITLE: INTERACTION OF ARCHITECTURAL AND SPECIALIZED MARKETING CAPABILITIES WITH RETAIL FASHION SMEs PERFORMANCE AUTHOR: Hendar Winarsih Baharom Abdul Rahman Azian Abd Ghani	PAPER ID: TIBECB-96 TITLE: FACTOR AFFECTING CUSTOMER SATISFACTION ON UTILIZING KIOSK AT QUICK SERVICE RESTAURANT (QSR) AUTHOR: Ellya Syaira Mohd Rasmadi Nur Ernie Ezura Pisol Siti Noraisah Dolah @ Abdullah	PAPER ID: TIBECA-42 TITLE: WANITA DAN KEGANASAN JENAYAH (WOMEN AND CRIMINAL VIOLENCE) AUTHOR: Nasiha Abdullah 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: TIBECB-99 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: Irhamisyah Pulungan Arlina Nurbaity Lubis Endang Sulistyarni Bebay Karina Fawzeeza Sembiring		PAPER ID: TIBECA-83 TITLE: THE NEW NORMS AND STUDENTS' MOTIVATION IN THE PANDEMIC SPHERE AUTHOR: Nurul Aisyah Awanis A Rahim Wan Maziah Wan Ab Razak Ahmad Ismail Mohd Anuar Nurul Aisyah Munirah A. Rahim