

DAY 2 : PARALLEL SESSION V
DATE : 31st 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
	MODERATOR: DR. MAISARAH ABDUL HAMID	MODERATOR: MISS NOOR MALINJASARI ALI	MODERATOR: MDM. ZALINAWATI ABDULLAH
2.00 – 2.15 pm (10 minutes presentation, 5 minutes Q&A)	PAPER ID: TIBECA-32 TITLE: THE REPLICABILITY OF HERITAGE MALAY CUISINE IN FOREIGN MARKET AUTHOR: Rahman Abdullah Aniza Arifin Azlina Samsudin Sabainah Bachok Harnizam Zahari	PAPER ID: TIBECA-90 TITLE: GRADUATES EMPLOYABILITY: A CONCEPTUAL FRAMEWORK AUTHOR: Noor Malinjasari Ali Kardina Kamaruddin Rahayu Izwani Borhanuddin Hasmida Mohd Noor Hasmi Mokhlas	PAPER ID: TIBECA-77 TITLE: TOWARDS SOCIALLY RESPONSIBLE BUSINESS MODEL: DO RELIGIOSITY AND ATTITUDE AFFECT CONSUMER BOYCOTTS? AUTHOR: Zalinawati Abdullah Marhana Mohamed Anuar Mohd Rafi Yaacob
2.20 – 2.35 pm (10 minutes presentation, 5 minutes Q&A)	PAPER ID: TIBECA-33 TITLE: TRAVELING MOTIVATION AND FACTORS THAT MOTIVATE PEOPLE TO GO TRAVEL AUTHOR: Siti Nor Fadillah binti Ahmad Shariff Massyittah binti Omar Siti Nurhanifah binti Sulong Zuratulraha binti Jaafar Khairul Anuar bin Muhamad Lily Nurainul Ashikin binti Ishak	PAPER ID: TIBECB-71 TITLE: MILLENNIAL GENERATION CAREER EXPECTATIONS AND CAREER GOALS AUTHOR: Rina Agustina Nurhidayati	PAPER ID: TIBECA-94 TITLE: IMPACT OF CONSUMER'S DEMOGRAPHIC FACTORS TOWARDS ONLINE SHOPPING BEHAVIOR: A STUDY IN MALAYSIA AUTHOR: Nurul Uifa Abdul Aziz Zalinawati Abdullah Haslenna Hamdan Hendar Siti Sumiati
2.40 – 2.55 pm (10 minutes presentation, 5 minutes Q&A)	PAPER ID: TIBECB-39 TITLE: IS TWO BETTER THAN ONE?: THE ISSUES OF CO-BRANDING AUTHOR: Nur Syuhaada Kharil Anuar Izhar Hafifi Zainal Abidin Azlina Samsudin Azahar Adzmy	PAPER ID: TIBECB-72 TITLE: MILLENNIALS' CAREER SATISFACTION FROM ISLAMIC PERSPECTIVE AUTHOR: Achda Inda Uyun Nurhidayati	PAPER ID: TIBECB-75 TITLE: ROLE OF RELATIONAL AND INDIVIDUAL INTERACTION CAPABILITY IN IMPROVING SOCIAL VALUE CO-CREATION AND MARKET PERFORMANCE AUTHOR: Abdurrahman Very Cakasana Hendar
3.00 – 3.15 pm (10 minutes presentation, 5 minutes Q&A)	PAPER ID: TIBECA-55 TITLE: LOCAL TOURISTS' PERCEPTIONS ON THE QUALITY OF SERVICES AMONG LOCAL STREET FOODS VENDORS DURING THE COVID-19 PANDEMIC IN MALAYSIA AUTHOR: Nor Asikin Shaharuddin Nurul 'Azwa Kamarudin Sumayyah Shaidin Amirah Mohd Juned	PAPER ID: TIBECB-74 TITLE: IDENTIFYING THE MEANING OF WORK ON MILLENNIAL GENERATION FROM ISLAMIC PERSPECTIVE AUTHOR: Bella Anindya Karunisa Olivia Fachrunnisa	PAPER ID: TIBECB-67 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: Burhanuddin Rifat Hendar
3.20 – 3.35 pm (10 minutes presentation, 5 minutes Q&A)		PAPER ID: TIBECB-65 TITLE: A MODEL TO INCREASE CAREER SATISFACTION FOR MILLENNIAL WORKFORCE: THE ROLE OF SPIRITUAL WORK VALUES AND JOB ENGAGEMENT AUTHOR: Nur Atika Yuniarti Ardian Adhiatma	PAPER ID: TIBECB-68 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: Aditya Ilham Farohi Hendar