

# THE 3<sup>RD</sup> INTERNATIONAL CONFERENCE ON BUSINESS SUSTAINABILITY AND INNOVATION (ICBSI 2022)

## PROGRAMME BOOK

*NURTURING BUSINESS SUSTAINABILITY  
AND INNOVATION IN THE DIGITAL ERA*

 19<sup>TH</sup> & 20<sup>TH</sup> OCTOBER 2022

 UNIVERSITI SAINS MALAYSIA



PROGRAMME BOOK

**October 19<sup>th</sup> - 20<sup>th</sup>, 2022**  
**Universiti Sains Malaysia**  
**Penang, Malaysia**

**Nurturing Business Sustainability and Innovation**

Organised by:

**Graduate School of Business, Universiti Sains Malaysia**

in collaboration with:



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**MESSAGE BY THE DEPUTY VICE-CHANCELLOR, RESEARCH AND INNOVATION**



The future of development and modernisation is dominated by technology foresight which prioritises human capital transformation as the catalyst for growth of green transition economies and ultimately, low carbon economies. Hence, new research pivoted on responsible business innovation is a game changer that would make a difference within the business and society at large. Yet, the post pandemic 'new normal' business environment has brought forth new challenges, but also opportunities to right the imbalances within the economic, social, and environmental dimensions. This is where the 3<sup>rd</sup> International Conference on Business Sustainability and Innovation (ICBSI 2022) conference theme, *"Nurturing Business Sustainability and Innovation in The Digital Era"*, play an important role in bridging the research gap between the sciences and arts, and set the tone for future trajectories of impactful research.

More so, there is a need for us to unbox the mental frames on innovation in the digital era. For the higher education institutions, it is important for us to understand the implications of the future of digital literacy landscape and its positive as well as negative impacts on well-being of the employees and society. In that respect, IR4.0 needs to be framed within IR5.0, where ethics-centred dialogue on civilization, predominates over potentially, sticky economy of creative destruction and zero-sum game.

Today, as we galvanized all efforts towards building common prosperity into the future, the role of business schools in enhancing its public value and providing ethical-centred solutions, hand-in-hand with the industries and civil societies, becomes even more crucial. In this regard, on behalf of the organising committee and Universiti Sains Malaysia, I am delighted to have this opportunity to welcome you to the 3<sup>rd</sup> ICBSI 2022 which promises substantive and memorable two-day event for all. I would also like to congratulate the industry sponsor, the university collaborators, the conference presenters, and delegates from multitude of disciplines and interests, and last but not least, the organizing committee, for tirelessly working together to make this conference a reality. I am thrilled to be part of Graduate School of Business' continuous effort in creating a platform which continue to revitalize the discourse on digital innovation.

The 3<sup>rd</sup> ICBSI 2022 conference programme will provide us all the opportunity to deliberate on many concerns, related to the 17 SDGs as well. Thus, my biggest hope is that the discussion during this two-day event would ultimately translate towards benefiting a wider community of researchers, the industry communities, as well as civil societies. It is my aspiration that this conference will be a foundation for the growth of brilliant new research ideas for achieving a future of a 'healthier' digital society.

I wish all conference delegates a successful and memorable event.

Thank you.

A handwritten signature in black ink that reads "ARahman". The signature is written in a cursive style and is underlined with a single horizontal line.

**PROFESSOR DATO' IR. DR. ABDUL RAHMAN MOHAMED, FASc.**

Deputy Vice-Chancellor Research and Innovation

Universiti Sains Malaysia



**WELCOMING NOTE FROM THE DEAN**



Bismillahirrahmanirrahim

Assalamualaikum Warahmatullahi Wabarakatuh

Greetings from the Graduate School of Business, Universiti Sains Malaysia!

On behalf of the Graduate School of Business (GSB), it is my great pleasure to welcome all the delegates to the 3rd International Conference on Business Sustainability and Innovation 2022 (ICBSI 2022), which will be held on 19 – 20 October 2022 with the theme of “Nurturing Business Sustainability and Innovation in the digital era.”

The current state of the environment requires an innovative mind to cope with the changes. The challenges humans are facing expect solutions with care to ensure sustainability. It is well known that innovation and sustainability are essential for long-term business survival. There has never been more pressure on businesses to embrace innovation in this fast-moving, digitally driven business environment.

ICBSI this year is a continuity from the previous ICBSI in 2020, which aimed to provide a platform for scholars and practitioners to present and discuss their research findings. In responding to the changes in the landscape brought about by the pandemic, GSB has moved from the traditional conference format to a virtual one. Despite this change, the virtual approach still offers a critical platform for enriching intellectual discussion, idea exchange and sharing innovative initiatives and research findings. I would like to thank the international participants for joining us this year as it is one of the agendas of this conference to enable participants to establish global collaborative research.

My thanks and congratulations to the organizing committee led by Associate Professor Dr Tan Cheng Ling for their commitment and dedication to ensuring the smooth running of the conference in these extraordinary times. I also would like to take this opportunity to thank all ICBSI 2022 sponsors, collaborators, and the top management of USM for their support and the opportunity given to GSB to organize this conference once again. I hope all the delegates will gain fruitful insights and knowledge from the intellectual deliberation over the next two days. My best wishes to all participants, and I hope to see you all at the 4th ICBSI in 2024!

A handwritten signature in black ink, appearing to read 'Azlan Amran', with a flourish at the end.

**PROFESSOR DR. AZLAN AMRAN**

Dean

Graduate School of Business

Universiti Sains Malaysia

**WELCOMING NOTE FROM THE CONFERENCE CHAIR**



Greetings.

It is my pleasure to welcome you to the 3rd International Conference on Business Sustainability and Innovation (ICBSI 2022). As a rather new conference, I am gratified to see that this biennial conference has become more extensive this year. I am truly excited about the record number of sessions and a wide array of research thoughts that scholars and practitioners are bringing into our fold.

The theme for this year's conference, Nurturing Business Sustainability and Innovation in Digital Era, is appropriate for the current business environment that the COVID-19 crisis has territorially impacted. Following this unprecedented pandemic crisis, a high degree of innovation is required from stakeholders, governments, business owners, employers, and other social partners to explore new business sustainability opportunities. Many organizations have started digitalising and transforming their operations and services into e-business, e-commerce, e-health, digital marketing, e-procurement, e-supply chain management, e-working, and e-learning. These efforts aim to achieve significant benefits to both organizations and society. I hope this conference will allow the participants a productive discourse on business sustainability dealing with the changes in the current digital

landscape that have accelerated the business environment to be digitalized.

I am also particularly excited about the upcoming presentations from our keynote speakers. I greatly appreciate the presence of both Professor Dr Tan Kim Hua (Nottingham University, UK) and Dr Darian Low Eng Swee (Malaysia FAF Advisory Board Member, Subway Malaysia; Managing Director for Sullevon Food & Beverages Sdn Bhd, Sullevon F&B (SAB) Sdn Bhd; and Fresh Breaven Sdn Bhd) for their generosity in agreeing to be the conference keynote speaker. I am also indebted to Professor Dr Angappa Gunasekaran (School of Business Administration, Penn State Harrisburg, USA) for his kindness in providing several SCOPUS indexed journals that he edited for the selected conference papers.

This conference would not be possible without the help and cooperation of a large group of friends and people. I am grateful to the conference organizing committee members, the session chairs, and the support rendered by the Dean of Graduate School of Business, Universiti Sains Malaysia; co-host partners from the Faculty of Business, Multimedia Universiti; Graduate School, Suan Sunandha Rajabhat University; School of Economics and Business, Telkom University; and the Faculty of Business, Curtin University Malaysia without whose generous contributions this conference would not have achieved the overwhelming number of presentations and the number of participants. I also appreciate the cadre of sponsors supporting this conference. Most of all, I thank all the participants for enriching this ICBSI 2022 with your presence. I hope you enjoy the conference and learn new things and expand your networks. Let's whoop it up, ladies and gentlemen!

**ASSOCIATE PROFESSOR DR TAN CHENG LING**

Conference Chair

ICBSI 2022

Universiti Sains Malaysia



SCIENTIFIC COMMITTEE – ICBSI 2022

Prof. Dr. Azlan Amran (Graduate School of Business, Universiti Sains Malaysia)

Assoc. Prof Dr. Fathyah Hashim (Graduate School of Business, Universiti Sains Malaysia)

Dr. Christopher Richardson (Graduate School of Business, Universiti Sains Malaysia)

Prof. Dr. Sofri Yahya (Graduate School of Business, Universiti Sains Malaysia)

Assoc. Prof. Ts. Dr. Teoh Ai Ping (Graduate School of Business, Universiti Sains Malaysia)

Assoc. Prof. Dr. Salmi Mohd Isa (Graduate School of Business, Universiti Sains Malaysia)

Dr. Kavigtha Mohan Kumar (Graduate School of Business, Universiti Sains Malaysia)

Dr. Zurina Mohaidin (Graduate School of Business, Universiti Sains Malaysia)

Dr. Rosly Othman (Graduate School of Business, Universiti Sains Malaysia)

Dr. Yuvaraj Ganesan (Graduate School of Business, Universiti Sains Malaysia)

Dr. Chan Tze Haw (Graduate School of Business, Universiti Sains Malaysia)

Dr. Chu Ei Yet (Graduate School of Business, Universiti Sains Malaysia)

Dr. Hong Meen Chee (Graduate School of Business, Universiti Sains Malaysia)

Prof Dr. Hishamuddin Bin Ismail (Multimedia Universiti)

Dr. Yeo Sook Fern (Multimedia Universiti)

Dr. Lim Kah Boon (Multimedia Universiti)

Dr. Goh Mei Ling (Multimedia Universiti)

Dr. Mohammad Tariqul Islam Khan (Multimedia Universiti)

Dr. Yeow Jian Ai (Multimedia Universiti)

Dr. Suganthi A/P Ramasamy (Multimedia Universiti)

Asst. Prof. Dr. Anchana Suksomjit (Suan Sunandha Rajabhat University)

Asst. Prof. Dr. Preecha Wararatchai (Suan Sunandha Rajabhat University)

Mr. Tawatpupisit Pattarada (Suan Sunandha Rajabhat University)

Mr. Warapong Thakanun (Suan Sunandha Rajabhat University)

Dr. Adamu Abbas Adamu (Curtin University Malaysia)

Dr. Malini Sathappan (Curtin University Malaysia)

Dr. Goi Chai Lee (Curtin University Malaysia)

Dr. Tiong Ying Ying (Curtin University Malaysia)

Prof. Dr. Jianping Peng (Guangzhou Xinhua University)

Assoc. Prof. Liang Wu (Guangzhou Xinhua University)

Assoc. Prof. Meiwen Guo (Guangzhou Xinhua University)

Mr. Zhengheng Huang (Guangzhou Xinhua University)

**CONFERENCE COMMITTEE – ICBSI 2022**

<b>Conference Chair</b>	<ul style="list-style-type: none"><li>• Assoc. Prof. Dr. Tan Cheng Ling</li></ul>
<b>Vice Chair</b>	<ul style="list-style-type: none"><li>• Dr. Shaizatulaqma Kamalul Ariffin</li></ul>
<b>Secretary</b>	<ul style="list-style-type: none"><li>• Dr. Goh Yen Nee</li><li>• Puan Azlina (Deputy)</li></ul>
<b>Conference Administration</b>	<ul style="list-style-type: none"><li>• Ms. Mariyam</li></ul>
<b>Conference Space</b>	<ul style="list-style-type: none"><li>• Puan Suzanna</li></ul>
<b>Conference Event Coordinator</b>	<ul style="list-style-type: none"><li>• Dr. Chin Phaik Nie</li><li>• Dr. Haniruzila Hanifah</li></ul>
<b>Financial Controller/Budget</b>	<ul style="list-style-type: none"><li>• Dr. Ooi Say Keat</li></ul>
<b>Program Book/Abstract Proceeding and Call for Paper</b>	<ul style="list-style-type: none"><li>• Dr. Goh Yen Nee</li><li>• Dr. Noor Fareen Abdul Rahim</li></ul>
<b>Publicity, Media and Website</b>	<ul style="list-style-type: none"><li>• Ts. Dr. Ali Vafaei Zadeh</li></ul>
<b>Editorial Team (Journal Publication)</b>	<ul style="list-style-type: none"><li>• Dr. Norfarah Nordin (Lead)</li><li>• Dr. Cheah Sau Seng</li><li>• Dr. Chin Phaik Nie</li><li>• Dr. Haniruzila Hanifah</li><li>• Dr. Karpal Singh</li><li>• Assoc. Prof. Dr. Elisha Nasruddin</li><li>• Prof. Siti Nabiha Abdul Khalid</li><li>• Prof. Nabsiah Abdul Wahid</li><li>• Dr. Suzari Abdul Rahim</li></ul>



**TENTATIVE SCHEDULE OF THE PROGRAMME**

**WEDNESDAY, 19<sup>TH</sup> OCTOBER 2022 (DAY 1)**

**WebEx link for Day-1**

Meeting link: <https://usm-cmr.webex.com/usm-cmr/j.php?MTID=mc9e493f1bf9954877a3581ed1969b2f6>

Meeting number: 2515 884 1394

Meeting password: yzW7JG6gnx3

TIME	CONFERENCE PROGRAMME
9:00am-9:05am	<b>THE 3<sup>rd</sup> ICBSI VIRTUAL CONFERENCE OPENING CEREMONY</b>
9:05am – 9:15am	<b><u>WELCOMING ADDRESS:</u></b> YBrs. Associate Professor Dr. Tan Cheng Ling Chairman of ICBSI 2022
9:15am – 9:20am	<b><u>OPENING REMARKS:</u></b> YBrs. Professor Dr. Azlan Amran Dean of Graduate School of Business, Universiti Sains Malaysia
9:20am - 10:50am	<b><u>KEYNOTE SPEAKER:</u></b> YBrs. Dr. Darian Low Eng Swee Malaysia FAF Advisory Board Member, Subway Malaysia; Managing Director for Sullevon Food & Beverages Sdn Bhd, Sullevon F&B (SAB) Sdn Bhd; and Fresh Breaven Sdn Bhd
10:50am – 11:00am	10-minutes Break
11:00am - 12:30pm	<b><u>KEYNOTE SPEAKER:</u></b> YBrs. Professor Dr. Tan Kim Hua Nottingham University Business School, University of Nottingham, United Kingdom
12:30pm – 2:00pm	Lunch Break
2:00pm - 3:30pm	<b><u>CONCURRENT SESSION 1:</u></b> <ul style="list-style-type: none"> <li>• Session 1.1: Digital Business/Economy</li> <li>• Session 1.2: Financial Research for Emerging Sustainable Markets</li> <li>• Session 1.3: Global Strategies and Organisational Behaviour</li> <li>• Session 1.4: All business and management area related to sustainability and innovation</li> </ul>
3:30pm – 3:40pm	10-minutes Break
3:40pm – 5:10pm	<b><u>CONCURRENT SESSION 2:</u></b> <ul style="list-style-type: none"> <li>• Session 2.1: Sustainability Accounting and Governance</li> <li>• Session 2.2: Innovation in Operations Management/Sustainable Supply Chain Management</li> <li>• Session 2.3: Social Innovation and Sustainability</li> <li>• Session 2.4: All business and management area related to sustainability and innovation</li> </ul>
<b>End of Day 1</b>	

**THURSDAY, 20<sup>TH</sup> OCTOBER 2022 (DAY 2)**

**WebEx link for Day-2**

Meeting link: <https://usm-cmr.webex.com/usm-cmr/j.php?MTID=mdbc2d541fabd5e7fca7a6953568b88ba>

Meeting number: 2519 743 5855

Meeting password: MAvuYBD8E44

Time	Events
9:00am - 10:30am	<p><b><u>CONCURRENT SESSION 3:</u></b></p> <ul style="list-style-type: none"> <li>• Session 3.1: Sustainability Accounting and Governance</li> <li>• Session 3.2: Digital Business/Economy</li> <li>• Session 3.3: Green Marketing and Responsible Consumerism</li> <li>• Session 3.4: Social Innovation and Sustainability</li> <li>• Session 3.5: All business and management area related to sustainability and innovation</li> </ul>
10:30am – 10:40am	10-minutes Break
10:40am - 12:10pm	<p><b><u>CONCURRENT SESSION 4:</u></b></p> <ul style="list-style-type: none"> <li>• Session 4.1: Case studies on sustainable innovation</li> <li>• Session 4.2: Global Strategies and Organisational Behaviour</li> <li>• Session 4.3: Innovation in Operations Management/Sustainable Supply Chain Management</li> <li>• Session 4.4: Digital Business/Economy</li> <li>• Session 4.5: All business and management area related to sustainability and innovation</li> </ul>
12:10pm – 12:20pm	10-minutes Break
12:20pm – 1:00pm	<p><b><u>AWARDS AND CLOSING CEREMONY:</u></b></p> <p>Best Paper &amp; Best Presenter Awards Announcement by YBr. Dr Christopher Richardson (Deputy Dean of Research, Innovation &amp; Industry-Community Engagement)</p> <p>Closing by YBr. Associate Professor Dr. Tan Cheng Ling (Chairman of ICBSI 2022)</p>
<b>End of Conference</b>	



## PRESENTATION SCHEDULE

### Day-1: Concurrent Session 1

**Day-1:** Wednesday, 19<sup>th</sup> October 2022  
**Time:** 2:00pm-3:30pm  
**Session 1.1:** Digital Business/Economy  
**Session Chair:** Dr. Norfarah Nordin

PAPER ID	TITLE	PRESENTER
ICBSI2022: 011-008	Factors That Affect User Satisfaction of Using E-Commerce Chatbot: A Study on Generation Z	<b>Tan Pei Kian</b> Multimedia University (MMU) ( <a href="mailto:pktan@mmu.edu.my">pktan@mmu.edu.my</a> ); Lim Char Min
ICBSI2022: 006-003	E-Business Privacy and Security Concerns Among Women-Owned Small and Medium Enterprises (WOSME) in Malaysia: A Conceptual Paper	<b>Yen Nee Yeong</b> Universiti Sains Malaysia ( <a href="mailto:yenneeyeong@student.usm.my">yenneeyeong@student.usm.my</a> ); Haniruzila Hanifah; Hasliza Abdul Halim
ICBSI2022: 026-025	Online Shopping During Covid 19 Pandemic: The Students Perception in Malaysia	<b>Anushia Chelvarayan</b> Multimedia University (MMU) ( <a href="mailto:anushia.chelvarayan@mmu.edu.my">anushia.chelvarayan@mmu.edu.my</a> ); Chan Xin Yi; Yeo Sook Fern
ICBSI2022: 023-022	Malaysians' online purchase intention on health supplements amidst Covid-19 Pandemic	<b>Teo Siew Chein</b> Multimedia University (MMU) ( <a href="mailto:scteo@mmu.edu.my">scteo@mmu.edu.my</a> ); Soo Jing Han; Oh Tick Hui

**Day-1: Concurrent Session 1**

**Day-1:** Wednesday, 19<sup>th</sup> October 2022  
**Time:** 2:00pm-3:30pm  
**Session 1.2:** Financial Research for Emerging Sustainable Markets  
**Session Chair:** Dr. Yuvaraj Ganesan

PAPER ID	TITLE	PRESENTER
ICBSI2022: 002-001	Risk Management and Revenue of Household Automobile Consumption Credit	Jianping Peng; Meiwen Guo; <b>Zhenheng Huang</b> Sun Yat-Sen University ( <a href="mailto:huangzhenheng@xhsysu.edu.cn">huangzhenheng@xhsysu.edu.cn</a> ); Jing Quan
ICBSI2022: 086-098	The impact of corporate social responsibility and state ownership on investment efficiency of Chinese listed firms	<b>Wang Xiaoqian</b> Universiti Sains Malaysia ( <a href="mailto:wangxiaoqian@student.usm.my">wangxiaoqian@student.usm.my</a> ); Phua Lian Kee; Aziatul Waznah Binti Ghazali
ICBSI2022: 112-121	Confirmation Bias and De-biasing Mechanisms in Financial Decision Making	<b>Phaik Nie Chin</b> Universiti Sains Malaysia ( <a href="mailto:phaikniechin@usm.my">phaikniechin@usm.my</a> )
ICBSI2022: 052-054	Local Government Expenditure and Earnings: Economic Development and Projects in The State of Penang	A. Kumarran; <b>Nur Ajrun Khalid</b> Universiti Sains Malaysia ( <a href="mailto:nurajrun@usm.my">nurajrun@usm.my</a> )

Day-1: Concurrent Session 1

**Day-1:** Wednesday, 19<sup>th</sup> October 2022  
**Time:** 2:00pm-3:30pm  
**Session 1.3:** Global Strategies and Organisational Behaviour  
**Session Chair:** Dr. Haniruzila Hanifah

PAPER ID	TITLE	PRESENTER
ICBSI2022: 110-117	Ostracism And Turnover Intention Amongst Junior Faculty Members; Mediated by Work Engagement	<b>Norzanah Mat Nor</b> Universiti Teknologi MARA ( <a href="mailto:norzanah@uitm.edu.my">norzanah@uitm.edu.my</a> ); Rick Delbridge; Umi Nazira Rafie; Suriana Ramli; Herwina Rosnan; Sharifah Faigah Syed Alwi
ICBSI2022: 097-106	What A Rude Person! Emotional And Behavioural Responses to Workplace Incivility	<b>Nur Farzana Binti Mohamad Nahar</b> Universiti Kebangsaan Malaysia ( <a href="mailto:farzana_amy@yahoo.com">farzana_amy@yahoo.com</a> ); Ida Rosnita Ismail
ICBSI2022: 033-044	An Empirical Study of The Determinants of Employee Silence Among Generation Z	<b>Cheah Chew Sze</b> Multimedia University (MMU) ( <a href="mailto:cheah.chew.sze@mmu.edu.my">cheah.chew.sze@mmu.edu.my</a> ); Charn Kwang Wei; Tan Cheng Ling; Afandi Bin Yusof
ICBSI2022: 076-080	Factors Influencing Female University Students Entrepreneurial Intention	Chong Sheau Chin; <b>Chin Tee Suan</b> Multimedia University (MMU) ( <a href="mailto:tschin@mmu.edu.my">tschin@mmu.edu.my</a> ); Yeow Jian Ai

**Day 1: Concurrent Session 1**

**Day-1:** Wednesday, 19<sup>th</sup> October 2022  
**Time:** 2:00pm-3:30pm  
**Session 1.4:** All business and management area related to sustainability and innovation  
**Session Chair:** Dr. Goh Mei Ling

PAPER ID	TITLE	PRESENTER
ICBSI2022: 012-009	The Effect of Celebrity Endorsers and Electronic Word of Mouth on Purchase Intention with Brand Image as Intervening Variable on Wardah Lipstick Products	<b>Annisa Puji Nursyabani</b> Telkom University ( <a href="mailto:annisaapujii@gmail.com">annisaapujii@gmail.com</a> )
ICBSI2022: 019-016	Helix Collaboration and Innovation for Start-Up Development: A Systematic Literature Review	<b>Yuli Kartika Dewi</b> Universitas Ciputra Surabaya Indonesia ( <a href="mailto:yuli.dewi@student.usm.my">yuli.dewi@student.usm.my</a> ); Haniruzila Hanifah; Teoh Ai Ping
ICBSI2022: 020-017	Factors Influencing the Use of IR4.0 Technologies in Determining Organizational Structure and Posts: The Case of Malaysian Public Agencies	<b>Syafini Samsudin</b> Universiti Kebangsaan Malaysia ( <a href="mailto:syafinisamsudin@gmail.com">syafinisamsudin@gmail.com</a> ); Mohd Hizam Hanafiah
ICBSI2022: 035-033	University Intrapreneurship in Malaysia: The Role of Proactive Behaviour as A Mediator	Al-Mansor Abu Said Suzaimah Sulaiman; <b>Mohd Amirul Hafidz Ahmat</b> Multimedia University (MMU) ( <a href="mailto:amirul.ahmat@mmu.edu.my">amirul.ahmat@mmu.edu.my</a> ); Mohd Rizal Abdul Razak; Raja Zuraidah Mohd Rasi



Day-1: Concurrent Session 2

**Day-1:** Wednesday, 19<sup>th</sup> October 2022  
**Time:** 3:40pm – 5:10pm  
**Session 2.1:** Sustainability Accounting and Governance  
**Session Chair:** Dr. Yeo Sook Fern

PAPER ID	TITLE	PRESENTER
ICBSI2022: 022-020	Determinants of Enterprise Risk Management and Its Impact on Firm Performance: A Conceptual Model	<b>Jingxue Yuan</b> Universiti Sains Malaysia ( <a href="mailto:jingxue2021@student.usm.my">jingxue2021@student.usm.my</a> ); Teoh Ai Ping
ICBSI2022: 050-052	Audit Committee Attributes and Corporate Tax Avoidance: The Moderating Role of Audit Committee Independence	<b>Md. Nazrul Islam</b> Universiti Sains Malaysia ( <a href="mailto:nazrulru@yahoo.com">nazrulru@yahoo.com</a> ) Fathyah Hashim
ICBSI2022: 081-086	Board Attributes and Firm Value: The Moderating Role of Board Meeting Frequency	<b>Shamem Ara Mili</b> Universiti Sains Malaysia ( <a href="mailto:miliais@yahoo.com">miliais@yahoo.com</a> ) Fathyah Hashim
ICBSI2022: 024-059	Exploring Performance Management System for Corporate Community Development: A Proposed Theoretical Framework	<b>Didik Cahyanto</b> Trisakti School of Management, Indonesia ( <a href="mailto:ya.d.cahyanto@student.usm.my">ya.d.cahyanto@student.usm.my</a> ); Siti Nabihah Abdul Khalid; Meiliana
ICBSI2022: 117-128	The Role of Corporate Governance on Firm Performance of Public Listed Companies in Malaysia	<b>Shanmuga Sundaram Murugason</b> Universiti Sains Malaysia ( <a href="mailto:ram.sunder537@gmail.com">ram.sunder537@gmail.com</a> , <a href="mailto:shanmuga@pba.com.my">shanmuga@pba.com.my</a> ); Yuvaraj Ganesan; Muhammad Shabir Shaharudin

**Day-1: Concurrent Session 2**

**Day-1:** **Wednesday, 19<sup>th</sup> October 2022**  
**Time:** **3:40pm – 5:10pm**  
**Session 2.2:** **Innovation in Operations Management/Sustainable Supply Chain Management**  
**Session Chair:** **Ts. Dr. Ali Vafaei Zadeh**

PAPER ID	TITLE	PRESENTER
ICBSI2022: 003-002	Factors Influencing Behavioural Willingness to Store Personal Information in Cloud Computing Application Among Professional Employee	<b>Yulita Hanum P Iskandar</b> Universiti Sains Malaysia ( <a href="mailto:yulita@gmail.com">yulita@gmail.com</a> )
ICBSI2022: 018-023	The Application of Blockchain in Supply Chain Management Knowledge mapping analysis based on Cite Space	<b>Peng Zhang</b> Universiti Sains Malaysia ( <a href="mailto:zhangpeng@student.usm.my">zhangpeng@student.usm.my</a> )
ICBSI2022: 049-050	Enhancing Thailand's Durian Export Capabilities Through SCOR Model: Thailand to China	Thaniya Tongmak; <b>Preecha Wararatchai</b> Suan Sunandha Rajabhat University, Bangkok ( <a href="mailto:preecha.wa@ssru.ac.th">preecha.wa@ssru.ac.th</a> ); Chotima Jotikasthira; Suraporn Onputtha
ICBSI2022: 073-077	The Effect of Courier Service Quality on Customer Satisfaction Among Malaysian Under 40	<b>Weng-Kar Foo</b> Universiti Sains Malaysia ( <a href="mailto:foo93@hotmail.com">foo93@hotmail.com</a> , <a href="mailto:foowengkar@student.usm.my">foowengkar@student.usm.my</a> ); Jeffrey Cheah

**Day-1: Concurrent Session 2**

**Day-1:** Wednesday, 19<sup>th</sup> October 2022  
**Time:** 3:40pm – 5:10pm  
**Session 2.3:** Social Innovation and Sustainability  
**Session Chair:** Assoc Prof. Dr. Elisha Nasruddin

PAPER ID	TITLE	PRESENTER
ICBSI2022: 105-114	Smart Water Technology Adoption: A Case Study in A Water Supply Company	<b>Sze Nee Tean</b> Universiti Sains Malaysia ( <a href="mailto:tean@pba.com.my">tean@pba.com.my</a> ); Tan Cheng Ling; Nabsiah Abdul Wahid
ICBSI2022: 091-101	Entrepreneurial Competencies Factors Influencing SMEs Entrepreneurial Performance in Malaysia: A Conceptual Framework.	<b>S.Vijayan Subramaniam</b> Multimedia University (MMU) ( <a href="mailto:vinayakavictor@gmail.com">vinayakavictor@gmail.com</a> ); Hishamuddin Ismail; Abdullah Sallehuddin Bin Abdullah Salim; Seethalechumy Thambiah; Aye Aye Khin
ICBSI2022: 094-103	If You Cant Pay Back, Pay It Forward: Proposing An Alumni Donor Behavioural Intention Model	<b>Clementinie C.C. Chai</b> Universiti Sains Malaysia ( <a href="mailto:clementinie@student.usm.my">clementinie@student.usm.my</a> ); Azlan Amran; Ooi Say Keat
ICBSI2022: 109-116	The Role of Social Capital and Entrepreneurial Orientation in Developing Tourism SMEs Resilience	<b>Say Keat Ooi</b> Universiti Sains Malaysia ( <a href="mailto:ooisaykeat@usm.my">ooisaykeat@usm.my</a> ); Azlan Amran; Xiu Ling Chew

**Day-1: Concurrent Session 2**

**Day-1:** **Wednesday, 19<sup>th</sup> October 2022**  
**Time:** **3:40pm – 5:10pm**  
**Session 2.4:** **All business and management area related to sustainability and innovation**  
**Session Chair:** **Dr. Zurina Mohaidin**

PAPER ID	TITLE	PRESENTER
ICBSI2022: 039-039	The Mediating Role of Lean Six Sigma and Quality Performance on The Association Between Organizational Factors and Competitive Advantage Healthcare Sector	<b>Suzan Alnajjar</b> <b>Universiti Sains Malaysia</b> <a href="mailto:salnajjar@student.usm.my">(<a href="mailto:salnajjar@student.usm.my">salnajjar@student.usm.my</a>);</a> Suzari Abdul Rahim
ICBSI2022: 041-041	Service Marketing Mix and Service Quality Affecting the Decision Making in Choosing the Service of In-Vitro Fertilization (IVF) Centre in Bangkok, Thailand	<b>Mr Huanming Chen</b> <b>Suan Sunandha Rajabhat University,</b> <b>Bangkok, Thailand</b> <a href="mailto:s63567809002@ssru.ac.th">(<a href="mailto:s63567809002@ssru.ac.th">s63567809002@ssru.ac.th</a>);</a> Pordee Sukpun
ICBSI2022: 074-078	Oral Cancer Screening: What Explains the Patients Intention?	<b>Janice Anne Sivasothey</b> <b>Multimedia University (MMU)</b> <a href="mailto:janiceanne96@gmail.com">(<a href="mailto:janiceanne96@gmail.com">janiceanne96@gmail.com</a>);</a> Sook Fern Yeo; Tan Cheng Ling
ICBSI2022: 075-079	Board Characteristics, Firm Characteristics, Technological Innovation and Manufacturing Firm Performance: Conceptual Paper	<b>Shah Rol Hussain</b> <b>Universiti Sains Malaysia</b> <a href="mailto:shahrolramadhanupm@gmail.com">(<a href="mailto:shahrolramadhanupm@gmail.com">shahrolramadhanupm@gmail.com</a>);</a> Fathyah Hashim; Mohd Faizal Jamaludin



Day-2: Concurrent Session 3

**Day-2:** Thursday, 20<sup>th</sup> October 2022  
**Time:** 9:00am-10:30am  
**Session 3.1:** Sustainability Accounting and Governance  
**Session Chair:** Dr. Chin Phaik Nie

PAPER ID	TITLE	PRESENTER
ICBSI2022: 055-062	Does Gender Diversity, Firm Size and Profitability Have a Role for The Level of Corporate Social Responsibility's Disclosure?	<b>Dudi Pratomo</b> Telkom University ( <a href="mailto:dudipratomo@telkomuniversity.ac.id">dudipratomo@telkomuniversity.ac.id</a> ); Willy Sri Yuliandhari; Farahandika
ICBSI2022: 054-055	ESG Performance in Asia Stock Market During Covid-19: A Systematic Literature Review and Research Agenda	<b>Wendra Hartono</b> Universitas Ciputra Surabaya ( <a href="mailto:wendra.hartono@ciputra.ac.id">wendra.hartono@ciputra.ac.id</a> ); Fathyah Hashim
ICBSI2022: 113-123	Control In an Inter-Organisational Context: Measuring Sub-Contractors Performance	Siti Nabihah Abdul Khalid Yin Zheng Teoh; <b>Intan Farhana</b> Universiti Sains Malaysia ( <a href="mailto:intan.farhana@student.usm.my">intan.farhana@student.usm.my</a> )
ICBSI2022: 043-067	Does Enterprise Risk Management Influence Performance? Evidence from Malaysian Private Higher Education Institutions	<b>Tze Yin Khaw</b> Universiti Sains Malaysia ( <a href="mailto:khawtzeyin@gmail.com">khawtzeyin@gmail.com</a> ); Teoh Ai Ping; Siti Nabihah Abdul Khalid; Letchmunan Sukumar
ICBSI2022: 117-135	Does CEO Power Important in the Relationship Between Corporate Governance and Firm Performance in Jordan	<b>Ahmad Mohammad Hasan Aldegis</b> Universiti Sains Malaysia ( <a href="mailto:ahmadaldigs@gmail.com">ahmadaldigs@gmail.com</a> ); Yuvaraj Ganesan; Siti Nabihah Abdul Khalid

Day-2: Concurrent Session 3

**Day-2:** Thursday, 20<sup>th</sup> October 2022  
**Time:** 9:00am-10:30am  
**Session 3.2:** Digital Business/Economy  
**Session Chair:** Dr. Cheah Sau Seng

PAPER ID	TITLE	PRESENTER
ICBSI2022: 017-013	Cross Border E-Commerce Purchase Intentions Among Malaysian Consumers	Alex Thomas; <b>Goh Yen-Nee</b> <b>Universiti Sains Malaysia</b> <a href="mailto:yngoh@usm.my">(yngoh@usm.my)</a> ; Chee-Ngee Lim
ICBSI2022: 062-068	Guidelines for Online Sales Application Development for Community Products in Bangkok and Vicinity	Chinoros Thinwilaisakul; <b>Thongchai Surinwarangkoon</b> <b>Suan Sunandha Rajabhat University</b> <a href="mailto:thongchai.su@ssru.ac.th">(thongchai.su@ssru.ac.th)</a> ; Sutha Pongthawornpinyo; Warangkana Chitraphan
ICBSI2022: 027-030	Are Malaysians Ready to Face It? The Intention to Use Facial Recognition Payment System	<b>Lim Kah Boon</b> <b>Multimedia University (MMU)</b> <a href="mailto:kblim@mmu.edu.my">(kblim@mmu.edu.my)</a> ; Yeo Sook Fern; Lim Yu Ping; Tan Cheng Ling
ICBSI2022: 027-031	Investigating The E-Wallet Usage Continuance Intention in Malaysia Post-Covid 19 Pandemic	<b>Lim Kah Boon</b> <b>Multimedia University (MMU)</b> <a href="mailto:kblim@mmu.edu.my">(kblim@mmu.edu.my)</a> ; Yeo Sook Fern; Tan Xin Yee; Tan Cheng Ling
ICBSI2022: 027-032	Understanding Of Peer-to-Peer Lending Platform Intention: Evidence Among Millenials	<b>Lim Kah Boon</b> <b>Multimedia University (MMU)</b> <a href="mailto:kblim@mmu.edu.my">(kblim@mmu.edu.my)</a> ; Lo Chun Zhen; Yeo Sook Fern; Tan Cheng Ling

**Day-2: Concurrent Session 3**

**Day-2:** Thursday, 20<sup>th</sup> October 2022  
**Time:** 9:00am-10:30am  
**Session 3.3:** Green Marketing and Responsible Consumerism  
**Session Chair:** Dr. Rosly Othman

PAPER ID	TITLE	PRESENTER
ICBSI2022: 028-026	Does Green Image Influence Student Loyalty: A Conceptual Framework	<b>Lim Jin Wong</b> University of Technology Sarawak ( <a href="mailto:wonglimjin@uts.edu.my">wonglimjin@uts.edu.my</a> ); Hui Lin Lau; Tonny Heng Yew Ling
ICBSI2022: 038-034	Customer Loyalty Towards Green Cosmetics in Malaysia: A Golden Chance for Brands After Covid 19 Outbreak	<b>Jaweria Iqbal</b> Curtin University Malaysia ( <a href="mailto:jaweria@postgrad.curtin.edu.my">jaweria@postgrad.curtin.edu.my</a> )
ICBSI2022: 051-051	Promoting Sustainability with Urban Mobility by Mass Public Transport System for Penang Island	<b>Salmi Mohd Isa</b> Universiti Sains Malaysia ( <a href="mailto:salmi.mohd.isa@usm.my">salmi.mohd.isa@usm.my</a> ); Akshay Badge
ICBSI2022: 056-061	Are Malaysians Aware? The Consumer Awareness on Harmful Chemical in Household Products	<b>Lim Ying San</b> Multimedia University ( <a href="mailto:lim.ying.san@mmu.edu.my">lim.ying.san@mmu.edu.my</a> ); Tuan Hock Ng; Wei Ni Chong
ICBSI2022: 120-138	Examining Factors Influencing Export Performance Among Halal SMEs in Malaysia	Goh Yean Yee; <b>Shaizatulaqma Kamalul Ariffin</b> Universiti Sains Malaysia ( <a href="mailto:shaizatulaqma@usm.my">shaizatulaqma@usm.my</a> )

**Day-2: Concurrent Session 3**

**Day-2:** Thursday, 20<sup>th</sup> October 2022  
**Time:** 9:00am-10:30am  
**Session 3.4:** Social Innovation and Sustainability  
**Session Chair:** Dr. Ooi Say Keat

PAPER ID	TITLE	PRESENTER
ICBSI2022: 014-029	Research on the development strategy of E-Business Green logistics based on AHP	<b>Xingcheng Guo</b> Guangzhou City University of Technology ( <a href="mailto:1530988165@qq.com">1530988165@qq.com</a> ); Liang Wu
ICBSI2022: 031-036	The Effect of Entrepreneurship on Income Inequality: Leveraging on Rural Development	<b>Nurul Muna Mohamad</b> Universiti Sains Malaysia ( <a href="mailto:nanurulmohamad@gmail.com">nanurulmohamad@gmail.com</a> ); Tajul Ariffin Masron; Haslindar Ibrahim
ICBSI2022: 115-126	Food Inflation, Asymmetric Effect and Pass-Through Effect: A Non-Linear ARDL Assessment for Malaysia	Chan Tze Haw <b>Abdul Saqib</b> Universiti Sains Malaysia ( <a href="mailto:abdulsqb@gmail.com">abdulsqb@gmail.com</a> )
ICBSI2022: 029-027	Analysis of Human Resource Value: The Function of ECE Educators in Chinese Society	<b>Xuan Tang</b> Universiti Sains Malaysia ( <a href="mailto:tangxuan@student.usm.my">tangxuan@student.usm.my</a> ); Siti Rohaida Binti Mohamed Zainal



**Day-2: Concurrent Session 3**

**Day-2:** Thursday, 20<sup>th</sup> October 2022  
**Time:** 9:00am-10:30am  
**Session 3.5:** All business and management area related to sustainability and innovation  
**Session Chair:** Dr. Suzari Abdul Rahim

PAPER ID	TITLE	PRESENTER
ICBSI2022: 074-082	Just A Click Away: Continuance Intention for Mobile Branded Apps	<b>Sook Fern Yeo</b> Multimedia University (MMU) ( <a href="mailto:yeo.sook.fern@mmu.edu.my">yeo.sook.fern@mmu.edu.my</a> ); Cheng Ling Tan; Kah Boon Lim; Jun Jie Sum
ICBSI2022: 080-085	Review Of Technology Adoption Studies in Small and Medium Enterprises (SMEs): A Proposed Theoretical Framework for Rural SMEs In the Malaysian Context	<b>Wong Vui Chuen</b> Universiti Malaysia Sabah ( <a href="mailto:wong.vui.chuen_db20@iluv.ums.edu.my">wong.vui.chuen_db20@iluv.ums.edu.my</a> ); Salmah Topimin
ICBSI2022: 030-093	Personal Branding as Innovative Strategy for Global Recognition	<b>Chau Chi Kee William</b> Universiti Sains Malaysia ( <a href="mailto:williamchaub2a@student.usm.my">williamchaub2a@student.usm.my</a> ); Nabsiah Abdul Wahid; Tan Cheng Ling
ICBSI2022: 046-099	Nexus Among Quality Performance, Supplier and Customer Relationship Management: Critical Review on Mediating Role of Knowledge Management	<b>Kim Ki Tommy Leung</b> Universiti Sains Malaysia ( <a href="mailto:tommyzoe@gmail.com">tommyzoe@gmail.com</a> ); Tan Cheng Ling; Nabsiah Abdul Wahid
ICBSI2022: 046-100	Influence of Organisational Factors on Quality Performance: Critical Review on Moderating Role of Organisational Culture	<b>Kim Ki Tommy Leung</b> Universiti Sains Malaysia ( <a href="mailto:tommyzoe@gmail.com">tommyzoe@gmail.com</a> ); Tan Cheng Ling; Nabsiah Abdul Wahid

Day-2: Concurrent Session 4

**Day-2:** Thursday, 20<sup>th</sup> October 2022  
**Time:** 10:40am-12:10pm  
**Session 4.1:** Case studies on sustainable innovation  
**Session Chair:** Dr. Goh Yen Nee

PAPER ID	TITLE	PRESENTER
ICBSI2022: 004-111	Research on the Privacy-Protecting Encryption Mechanism of Medical Service Sharing Based on Blockchain	<b>Meiwen Guo</b> Guangzhou Xinhua University ( <a href="mailto:gmw@xhsysu.edu.cn">gmw@xhsysu.edu.cn</a> ); Tan Cheng Ling
ICBSI2022: 034-065	The Linkages Between Urban Green Spaces and Residents Wellbeing: A Conceptual Framework	<b>Alan Wee-Khang Keh</b> Multimedia University (MMU) ( <a href="mailto:1161303420@student.mmu.edu.my">1161303420@student.mmu.edu.my</a> ); William Wee-Lim Hew; Sook Fern Yeo; Tan Cheng Ling
ICBSI2022: 004-119	Research on the Sustainability of Medical Services Based on Blockchain Technology	<b>Meiwen Guo</b> Guangzhou Xinhua University ( <a href="mailto:gmw@xhsysu.edu.cn">gmw@xhsysu.edu.cn</a> ); Tan Cheng Ling
ICBSI2022: 108-124	Research on the Path of Collaborative Innovation in Manufacturing Driven by Digital Economy: A Perspective of Guangdong-Hong Kong-Macao Greater Bay Area	<b>Ningjun Deng</b> Universiti Sains Malaysia ( <a href="mailto:dengningjun@student.usm.my">dengningjun@student.usm.my</a> ); Shankar Chelliah; Zhengya Guo
ICBSI2022: 066-134	Is Trade Union Necessary in The Malaysia Oil & Gas Industry? A Case Study of Kemaman Supply Base Companies	<b>Muhammad Hadry Mustafa</b> Universiti Sains Malaysia ( <a href="mailto:muhammadhadry@gmail.com">muhammadhadry@gmail.com</a> ); Elisha Nasruddin (elisha@usm.my)

Day-2: Concurrent Session 4

Day-2: Thursday, 20<sup>th</sup> October 2022  
 Time: 10:40am-12:10pm  
 Session 4.2: Global Strategies and Organisational Behaviour  
 Session Chair: Dr. Noor Fareen Abdul Rahim

PAPER ID	TITLE	PRESENTER
ICBSI2022: 021-019	Motivational Factors of Productivity: The Perspective of Employees	<b>Kar Hoong Chan</b> Multimedia University (MMU) ( <a href="mailto:khchan@mmu.edu.my">khchan@mmu.edu.my</a> ); Yeh Ying Cheah; Choy Yoke Chong; Jing Yang Ker; Gerald Guan Gan Goh
ICBSI2022: 098-109	Home Country Institutions and Legitimacy on Chinese MNEs Entry Mode Choices: A Conceptual Framework	<b>Ningxin Cao</b> Universiti Sains Malaysia ( <a href="mailto:caoningxin@student.usm.my">caoningxin@student.usm.my</a> )
ICBSI2022: 033-057	Psychological Well-being of Gig Workers: A Preliminary Study	<b>Lee Siew Woon</b> Multimedia University (MMU) ( <a href="mailto:1161104087@student.mmu.edu.my">1161104087@student.mmu.edu.my</a> ); Cheah Chew Sze; Cheah Yeh Ying; Yeo Sook Fern
ICBSI2022: 102-122	Role Of Creative Climate, Manager Attitude, And Financial Constraints on Creative Deviance at Workplace	Ida Rosnita Ismail <b>Farahrina Francis Martin</b> Universiti Kebangsaan Malaysia ( <a href="mailto:farahwithiman@gmail.com">farahwithiman@gmail.com</a> ); Teng Huei-Chun; Kamaruddin Mohd Nor

Day-2: Concurrent Session 4

**Day-2:** Thursday, 20<sup>th</sup> October 2022  
**Time:** 10:40am-12:10pm  
**Session 4.3:** Innovation in Operations Management/Sustainable Supply Chain Management  
**Session Chair:** Dr. Kavightha Mohan Kumar

PAPER ID	TITLE	PRESENTER
ICBSI2022: 077-083	External Knowledge Sourcing, Organisational Ambidexterity, And Manufacturing Performance: A New Insight for Dynamic Operation Management	<b>Cheah Seng Cheong</b> Universiti Sains Malaysia ( <a href="mailto:cheah113@hotmail.com">cheah113@hotmail.com</a> ); Tan Cheng Ling
ICBSI2022: 082-087	Exploring the role of Supply Chain Orientation (SCO) and Supply Chain Management (SCM) on the Local Automotive Industry in Malaysia	<b>Yuhainis Mohd Yusoff</b> Universiti Utara Malaysia ( <a href="mailto:yuhainis.my@uum.edu.my">yuhainis.my@uum.edu.my</a> )
ICBSI2022: 007-129	Blockchain Technology Model Towards Smart Agriculture: A Proposed Model	Tan Cheng Ling Universiti Sains Malaysia; <b>Sook Fern Yeo</b> Multimedia University (MMU) ( <a href="mailto:yeo.sook.fern@mmu.edu.my">yeo.sook.fern@mmu.edu.my</a> ); Kim Hua Tan; Kavightha Mohan Kumar
ICBSI2022: 104-113	Smart Manufacturing Technologies Adoption Intention in Manufacturing SMEs: A Proposed Framework	<b>Mah Hang Lee</b> Universiti Sains Malaysia ( <a href="mailto:hlmah@firstconverting.com">hlmah@firstconverting.com</a> ); Siti Nabihah Abdul Khalid; Norfarah Nordin



**Day-2: Concurrent Session 4**

**Day-2:** Thursday, 20<sup>th</sup> October 2022  
**Time:** 10:40am-12:10pm  
**Session 4.4:** Digital Business/Economy  
**Session Chair:** Assoc Prof Dr. Fathyah Hashim

PAPER ID	TITLE	PRESENTER
ICBSI2022: 032-028	Understanding Consumer Satisfaction Towards Delivery Services of E-Commerce	Tong Mei Hui; <b>Goh Mei Ling</b> <b>Multimedia University (MMU)</b> <a href="mailto:mlgoh@mmu.edu.my">mlgoh@mmu.edu.my</a> ; Tan Seng Huat
ICBSI2022: 063-071	Factors Influencing Consumers Paying Behavior of Online Knowledge Service	Tan Jia Qi; <b>Tan Seng Huat</b> <b>Multimedia University (MMU)</b> <a href="mailto:tan.seng.huat@mmu.edu.my">tan.seng.huat@mmu.edu.my</a> ; Goh Mei Ling
ICBSI2022: 005-021	Research On the Impact of The Application of Artificial Intelligence Technology on The Sustainable Development of Mobile E-Commerce	<b>Deng Zhihang</b> <b>Guangzhou Xinhua University</b> <a href="mailto:304290260@qq.com">304290260@qq.com</a> Meiwen Guo
ICBSI2022: 089-095	Exploring The Items for Measuring Cashless Transactions Behaviour Construct Related to Cognitive Attitudes	<b>Hamidah Ab. Rahman</b> <b>Universiti Tun Hussein Onn Malaysia</b> <a href="mailto:hamidahkktj@gmail.com">hamidahkktj@gmail.com</a> ; Razali Hassan

**Day-2: Concurrent Session 4**

**Day-2:** Thursday, 20<sup>th</sup> October 2022  
**Time:** 10:40am-12:10pm  
**Session 4.5:** All business and management area related to sustainability and innovation  
**Session Chair:** Dr. Lim Kah Boon

PAPER ID	TITLE	PRESENTER
ICBSI2022: 096-105	Influences Affecting Consumer Decision-Making Behaviour of Boom Collagen Supplement Product in Chiang Mai Province	<b>Nattarikarn Kaewkorathr</b> <b>Suan Sunandha Rajabhat University</b> ( <a href="mailto:nattarikarn.ke@ssru.ac.th">nattarikarn.ke@ssru.ac.th</a> ); Arnupab Kerepat
ICBSI2022: 107-115	Innovation Using Islamic Values as A Sustainable Competitive Advantage (Case Study on Muslim Clothing MSMEs)	<b>Asep Maksum</b> <b>Universitas Al Azhar Indonesia</b> ( <a href="mailto:asep_maksum@uai.ac.id">asep_maksum@uai.ac.id</a> )
ICBSI2022: 111-118	The Influence of Strategic Agility Towards Organisational Performance	Rajendran Muthuveloo; <b>Hooi Gee Koay</b> <b>Universiti Sains Malaysia</b> ( <a href="mailto:znee@live.com">znee@live.com</a> , <a href="mailto:ReneeKoay168@gmail.com">ReneeKoay168@gmail.com</a> )
ICBSI2022: 116-127	Checking-Analysis of Factors for Sustainable Supply Chain Management of Construction Materials the Case of Housing Construction In Wuhan, China	<b>Mr. Bin Deng</b> <b>Universiti Sains Malaysia</b> ( <a href="mailto:dengbinmy@163.com">dengbinmy@163.com</a> )
ICBSI2022: 010-038	The Outcomes of Corporate Social Responsibility on Customer Satisfaction and Repurchase Intention in The Petroleum Industry	<b>Yang Ning</b> <b>Multimedia University (MMU)</b> ( <a href="mailto:1181401543@student.mmu.edu.my">1181401543@student.mmu.edu.my</a> ); Hishamuddin Bin Ismail; Lai Kim Piew

## **RESPONSIBILITIES OF A SESSION CHAIR**

1. Kindly join the session with smart casual attire. Please ensure you are in smart casual attire during the session.
2. Session chair needs to act as timekeeper for their respective sessions. Each presenter is only allocated 15 minutes (10 minutes presentation and 5 minutes Q&A).
3. Kindly join the session at least 10 minutes in advanced to avoid any delay, please test your microphone and video upon joining.
4. Kindly set mute all participants upon entry.
5. Session chair is encouraged to turn on your video to have better engagement with participants during the introduction of your session.
6. Kindly introduce the presenter's name and the title of the paper before his or her presentation.
7. Session chair will moderate the live Q&A session.
8. Session Chair is allowed to mute, unmute or expel any suspected participants as required.

## **RESPONSIBILITIES OF A PRESENTER**

### **LIVE PRESENTATION GUIDELINES**

Kindly notice that all live presentations will take place through WEBEX, an online platform. There are a few requirements and equipment that you must make sure available before you start your live online video presentation:

1. No video recording is required.
2. Must have laptop/PC Desktop with Webcam.
3. Must have a strong internet connection.
4. Use appropriate font size to make your slide readable.
5. Kindly test your microphone and video upon joining.
6. Kindly be available at the Webex room 10 – 15 minutes before the session starts. To access the link to the Webex room, kindly check the program tentative of ICBSI2022.
7. Each oral presentation is allocated 15 minutes. One should spend about 10 minutes presenting the research. The remaining 5 minutes will be reserved for questions and discussion with the participants. Kindly turn on your video during the Q&A session.
8. Kindly keep your microphone muted if you are not presenting.
9. Please ensure you are in smart casual attire during the session.

## ACKNOWLEDGEMENT

The ICBSI 2022 team would like to offer special thanks to:

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- Multimedia University (MMU), Malaysia
- Suan Sunandha Rajabhat University, Thailand
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