

THE 11TH INTERNATIONAL MANAGEMENT AND ACCOUNTING CONFERENCE (IMAC 11) 2024

Parallel Session I

Session 1A: Sustainable Business Practices:

Venue: <i>CM I Room</i>	Time: 11.00am-12.30pm	Chair Session: <i>Dr. Elaina Rose Johar</i>
Presenter:		Paper Title
1. Abdulrahman Muhammed	Automobile Service Quality and Customer Satisfaction Among Customers of Automobile Technicians in Nigeria	
2. Siti Nor Bayaah Ahmad, Ikmal Malik, Stephen Laison Sondoh Jr	From Clicks to Credibility: Examining the Influence of Information Quality on Younger Consumers Beauty Product Purchase Decision	
3. Azulail Azra Samsuddin, Mohd Hasimi Yaacob, Noor Azryani Auzairy, Zulkefly Abdul Karim	Government Role and Corporate Leaders Decisions Toward Sustainable Investment	
4. Zima Khalifatul Aulia, Ihwan Susila	The Influence of Green Brands on Eco-Labeling and Eco-Branding on Green Purchase Intention in Skincare Products	
5. Muhammad Hafiz Ali, Norhuda Abdul Rahim, Mohamed Hisham Yahya, Fakarudin Kamarudin, Ayuniza Ali	Does ESG Efficiency Moderates the Asymmetric Information of Malaysian and Singaporean Capital Markets	

Session 1B: Technological Innovations and Disruptions

Venue: <i>CM II Room</i>	Time: 11.00am-12.30pm	Chair Session: <i>Dr. Nadzirah Rosli</i>
Presenter:		Paper Title
1. Lai Jingting	The Impact of Digital Marketing Innovation on Organization Performance: A Bibliometric Review	
2. SAKA, Taofiq Alao, BELLO. Alhassan2	Digital Transformation and Organizational Harmony among Academic Staff in North-Central Nigerian Public Institutions	
3. Kaukab Abid Azhar, Che Aniza Che Wel, Siti Ngayesah Ab. Hamid	Parasocial Relationships with Social Media Influencers: The Moderating Effect of Gender	
4. Mohd Fazil Jamaludin, Khairul Azfar Adzahar, Mohd Shafiz Saharan, Fatin Farazh Ya'acob, Mohd Faznor Akmar Faimi	Mitigating Computer Vision Syndrome Among Malaysian University Students: A Proactive Approach to Prevention	
5. Li Ninglin, Suraya Miskon, Noriza Mohd Jamal, Yue Shanshan	Implementation of Supply Chain Digital Transformation: A Systematic Review	

Session 1C: Ethical Leadership and Corporate Governance

Venue: <i>CM III Room</i>	Time: 11.00am-12.30pm	Chair Session: <i>Dr. Nurul Atasha Jamaludin</i>
Presenter:	Paper Title	
1. Javad Shahreki, Anahita Ghanad , Mohammed Sani Abdullahi	The Effect of HRIS on Innovation Capability of HR Employee and The Moderating Role of Affective Commitment	
2. Fahad Alofan , Mona Alomair	The Implications of AI for Corporate Governance and the Decision-Making Process: Exploring Roles, Challenges, and Regulatory Frameworks	
3. Winney Chia , Elaine Yen Nee Oon	The Tenure of Corporate Board Directors and Firm Performance	
4. Li Jikui , Zaleha Yazid	Systematic Literature Review of Exploring the Role of Leader During Conflict: A Case of Virtual Teams	
5. Li Xintong , Hamezah Mohd Nor	The Impact of Board Meeting and Board Gender Diversity on Firm Innovation: A Comparative Study in Mainland China and Hong Kong	

Session 1D: Social Impact and Community Engagement & Ethical Leadership and Corporate Governance

Venue: <i>CM IV Room</i>	Time: 11.00am-12.30pm	Chair Session: <i>Dr. Hafizah Omar Zaki</i>
Presenter:	Paper Title	
1. Norzanah Mat Nor , Siti Murni Mat Khairi, Arlinah Ab Rashid, Che Mohd Syaharuddin Che Cob, Fauzana Ismail	Orchestrating Social Innovation Within Social Enterprise Hybrids to Build Inclusive Economies in Rural Areas: Current Practice, Influence and Challenges	
2. Yang Jie , Nurkhalida Makmor, Asad Ur Rehman,	The Influence of Corporate Social Responsibility and Customer retention on Customer Relationship Management Performance with the Mediating Effect of Customer Trust in SMEs of Ningxia Province, China	
3. Bagas Tirta Syech Maulana , Laila Oshiana Fitria A'zizah	Unraveling Social Impacts: An Exploration of Corporate Social Responsibility Implementation in The Islamic Banking Sector Evidence in Indonesia	
4. Zaini Embong , Mohd Waliuddin Mohd Razali, Kamarul Baraini Keliwon, Romlah Jaffar	Unlocking Corporate Core Values: Are They Lost in the Shuffle?	
5. Al Jammas Raya Idan Mebid, Syajarul Imna Mohd Amin , Mohd Fahmi Ghazali, Aisyah Abdul-Rahman	Developing a Shariah Governance Index for Middle Eastern Banks	

Session 1E: Global Economic Challenges and Opportunities

Venue:
CM V Room

Time:
11.00am-12.30pm

Chair Session:
Dr. Wye Chung Khain

Presenter:

Paper Title

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|----|---|---|
| 1. | Nancy Ling Ing , Sim Siew Ling, Wong Hui Shien | A Study on Effective Tax Rates of Malaysian Listed Companies for Plantation Sector |
| 2. | Yuxuan Chen , Huimin Chung | Unveiling the Impact: Geopolitical Risks and Returns of Leading Semiconductor Companies Using the TVP-VAR Connectedness Network |
| 3. | Chin-Rung, Cheng | A Study on the Trend of VAT Treatment of Carbon Credit Transactions |
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Parallel Session 2

Session 2A: Innovative Financial and Accounting Practices

Venue:
CM I Room

Time:
2.00-4.00pm

Chair Session:
Dr. Siti Ngayesah Ab Hamid

Presenter:

Paper Title

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| 1. | Yusuf Abiodun Sarafadeen , Anifowoshe Bukky Bilqees | Organization Dynamics and Sustainability Reporting for Transformation of Listed Non-Financial Companies in Nigeria |
| 2. | Andreas , Arumega Zarefar, Atika Zarefar, Razana Juhaida Johari | Audit Work Stress and Audit Quality: Does Initial Audit Matter? |
| 3. | Mohamed Hisham Yahya, Muhammad Hafiz Ali , Foong Yuen | Impact of Trade Credit on Sales Growth: An Empirical Study on Singapore's Construction Sector |
| 4. | Fania Maulida Pangesti , Laila Oshiana Fitri 'Azizah | The Effect of Implementing Green Accounting, Total Asset Turnover and Environmental Performance on Profitability Empirical Study of Foreign Mining Companies in Indonesia 2018-2023 |
| 5. | Laila Oshiana Fitria A'zizah , Dewita Puspawati, Nur Prasetyo Aji, Nur Andriyani, Mega Wahyu Widawati | The Role of Environmental Management Accounting in Mediating the Effect of Sustainability Report Disclosure and Green Intellectual Capital on Firm Value |
| 6. | Aminah Shari , Lovenigasri Rajendran, Nurshila Ahmad | The Market Dynamics of Equity Unit Trust Funds with the Market Index |
| 7. | Dwi Marlina Wijayanti | The Role of Tax Incentive, Tax Administration, and Tax Literacy in Increasing Micro Small Medium Enterprises (MSME) Growth |
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Session 2B: Technological Innovations and Disruptions & Diversity, Equity, and Inclusion in Business

Venue: <i>CM II Room</i>	Time: 2.00-4.00pm	Chair Session: <i>Dr. Dahlia Fernandez</i>
Presenter:		Paper Title
1. Chen Yang Yang , Elaina Rose Johar	A Systematic Review of Impact of Digital Transformation on Hospitality and Tourism Management Employees Individual Behaviour	
2. Zhangwei Zheng , Hafizuddin-Syah B.A.M, Hafizah Omar Zaki, Qin Lingda Tan	Global Research Trends in Insurtech: A Bibliometric Analysis	
3. Zheng Jiali , Elaina Rose Johar	Systematic Literature Review: The Role of Inclusive and Diverse Workplaces on Anxiety	
4. Tatang Ary Gumanti , Andreas, Hendra Wijaya	Risk Factors and the Underpricing of Indonesian IPOs	
5. Ma Nisha , Elaina Rose Johar	A Scoping Review of Global Higher Education Institution Staff Voice Behavior Studies	
6. Amira Farain Azman, Siti Suraya Abd Razak , Mazilah Abdullah	Transforming Labour Rights and Social Security Protection for Young Workers in Digital Labour Platform	
7. Ibbrahim Zakaria , Elaina Rose Johar	Unlocking the Puzzle: Unraveling the Antecedents of Workplace Bullying at The Individual Level: A Systematic Literature Review	

Session 2C: Sustainable Business Practices & Social Impact and Community Engagement

Venue: <i>CM III Room</i>	Time: 2.00-4.00pm	Chair Session: <i>Dr. Ahmad Rafli Che Omar</i>
Presenter:		Paper Title
1. Ashman Shahrudin Khairuddin , Marina Michalski, Ian Roper	A Paradox Perspective on HRM Practices Fostering Corporate Sustainability: Learning from Early Adopters in Malaysia's Service Sector	
2. Mohd Zefli Ghaus Mohamed , Rasidah Arshad, Rosmah Mat Isa	Predicting the Effect of Employee's Polychronicity towards Innovative Work Behaviour: The Mediating and Moderating Framework	
3. Bi-Huei Tsai , Chun-Yuan Hung	Environmental Protection Regulation Impact of Plastics Restrictions on the Stock Prices of Taiwans Petrochemical Industries	
4. Weng Jie , Nurul Atasha Jamaludin	The Role of Social Capital in Talent Management Processes: A Conceptual Framework	
5. Mazni Saad, Norhidayah Abdullah , Mohammad Halim Jeini	Formulating VR-based Educational Framework for Kitchen Safety in TVET's Hospitality Program	
6. Su Kexin , Siti Ngayesah Ab. Hamid	The Effects of Consumers' Culpability on Corporate Social Irresponsibility (CSI) Activities: A Systematic Review	
7. Setiawan Gunardi , Zawin Hannan Sofea Shahbuddin, Azman Ab. Rahmani, Ahmad Zaki Sallehi, Syed Mohd Najib	Konsep Hibah dan Aplikasinya dalam Pengurusan Skim Wang Khairat Kematian (SWKK) Menuju ke Arah Kelestarian Ekosistem Ekonomi Halal	

Syed Omari, Khairunneezam
Mohd Noorii

Session 2D: Sustainable Business Practices

Venue:	Time:	Chair Session:
<i>CM IV Room</i>	2.00-4.00pm	<i>Dr. Ahmad Monir Abdullah</i>
Presenter:	Paper Title	
1. Qin Lingda Tan , Sharizal Bin Hashim, Zhangwei Zheng	Trends and Patterns in Green Consumption: A Bibliometric Analysis	
2. Xie Haiyan , Nafisah Mohammed	Can Carbon Emissions Trading Scheme Enhance Corporate Value? - Evidence from Chinese Listed Companies	
3. Muath Alluhaydan , Siti Ngayesah Ab Hamid, Che Aniza Che Wel, Sharizal Hashim	The Impact of Value of Co-Creation on Customer Retention in Service Firms	
4. Jingyi Deng , Che Aniza Che Wel	Customer Emotions in the Context of Double DeviationA Systematic Literature Review	
5. Chujie Ni , Nor Liza Abdullah	Exploring Absorptive Capacity in the Green Era: A Bibliometric and Visualization Analysis	
6. Foo Chen Ling , Ooi Bee-Wah, Suresh Balasingam	`Is There Incentive for Firms to Greenwash in Malaysia? (The Perspective of Professionals)	
7. Kai Chen Goh , Changgui Xie, Hun Chuen Gu, Wan Siang Chong	Innovative Synergies: Harnessing the Power of HRO to Drive Enterprise Performance and to Promote Business Growth	

Session 2E: Technological Innovations and Disruptions

Venue:	Time:	Chair Session:
<i>CM V Room</i>	2.00-4.00pm	<i>Dr. Sharizal Hashim</i>
Presenter:	Paper Title	
1. Ming-Pey Lu , Zunarni Kosim, Yong Kang Cheah	Determinants of Digital Financial Inclusion among Low-Income Households: Comparison between Peninsular and East Malaysia	
2. Omar.M.Nusir , Che Aniza Che Wel, Siti Ngayesah Ab Hamid, Xin- Jean Lim	Fostering Transparency and Trust in Digital Advertising Through a Unified Blockchain Framework	
3. Pick-Soon Ling , Fatin Iman Yusof, Siti Marhamah Mohmed@Wasli	Behavioural Intention to Adopt Mobile Halal Certification Verification Applications on the Authenticity of the Halal Certification	
4. Kai Chen Goh , Jianjun Liu, Hun Chuen Gui, Wan Siang Chong,	The Nexus of Digital Transformation and Corporate Sustainability: A Stakeholder Theory Perspective	
5. Li Juan , Siti Ngayesah Ab. Hamid	Exploring Personal Brand Identity in Live Streaming Commerce: A Conceptual Framework Using Kapferer's Brand Identity Prism	
6. Qi He , Siti Ngayesah Ab. Hamid	Study Malaysian Consumers Purchase Intentions towards Battery Electric Vehicles through Brand Image	

7.	Aulia Miftahurrohmah Fitriani, Mohamed Hisham Yahya, Zaidi M. Daud, Muhammad Hafiz Ali	The Impact of Financial Technology (FinTech) Investment on Banks Performance in Singapore and Malaysia
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Parallel Session 3

Session 3A: Technological Innovations and Disruptions

Venue:	Time:	Chair Session:
<i>CM I Room</i>	4.00-6.00pm	<i>Assoc. Prof. Dr. Mohd Hafizuddin Syah Bangaan Abdullah</i>
Presenter:	Paper Title	
1. Haoyan Liu , Lokhman Hakim Osman	Blockchain Adoption Factors in Agricultural Supply Chains: A PLS-SEM Study	
2. Nadiyah Suki , Jason Turner	Exploring the Employee Engagement, Digital Transformation Dynamic: Perspectives from Digital Natives SMEs in Malaysia	
3. Adila Talip , Siti Fairuza Hassam, Khairul Azfar Adzahar, Mohd Rizaimy Shahrudin, Purnomo M Antara	Determinants of Intention to Use Blockchain Technology in Halal Supply Chain in Malaysia	
4. Liu Qianwen , Lokhman Hakim Osman, Lian Zhongxing	From View to Purchase: An Investigation of Vlog Mall Consumer Purchase Intention After Watching AI-Generated Sponsored Vlogs	
5. Desmiyawati , Nur Azlina, Alvi Furwanti, Burhan, Taqiyuddin Amri	The Effect of Social Media and Market Orientation on MSME Performance Through Competitive Advantage	
6. Tianyu Li , Aini Aman	The Adoption of Big Data Analytics with AI in Auditing: A Scoping Review	
7. Galuh Tri Pambekti , Leo Indra Wardhana	Examining the Role of Financial Inclusion in Mitigating Credit Risk in Indonesias Peer-to-Peer Lending	

Session 3B: Sustainable Business Practices

Venue:	Time:	Chair Session:
<i>CM II Room</i>	4.00-6.00pm	<i>Dr. Wye Chung Khain</i>
Presenter:	Paper Title	
1. Bi-Huei Tsai	Energy Policy Analysis for Sustainable Development Using Four-Dimensional Lotka"Volterra Model	
2. Idham Akbar Rachmadiansyah , Laila Oshiana Fitria A'Zizah	Enhancing Competitiveness of Batik SMEs Through Innovative Business Strategies and Models: A Case Study in Indonesia	
3. Li Luyan , Maizatulakma Abdullah	The Impacts of Carbon Emissions Trading Scheme on Sustainability Performance: A Systematic Literature Review	

4.	Candra Kusuma Wardana , Novel Idris Abas, Huda Kurnia Maulana	Application of the Extended Theory of Planned Behavior to Predict Green Product Purchase Behavior
5.	Ahmad Irfan Indraajaya , Sidiq Permono Nugroho, Candra Kusuma Wardana	Determinant of Customer Actual Adoption to Use EV in Indonesia: An Extended Theory of Planned Behaviour
6.	Karina Putri Satrio , Anton Agus Setyawan, Candra Kusuma Wardana	Investigating the Impact of Green Marketing Components on Purchase Intention on the Body Shop: The Mediating Role of Brand Image and Brand Trust
7.	Yang Jie , Nurkhalida Makmor, Asad Ur Rehman	Research on Analytical Customer Relationship Management in China: Knowledge map analysis based on Citespace

Session 3C: Ethical Leadership and Corporate Governance

Venue: <i>CM III Room</i>		Time: 4.00-6.00pm	Chair Session: <i>Dr. Ahmad Rafliis Che Omar</i>
Presenter:		Paper Title	
1.	Mohd Shazwan Mohd Ariffin	CEOs Muslim and Shareholder Meeting minutes on the online disclosure in Malaysian listed companies	
2.	Fan Chong , Nur Sa'adah Muhamad	Women Leadership and Corporate Social Responsibility Initiatives in Small Businesses: A Bibliometric Literature Review	
3.	Riski Hernando , Rezi Abdurrahman	The Influence of Belief and Boundaries Control System on Banking Performance and Employee Performance	
4.	Xu Bikun , Noriza Mohd Jamal	The Interaction of Corporate Governance on Financing Constraints: A Systematic Literature Review	
5.	Raja Adri Satriawan Surya , Arumega Zarefar, Fajar Odiatma, Atika Zarefar	The Role of CEO Tenure on the Firm Performance: The Moderating Effect of Political Connection	
6.	Rita Anugerah , Ria Nelly Sari, Nadila Rizki Ariyanto, Syahril Abdiroy Prakoso,	Effect of GRC on the Performance of Regional Development Banks in Indonesia	
7.	Ma Xiangyu , Zaleha Yazid	Systematic Literature Review on Traditional Culture Affecting Leadership Style in Chinese Enterprises	

Session 3D: Sustainable Business Practices:

Venue: <i>CM IV Room</i>		Time: 4.00-6.00pm	Chair Session: <i>Dr. Sharizal Hashim</i>
Presenter:		Paper Title	
1.	Mirwah Hati , Ihwan Susila	Green Product Purchase Intention: Impact of Green Brand Positioning, Attitude Toward, and Brand Trust	
2.	Fatimah , Candra Kusuma Wardana	Empowering Womens Green Product Adoption: The Mediating Role of Green Marketing Communication	
3.	Arumega Zarefar , Dian Agustia, Wiwiek Dianawati, Andreas, Atika Zarefar	Corporate Governance and Firm Performance in an Emerging Market Context: The Mediating Effect of Quality of Sustainability Report Disclosure	

4.	Diana Ja'afar, Caroline Sandra Giang , Bibiana Lim Chiu Yiong , Brian Wong Kee Mun, Jasmine Phan Ah Kiaw	Building Brand Image and Customer Satisfaction Among Female Patrons: Winning Formula for Boutique Fitness Centres
5.	Nur Diana Hassan , Siti Fairuza Hassam, Jamaludin Akbar, Mashitah Mohamed Esa	An Empirical Analysis of Workplace Hazards and Employee Perceptions of COVID-19 Control Measures in the Post-Pandemic Era
6.	Yi Wu, Kai Liu	Mitigating Legal Risks and Advancing ESG Due Diligence in M&As: Insights from the Chinese Context
7.	Nur Athirah Badlihasham , Mohamat Sabri Hassan	Impak Alam Sekitar, Sosial Dan Tadbir Urus (ESG) Terhadap Prestasi Syarikat: Kajian Literatur yang Sistematik.

Session 3E: Sustainable Business Practices

Venue: <i>CM V Room</i>	Time: 4.00-6.30pm	Chair Session: Assoc. Prof. Dr. <i>Mohd Hasimi Yaacob</i>
Presenter:	Paper Title	
1. Chenchu	Does the ESG performance of heavily polluting firms have an impact on bank credit decisions? Evidence from China	
2. Zhao Wenjuan , Lokhman Hakim Osman	A Study on the Optimization of Overseas Warehouse Return and Exchange Processes Based on the Theory of Planned Behavior	
3. Juhari Noor Faezah , Mohd Yusoff Yusliza, Elaina Rose Johar, Nadzirah RosliD	Fostering Ecological Behavior through Green HRM Practices in Malaysian Higher Education	
4. Liu Runyu , Mara Ridhuan Che Abdul Rahman, Ainul Huda Jamil, Mohd Fairuz Md. Salleh	A Systematic Literature Review of Value-effect Carbon Information Disclosure	
5. Zhao Donghui , Ngan Sue Lin, Ainul Huda Jamil, Mohd Fairuz Md Salleh Wan Sallha Yusoff	The Evolution of ESG Integration in Finance: A Two-Decade Bibliometric Analysis	
6. Hafizah Omar Zaki , Nurul Atasha Jamaludin, Raudha Md Ramli	Investigating Factors Affecting Purchasing Decisions in the Luxury Fashion Industry	
7. Wentao Huang, Hafizuddin-Syah B.A.M. , Mohd Hasimi Yaacob	How Do Social Interactions Influence Household Financial Behavior?: A Systematic Literature Review Approach	

**Session 3F: Sustainable Business Practices
& Social Impact and Community Engagement**

Venue:
TBC

Time:
4.00-6.00pm

Chair Session:
*Dr. Nurul Atasha
Jamaludin*

Presenter:

Paper Title

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| 1. | Sharizal Hashim , Noorsyaril Shah Noorazlanshah, Ghaith Gnazawi | Discovering the Impact of Social Media Influencers on Brand Trust and Brand Advocacy of the Product Endorsement |
| 2. | Nurul Atasha Jamaludin , Hafizah Omar Zaki, Raudha Md. Ramli | Unlocking Generation Z's Glow: Influential Factors in Purchasing Skincare Products at Malaysian Drugstores |
| 3. | Siti Ngayesah Ab Hamid , Kaukab Abid Azhar Che Aniza Che Wel Roshayati Abdul Hamid | Does Attitude towards Climate Change Influence Consumers Recycling Intention? |
| 4. | Elaina Rose Johar , Nadzirah Rosli Norhafizah Abu Hasan, Noor Faezah Juhari | A Bibliometrics Analysis of The Effectiveness of AI Integration on University Students' Performance |
| 5. | Nadzirah Rosli , Elaina Rose Johar, Sharizal Hashim, Siti Ngayesah Ab. Hamid, Che Aniza Che Wel, Noor Faezah Juhari | Trends in Virtual Influencer: What Lies Ahead for Digital Personas? |
| 6. | Ahmad Monir Abdullah | Performance and Dynamic Correlations of ESG Stock Indices: A Comprehensive Analysis of Global Markets |
| 7. | Aiman Aqil, Dahlia Fernandez | Balancing the Books: Unraveling Employee Acceptance and Skill Challenges in Implementing Robotic Process Automation (RPA) within Public Sector Accounting |
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