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<td>Message from Conference Patron &amp; President of CSRC Pakistan</td>
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<td>2</td>
<td>Welcome Message from Conference Chair &amp; President of Putra Business School Malaysia</td>
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<td>Message from Conference Co-chair Conference Leadership</td>
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MESSAGE FROM THE CONFERENCE PATRON

Prof. Dr. Hayat Muhammad Awan
President,
Center for Sustainability Research and Consultancy Pakistan (CSRC)

Ex-Rector, Air University Multan, Pakistan.

In the Name of Allah, the Most Merciful, the Most Beneficent

Assalamu’alaikum Warahmatullahi Wabarakatuh
It is an honour for me on behalf of CSRC to speak to you at 4th International Research Conference on Economics, Business and Social Sciences. I extend my warm welcome to all the participants from various countries to attend 4th International Research Conference on Economics, Business and Social Sciences – Malaysian Chapter.

The conference is under the theme of “Inclusive Business, Innovation, Society and Economic Growth” which signifies the issues and challenges that our current and future generations are going to face.

I hope this conference participants will share knowledge and best practices specially related to these issues. That is, to see where the world is heading and what challenges are lying ahead in uplifting the lives of human beings.

Center for Sustainability Research and Consultancy Pakistan is a premier research institute to focus on sustainability issues in emerging and developing economies with diverse international advisory board and associate fellows. Currently CSRC has three research divisions to emphasize research endeavors more deeply into three areas i.e. Sustainable Economic Development, Responsible Business and Society and Green Accounting and Inclusive Finance.

I am thankful to the administration of Putra Business School in general and Prof. Dr. Zulkornain Yusop, President, Putra Business School for making very impressive arrangements of the conference. We hope that this collaboration will remain continued in future between both institutions from Muslim brotherly countries.

With this I like to highly appreciate the team work of CSRC advisory board, associate fellows, scientific and organizing committee of the conference from PBS Malaysia, CSRC Pakistan and BZU Pakistan for the exemplary teamwork to make this conference a success.

Prof. Dr. Hayat Muhammad Awan
MESSAGE FROM THE CONFERENCE CHAIR

Prof. Dr. Dr. Zulkornain Yusop
Conference Chair &
President,
Putra Business School Malaysia

In the Name of Allah, the Most Merciful, the Most Beneficent

Assalamu’alaikum Warahmatullahi Wabarakatuh
It gives me great pleasure to be part of the team organizing this important International Research Conference on Economics, Business and Social Sciences, Malaysian Chapter. The Center for Sustainability Research and Consultancy, Pakistan and the Putra Business School have come together to host this year’s conference. This is the fourth year this joint conference is being held in Malaysia. This conference provides a good and lively platform for researchers locally and internationally to get together and present their recent research in the areas of economics, business and Social Sciences. This year’s theme of Inclusive Business, Innovation, Society and Economic Growth is well chosen in view of the rising concern that inequality has risen in the rich world as well, while it taken for granted in the poor and developing world. There is now an increasing alarm among the business people on the issues of inequality as governments look at ever more radical ways to redistribute wealth. Businesses are now driven to pursue a higher social purpose than just generating profits for the business shareholders alone. The idea of soaring inequality is attracting more scrutiny and thus it is appropriate that this conference explore the role of a more inclusive business in reducing inequality in society.

I am pleased indeed to welcome delegates from nine countries, namely, Malaysia, Indonesia, Pakistan, Bangladesh, India, Nigeria, Sri Lanka, Thailand and Yemen to this conference. I am sure the exchange of ideas and knowledge sharing that will take place over the two days will go a long way in helping all of us to understand the problems surrounding the issues of inclusive business, and how the disciplines of economics and social sciences can be used to analyze and tackle these important social problem.

I wish all the conference delegates a pleasant conference and I hope the platform provided by the conference will enable the continued collaboration by the delegates on the issues of inclusive business, and the use of economic and social sciences to help in the formulation of more effective policies to reduce income and wealth inequalities in many parts of the world.

Thank you.

Professor Dr. K. Kuperan Viswanathan
Dr. Wan Fadzilah Wan Yusoff is a Professor at Putra Business School. She was formerly a Professor and founding Dean of the Graduate School of Management and, prior to that, Dean of the Faculty of Management at Multimedia University. Those positions enabled her to be very actively involved in academic management, internationalization initiatives and university-industry engagement.

She graduated with a Ph.D. degree from University Sains Malaysia where her doctoral research was honored with the best thesis award. Her first degree was obtained from the University of Oklahoma and her MBA was from Morehead State University, USA. Her first foray into the academia was in 1998 when she joined Universiti Tenaga Nasional (Uniten) after 17 years in the finance and banking sector holding various managerial positions. Among her, significant relevant industry experiences were as a financial analyst in a commercial bank’s finance division preparing group accounts, a corporate trainer, a project manager for an international consulting firm and a licensed dealer with a stockbroking company.

Dr. Wan Fadzilah was exposed to training and consultancy work rather early in her career when she was selected to participate in internal consultancy projects involving credit management, change management and business process re-engineering with a reputable international consultancy firm A.T. Kearney, Inc., USA. As an active researcher, she has lead several research projects funded by IRPA, ERGS, FRGS, CIMA Centre of Excellence South East Asia and several internal grants. Results from the various research were presented at international conferences and published in reputable journals. Her areas of research interest include performance measurement, intellectual capital, entrepreneurial sustainability, human capital, social capital, and strategy.
Assoc Prof Dr Abdul Halim Abdul Majid completed his first degree in Bachelor of Business Administration (BBA) from Mississippi State University, Starkville USA. Upon completing his bachelor degree he joined Universiti Utara Malaysia as a tutor and months later continued for a master degree (MBA) at Cardiff Business School, University of Wales, UK. Then he pursued for a doctoral degree in Business Administration at Universiti Sains Malaysia (USM), Penang, Malaysia. He has been promoted to an Associate Professor at College of Business, Universiti Utara Malaysia (UUM), in 2006. In 2010/2011, he was seconded and be the Deputy Dean for the Academic Affairs at the International College, University of Science and Technology (UST), Sanaa Yemen. His area of research interest includes Human Resource Management; Pay and Remuneration; Change and Communication, Human Competitiveness and HR Standards; Work and Career Motivation; and NGOs. He has supervised up till now more than 15 PhD’s candidates and more than 20 master’s dissertations. He also has participated (as leader and member) to few researches and has published few books, monographs, journal articles as well as more than 30 articles/conference’s papers.
Dr. Sulaman Hafeez Siddiqui is Senior lecturer at the Department of Management Sciences, The Islamia University of Bahawalpur, Pakistan since April 17, 2003 to date. He is also serving as Associate Fellow at Center for Sustainability Research and Consultancy Pakistan. He has been teaching courses of international business, strategic management, research methodology, development economics and international marketing. His research interests are in the areas of sustainable business strategies, marketing, international business specifically firm’s internationalization and supply chain strategies. Apart from Academics, he served as Exco of International Students Society 2016 chapter and President of Postgraduate Scholars Society, Universiti Utara Malaysia for 2017 chapter during his PhD studies there.

He is also serving as Associate Editor of Journal of Business and Social Review in Emerging Economies and has been serving as guest editor in well-respected Scopus indexed journals. Dr. Siddiqui has completed many national and international research projects and has been recognized by international organizations for his research contribution such as UNDP and Academy of International Business, USA. He has published research work in many top ranked journals and currently working with Oxford University Press for their Global Encyclopedia on Business Education.

He did his PhD in International Marketing from Universiti Utara Malaysia. Dr Siddiqui has done his Bachelor in Arts with Economics and Psychology majors in 1998 from Government Emerson College, Multan, Pakistan. In 2000 he completed his Master’s in Economics and MBA in 2002 from the Institute of Management Sciences, Bahauddin Zakariya University, Multan, Pakistan and has completed MS (Business Administration) from the same institute in 2007.
Dr. Athifah Najwani Binti Shahidan is Associate Fellow at Center for Sustainability Research and Consultancy Pakistan-Malaysia Chapter since October 2016 to date. Dr. Najwani has done her MBA (Leadership) from Graduate School of Business, Universiti Tun Abdul Razak (UniRazak), Kuala Lumpur, Malaysia with flying colors as Yayasan Cemerlang Scholarship Award holder in 2013-14. She did her PhD (Management) in 2019 from School of Business Management, College of Business (SBM-COB), Universiti Utara Malaysia (AACSB accredited) as MyBrain15 Scholarship holder.

Her research interests are in the areas of strategic management, leadership and organization development, sustainable workplace and workplace well-being. She has presented her research work at many international conferences in Malaysia and abroad and published research papers in reputed journals.

Apart from Academics, she has served as Vice President of Postgraduate Scholars Society, Universiti Utara Malaysia for 2017 and 2018 session during his PhD studies. In her role as VP, she contributed to enhancing postgraduate students’ learning and living experience at UUM by organizing various academic and social events including workshops, seminars, international conferences, leadership development programs and exchange trips.

At CSRC, she has contributed immensely for strengthening academic ties between academic fraternity and universities of Malaysia and Pakistan.
Prof. Dr. Ming-Lang Tseng
Chair Professor
Department of Business Administration, College of Management, Asia University, Taiwan
Director, Institute of Innovation & Circular Economy, Asia University, Taichung, Taiwan

Dr. Ming-Lang Tseng is currently Chair Professor at Department of Business Administration in Asia University, Taiwan; Director of Institute of Innovation and Circular Economy, and Consultant, Department of Medical Research, China Medical University Hospital, China Medical University, Taichung, Taiwan. He has held various executive positions in international groups (Real Estate Development and Construction) in Asia, East and South Africa for 5 years before joining academia. In addition, he was a research fellow in the Institute of Applied Ecology at Chinese Academy of Sciences, China (2012-2013); visiting scholar at University of Derby, United kingdom (2015); visiting professor, Anhui University of Finance, China (2016-2022); and visiting scholar, Universiti Kebangsaan Malaysia (2019); Honorary Professor, Graduate School of Business, Universiti Sains Malaysia (2019-2021). He also holds several adjunct professorships in Philippines, Malaysia, China and Taiwan. Currently, he is Associate editor of Management of Environmental Quality: an international journal (ESCI) and Industrial Engineering and Management Systems Journal (ESCI), and Editorial Board Member of Applied Soft Computing, Industrial Management and Data Systems, Sustainable Production and Consumption, Sustainability Journal journals etc.

In addition, he also served as Associate editor of Journal of Cleaner Production (2016-2018). I also handled several special issues on “Sustainable Consumption and Production” topic in Journal of Cleaner Production, International Journal of Production Research, International Journal of Production Economics, Resources, Conservation & Recycling, Industrial Engineering and Management Systems, Sustainability, etc. His research interests include green supply chain management, sustainable consumption, sustainable supply chain management, service innovation and multi-criteria decision-making method. These fields are applicable to construction management. So far, I have published more than 170+ journal articles and 140+ conference papers (h-index= 32, G-index 40, ESI: 6). He has also served for local and international academic communities such as president of Chinese Institute of Innovation Management Development (CIIMD) and has held several trustee position in international organizations such as Asia Pacific Industrial Engineering and Management Systems (APEIMS); International Foundation on Production Research (IFPR) in Asia Pacific Region and Vice President, International Society for Business Innovation and Technology Management (ISBITM) etc. He has held several international conferences in Asia pacific, Europe and America regions.
## CONFERENCE BRIEF

**Venue:** Mini Auditorium 2, Putra Business School, UPM, Kuala Lumpur, Malaysia

**WEDNESDAY, DECEMBER 18 (DAY 1)**

### REGISTRATION AND ARRIVAL OF GUESTS:
7.30am – 8:45am

### OPENING SESSION at Mini Hall 2, Putra Business School, UPM:
9:00am – 10:30am

- National Anthems of Malaysia and Pakistan
- Recitation of Doa
- Welcome Note and Briefing by Conference Co-chair
- Prof. Dr. Kuperan Viswanathan, Universiti Utara Malaysia
- Welcome Note by President of CSRC
- Prof. Dr. Hayat Muhammad Awan, Rector Air University Multan Pakistan
- Inaugural Speech by Guest of Honor
- Prof. Dr. Zulkornain Yusop, President, Putra Business School Malaysia

#### Keynote Addresses
9:45am – 10:15am

- Prof. Dr. Ming-Lang Tsen
  - Director, Institute of Innovation and Circular Economy, Asia University Taiwan

#### Souvenirs Distribution and Photo Session
10:15am – 10:30am

### NETWORKING & TEA BREAK
10:30am – 11:00am

### Panel Discussion: The Great Debate 2019
11:00am – 12:30pm

**Deans’ Dialogue on Responsible Research and Teaching in Higher Education**

**Venue:** Main Hall, Main Hall, Putra Business School, UPM

**Discussants:**
- Prof. Dr. Kuperan Viswanathan, OYA Graduate School of Business, Universiti Utara Malaysia, Malaysia
- Dr. Herman Shah Bin Anuar, Dean, College of Business, UUM
- Prof. Dr. Imran Sharif Chaudhry, Director, School of Economics, BZU Multan Pakistan
- Prof. Dr. Chaiwat Phuakkhong, Vice President, Suratthani Rajabhat University Thailand

**Moderator:** Dr. Sulaman Hafeez Siddiqui, The Islamia University of Bahawalpur Pakistan

#### Announcement of Best Paper Awards
12:30pm – 12:45pm

#### Vote of Thanks by the Conference Coordinator, Assoc. Prof. Dr. Abdul Halim
12:45pm – 01:00pm

### LUNCH AND PRAYER BREAK
01:00pm – 2:30pm
### SESSION I (DAY 1)

**PARALLEL SESSIONS**  
**2:30pm – 4:00pm**

- **Parallel Session 1.01:** Sustainability Issues in Business Strategy in Emerging Economies  
- **Parallel Session 1.02:** Issues in Economic Theory and Policy in Emerging Economies  
- **Parallel Session 1.03:** Issues in Business in Emerging Economies: Accounting and Finance  
- **Parallel Session 1.04:** Issues in Social Sciences and Governance in Emerging Economies  
- **Parallel Session 1.05:** Issues in Business Strategy in Emerging Economies: Management  
- **Parallel Session 1.06:** Issues in Business in Emerging Economies: Accounting and Finance

**NETWORKING & TEA BREAK**  
**4:00pm – 4:30pm**

### SESSION II (DAY 1)

**PARALLEL SESSIONS**  
**4:30pm – 6:00 pm**

- **Parallel Session 2.01:** Issues in Social Sciences and Governance in Emerging Economies  
- **Parallel Session 2.02:** Issues in Business Strategy: Management  
- **Parallel Session 2.03:** Issues in Business Strategy: Accounting and Finance  
- **Parallel Session 2.04:** Issues in Business Strategy: Management  
- **Parallel Session 2.05:** Issues in Business Strategy: Accounting and Finance  
- **Parallel Session 2.06:** Issues in Business and Social Sciences in Emerging Economies  
- **Parallel Session 2.07:** Issues in Social Sciences in Emerging Economies: Education and Learning

**BREATHING TIME & PBS PRESIDENTS’S DINNER FOR SCIENTIFIC AND ORGANIZING COMMITTEE**  
**7:30pm – 9:00pm**

### THURSDAY, DECEMBER 19 (DAY 2)

**WORKSHOP ON ISSUES AND CHALLENGES IN COMMUNICATING SCHOLARLY WORK**  
**09.00am – 10:30am**  
**Moderator:**  
Assoc. Prof. Dr. Tengku Faekah Tengku Ariffin  
Editorial, Malaysian Journal of Learning and Instruction, School of Education and Modern Languages, Universiti Utara Malaysia.

**Venue:** LR 12, Putra Business School

**JOURNAL EDITORIAL MEETING**  
**Journal of Business and Social Review in Emerging Economies**  
**09.30am – 10:30am**  
**Chaired by:** Chief Editor, Assoc. Prof. Dr. Abdul Halim Abdul Majid

**Venue:** LR 7, Putra Business School

**NETWORKING & TEA BREAK**  
**10:30am – 11:00am**

**CITY TOUR (Departure from PBS and Return to Top Holiday Hotel)**  
**11:00am – 02:00pm**
### Parallel Session 1.01  
**Sustainability Challenges in Emerging Economies**

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<th>Session Coordinator: Dr. Lee Wen Chiat</th>
<th>Room No.: LR1, PBS</th>
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<tr>
<td><strong>Presenting Author:</strong> Hafiz Fawad Ali</td>
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<tr>
<td>An Investigation into the Role of Quadruple Helix Model in Implementation of Environmental Sustainability in Financial Sector of Pakistan. Aisha Javeria, Sulaman Hafeez Siddiqui, The Islamia University of Bahawalpur; Rabia Rasheed, Iqra University Karachi, Pakistan.</td>
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<td><strong>Presenting Author:</strong> Aisha Javeria</td>
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<tr>
<td>The Influence of Planning, Reporting and Budget Accountability and Village Expenditure Revenue on Village Financial Management in Indonesia (MYAF191). Yuliusman, Dewi Fitriyani, Eko Prasetyo, University of Jambi Indonesia.</td>
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<td><strong>Presenting Author:</strong> Yuliusman</td>
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<td><strong>Presenting Author:</strong> Ainulashikin Marzuki</td>
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<td><strong>Presenting Author:</strong> Lee Wen Chiat</td>
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<tr>
<td>Inclusive finance for growth and development of SMEs: A case study of Pakistan (MYMA218). Rabia Rasheed, Iqra University Karachi, Pakistan; Punitha Chandra, Center for Sustainability Research and Consultancy, Pakistan.</td>
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<tr>
<td><strong>Presenting Author:</strong> Rabia Rasheed</td>
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<td><strong>Presenting Author:</strong> Sadeeq Garba Abubakar</td>
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### Parallel Session 1.02  
**Issues in Economic Theory and Policy in Emerging Economies**

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<th>Session Chair: Prof. Dr. Imran Sharif Chaudhry</th>
<th>Session Coordinator: Dr. Athifah Najwani</th>
<th>Room No.: LR2, PBS</th>
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<tr>
<td><strong>Presenting Author:</strong> Abdullahi Sani</td>
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<td><strong>Presenting Author:</strong> Sunday Elijah</td>
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<td><strong>Presenting Author:</strong> Awadh Ahmed Mohammed Gamal</td>
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<td><strong>Presenting Author:</strong> Zulaihatu A Zubair</td>
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<td>Analyses Price Discount, Bonus Pack, and In-Store Display Toward Impulse Buying (MYEC198). Daniel Kristiawan, Ruswati Suryasaputra, Silvy Aulia K, Wijaya Kusuma Surabaya University, Indonesia</td>
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<td><strong>Presenting Author:</strong> Silvy Aulia K</td>
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<td>Parallel Session 1.03</td>
<td>Issues in Business in Emerging Economies: Accounting and Finance</td>
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<td><strong>Session Chair:</strong></td>
<td>Prof. Dr. Ruswati Suryasaputra</td>
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<td><strong>Time:</strong></td>
<td>2:30 – 4:00pm</td>
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<td><strong>Session Coordinator:</strong></td>
<td>Dr. Fatima Farooq</td>
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<td><strong>Room No.:</strong></td>
<td>LR3, PBS</td>
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<td><strong>The Role of Brand Image and Risk Perception on Relationship Between Electronic Word of Mouth and Purchase Intention (MYAF197).</strong> Haifah Wahidah, Ruswati Suryasaputra, Kristiningsih, Wijaya Kusuma Surabaya University, Indonesia.</td>
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<td><strong>Presenting Author:</strong></td>
<td>Ruswati Suryasaputra</td>
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<td><strong>The Philippines Housing Market Demand in the 21st Century: Income and Expenditures (MYAF16).</strong> Angelo C Penaredonda, MBA, Philippines.</td>
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<td><strong>Presenting Author:</strong></td>
<td>Angelo C Penaredonda</td>
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<td><strong>Perceived Risk Factors Affect Intention to Use Fintech (MYAF52).</strong> Tang Kin Leong, University Putra Malaysia; Ooi Chee Keong, Universiti Tunku Abdul Rahman, Malaysia; Chong Jia Bao, Universiti Tunku Abdul Rahman Malaysia.</td>
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<td><strong>Presenting Author:</strong></td>
<td>Tang Kin Leong</td>
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<td><strong>Comparative Analysis of Banking with the Largest Assets in Indonesia: Which Bank is Better? (MYAF55).</strong> Girang Permata Gusti, Sekolah Tinggi Ilmu Ekonomi Boedi Oetomo, Pontianak, Indonesia.</td>
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<td><strong>Presenting Author:</strong></td>
<td>Girang Permata Gusti</td>
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<td><strong>A Literature Review on Islamic Financial Instrument in Malaysia Public Private Partnership Projects (MYAF60).</strong> Harisah Mohd Ahwan, University Putra Malaysia.</td>
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<td><strong>Presenting Author:</strong></td>
<td>Harisah Mohd Ahwan</td>
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<td><strong>Formulation of Joint Stock Company: A Financing Remedy for SMEs in Less Developed Countries (MYAF70).</strong> Nida Masroor, Muhammad Asim, University of Karachi, Pakistan.</td>
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<td><strong>Presenting Author:</strong></td>
<td>Nida Masroor</td>
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<tr>
<th>Parallel Session 1.04</th>
<th>Issues in Social Sciences and Governance in Emerging Economies</th>
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<tr>
<td><strong>Session Chair:</strong></td>
<td>Prof. Dr. Chaiwat Phuakkhong</td>
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<tr>
<td><strong>Time:</strong></td>
<td>2:30 – 4:00pm</td>
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<tr>
<td><strong>Session Coordinator:</strong></td>
<td>Dr. Sulaman Hafeez</td>
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<td><strong>Room No.:</strong></td>
<td>LR4, PBS</td>
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<tr>
<td><strong>Buddhist Leadership for Local Leaders in Surat-Thani (MYSC50).</strong> Chaiwat Phuakkhong, Suratthani Rajabhat University Thailand.</td>
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<td><strong>Presenting Author:</strong></td>
<td>Chaiwat Phuakkhong</td>
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<td><strong>Presenting Author:</strong></td>
<td>Noor Hidayah Shahidan</td>
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<td><strong>The Relationship of Coping Strategies on Psychological Well-being: A Systematic Review (MYSC160).</strong> Norliyana Zakaria, Halimah Yusof, Universiti Teknologi Malaysia, Malaysia.</td>
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<td><strong>Presenting Author:</strong></td>
<td>Norliyana Zakaria</td>
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<td><strong>Presenting Author:</strong></td>
<td>Usman Adamu</td>
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<tr>
<td><strong>Effect of Practices Executed by Monitoring Education Assistants on Elementary School Teachers’ Mental Health (MYSC63).</strong> Sumaira Munawar, Lahore Leads University, Pakistan; Misbah Malik, Khadija Sittar, Gulmat Fatima, University of The Punjab, Pakistan.</td>
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<tr>
<td><strong>Presenting Author:</strong></td>
<td>Sumaira Munawar</td>
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<td><strong>Can Strong Social Stigma Weaken Women Participation in Farming? (MYSC131).</strong> Hafiz Mahmood Ur Rehman, Cabi Central And West Asia, Rawalpindi, Pakistan; Gemathy Palaniappan, University of Queensland, Australia; Baber Ehsan Bajwa, Cabi Central And West Asia, Rawalpindi, Pakistan; Muhammad Zubair Anwar, Social Science Research Institute, Nation Agriculture Research Center, Islamabad, Pakistan.</td>
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<td><strong>Presenting Author:</strong></td>
<td>Hafiz Mahmood Ur Rehman</td>
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### Parallel Session 1.05  
**Issues in Business: Management in Emerging Economies**

**Session Chair:** Prof. Dr. Wan Fadzilah Wan Yusoff  
**Time:** 2:30 – 4:00pm  
**Session Coordinator:** Dr. Mohd. Amsal  
**Room No.:** LR5, PBS

  **Presenting Author:** Novy Anggraini Sudibyo

- **Relationship Among Servant Leadership, Organizational Commitment and Organizational Citizenship Behavior: A Moderating Effect of Subordinates’ Gender** (MYMA141). Mohammad Harisur Rahman Howladar, University Of Chittagong, Bangladesh.  
  **Presenting Author:** Mohammad Harisur Rahman Howladar

- **Does Production Performance Affect Marketing and Financial Performances?** (MYMA120). Ahmad Saifalddin Abu-Alhaija, Arab Open University-KSA, Dammam, Saudi Arabia; Hosni Shareif Hussein Shanak, Palestine Technical University, Kadoori, Palestine  
  **Presenting Author:** Ahmad Saifalddin Abu-Alhaija

### Parallel Session 1.06  
**Issues in Business: Accounting and Finance**

**Session Chair:** Dr. Ahmad Shaharuddin  
**Time:** 2:30 – 4:00pm  
**Session Coordinator:** Dr. Punitha Chandra  
**Room No.:** LR6, PBS

- **Block Chain Revolutionizing Banking and Financial Markets in Pakistan: Creating Opportunities to Recreate the Financial World** (MYAF85). Kiran Jameel, Hamdard University, Pakistan.  
  **Presenting Author:** Kiran Jameel

- **Determinants of Malaysian Derivative Hedging Firms’ - Specific Characteristics** (MYAF89). Tan Kok Eng, Universiti Tunku Abdul Rahman, Malaysia.  
  **Presenting Author:** Tan Kok Eng

- **The Impact of Corporate Governance Attributes on Tax Planning of Listed Manufacturing Companies: A Comparative Study Between Nigeria and Malaysia** (MYAF170). Baaba Sule, Federal University Gashua, Yobe State, Nigeria; Bashiru Mahmud, Universiti Sains Malaysia.  
  **Presenting Author:** Baaba Sule

- **Impact of Food Security Initiative on Sustainable Development in North Eastern Nigeria** (MYAF203). Sadeeq Garba Abubakar, Yusuf Ova Muttalib, Federal Polytechnic Bauchi, Nigeria, Muhammad Zia-Ul-Rahaman Abubakar, Bauchi State University, Gadau, Bauchi State Nigeria  
  **Presenting Author:** Sadeeq Garba Abubakar

  **Presenting Author:** Dewi Fitriyani
## Parallel Session 1.07

### Online Presentations - Issues in Business and Social Sciences in Emerging Economies

**Session Chair:** Prof. Dr. Huam Hon Tat  
**Session Coordinator:** Dr. Farzana Munir  
**Time:** 2:30 – 4:00pm  
**Room No.:** LR11, PBS

<table>
<thead>
<tr>
<th>Title</th>
<th>Presenting Authors</th>
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</table>
| Symmetric & Asymmetric Relationship Between Stock Market Decline and Liquidty: A Study of Emerged & Emerging Economies (MYAF83). | Maria Shams Khakwani, The Women University, Multan Pakistan; Rehana Kouser, Bahauddin Zakariya University, Multan Pakistan.  
**Presenting Author:** Maria Shams Khakwani  
Cyber Harassment and Women of Pakistan: Analysis of Female Victimization in Pakistan (MYSC182). Shahzadah Fahed Qureshi, Bahauddin Zakariya University, Multan, Pakistan.  
**Presenting Author:** Shahzadah Fahed Qureshi  
Does Borrower’s Personality Affects the Repayment of the Loan? A Study of Banking Sector of Pakistan (MYMA181). Shahzadah Fahed Qureshi, Bahauddin Zakariya University, Multan, Pakistan.  
**Presenting Author:** Shahzadah Fahed Qureshi  
**Presenting Author:** Tariq Mahmood Ali  
**Presenting Author:** Tariq Mahmood Ali  
Model For The Implementation Of Industry 4.0 Among SMEs In Developing Countries (MYMA95). Maruf Gbadebo Salimon, Haim Hilman Abdullah, Shahmir Abdullah, Abdullah Hassan Gorondutse, Abdullahi Tafida, Yusha’u Lango, Helen Andow, Universiti Utara Malaysia; Ahmed B; Police Academy, Wudi, Kano State, Nigeria+ Kaduna State University, Kaduna, Nigeria  
**Presenting Author:** Maruf Gbadebo Salimon  
**Presenting Author:** Elevita Yuliati |
### Parallel Session 2.01: Issues in Business Strategy in Emerging Economies: Management

<table>
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<tr>
<th>Session Chair: Prof. Dr. Abdul Halim Abdul Majid</th>
<th>Session Coordinator: Dr. Chow Tong Wooi</th>
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<td>Time: 4:30–6:00pm</td>
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- **Generational Diversity, Personal Attributes and Organizational Commitment among Employees of Corporate Consultancies (MYMA108).** Purani A P Verasamy, Abdul Halim Abdul Majid, Noor Asma Jamaluddin, Universiti Utara Malaysia.  
  **Presenting Author:** Abdul Halim Abdul Majid

- **Entrepreneurship as a Sustainable Solution for the Female Graduates in the SME Sector of Bangladesh (MYMA112).** Nusrat Hafiz, Ahmad Shaharuddin Abdul Latiff, Universiti Putra Malaysia.  
  **Presenting Author:** Ahmad Shaharuddin Abdul Latiff

- **Identifying Factors That Shape Intention to Use an Enterprise Resource Planning (ERP) System: An Extension of the UTAUT Model (MYMA154).** Mohammad Sarwar Alam, University of Chittagong, Bangladesh.  
  **Presenting Author:** Mohammad Sarwar Alam

- **Role of Green Products in Enhancing the Quality of Life: An Empirical Study of Organic Food Consumption (MYMA175).** Bilal Eneizan, Jadara University, Jordan.  
  **Presenting Author:** Bilal Eneizan

### Parallel Session 2.02: Issues in Social Sciences and Governance in Emerging Economies

<table>
<thead>
<tr>
<th>Session Chair: Prof. Dr. Hayat M. Awan</th>
<th>Session Coordinator: Dr. Mohd. R. A. Siam</th>
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<tr>
<td>Time: 4:30 – 6:00pm</td>
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</table>

- **Parallel Mediation of Person-Job Fit and Person Organization Fit in the Relationship Between HPWP and Affective Commitment (MYMA129).** Hayat Muhammad Awan, Razia Sultan, Air University Multan, Pakistan; Usama Najam, University of Malaya, Malaysia; Adnan Ahmed Sheikh, Air University Multan, Pakistan; Aneeq Inam, Universiti Putra Malaysia.  
  **Presenting Author:** Hayat Muhammad Awan

- **Identification of Institutionalized Violence in Elementary School (MYSC64).** Khadija Sittar, Misbah Malik, University of The Punjab, Pakistan; Sumaira Munawar, Lahore Leads University; Gulam Fatima, University of The Punjab, Pakistan  
  **Presenting Author:** Khadija Sittar

- **Sense of Civic Responsibility Among University Students (MYSCI39).** Tilagavati Subramaniam, Quest International University, Malaysia.  
  **Presenting Author:** Tilagavati Subramaniam

- **Post 9/11 American Footprints in Pakistani Media: A Critique of Semiotic Discourses of Pakistani Newspapers (MYSC144).** Muhammad Akbar Sajid, National University of Modern Languages, Pakistan; Saajid Waqar, The Islamia University of Bahawalpur, Pakistan; Rabia Mohsin, Government Emerson College Multan, Pakistan; Ali Ahmad, Comsats University Islamabad, Vehari Campus Pakistan.  
  **Presenting Author:** Muhammad Akbar Sajid

- **The Role of Governance, FDI in the Perspective of Globalization in Economic Growth of Pakistan: An Econometric Analysis (MYEC194).** Nabila Asghar, University of Education Lahore, Pakistan; Imran Sharif Chaudhry, Fatima Farooq, Bahauddin Zakariya University Multan, Pakistan.  
  **Presenting Author:** Fatima Farooq
Violence Experienced by the Girls with Hearing Impairment in the Schools and Its Impact on Their Education (MYSC98).
Samina Ashraf, Rukhsana Bashir, Ghulam Fatima, University of the Punjab, Lahore, Pakistan

**Presenting Author:** Samina Ashraf

Implementation of Blue Ocean Strategy in E-Commerce: Case Study Among Arabic Investors in Malaysia (MYSC215).
Athifah Najwani Shahidan, University Utara Malaysia; Mohanad S. S. Abumandil, Mutia Sobihah Abd Halim, Universiti Sultan Zainal Abidin, Malaysia.

**Presenting Author:** Athifah Najwani Shahidan

The Mediating Effect of Social Support on the Relationship Between Job Demand and Work Stress Among Employees in a Shared Services Company (MYSC178).
Mohammed R A Siam, Universiti Utara Malaysia.

**Presenting Author:** Mohammed R A Siam

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<th>Parallel Session 2.03</th>
<th>Issues in Business: Management in Emerging Economies</th>
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<tr>
<td><strong>Session Chair:</strong> Prof. Dr. Shameema Ferdausy</td>
<td><strong>Session Coordinator:</strong> Dr. Lee Wen Chiat</td>
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<tr>
<td><strong>Time:</strong> 4:30 – 6:00pm</td>
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</table>

- Relationship Between Transformational Leadership and Organizational Commitment in the Private Commercial Banks of Bangladesh (MYMA137). Shameema Ferdausy, University of Chittagong, Bangladesh.

**Presenting Author:** Shameema Ferdausy

- Effect of Employer Branding Attributes on Talent Retention With Mediating Role of Transformational Leadership (MYAF149). Zain Saeed Qureshi, Muhammad Imran Hanif, Bahauddin Zakariya University, Multan, Pakistan.

**Presenting Author:** Zain Saeed Qureshi


**Presenting Author:** Zaridah Zakaria


**Presenting Author:** Cut Irna Setiawati

- Impact of Self-Beliefs on the Innovative Behavior: Identification of Moderator and Mediator (MYMA148). Mohammad Aftab Uddin, University of Chittagong, Bangladesh; Akm Tafzal Haque, Premier University, Chattogram, Bangladesh; Gin Azmali Ali Quaasar, Comilla University, Comilla, Bangladesh.

**Presenting Author:** Mohammad Aftab Uddin

- Challenges Faced by the Repatriates and Their Subsequent Impact on Repatriates' Satisfaction (MYMA57). Usman Farooq, Bahauddin Zakariya University, Multan, Pakistan; Fanny Khalid, University Of Agriculture Faisalabad, Pakistan; Muhammad Shaukat Malik, Bahauddin Zakariya University, Multan, Pakistan.

**Presenting Author:** Usman Farooq

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<th>Parallel Session 2.04</th>
<th>Issues in Business in Emerging Economies: Accounting and Finance</th>
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<tr>
<td><strong>Session Chair:</strong> Dato’ Dr. Mohd Padzil Hashim</td>
<td><strong>Session Coordinator:</strong> Dr. Punitha Chandra</td>
</tr>
<tr>
<td><strong>Time:</strong> 4:30 – 6:00pm</td>
<td><strong>Room No.:</strong> LR4, PBS</td>
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**Presenting Author:** Adamu Yahaya


**Presenting Author:** Ainulashikin Marzuki

- Trust and Expectation Confirmation Model: A Study of E-Government Service (MYMA219). Punitha Chandra, Associate Fellow, Center for Sustainability Research and Consultancy; Rabia Rasheed, Iqra University Karachi, Pakistan.

**Presenting Author:** Punitha Chandra

- The Influence of Tax Awareness, Knowledge, and Tax Rates on Tax Compliance (MYAF190). Fitriini Mansur, Reka Maiyarni, Eko Prasetyo, University of Jambi Indonesia.

**Presenting Author:** Eko Prasetyo
### Parallel Session 2.05

**Issues in Social Sciences and Governance in Emerging Economies**

| Session Chair | Prof. Dr. Md. Sahidur Rahman | Session Coordinator | Dr. Sulaman Hafeez | Room No.: LR5, PBS |
|---------------|------------------------------|---------------------|-------------------|
| Time: 4:30 – 6:00pm | An Empirical Study on Emotional Intelligence and Job Attitudes of the Working MBA Students in Chittagong City (MYMA130). Md Sahidur Rahman, University of Chittagong, Bangladesh. **Presenting Author:** Md Sahidur Rahman | **Presenting Author:** Prof. Dr. Md. Sahidur Rahman | **Presenting Author:** Norhazlina Ibrahim |
| **Presenting Author:** Norhazlina Ibrahim | **Presenting Author:** Shahar Yar |

The Relationship of Workaholism With Organizational Citizenship Behavior and Burnout of Academics (MYSC93). Zara Hayat, Iram Batool, Ruqia Safdar Bajwa, Bahauddin Zakariya University Multan, Pakistan; Sahar Hayat, NFC Institute of Engineering and Technology Multan, Pakistan. **Presenting Author:** Zara Hayat

Violence Inflicted on Students With Disabilities in Special Education Institutions at Public and Private Sector: A Remedial Inquiry (MYSC66). Ghulam Fatima, Misbah Malik, Dur E Nayab, University Of The Punjab, Lahore, Pakistan. **Presenting Author:** Ghulam Fatima

Gender Differences in Students’ Interpersonal Communication (MYSC200). Emma Dwi Ariyani, Dini Hadiani, Politeknik Manufaktur Bandung, Indonesia. **Presenting Author:** Emma Dwi Ariyani


Prevalence of Violence in Special Schools: A Quantitative Survey (MYSC87). Rukhsana Bashir, Samina Ashraf, Misbah Malik, University Of The Punjab, Lahore, Pakistan. **Presenting Author:** Rukhsana Bashir

Level of Expertise in Educated Young Girls in Managing Their Homes in Punjab: A Quantitative Exploration (MYSC92). Dur E Nayab, Ghulam Fatima, Rukhsana Bashir, University Of The Punjab, Lahore, Pakistan. **Presenting Author:** Dur E Nayab

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### Parallel Session 2.06

**Issues in Social Sciences and Governance in Emerging Economies**

| Session Chair | Prof. Dr. Ghulam Shabir | Session Coordinator | Mohd. Amsal Sahban | Room No.: LR6, PBS |
|---------------|--------------------------|---------------------|-------------------|
| Time: 4:30 – 6:00pm | Social Media Defy Spiral of Silence Theory and Provides Baseline for New Spiral of Social Media Theory: Ground Perspective (MYSC209). Taimoor-ul-hassan, Ghulam Shabir, University of the Central Punjab, Lahore, Pakistan; Ghulam Safdar, Foundation University, Islamabad, Pakistan; Jam Sajjad Hussain, University of the Central Punjab, Lahore, Pakistan. **Presenting Author:** Ghulam Shabir | **Presenting Author:** Prof. Dr. Ghulam Shabir | **Presenting Author:** Muzafar Shah Habibullah |
| **Presenting Author:** Muzafar Shah Habibullah | **Presenting Author:** Jumpol Nimpanich |

Impact of Climate Change on the Number of Threatened Species: International Evidence (MYSC33). Muzafar Shah Habibullah, Universiti Putra Malaysia; Badariah Haji Din, Universiti Utara Malaysia; Siow-hooi Tan, Multimedia University Malaysia. **Presenting Author:** Muzafar Shah Habibullah

Effect Of Practices Executed By Monitoring Education Assistants On Elementary School Teachers’ Mental Health (MYSC62). Misbah Malik, University Of The Punjab; Sumaira Munawar, Lahore Leads University; Khadija Sittar, Ghulam Fatima, University Of The Punjab. **Presenting Author:** Misbah Malik

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**Conference Program**
The Relationships Between Attitudes, Subjective Norm and Hiring Intention - Does Age Make a Difference? (MYSC147). Claudia Lau Say Min, Choong Yuen Onn, Chan Ling Meng, Thamil Durai A/I Chelliah, Universiti Tunku Abdul Rahman, Malaysia.

**Presenting Author:** Claudia Lau Say Min

Role of Roman Urdu in Multilingual Retrieval Context: A Regional Study of Pakistan (MYSC207). Ruqia Safdar Bajwa, Zanab Safdar, Israr Hanif, Kalsoom Safdar, Bahauddin Zakariya University, Multan, Pakistan

**Presenting Author:** Zanab Safdar


**Presenting Author:** Rozaina Ali

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<td><strong>Session Coordinator:</strong> Dr. Athifah Najwani</td>
</tr>
<tr>
<td><strong>Time:</strong> 4:30 – 6:00pm</td>
<td><strong>Room No.:</strong> LR11, PBS</td>
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</table>

Impact of MNEs' Sustainable Supplychain Linkages with Local Firms on Innovation and Entrepreneurship in Host Market (MYEC205). Sulaman Hafeez Siddiqui, The Islamia University of Bahawalpur, Pakistan

**Presenting Author:** Sulaman Hafeez Siddiqui


**Presenting Author:** Usman Adamu

Corporate Governance Structure on CSR Reporting: Review from Selected Companies in Malaysia (MYAF202). Mohd Amran Bin Jaafar, Universiti Tenaga Nasional, Malaysia.

**Presenting Author:** Mohd Amran Bin Jaafar


**Presenting Author:** Hamidul Islam

A Comparative Analysis of Multidimensional Poverty Index in Two Major Provinces of Pakistan (MYEC196). Hafeez-Ur-Rehman, University of Management and Technology Lahore, Pakistan.

**Presenting Author:** Hafeez Ur Rehman


**Presenting Author:** Mohammad Shahab Uddin


**Presenting Author:** Farzana Munir


**Presenting Author:** Zulaihatu A Zubair
## Conference Program Page 21

### Parallel Session 2.08: Online Presentations - Issues in Business and Social Sciences in Emerging Economies

**Session Chair:** Prof. Dr. Abu Bakar Hamid  
**Time:** 4:30 – 6:00pm  
**Room No.:** LR7, PBS  
**Session Coordinator:** Dr. Bilal Eniezan

**Impact of Advertisement on Consumer Buying Behaviour: The Moderating Role of Cosmetics in Pakistan** (MYSC96). Muhammad Imran Hanif, Abu Bakar Abdul Hamid, University of Putra Malaysia; Iqra Mohsin, Bahauddin Zakariya University, Multan, Pakistan.  
**Presenting Author:** Muhammad Imran Hanif

**Socio-Economic and Socio-Demographic Determinants of Women Empowerment: Empirical Evidence from the Districts of Chizer and Gilgit, Northern Pakistan** (MYSC183). Saranjam Muhammad Baig, Sultan Qaboos University, Muscat Oman; Salma Nusrat, Karakoram International University, Gilgit Pakistan; Salma Bano, National University of Science and Technology, Islamabad.  
**Presenting Author:** Saranjam Muhammad Baig

**A Review of Cyber loafing Predictors in Literature** (MYSC102). Huda M Mashal, Walden University, Jordan.  
**Presenting Author:** Huda M Mashal

**Aquatic Exercise to Treat Pregnancy Related Issues in Pregnant Women: A Systematic Review** (MYSC169). Asif Ali, The Islamia University of Bahawalpur, Pakistan; Muhammad Azam, GC University Lahore, Pakistan; Zargham Ul Hassan Askry, GC University, Faisalabad Pakistan.  
**Presenting Author:** Asif Ali

**Prevalence of Poor Sleep and Relationship of Physical Exercise With Sleep Among Male Adult Exercisers** (MYSC212). Asif Ali, The Islamia University of Bahawalpur, Pakistan; Muhammad Azam, Government College University Lahore, Pakistan; Faisal Mehmood, Lahore University, Pakistan.  
**Presenting Author:** Asif Ali

**Attitude and Behaviour of Society Towards Transport Carbon Emission Pollution in Sintok, Kedah** (MYSC74). Shahrizal Badlishah, Abaidullah Mustaffa, Universiti Utara Malaysia.  
**Presenting Author:** Shahrizal Badlishah

**Presenting Author:** Syed Shoeb Ahmed

**The Moderating Effect of OPEC and Non-OPEC on the Relationship Between Oil Price Volatility and Accrual Earnings Management in the Oil and Gas Industry** (MYAF44). Viveksarati Sandrasigaran, Jalila J ohari, Soh Wei Ni, Bany Ariffin Bin Amin Noordin, University Putra Malaysia.  
**Presenting Author:** Viveksarati Sandrasigaran

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**Conference Program**  
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WORKSHOP ON ISSUES AND CHALLENGES IN COMMUNICATING SCHOLARLY WORK
Moderator:
Assoc. Prof. Dr. Tengku Faekah Tengku Ariffin
Editorial, Malaysian Journal of Learning and Instruction,
School of Education and Modern Languages, Universiti Utara Malaysia.

Venue: LR 12, Putra Business School
Time: 09.00am – 10:30am

CITY TOUR
11am – 2pm
SCIENTIFIC COMMITTEE

Prof. Dr. Cornelia Pop, Faculty of Business, Babes-Bolyai University Romania

Prof. Dr. Mohd Noor Mohd Shariff, School of Business Management Universiti Utara Malaysia

Prof. Dr. Raja Suzana Raja Kasim, Professor of Social Entrepreneurship. Universiti Malaysia Kelantan

Prof. Dr. Rushami Zien Yusoff, School of Business Management Universiti Utara Malaysia

Prof. Dr. Rehana Kausar, Department Of Commerce, Bahauddin Zakariya University, Multan Pakistan

Prof. Dr. Hayat Muhammad Awan, Director of Air University Multan Pakistan

Prof. Dr. Wan Nordin Wan Hussin, OYA Graduate School of Business, Universiti Utara Malaysia

Prof. Dr. Ghulam Shabir, Department of Communication Studies, Bahauddin Zakariya University, Multan, Pakistan

Prof. Dr. Kuperan Viswanathan Universiti Utara Malaysia

Prof. Dr. Rosna Awang Hashim, School of Education and Modern Languages, Universiti Utara Malaysia

Assoc. Prof. Dr. Vasyl Taras, Department of Management, Bryan School of Business and Economics University of North Carolina at Greensboro, USA

Assoc. Prof. Dr. Abdul Halim Abdul Majid, College of Business, Universiti Utara Malaysia

Assoc. Prof. Dr. Ali Malik, Program Leader (International Business). University of Hertfordshire UK

Assoc. Prof. Dr. Noor Azniza Bt. Ishak, School of Social Development, Universiti Utara Malaysia

Dr. Lee Wen Chiat, Universiti Utara Malaysia

Assoc. Prof. Dr. Noor Azniza Bt. Ishak, School of Social Development, Universiti Utara Malaysia

Dr. Lee Wen Chiat, Universiti Utara Malaysia
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<tr>
<th>Name</th>
<th>Position</th>
<th>University</th>
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<tbody>
<tr>
<td>Prof. Dr. Zulkornain Yusop</td>
<td>President</td>
<td>Putra Business School Malaysia</td>
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<tr>
<td>Dato’ Dr. Mohd Padzil Hashim</td>
<td></td>
<td>Putra Business School Malaysia</td>
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<tr>
<td>Prof. Dr. Wan Fadzilah Wan Yusoff</td>
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<td>Prof. Dr. Abu Bakar Hamid</td>
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<td>Prof. Dr. Sazali Abdul Wahab</td>
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<tr>
<td>Prof. Dr. Huam Hon Tat</td>
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<td>Putra Business School Malaysia</td>
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</table>
APEX CONFERENCE COMMITTEE

Prof. Dr. Zulkornain Yusop, Putra Business School Malaysia.

Prof. Dr. Wan Fadzilah Wan Yusoff, Putra Business School Malaysia.

Prof. Dr. K. Kuperan Vishwanathan, OYA Graduate School of Business, Universiti Utara Malaysia.

Prof. Dr. Imran Sharif Chaudhry, Director, School of Economics, Bahauddin Zakariya University Multan Pakistan.

Assoc. Prof. Dr. Abdul Halim Abdul Majid, HOD, HRD – School of Business Management, Universiti Utara Malaysia.

Dr. Athifah Najwani, Associate Fellow, Center for Sustainability Research and Consultancy.

Dr. Sulaman Hafeez Siddiqui, The Islamia University of Bahawalpur Pakistan.

Dr. Rabia Rasheed, Iqra University Karachi, Pakistan and Associate Fellow, Center for Sustainability Research and Consultancy.

Dr. Fatima Farooq, School of Economics, Bahauddin Zakariya University Multan Pakistan.

Dr. Punitha Chandra, Associate Fellow, Center for Sustainability Research and Consultancy.

Sadia Zulfqar, Research and IT Associate, Center for Sustainability Research and Consultancy.

Ms. Diliyana Mohd Alwi, Putra Business School Malaysia.

Ms. Siti Nor Salasiah Radzali, Putra Business School Malaysia.

Mr. Muhammad Amirul Fitri Mohd Yeh, Putra Business School Malaysia.
FROM:
Scientific and Organizing Team
4th International Research Conference on Economics, Business and Social Sciences – Malaysia Chapter