

4TH

INTERNATIONAL CONFERENCE ON
TECHNOLOGY AND INNOVATION
MANAGEMENT 2024

ICTIM2024

Embracing the Digital
Renaissance: Forging a
Sustainable Business Tomorrow

VIRTUAL CONFERENCE

23 - 25 July 2024



CO-ORGANISERS:



SUPPORTING INSTITUTIONS:



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Dr Siti Zakiah Melatu Samsi
Dean, Faculty of Business, Multimedia University

WELCOMING NOTE FROM THE DEAN

Greetings from the Faculty of Business, Multimedia University!

On behalf of the Faculty of Business (FOB), it is my great pleasure to welcome all the delegates to the 4th International Conference on Technology and Innovation Management (ICTIM) 2024, which will be held on 23 – 27 July 2024, with the theme of “Embracing the Digital Renaissance: Forging a Sustainable Business Tomorrow.”

This year’s theme reflects the critical role of technology in shaping the sustainable future of businesses and the society as a whole. Technological-based innovation becomes paramount for businesses seeking to thrive in a competitive environment, reinforced with sustainable practices.

My thanks and congratulations to the organising committee led by Dr. Yeo Sook Fern for their commitment and dedication to ensure the smooth running of the conference. Special thanks to all ICTIM 2024 co-organisers and the top management of MMU for their support and the opportunity given to FOB to organise this year’s ICTIM.

I hope that all the delegates will gain fruitful insights and knowledge from the intellectual deliberation over the next three days. Crucial topics such as digital transformation, green entrepreneurship, sustainable marketing, and others are fundamental for businesses seeking to operate sustainably and achieve long-term success in today’s world.

My best wishes to all participants and I hope to see you all at the 5th ICTIM in 2025!

Thank you.

DR. SITI ZAKIAH MELATU SAMSI
Dean
Faculty of Business, Multimedia University



Dr. Yeo Sook Fern

Deputy Dean, Research & Industrial Collaborations
Faculty of Business, Multimedia University

“The best way to predict the future is to invent it.”
Alan Kay

We are now at the precipice of a transformative era – a digital renaissance that is fundamentally reshaping the way we innovate, conduct business, and interact with the world around us. Resonating with the proclamation of computer scientist, Alan Kay, I envision that this period of profound change presents both immense opportunities and significant challenges, demanding a renewed focus on harnessing technological advancements for sustainable growth.

On behalf of the organising committee, I am delighted to welcome you to the 4th International Conference on Technology and Innovation Management (ICTIM) 2024. With the theme of “Embracing the Digital Renaissance: Forging a Sustainable Business Tomorrow,” ICTIM 2024 provides a timely platform for academics, practitioners, and policymakers to discuss and explore the critical role of technology and innovation in shaping a sustainable future for businesses, that serve the community and the environment.

As we navigate the ever-evolving digital landscape, I deem that ICTIM 2024 serves as a crucial platform to foster knowledge exchange and collaboration on how to leverage technological advancements to drive business innovation and achieve long-term sustainability. The conference programme features a comprehensive range of topics, including digital transformation, green entrepreneurship, and sustainable marketing, all of which are essential for businesses to thrive in today’s dynamic and competitive environment.

I am grateful to the keynote speaker, reviewers, and participants who have committed their time and expertise to ICTIM 2024. Your contributions will undoubtedly lead to stimulating discussions and generate valuable insights that will benefit the business community as a whole. Special thanks to the co-organisers and top management of MMU for their unwavering support in making this conference possible.

I would like to encourage all delegates to actively engage in the sessions, network, and participate in discussions. ICTIM 2024 promises to provide the knowledge and strategies needed to navigate the digital revolution and achieve long-term business success.

I look forward to welcoming you to ICTIM 2024!

Thank you.

Sincerely,



DR. YEO SOOK FERN,
Conference Chair,

International Conference on Technology and Innovation Management (ICTIM) 2024,
Digital Futures International Congress 2024 (DIFCON 2024)

FOREWORD FROM CONFERENCE CHAIR

4th International Conference on Technology and Innovation Management 2024 (ICTIM 2024)

Theme: Embracing the Digital Renaissance: Forging a Sustainable Business Tomorrow

The 4th International Conference on Technology and Innovation Management 2024 (ICTIM 2024) where innovation and sustainability converge to shape a brighter future. This prestigious event will be hosted by the Faculty of Business (FOB) at Multimedia University. ICTIM 2024 proudly presents the central theme for this year's conference: "Embracing the Digital Renaissance: Forging a Sustainable Business Tomorrow." In our rapidly evolving world, we bear witness to a profound transformation—a digital renaissance that is reshaping the very essence of how we innovate, conduct business, and safeguard our planet. This conference stands as a premier gathering, uniting a diverse audience of academic researchers, industry leaders, and policymakers. Together, we will delve into the profound implications of our digital era, exploring the latest trends and advancements in technology, innovation management, and business, all through the lens of sustainability. At ICTIM 2024, the core objectives are to facilitate dynamic knowledge exchange, foster valuable networking opportunities, provide insights into policy considerations, and examine the profound societal impact of technology and innovation management. This conference invites you to be part of a vibrant community of forward-thinkers, eager to explore the frontiers of innovation, and to actively shape a sustainable tomorrow.

CONFERENCE TRACKS

The topics of interest are listed below but are not limited to:

- Corporate Social Responsibility (CSR) and Innovation
- Environment, Social & Governance (ESG)
- Digital Transformation and Innovation
- Green Entrepreneurship and Startup
- Human Capital & Organisational Behaviour
- Sustainable Marketing and Consumer Behaviour
- Financial Technologies
- Business Analytics
- Design Thinking
- Operation Management and Sustainable Supply Chain Innovation
- Social Innovation
- Sustainable Logistics
- Total Quality Management
- Sustainable Innovation
- Healthcare & Well-being Innovation
- Green Product Innovation
- Circular Economy Strategies
- Tourism and Hospitality Innovation

All business and management areas related to sustainability and innovation

PUBLICATION LIST

All accepted papers will be published in indexed journals (subject to meeting individual journals requirement) or proceedings. Following are participating journals:

- Journal of Industrial and Production Engineering (ISSN: 2168-1015) – Scopus
- Compendium by PaperASIA (ISSN: 0218-4540) - Scopus
- Malaysian Online Journal of Educational Management (e-ISSN: 2289-4489) - Scopus
- Malaysian Journal of Consumer and Family Economics (ISSN :1511 2802) – Guest Issue - Scopus
- International Journal of Industrial Management (ISSN: 2289-9286) - MyCite
- International Journal of Management, Finance and Accounting (eISSN: 2735-1009) – MyJurnal
- Issues and Perspectives in Business and Social Sciences (eISSN: 2785-9266) - MyJurnal
- Malaysian Journal of Business, Economics and Management (e-ISSN: 2948-4928) - MyJurnal

COMMITTEE

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Dr. Tan Khong Sin

Dr. Zauwiyah Binti Ahmad

Dr. Goh Mei Ling

Dr. Teo Siew Chein

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Dr. Songpan Janthong (Walailak University, Thailand)
Dr. Chan Kar Hoong (Temasek Polytechnic, Singapore)
Dr. Chin Phaik Nie (Universiti Sains Malaysia, Malaysia)
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Dr. Haniruzila Hanifah (Universiti Sains Malaysia, Malaysia)
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Ms. Cheah Yeh Ying (Multimedia University, Malaysia)
Mr. Tan Gek Siang (Multimedia University, Malaysia)
Ms. Tay Lee Ying (Multimedia University, Malaysia)

COMMITTEE



KEYNOTE SPEAKER

Prof. Ts. Dr Mohd Helmi Ali

UKM-Graduate School of Business, Universiti Kebangsaan Malaysia

“GEARING UP FOR DIGITALIZATION FOR SUSTAINABILITY OBJECTIVES: INSIGHTS FROM MALAYSIA’S PALM OIL SECTOR”

Mohd Helmi Ali is a professor of supply chain management at the UKM-Graduate School of Business, Universiti Kebangsaan Malaysia. He has published more than 100 articles in number of high-impact journals such as Trends in Food Science and Technology, Supply Chain Management: An International Journal, International Journal of Production Economics, Resource Conservation and Recycling, Journal of Cleaner Production, Sustainable Production and Consumption, and many more. Before joining academia, he has experience in multiple industries, such as food, oil and gas, maritime, transportation, and construction. Despite his recent academic involvement, he has worked with many research grants, particularly on food integrity and food supply chain sustainability. He also served as associate editor in Scopus-indexed journals and on the editorial boards of numerous other global scientific journals.

CONFERENCE SCHEDULE

Day 1 - Day 3
23 - 25 July 2024

CONFERENCE PROGRAMME (DIFCON 2024)
DIFCON 2024: Digital Futures International Congress
4th International Conference on Technology and Innovation Management 2024 (ICTIM 2024)
VIRTUAL CONFERENCE: July 23-25, 2024

Day - I

Tuesday, July 23, 2024

Time (UTC+8)	Dur'	Activity
DIFCON Main Room		
Microsoft Teams Meeting Link: https://tinyurl.com/difcon24-main-room		
9:00 - 9:15	0:15	Arrival of participants and attendees (online)
9:15 - 9:30	0:15	Arrival of Dr. Sharlene Thiagarajah CEO, Telekom Research and Development Sdn. Bhd. (TM R&D) Arrival of YBhg. Prof. Dato' Dr. Mazliham Mohd Su'ud President / CEO of Multimedia University Arrival of Mr Ian Jones VP and Commercial Lead for APAC, Taylor & Francis
9:30 - 9:32	0:02	Opening remark by Emcee
9:32 - 9:35	0:03	Doa Recitation
9:35 - 9:45	0:10	Welcoming Speech by Dr. Sharlene Thiagarajah CEO, Telekom Research and Development Sdn. Bhd. (TM R&D)
9:45 - 10:00	0:15	Acknowledgement and Appreciation Remarks by YBhg. Prof. Dato' Dr. Mazliham Mohd Su'ud President / CEO of Multimedia University DIFCON Organiser
10:00 - 10:15	0:15	DIFCON 2024 Opening Speech by Mr Ian Jones VP and Commercial Lead for APAC, Taylor & Francis Main DIFCON2024 Publication Partner
10:15 - 10:25	0:10	Agreement Signing Ceremony between DIFCON and Taylor & Francis
10:25 - 10:30	0:05	DIFCON 2024 Launching and Montage
10:30 - 10:35	0:05	Photography session
10:35 - 11:00	0:25	Break

11:00 - 11:05	0:05	Keynote session opening remark by Emcee
11:05 - 11:40	0:35	Keynote Speaker 1: Prof. Dr Sakiru Adebola Solarin Insights from a Top 2% Researcher, Faculty of Business, Multimedia University
11:40 - 12:20	0:40	Keynote Speaker 2: Prof. Mohd Saberi Mohamad Director of Health Data Science Lab, College of Medicine and Health Sciences, United Arab Emirates University
12:20 - 13:00	0:40	Keynote Speaker 3: Prof. Ts. Dr. Mohd Khairul bin Ahmad Director of Institute of Integrated Engineering (IIE), Universiti Tun Hussein Onn Malaysia
13:00 - 14:00	1:00	Break *Go to ICTIM 2024 Main Room (Parallel Sessions)
ICTIM Main Room		Microsoft Teams Meeting Link: https://bit.ly/ICTIM2024 MC Welcoming and Session Chairs introduction Go to Parallel Rooms
Parallel Rooms		ICTIM Room 1: https://bit.ly/ICTIMDIR1 ICTIM Room 2: https://bit.ly/ICTIMDIR2 ICTIM Room 3: https://bit.ly/ICTIMDIR3 ICTIM Room 4: https://bit.ly/ICTIMDIR4
14:00 - 16:50		Online Presentation Sessions 15 minutes/presenter (10 mins of presentation and 5 mins of Q&A)
16:50 - 17:00		Best Presenter Award (For Each Room) Closing for Day I

Day - 2 Wednesday, July 24, 2024

Time (UTC+8)	Dur'	Activity
ICTIM Main Room Microsoft Teams Meeting Link: https://bit.ly/ICTIM2024		
09:00 - 09:10	0:10	MC welcoming Announcement to keynote address
09:10 - 09:35	0:25	Keynote Speaker Prof. Ts. Dr. Mohd Helmi Bin Ali UKM-Graduate School of Business, Universiti Kebangsaan Malaysia. <i>Gearing Up for Digitalization for Sustainability Objectives: Insights from Malaysia's Palm Oil Sector</i>
09:35 - 09:40	0:05	MC Announcement and Session Chairs Introduction Go to Parallel Rooms
Parallel Rooms		ICTIM Room 1: https://bit.ly/ICTIMD2MR1 ICTIM Room 2: https://bit.ly/ICTIMD2MR2 ICTIM Room 3: https://bit.ly/ICTIMD2MR3 ICTIM Room 4: https://bit.ly/ICTIMD2MR4 ICTIM Room 5: https://bit.ly/ICTIMD2MR5
09:40 - 12:50	3:10	Online Presentation Sessions 15 minutes/presenter (10 mins of presentation and 5 mins of Q&A)
12:50 - 13:00	0:10	Best Presenter Award (For Each Room)
13:00 - 14:00	0:60	Break
ICTIM Main Room Microsoft Teams Meeting Link: https://bit.ly/ICTIM2024		
Parallel Rooms		ICTIM Room 1: https://bit.ly/ICTIMD2NR1 ICTIM Room 2: https://bit.ly/ICTIMD2NR2 ICTIM Room 3: https://bit.ly/ICTIMD2NR3 ICTIM Room 4: https://bit.ly/ICTIMD2NR4
14:35 - 16:50	2.15	Online Presentation Sessions 15 minutes/presenter (10 mins of presentation and 5 mins of Q&A)
16:50 - 17:00	0:10	Best Presenter Award (For Each Room) Closing for Day 2

Day - 3 Thursday, July 25, 2024

Time (UTC+8)	Dur'	Activity
ICTIM Main Room Microsoft Teams Meeting Link: https://bit.ly/ICTIM2024		
09:00 - 09:10	0:10	MC Welcoming Announcement and Session Chairs introduction Go to Parallel Rooms
Parallel Rooms		ICTIM Room 1: https://bit.ly/ICTIMD3R1 ICTIM Room 2: https://bit.ly/ICTIMD3R2 ICTIM Room 3: https://bit.ly/ICTIMD3R3 ICTIM Room 4: https://bit.ly/ICTIMD3R4
09:10 - 12:10	2:00	Online Presentation Sessions 15 minutes/presenter (10 mins of presentation and 5 mins of Q&A)
12.10 - 12:20		Best Presenter Award (For Each Room)
12:20 - 14:30	2:10	Break
DIFCON Main Room Microsoft Teams Meeting Link: https://tinyurl.com/difcon24-main-room		
14:00 - 14:05	0:05	Opening remark by Emcee for Closing Ceremony
14:05 - 14:40	0:35	Keynote Speaker 5: Mr. Clay Weishaar Augmented Reality, Mixed Reality & Spatial Interactions Designed/ Developer, Los Angeles, USA.
14:40 - 15:20	0:40	Keynote Speaker 6: Assoc. Prof. Dr. Zuwairie Ibrahim Faculty of Manufacturing and Mechatronic Engineering Technology, Universiti Malaysia Pahang.
15:20 - 16:00	0:40	Keynote Speaker 7: Prof. Dr. Dima Jamali Vice President of Academic Affairs, Canadian University Dubai, UAE.
16:00 - 16:45	0:45	Closing Remarks and Awards Presentation by Prof. Dr. Kamarulzaman Ab. Aziz DIFCON2024 General Chair
16:45 - 17:00	0:15	Photography session
17:00		End of DIFCON2024

Day - 1		Tuesday, July 23, 2024
ICTIM2024 Room 1:		https://bit.ly/ICTIMD1R1
Session Chairs		Ts. Dr. Lilian A/P Anthonysamy and Ms. Nur Baiti Binti Shafee
14:00 - 14:15	0.15	Building Customer Loyalty through CSR: How the consequences of Corporate Social Responsibility Leads Ning Yang ; Hishamuddin Ismail; Kim Piew Lai (Multimedia University, Malaysia)
14:15 - 14:30	0.15	Leveraging Social Media Marketing for Enhanced Brand Equity in a Banking Landscape Md Akramul Bari ; Hishamuddin Ismail; Mohammad Tariqul Khan (Multimedia University, Malaysia)
14:30 - 14:45	0.15	Do online information congruity and credibility matter to involvement and purchase intention Jia Xin Er (Favourite Design Sdn Bhd, Malaysia); Kim Piew Lai ; Yenyen Yip; Sook Fern Yeo; Khong Sin Tan
14:45 - 15:00	0.15	Factors Influencing Behavioural Intention To Use Mobile Learning Among Tertiary Students: A Mediation Analysis Ajitha Angusamy ; Jayanty Kuppusamy; Yasothei Suppiah (Multimedia University, Malaysia)
15:00 - 15:15	0.15	Does self-checkout-technology's efficiency affect pressure, coping behaviour and continuance to use Chin Hong Ng; Kim Piew Lai ; Yenyen Yip; Sook Fern Yeo; Khong Sin Tan (Multimedia University, Malaysia)
15:15 - 15:30	0.15	Factors Influencing Customers' Online Purchase Intention Among Gen-Y and Gen-Z In Malaysia Khong Sin Tan ; Shu Qi Lai; Hui Wen Cheah; Kim Piew Lai (Multimedia University, Malaysia); Nguyen Duc Bao Long (Nguyen Tat Thanh University, Vietnam)
15:30 - 15:45	0.15	Factors Influencing Misinformation Sharing Among University Students in Malaysia During Covid-19 Pandemic Khong Sin Tan ; Shu Juan Lim; Hui Wen Cheah; Kim Piew Lai (Multimedia University, Malaysia); Nguyen Duc Bao Long (Nguyen Tat Thanh University, Vietnam)
Announcement of Best Presenter		

Day - 1		Tuesday, July 23, 2024
ICTIM2024 Room 2:		https://bit.ly/ICTIMD1R2
Session Chairs		Dr. Chin Phaik Nie and Mr. Vincent Chan
14:00 - 14:15	0.15	A Review of Students' Acceptance on Integrating Industry Practices in Information Systems Cybersecurity Education Norashikin Sahadan; Noor Ziela Abd Rahman; Nor Hidayati Abdul Aziz; Muarniza Azinita Musa (Multimedia University, Malaysia)
14:15 - 14:30	0.15	Assessing Factors Influencing ESG Ratings In Malaysian Companies: An Empirical Study Nurulhuda Syahiirah Binti Samidi; Jing Hui Kwan (Multimedia University, Malaysia)
14:30 - 14:45	0.15	Revolutionizing Recruitment: The Rise of Artificial Intelligence in Talent Acquisition Che Enn Tay; Yeh Ying Cheah (Multimedia University, Malaysia)
14:45 - 15:00	0.15	Sustainable Success: Exploring the Impact of ESG Practices on Employee Retention Wan Yee Tan; Yeh Ying Cheah; Chew Sze Cheah (Multimedia University, Malaysia)
15:00 - 15:15	0.15	Investigating Generation Z's Intention to Embrace Malaysia's Proposed Generational End-Game Policy Kamarulzaman Ab. Aziz; Ng Bee Keong (Multimedia University, Malaysia)
15:15 - 15:30	0.15	Evaluating Influential Factors on Fintech Adoption: Exploring Malaysian Youth Consumers' Intentions Toward Fintech Usage Hazlaili Hashim; Teo Soon Yip; Hasmida Jamaluddin; Anushia Chelvarayan; Khairol Nizat Lajis (Multimedia University, Malaysia)
15:30 - 15:45	0.15	Financial Brilliance: Exploring the Determinants of Financial Literacy Among Malaysians Adult Farha Zafira Agos Lokman ((Multimedia University, Malaysia); Nazifa Abdul Wahab (MAHSA University, Malaysia)
15:45 - 16:00	0.15	Navigating Culinary Choices: An Exploration of AI Chatbots for Personalized Restaurant Recommendations Khairol Nizat Lajis; Hazlaili Hashim (Multimedia University, Malaysia)
Announcement of Best Presenter		

Day - 1		Tuesday, July 23, 2024
ICTIM2024 Room 3:		https://bit.ly/ICTIMD1R3
Session Chairs		Dr. Zauwiyah Binti Ahmad and Ms. Kausar Binti Yaakup
14:00 - 14:15	0.15	A conceptual framework of cloud accounting acceptance among public sector professionals Norzarina Md Yatim (Multimedia University, Malaysia); Nur Annisah Adzham; Abdullah Sallehuddin Abdullah Salim; Puvaneswari Veloo (Universiti Tunku Abdul Rahman, Malaysia); Al Mansor Abu Said (Multimedia University, Malaysia)
14:15 - 14:30	0.15	Implementation of Material Flow Cost Accounting (MFCA) in Calculating Material Losses in Companies (Case Study at Konveksimurah.bogor) Ayu Fauziah Atiqo ; Retno Martanti (Universitas Pakuan, Indonesia)
14:30 - 14:45	0.15	An empirical study on the factors prompting accounting students to change their major to non-accounting disciplines Norliza Darus ; Fathiah Hashim; Nurul Dyanna Hamzah (Multimedia University, Malaysia)"
14:45 - 15:00	0.15	Conceptual Framework for Investment Efficiency in Jordan: Interplay of Earnings Management, Agency Costs, and Reporting Quality Jawad Nayel Mohammad Almhairat ; Jing Hui Kwan; Lan Thi Phuong Nguyen (Multimedia University, Malaysia)
15:00 - 15:15	0.15	Antecedents of Lenders' Trust in Malaysian Peer-to-peer (P2P) Lending Platforms Kaniz Farhana ; Lan Thi Phuong Nguyen (Multimedia University, Malaysia); Saravanan Muthaiyah (International Medical University (IMU), Malaysia)
15:15 - 15:30	0.15	Which SMEs use P2P Online Lending to obtain Working Capital? Joshua Abraham Kizige ; Lan Thi Phuong Nguyen; Wisdom Kalabeke (Multimedia University, Malaysia)
15:30 - 15:45	0.15	Governance Capacity and Business Performance: A Case Study of Vietnam's Auto Auxiliary Industry Khong Sin Tan (Multimedia University, Malaysia); Nguyen Ngoc Huy (Ho Chi Minh City University of Banking, Vietnam); Nguyen Duc Bao Long (Nguyen Tat Thanh University, Vietnam); Nguyen Van Tien (Ho Chi Minh City University of Banking, Vietnam)
15:45 - 16:00	0.15	Theoretical Insights into the Interplay of Corporate Governance and Intellectual Capital on Firm Performance in Jordan Mohammad Khaled Mahmoud Almharat ; Jing Hui Kwan; Lan Thi Phuong Nguyen (Multimedia University, Malaysia)
Announcement of Best Presenter		

Day - 1		Tuesday, July 23, 2024
ICTIM2024 Room 4:		https://bit.ly/ICTIMD1R4
Session Chairs		Dr. Mohammad Tariqul Islam Khan and Ms. Nor Fauziana Binti Ibrahim
14:00 - 14:15	0.15	Beyond Cryptocurrency: Blockchain Adoption at Higher Education Institutions Osama Hassan Imam; Lee Yen Chaw (UCSI University, Malaysia); Mcxin Tee (INTI International University, Malaysia); Kay Hooi Keoy (UCSI University & UCSI Education Sdn. Bhd, Malaysia); Sook Fern Yeo (Multimedia University, Malaysia)
14:15 - 14:30	0.15	The Moderating Effect of Tourist Demographics and Tourist Experience on Tourists' Revisit Intention on Potential Dark Tourism Sites in Metro Manila, Philippines Ruffa Mae C. Cabrillas , Brian Dave F. Cardeño, Van Aaron G. Rocafor, Prince Majai T. San Juan, Mecmack A. Nartea, Maria Carina P. Corpuz (Polytechnic University of the Philippines, Philippines)
14:30 - 14:45	0.15	Work Factors and Employee Well-being during Pandemic Mohd Fairuz Abd Rahim (Multimedia University, Malaysia); Vivi Ellyssa Badarisah (Deutsche Bank, Malaysia)
14:45 - 15:00	0.15	Are Educational Institutions Wasting Money On E-Learning Tools? Kanesh Gopal (Tunku Abdul Rahman University of Management and Technology, Malaysia); Siti Noor Aishah Mohd Sidik (Universiti Teknologi Mara, Malaysia); Ong Chuan Huat (Segi University Kota Damansara, Malaysia)
15:00 - 15:15	0.15	Blockchain Integration in Vietnam's Financial Landscape: A Banking Perspective Tran Thu (Ho Chi Minh University of Science, Vietnam); Tran Van Tuan (University of Economics and Law, Vietnam); Khong Sin Tan (Multimedia University, Malaysia); Nguyen Duc Quynh Anh (Duc Quynh Anh, Vietnam)
15:15 - 15:30	0.15	Adoption Determinants of Mobile Health Apps Among Malaysian Audrey Poh Choo Cheak ; Mei Min Chow; Shing Ee Kwee (Multimedia University, Malaysia)
15:30 - 15:45	0.15	Examining the Role of Gamification in Enhancing Candidate Engagement and Experience Through Gamified Selection Processes UmaShamkar Chandrasekhar ; Jaya Ganesan (Alliance University, India); Sook Fern Yeo (Multimedia University, Malaysia)
15:45 - 16:00	0.15	Developing A Model for Mobile Payment Adoption Among Senior Citizens in Malaysia: A Pilot Test Ratna Sari Razali ; Audrey Poh Choo Cheak; Yee Yen Yuen (Multimedia University, Malaysia)
Announcement of Best Presenter		

Day - 2		Wednesday, July 24, 2024	
ICTIM2024 Room 1:		https://bit.ly/ICTIMD2MR1	
Session Chairs		Dr. Lim Kah Boon and Ms. Shadia Binti Suhaimi	
9:40 - 9:55	0.15	Consumers' Intention to Use Online Food Delivery Service (OFDS) Post Covid-19 Pandemic in Malaysia <i>Khong Sin Tan; Kok Chi Tan (Multimedia University, Malaysia)</i>	
9:55 - 10:10	0.15	Unlocking Repurchase Intentions in E-commerce Platforms: The Impact of E-Service Quality and Gender <i>Siew Chein Teo (Multimedia University, Malaysia); Kin Meng Cheng; Mee Mooi Chow (Universiti Tunku Abdul Rahman, Malaysia)</i>	
10:10 - 10:25	0.15	Beyond the Screen: Unravelling the Impact of Social Media Influencers on Female Social Media Natives <i>Kamarulzaman Ab. Aziz; Qian Zi Yau (Multimedia University, Malaysia)</i>	
10:25 - 10:40	0.15	Revisit Ready: How Smart Tourism Tech Shapes Satisfaction and Revisit Intentions in Malaysia <i>Brandon Tan Zheng Wei; Kwee Kim Peong; Sook Fern Yeo (Multimedia University, Malaysia)"</i>	
10:40 - 10:55	0.15	Unveiling the Power of Social Media: How Marketing Communication Shapes Consumer Behavior <i>Arry Widodo; Rennyta Yusiana; Nurafni Rubiyanti (Telkom University, Indonesia)</i>	
10:55 - 11:10	0.15	Mediating Role of Brand Trust in the Impact of Functional Image on Cognitive Loyalty <i>Dini Asri Salsasanti; Nurafni Rubiyanti (Telkom University, Indonesia)</i>	
11:10 - 11:25	0.15	Does Health Consciousness Matter? Factors Influencing Consumer Buying Behavior of Organic Food Products Through an Extended Theory of Planned Behavior <i>Tak Jie Chan (Multimedia University, Malaysia); Shu Heng Lim (SEGi University, Malaysia); Norazah Mohd Suki (Universiti Utara Malaysia, Malaysia); Yamunah M. Mohan (INTI International College Subang, Malaysia); Mohd Ariff Kasim (Ajman University of Science and Technology, United Arab Emirates)</i>	
Announcement of Best Presenter			

Day - 2		Wednesday, July 24, 2024	
ICTIM2024 Room 2:		https://bit.ly/ICTIMD2MR2	
Session Chairs		Dr. Yeow Jian Ai and Dr. Hasmida Binti Jamaluddin	
9:40 - 9:55	0.15	Pro UniTimer - Enhancing Timetable Management through Innovative, Human-Centered Design for Socially Responsible and Sustainable University Ecosystems <i>Ideena Masud; Kay Hooi Keoy; Kasthuri Subaramaniam (UCSI University, Malaysia); Sook Fern Yeo (Multimedia University, Malaysia)</i>	
9:55 - 10:10	0.15	Perceived Parenting Style and Self-Concept Of Adolescents Aged 10-20 <i>MICHAL Čeresník; Veronika Boleková (Pan-European University, Slovakia); Miroslava Čerešňíková (Constantine the Philosopher University in Nitra, Slovakia)</i>	
10:10 - 10:25	0.15	A Study of the Carbon Credit Framework in Malaysia's Petroleum Refineries Industry <i>Nabila Farhana Binti Jamaludin; Ag Mohd Izzuddin Bin Ag Abu Bakar (Universiti Teknologi PETRONAS, Malaysia)</i>	
10:25 - 10:40	0.15	Implication of Characteristic-Based Adoption Model to Private Label Product in Malaysian Hypermarket <i>Lian Fong Stany Wee; Hishamuddin Ismail; Pei Kian Tan; Nur Izaitun Kamaruddin (Multimedia University, Malaysia)</i>	
10:40 - 10:55	0.15	Coping with Climate Change: Exploring Key Predictors <i>Kamarulzaman Ab. Aziz; MHD Louai Sarhan (Multimedia University, Malaysia)</i>	
10:55 - 11:10	0.15	Why and How Textile and Apparel Consumers Will Engage in Pro-Environmental Activism? Analyzing Through Integrated Value, Belief and Norm (VBN) Model: Perspective Bangladesh <i>Mohammad Fateh Ali Khan Panni Ali Khan Panni; Hishamuddin Ismail; Mohammad Tariqul Khan (Multimedia University, Malaysia)</i>	
11:10 - 11:25	0.15	Access to educational resources, stress, well-being, academic performance, and persistence of college students in hybrid learning <i>Ian I. Llenares; Peter Glenn Biason; Ronette Alfonso M. Espiritu; Maria Carina Paz-Corpuz; Martino Miguel M. Salcedo (Polytechnic University of the Philippines, Philippines)</i>	
Announcement of Best Presenter			

Day - 2		Wednesday, July 24, 2024
ICTIM2024 Room 3:		https://bit.ly/ICTIMD2MR3
Session Chairs		Dr. Tan Pei Kian and Ms. Haniza Binti Hashim
9:40 - 9:55	0.15	To Share or Not to Share: An investigation into University Students' Personal Information Disclosure on Social Media Platforms Ng Lik-Neo; Tay Cheng-Lan; Kamarulzaman Ab. Aziz (Multimedia University, Malaysia)
9:55 - 10:10	0.15	Determinants of E-wallet Adoption among Malaysians: Do demographics matter? Jayanty Kuppusamy; Muhammad Azfar Nabil B Mat Azib (Multimedia University, Malaysia)
10:10 - 10:25	0.15	The Influence of Brand Ambassador on Purchasing Decisions For Scarlett Whitening Products Sri Hidajati Ramdani; Bayu Dwi Prasetyo; Lieca Arsky Andali (Pakuan University, Indonesia)
10:25 - 10:40	0.15	Factors That Influence Consumers' Intention to Use Self-Service Ordering Kiosks in Malaysia Siti Nurul Huda Mohd; Haniza Hashim; Shadia Suhaimi; Nur Baiti Shafee; Yeo Wen Qing (Multimedia University, Malaysia)
10:40 - 10:55	0.15	Emotion Recognition System Towards Sustainability Development Kamarulzaman Ab. Aziz; Muhammad Nadzree Mohd Yamin; Gek Siang Tan; Nor Azlina Ab. Aziz (Multimedia University, Malaysia)
10:55 - 11:10	0.15	The Effect of Implementing TQM, Knowledge Sharing, Organizational Culture to Innovation Performance Anita Silvianita; Nurafni Rubiyanti; Arry Widodo; Jostein Frandelli (Telkom University, Indonesia)
11:10 - 11:25	0.15	The Acceptance of State University Students in AR Integration in Computer Programming Education Mecmack A. Nartea; Alfred M. Pagalilawan; John Raymond Junatas; John Romel Cañal; Margarita Domingo; Jan Oliver Tuliao (Polytechnic University of the Philippines, Philippines)
Announcement of Best Presenter		

Day - 2		Wednesday, July 24, 2024	
ICTIM2024 Room 4:		https://bit.ly/ICTIMD2MR4	
Session Chairs		Dr. Yuen Yee Yen and Ms. Hazlaili Binti Hashim	
9:40 - 9:55	0.15	Evaluating Artificial Intelligence (AI) Effect on Consumer Behavior on Purchasing Through E-Commerce <i>Ekram Mahmoud Mohammad Alshawabkeh; Junainah Mahdee; Nurazlin Binti Mohd Fauzi (Multimedia University, Malaysia)</i>	
9:55 - 10:10	0.15	Conceptualising Big Five Personality Traits and TPACK Impact on Continuance Use of Technology from Students' Perspective <i>Sook-Ling Lew; Daniel Lai; Shih Yin Ooi (Multimedia University, Malaysia)</i>	
10:10 - 10:25	0.15	Acceptance of E-Health in Bangladesh: An Overview <i>Masuda Begum Sampa; Nor Hidayati Abdul Aziz (Multimedia University, Malaysia); Md. Siddikur Rahman (University of Science and Technology Chittagong, Bangladesh); Nor Azlina Ab. Aziz; Rosli Besar (Multimedia University, Malaysia)</i>	
10:25 - 10:40	0.15	Enhancing Health, Safety and Environment Training in the Oil and Gas Industry: Exploring Intention to Use Metaverse Using UTAUT Framework <i>Khairul Shafee Kalid; Gehad Mohammed Ahmed Naji; KS Savita (Universiti Teknologi PETRONAS, Malaysia)</i>	
10:40 - 10:55	0.15	The Effect of Shopping Lifestyle and Discount on Impulse Buying in Shopee User Consumers (Case Study of Students of Management Study Program Pakuan University) <i>Sri Hidajati Ramdani; Bayu Dwi Prasetyo; Eva Siti Azizah (Pakuan University, Indonesia)</i>	
10:55 - 11:10	0.15	Outsourcing of Medical Equipment Maintenance Management for Public Primary Healthcare Facilities: A Systematic Literature Review <i>Thilages Kandasamy (Ministry of Health, Malaysia); Mohd Fairuz Abd Rahim; Abdul Aziz Ahmad (Multimedia University, Malaysia)</i>	
11:10 - 11:25	0.15	Does Creative Process Engagement, Green Thinking, and Green Organizational Identity Matter? Green Transformational Leadership as a Catalyst for Green Innovation Through PLS-SEM and NCA Analyses <i>Zhang Yu (UCSI University, Malaysia); Sook Fern Yeo (Multimedia University, Malaysia); Kay Hooi Keoy (UCSI University & UCSI Education Sdn. Bhd, Malaysia); WeiLee Lim (UCSI University, Malaysia)</i>	
Announcement of Best Presenter			

Day - 2		Wednesday, July 24, 2024	
ICTIM2024 Room 5:		https://bit.ly/ICTIMD2MRS	
Session Chairs		Assoc. Prof. Dr. Tan Cheng Ling and Ms. Cheryl Chan	
9:40 - 9:55	0.15	<i>A Study On Knowledge Capabilities, Supply Chain Management Skills And Decision-Making Competence: Co-Exist Of Coping Capacity And Emotional Intelligence</i> <i>Junainah Mahdee; Moniruzzaman Moniruzzaman; Nurazlin Binti Mohd Fauzi; Noorharnani Binti Mohd Sarkawi (Multimedia University, Malaysia)</i>	
9:55 - 10:10	0.15	<i>Attitudinal Factors, Environmental Knowledge, Eco-labelling, and Purchasing Tendencies toward Slow Fashion Batik Apparel</i> <i>Gek Siang Tan; Kamarulzaman Ab. Aziz; William Wee Lim Hew; Lee Ying Tay (Multimedia University, Malaysia); Ira Wirasari (Telkom University, Indonesia)</i>	
10:10 - 10:25	0.15	<i>Is Smart Home Devices Really Smart? A Study of Product Quality on Customers Satisfaction</i> <i>Ying San Lim; Tuan Hock Ng (Multimedia University, Malaysia)</i>	
10:25 - 10:40	0.15	<i>Navigating the 5G Game: Understanding Adoption Factors Among Generation Z Gamers in Malaysia</i> <i>Kamarulzaman Ab. Aziz; Ging Yang Yeow (Multimedia University, Malaysia)</i>	
10:40 - 10:55	0.15	<i>Operational Effectiveness and Strategic Enhancement for Small and Medium-Sized Health Consulting Firms in China</i> <i>WangDan; Junainah Mahdee; Vincent Oh Kim Seng (Multimedia University, Malaysia)</i>	
10:55 - 11:10	0.15	<i>The Viability of Employee Engagement Approach Among Academics in Malaysian PHEIs</i> <i>Afandi Yusof; Al-Mansor Abu Said; Mohd Rizal Abdul Razak; Chew Sze Cheah; Yeh Ying Cheah; Yeow Jian Aj; Rudaini Jumain (Multimedia University, Malaysia)</i>	
Announcement of Best Presenter			

Day - 2		Wednesday, July 24, 2024
ICTIM2024 Room 1:		https://bit.ly/ICTIMD2NR1
Session Chairs		Dr. Ng Tuan Hock and Ms. Teo Kim Mui
14:00 - 14:15	0.15	The Heart of Agility in Cordoba: An Exploratory Study of the General Vision and Current State of Business Agility of Cordoba in Non-Technological Sectors <i>Carina Marques Bertinatti; Fernando Frias (Universidad Siglo 21, Argentina)</i>
14:15 - 14:30	0.15	Psychological and Technological Influences on Protection Motivation in Malaysia's Smart Tourism <i>Xun Yu; Kok Wai Chew; Khoong Tai Wai; LAI Mun Keong (Tunku Abdul Rahman University of Management and Technology, Malaysia)</i>
14:30 - 14:45	0.15	Adoption of Cashless Transaction Solution Among Senior Citizens: A Proposed Framework <i>Norzarina Md Yatim (Multimedia University, Malaysia); Bong Meen Young Baldwin; Abdullah Sallehuddin Abdullah Salim; Hooi Cheng Eaw (Universiti Tunku Abdul Rahman, Malaysia)</i>
14:45 - 15:00	0.15	Analysis The Application Of Biological Assets Based On PSAK 69 Agriculture In Plantation Subsector Companies Listed On The Stock Exchange Indonesia 2021-2022 <i>Hanna N Amalia; Retno Martanti; Hanna Amal (Universitas Pakuan, Indonesia)</i>
15:00 - 15:15	0.15	Consumer's Intention to Use Self-Service Technology to Do More with Less <i>Anushia Chelvarayan, Loh Yong Huo, Sook Fern Yeo, Hazlaili Hashim, Fathima Nasreen Najimudeen (Multimedia University, Malaysia)</i>
15:15 - 15:30	0.15	Barriers to Adoption of Platform Businesses: A Systematic Literature Review <i>Nazuha Binti Mohd Zahari; Zauwiyah Ahmad; Hishamuddin Ismail (Multimedia University, Malaysia)</i>
15:30 - 15:45	0.15	Brain Drain: The determination of students' intention to Leave Malaysia <i>Farah Adibah Ramdan; Jian Ai Yeow; Fathima Nasreen Najimudeen; Sook Fern Yeo (Multimedia University, Malaysia)</i>
15:45 - 16:00	0.15	Assessing the perception on the benefits of mobile application technology in Agrotourism Industry in Malaysia <i>Fathiah Hashim; Nurul Dyanna Hamzah; Norliza Darus (Multimedia University Malaysia, Malaysia)</i>
Announcement of Best Presenter		

Day - 2		Wednesday, July 24, 2024
ICTIM2024 Room 2:		https://bit.ly/ICTIMD2NR2
Session Chairs		Assoc. Prof. Dr. Liew Tze Wei and Dr. Akhma Adlin Binti Khalid
14:00 - 14:15	0.15	The Role of Product Quality and Security in Cloud Adoption for Financial Services <i>Snehal Satish; Geeta Sandeep Nadella; Hari Gonaygunta; Farheen Fatima; Karthik Meduri (University of the Cumberland, USA)</i>
14:15 - 14:30	0.15	Re-examining AI adoption antecedents and its potential effect on AI sustained use in SMEs <i>Lai Mun Keong; Yeo Chu May (Tunku Abdul Rahman University of Management and Technology, Malaysia); Tay Lee Chin (University Utara Malaysia, Malaysia); Lim Kii Geat (Tunku Abdul Rahman University of Management and Technology, Malaysia)</i>
14:30 - 14:45	0.15	A Dynamic Priority Queue for Food Pickup Scheduling <i>Helia Haghighi; Ibrahim Alhamoud; Sara Abdulrahman Alameri; Said Elnaffar (Canadian University Dubai, United Arab Emirates)</i>
14:45 - 15:00	0.15	Intelligent Computational Ecosystems for Digital Transformation <i>Maria Paula Gonzalez (Universidad Siglo 21 & Universidad Nacional del Sur, Argentina); Pablo Virgolini (Universidad Siglo 21, Argentina)</i>
15:00 - 15:15	0.15	Exploring Intention to Use Metaverse in Health, Safety and Environment Training in the Oil and Gas Industry Using the UTAUT Framework: A Conceptual Review <i>Khairul Shafee Kalid; Gehad Mohammed Ahmed Naji; KS Savita (Universiti Teknologi PETRONAS, Malaysia)</i>
15:15 - 15:30	0.15	Application of Blockchain Technology in Islamic Social Finance: A Bibliometric Analysis <i>Mohammad Enayet Hossain (IIUM, Malaysia); Fahmid Al Farid (Multimedia University, Malaysia); Nur Farhah Mahadi, Razali Haron and Rizal Mohd. Nor; Sohel Rana (International Islamic University Malaysia, Malaysia); Md Tanjil Sarker and Hezerul Abdul Karim; Sarina Mansor (Multimedia University, Malaysia)</i>
15:30 - 15:45	0.15	Optimising AI Marketing Towards Sustainability in Society 5.0 <i>Junainah Mahdee (Multimedia University, Malaysia); Anar Mami (Collaborator, Kazakhstan); Normazalila Abu Bakar (Muslimah Jaya Resources, Malaysia)</i>
15:45 - 16:00	0.15	Cybersecurity Awareness Among Youth: What's Vital? <i>Lim Ying Zhee; Tan Ai Jia (Multimedia University Melaka, Malaysia)</i>
Announcement of Best Presenter		

Day - 2		Wednesday, July 24, 2024	
ICTIM2024 Room 3:		https://bit.ly/ICTIMD2NR3	
Session Chairs		Assistant Prof. Dr. Lim Wei Lee and Ms. Faezah Binti Othman	
14:00 - 14:15	0.15	Characteristics of Borrowers and Investors at P2P Lending Platforms: A Malaysian Case <i>Wisdom Kalabeke; Nguyen Thi Phuong Lan; Saravanan Mythaiyah; Joshua Abraham Kizige (Multimedia University, Malaysia)</i>	
14:15 - 14:30	0.15	Mind Matters: Are the Youth in Malaysia Aware of Their Mental Health? <i>Goh Mei Ling; Lee Jia En; Yeo Sook Fern (Multimedia University, Malaysia)</i>	
14:30 - 14:45	0.15	The New Frontier: Understanding The Influence Of Employee Retention In Generation Z Workforce <i>Kai Xin Tan; Yeh Ying Cheah (Multimedia University, Malaysia)</i>	
14:45 - 15:00	0.15	Factors Influencing the Purchase Intention Among Young Adults in Malaysia on O2O (Online-to-Offline) <i>Pei Kian Tan; Lian Fong Stany Wee (Multimedia University, Malaysia)</i>	
15:00 - 15:15	0.15	Breaking Boundaries: SHARIN A Virtual Education Hub as a Catalyst for Experiential Learning <i>Vincent Chan; Hen Toong Tai; KalsumPreeti Binti Abdul Rahim Suren (Multimedia University, Malaysia)</i>	
15:15 - 15:30	0.15	Effectiveness of Social Media as E-Learning Tool - The Case of Multimedia University Malaysia <i>Hen Toong Tai; Liyen Lim; Yee Ping Liew; Jian Ai Yeow (Multimedia University, Malaysia)</i>	
15:30 - 15:45	0.15	Unraveling the Influence of Modern Technology on Generation Z's Educational Contentment in Malaysia <i>Hasmida Jamaluddin, Zi Qi Tong, Hazlaili Hashim and Siti Zakiah Melatu Samsi (Multimedia University, Malaysia)</i>	
15:45 - 16:00	0.15	Exploring the Purchase Intention of Sustainable Clothing of Millennials in Malaysia: A Conceptual Paper <i>Siow Yung Ern; Subhacini Subramaniam (Multimedia University, Malaysia)</i>	
Announcement of Best Presenter			

Day - 2		Wednesday, July 24, 2024
ICTIM2024 Room 4:		https://bit.ly/ICTIMD2NR4
Session Chairs		Dr. Cheah Chew Sze and Ms. Lau Siok Hwa
14:00 - 14:15	0.15	An Electronic Customer Relationship Framework for The Enhancement of The Human Resource Performance <i>Elham Anaam; Su-Cheng Haw; Naveen Palanichamy; Kok-Why Ng (Multimedia University, Malaysia); Jayapradha J (SRM Institute of Science and Technology & Kattankulathur, India)</i>
14:15 - 14:30	0.15	Explaining Healthcare AI Adoption: A Decade Review Of The ASEAN Research Landscape <i>Kamarulzaman Ab. Aziz; Tajul Asni Ahamad; Norzarina Md Yatim (Multimedia University, Malaysia)</i>
14:30 - 14:45	0.15	Understanding the Dynamics of Startup Success: A Systematic Literature Review <i>Kamarulzaman Ab. Aziz; Muhammad Naeem Akhtar (Multimedia University, Malaysia)</i>
14:45 - 15:00	0.15	Effects of Work Study Conflict and Work From Home on Employee Satisfaction <i>Anita Silvanita; Annisa Puji Nursyabani; Syarifuddin Syarifuddin; Alex Winarno (Telkom University, Indonesia)</i>
15:00 - 15:15	0.15	Bridging the Gap: Exploring the Dynamics of Salary and Wage Patterns in Malaysia through Data Mining <i>Rathimala Kannan (PSG Institute of Management, PSG College of Technology, India); Kannan Ramakrishnan (Multimedia University, Malaysia); Azzahra Saskia Aini (Officer Data Analytics, Bank Mandiri, Jakarta, Indonesia)</i>
15:15 - 15:30	0.15	HR Practices of Malaysia's ICT Companies for Employee Retention in the 4th Industrial Revolution <i>Noor Mohd Helmi Nong Hadzmi (IX Telecom Sdn Bhd, Malaysia); Kok Wai Chew (Tunku Abdul Rahman University of Management and Technology, Malaysia & Multimedia University, Malaysia)</i>
15:30 - 15:45	0.15	Factors Shaping Travel Behaviour Post Covid-19 Pandemic <i>Kamarulzaman Ab. Aziz; Muhammad Nadzree Mohd Yamin; Gek Siang Tan (Multimedia University, Malaysia)</i>
Announcement of Best Presenter		

Day - 3		Thursday, July 25, 2024	
ICTIM2024 Room 1:		https://bit.ly/ICTIMD3R1	
Session Chairs		Dr. Lye Chun Teck and Ms. Siti Nurul Huda	
9:00 - 9:15	0.15	Factors Affecting Pro-Environmental Purchasing Behavior: An Integrated Modified VBN Model in Textile and Apparel Industry in Bangladesh Mohammad Fateh Ali Khan Panni Ali Khan Panni; Hishamuddin Ismail; Mohammad Tariqul Khan (Multimedia University, Malaysia)	
9:15 - 9:30	0.15	Exploring the Determinants of Artificial Intelligence (AI) and Machine Learning (ML) adoption in Accounting Information Systems Nur Baiti Shafee (Multimedia University, Malaysia); Mohd Ariff Mustafa (Universiti Teknologi MARA, Malaysia); Haniza Hashim; Shadia Suhaimi; Siti Nurul Huda Mohd (Multimedia University, Malaysia)	
9:30 - 9:45	0.15	Methods To Promote Individual Savings For Adulthood Among Students In Malaysia Haniza Hashim; Shadia Suhaimi; Siti Nurul Huda Mohd; Nur Baiti Shafee; Maheysch P. Krishnan (Multimedia University, Malaysia)	
9:45 - 10:00	0.15	A Bibliometric Analysis of Research Trends on Customization to Improve Consumer Relationships Muhammad Faiz; Nurafni Rubiyanti; Mahir Pradana (Telkom University & Universitas Padjadjaran, Indonesia)	
10:00 - 10:15	0.15	Brand Trust Dimensions for Low-Involvement Product Adoption Lian Fong Stany Wee; Hishamuddin Ismail; Pei Kian Tan; Nur Izaitun Kamaruddin (Multimedia University, Malaysia)	
10:15 - 10:30	0.15	Factors Influencing Generation Z's Intention to Invest in Cryptocurrency: Is Cryptocurrency a Trend Amongst Gen Z? Hazlaili Hashim; Sook Fern Yeo; Umme Aliah Farhanah Binti Mohd Faizal; Khairol Nizat Lajis (Multimedia University, Malaysia)	
10:30 - 10:45	0.15	Cultivating Purchase Intentions in the Era of e-Mass Customization: The Interplay of Unique Lifestyle Desires and Perceived Risks Yeow Jian Ai; Ng Poh Kiat (Multimedia University, Malaysia); Somlak Wannarumon Kielarova Naresuan University, Thailand; Afandi Bin Yusof (Multimedia University, Malaysia)	
Announcement of Best Presenter			

Day - 3		Thursday, July 25, 2024
ICTIM2024 Room 2:		https://bit.ly/ICTIMD3R2
Session Chairs		Dr. Subhacini A/P Subramaniam and Ms. Esther Siow
9:00 - 9:15	0.15	Transforming Traditional Academics into Gamification: A Gen Z Perspective <i>Khong Sin Tan</i> (Multimedia University, Malaysia); <i>Nguyen Duc Bao Lam</i> (Mac Dinh Chi High School, Vietnam); <i>Nguyen Duc Quynh Anh</i> (Duc Quynh Anh, Vietnam); <i>Duong Nguyen Bao An</i> (George Mason University, USA); <i>Tran Duc Duc Anh</i> (University of Massachusetts Amherst, USA)
9:15 - 9:30	0.15	Personalizing Pedagogy: Integrating Learning Styles into Learning Management Systems <i>Lim Ean Heng</i> , <i>Ts., Nor Fatiha Binti Subri</i> , <i>Yong Tien Fui Yong</i> , <i>Pei Voon Wong</i> , <i>Kah Wai Cheang</i> and <i>Kok Hui Meian</i> (Universiti Tunku Abdul Rahman, Malaysia)
9:30 - 9:45	0.15	The Influence of Education and Work Motivation on The Performance of Women Workers <i>Herman Herman</i> ; <i>Fathya Dhiaya Ulhaq</i> (Universitas Pakuan, Indonesia)
9:45 - 10:00	0.15	Fostering Engagement in the Gig Economy: The Impact of JD-R Model <i>Siew Woon Lee</i> ; <i>Chew Sze Cheah</i> ; <i>Yeh Ying Cheah</i> ; <i>Mazni Alias</i> (Multimedia University, Malaysia)
10:00 - 10:15	0.15	Inclusive Leadership, Psychosocial Capital, and Meaningful Engagement on Employee's Inclusion Perception in Malaysia <i>Yuen Yee Yen</i> ; <i>Ong Jun Wei</i> (Multimedia University, Malaysia)
10:15 - 10:30	0.15	Sustaining Integrity: Unraveling Deviant Behavior in Malaysia's Civil Service <i>Mazni Alias</i> ; <i>Aravindan Kalisri Logeswaran</i> ; <i>NurFarhana Lyana Ameruddin</i> (Multimedia University, Malaysia)"
10:30 - 10:45	0.15	Promoting Mental Health Among Generation Z In Malaysia: Unpacking The Impact Of Equality And Equity In The Workplace <i>Chew Sze Cheah</i> ; <i>Xin Yee Koh</i> ; <i>Jian Ai Yeow</i> (Multimedia University, Malaysia)
Announcement of Best Presenter		

Day - 3		Thursday, July 25, 2024
ICTIM2024 Room 3:		https://bit.ly/ICTIMD3R3
Session Chairs		Dr. Lim Ying San and Ms. Ng Lik Neo
9:00 - 9:15	0.15	Professors, Self-Compassion and Physical Activity: Key Factors in Enhancing Mental Well-Being Among University Students Sudeshna Chatterjee and Jaya Ganesan (Alliance University, India); Sook Fern Yeo (Multimedia University, Malaysia)
9:15 - 9:30	0.15	Understanding the Influential Factors in Gadget Exposure among Preschoolers Goh Mei Ling; Noor Hidayah Binti Abd Rahman (Multimedia University, Malaysia)
9:30 - 9:45	0.15	Examining the Role of Confidence in Retail Pharmacy Brands in Shaping Consumer Behavior Towards Pharmaceutical Private Labels in Malaysia Nur Izaitun Kamaruddin, Hishamuddin Ismail, Lian Fong Stany Wee and Pei Kian Tan (Multimedia University, Malaysia)
9:45 - 10:00	0.15	An Investigation into the Determinants of E-commerce Purchase Intention among Indonesian Youth Siew Chein Teo (Multimedia University, Malaysia); Kin Meng Cheng (UTAR, Universiti Tunku Abdul Rahman, Malaysia); Lianna Wijaya (Binus University, Indonesia); Mei Fern Bong; Zi Jie Lim (Universiti Tunku Abdul Rahman, Malaysia)
10:00 - 10:15	0.15	Determinants of Nascent Entrepreneurial Intentions: A Balance Theory Perspective in Nation Building Diyana Mahad; Kamarulzaman Ab. Aziz; Lilian Anthonysamy (Multimedia University, Malaysia)
10:15 - 10:30	0.15	Customer Perception Towards Pharmaceuticals' Private Labels in Malaysia: Extending DOI Integrated Framework Nur Izaitun Kamaruddin, Hishamuddin Ismail, Lian Fong Stany Wee and Pei Kian Tan (Multimedia University, Malaysia)
10:30 - 10:45	0.15	Factors Affecting Virtual Reality Adoption Among Consumers in Malaysia Khong Sin Tan; Wen Xin Pang (Multimedia University, Malaysia)
Announcement of Best Presenter		

Day - 3		Thursday, July 25, 2024	
ICTIM2024 Room 4:		https://bit.ly/ICTIMD3R4	
Session Chairs		Dr. Junainah Binti Mohd Mahdee and Ms. Anushia Chelvarayan	
9:00 - 9:15	0.15	Navigating burnout: how the Job Demands-Resources model shapes employee burnout <i>Yong Quan Chin; Yeh Ying Cheah; Chew Sze Cheah (Multimedia University, Malaysia)</i>	
9:15 - 9:30	0.15	From Cart to Cash: Analyzing the Influential Factors of Cash-on-Delivery in Online Shopping Platforms <i>Lim Kah Boon; Sook Fern Yeo; Yu Ping Chan (Multimedia University, Malaysia); Cheng Ling Tan (Universiti Sains Malaysia, Malaysia)</i>	
9:30 - 9:45	0.15	Eco-Friendly Drive: Extending The Theory Of Planned Behaviours Towards Electric Vehicle Adoption <i>Adrian Tan Le Yau; Hishamuddin Ismail (Multimedia University, Malaysia)</i>	
9:45 - 10:00	0.15	Sustainable Solutions: Evaluating The Stimulus-Response Theory In Solar Energy Adoption <i>Ashman Hadiff Mohd Hamim; Hishamuddin Ismail (Multimedia University, Malaysia)</i>	
10:00 - 10:15	0.15	Exploring Fast Beauty Purchase Intentions Among Generation Z Females <i>Kamarulzaman Ab. Aziz; Shih Min Lim (Multimedia University, Malaysia)</i>	
10:15 - 10:30	0.15	Boosting Brand Equity in the Digital Age: A Review of Social Media Marketing Strategies <i>Md Akramul Bari; Hishamuddin Ismail; Mohammad Tariqul Khan; Khalid Eltayeb Elfaki (Multimedia University, Malaysia)</i>	
10:30 - 10:45	0.15	Self-efficacy and Students' Learning Satisfaction in Hybrid Learning Environments <i>Tuan Hock Ng; Ying San Lim; Chun-Teck Lye (Multimedia University, Malaysia); Chan Kar Hoong (Temasek Polytechnic, Singapore); Chua Pei Qi (Multimedia University, Malaysia)</i>	
Announcement of Best Presenter			

Thank You

The conference organisers wish to extend their heartfelt thanks and appreciation to all of you for your invaluable insights and contributions. Your collaboration has been instrumental in the success of the event

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SPECIAL THANKS