



UMS
UNIVERSITI MALAYSIA SABAH



THE 9TH INTERNATIONAL BORNEO BUSINESS CONFERENCE

**SOCIOECONOMIC EMPOWERMENT: ACHIEVING
INTEGRATION AND SUSTAINING DIVERSITY**

3rd March 2021 | 9am

Via Cisco Webex:

<https://qrgo.page.link/TePtr>



UMS KAMPUS RAHMAH
TERAS KECEMERLANGAN DAN KEUNGGULAN



Transformation towards
**UNIVERSITY
INDUSTRY 4.0**

CONFERENCE PROGRAMME

3 MARCH 2021 (WEDNESDAY) KEYNOTE SESSION & CLOSING CEREMONY

- 9.00 AM : Promotional video
- 9.15 AM : Opening Ceremony
- 9.20 AM : National & State Anthems
- 9.25 AM : Du'a Recitation
- 9.30 AM : **Welcoming Remarks**
YBhg. Prof. Datuk Dr. Hj Kasim Hj Md Mansur
Dean of Faculty of Business, Economics and Accountancy,
UMS
- 9.40 AM : **Opening Speech**
YBhg. Prof. Datuk ChM. Ts. Dr. Taufiq Yap Yun Hin
Vice-Chancellor, Universiti Malaysia Sabah (UMS)
- 9.50 AM : Conference launch montage presentation
- 10.00 AM : **Keynote Speech I**
Ybhg. Admiral Tan Sri Dato' Seri Panglima (Dr.) Ahmad
Kamarulzaman
Director and Advisor,
Green World Genetics Sdn Bhd
- 10.40 AM : **Keynote Speech II**
Dr. Rafiq Idris
Director of Centre for Investment, Endowment and Wakaf,
UMS
- 11.20 AM : **Closing Ceremony & Best Paper Award**
Dr. Rozilee Asid
Conference Chair, 9th IBBC 2020/21

3 MARCH 2021 (WEDNESDAY) PARALLEL SESSIONS

- 1.45 PM – 3.15 PM : **Parallel Session 1** (Track: Management)
Parallel Session 2 (Track: Economics)
Parallel Session 3 (Track: Marketing)
Parallel Session 4 (Track: Entrepreneurship & Finance)
- 3.30 PM – 5.00 PM : **Parallel Session 5** (Track: Tourism & Hospitality)
Parallel Session 6 (Track: Management & Economics)
Parallel Session 7 (Track: Management)

KEYNOTE SESSIONS



Keynote Speaker I

**YBhg. Admiral Tan Sri,
Dato' Seri Panglima (Dr.)
Ahmad Kamarulzaman**

Director and Advisor,
Green World Genetics Sdn Bhd

Keynote Speaker II

YBrs. Dr. Rafiq Idris

Director,
Centre for Investment,
Endowment and Wakaf,
Universiti Malaysia Sabah



PARALLEL SESSIONS

PARALLEL SESSION 1

Time: 1.45PM – 3.15PM

Track: Management

Session Chair: Dr. Oscar Dousin

Link: <https://ums-edu-my.webex.com/ums-edu-my/j.php?MTID=m7313e3c5c5c940c70e8fcbce4839521f>

- Presenter:** Rhodora D. Tabal
Abstract ID: IBBC2020-007
Title: Relationship of Corporate Social Responsibility Programs on the Financial Performances of a Philippine Government Bank
- Presenter:** Bala Dzukogi
Abstract ID: IBBC2020-025
Title: The Association between Motivations for Contract Employment and COOCB in Nigerian Banking Industry
- Presenter:** Maria Louella P. Sta. Maria
Abstract ID: IBBC2020-013
Title: Generational Differences in Work Centrality Among Employees of Selected Commercial Banks in the Philippines
- Presenter:** Ameer Eizzuan Abdul Jamal
Abstract ID: IBBC2020-004
Title: Retrenchment Strategy and Firm Performance: Evidence from Malaysian Construction Companies

PARALLEL SESSIONS

PARALLEL SESSION 2

Time: 1.45PM – 3.15PM

Track: Economics

Session Chair: Dr. Mohd Khairul Hisyam Hassan

Link: <https://ums-edu-my.webex.com/ums-edu-my/j.php?MTID=m8a00df33571b1c66f13d37604d37c1c5>

- Presenter:** Nor Afiza Abu Bakar
Abstract ID: IBBC2020-032
Title: Factors Influencing Consumers' Willingness to Pay for Organic Food: An Empirical Analysis in Kuching, Sarawak
- Presenter:** Roslinah Mahmud
Abstract ID: IBBC2020-028
Title: The Implications of Working From Home (WFH) During COVID-19 Pandemic: A Review
- Presenter:** Khairul Hanim Pazim
Abstract ID: IBBC2020-031
Title: The Role of Intergenerational Transfers, Co-Residence and Older People's Participation in The Labour Market: A Review
- Presenter:** Md. Mahbubur Rahman
Abstract ID: IBBC2020-021
Title: Economic Convergence and Interdependency of ASEAN and China

PARALLEL SESSIONS

PARALLEL SESSION 3

Time: 1.45PM – 3.15PM

Track: Marketing

Session Chair: Dr. Brahim Chekima

Link: <https://ums-edu-my.webex.com/ums-edu-my/j.php?MTID=mdd065155a2fe4e57219a8b11e8624d35>

- Presenter:** Yohan Wismantoro
Abstract ID: IBBC2020-008
Title: Relationship Marketing Strategy in Batik and Traditional Textile Industry: The Role of Brand Love
 - Presenter:** Siti Nor Bayaah Ahmad
Abstract ID: IBBC2020-011
Title: Influence of Personal Values of Luxury Cosmetic Brand Identification on Consumer Brand Loyalty
 - Presenter:** Sawanah binti Mumin
Abstract ID: IBBC2020-014
Title: Factors Contributing to Gen Y Attitudes Towards Using Private Label Brands in Kota Kinabalu Sabah
 - Presenter:** Phang Ing @ Grace
Abstract ID: IBBC2020-026
Title: Generation Cohorts, In-Shop Shopping Experiences and Customer Satisfaction: An Examination of Malaysian Grocery Retail Consumers
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PARALLEL SESSIONS

PARALLEL SESSION 4

Time: 1.45PM – 3.15PM

Track: Entrepreneurship & Finance

Session Chair: Associate Professor Dr. Zaiton Osman

Link: <https://ums-edu-my.webex.com/ums-edu-my/j.php?MTID=m54bbde6475d5c4683d516142b033b33a>

- Presenter:** Deewasnari Muddat
Abstract ID: IBBC2020-001
Title: The Impact of EAO Model Among Youth in Sabah, Malaysia: Intention of Becoming an Entrepreneur
 - Presenter:** Amer Azlan Abdul Jamal
Abstract ID: IBBC2020-030
Title: Improving Financial Literacy and Financial Behaviours with Randomized Controlled Trials: Overcoming Threats in Pilot Stage for Mainstage Study
 - Presenter:** Roland M. Simbre
Abstract ID: IBBC2020-010
Title: Effectiveness of the Implementation of Social Development Program through Conditional Cash Transfer in Selected Cities in Metro Manila, Philippines
 - Presenter:** Zaiton Osman
Abstract ID: IBBC2020-029
Title: Intention to Adopt Fintech Among Sabahan
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PARALLEL SESSIONS

PARALLEL SESSION 5

Time: 3.30PM – 5.00PM

Track: Tourism & Hospitality

Session Chair: Dr. Juliana Langgat

Link: <https://ums-edu-my.webex.com/ums-edu-my/j.php?MTID=mb5ac6037d0976b3e338e1f0e7bd4aa32>

- Presenter:** Nina Shenna Kosumin
Abstract ID: IBBC2020-033
Title: Students Intentions Towards a Career in Tourism and Hospitality Industry: The Role of Attitude as a Mediator
 - Presenter:** MG Westri Kekalih Susilowati
Abstract ID: IBBC2020-015
Title: Developing the Strategy of Ecotourism Development Based on Regional Planning Analysis: The Study of Kabalong Ecotourism, Pekalongan Regency Indonesia
 - Presenter:** Andi Tamsang Andi Kele
Abstract ID: IBBC2020-027
Title: The Tourist Experience through Online Reviews: The Case of the Layang Layang Island, Malaysia
 - Presenter:** Juliana Langgat
Abstract ID: IBBC2020-017
Title: Understanding Customers' Perceptions of Green Kopitiam In Borneo, Malaysia
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PARALLEL SESSIONS

PARALLEL SESSION 6

Time: 3.30PM – 5.00PM

Track: Management & Economics

Session Chair: Dr. Rusli Latimaha

Link: <https://ums-edu-my.webex.com/ums-edu-my/j.php?MTID=mb8af6059b1d05c33b6656402c4b1b008>

- Presenter:** Hazlin Hamzah
Abstract ID: IBBC2020-022
Title: The Effectiveness of Tioman Island Marine Park Management
 - Presenter:** Riccardo Corrado
Abstract ID: IBBC2020-010
Title: Correlation Between English Proficiency and Academic Performances in a Cambodian University
 - Presenter:** Noor Faziedah Chun Lee
Abstract ID: IBBC2020-023
Title: Brain Drain: Flight and Plight of Malaysia
 - Presenter:** Diana Nabila Chau Abdullah
Abstract ID: IBBC2020-024
Title: Tourism and Economic Growth in Malaysia: The Role of ASEAN Countries
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PARALLEL SESSIONS

PARALLEL SESSION 7

Time: 3.30PM – 5.00PM

Track: Management

Session Chair: Dr. Junaidah Zeno

Link: <https://ums-edu-my.webex.com/ums-edu-my/j.php?MTID=m4d093dd8bc0bf21931f5c44342177864>

- Presenter:** Azirawati Asmad Latip
Abstract ID: IBBC2020-034
Title: Conceptualising the Roles of Human Resource in Managing Flexible Working Arrangements (FWA)
 - Presenter:** Chan Hak Liong
Abstract ID: IBBC2020-020
Title: Perceived Non-Work Constraints and Expatriate Outcomes amid the COVID-19: The Role of Organisational Support and Resilience
 - Presenter:** Syarifah Hanum Ali
Abstract ID: IBBC2020-006
Title: Keadilan Organisasi Sebagai Faktor Penyederhanaan Terhadap Reka Bentuk Pekerjaan, Motivasi Dan Kepuasan Kerja: Kajian di Politeknik Kota Kinabalu, Sabah
 - Presenter:** Estephany M. Gerona
Abstract ID: IBBC2020-012
Title: Effectiveness of “Greening” to the Growth and Sustainability of Selected Cement Manufacturers in the Philippines
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COMMITTEE

PATRON

Prof. Datuk ChM. Ts. Dr. Taufiq Yap Yun Hin
Vice-Chancellor, Universiti Malaysia Sabah (UMS)

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Grandis Hotel Kota Kinabalu



Juta Craft Enterprise