



AZMAN HASHIM INTERNATIONAL BUSINESS SCHOOL

HEADING THE 3 DAYS EVENT FOR PAPERS AND POSTER COMPETITION:

DR DARWEEN ROZEHAN SHAH ISKANDAR SHAH

PAPER PRESENTATION

HEAD: ASSOC. PROF DR. NAZIMAH HUSSIN

COORDINATOR: DR SHATISWARAN UTHAMAPUTHRAN

ASSISTANT: NUR NISA BINTI AMRAN

POSTER COMPETITION

HEAD: DR. BENI WIDARMAN YUS KELANA

COORDINATOR: DR BASHEER AL-HAIMI

ASSISTANT: NURSHAHIRAH BINTI MHD SHAARI



PAPER PRESENTATION

ROOM & VENUE	AUTHOR	PRESENTATION DATE & TIME	CODE	TITLE	PANELS	CHAIRPERSON & COORDINATOR
ROOM 1 LEVEL 12 MENARA RAZAK, UTM (ISLAMIC FINANCE)	Alawiye, Habeebullah Olawale	-	PIF/ACT152	LESS POPULARITY OF TAKĀFUL IN NIGERIA VIS-À-VIS ISLAMIC BANKING: CAUSES AND SOLUTION	ASSOC. PROF. DR. MOHAMED ESKANDAR SHAH (HAMAD BIN KHALIFA UNIVERSITY DOHA, QATAR) DR. HAFINAZ HASNIYANTI HASSAN (ASIA PACIFIC UNIVERSITY)	ASSOC. PROF. DR. MOHD FAUZI BIN ABU @ HUSSIN COORDINATOR MASHAAL ABDULLAH MOHAMMED SAIF
	Davide Tait	27 th OCT 2023 02.30PM Hybrid	PIF/ACT151	ISLAMIC VENTURE CAPITAL		
	Mastura Binti Mohd Khalid Norhayati Bt Maarof	27 th OCT 2023 02.50PM	PIF/ACT153	COMMODITY MURABAHAH: OPTION TO REPLACE UJRAH IN PTPTN EDUCATION FINANCING		



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ROOM 1 LEVEL 12 MENARA RAZAK, UTM (ISLAMIC FINANCE)	Azlin Mohd Said	27th OCT 2023 03.10PM	PIF/ACT154	COMMERCIAL CRIME (SCAMMER) IN MALAYSIA IS BECOMING CRITICAL	ASSOC. PROF. DR. MOHAMED ESKANDAR SHAH (HAMAD BIN KHALIFA UNIVERSITY DOHA, QATAR) DR. HAFINAZ HASNIYANTI HASSAN (ASIA PACIFIC UNIVERSITY, MALAYSIA)	ASSOC. PROF. DR. MOHD FAUZI BIN ABU @ HUSSIN COORDINATOR MASHAAL ABDULLAH MOHAMMED SAIF
	Brahim Daoulhadj	27th OCT 2023 03.30PM	PIF/ACT155	ISLAMIC GREEN FINANCE, ECOSYSTEM AND PROSPECTS IN SCALING UP SUSTAINABLE INVESTMENTS		
	Yee Jiun Doong	27th OCT 2023 03.50PM	PIF/ACT158	TRANSFORMATION IN ISLAMIC FINANCE: THE ADVENT OF THE SHARIAH COMPLIANCE REAL- TIME DASHBOARD (SCRD) IN ADDRESSING COMPLIANCE CHALLENGES		



	Qasim Hamakhurshid Hamamurada Normal Mat Jusoh	27th OCT 2023 04.10	PIF/ACT157	ISLAMIC CIVILIZATION'S INFLUENCE ON MODERN CITY PLANNING DIGITAL		
	L M Mohamed Ismail	27th OCT 2023 02.15PM	PIF/ACT156	CAN TAKAFUL INSURANCE SURVIVE IN TODAY'S DIGITAL SPACE?		

ROOM 2 LEVEL 12 MENARA RAZAK, UTM (STRATEGIC MANAGEMENT AND INFORMATION SYSTEM)	Nur Syazwina Uzma Sulaiman	27th OCT 2023 02.30PM	PAR/ACT112	TOWARDS DEVELOPING A FRAMEWORK FOR MEDICAL EQUIPMENT MAINTENANCE IN PRIVATE HOSPITALS	MR SURESH KUMAR PUSPOWANAM (DIRECTOR, EXPERIENTIAL BUSINESS LEARNING SDN BHD MALAYSIA) L M MOHAMED ISMAIL (ASSOCIATE)	DR. NOR HIDAYATI ZAKARIA COORDINATOR: NUR SABRINA NADIA BINTI MOHD JASNI
	Ibrahim Abudabbus, Nazimah Hussin	27th OCT 2023 02.50PM	PAR/ACT113	ALTERNATIVE SOURCING STRATEGY IN SOLVING SUPPLY CHAIN DISRUPTION		



				BY HAMMAM COMPANY	DIRECTOR, ACCLAIM INSURANCE BROKER PTE LTD SINGAPORE)	
ROOM 2 LEVEL 12 MENARA RAZAK, UTM (STRATEGIC MANAGEMENT AND INFORMATION SYSTEM)	Evelyn Dong Wenjing, Asan Ali Golam Hassan	27 th OCT 2023 03.10PM	PAR/ACT114	IMPLEMENTING THE SCRUM AGILE MANAGEMENT FRAMEWORK TO IMPROVE THE CHALLENGES AND PROSPECTS OF PROJECT MANAGEMENT FOR SME CONSTRUCTION FIRMS	MR SURESH KUMAR PUSPOWANAM (DIRECTOR, EXPERIENTIAL BUSINESS LEARNING SDN BHD MALAYSIA)	DR. NOR HIDAYATI ZAKARIA COORDINATOR: NUR SABRINA NADIA BINTI MOHD JASNI
	Surtina Binti Mohamed, Haliyana Khalid	27 th OCT 2023 03.30PM	PAR/ACT115	IMPROVEMENT OF INTERNAL CUSTOMER SATISFACTION THROUGH HIGHBOND SURVEY APPLICATION TOOL	L M MOHAMED ISMAIL (ASSOCIATE DIRECTOR, ACCLAIM INSURANCE BROKER PTE LTD SINGAPORE)	

ROOM 2 LEVEL 12 MENARA RAZAK, UTM (STRATEGIC MANAGEMENT AND INFORMATION SYSTEM)	MJ Normal, L Anuar	27 th OCT 2023 03.50PM	PAR/ACT116	ENSURING BUSINESS SURVIVAL OF MICRO ENTERPRISE BY USING CUSTOMER RELATIONSHIP MANAGEMENT (CRM)	MR SURESH KUMAR PUSPOWANAM (DIRECTOR, EXPERIENTIAL BUSINESS LEARNING SDN BHD MALAYSIA)	DR. NOR HIDAYATI ZAKARIA COORDINATOR: NUR SABRINA NADIA BINTI MOHD JASNI
	Sumayya Shaharom, Rohaida Basiruddin	27 th OCT 2023 04.10PM	PAR/ACT117	IMPROVING MENTAL HEALTH ISSUES AMONG HOUSE OFFICERS THROUGH ENHANCEMENT OF ACCESSIBILITY TO PSYCHOSOCIAL SUPPORT	L M MOHAMED ISMAIL (ASSOCIATE DIRECTOR, ACCLAIM INSURANCE BROKER PTE LTD SINGAPORE)	
	Harintharavimal Balakrishnan, Rosmini Omar	27 th OCT 2023 04.30PM Hybrid	PAR/ACT118	FROM BLOATED TO BALANCED: LEVERAGING SYSTEMS THEORY FOR EFFECTIVE INVENTORY CONTROL		



ROOM 2 LEVEL 12 MENARA RAZAK, UTM (STRATEGIC MANAGEMENT AND INFORMATION SYSTEM)	Sharifah Zahidah Sayed Khassim Nomahaza Mahadi	28th OCT 2023 10.30AM	PAR/ACT122	ENHANCING ENTREPRENEURSHIP CAPABILITIES AMONG SINGLE MOTHERS IN B40 GROUP THROUGH ENTREPRENEURIAL SKILLS AND EMOTIONAL INTELLIGENCE DEVELOPMENT	MR SURESH KUMAR PUSPOWANAM (DIRECTOR, EXPERIENTIAL BUSINESS LEARNING SDN BHD MALAYSIA)	DR. NOR HIDAYATI ZAKARIA COORDINATOR: NUR SABRINA NADIA BINTI MOHD JASNI
	Huda Hayder Khashan Al- Rikabi, Razli Ramli	28th OCT 2023 10.50AM	PAR/ACT129	STRATEGIC PLAN IN NEWLY ESTABLISHED ORGANIZATION: PLATFORM CENTER OF SUSTAINABLE DEVELOPMENT IRAQ	L M MOHAMED ISMAIL (ASSOCIATE DIRECTOR, ACCLAIM INSURANCE BROKER PTE LTD SINGAPORE)	
	Nor Azriani Azmi	28th OCT 2023 11.10AM	PAR/ACT130	IMPROVING SUBSCRIBER AWARENESS ABOUT OLA (CHATBOT) BY XOX BERHAD FOR WEBSITE AND APPS TO IMPROVE CUSTOMER		



				ENGAGEMENT AND PROVIDE NEW REVENUE STREAM		
ROOM 2 LEVEL 12 MENARA RAZAK, UTM (STRATEGIC MANAGEMENT AND INFORMATION SYSTEM)	Vignnesh Rajedran, Mazuwin Haja Maideen	27 th OCT 2023 02.10PM	PAR/ACT136	TO IMPROVE THE EFFICIENCY AND PRODUCTIVITY OF ENGINEERING DEPARTMENT BY IMPLEMENTING COMPUTERIZED MAINTENANCE MANAGEMENT SYSTEM	MR SURESH KUMAR PUSPOWANAM (DIRECTOR, EXPERIENTIAL BUSINESS LEARNING SDN BHD MALAYSIA) L M MOHAMED ISMAIL (ASSOCIATE DIRECTOR, ACCLAIM INSURANCE BROKER PTE LTD SINGAPORE)	DR. NOR HIDAYATI ZAKARIA COORDINATOR: NUR SABRINA NADIA BINTI MOHD JASNI
	Muhamad Zulkiflee Osman, Ilham Sentosa, Rosni Ab Wahid, Mohd Farid Shamsudin, Farah Hida Sharin	28 th OCT 2023 11.50AM	PAR/ACT137	EFFECT OF ORGANISATIONAL CAPABILITY AND SUSTAINABILITY ON SCALING SOCIAL IMPACT AMONG SOCIAL ENTERPRISE IN MALAYSIA		
	Poh-Chuin Teo, Doong Yee Jiun	28 th OCT 2023 12.10PM	PAR/ACT137 b	FROM CONSTRUCTION TO PROTECTION: DURIO'S JOURNEY OF TRANSFORMATION IN THE FACE OF COVID-19		



ROOM 2 LEVEL 12 MENARA RAZAK, UTM (STRATEGIC MANAGEMENT AND INFORMATION SYSTEM)	Zhoumian	28 th OCT 2023 12.30PM	PAR/ACT144	ANALYSIS OF NEW MEDIA LIVE BROADCASTING TECHNOLOGY UNDER THE BACKGROUND OF MEDIA CONVERGENCE	MR SURESH KUMAR PUSPOWANAM (DIRECTOR, EXPERIENTIAL BUSINESS LEARNING SDN BHD MALAYSIA)	DR. NOR HIDAYATI ZAKARIA COORDINATOR: NUR SABRINA NADIA BINTI MOHD JASNI
	Maria Ahmad Fauziah Sh Ahmad	28 th OCT 2023 12.50PM	PAR/ACT145	CHATBOT IMPLEMENTATION IN MANAGING EXPENDITURE ENQUIRY OF A GLOBAL SERVICE CENTRE	L M MOHAMED ISMAIL (ASSOCIATE DIRECTOR, ACCLAIM INSURANCE BROKER PTE LTD SINGAPORE)	
	Nur Syahirah Nissa Khamis, Rozlin Zainal, Sharifah Meryam Shareh Musa	28 th OCT 2023 01.10PM	PAR/ACT111	THERMAL COMFORT MODEL OF GREEN RESIDENTIAL COLLEGE BASED ON BUILDING'S PHYSICAL CHARACTERISTICS AND OCCUPANT BEHAVIOUR		



<p>ROOM 3 LEVEL 12 MENARA RAZAK, UTM (MARKETING, ACCOUNTING, FINANCE, ECONOMICS AND HUMAN RESOURCES)</p>	<p>Siti Amirah Binti Md Ismail, Rohaida Binti Basiruddin</p>	<p>27th OCT 2023 02.30PM</p>	<p>PAR/ACT119</p>	<p>A SYSTEMATIC LITERATURE REVIEW: CORPORATE DISCLOSURES IN INTEGRATED REPORTING</p>	<p>ASSOC. PROF. DR. SUHAL KUSAIRI (TELKOM UNIVERSITY, INDONESIA) DR. ROS ANIZA MOHD SHARIFF, (ASSISTANT PROFESSOR, INTERNATION AL ISLAMIC UNIVERSITY MALAYSIA)</p>	<p>CHAIRPERSON: ASSOC PROF DR ROHAIDA BASIRUDDIN COORDINATOR: MALAR A/P GUNASEGARAN</p>
	<p>Mohammed A. Mohammed, Mostafa A. Ali</p>	<p>27th OCT 2023 02.50PM</p>	<p>PAR/ACT133</p>	<p>ADOPTING THE ACCRUAL BASIS IN THE GOVERNMENT ACCOUNTING SYSTEM IN THE MUSTANSIRIYA UNIVERSITY</p>		
	<p>Hamed Alhemyari</p>	<p>27th OCT 2023 03.10PM</p>	<p>PAR/ACT120</p>	<p>TO IMPROVE ALWAN ALMOAHIB'S DIGITAL MARKETING</p>		
	<p>Nurul Syazwani Azrin Abdul Razak Normahaza Mahadi</p>	<p>27th OCT 2023 03.30PM</p>	<p>PAR/ACT121</p>	<p>THE IMPLEMENTATION OF A CENTRALIZED DIGITAL PLATFORM ON COMMERCIAL PROPERTIES AT FELDA</p>		



	Fasehah Ali, Nomahaza Mahadi	27th OCT 2023 03.50PM	PAR/ACT123	ASSESSING THE POTENTIAL OF SOCIAL MEDIA FOR ENHANCED FUNDRAISING CAMPAIGN PERFORMANCE		
ROOM 3 LEVEL 12 MENARA RAZAK, UTM (MARKETING, ACCOUNTING, FINANCE, ECONOMICS AND HUMAN RESOURCES)	Hafinaz Hasniyanti Hassan, Vikneswaran Manual, Sabra Munir	27th OCT 2023 04.10PM	PAR/ACT124	IMPLICATIONS OF CRYPTO INTEGRATION ON MACROECONOMICS INDICATORS IN ASEAN-5 COUNTRIES	ASSOC. PROF. DR. SUHAL KUSAIRI (TELKOM UNIVERSITY, INDONESIA)	CHAIRPERSON: ASSOC PROF DR ROHAIDA BASIRUDDIN COORDINATOR: MALAR A/P GUNASEGARAN
	John Alexander L. Fellizar	27th OCT 2023 04.30PM Hybrid	PAR/ACT125	IMPACT OF BRAND ACTIVISM ON FACEBOOK ON BRAND IMAGE AND PURCHASE INTENT: THE CASES OF C2 <i>GREEN TEA</i> AND <i>LUCKY ME! INSTANT PANCIT CANTON</i>	DR. ROS ANIZA MOHD SHARIFF, (ASSISTANT PROFESSOR, INTERNATION AL ISLAMIC UNIVERSITY MALAYSIA)	



	Mohammed A. Mohammed, Mostafa A. Ali and Nazimah Hussin	27th OCT 2023 04.50PM	PAR/ACT132	THE IMPACT OF COST ACCOUNTING ON THE GOVERNMENT ACCOUNTING SYSTEM IN THE MUSTANSIRIYA UNIVERSITY		
	Azam Faraby Mat Husin, Fauziah Sh Ahmad	28th OCT 2023 10.00AM	PAR/ACT127	FORTIFYING DIGITAL RESILIENCE BY PROMOTING CYBERSECURITY AWARENESS AMONG MALAYSIAN ARMED FORCES (MAF) PERSONNEL		



ROOM 3 LEVEL 12 MENARA RAZAK, UTM (MARKETING, ACCOUNTING, FINANCE, ECONOMICS AND HUMAN RESOURCES)	Nurul Ain Mohd Alwi Candra, Basheer Al-haimi	28th OCT 2023 10.40AM	PAR/ACT128	MITIGATING STRESS AMONG EARLY CHILDHOOD EDUCATORS: INTERVENTIONS AND IMPLICATIONS FOR ENHANCING WELL-BEING AND PRODUCTIVITY	ASSOC. PROF. DR. SUHAL KUSAIRI (TELKOM UNIVERSITY, INDONESIA) DR. ROS ANIZA MOHD SHARIFF, (ASSISTANT PROFESSOR, INTERNATION AL ISLAMIC UNIVERSITY MALAYSIA)	CHAIRPERSON: ASSOC PROF DR ROHAIDA BASIRUDDIN COORDINATOR: MALAR A/P GUNASEGARAN
	Batool Hussein Ghafil, Mostafa A. Ali	28th OCT 2023 10.20AM	PAR/ACT131	THE EFFECT OF FINANCIAL INSTRUMENTS DISCLOSURE ON THE FINANCIAL REPORTING QUALITY IN IRAQI COMMERCIAL BANKS		
	Mohammed A. Mohammed, Mostafa A. Ali and Nazimah Hussin	28th OCT 2023 11.00AM	PAR/ACT132	THE IMPACT OF COST ACCOUNTING ON THE GOVERNMENT ACCOUNTING SYSTEM IN THE MUSTANSIRIYA UNIVERSITY		



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	Rizki Syaputra	28th OCT 2023 11.20AM	PAR/ACT134	MACHINE LEARNING – BASED APPROACH IN PRODUCT MARKETING		
	Mohammed Alharbi	28th OCT 2023 11.40AM	PAR/ACT135	THE ROLE OF OWNERSHIP STRUCTURES AND INNOVATION IN ASSESSMENT OF FIRM PERFORMANCE IN MALAYSIAN SME’S		
	Poh-Chuin Teo, Doong Yee Jiun	28th OCT 2023 12.00PM	PAR/ACT138	DURIO: ENVIRONMENTAL, SOCIAL AND GOVERNANCE (ESG) IN ACTION		
	Poh-Chuin Teo, Doong Yee Jiun	28th OCT 2023 12.20PM	PAR/ACT139	DIGITAL MARKETING TRANSFORMATION OF DURIO’S VIA LINKEDIN		



ROOM 3 LEVEL 12 MENARA RAZAK, UTM (MARKETING, ACCOUNTING, FINANCE, ECONOMICS AND HUMAN RESOURCES)	Doong Yee Jiun	28th OCT 2023 12.40PM	PAR/ACT140	TRANSFORMING INTERNAL AUDIT THROUGH ROBOTIC PROCESS AUTOMATION: A CONCEPTUAL ANALYSIS	ASSOC. PROF. DR. SUHAL KUSAIRI (TELKOM UNIVERSITY, INDONESIA) DR. ROS ANIZA MOHD SHARIFF, (ASSISTANT PROFESSOR, INTERNATION AL ISLAMIC UNIVERSITY MALAYSIA)	CHAIRPERSON: ASSOC PROF DR ROHAIDA BASIRUDDIN COORDINATOR: MALAR A/P GUNASEGARAN
	Mohammed A Mohammed, Mostafa A. Ali	28th OCT 2023 09.40AM	PAR/ACT145	THE IMPACT OF COST ACCOUNTING ON THE GOVERNMENT ACCOUNTING SYSTEM IN AL- MUSTANSIRIYA UNIVERSITY		
	Jiaqi Lu	28th OCT 2023 01.40PM	PAR/ACT141	A STUDY ON THE EFFECT OF USE CONTINUOUS CREDIT MANAGEMENT COMPETENCY OF MOBILE PAYMENT SERVICE - FOCUSING ON THE COMPARISON OF WECHAT PAY AND ANT CHECK LATER		



ROOM 3 LEVEL 12 MENARA RAZAK, UTM (MARKETING, ACCOUNTING, FINANCE, ECONOMICS AND HUMAN RESOURCES)	Hamza Soula	28 th OCT 2023 01.40PM	PAR/ACT142	THE EFFECT OF NATURAL RESOURCES AND INSTITUTIONAL QUALITY ON ECONOMIC GROWTH: EVIDENCE FROM RESOURCE AND NON-RESOURCE RICH COUNTRIES IN AFRICA	ASSOC. PROF. DR. SUHAL KUSAIRI (TELKOM UNIVERSITY, INDONESIA) DR. ROS ANIZA MOHD SHARIFF, (ASSISTANT PROFESSOR, INTERNATION AL ISLAMIC UNIVERSITY MALAYSIA)	CHAIRPERSON: ASSOC PROF DR ROHAIDA BASIRUDDIN COORDINATOR: MALAR A/P GUNASEGARAN
	Shui Junming	28 th OCT 2023 02.00PM	PAR/ACT143	DEMAND ANALYSIS OF E-COMMERCE PROFESSIONALS IN DIGITAL ECONOMY ERA		
	Ayat Abdalgani	28 th OCT 2023 02.30PM	PAR/ACT146	BANK EFFICIENCY IN ARABIAN COUNTRIES: SYSTEMATIC LITERATURE REVIEW		