



PROGRAM BOOK



Asia Pacific Marketing
and Management Conference (**APMMC**)



International Conference on Contemporary
Issues in Accounting and Finance (**CoCIAF**)

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**YBhg Prof Datuk
Dr Mohamad Kadim bin Suaidi
Vice Chancellor
Universiti Malaysia Sarawak**

Vice Chancellor Universiti Malaysia Sarawak (UNIMAS)

Assalamualaikum and greetings.

It is a great honour for me to welcome all the delegates of the 7th Asia Pacific Marketing and Management Conference (APMMC) and the 3rd International Conference on Contemporary Issues in Accounting and Finance (COCIAF) 2021. My heartiest congratulations to the organizers of this event, the Faculty of Economics and Business at Universiti Malaysia Sarawak (UNIMAS) for virtually organizing this joint conference this year.

As a community driven university, UNIMAS welcomes the theme of this conference “Sustainable Solutions for Corporate Risks and Challenges” in which we are committed to give back to our community by developing research and projects that benefit the people around us. In today’s world where community demands and needs have become more complex, the accompanying financial and corporate repercussions should never be taken lightly. It is also vital that we understand the implications of the austerity measures upon the emerging markets. As the debt-driven crisis hits the world, especially during this Covid-19 pandemic, native knowledge on the corporate and the emerging markets is needed not only to survive, but also thrive.

This conference signifies that the role of academicians must go beyond merely discussing financial and strategic management theories, but also truly understand its application in wide-ranging cultural contexts. It is part of the UNIMAS’s agenda to ensure that we relay such important knowledge that would meet corporate challenges and subsequently translate the benefits to the community.

This conference leverages on the joint collaborations and strategic partnerships in serving the societal needs for a sustainable tomorrow, which I hope will continue in the days and years after the conference is over. In such a relaxed virtual setting, I am encouraged to note that this conference opens up opportunities for us all to reflect and truly make sense of the future corporate risks and challenges ahead of us. The varied participation from scholars of different backgrounds in this conference is profoundly noteworthy.

Dean
Faculty of Economics and Business, UNIMAS

Assalamualaikum dan Salam Sejahtera.

Welcome to the **7th Asia Pacific Marketing and Management Conference (APMMC)** & the **3rd International Conference on Contemporary Issues in Accounting & Finance (CoCIAF)** hosted by the Faculty of Economics and Business, Universiti Malaysia Sarawak (UNIMAS)

With the theme of “**Sustainable Solution for Corporate Risks & Challenges**”, the 7th APMMC and the 3rd CoCIAF will solicit active and dynamic discussion on issues pertaining to Business, Marketing and Management, as well as Accounting and Finance areas. Both conferences have emerged s a platform for academicians, researchers, practitioners, and policy makers to interact and exchange viewpoints and research findings on issues of risks and challenges for sustainable solution.

The 7th APMMC and the 3rd CoCIAF are organized by the Faculty of Economics and Business, Universiti Malaysia Sarawak (UNIMAS) on September 2nd and 3rd, 2021. These conferences will serve as an excellent collaboration network among participants from local and international universities, private and government agencies to exchange their experiences and ideas.

Finally, I express my deep gratitude to my colleagues, who have devoted their full commitment to realize these conferences. I will all participants a fruitful and meaningful conference.

Warm wishes.

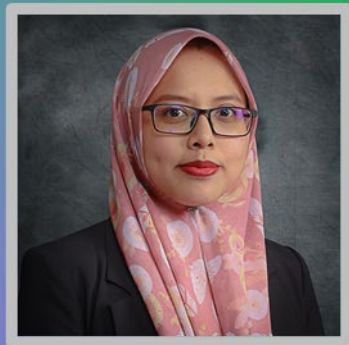
*M*ESSAGE FROM



YBrs. Associate Professor
Dr. Rossazana Bt Ab Rahim

Dean,
*Faculty of Economics and
Business
Universiti Malaysia Sarawak*

M ESSAGE FROM



Dr Irma Yazreen Md Yusoff

Chairman

*7th Asia Pacific Marketing and
Management Conference
(APMMC)
Universiti Malaysia Sarawak*

Chairman

7th APMMC, UNIMAS

Assalamualaikum and welcome to the 7th **Asia Pacific Marketing and Management Conference (APMMC) 2021.**

As much as I want to meet all of you in person and welcome you with our well-known hospitality, given the pandemic situation across the globe, I would like to wish you a warm welcome and thank you for participating online for this year conference.

The Covid 19 pandemic has transformed the way we do business globally. On one side it has caused devastation amongst service industries while on the other hand flourishes online businesses. It thought us to think creatively and innovatively on how to use our resources efficiently and be sustainable. This year theme **‘Sustainable Solutions for Corporate Risks & Challenges’** has brought us all together to exchange ideas and discusses the solutions for ensuring a sustainable world.

The current crisis has taught us to takes things slowly and appreciate simple things in life while at the same time pushes us to adapt faster to the new norms of the virtual world. Every cloud has a silver lining, we must embrace the situation positively and keep moving forward. There is always a first in every action, hence this is our very first virtual conference and hopes that it won't be our last as it allows us to meet and discuss together at a very minimal cost and most importantly at the comfort of our home surrounded by the people we love.

On behalf of the committee, I would like to thank our distinguished keynote speakers, esteemed workshop speakers, our collaborating partners and most importantly thank you to all participants for making this conference a success and as a platform to discuss sustainable solutions.

Chairman 3rd CoCIAF, UNIMAS

On behalf of organizing committee, we are delighted to welcome all the participants of the 3rd International Conference on Contemporary Issues in Accounting and Finance (COCIAF) 2021.

COCIAF was initially organized in 2013 by the Department of Accounting and Finance, Faculty of Economics & Business of UNIMAS. Afterward, the second COCIAF was conducted successfully with Securities Industry Development Corporation (SIDC) as our join collaboration in 2015. For this year, COCIAF are organized virtually, collaborating with the Bahria University, Pakistan and the 7th Asia Pacific Marketing and Management Conference (APMMC) of UNIMAS under the same umbrella, sharing the theme “Sustainable Solution for Corporate Risks and Challenges”. This year we have accepted numbers of participants both from Malaysia and other countries.

COCIAF will award the Best Paper Prize for three papers with contents of particularly relevant to the field of accounting and finance. Furthermore, the quality and well-written original research will be chosen to publish in ERA, SCOPUS indexed journals, and chapter in books. We are very thankful to collaborate with the following index journal, namely the International Journal of Business and Society International, Journal of Tourism Policy, Asia-Pacific Journal of Business Administration, Institutions and Economies, Journal of Public Administration and Governance, and also the International Journal of Academic Research in Business and Social Sciences.

I am indeed in debt to the paper reviewers, contributors, speakers and panelists for both the keynotes address and the workshop events. My special thanks go to all the members of Organizing Committee of Faculty of Economics & Business UNIMAS, for their continued strong efforts to putting this conference together. Finally, I would like to thanks all participants for your contribution towards the success of this conference. We hope you will enjoy the vast array of this knowledge sharing activities and hoping to join us again for the next conference.

*M*ESSAGE FROM



Dr Salawati binti Sahari

Chairman
*3rd International Conference on
Contemporary Issues in
Accounting and Finance
(CoCiAF)
Universiti Malaysia Sarawak*

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Schedule and Tracks (Day 1)

2nd September 2021 (Thursday)

TIME	DETAIL
9:00-9:10	Participants sign in to Zoom
	Recitation of Dua'-Slide and Audio- Constance
	Video Montaj and welcoming remarks by chair
9:15am-9:30am	Welcoming and Opening Remarks Yang Berbahagia Professor Datuk Dr Mohamad Kadim bin Suaidi Vice Chancellor Universiti Malaysia Sarawak
9:30am-10:30am	Keynote Session Topic: Malaysia Covid 19 Economic Impact, Response and Recovery Initiatives Yang Berbahagia Professor Dato Dr. Madeline Berma Commissioner, Human Rights Commission Malaysia Topic: Malaysia Economic Monitor June 2021, Weathering the Surge Shakira Teh Sharifuddin Senior Country Economist, The World Bank
10:30am- 10:45am	BREAK
10:45am- 12:00pm	Paper Presentation Session 01 Track: Marketing / Management 1 / Management 2 / Economics / Accounting & Finance
12:15pm- 1:30pm	Paper Presentation Session 02 Track: Marketing / Management 1 / Economics / Accounting & Finance
1:30pm- 2:00pm	BREAK

TIME	DETAIL
2:00pm- 4:00pm	Workshop 1 (Speaker: Prof T Ramayah) Topic: Common Mistakes in Statistical Analysis, Methodological Procedures and Recommendations
4:00pm- 6:00pm	Workshop 2 (Speaker: A.P Dr. Kartinah Ayupp) Topic: Approaches for an Effective Mixed Method Research
END OF DAY 1	

Schedule and Tracks (Day 2)

3rd September 2021 (Friday)

TIME	DETAIL
9:00am-11:30am	Participants sign in to Zoom
	Paper Presentation Session 03
	Track: Management / Economics 1 / Economics 2 / Accounting & Finance
11:30- 12:00	<p>Message: Dean of Bahria Business School Dr Ali Imtiaz Bahria Business School, Karachi, Pakistan</p> <p>Keynote Session Topic: Role of Leadership in Organizational Growth Dr. Sayma Zia Bahria Business School, Karachi, Pakistan</p>
12:00pm- 2:30pm	LUNCH BREAK
2:30pm- 4:30pm	<p>Workshop 3 Speaker: AP Dr Rab Nawaz Lodhi Topic: From Conceptual Model to Reporting Qualitative Findings</p>
4:30pm- 5:00pm	<p>Closing Ceremony Associate Professor Dr Rossazana Abdul Rahim Dean of Faculty of Economics and Business Award announcement: Best Paper & Best Presenter</p>
	END OF CONFERENCE



Session 1 (A): MARKETING

Chairperson: Dr. Nadeem A. Syed
2nd September 2021 (Thursday)
10:45 a.m.

APMMC 003	The Moderating Effect Of Promotion In Mobile Payments' Reliability Toward Continuous Usage Intention Of Mobile Payment On Food And Beverage Outlets In Miri, Sarawak <i>Vyvien Natalie Lunning, Tan Tze Horng and Chong Kim Mee</i>
APMMC 022	Demographic Determinants on Consumers' Acceptance and Adoption of Online Shopping in Sibu, Sarawak <i>Florizza Esther Lawrence and Nur Constance Wah</i>
APMMC 065	Managing Covid-19 Crisis in the Food Industry: Empirical Study on Online Food Delivery Services in Sarawak <i>Nordiana Ahmad Nordin, Anwatt anak Chalang, Joanne Nina anak Martin and Rao Anees</i>
APMMC 007	Who is Helped and Who is Hurts? Rebalance the Reciprocity of the E-hailing Services Industry <i>Nor Irwani Abdul Rahman, Rozailin Abdul Rahman and Mahmud Murni</i>
APMMC 029	Consumers' Organic Food Purchase Behaviour in Bangladesh: An Extended Theory of Planned Behaviour Approach <i>Shamima Easmin Shanta, Md. Julhaz Hossain, Md. Abdul Alim and Mst. Anjuman Ara</i>
APMMC 005	Personality Traits and Type of Insurance Plan <i>Phaik Nie Chin</i>

Session 1 (B): MANAGEMENT (1)

Chairperson: Dr. Sin Kit Yeng
2nd September 2021 (Thursday)
10:45 a.m.

APMMC 010	Healthcare Service Quality Measurement in Malaysia: A Scoping Review <i>Chew Keng Sheng, Siew Ke Lin, Shirly Wong Siew Ling and Rossazana Ab Rahim</i>
APMMC 039	Inventory Management Practices and Service Delivery of Healthcare Facilities in Ilocos Norte Philippines <i>Eric S. Parilla, Roseli T. Aurelio, Charlemagne A. Bullalayao and Jocelyn G. Evangelista</i>
APMMC 035	Behavioural Intention to Use Mobile Payment: Extending UTAUT With Government Support <i>Nurul Sarah Mohd Ossman, Ling Pick Soon and Sharizal Hashim, Ling Siao Yun</i>
APMMC 049	A Review of Post Implementation Strategical Aspects of Information System Projects <i>Anwar Khan</i>
APMMC 066	Integrated Risk Management for development Drilling Projects <i>Bilal Naveed, Mutasim Billah Tufail and Mohd Nasrun Mohd Nawi</i>
APMMC 061	Development of the Performance Prism Model for the Assessment of Hospitality Industry: Application of Meta-ethnography Approach <i>Madeeha Afzal, Ambreen Afzal and Rab Nawaz Lodhi</i>

Session 1 (C): MANAGEMENT (2)

Chairperson: Dr. Sayma Zia
 2nd September 2021 (Thursday)
 10:45 a.m.

APMMC 026	The dilemma of Exporting International Talents under the Background of "The Belt and Road Initiative" <i>Chen Junhao, Norizan Jaafar and Sin Kit Yeng</i>
APMMC 021	Antecedents of University Teachers' Flourishing with the Mediation of Organizational Identification in the Public Sector Universities of Sindh, Pakistan <i>Quratulain Memon, Irma Yazreen Md Yusoff and Gul Afshan</i>
APMMC 023	Impact of HRM Practices on Employee Performance in the Malaysian Financial Services Industry <i>Ong Ming Yu and Kartinah Ayupp</i>
APMMC 027	Factors Affecting Overseas Internship, Employment and Further Education under the Background of "The Belt and Road Initiative" — A TPB Model Analysis <i>Chen Junhao, Norizan Jaafar and Sin Kit Yeng</i>
APMMC 047	Revisiting Role Conflict Strategies, Work-Life Balance (WLB) in Malaysian Family Business <i>M Monzer Rahaman, Hamrila Abdul Latif and Hridoy Saha</i>

Session 1 (D): ECONOMICS

Chairperson: Dr. Rosita Hamdan
2nd September 2021 (Thursday)
10:45 a.m.

APMMC 040	A Study on Public Perception Towards Autonomous Rail Transit in Sarawak <i>Jong Chun Poh and Nur Zaimah Ubaidillah</i>
APMMC 043	Impact of Transport Capital Investment on Productivity Growth of Countries in Asia and the Pacific <i>Muhammad Asraf Abdullah and Nur Syiqim Mohd Syafiq Felix</i>
APMMC 062	Factor Determining the Demand of Electric Vehicle in Kuching, Sarawak <i>Arthur Isaac Moses Alison and Nur Zaimah Ubaidillah</i>
APMMC 016	Happiness and Economic Growth of Asian Countries <i>Vannessa Lee and Rossazana Ab Rahim</i>
APMMC 011	Unlocking the Hidden Side of Economic Abuse in Malaysia <i>Chia Chuong Shing, Shirley Wong Siew Ling, Chew Keng Sheng and Nur Amira Aina binti Zulkarnian</i>
APMMC 012	Assessing the Relationships Between Financial Toxicity and Health-Related Quality of Life: Mediating by the Role of Unmet Needs of Cancer Survivors <i>Yap Shee Ling, Shirley Wong Siew Ling, Chew Keng Sheng and Jerome Kueh Swee Hui</i>

Session 1 (E): ACCOUNTING & FINANCE

Chairperson: Dr. Samina Riaz
 2nd September 2021 (Thursday)
 10:45 a.m.

COCIAF 001	The Characteristics of Pension Funds Administrators and The Financial Performance of Pension Funds Administrators in Nigeria <i>Aliyu Abdulrauf, Lian Kee and Phua</i>
COCIAF 005	Contributing Factors of Financial Behaviour: An Analysis Among University Students in Covid-19 Pandemic Era <i>Hasnita Halim, Ummi Raida Awang Zaki, Nur Fauzana Yahya and Mohamad Hafiz Rosli</i>
COCIAF 006	CFO Attributes and Corporate Risk Management: Evidence from Top 100 Firms in Malaysia <i>Hui Xue Fen, Josephine Yau Tan Hwang, Azra Tilai and Audrey Liwan</i>
COCIAF 007	The Evaluation of Personal Investment Decision Moderated by Marital Status among Malaysians: The Perspectives of Behavioral Finance <i>Wong Shin Yuen, Tan Tze Horng and Chong Kim Mee</i>
COCIAF 023	Board Qualifications and Loan Performance of Malaysian Banks: A Preliminary Study <i>Sharon Cheuk and Lydia Shina Manimaran</i>
APMMC 045	State Owned Bank Reaction of Credit Relaxation Policy Announcement <i>Sulihanto, Apriani Dorkas Rambu A, Hari Sunarto and Ronny Prabowo</i>

Session 2 (A): MARKETING

Chairperson: Dr. Norizan Jaafar
2nd September 2021 (Thursday)
12:15 p.m.

APMMC 064	Predicting User Responses to YouTube Advertisement Among Generation Z: The Roles of Informativeness, Credibility, Entertainment and Creativity <i>Frauline Tiong Mei Hian, Mahani Binti Mohammad Abdu Shakur and Mohd Uzairi Ahmad Hajazi</i>
APMMC 055	Depiction of Women as a Subject of Attention in Advertisement Campaigns and Its Impact on Youth of Urban Societies (Karachi Based Study) <i>Yousra Yousuf and M. Usman Aleem</i>
APMMC 059	Factors Influencing Consumer Electronic Word Of Mouth (EWOM) Behaviour On Social Networking Sites <i>Nur Farisya Irwayu Binti Johan and Mahani Binti Mohammad Abdu Shakur</i>
APMMC 032	How Perceived Value, Destination Image, and Experience Quality Affect on Tourists' Destination Loyalty in Post Pandemic Environment <i>Md. Alal Uddin, Md. Mehedi Hasan, Tusher Ghosh, Sazu Sardar and Md. Abdul Alim</i>
APMMC 008	The Impact of Internal Brand Management and Intrinsic Motivation on Employee Brand Relationship: A Conceptual Paper <i>Urooj Ahmed and Sharizal Hashim</i>

Session 2 (B): MANAGEMENT

Chairperson: Assoc. Prof Dr. Kartinah Ayupp
2nd September 2021 (Thursday)
12:15 p.m.

APMMC 020	Antecedents of Educator's Flourishing with the Moderation of Challenge Appraisal in the Public Sector Universities of Sindh, Pakistan <i>Quratulain Memon, Irma Yazreen Md Yusoff and Gul Afshan</i>
APMMC 048	Mental Well-being and Work Performance: The Role of Environmental Ergonomics in the Workplace <i>Ng Szu Yee, Gui Hun Chuen, Shirly Wong Siew Ling and Yap Shee Ling</i>
APMMC 051	Be Real to Get Real out of them: Model of Authentic Leadership Triggered Innovative Work Behavior <i>Sehrish Mukhtar, Muhammad Mumtaz Khan and Syed Saad Ahmed</i>
APMMC 052	Impact of Work Stress, Job Satisfaction, Retention and Motivation on Work-Life Balance of Educational Staff in Karachi <i>Faiza Fayaz and M. Usman Aleem</i>
APMMC 053	Investigating the Etiological Factors behind Gender Discrimination at Business Schools in Asian Perspective <i>Sayma Zia and Mohammed Hassan Noor</i>

Session 2 (C): ECONOMICS

Chairperson: Prof. Dr. Lau Sim Yee
 2nd September 2021 (Thursday)
 12:15 p.m.

APMMC 034	Macroeconomics Determinants of CO ₂ Emission: Empirical Study of Malaysia <i>Simon Hiew, Jerome Kueh and Olivia Wilbrode</i>
APMMC 046	Impact of Renewable Energy Consumption on Economic Growth: A Case Study of 5 ASEAN countries <i>Teo Y. W, Dayang Affizzah Awang Marikan, A. Alizra and Nazaria A</i>
APMMC 042	Is FDI a Cause of Environmental Degradation in ASEAN-4 Countries? Empirical Analysis <i>Olivia Wilbrode, Jerome Kueh and Simon Hiew</i>
APMMC 038	The Impacts of Globalization on Malaysia Economic Growth <i>Nor'Adlin G., Dayang Affizzah Awang Marikan and Nur Shafiena S</i>
APMMC 063	Determinants Of Trade Between Malaysia and East Asian Countries: A Gravity Model Approach <i>Helen Cecilia Danker and M. Affendy Arip</i>

Session 2 (D): ACCOUNTING & FINANCE

Chairperson: AP Shaharudin Jakpar
 2nd September 2021 (Thursday)
 12:15 p.m.

COCIAF 010	Board Gender Diversity And Firm Performance: An Empirical Analysis Of The Construction Industry In Malaysia <i>Audrey Kho Jia En and Josephine Yau Tan Hwang</i>
COCIAF 002	Effect of Dividend Policy on Firms' Value: Evidence from Malaysian Plantation Sector <i>Tan Yuin Weng, Lim Pei Jia, Brenda Nu Minggu, Nazaria Binti Md. Aris</i>
COCIAF 011	Comparative analysis between M-REITS and J-REITS <i>Chang Suk Na, Salawati Sahari, Ahmad Syubaili and Sharon Cheuk</i>
COCIAF 012	Effect Of Working Capital Management on Firm's Profitability: Evidence from Malaysian Products and Services Industry <i>Damien Lee lung Yau and Lee Yien Yien</i>
COCIAF 013	Effect Liquidity, Profitability and Leverage to Dividend Policy in Technology Sector on Listed Company of Bursa Malaysia <i>Nur Husnina Zainalabidin , Ahmad Syubaili Mohamed, Salawati Sahari and Sharon Cheuk</i>
COCIAF 014	COVID-19, Government Interventions and Equity & Debt Markets Oscillations <i>Adnan Hushmat and Muhammad Waqas</i>

Session 3 (A): MANAGEMENT

Chairperson: Mdm Farah Dipah binti Khalid
 3rd September 2021 (Friday)
 9:30 a.m.

APMMC 013	A review on Corporate Social Responsibility from the Perspective of Consumer <i>Minhajul Islam and Irma Yazreen Md Yusoff nor afiza</i>
APMMC 009	Issues and Implications of Readiness to Change <i>Yousef Ahmad Alahmad Alolabi, Kartinah Ayupp</i>
APMMC 056	Motivation and Work Performance of Malaysian Civil Servants <i>Ahmad Fauzi Bin Jamaluddin, Irma Yazreen Md Yusoff and Azuriaty Atang</i>
APMMC 002	Cambodian Green Growth and Sustainable Urbanization:A Discussion Paper <i>Riccardo Corrado, Meta Soy and Audrey Liwan</i>
APMMC 014	Supporting Women Entrepreneurs in the Lingering Pandemic: Insights from Sarawak, Malaysia <i>Ida Fatimawati Adi Badiozaman, Voon Mung Ling and Fung Chorng Yuan</i>
APMMC 054	Maintaining Business Ethics during COVID-19 Pandemic in Globalized World: A Comparison of Ethical Theories and Future Research Perspective <i>Muhammad Rahies Khan, Mubashir Ali Khan and Anita Laila</i>

Session 3 (B): ECONOMICS (1)

Chairperson: Assoc. Prof Dr. M. Affendy Arip
 3rd September 2021 (Friday)
 9:30 a.m.

APMMC 017	Gender Inequality and Economic Growth in ASEAN-5 <i>Wan Nur Jihan Binti Wan Mohd Ali and Rossazana Ab Rahim</i>
APMMC 037	Impact of Women Empowerment Towards Economic Growth in Malaysia <i>Hani S.I, Dayang Affizah Awang Marikan, Nur Shafiena S and Norimah R</i>
APMMC 018	Tourism and Economic Growth in Malaysia <i>Mohamad Azizul Nazmi Bin Azlan and Rossazana Ab Rahim</i>
APMMC 058	Willingness to Pay in Maludam National Park: Contingent Valuation Method <i>Nur Anisyah Z.A, Sharifah Nor Fazlin S.M and Dayang Affizzah Awang Marikan</i>
APMMC 019	Assessing Willingness to Pay for Organic Food in Kuching (Sarawak): A Contingent Valuation Method <i>Nor Afiza Abu Bakar, Dayang Affizah Awang Marikan and Nur Rasyiqah Adam</i>
APMMC 041	Investing Factors Affecting the Adoptions of Synchronous E-Learning Conferencing Applications <i>Yek Ai Ping, Nur Zaimah Ubaidillah, Nur Nadhira Baharuddin and Farhana Ismail</i>
APMMC 057	Reading Habit and Knowledge Enhancement in Rural <i>H. Hazlin, Nurul A.A and Dayang Affizzah Awang Marikan</i>

Session 3 (C): ECONOMICS (2)

Chairperson: Dr. Jerome Kueh Swee Hui
 3rd September 2021 (Friday)
 9:30 a.m.

APMMC 033	Effect Of Labour and Export on Agricultural And Manufacturing Sector In Malaysia <i>Asmawi Hashim, Norimah Rambeli, Ahmad Zafarullah Abdul Jalil, Nurihtika Juklis</i>
APMMC 036	Long-run and Short-run Relationship between Covid-19 and Loss of Employment in Malaysia: Evidence using GARCH and EGARCH Models <i>Muzafar Shah Habibullah, Evan Lau, Badariah Haji Din, Muhammad Daaniyall Abd Rahman and Musalman Ahmad Iskandar Shah</i>
APMMC 028	Testing for Stock Market Efficiency Hypothesis on Malaysian's Stock Market: Does Crisis Regime Matter? <i>Norimah Rambeli @ Ramli, Asmawi Hashim, Jan M. Podivinsky, and Dayang Affizzah Awang Marikan</i>
APMMC 024	The Relationship Between Key Sources of Government Revenue and Economic Development in Malaysia <i>Shafinah Abdul Rahim</i>
APMMC 001	Too Old or Too Young – Does Aging matter for Inflation? <i>Ma Shi En and Tuck Cheong Tang</i>
APMMC 050	Is the Corporate Sustainability Sustainable? A Conceptual Study to Assess the Validity of Corporate Sustainability Measures <i>Sobia Murtaza</i>
APMMC 044	How Does R&D Tax Policy Effect Pharmaceutical Company Financial Performance? <i>Cahyani Tunggal Sari, Supramono, Evan Lau and Maria Rio Rita</i>
APMMC 060	A Comparative Analysis of ODA and Growth in East Asia Pacific and Sub-Saharan Africa <i>Yin Pui Mun, Chen Hongxu and Lau Sim Yee</i>

Session 3 (D): ACCOUNTING & FINANCE

Chairperson: Prof. Dr. Mohamad B. Jais

3rd September 2021 (Friday)

9:30 a.m.

COCIAF 015	Bank-Specific Factors Affecting Commercial Bank's Liquidity in Malaysia <i>Hee Sim Ney, Nurul Syuhada Zaidi and Mohamad Jais</i>
COCIAF 016	The Impact of Mergers and Acquisitions on Shareholders Wealth in Malaysia <i>Jenifer Tang Ngik Nee, Sharifah Sabrina Syed Ali, Mohd Rizal Mohd Yaakop and Nur Zaimah Ubaidillah</i>
COCIAF 018	Adoption of E-Banking in Pakistan <i>Dr. Samina Riaz, Dr. Mohd Faiz Hilmi, and Dr. Muhammad Shakeel</i>
COCIAF 019	Ensemble of Event Study and Machine Learning Approach for the Analysis of Malaysian Property Stock during COVID-19 Pandemic <i>Kelvin Lee Yong Ming and Mohamad Jais</i>
COCIAF 020	The Effect of Share Repurchase on The Performance of Companies Listed on Bursa Malaysia <i>Kho Lian Hoe, Mohamad bin Jais, and Nurul Izza Abd Malek</i>
COCIAF 021	The Impact of Corporate Governance on the Financial Performance in Malaysia <i>Tie Fung Chiew, Sharifah Sabrina Syed Ali, Mohd Rizal Mohd Yaakop, and Sharifah Aluya Alinda Dewi Ali</i>
COCIAF 022	Micro Level Determinants of Bank's Profitability; A Case of Conventional and Islamic Banks of Pakistan <i>Mr. Saad Farooq, Dr. Qazi Abdul Subhan, Dr. Muhammad Akram and Mr. Abdul Staar</i>

Collaborating Partners



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“Gaining knowledge is the first step to wisdom,
sharing it is the first step to humanity”



Let's try it once without the parachute.