



6TH | BBRC 2022

BORNEO BUSINESS RESEARCH
COLLOQUIUM

New Ways of Thinking: Diverging Research towards
Sustained Business in the Post-COVID-19 Transition

30TH JUNE - 1ST JULY 2022

ORGANIZER:



CO-ORGANIZER:



BORNEO BUSINESS RESEARCH COLLOQUIUM

The Borneo Business Research Colloquium (BBRC) is an annual postgraduate event organized by the Faculty of Economics and Business (FEB), Universiti Malaysia Sarawak (UNIMAS). BBRC serves as a forum for all postgraduates to enhance their networks, expertise, and research confidence. BBRC has been organized for five consecutive years since its inception in 2016 except in 2020 when the colloquium has been postponed owing to COVID-19. Suitable with physical distancing measures, the 6th BBRC, 2022 will be organised virtually for the second time, from June 30th, 2022 to July 1st, 2022 via an online platform.

The online presentation is an effective and commonly used way of disseminating research in both academic and non-academic contexts. Distilling your research into an informative and visually engaging presentation of slideshows can be a challenge, but it can also be an effective way to extend your intuition and illustrate the impact of your work. The online colloquium enables the participants to leverage their ICT skills to effectively present their research outcomes to the audience. All entries will be reviewed by our qualified reviewers from your respective field of studies. On top of that, there will be Best Awards recognition such as Best Paper Awards, Best Presenter Awards, and Best 3 minutes Thesis Competition Awards.



“NEW WAYS OF THINKING: DIVERGING RESEARCH TOWARDS SUSTAINED BUSINESS IN THE POST-COVID-19 TRANSITION”

For almost two years, since the discovery of the Coronavirus in 2019 (COVID-19), global society has been living and adapting with the Coronavirus, which has resulted in extreme sickness and death. But with the horrible implications, it galvanises us and draws us together as one global community to see more clearly what we are collectively capable of achieving and to bring into focus what needs to be done globally to secure our future. As a result of the pandemic, society has embraced a new way of thinking, a new approach to management, and new ways of doing business. All our experiences from pre, within, and post-pandemic matter because they become lessons to learn for a business in order to survive in the highly challenging business environment today.

The post pandemic has had a different impact on countries at all levels of development in terms of the economy and social activity. It changes the business system from small matters to big ones, which requires good public policies and regulations to tackle the challenges. This is especially true for the digital economy, with its rising digital applications in work and daily activities, such as remote working and learning, telemedicine, and delivery services. However, the post-pandemic period brings a new hope for businesses to move on to rebuild their businesses, which were hardly hit by the COVID crisis. The pandemic has forced humans to abandon their past practices and imagine their world anew. Through research, academics and practitioners could discuss and propose new ways of thinking in business, economics, and management approaches to ensure the survival of businesses in the long term.



ACKNOWLEDGEMENT

A sincere thanks to Professor Dr Rossazana Ab Rahim (Dean, Faculty of Economics and Business, Universiti Malaysia Sarawak) and Associate Professor Dr DayangAffizah Awang Marikan (Deputy Dean of Research and Commercialization, FEB UNIMAS) for their unconditional support and encouragement towards the materialization of the 6th Borneo Business Research Colloquium 2022 (6th BBRC, 2022). This program would not have been possible without the splendid support from our co-organizers of the 6th BBRC 2022 namely Dr Abang Sulaiman bin Abang Salleh and Dr Thalany bt Kamri, (Universiti Teknologi MARA Cawangan Sarawak) and Professor Dr Irwan Trinugroho (Universitas Sebelas Maret, UNS) for their commitment and co-operation.

We also would like to express our gratitude to our keynote speakers, Professor Dr Irwan Trinugroho (Universitas Sebelas Maret), Associate Professor Dr. Mohammad Affendy bin Arip (Universiti Malaysia Sarawak), and Dr Riccardo Corrado (American University of Phnom Penh), who deserve our appreciation for their generosity in sharing their insightful thoughts with participants in this colloquium. Next, this colloquium would not add value without the workshops, which are specially delivered to participants to sharpen and equip themselves with the needed skills to pursue their research. Therefore, we are very grateful to our line of workshop speakers, Associate Professor Dr Kartinah binti Ayupp (Universiti Malaysia Sarawak), Dr Mohd Sabrun bin Ibrahim (Universiti Malaysia Sarawak), and Dr Putra Pamungkas (Universitas Sebelas Maret), who deserve appreciation for their fruitful and interesting knowledge sharing.

Last but not least, gratitude goes to the 6th BBRC 2022 advisor, Dr Muhammad Asraf Abdullah (Postgraduate Coordinator/6th BBRC Advisor), for his tremendous guidance and advice. The lineup of the 6th BBRC committee members, who are the most important backbone of the programme, deserves appreciation for their hard work and commitment from the initial stage of the programme until the event day. Gratitude also goes to the Postgraduate Association of the Faculty of Economics and Business (PAFEB), FEB academic and support staff, and technical team for their co-operation and support in making this important event a reality.

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Welcoming Speech by Dean of Faculty of Economics and Business

Assalamualaikum w.b.t and Salam Sejahtera, Peace be Upon You.

Alhamdulillah, all praise be to Allah, the Most Beneficent, the Most Merciful for giving us the strength and ability to make this colloquium a success.

Dear distinguished Guests and colloquium participants, First and foremost, I would like to extend my warmest welcome, with open arms, to all the distinguished Guests and the colloquium participants of the 6th Borneo Business Research Colloquium, 2022 (6th BBRC 2022), which is jointly organized by the Postgraduate Association of Faculty of Economics and Business (PAFEB), Universiti Malaysia Sarawak (UNIMAS), Universiti Teknologi Mara Cawangan Sarawak, and Universitas Sebelas Maret (UNS). The BBRC is a significant event for postgraduate programme at the Faculty of Economics and Business, UNIMAS which is organized annually to produce quality research and publications. This colloquium serves as one of the platforms for postgraduate students to discuss and share their research ideas in the fields of Accounting, Finance, Economics, Businesses Management and Marketing. With participation from both local and international students from UNIMAS and other universities, locally and abroad, this event provides the postgraduate students with more knowledge and the opportunity to expand their research network.

The BBRC has been organised annually for five consecutive years since 2016, except for 2020, where the event has been postponed to 2021 due to the COVID-19 pandemic. Alhamdulillah, in 2022, BBRC resumes virtually with the 6th BBRC scheduled on June 30th, 2022 and July 1st, 2022. With the theme of "New ways of Thinking: Diverging Research towards Sustained Business in the Post-COVID-19 Transition", the 6th BBRC 2022 becomes a venue for postgraduate students to present their research findings or progress research on issues pertinent to Economics, Business Management, Marketing, Accounting, and Finance in the Post-COVID period.

The 6thBBRC continues the tradition by jam-packing the two-day colloquium with enriching activities such as keynote addresses by experienced invited speakers; workshops to improve research skills; and the Three Minutes Thesis Competition, which aims to provide postgraduate students with the presentation skills necessary to effectively communicate their research ideas to a wide audience.

The interaction and the exchange of viewpoints with other students, as well as feedback from academics during the two-day colloquium, would provide invaluable inputs for the participants to further strengthen their research. I hope this event will provide a positive development for the participants' research.

I would like to congratulate PAFEB and the line-up of the 6th BBRC committees, as well as the co-organizers from Universiti Teknologi Mara Cawangan Sarawak and Universitas Sebelas Maret (UNS) for their collegiality extended to us and for co-organizing such an important event that requires lots of earnest efforts and time.

I wish all the participants a fruitful and meaningful colloquium.

Warm wishes.

PROFESSOR DR. ROSSAZANA BT AB RAHIM
Dean of Faculty of Economics and Business (FEB)
Universiti Malaysia Sarawak (UNIMAS)



**PROFESSOR DR.
ROSSAZANA BT AB RAHIM**
**Dean of Faculty of Economics
and Business (FEB)**



Welcoming Speech by Chair of Colloquium of 6th BBRC 2022 Chairman

Warm greetings and welcome to the 6th BBRC 2022,

First and foremost, I would like to take this opportunity to congratulate the committees, appointed for the 6th Borneo Business Research Colloquium (BBRC) 2022, for making this postgraduate colloquium happen successfully with their teamwork and with their full commitment, despite the challenges that the committees painstakingly faced.

Since 2016, the BBRC has served as a platform for the students to discuss and exchange their research ideas on the issues pertaining to the niche areas of the faculty in the fields of Accounting, Finance, Economics, Business Management, and Marketing. The BBRC serves as a medium in providing opportunity to the students to share and disseminate their knowledge to other postgraduate students, as well as enhancing their research aptitude through the exchange of ideas from experienced facilitators. For almost 2 years, since the



OLIVIA WILIBRODE

Chair of Colloquium of 6th BBRC 2022

discovery of the Novel Coronavirus in 2019 (COVID-19), the adaptation of the new norm has been ongoing, and again, the 6th BBRC 2022 of this year also is conducted virtually. Through the online platform, the colloquium provides an opportunity for the participants to share their research ideas and output with a broad audience of the research community.

There are also various value added activities to fill the programmes in the two-day colloquium, such as keynote speech, workshop, research presentation, and 3 Minutes Thesis Competition (3MTC) by the participants. The 3MTC, is organized, once again, in such a way that it serves as a medium for the participants to enhance and improve their public speaking skills in disseminating information efficiently to the broad audience of academics.

I would like to take this opportunity to thank our Dean, the advisor of PAFEB, lecturers, and friends for their unconditional support, encouragement, and guidance extended to me in making this colloquium realized as a fruitful and excellent colloquium.

In addition, I would also like to thank our distinguished keynote speaker, the excellent workshop speakers, and our collaborating partners for their contributions and performances, made together, in making this event a success.

Last but not least, I would like to express my heartfelt gratitude and thanks to all the BBRC committees and the PAFEB members who have worked tirelessly, extending their unstinted support to me throughout the years.

I hope you all enjoy the vast array of this knowledge, sharing activities, and may join us again for the next colloquium.

OLIVIA BINTI WILIBRODE

Chairman of the 6th BBRC 2022



KEYNOTE SESSIONS

KEYNOTE 1

Finance, Technology, Inclusion and (In)equality



**PROFESSOR DR IRWAN
TRINUGROHO**
Universitas Sebelas Maret (UNS)

The development of technological-based financial innovations has become increasingly rapid in recent years for several reasons mainly driven by the penetration of the internet and smart phones. Although digital finance (fintech) may bring a positive impact on financial inclusion, the recent development of fintech could also present a new challenge to the equal income distribution if it is not carefully managed. This talk today is basically dedicated to provide some insights on the growth of fintech and its impact on financial inclusion and income equality. Moreover, to transform the development to be more inclusive and contribute to reduce income inequality, many factors must be considered particularly for regulators and financial services providers. Therefore, some policy recommendations will also be provided.

Globalization, Innovation and Sustainability: Challenges and Opportunities

KEYNOTE 2

Globalization can be traced back to 250 years ago in Adam Smith's work. It is not new, it is never ending and it is unstoppable. Its pace has gotten more intense due to the rapid advancement of technology and knowledge. The faster the globalization process becomes, the more dynamic the market competition will be. Size is no longer significant and the key success to this intense globalization era is innovation.

However, the practical implementation of ideas that result in the introduction of new goods or services should not solely confine to business context. It is the purpose of that innovation that matters—to improve or disrupt existing application of creating new solutions. The outcome of innovation will depend on the acceptance of market. In this context, innovation with great application on solving the current issue as highlighted under the Sustainable Development Goals (SDG) are worth pursuing. The prolonged issues related to poverty, food security, and climate change should have been resolved instead of getting worse in order to make the world a better place to live.



**ASSOCIATE PROFESSOR DR.
MOHAMMAD AFFENDY BIN ARIF**
Universiti Malaysia Sarawak (UNIMAS)



KEYNOTE 3

Business Values and Digitalization in ASEAN: The Case of Cambodia



DR RICCARDO CORRADO
*American University Of Phnom
Penh*

It is well established that telecommunication represents a fundamental pillar of development. In fact, telecommunications, business services, and transport represent core components in the development and overall success of least developed countries, due to their recorded ability in transforming societies and enabling connectivity. In an age when more than half of the world's population is online, connectivity represents a core component of the global future and of ASEAN's one as well. Yet, as experienced also across ASEAN Member States (AMS), despite the rapid expansion of internet connectivity infrastructure across the world, significant gaps in internet adoption and infrastructure access remain. Between the AMS, Cambodia has shown remarkable growth in the past years. But clear issues are still present, with a telecommunications infrastructure still in need to grow, and with digital readiness not yet at satisfactory levels. This lack of readiness is directly affecting companies, which are experiencing a change in values while facing a lack of digital skills within the ecosystem where they operate. The famous statement "data is the new oil" can be said true in an ecosystem capable to use the oil and transform it into energy and production. Can it be said for Cambodia as well?

BBRC 2022 ORGANIZATIONAL COMMITTEE

Patron



PROFESSOR DR. ROSSAZANA BT AB RAHIM

Advisor



ASSOCIATE PROFESSOR DR. DAYANG AFFIZZAH BINTI AWANG MARIKAN



DR. MUHAMMAD ASRAF BIN ABDULLAH

Chair of Colloquium



OLIVIA WILIBRODE

Deputy Chair of Colloquium



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SHARIFFAH NOR FAZLIN BINTI SYED MUSTAPHA



Program Book

SIMON HIEW XI ZEN
PRISCILLA BATAI GOMEZ



6th BBRC 2022 Summary of Program

DAY 1 : 30th June 2022 (Thursday)

Time	Agendas
08:30 am - 9:00 am	Attendance (QR code, UNIMAS NOW)
09:00 am - 9:30 am	<ul style="list-style-type: none"> • National and UNIMAS anthems (NegaraKu, Ibu Pertiwiku & UNIMAS Gemilang) • Doa' recitation
09:30 am - 10:00 am	Opening Ceremony of 6th BBRC 2022 <ul style="list-style-type: none"> • Welcoming speech by the 6th BBRC Chairman • Welcoming speech by the Dean of Faculty of Economics and Business • Officiating ceremony
10:00 am - 10:30 am	Keynote 1 <i>Finance, Technology, Inclusion and (In)equality</i> Professor Dr Irwan Trinugroho Universitas Sebelas Maret (UNS)
10:30 am - 11:00 am	Keynote 2 <i>Globalization, Innovation and Sustainability: Challenges and Opportunities</i> Associate Professor Dr. Mohammad Affendy bin Arip Universiti Malaysia Sarawak (UNIMAS)
11:00 am - 01:00 pm	Colloquium Research Presentation (Parallel session 1 & 2)
01:00 pm - 02:00 pm	Lunch Break/Zohor Prayer
02:00 pm - 03:15 pm	Workshop 1 <i>Issues and Challenges in identifying research gaps and potential new knowledge for postgraduate research</i> Associate Professor Dr Kartinah binti Ayupp Universiti Malaysia Sarawak (UNIMAS)
03:15 pm - 04:30 pm	Colloquium Research Presentation (Parallel session 3 & 4)

6th BBRC 2022 Summary of Program

DAY 2 : 1st July 2022 (Friday)

Time	Agendas
09:00 am - 10:15 am	Workshop 2 <i>Managing your references using Mendeley?</i> Dr Mohd Sabrun bin Ibrahim Universiti Malaysia Sarawak (UNIMAS)
10:15 am - 12:00 am	3 Minutes Thesis Competition (3MTC)
12:00 am - 02:00 pm	Lunch Break/Friday Prayer
02:00 pm - 02:30 pm	Keynote 3 <i>Business Values and Digitalization in ASEAN: The Case of Cambodia</i> Dr Riccardo Corrado American University Of Phnom Penh
02:30 pm - 03:45 pm	Workshop 3 <i>Difference-in-difference Estimation</i> Dr Putra Pamungkas Universitas Sebelas Maret (UNS)
03:45 pm - 05:00 pm	<ul style="list-style-type: none"> • Announcement of Awards • Closing Ceremony



Schedule of 6th BBRC 2022

Day 1 (Thursday)
Date: 30th June 2022

Parallel Session 1 (11.00 am - 01.00 pm)

Economics/Finance and Accounting

Chairperson : Liew Yew Kang

No	Name of participant	Time	Research Title
1.	Nur Rasyiqah Binti Adam	11:00am - 11:15am	Economic Valuation of Bornean Orangutans in Sarawak, Malaysia
2.	Fang Zhe Haw	11:15am - 11:30am	Impact Of COVID-19 Vaccine Disparity on Global Economic Recovery
3.	Jee Kouk Hiong	11:30am - 11:45am	A Conceptual Framework to Access Labor Productivity of ASEAN
4.	Nivakan Sritharan	11:45am - 12:00pm	The Effect of Religiosity in Moderating the Personal Tax Compliance: A Study Made Among Tax Affairs Officers of Malaysian Businesses
5.	Nugroho Saputro	12:00pm - 12:15pm	A Systematic Literature Review on Crowdfunding: Trends and Opportunities



Schedule of 6th BBRC 2022

Day 1 (Thursday)
Date: 30th June 2022

Parallel Session 2 (11.00 am - 01.00 pm)

Marketing/Management			
Chairperson : Iklima Itangishaka			
No	Name of participant	Time	Research Title
1.	Nursuria Binti Mahrif	11:00am - 11:15am	The Applicability of The Ability-Based Theory on Leadership Practice Towards Emotional Intelligence Among Women Leaders in Sarawak Federal Offices: Mediating Effects Of Job Satisfaction & Organizational Culture
2.	Francesca Enchang	11:15am - 11:30am	Behavioral Intention Among the Ibans Community to Participate in Kampungstay Programme In Kuching, Sarawak
3.	Nor Haizree Binti Ahmad Badri	11:30am - 11:45am	The Study of Customer Value Co-Creation Behaviour and Well-Being on Recycling Activity in Malaysia With The Effect Of Motivation
4.	Zainal Abidin Yakub	11:45am - 12:00pm	The impact of Social Innovation Readiness on Entrepreneurs Perception and Engagement Level towards Social Innovation Stages in Profit Orientation Businesses
5..	Pressca Negin	12.00am - 12:15pm	The Prevalence and Outcomes of Social Media Intelligence Quotient (SMIQ) Among Gen Zers Based on Media System Dependency (MSD) Theory Framework



Schedule of 6th BBRC 2022

Day 1 (Thursday)
Date: 30th June 2022

Parallel Session 3 (03.15 pm - 04.30 pm)

Marketing/Management Chairperson : Yap Shee Ling			
No	Name of participant	Time	Research Title
1.	Aloh Anak Elis	03:15pm - 03:30pm	Exploring Motivational Factors of Social Entrepreneurs and The Sustainability of The Business
2.	Kiprawi Sani	03:30pm - 03:45pm	Study on UTAUT, Technology Acceptance Towards Institutional Repository: A Case of Polytechnics
3.	Aisha Kamran Siddiqui	03:45pm - 04:00pm	Serial Entrepreneurialism in A Turbulent Environment with A Challenging Entrepreneurial Ecosystem in A Developing Country Context
4.	Muhammad Qamar Aziz	04:00pm - 04:15pm	Determinant and consequences of push and pull mooring model on consumer switching behavior
5.	Nurul Lizzan Binti Kamarudin	04:15pm - 04:30pm	The Relationship Between Authentic Leadership, Psychological Capital and Organizational Culture on Work Engagement; Mediating Role of Job Satisfaction



Schedule of 6th BBRC 2022

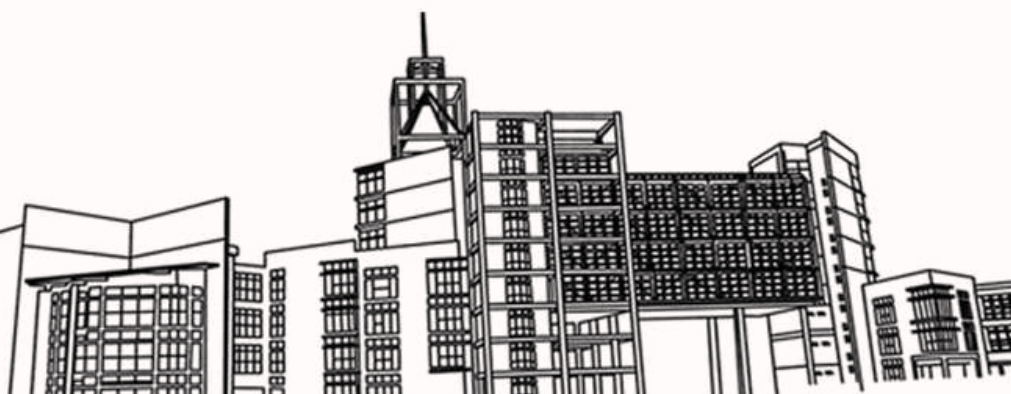
Day 1 (Thursday)
Date: 30th June 2022

Parallel Session 4 (03.15 pm - 04.30 pm)

Economics/Finance and Accounting

Chairperson : Simon Hiew Xi Zen

No	Name of participant	Time	Research Title
1.	Radziah Mohd Dani	03:15pm - 03:30pm	The Effect of Enterprise Risk Management in Detecting Asset Misappropriation: Evidence from Public Sector Financial Management
2.	Ariyanto Adhi Nugroho	03:30pm - 03:45pm	Does Natural Disasters and Regional Factors Affect Housing Market in Indonesia?
3.	Ayya Agmulia Asmarani Islam	03:45pm - 04:00pm	SME's Flight to Digital and Green Economy: Evidence from Indonesia
4.	Laela Rizki Fauzia	04:00pm - 04:15pm	The Financial Inclusion-Emissions Nexus: Do Information and Communication Technologies Make a Difference?

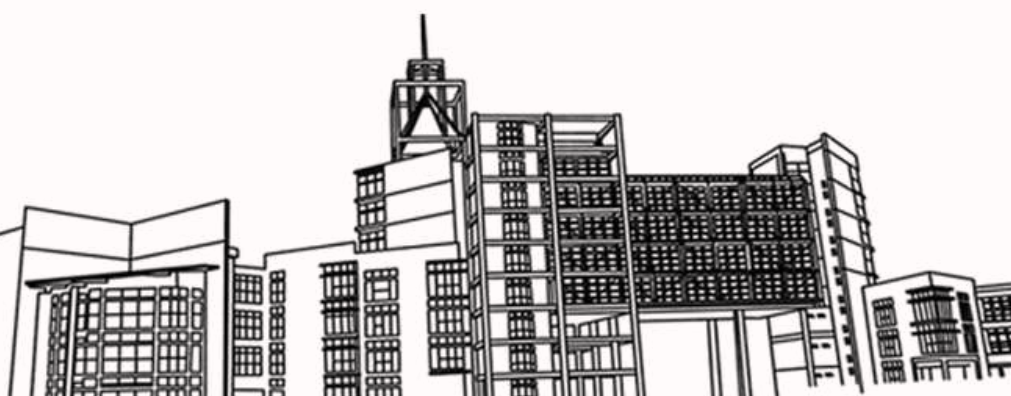


Day 2 (Friday)
Date: 1st July 2022

3 Minutes Thesis Competition (3MTC)

Chairperson : Nur Syqim Binti Mohd Syafiq Felix

No	Name of participant	Time	Research Title
1.	Nivakan Sritharan	10:30am - 10:33am	An Investigation of The Factors That Impact Upon Corporate and Individual Taxpayers Compliance Behavior: A Study Made Among Tax Affairs Officers of Malaysian Businesses.
2.	Fang Zhe Haw	10:33am - 10:36am	Impact Of COVID-19 Vaccine Disparity on Global Economic Recovery
3.	Ng Szu Yee	10:36am - 10:39am	Developing an Integrated Circular Economy Index for the Case of Malaysia
4.	Tan Suk Chinn	10:39am - 10:42am	Building a Wavelet-based Economic Progress Indicator: An Alternative Measure of Malaysian National Well-Being
5.	Jee Kouk Hiong	10:42am - 10:45am	Trade Openness and Labor Productivity Growth of ASEAN Countries Amidst Crisis

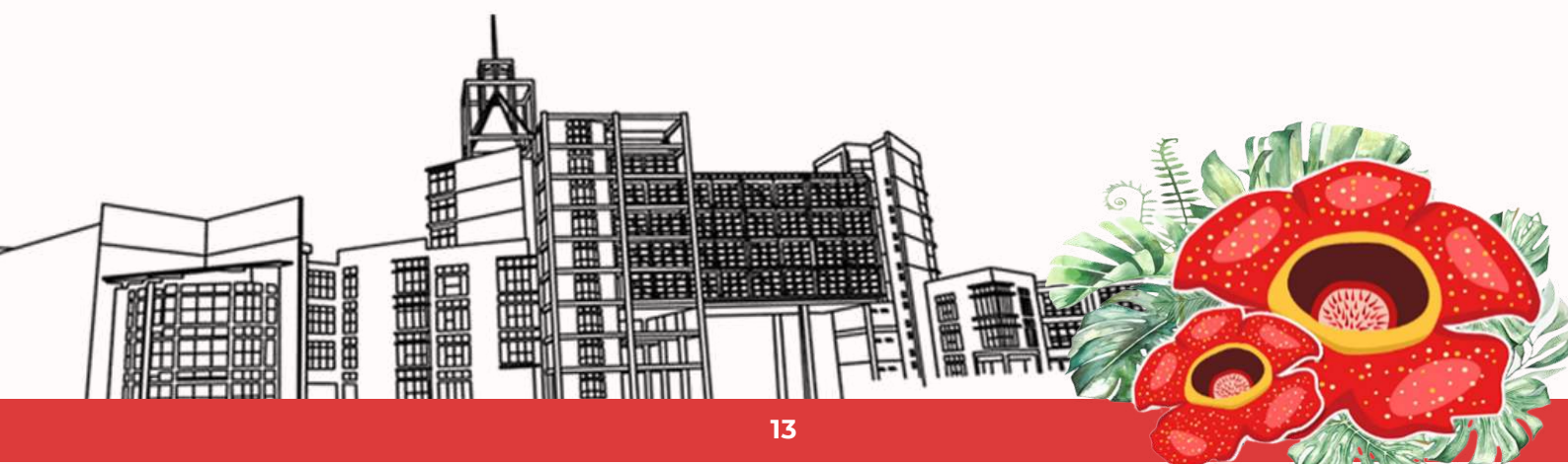


Day 2 (Friday)
Date: 1st July 2022

3 Minutes Thesis Competition (3MTC)

Chairperson : Nur Syiqim Binti Mohd Syafiq Felix

No	Name of participant	Time	Research Title
6.	Simon Hiew Xi Zen	10:45am - 10:48am	Macroeconomics Determinants of CO2 Emission: Empirical Study of Malaysia
7.	Siew Ke Lin	10:48am - 10:51am	The Relationship Between Income Levels and Domestic Violence Severity
8.	Radziah Mohd Dani	10:51am - 10:54am	The Effect of Enterprise Risk Management in Detecting Asset Misappropriation: Evidence from Public Sector Financial Management
9.	Mohamad Asyraaf Bin Mohamad Attan	10:54am - 10:57am	Emotional And Rational Appeals Influence on Purchase Intention of Airasia Products: Implicit and Explicit Memory As Mediator Variables
10.	Nor Haizree Binti Ahmad Badri	10:57am - 11:00am	The Study of Customer Value Co-Creation Behaviour and Well-Being on Recycling Activity In Malaysia With The Effect Of Motivation

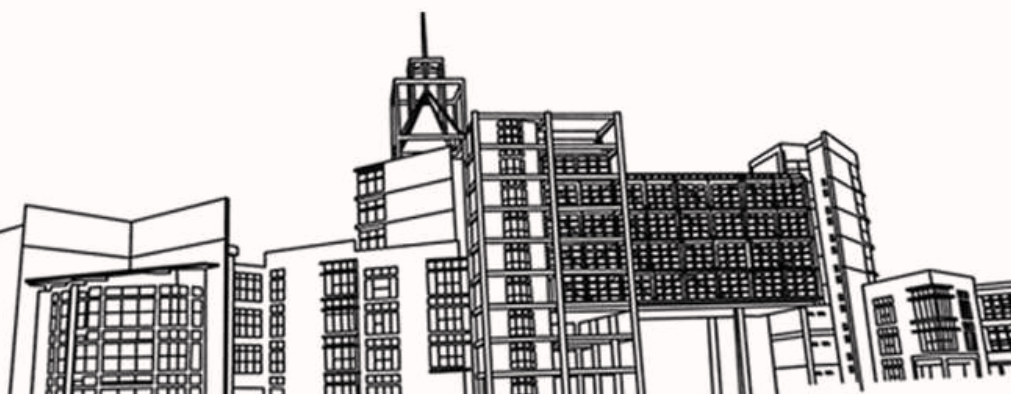


Day 2 (Friday)
Date: 1st July 2022

3 Minutes Thesis Competition (3MTC)

Chairperson : Nur Syiqim Binti Mohd Syafiq Felix

No	Name of participant	Time	Research Title
11.	Aisha Kamran Siddiqui	11:00am - 11:03am	Serial Entrepreneurialism in A Turbulent Environment with A Challenging Entrepreneurial Ecosystem in A Developing Country Context
12.	Ayya Agmulia Asmarani Islam	11:03am - 11:06am	ME's Flight to Digital and Green Economy: Evidence from Indonesia
13.	Laela Rizki Fauzia	11:06am - 11:09am	The Financial Inclusion-Emissions Nexus: Do Information and Communication Technologies Make a Difference?
14.	Mandy Ang Jing Ying	11:09am - 11:12am	Elucidating the Mechanism of Transmission of Mental Illness on Household Economic Behaviour
15.	Liew Yew Kang	11:12am - 11:15am	Revisiting the Impact of COVID-19 Pandemic in the Endemic Phase: Evidence from An Integrated Economic-Epidemiological Model





ABSTRACT



COLLOQUIUM

ECONOMICS

IMPACT OF COVID-19 VACCINE DISPARITY ON GLOBAL ECONOMIC RECOVERY

Fang Zhe Haw & Shirly Siew-Ling Wong

Administration of COVID-19 vaccines is believed to reduce the severity of infection which aims to achieve herd immunity. As reported by the United Nations Conference on Trade and Development (UNCTAD), the pandemic could cause the global economy on tourism to lose more than US\$4 trillion. Inequitable access to COVID-19 vaccines would impede global recuperation from the pandemic. It is widely recognized that healthier populations would contribute to a higher productivity, as indicated by the growth of real Gross Domestic Product (GDP) per capita. However, government budgets are often constrained, which may render a lower priority for vaccine procurement. These financial restrictions are inevitably one of the painful tradeoffs between COVID-19 vaccines and other healthcare expenditures. The cost of vaccines remains exorbitant for many low-income countries. Some pharmaceutical companies offered lower vaccine prices to reduce the financial burden on low-income countries. Study results demonstrated that vaccination rate, vaccine affordability, and vaccine accessibility have a significant, positive relationship towards the rise in real GDP per capita in countries worldwide. Thus, minimizing vaccine disparity would facilitate the opening of international borders which contributes to global economic recovery.

Keywords: Vaccines, GDP, Vaccination Rate, Vaccine Affordability, Vaccine Accessibility, Disparity, Global Economic Recovery



A CONCEPTUAL FRAMEWORK TO ACCESS LABOR PRODUCTIVITY OF ASEAN

Jee Kouk Hiong

For the period of 1987-2019, the average productivity growth across 10 member states of ASEAN was much lower (as high as 3.64 times) compared to other countries in Asia like Taiwan, China, Hong Kong, Japan, India and Pakistan. Apparently, labor productivity growth of ASEAN in 2019 also recorded lower figure compared to other Asia regions like East Asia (0.5 times) and South Asia (0.49 times). Subpar performance in terms of labor productivity growth collectively among 10 member states of ASEAN is a worrisome issue and required empirical investigation on the root of the issue as ASEAN will become the second largest growth in terms of its labor force globally now until 2030. Although this issue inspired vast of researchers to carry out the empirical studies to investigate the determinants of labor productivity for the countries in ASEAN but the conceptual frameworks that had been adopted in the existing studies tend to only focus either on physical capital or human capital or innovation but not all three at once. Also, other productivity-influenced macro factors like crisis, trade openness or foreign direct investment (FDI) were not collectively considered in the respective conceptual framework. Therefore, the existing conceptual framework is not all-inclusive in accessing the labor productivity of ASEAN and more comprehensive conceptual framework is needed. In this new developed labor productivity conceptual framework, physical capital, human capital and innovation will be studied as the independent variables that influence the labor productivity of ASEAN while trade openness, crisis and foreign direct investment (FDI) will play a role as control variables to access the relationship between the studied variables.

Keywords: ASEAN, Productivity, Conceptual Framework, Productivity Growth, Physical Capital, Human Capital, innovation, Labor Productivity, Trade Openness, Crisis, and Foreign Direct investment

ECONOMIC VALUATION OF BORNEAN ORANGUTANS IN SARAWAK, MALAYSIA

Nur Rasyiqah Adam & Nor Afiza Abu Bakar

Although endangered and protected by the strongest regulations on the island of Borneo, Bornean orang-utans are threatened by forest loss, habitat degradation, and poaching. The overall population of Bornean orangutans is estimated to be only 104,700 in total, which is less than half of the population a century ago. Thus, this study aims to measure the non - market value of the conservation of Bornean orangutans in Sarawak, both in Matang Wildlife Centre (MWC) and the Semenggoh Wildlife Centre (WC). Applying the contingent valuation method (CVM), respondents' WTP for the entrance fee of SWC and MWC in order to conserve Bornean orangutans were measured. Overall, the respondents show positive attitude towards conserving Bornean orangutans. 90% of the 600 respondents vote in favour of Bornean Orangutan Conservation Program, while the mean and median WTP are RM206.98 and RM25 respectively. They also believe that it is everyone's duty to ensure that plants and animals today will exist for the future generations. The results of this study will be useful for the Sarawak Forestry Corporation (SFC), government and researchers alike to manage and conserve Bornean orangutans and other endangered species more efficiently.

Keywords: Bornean orangutan, Contingent Valuation Method, Choice Experiment, Environmental Valuation, Willingness to Pay



SMEs' FLIGHT TO DIGITAL AND GREEN ECONOMY: EVIDENCE FROM INDONESIA

Ayya Agmulia Asmarani Islam, Irwan Trinugroho & Suryanto

The digital transformation of SMEs has continued apace in recent years. This study examines the impact of digital transformation on SMEs in improving green economy implementation in Indonesia. This study will have implications on both theoretical and practical points of view regarding the importance of digital transformation in SMEs and the green economy. The current study provides empirical evidence on the implementation of digital technology by Indonesian SMEs and the environmental issues that received renewed attention recently. This study uses survey data of SMEs in the manufacturing, trading, and services sectors. The variables of interest in this study are the digital transformation of SMEs and green economy implementation. Furthermore, access to financial services is proposed as a moderating variable. In addition, the analytical method used in this quantitative study is Logit Model regression and processed using STATA 17 software. Our results reveal that some business factors, as well as firm and owner/manager characteristics, play a significant role in digital transformation in Indonesian SMEs. Also, this study shows that The digital transformation of SMEs helps improve green economy implementation in Indonesia.

Keywords: SMEs; Digital transformation, Access to Financial Services, Green Economy, Indonesia

THE FINANCIAL INCLUSION-EMISSIONS NEXUS: DO INFORMATION AND COMMUNICATION TECHNOLOGIES MAKE A DIFFERENCE?

Laela Rizki Fauzia, Suryanto & Irwan Trinugroho

Environmental degradation occurs during the initial phase of development. However, after a turning point, the benefits of economic growth supported by the accelerated development of information and communication technology (ICT) can be used for environmental conservation. This research will study the relationship between financial inclusion, ICT, and CO₂ emissions with the Environmental Kuznets Curve (EKC) hypothesis. EKC was adopted in this study as a hypothesis that examines the relationship between economic growth and environmental degradation with an inverted U-shape. To obtain the research objectives, we used secondary data for the period 2010 to 2021 from 34 provinces in Indonesia using the panel data regression method. This finding is robust for different measures of the financial inclusion index constructed by a modified estimation model. The existence of insights related to financial inclusion and CO₂ emissions can be a reference from regulations that financial inclusion and ICT can be used as mitigation measures for CO₂ emissions. Therefore, policymakers should consider the synergistic effect of financial inclusion and ICT in designing development and climate change policies.

Keywords: CO₂ Emission, Financial inclusion, ICT



DOES NATURAL DISASTERS AND REGIONAL FACTORS AFFECT HOUSING MARKET IN INDONESIA?

Ariyanto Adhi Nugroho, Yunastiti Purwaningsih, Bhimo Rizky Samudro & Suryanto

This paper investigates the impact of natural disasters and regional factors in the housing market in Indonesia. Based on disaster data that occurred from 2012 - 2019 quarterly and the respective regional economies, this study found that the risk of natural disasters and regional economic factors influenced the housing market with different responses. It is shown that natural disasters in this study, namely earthquakes, floods, and volcanic eruptions, have different responses to the housing market. In addition, there is direct and indirect impact of natural disasters on the housing market.

Keywords: Housing Market, Regional Factor, and Natural Disasters



MANAGEMENT

EXPLORING MOTIVATIONAL FACTORS OF SOCIAL ENTREPRENEURS AND THE SUSTAINABILITY OF THE BUSINESS

Aloh Anak Elis & Jati Kasuma Ali

A study of social entrepreneurship is relatively still a new subject to explore especially in the context of Malaysia where the activities are still at ground level and little known to the community. While the commercial enterprise's main goal is towards creating wealth and gaining profit, social enterprises emphasize the contribution towards society and community as their main priority to set up the business. Thus, this study explored the motivational factors that motivate individual entrepreneurs to become social entrepreneurs instead of going commercial and investigated the determinants that lead to the sustainability of the business. This research was conducted based on the interpretive paradigm through phenomenology by inquiring, interviewing, and collecting data from social entrepreneurs, particularly in Sarawak who have experienced or lived the phenomenon. The collection of data is using an open-end interview conducted online through Zoom and Google Meet applications with identified social entrepreneurs. Since social entrepreneurship is rather new in Malaysia, phenomenology is useful in this study to delve into the perceptions, perspectives, understandings, and feelings of those entrepreneurs who have started their social venture and have the potential to play a pivotal role in the transformation program of Malaysia that could benefit the society and environment in long term. The findings from this research revealed that the pull factors consisting of personal rewards, patriotism, and altruism were identified as the most influential on the decision of social entrepreneurs in Sarawak to involve in social entrepreneurship. Meanwhile, the second findings from this research highlighted the importance of internal and external factors that help these social entrepreneurs to sustain their social ventures.

Keywords: Social Entrepreneurship, Social venture, Commercial enterprises, Entrepreneurs, Motivational theory, Sustainability.



BEHAVIORAL INTENTION AMONG THE IBANS COMMUNITY TO PARTICIPATE IN KAMPUNGSTAY PROGRAMME IN KUCHING, SARAWAK

Francesca Enchang

The tourism industry is known as one of the largest economic sectors in most countries and has greatly contributed to the economic growth in Malaysia. Community-Based Tourism (CBT) is a new agenda in tourism studies that involves local communities that also participate in the tourism development within their area. Most previous studies focus on homestay programs, where either tourists or homestay operators are studied on their behaviour or satisfaction level based on the homestay setting, whereby, they stay together with the host family to learn and experience the culture and living. However, for this study, it is specifically focusing on the expansion of homestay programme, which is called the Kampungstay programme, in which the village community or operators will only provide the accommodation for the visitors and guests, and the rest of the other activities will remain the same as homestay settings. This could be in line with the current COVID '19 pandemic as people are taking extra precautions on safety and hygiene as they might prefer a separate accommodation for these visitors. Thus, the purpose of this study is to determine the factors of community participation, community development, leadership and the application with the adoption of Theory of Planned Behavior affecting behavioral intention among the Iban community to participate in Kampungstay programme as an initiative to boost the empowerment of the community in the economic, social and political aspects.

Keywords: Community-based tourism, kampungstay, villagestay, Ibans community, Theory of Planned Behavior

THE MODERATION EFFECT OF ATTITUDES TOWARDS UTAUT AND TECHNOLOGY ACCEPTANCE ON BEHAVIOURAL INTENTION TO USE MALAYSIAN POLYTECHNIC'S INSTITUTIONAL REPOSITORY

Kiprawi Sani, Jati Kasuma Ali & Noor Zaidi Sahid

User acceptance is very important because the introduction to new services should be evaluated its acceptance among users and the impact obtained as a result of digital services that have been provided in the polytechnic library. However, user acceptance study of the Institutional Repository platform was not conducted during this period and no study related to acceptance was conducted. Therefore, polytechnic students who are the largest population of TVET students in Malaysia are those who certainly have their own perception in at the same time need digital services to facilitate the learning process such as completing reports and assignments. Thus, this PhD proposal intent to study user acceptance based on Unified Technology Acceptance and Use of Technology (UTAUT) variables namely Performance Expectancy, Effort Expectancy and Social Influence and attitude as external variables and moderators for technology acceptance study towards Institutional Repository. This quantitative study proposed to use convenience sampling technique among students at polytechnics that already have an Institutional Repository platform, namely Kuching Polytechnic, Shah Alam Polytechnic, Kota Bahru Polytechnic and Seberang Perai Polytechnic as respondents. Data will be obtained through questionnaires while data analysis will be conducted using Partial Least Squares SEM. Findings of this study expected to provide useful data finding for the implementation of the Institutional Repository platform in other Polytechnics.

Keywords: Digital Library, Knowledge Management, Institutional Repository, UTAUT



THE RELATIONSHIP BETWEEN AUTHENTIC LEADERSHIP, PSYCHOLOGICAL CAPITAL AND ORGANIZATIONAL CULTURE ON WORK ENGAGEMENT; MEDIATING ROLE OF JOB SATISFACTION

Nurul Lizzan Binti Kamarudin

This study aims to investigate the relationship between authentic leadership, psychological capital and organizational culture on work engagement of the public sector employees in Sarawak. Job satisfaction will act as the mediating variable in this study. Participants are the public sector employees in Sarawak that possessed academic qualifications such as a diploma or bachelor's degree from the public or private higher education institutions. The researcher believes that these groups will contribute to the management of an organization. The study will be using the quantitative approach in which questionnaire survey are designed to cover all the relevant aspects in order to achieve each objective of this research. It is hope that the study will assist the government to provide human capital development training which incorporate leaderships style together with other factors that contribute to the growth of an organization. The two positive organisational behaviours namely authentic leadership and psychological capital, together with organizational culture and job satisfaction are imperative in ensuring efficiency and effectiveness that will enhance the work engagement of the public sector employees in Sarawak.

Keywords: Work Engagement, Authentic Leadership, Psychological Capital, Organizational Culture, Job Satisfaction

THE IMPACT OF SOCIAL INNOVATION READINESS ON ENTREPRENEURS' PERCEPTION AND ENGAGEMENT LEVEL TOWARDS SOCIAL INNOVATION STAGES IN PROFIT ORIENTATION BUSINESSES

Zainal Abidin Yakub & Jati Kasuma Ali

Entrepreneurship plays an important role in generating the economic development besides social aspect. However, studies have shown that businesses in Malaysia were reluctant to contribute in social development due to unrelated to their businesses and also cost dependent. Those whose contribute to their social responsibilities majorly treated it as philanthropy and marketing tools. The study is to understand how conventional businesses can adapt social entrepreneurship business models without sacrifice their profit through social innovation. By understanding how entrepreneur's engagement level and the perception on social innovation readiness can contributed to social innovation stages, it can be used to address sustainability issues and increasing CSR contribution among the SMEs. Analysis from quantitative research method will be used to identify the relationship and impact of engagement level and stages of social innovation. The findings will be compared and analysed using SPSS 21. The result of the study will explain on how social innovation readiness contributed to implying social innovation by conventional businesses and at the same time reflect to social issues. It will show that entrepreneurs' engagement towards social innovation can be improved by adding social innovation readiness into the business model, similar to social entrepreneurship. In a way, discussed on how social entrepreneurship are successful elsewhere and conventional business can follow the footstep to drive economic and social development.

Keywords: Entrepreneurship, Entrepreneurs' Engagement, Social Innovation, Social Entrepreneurship, Theory of Perception.



THE APPLICABILITY OF THE ABILITY-BASED THEORY ON LEADERSHIP PRACTICE TOWARDS EMOTIONAL INTELLIGENCE AMONG WOMEN LEADERS IN SARAWAK FEDERAL OFFICES: MEDIATING EFFECTS OF JOB SATISFACTION & ORGANIZATIONAL CULTURE

Nursuria Binti Mahrif & Jati Kusuma Ali

In a work environment, leaders play significant roles and are accountable for determining an organization's success. The behaviors portrayed by leaders have been found to influence employees' abilities to meet and exceed employers' expectations in accomplishing organizational goals (Heckemann et. al, 2015; Udod, Hammond-Collins, and Jenkins, 2020). The leaders' attitudes and behaviors will then play the dominant role as they interact and lead subordinates in the workplace. Although we have witnessed male leadership throughout history, women have recently been promoted to leadership positions as well (Wolf & Boyd, 2016; Jasmin et. al, 2017; Duan et. al, 2022). With the rapid development of the world's population, society, and economy, more women have entered the labor market; making the proportion of women's labor force change. One of the fields in leadership studies that received considerable attention is related to determining emotional intelligence (EI). The problems related to the practice of emotional intelligence, especially among women are the low representations of women as leaders. This is mentioned in the New Straits Times dated 17 March 2021; the representation of women in decision-making positions in Sarawak is still low; supported with only 15% of women holding the positions at the top management levels in the state civil service in Sarawak (NST, March 17, 2021) and unavailability research of EI among women leaders in Sarawak, particularly in the public sectors. Among the researched areas are EI and academic achievement at rural secondary schools in Sarawak (Emang et. Al, 2014), EI among teachers in high-performance schools in Selangor (Ibrahim, Mohd Hamzah, and Abdul Wahab, 2017), and EI and leadership among academic staffs in Sarawak (Sueb, 2017). Thus, this DBA proposal intends to investigate the relationship of leadership practice towards emotional intelligence among women leaders in Federal Agencies in Sarawak. The Ability-based theory will be used to test the relationship to the proposed model. Job satisfaction and organizational culture are also tested as the mediating variables. The expected outcome of this research is a contribution to new knowledge in the field of research and to propose of a new instrument and model that can be used by other researchers in the same field.

Keywords: Emotional intelligence, Leadership Practice, Organizational Culture, Ability Based Theory



SERIAL ENTREPRENEURIALISM IN A TURBULENT ENVIRONMENT WITH A CHALLENGING ENTREPRENEURIAL ECOSYSTEM IN A DEVELOPING COUNTRY CONTEXT

Aisha Kamran Siddiqui

Serial entrepreneurialism is a phenomenon that represents entrepreneurs' journey that involves repeated sequential start-up behavior after an exit, its variant motives and emotions, engagement processes, actions, and outcomes in the context of an entrepreneurial ecosystem and environment. Recent studies show that 50% of small enterprises survive five years or longer, and 33.3% last ten years or longer. In contrast, the COVID-19 pandemic changed environmental conditions by forcing many entrepreneurs to close their businesses (60% of SMEs closed which were engaged in supply chain management in Pakistan, according to the SMEDA COVID-19 survey (2020)). Thus, it becomes critical to know "how entrepreneurs restart their journey after exit under uncertainty and challenges in a developing country?". Although the entrepreneurship literature recognizes that context matters for "exit" (forced or voluntary) and "re-entry," it also observes that resilient entrepreneurs have the characteristics to cope with negative emotions triggered by adverse events. Therefore, the scholars suggest that resilient serial entrepreneurs can kick-start the economic revival engine in developing countries. This paper presents a conceptual framework for serial entrepreneurial action in a turbulent environment coupled with a challenging entrepreneurial ecosystem. It identifies the entrepreneurial re-entry action and its engagement processes for opportunity recognition following a business exit. This study fundamentally draws from an entrepreneur journey perspective that dovetails with a resource-based view, an institution-based view, and a serial entrepreneurship theory. It suggests that environmental uncertainties and entrepreneurial ecosystem challenges trigger mixed emotions, which interact with an individual intensity of religiosity to determine an entrepreneur's resiliency tendencies. Thus, entrepreneurs' resilience tendencies influence an entrepreneur's decision on re-entry quality, speed, strategy, and type. In a developing country context, the study's results may suggest ideas, strategies, and actions that promote serial entrepreneurship and economic growth. Such as introducing training programs for sharpening resilient serial entrepreneur competencies and coping strategies to deal with adverse events. Also, reconfigure entrepreneurial ecosystem elements to create a conducive environment for serial re-entry action.

Keywords: Serial Entrepreneurship, Entrepreneurial Re-entry Action, Environmental Uncertainty, Entrepreneurial Ecosystem, Entrepreneurial Opportunity, Entrepreneurial Religiosity, Entrepreneurial Emotions, Entrepreneurial Strategy.



ACCOUNTING AND FINANCE

THE EFFECT OF RELIGIOSITY IN MODERATING THE PERSONAL TAX COMPLIANCE: A STUDY MADE AMONG TAX AFFAIRS OFFICERS OF MALAYSIAN BUSINESSES

Nivakan Sritharan, Salawati Sahari, Cheuk Choy Sheung Sharon & Mohamed Ahmad Syubaili

Extant studies in taxation have surmised religiosity as the distinctive moderator of the taxpayer's compliant behaviour. This study limns the moderating impact of religiosity on the officers who deal in tax affairs in the corporate sectors in Malaysia. Literature reviews provide an assumption that the officers who deal in tax matters in their business entities become inclined to non-comply with the tax system of their respective business entities when they themselves remain non-compliant with their personal tax system. Therefore, we intend producing a seminal article, where religiosity is tested for its moderation between determinants, such as the 'Peers' tax compliance', 'Tax audit', 'Service quality of tax authority' and 'satisfaction on government spending', and the 'Level of tax compliance among tax affairs officers'. Purposive and snowball sampling techniques have been chosen to collect data from the tax affairs officers of businesses in Malaysia. 'SmartPLS' is used to analyse the data. The finding reveals that religiosity does not moderate the relationship between the determinants and the level of tax compliance among the tax affairs officers. The findings of this study contribute to the interdisciplinary field of taxation by providing empirical evidence.

Keywords: Religiosity, Personal Tax Compliance, Structural Equation Modelling, LHDN.

A SYSTEMATIC LITERATURE REVIEW ON CROWDFUNDING: TRENDS AND OPPORTUNITIES

Nugroho Saputro, Yunastiti Purwaningsih, Albertus Maqnus Soesilo, Irwan Trinugroho & Tri Mulyaningsih

Over the past two decades, many technological innovations have transformed the industry, especially the financial sector. One of these innovations is crowdfunding services that give the public opportunities to seek alternative sources of financing. Using a Systematic Literature Review, we aim to discuss global crowdfunding trends, especially its challenges and opportunities in Indonesia. We deploy peer-reviewed articles from the Scopus database to address this issue, resulting in 95 documents. Our result shows that the most popular publications are crowdfunding lending (Peer-to-Peer Lending) and investment crowdfunding (Equity Crowdfunding and Profit-sharing Crowdfunding). In this paper, we also use STEEP (Societal, Technological, Economical, Environmental, and Political) Analysis Framework to see the challenges and opportunities of crowdfunding, and we found that Indonesia has a supportive ecosystem for the development of better crowdfunding.

Keywords: Fintech, Crowdfunding, Systematic Literature Review, STEEP Framework, Indonesia



THE EFFECT OF ENTERPRISE RISK MANAGEMENT IN DETECTING ASSET MISAPPROPRIATION: EVIDENCE FROM PUBLIC SECTOR FINANCIAL MANAGEMENT

Radziah Mohd Dani & Noorhayati Mansor

Asset misappropriation remains one of the most serious financial challenges, particularly in the Malaysian public sector, and it continues to pique public interest. According to a report on occupational fraud and abuse, asset misappropriation occurs in 86 percent of cases, resulting in a median loss of \$100,000 per event (ACFE, 2020). In Malaysia, enterprise risk management is becoming widely practised since organisations are now aware of its importance. The public expects the government to analyse risks and reduce concerns about corruption, mismanagement, malpractice, and fraud. Despite strengthening risk management, the implementation of risk management in the public sector is still at an early stage. Thus, the purpose of this study to determine the role of enterprise risk management in detecting asset misappropriation in the public sector and examines the factors associated with asset misappropriation in mitigating the incidents of fraud. The population of this study was Malaysian public sector employees. The sample methods were cluster and proportionate random sampling, and the survey method was online surveys. The number of respondents was 300 and the data was analysed using a structural equation model with AMOS-based covariance. The results show that there is a prevalent of asset misappropriation cases in Malaysian Public Sector. Furthermore, enterprise risk management practice moderates the relationship between fraud risk factors and asset misappropriation. This study contributes to the literature on asset misappropriation in the public sector. It also has several practical implications for being a source of information to strengthen enterprise risk management practises in fraud prevention and detection that will improve management control systems in the public sector in developing countries like Malaysia.

Keywords: Asset misappropriation, Enterprise Risk Management, Public Sector, Fraud Theory



MARKETING

DETERMINANT AND CONSEQUENCES OF PUSH AND PULL MOORING MODEL ON CONSUMER SWITCHING BEHAVIOR

Muhammad Qamar Aziz & Jati Kasuma Ali

Pakistan has a large number of retail channels throughout the country where people are highly depends upon them for their daily matters. To capture the market in bulk, most of the heavy player also gets into this to enjoy the same. During pandemic whole situation has been changed, nothing like before it is, the thinking paradigm of customer has been changed, and customer is now looking for the safe and sound channel. It is always very difficult to change your habit, until there is no other option. At the present time, the number of stores is in numbers and the user also increasing day by day. In fact, more App develop to support the gap in the online retail industry and makes customer reluctant to go for shopping physically. Thus, this early stage of PhD proposal intends to link the dimensions of push and pull mooring model that might have possible impact on customer switching behavior building on existing literature on customer switching behavior in retail industry after covid-19. This study focuses on the six dimensions of pull and push mooring model that better will help to predict customer switching behavior. These factors will help to determine the cause and root of customer switching from retail channel to online channel. It not only tests the impact on customer switching satisfaction such as repurchase behavior, repurchase intentions, and site revisit, but also the impact of customer trust. The result is expected to extend the knowledge about different Pakistan's future retail industry model.

Keywords: Customer Switching Behaviour, Retail Industry, Online Channel, Push and Pulling Mooring Model, Customer Switching Satisfaction, Repurchase Intention

THE PREVALENCE AND OUTCOMES OF SOCIAL MEDIA INTELLIGENCE QUOTIENT (SMIQ) AMONG GEN ZERS BASED ON MEDIA SYSTEM DEPENDENCY (MSD) THEORY FRAMEWORK

Pressca Negin & Jati Kasuma Ali

Social media usage has increased over the years and this phenomenon is being studied by researchers globally. Dependency to social media can be classified as a behavioural disorder, psychological detachment, poor physical health and various types of mental illness. However, overuse of social media in late childhood and early adolescence has significant benefits such as emotional support, self-expression, and community building. Other than that, the portability and accessibility of smartphones and mobile computing apps with Internet services have fundamentally changed the way people communicate especially among university students. University students between 20 to 25 years age group who are currently known as Gen Zers are selected because young adults were among the earliest social media adopters and they continue to use these sites at high levels. This generational cohort can also strategically and dynamically choose the best way to express their emotions, opinions, and intentions to achieve smooth communication through social media platforms. These capabilities could lead them to become social media literacy which will result in them becoming Social Media Intelligence Quotient (SMIQ). Thus, the purpose of this paper is to examine the determinants of SMIQ and identify its outcomes among Gen Zers. It aims to develop a theoretical framework based on a modified Media System Theory that integrates important systems and components that determine and resulted from SMIQ.

Keywords: Social Media intelligence Quotient (SMIQ); Media System Theory (MSD)



THE STUDY OF CUSTOMER VALUE CO-CREATION BEHAVIOUR AND WELL-BEING ON RECYCLING ACTIVITY IN MALAYSIA WITH THE EFFECT OF MOTIVATION

Nor Haizree Binti Ahmad Badri, Jati Kasuma Bin Ali, Yusman Bin Yacob, & Nor Hashima Binti Hashim.

This PhD proposal intent to study value co-creation and its mediating effect on motivation and influence on well-being among customers who have been actively involved in environmental causes specifically recycling activity. Understanding value co-creation behaviour plays a crucial role in determining the customer's well-being to achieve a sustainable environment and healthy living. Despite a plethora of studies on value co-creation, motivation, and well-being in the marketing literature, little has been done regarding value co-creation in the context of the environmental marketing field in Malaysia. Integrating value co-creation behaviour and recycling concept in this research study based on value co-creation concept, service-dominant logic, and self-determination theory; this research study lays the foundation and intent to examining the effects of customer value co-creation behaviour which constitute customer participation and customer citizenship. An important component of value co-creation, well-being with mediating effect of motivation will be measured using applies of quantitative approach with targeted respondent of customers of online community platforms on social enterprise and NGOs websites or social media pages residing in Malaysia. Expected outcome if this study is foreseen will contribute to the theoretical knowledge and the stakeholder from the private and public sector in as well as the practitioner in strategies and better understanding before designing product or services.

Keywords: Value Co-Creation Behaviour; Well-being; Motivation; Recycling Activity



3 MINUTES THESIS COMPETITION (3MTC)

AN INVESTIGATION OF THE FACTORS THAT IMPACT UPON CORPORATE AND INDIVIDUAL TAXPAYERS' COMPLIANCE BEHAVIOUR: A STUDY MADE AMONG TAX AFFAIRS OFFICERS OF MALAYSIAN BUSINESSES

Nivakan Sritharan & Salawati Sahari

Despite the proliferation in the literature reviews of taxation, no systematic findings have revealed the nexus between personal tax compliance and corporate tax compliance so far. It is assumed that a tendency of corporate tax non-compliance exists among the tax affairs officers of businesses in Malaysia when they personally do not comply with their respective tax system. That being so, this study aims to investigate the factors impacting upon personal and corporate tax compliance among the tax affairs officers in Malaysia. Literature review suggests that peer tax compliance, probability of audit, service quality of tax authority, and the satisfaction on government spending are the strongest determinants to the Malaysian context. Purposive and snowball sampling techniques will be chosen to collect the data from tax affairs officers of Malaysian businesses. 'SmartPLs' will be used to analyze the data. Being the first, the findings of this study will transpire fresh insight that is expected to contribute to the relevant authorities and to pave the way for avenues for researches.

Keywords: Personal Tax, Corporate Tax, Structural Equation Modelling, LHDN

TRADE OPENNESS AND LABOR PRODUCTIVITY GROWTH OF ASEAN COUNTRIES AMIDST CRISIS

Jee Kouk Hiong

The average productivity growth across 10 member states of ASEAN for the period of 1987-2019 collectively as low as 3.64 times compare to other Asia countries such as Hong Kong, Japan, Taiwan, China, Pakistan and India. Apart of that, aggregate labor productivity growth for 10 member states of ASEAN also much lower compare to Asia regions like East Asia (0.5 times) and South Asia (0.49 times) in 2019. Although the subdue performance of labor productivity for ASEAN since the onset of global financial crisis in 2008 was further worsen by the deceleration of economic growth due to the outbreak of COVID-19 pandemic in 2019 but the data of trade openness growth in 2021 become an unthinkable inspiration to improve the labor productivity of ASEAN particularly during the crisis. It is because the provided data for year 2021 depicted that greater deficit in trade openness growth might be influential in helping the member states of ASEAN to achieve better performance in terms of labor productivity during the crisis of Covid-19. However, it is yet empirically proved. Hence, an empirical study will be carried out to examine the influence of trade openness growth on labor productivity growth among the member states of ASEAN during the crisis. The studies will contribute to the body of knowledge on the labor productivity by introduce a new conceptual framework in accessing the labor productivity for ASEAN for the period of 1991-2020.

Keywords: Productivity growth, ASEAN, Asia, labor productivity growth, COVID-19, global financial crisis, conceptual framework, and labor productivity.



MACROECONOMICS DETERMINANTS OF CO₂ EMISSION: EMPIRICAL STUDY OF MALAYSIA

Simon Hiew, Jerome Kueh & Olivia Wilbrode

Malaysia is one of the developing countries that had recorded highest CO₂ emissions in Association of Southeast Asia Nation (ASEAN) region. The purpose of this study aiming to investigate the relationship between CO₂ emissions and its macroeconomics variables by using the data from year 1980 to 2018. The dependent variable will be CO₂ emissions while GDP per capita, foreign direct investment (FDI), population growth, electricity production and industrial structure will act as independent variables. However, Autoregression Distributed Lag Cointegration (ARDL) approach had been used to identify the cointegration relationship and forecast the long run equilibrium of the variables. This study found out that all of the variables have short run relationship and long run relationship towards CO₂ emissions through econometric analysis. However, population growth is one of the main contributors towards high CO₂ emissions due to increase production and consumption. Thus, this study is important in reducing CO₂ emissions to prevent further human destruction activity that lead to environmental degradation.

Keywords: CO₂ emission, Time series analysis, ARDL Approach, Correction Error Model, Variance Decomposition, Macroeconomics determinants

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Keywords: CO₂ emission, Financial inclusion, ICT



EMOTIONAL AND RATIONAL APPEALS INFLUENCE ON PURCHASE INTENTION OF AIRASIA PRODUCTS: IMPLICIT AND EXPLICIT MEMORY AS MEDIATOR VARIABLES

Mohamad Asyraaf Bin Mohamad Attan

Advertisers always find a new, innovative ways to capture the attention of their customers about their products. Each day, we saw new ideas of advertisements on any digital platform such as Twitter, Instagram, Facebook and Pinterest, to name a few. In advertising, advertisers used different types of advertising appeals to promote their products, be it old or new products. Emotional and rational appeals are among the advertising appeals that have been used to promote their products. Emotional and rational appeals are among the most common appeals that are being used to capture attention, especially with the evolution of telecommunications from the worldwide perspectives. This can be prove by the increase usage of YouTube as a platform to promote products. The use of social media such as YouTube advertisements to promote products is becoming a trend these days. Airlines companies are some of the examples of players that utilized YouTube to advertise its products to customers. In Malaysia, AirAsia are among the airline industry players that utilized YouTube to advertise its products. Proven in the previous studies that it is common to use advertising appeals on how they can influence purchase intention. However, it is uncommon to understand whether customer memory, namely implicit and explicit memory can influence purchase intention when its role as mediator variables. Issue regarding credit payment involving AirAsia and its customers have becoming a major discussion among business critics in Malaysia. This issue occurred due to lockdown in Malaysia when the world was badly affected by COVID-19 pandemic. AirAsia had to ground its aircrafts, thus cancelling all scheduled flights for months. With AirAsia pushing its customers to accept credit payment for future flights instead of refund from tickets purchase, temper flares among its customers that demanding refund due to more purpose of using the money, instead of credit payment for future flights when it is uncertain on when the customers will fly again. It is interesting to observe how its customers react in this study. Besides to investigate the relationship between emotional appeal with implicit memory and explicit memory, other objectives for this study are to study the relationship between rational appeal with implicit memory and explicit memory and to examine the relationship between implicit and explicit memory with purchase intention. To achieve the objectives of this study, survey questionnaires will be distributed to 210 participants who have flown with AirAsia in the past. Data collected from the survey will be analysed by using SPSS software as well as SmartPLS version 3.0.

Keywords: Advertising Appeals, Explicit Memory, Implicit Memory, Purchase Intention



THE EFFECT OF ENTERPRISE RISK MANAGEMENT IN DETECTING ASSET MISAPPROPRIATION: EVIDENCE FROM PUBLIC SECTOR FINANCIAL MANAGEMENT

Radziah Mohd Dani & Noorhayati Mansor

Asset misappropriation remains one of the most serious financial challenges, particularly in the Malaysian public sector, and it continues to pique public interest. According to a report on occupational fraud and abuse, asset misappropriation occurs in 86 percent of cases, resulting in a median loss of \$100,000 per event (ACFE, 2020). In Malaysia, enterprise risk management is becoming widely practised since organisations are now aware of its importance. The public expects the government to analyse risks and reduce concerns about corruption, mismanagement, malpractice, and fraud. Despite strengthening risk management, the implementation of risk management in the public sector is still at an early stage. Thus, the purpose of this study to determine the role of enterprise risk management in detecting asset misappropriation in the public sector and examines the factors associated with asset misappropriation in mitigating the incidents of fraud. The population of this study was Malaysian public sector employees. The sample methods were cluster and proportionate random sampling, and the survey method was online surveys. The number of respondents was 300 and the data was analysed using a structural equation model with AMOS-based covariance. The results show that there is a prevalent of asset misappropriation cases in Malaysian Public Sector. Furthermore, enterprise risk management practice moderates the relationship between fraud risk factors and asset misappropriation. This study contributes to the literature on asset misappropriation in the public sector. It also has several practical implications for being a source of information to strengthen enterprise risk management practises in fraud prevention and detection that will improve management control systems in the public sector in developing countries like Malaysia.

Keywords: Asset misappropriation, Enterprise Risk Management, Public Sector, Fraud Theory

THE RELATIONSHIP BETWEEN INCOME LEVELS AND DOMESTIC VIOLENCE SEVERITY

Siew Ke Lin

Domestic violence is a worldwide public health concern. Domestic violence has been shown to be more severe among those in the lower income group and can have far-reaching detrimental effect to socioeconomic development. An understanding of the types and degree of severity of domestic violence can shed meaningful information for future domestic violence prevention. The objective of this study is to examine the relationship between income levels of victims and degree of severity using the Violence Against Women Instrument (VAWI). Self-reported questionnaire study was conducted in One Stop Crisis Center (OSCC) in Sarawak General Hospital from March 2021 to May 2022. A total of 110 victims admitted to OSCC during the study period were included in this study. Findings from this study suggest that victims with higher income levels can experience domestic violence as severe as those at lower income level. However, victims who are non-income earner experienced significantly more severe domestic violence than income earners.

Keywords: One Stop Crisis Center, Domestic violence, Malaysia



SERIAL ENTREPRENEURIALISM IN A TURBULENT ENVIRONMENT WITH A CHALLENGING ENTREPRENEURIAL ECOSYSTEM IN A DEVELOPING COUNTRY CONTEXT

Aisha Kamran Siddiqui & Harry ak Entebang

Serial entrepreneurialism is a phenomenon that represents entrepreneurs' journey that involves repeated sequential start-up behavior after an exit, its variant motives and emotions, engagement processes, actions, and outcomes in the context of an entrepreneurial ecosystem and environment. Recent studies show that 50% of small enterprises survive five years or longer, and 33.3% last ten years or longer. In contrast, the COVID-19 pandemic changed environmental conditions by forcing many entrepreneurs to close their businesses (60% of SMEs closed which were engaged in supply chain management in Pakistan, according to the SMEDA COVID-19 survey (2020)). Thus, it becomes critical to know "how entrepreneurs restart their journey after exit under uncertainty and challenges in a developing country?". Although the entrepreneurship literature recognizes that context matters for "exit" (forced or voluntary) and "re-entry," it also observes that resilient entrepreneurs have the characteristics to cope with negative emotions triggered by adverse events. Therefore, the scholars suggest that resilient serial entrepreneurs can kick-start the economic revival engine in developing countries. This paper presents a conceptual framework for serial entrepreneurial action in a turbulent environment coupled with a challenging entrepreneurial ecosystem. It identifies the entrepreneurial re-entry action and its engagement processes for opportunity recognition following a business exit. This study fundamentally draws from an entrepreneur journey perspective that dovetails with a resource-based view, an institution-based view, and a serial entrepreneurship theory. It suggests that environmental uncertainties and entrepreneurial ecosystem challenges trigger mixed emotions, which interact with an individual intensity of religiosity to determine an entrepreneur's resiliency tendencies. Thus, entrepreneurs' resilience tendencies influence an entrepreneur's decision on re-entry quality, speed, strategy, and type. In a developing country context, the study's results may suggest ideas, strategies, and actions that promote serial entrepreneurship and economic growth. Such as introducing training programs for sharpening resilient serial entrepreneur competencies and coping strategies to deal with adverse events. Also, reconfigure entrepreneurial ecosystem elements to create a conducive environment for serial re-entry action.

Keywords: Serial entrepreneurship, Entrepreneurial Re-entry Action, Environmental Uncertainty, Entrepreneurial Ecosystem, Entrepreneurial Opportunity, Entrepreneurial Religiosity, Entrepreneurial Emotions, Entrepreneurial Strategy



IMPACT OF COVID-19 VACCINE DISPARITY ON GLOBAL ECONOMIC RECOVERY

Fang Zhe Haw & Shirly Siew-Ling Wong

Administration of COVID-19 vaccines is believed to reduce the severity of infection which aims to achieve herd immunity. As reported by the United Nations Conference on Trade and Development (UNCTAD), the pandemic could cause the global economy on tourism to lose more than US\$4 trillion. Inequitable access to COVID-19 vaccines would impede global recuperation from the pandemic. It is widely recognized that healthier populations would contribute to a higher productivity, as indicated by the growth of real Gross Domestic Product (GDP) per capita. However, government budgets are often constrained, which may render a lower priority for vaccine procurement. These financial restrictions are inevitably one of the painful tradeoffs between COVID-19 vaccines and other healthcare expenditures. The cost of vaccines remains exorbitant for many low-income countries. Some pharmaceutical companies offered lower vaccine prices to reduce the financial burden on low-income countries. Study results demonstrated that vaccination rate, vaccine affordability, and vaccine accessibility have a significant, positive relationship towards the rise in real GDP per capita in countries worldwide. Thus, minimizing vaccine disparity would facilitate the opening of international borders which contributes to global economic recovery.

Keywords: Vaccines, GDP, Vaccination Rate, Vaccine Affordability, Vaccine Accessibility, Disparity, Global Economic Recovery

Revisiting the Impact of COVID-19 Pandemic in the Endemic Phase: Evidence from An Integrated Economic-Epidemiological Model

Liew Yew Kang

In early January 2020, the novel Coronavirus Disease 2019 (COVID-19) has entered Malaysia through international mobility. The onset of the pandemic has significantly impacted the Malaysia economy. During the outbreak, individuals, households, and firms were slumped into serious economic hardship due to the reduced labour productivity and mobility. Therefore, to cease the transmission of the disease, various interventional policies such as social distancing, usage of personal protective equipment and vaccination have been introduced, while aid and relief efforts have been one of the major policy responses to ease the slumping economy. Despite the force of policy responses in combating the health crisis, economic damage from the pandemic remains uncertain. As a result, measuring the impact of COVID-19 has always been in the limelight even through countries all around the world have started to live with the virus and making headway towards the endemic stage. In an effort to bring a closer look into the effect of COVID-19 from a wider perspective as we are entering the era of endemic, the present study is motivated to integrate the Susceptible, Exposed, Infectious and Recovery (SEIR) model into the economic model to revisit the economic impact of COVID-19 under the presence of epidemiological elements of the COVID-19. In addition, agent-based modelling and simulation (ABMS) will be applied to capture the effect of human behaviour on various policy responses so as to understand how behavioural aspects of the society plays a role in the effectiveness of health policy responses in the country. This finding will be useful to guide the policy responses towards health crisis in the next future.

Keywords: Economic-epidemiological Model, SEIR Model, COVID-19, Agent-based Modelling, Malaysia



Elucidating the Mechanism of Transmission of Mental Illness on Household Economic Behaviour

Mandy Ang Jing Ying

At some point in our lives, we can all be unhappy or feeling down for no apparent reason, but depression is beyond feeling sad, empty, and defeated that usually pass with a little time. Depressed mood lasts for a considerably long period of times and typical occurs in tandem with aversion to activity. It is the most common mental disorder besides the generalised anxiety disorder (GAD), panic disorder, phobias, social anxiety disorder, obsessive-compulsive disorder (OCD) and post-traumatic stress disorder (PTSD). Mental illness can detrimentally affect one's thinking, personality, mood, and behaviour, resulting in substantial morbidity and mortality. People with mental disorders are prone to suicide, homicide, unintentional injuries, substance abuse, adverse outcomes of medical illness, disruption in interpersonal relationships and loss of work time. Mental illness makes up one third of all years lived with disability throughout the world, and depression will be the second leading cause of global disability by 2020.

Despite its catastrophic condition as the leading cause of global disease burden, mental illness is underappreciated for its impact on overall population health as well as household economic behaviour. Furthermore, untreated mental health conditions in oneself and in their parents could make the household vulnerable to the life-shortening damage, especially for youth. In addition, parents with depression are less likely to adequately safeguard the family and more likely to practice tough discipline at home. Besides, toxic stress may badly affect the brain development through modification of the genome, and long-term influence will be greatly disruptive towards premature mortality. In view of this, the present study is motivated to elucidate the mechanism of mental illness transmission on household economic behaviour to provide a deeper insight into the spillover effect of mental disorders on partners' and household's well-being. Moreover, the compensating income variation of partner's mental health will be assessed to examine how monetary values for mental states and other welfare changes, a form of valuation method for subjective well-being.

Keywords: Mental Illness, Life Satisfaction, Household Economic Behaviour



Building A Wavelet-Based Economic Progress Indicator: An Alternative Measure of Malaysian National Well-Being

Tan Suk Chinn

Since measuring well-being is significantly acknowledged, earlier scholars reviewed the national progress measures and appended the standard concept of utility to their research. However, it is flawed and less comprehensive to explain happiness as utility merely captures fewer aspects of human well-being, not to mention measuring a civilization's tangible development. Throughout these years, many have sought several accurate alternative measures that potentially define economic progress. Malaysia has also coined the Malaysian Wellbeing Index (MWI), assessing the quality of life in its society. Nevertheless, it is questionable whether the living standards in the whole Malaysia have actually and equally progressed as recorded in the MWI. Therefore, the present study is motivated to develop an alternative measurement of National Well-Being for the case of Malaysia. To achieve this aim, a wavelet-based social approach will be applied to construct an economic progress indicator that captures Malaysia's economic and societal development.

Keywords: National well-being, Happiness, Economic Progress

Developing An Integrated Circular Economy Index for The Case Of Malaysia

Ng Szu Yee

Civilization does not remain static as the growth of development in stable food supply, social and demographic structure, government system, religious system, highly developed culture, advances in technology, and highly developed written languages. Human activities continually consume and deprive nature of resources and dump harmful waste and sewage into disposal landfills, deteriorating the quality of the environment around us. This awareness led to the need to promote sustainable development, while circular economy (CE) development is an idea to devote to the sustainable goals. Based on the report of Malaysia Productivity Corporation in 2020, Malaysia construction industry contribute most waste (8 million tons per year) among all the industry and it recorded the highest recycling rate at 85%. CE has the potential to take part as to improve material efficiency by sourcing sustainable materials, maximizing material recovery, and reducing waste generation in this industry. Therefore, the objective of this study is to develop an integrated circular economy index (CEI) for the construction industry in Malaysia. This study will be carried out by using both qualitative and quantitative design namely the focus group discussion and primary questionnaires survey respectively. The result will be analysed through content analysis, descriptive analysis, and Simple Additive Weighting Method (SAWM) for indexing. Hence, this study will define the domain of construction material resources, identify the attributes that decide circularity, compute the CEI for construction industry and finally measure the circularity rate in the construction industry. With the CEI, the performance of CE in construction industry can be traced and to provide a macro view of current stand and stimulate policy ideas for future roadmap.

Keywords: Circular Economy, Construction, Material Efficiency, Waste Reduction



ORGANIZER:



CO-ORGANIZER:



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