

10TH INTERNATIONAL BORNEO BUSINESS CONFERENCE (iBBC) 2022

"Diversification of Economy and Business Sustainability: Opportunities and Challenges"

19TH - 21ST SEPTEMBER 2022

RAIA HOTEL & CONVENTION CENTRE KUCHING, SARAWAK

CONTACT INFO

IBBC 2022 Conference Secretariat
Faculty of Economics & Business
Universiti Malaysia Sarawak
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Sarawak, Malaysia

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Main Organizer



Co-Organizers



<http://www.conference.unimas.my/IBBC2022/en/>

Keynote Speaker and Academic Workshop



Keynote Speaker 1:
Dato' Amir Omar
*Sarawak Federal Secretary's Office,
Prime Minister's Department*

“Labor Supply for Strong and Sustainable Growth of Malaysia Workforce”

Keynote Speaker 2:
Dr. Ronald Mutasa

*World Bank's Practice Leader,
Human Development Philippine,
Malaysia, Thailand, and Brunei*



“Social Protection in the Era of the COVID-19 Pandemic in Malaysia”

Topic: Keynote Speakers
Time: Sep 19, 2022 10:00 AM Kuala Lumpur

Join Zoom Meeting
<https://unimas-my.zoom.us/j/92817987885?pwd=Yml5czB0ZWo4eUZ1Rk1ZODR6ckF5dz09>

Meeting ID: 928 1798 7885
Passcode: 568722



Academic Workshop 1:
Dr. Marigliano Piergiorgio
*Universita Degli Studi Del
Sannio, ITALY*

“Phyton Programming Workshop”

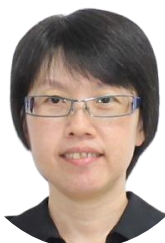
Topic: IBBC2022 Academic Workshop 1 (Phyton Programming)
Time: Sep 21, 2022 08:30 AM Kuala Lumpur

Join Zoom Meeting
<https://unimas-my.zoom.us/j/96700039337?pwd=cUR0djM3VjBsaWw2c1c1TndoVkdpuT09>

Meeting ID: 967 0003 9337
Passcode: 601633

Academic Workshop 2:
Professor Dr. Lean Hooi Hooi
*Universiti Sains Malaysia,
MALAYSIA*

“Workshop on Advanced Econometric Analysis of Sustainable Energy and Environment”



Topic: IBBC2022 Academic Workshop 2 (Advanced Econometric Analysis of Sustainable Energy and Environment)
Time: Sep 21, 2022 10:30 AM Kuala Lumpur

Join Zoom Meeting
<https://unimas-my.zoom.us/j/92406414362?pwd=LzR4bDhWQ0RQdU1FZ2hiUTBpcHdSQ09>

Meeting ID: 924 0641 4362
Passcode: 766425

Conference Program



19 September 2022 (Monday)

- 0800 – 0900 Registration of Participants
0900 – 1000 Speech by The Conference Chairman
Dr. Mohd Khairul Hisyam Hassan
Welcoming Speech by Vice Chancellor of UNIMAS
YBhg. Prof. Datuk Dr. Mohamad Kadim bin Suaidi
Officiating Ceremony by Chairman of Board of Director UNIMAS
YBhg. Tan Sri Datuk Seri Panglima Sulong bin Matjeraie
- 1000 – 1045 Refreshment
1045 – 1130 Keynote Speaker 1: Sarawak Federal Secretary
Dato' Amir Omar
- 1145 – 1230 Keynote Speaker 2: World Bank's Practice Leader, Human Development
Philippine, Malaysia, Thailand and Brunei
Dr. Ronald Mutasa
- 1230 – 1400 Lunch Break
1400 – 1600 Parallel Session 1
1900 – 2300 Conference Dinner
Best Paper Award



20 September 2022 (Tuesday)

- 0800 – 0830 Registration of Participants
0830 – 1030 Parallel Session 2
1030 – 1100 Tea Break
1100 – 1300 Parallel Session 3
1300 – 1430 Lunch Break
1430 – 1630 Parallel Session 4



21 September 2022 (Wednesday)

- 0800 – 0830 Registration of Participants
0830 – 1000 Academic Workshop 1
Dr Marigliano Piergiorgio, *Universita Degli Studi Del Sannio, ITALY*
- 1000 – 1030 Tea Break
1030 – 1200 Academic Workshop 2
Professor Dr. Lean Hooi Hooi, *Universiti Sains Malaysia, MALAYSIA*
- 1300 – 1430 Lunch Break and Closing Ceremony

Conference Presentation

Parallel Session 1

19th September 2022

1400 - 1600

Topic: IBBC2022 Parellel Session 1
Time: Sep 19, 2022 02:00 PM Kuala Lumpur

Zoom Link:

Join Zoom Meeting

<https://unimas-my.zoom.us/j/92640698871?pwd=WFkvOGl0WEExKczBiMmVQUFljdVowUT09>

Meeting ID: 926 4069 8871

Passcode: 231728

		Paper Title	Ref. ID	
Parallel Session 1(a) @ Bilik Mulu 9	Dr. Damien Lee Lung Yau	Unfolding the Fund Characteristics Drivers on Mutual Fund Growth in Malaysia <i>Sofi Mohd Fikri</i>	008	Accounting and Finance
		The Influence of Average Dividend Yield, Inflation Rate and Unemployment Rate on The Profitability of Office-Based Malaysian Real Estate Investment Trusts (M-Reits) <i>Voong Wee Min, Sahari Salawati, Nivakan Sritharan, Cheuk Choy Sheung Sharon</i>	066	
		The Effects of Indonesia's Capital Structure Policies on the Value of Indonesian Companies on the Indonesian Stock Exchange <i>Helma Malini, Elga Yulindisti</i>	025	
		Intellectual Capital and Financial Performance of Islamic Banks: Evidence from Malaysia and Indonesia <i>Chai Siew Joo, Ahmad Syubaili Mohamed</i>	053	
Parallel Session 1(b) @ Bilik Mulu 7	Dr. Norizan Jaafar	Impact of Consumer Inertia on Mobile Commerce Adoption Under the Influence of Market Isomorphism Effects <i>Tiu Chai Hui, Dayang Affizzah binti Awang Marikan</i>	056	Business and Management
		The Contribution of Fishing Women on Family Income During Covid-19 Pandemic <i>Norlaila Abdullah Chik, Faraliza Azura Ramli, Nor Suzylah Sohaimi</i>	016	
		Critical Success Factors for Sustainable Entrepreneurship in Cambodia: A Conceptual Framework <i>Yamuna V. Sithambalam</i>	038	
		Analysis Of the Effectiveness of Negotiations Using E-Negotiations (Case Study in Public Sector) <i>Nurwahyu Puji Utami; Lutfi Auliarahman, Desy Mayasari</i>	045	
		Examining Ecotourism Destinations Competitiveness and the Moderating Impact of Social Media Marketing: Post-COVID-19 Propositions for Ecotourism Industry Actors <i>Thong Jun Zhou, Lo May Chiun, T. Ramayah, Abang Azlan Mohamad</i>	049	
		Job Demands- Resources and Flourishing: Exploring Organizational Identification as a Potential Mediator in the Universities of Pakistan <i>Quratulain Memon, Dr Irma Yazreen binti Md Yusoff</i>	068	
Parallel Session 1(c) @ Bilik Mulu 8	Dr. Muhammad Asraf Abdullah	Environmental Issues in the Mekong River Region: A Mitigation Model Based on Information Communications Technology <i>Riccardo Corrado, Audrey Liwan, Upalat Korwatanasakul</i>	006	Economics
		A Study on User Intention to Commute Using Autonomous Rail Transit <i>Siti Nur Fatin Morshidi, Nur Zaimah Ubaidillah, Farhana Ismail</i>	026	
		Mirror-Mirror on the Wall, What Job Mismatch Measurements of All? <i>Borhan Sareya Abdullah, Ibrahim Mohd-Sabrun</i>	004	
		Determinants of Income Inequality in Indonesia <i>Paulina, Metasari Kartika, Erni Panca Kurniasih, Windhu Putra</i>	020	
		The Financial Inclusion-Environmental Quality Nexus: Do Information and Communication Technologies Make a Difference? <i>Laela Rizki Fauzia, Irwan Trinugroho, Suryanto</i>	054	

Parallel Session 2
20th September 2022
0830- 1030

Topic: IBBC2022 Parallel Session 2
Time: Sep 19, 2022 08:30 AM Kuala Lumpur

Zoom Link:

Join Zoom Meeting

<https://unimas-my.zoom.us/j/97597790793?pwd=K2QrM0x0dktzZkdCVEo5Z1NRbG1LUT09>

Meeting ID: 975 9779 0793

Passcode: 471058

		Paper Title	Ref . ID	
Parallel Session 2(a) @ Bilik Mulu 9	Prof. Dr. Mohamad Jais	Measuring Financial Inclusivity: The Pursuit of Eradicating Poverty in Sarawak <i>Nur Juaini Fazarina Julaihi, Azilawati Banchit</i>	013	Accounting and Finance
		An overview of Digital Literacy as a predictor variable for Financial Literacy Measurement <i>Dayang Nur Arfiny Binti Awg Sahari, Azilawati Banchit</i>	014	
		Implementation of Distribution Supervision and Audit and Management of Covid-19 Vaccine Supply in Karanganyar District <i>Oktavia Ayu Wening, Vidia Ayu Satyanov, Muhammad Syafiqurrahman, Renata Zoraifi</i>	040	
		Evaluation of the Implementation of the We Proli Application in Review of LKPD In the Inspectorate of Karanganyar Regency <i>Nurul Lujain, Vidia Ayu Satyanovi; Muhammad Syafiqurrahman; Renata Zoraifi</i>	041	
		How is the impact of regulations regarding in-kind benefits and enjoyment in connection with work after Law Number 7 of 2021? (A case study of ABC company in Indonesia) Nature and Enjoyment, Income Tax <i>Juliati, Devina Kusuma Putri, Nur Chayati, Sri Suranta</i>	047	
Parallel Session 2(b) @ Bilik Mulu 7	Dr. Sin Kit Yeng	Determinant Environment Disclosures of Public Listed Firms in Malaysia <i>Mohd Waliuddin Bin Mohd Razali, Samuel Tu Ching Lee, Sharifah Sabrina Syed Ali, Josephine Yau Tan Hwang</i>	001	Business and Management
		Assessing The Influence of Hard And Soft Infrastructure on Perceived Destination Competitiveness: Perspective From Visitors In Sarawak <i>Wei Chiang Chan, Wan Hashim Wan Ibrahim, May Chiun Lo, Abang Azlan Mohamad</i>	051	
		Expatriates' Perceived Nonwork Constraints and Withdrawal Intention during the COVID-19 Pandemic: The Moderating Role of Resilience and Marital Status <i>Chan Hak Liong, Toh Pei Sung, Michelle Ng Yen San, Dahlia Zawawi</i>	003	
		Analysis of Training and Development of Luwes Gading Employees <i>Alldila Oktaviyani, Agustin Amborowati</i>	042	
		How was about local tax revenue from tourism sector during the COVID-19 pandemic? (Case Study of Wonosobo Regency in Indonesia) <i>Juliati, Fajar Adi Pratama, Nur Chayati, Sri Suranta</i>	046	
		A Study of Parental Support on Child Online Protection in Klang Valley <i>Lim Ooi Wei, Wong Su Lee, Yap Chee Een</i>	019	
Parallel Session 2(c) @ Bilik Mulu 8	Mr Dzul Hadzwan Hussaini	Does Urbanization Affects Economic Growth? Panel Analysis on Selected ASEAN Countries <i>Azrul Fazrin Mohd Asri, Mohd Khairul Hisyam Hassan</i>	033	Economics
		The Behavior of Electricity Production and Electricity Consumption in Triggering Economic Growth in Malaysia: Are There Any Differences? <i>Dzul Hadzwan Husaini, Hooi Hooi Lean, A.M. Dyg Affizzah, Mohammad Affendy Arip</i>	061	
		Europe Union Ban On Palm Oil: The Trend Of Palm Oil Competitiveness And The Co-Integration On The Soybean And Rapeseed Oil <i>Rossazana Ab-Rahim, Abdul Hayy Haziq Bin Mohamad, Nur Nazifah Binti Mohamad</i>	009	
		Economic Impacts of the Quality of Labor Market on Value-added Agriculture and Economic Growth: Evidence from Malaysia <i>Hii Neng Long, Evan Lau</i>	011	
		Socioeconomic Insights of Sago Smallholders in Sarawak: An Assessment on Demographic Status <i>Shamsul bin Arsad, Rosita binti Hamdan, Jerome Kueh Swee Hui, Nur Zaimah binti Ubaidillah, Josephine Yau Tan Hwang, Audrey Liwan, Mohammad Asraf bin Abdullah and Rayenda Kreshna Brahmana</i>	035	

Parallel Session 3
20th September 2022
1100- 1300

Topic: IBBC2022 Parallel Session 3
Time: Sep 20, 2022 11:00 AM Kuala Lumpur

Zoom Link: <https://unimas-my.zoom.us/j/98250283958?pwd=SzJUTVVlaStCVlg2N0VDOUkrbnl2QT09>

Meeting ID: 982 5028 3958
Passcode: 015108

		Paper Title	Ref. ID	
Parallel Session 3(a) @ Bilik Mulu 9	Dr. Hamrila Abdul Latip	Manager-Shareholders Conflicts in Malaysian Shariah Firms: An Agency theory perspective <i>Dayang Ernie Nurfarah'ain Binti Awang Ahmad, Azilawati Banchit</i>	015	Business and Management
		Sustainable HRM Practices with The Moderating Impact of Service Climate in Sustaining Employee Job Performance: A Study on 4- and 5- Stars Hotels in Sarawak <i>Chin Ying Sin, Mohamad Abang Azlan, Lo May Chiun</i>	050	
		Analysis Of the Effectiveness of Creating Long Term Loyalty Relationship Indihome PT Telkom Indonesia Regional IV (Witel Semarang) <i>Firda Fauziah, Agustin Amborowati</i>	044	
		Leveraging on the Role of Event Technology Adoptions towards MICE in Malaysia: A Concept Paper <i>Marry Tracy Pawan, Juliana Langgal</i>	007	
		Digital Marketing Analysis at PT Telkom Indonesia Regional IV Witel Magelang <i>Prasti Budi Utami, Agustin Amborowati</i>	043	
Parallel Session 3(b) @ Bilik Mulu 7	Dr. Irma Yazreen Md. Yusoff	Measuring The Influence of Interest on Digital Marketing Performance Among SMEs in Sarawak with Data Management Capabilities as the Mediator <i>Rahmat Aidil Djubair, Winnie Wong Poh Ming</i>	030	
		The Motivation of Education Bundling Package Strategy (Case Study in Stated-Owned Company) <i>Efod Sabda Kusuma, Desy Mayasari</i>	048	
		Customer Satisfaction and Impact of COVID-19 Pandemic Towards Customer Purchase Intention at Starbucks Malaysia <i>Zetty Ain Kamaruzzaman, Ahmad Afif Ahmarofi, Sharifah Shuthairah Syed Abdullah, Tan Xue Jing, Fong Yunn Ee, Chen Min Si, Foo Shi Qi, Teoh Yoke Ru, Chia Ying Yi</i>	022	
		A Review of Business Sustainability: Rising Air Ticket Prices in the Tourism Industry Following the Economic Recovery <i>Rafles Ginting, Nur Fitriana Hamsyi, Wukuf Dilvan Rava</i>	028	
		Mediating Effect of Tacit Knowledge Sharing among Nurses: Case of a Malaysian Teaching Hospital <i>Nur Constance Wah, Dahlia Zawawi, Jalina Abdul Karim</i>	031	
		Promoting Borneo Halal Hub through Inter-Regional Halal Supply Chain in BIMP-EAGA <i>Zarina Zulkifli, Hayati Nufus, Abdul Rahim Anuar</i>	005	
Parallel Session 3(c) @ Bilik Mulu 8	Dr. Rosita Hamdan	Asymmetric Stock Price Responses: Does Inflation or Interest Rate Matter? <i>Peck-Ching Sia, Chin-Hong Puah, Choi-Meng Leong</i>	029	Economics
		The Impacts of Total Population, Unemployment Rate and Urban Population Rate towards the Total Municipal Waste Disposal in the Three Scandinavian Countries: A Panel Data Analysis <i>Adrienne Favianne Alex, Mohd Khairul Hisyam Hassan</i>	032	
		A Bibliometric Analysis of Tourism Sustainable Competitiveness Research <i>Ann-Ni Soh, Chin-Hong Puah, Mohammad Affendy Arip</i>	036	
		Digital Connectivity Bridging Digital ASEAN <i>Chong Mei Teing, Puah Chin Hong, Shazali Abu Mansor, Teh Chee Siong</i>	037	
		A Conceptual Paper on The Link Between Homeownership, Subjective Well-being, and Wealth Concepts <i>Mulyadi, Nur Zaimah Ubaidillah</i>	002	
		Food Security: Threats and Challenges of Sustainable Paddy Production in Sarawak <i>Rosita Hamdan, Sharon Hou Wan, Audrey Liwan, Freddy Yeo Kuok San, Nur Zaimah Ubaidillah</i>	069	

Parallel Session 4
20th September 2022
1430- 1630

Topic: IBBC2022 Parallel Session 4
Time: Sep 20, 2022 02:30 PM Kuala Lumpur

Zoom Link:

Join Zoom Meeting

<https://unimas-my.zoom.us/j/93032546063?pwd=dGV1QU1lZmpmei91TnI0ZkRTSEVNQT09>

Meeting ID: 930 3254 6063

Passcode: 474611

		Paper Title	Ref. ID	
Parallel Session 4(a) @ Bilik Mulu 9	Dr. Josephine Yau Tan Hwang	The Effect of Debt Financing on Firm Performance of Public Listed Construction Firms in Malaysia <i>Sheldon Lee Sze Cheng, Nurul Syuhada Zaidi</i>	058	Accounting and Finance
		The Nexus between Stakeholder Pressure and Green Innovation Practices <i>Sharifah Sabrina Syed Ali, Mohd Rizal Yaakop, Nur Zaimah Ubaidillah, Salawati Sahari, Mohd Waliuddin Mohd Razali</i>	067	
		Analysis Of the Effectiveness of Non-Tax State Revenue (PNBP) Administration at The State Property and Auction Service Office (KPKNL) Of Surakarta for the 2018-2020 Period <i>Kania Amastika Damayanti, Andi Asrihapsari, Sri Hantoro, Labbaika Dwi Ayu, Rahmawati</i>	062	
		SMEs' Flight to Digital and Green Economy: Evidence from Indonesia <i>Ayya Agmulia Asmarani Islam, Irvan Trinugroho, Suryanto</i>	055	
		The Moderating Role of "Live Modeling Financial Experience" to Improve the Financial Capability of MSMES In Indonesia <i>Girang Permata Gusti, Wendy</i>	017	
Parallel Session 4(b) @ Bilik Mulu 7	Dr. Shirley Wong Siew Ling	Public Perception of Solid Waste Management in Kuching, Sarawak <i>Jessica Ranjieng Wit, Audrey Liwan, Riccardo Corrado</i>	039	Economics
		Public Perception Towards Hydrogen Energy Acceptance in Sarawak <i>Olivia Trianna Nathan, Nur Zaimah Ubaidillah</i>	063	
		Wellbeing Through Humanism: Devising an Alternative Barometer of Urban Social Progress in Malaysia <i>Shirly Wong Siew Ling, Juliana Qarishma Binti Jublee, Evan Lau, Tan Suk Chinn, Mandy Ang Jing Ying</i>	064	
		The Pandemic Paradox: Unfolding the Impact Of COVID-19 Twin Crises on Domestic Violence in Malaysia <i>Shirly Wong Siew Ling, Chew Keng Sheng, Cheah Joe Seng, Siew Ke Lin</i>	065	
		The Determinant of Sarawak Black Pepper Price <i>Farhana binti Ismail, Alvin Wong, Nur Zaimah Ubaidillah</i>	057	
Parallel Session 4(c) @ Bilik Mulu 8	AP. Dr Mohammad Affendy Arip	Decomposition of Labor Productivity Growth of Asean9 Moderating by Economic Performance <i>Jee Kouk Hiong, Rossazana Binti Ab Rahim</i>	010	Economics
		Fiscal Multiplier in Malaysia: An Empirical Assessment and Policy Implication <i>Evan Lau, Maryam Azman, Fahrulradzi Bukhari and Helmi Ramlee</i>	027	
		Impacts of Digital Financial Inclusion on Urban-rural Income Disparity: A Comparative Study of the Eastern and Western Economic Regions in China <i>Liu Jing, Puah Chin Hong, Mohammad Affendy Arip, Jong Meng Chang</i>	052	
		Revisiting The Oil-Growth Nexus: Evidence from Selected Oil Importing and Oil Exporting Countries <i>Shirly Wong Siew Ling, Kho-Kian CHIN</i>	059	
		On the Synchronization of Fiscal Policy in Selected ASEAN Countries: New Evidence from Asymmetric Modelling <i>Shirly Siew-Ling Wong, Hock-Hua Chan, Shirly Siew-Ling Wong, Yew-Kang Liew</i>	060	