

**BORNEO BUSINESS RESEARCH CONFERENCE**

# BBRC 2023



In Conjunction with



**RAIA HOTEL & CONVENTION CENTRE  
KUCHING, SARAWAK**

**23 AUGUST 2023**

Organizer & Co-organizer

**CIRCULAR  
ECONOMY  
AND  
BUSINESS  
RESILIENCE**



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## Preface

### **BORNEO BUSINESS RESEARCH CONFERENCE**

The Borneo Business Research Conference (BBRC) is an annual event organized by the Faculty of Economics and Business (FEB), Universiti Malaysia Sarawak (UNIMAS). The Borneo Business Research Conference (BBRC 2023) will be held physically at RAIA Hotel and Convention Centre in Kuching on 23rd August 2023, in conjunction with the UNIMAS Innovation and Technology Exposition 2023 (InTEX23). The theme of the conference this year is "Circular Economy and Business Resilience," which is timely and parallel with the commitment of the Malaysian government to ensuring sustainable economic growth. This conference serves as a platform not only for postgraduate students but also for research academics and practitioners to explore and share new ways of thinking in research to address economic and business challenges amidst the global economic and business uncertainties today. This is aligned with the objective of the conference, which is to disseminate research findings and establish a network for collaboration among researchers and practitioners.

All entries will be reviewed by our qualified line-up of reviewers with expertise in a wide range of economic and business fields. To recognize the efforts and dedication of our researchers, BBRC comes up with the best paper awards and special awards from our supporting partner, Emerald Publishing, for outstanding papers. Selected good-quality papers will be considered for publication in our reputable, Scopus-indexed journal, The International Journal of Business and Society (IJBS), and our MyCite and ACI-indexed journal, The International Journal of Service Management and Sustainability (IJSMSust), with the normal review process.

## Foreword from Vice Chancellor (UNIMAS)

Assalamualaikum Warahmatullahi Wabarakatuh and  
Greetings from Universiti Malaysia Sarawak

Alhamdulillah, with the blessing of Allah S.W.T. and a great pleasure indeed, I welcome all respected guests and participants to the Borneo Business Research Conference (BBRC 2023), which is being held in conjunction with the UNIMAS Innovation and Technology Exposition (InTEX 2023). I sincerely thank the Faculty of Economics and Business, UNIMAS for organizing this conference.

This year's conference theme is "Circular Economy and Business Resilience", which encapsulates a forward-thinking perspective on how businesses can thrive in today's complex economic environment and contribute to a sustainable and resilient future. Businesses that embrace circularity concepts can reap multiple benefits, including increased resource security and the creation of new economic opportunities, allowing them to achieve Sustainable Growth.

In today's world, where the impacts of climate change, resource scarcity, and societal expectations profoundly shape business landscapes, our scholarly deliberations on circular economy and business resilience are both timely and critical. The research, insights, and conversations that will emerge from this conference can contribute significantly to shaping strategies, policies, and practices that lead us toward a more sustainable and resilient future.

I invite all participants to engage in robust discussions, share experiences, and explore novel ideas to discover innovative solutions that propel us toward a more resilient global economy. Let us seize this opportunity to challenge conventional wisdom, envision new possibilities, and contribute to the ongoing transformation of the business terrain.

The academicians, postgraduates and undergraduates are strongly encouraged to hold mutually enriching discussions that spark contemplation, stimulate curiosity, forge important connections, and provide a genuinely inspirational experience at BBRC 2023 and UNIMAS InTEX 2023.

Once again, my heartiest congratulations to ALL, especially the conference organizers, for putting on a successful event.

Wabillahi taufik walhidayah wassalamualaikum warahmatullahi wabarakatuh. Thank you.



**PROFESSOR DATUK DR. MOHAMAD KADIM BIN SUAIDI**  
Vice Chancellor  
Universiti Malaysia Sarawak (UNIMAS)

## Foreword from Dean of Faculty of Economics and Business

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

It is with great pleasure that I extend a warm welcome to all participants of the Borneo Business Research Conference (BBRC 2023), in conjunction with the UNIMAS Innovation and Technology Exposition (INTEX 2023). As the Dean of the Faculty of Economics and Business at Universiti Malaysia Sarawak (UNIMAS), I take great pride in introducing this esteemed conference that provides a valuable platform for scholarly deliberations and groundbreaking concepts in the field of business research.

The Borneo Business Research Conference 2023 aspires to bring together researchers, academicians, practitioners, and students from various usiness and industry backgrounds. This year, we are fortunate to host the conference alongside the UNIMAS INTEX 2023, which further amplifies the prospects for research collaboration and the sharing of knowledge among participants.

The conference theme, "Circular Economy and Business Resilience" reflects the dynamic nature of the contemporary business environment in the 21st century. With rapid advancements in technology and the increasing digitalization of economies, it is imperative for us to examine and grasp the implications of these transformations on businesses and economics not only in Borneo but also on a broader scale. This conference serves as an avenue for participants to deeply explore these emerging trends in business and economics, seeking out innovative strategies to navigate challenges and seize the opportunities they bring forth.

Throughout this conference, participants will actively participate in lively discussions and share the latest research discoveries across diverse business domains. These domains encompass economics, accounting, finance, entrepreneurship, management, marketing, and sustainable development. With a diverse range of sessions, including keynote speeches, panel discussions and paper presentations workshops, our primary goal is to establish a comprehensive learning atmosphere that nurtures intellectual development and inspires the exploration of innovative concepts.

As we gather in the beautiful city of Unity, Kuching, Sarawak, we are surrounded by a rich cultural heritage and breathtaking natural beauty. This conference offers a special chance to immerse ourselves in the warm hospitality of Sarawak and foster new bonds and partnerships with fellow researchers and practitioners.

My heartfelt appreciation goes out to the organizing committee, dedicated researchers, and enthusiastic participants whose efforts have brought this conference to life. Through their hard work and dedication, they have ensured that this event becomes a truly enriching experience for everyone involved.

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



## Foreword from Chairman of the BBRC 2023

Assalamualaikum wrt wbt and Salam Sejahtera.

It is with great pleasure and enthusiasm that I welcome all delegates to this remarkable Borneo Business Research Conference (BBRC 2023) with the theme "Circular Economy and Business Resilience". This year, the Borneo Business Research Conference 2023 is held in conjunction with the UNIMAS Innovation and Technology Exposition (InTEX 2023).

As the Conference Chair, I am honoured to be part of this significant event that brings together researchers and practitioners from academia as well as industry to discuss and share research findings along the conference theme, including but not limited to: circular economy, accounting, banking and finance, microeconomics, macroeconomics, digital economy, financial technology, entrepreneurship, corporate governance, international business, marketing, management, quality and productivity, and hospitality and tourism.

On behalf of the 2023 organising committees, I would like to express my sincerest gratitude to Professor Dr. Lo May Chuin for providing us with the platform to host BBRC 2023 in conjunction with InTEX23. I would like to extend my utmost appreciation to Dr. James Foo, Chief Operating Officer Petroleum Sarawak Berhad (PETROS), as the Keynote Speaker for InTEX23 and BBRC 2023, Mr. William Loh from Emerald Publishing as our supporting partner, and conference participants who have contributed their time, expertise, and unwavering commitment to making this conference a successful event.

My special thanks go to the Dean of the Faculty of Economics and Business, Professor Dr. Rossazana binti Ab Rahim, and the Deputy Dean of Research and Commercialization, Associate Professor Dr. Dayang Affizah binti Awang Marikan, for their guidance and support in ensuring the successful delivery of the BBRC 2023.

I could not thank enough our co-organiser, Universiti Teknologi Mara (UiTM) Cawangan Sarawak, the BBRC 2023 organising committees, and The Postgraduate Association of Faculty of Economics and Business (PAFEB), as the backbone of the conference, for their tireless efforts and dedication in making the BBRC 2023 a reality. I would also like to thank all parties that are not mentioned here who have directly or indirectly contributed to the preparation of the BBRC 2023.

I hope BBRC 2023 will provide positive impacts to all the delegates through innovative ideas, impactful initiatives, and lasting connections that will ripple beyond these walls and catalyse change in research directions among researchers and practitioners.

**DR. MUHAMMAD ASRAF ABDULLAH**  
Chairman of the BBRC 2023



## Foreword from Tan Sri Datuk Amar (DR.) Hamid Bin Bugo

Assalamualaikum and greetings to all,

I am pleased to extend my warm regards to all those participating in the Borneo Business Research Conference (BBRC) 2023, a platform that brings together active minds to explore the critical alignment between the “Circular Economy and Business Resilience”. As the Chairman of Petroleum Sarawak Berhad (PETROS), I am both honoured and privileged to be given the opportunity to share my thoughts on a theme that resonates deeply with the commitment of our Federal and Sarawak governments to sustainable economic growth and development.

In an era where economic progress and environmental responsibility are no longer viewed as disparate goals, the concept of a circular economy emerges as a foundation for innovation and transformative change. The essence of this paradigm shift lies in harnessing the impact of circularity, where resources are sustained, waste is minimised, and economic systems thrive in harmony with nature. This concept finds itself in parallel with our national vision to build a resilient and sustainable future for our people and our planet.

The Malaysian government's policy of fostering a circular economy aligns with our values at PETROS. It is imperative to integrate sustainability into our strategies as we navigate the evolving landscape of the energy sector as well as the necessary energy transition to combat climate change. It is heartening to witness the synergy between our mission to responsibly manage Sarawak's oil and gas resources, reduce carbon emissions and the broader efforts to champion circular practices across industries. As for business resilience, we must comprehend that, "Our current economic system has two fundamental weaknesses: it is based on unlimited growth on a finite planet, and it benefits a small number of people, not everyone." (Net Positive by Paul Polman and Andrew Winston).

Businesses that only take care of their shareholders and not the other stakeholders cannot be resilient or sustained, as can be seen by examples of companies like Unilever. In reality, however, a circular economy and business resilience can only be achieved if we can translate policies into habits. A simple example, such as the habit of wasting food, water, energy, and other resources, if corrected, can immediately have a significant impact. Similarly, the habit of planting a tree a month by each person will go a long way to saving the world through its impact on climate change. And talking about habits, it is all about education—one that starts at kindergarten, not at university. The intellectual exchange and shared experiences fostered here are pivotal to driving the transformation we all aspire to achieve for Sarawak and beyond. I am confident that this conference will help to unfold a roadmap towards a more resilient and sustainable business landscape.

Let me end with a question: What can you, as a person, do in your everyday life to help achieve sustainability all around?

I extend my heartfelt gratitude to the Faculty of Economics and Business, University Malaysia Sarawak (UNIMAS), that organized this year's Borneo Business Research Conference 2023 for championing this important dialogue and providing a platform for us to learn, share, grow, and collectively contribute to a brighter, more sustainable future for generations to come. My thanks also go to those who have worked hard behind the scenes to prepare this conference.

I wish you all a successful and impactful conference.



**TAN SRI DATUK AMAR (DR.) HAMID BIN BUGO**  
Chairman, Petroleum Sarawak Berhad

# BBRC 2023 ORGANIZING COMMITTEES

## PATRON

Professor Dr Rossazana binti Ab Rahim

## ADVISOR

Associate Professor Dr Dayang Affizzah binti Awang Marikan

## CHAIRMAN

Dr Muhammad Asraf bin Abdullah

## SECRETARIAT

Miss Joanne Shaza Janang

Miss Nur Nadhira bt Baharuddin

Dr Nur Farrahanie binti Ahmad Tarmizi

Miss Iklima Itangishaka

Miss Nur Syiqim binti Mohd Shafiq Felix

Miss Yerima Fredick

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Mr Amshahril Panee Bin Shait

Mr Kumaresan a/l Kumaran

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Mr Mohammad Adlizan bin Sahari

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Miss Audrey Liwan

Mr Dickson Ghanja Anak Jonathan Sawing

Mr Mohamad Azaharani bin Seruji

Miss Maigah Ayisha

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## SPONSORSHIP

Associate Professor Dr Dayang Affizzah binti Awang Marikan

Dr Jerome Kueh Swee Hui

Mr Mohamad Azaharani Bin Seruji

Mr Ryan Jee Kouk Hiong

## DEPUTY CHAIRMAN

Dr Josephine Yau Tan Hwang

## PROGRAM BOOK

Dr Fatin Nur Hidayah binti Taib Khan

Dr Nur Farrahanie binti Ahmad Tarmizi

Mr Dickson Ghanja Anak Jonathan Sawing

Mr Kumaresan a/l Kumaran

## ABSTRACT BOOK

Mdm Nurul Izza binti Abdul Malek

Mr Ryan Jee Kouk Hiong

Dr Asri bin Marsidi

## POSTER/BROCHURE

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Mr Dickson Ghanja Anak Jonathan Sawing

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Mr Awang Zainal Abidin bin Awang Mohamad

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Mdm Mazlini binti Jemali

Mdm Siti Fatimah binti Mahamaddin

Mdm Shafflene Anak Samen



# BBRC 2023 SCIENTIFIC COMMITTEES

## SCIENTIFIC COMMITTEES

**Dr Jerome Kueh Swee Hui**

**Professor Dr Mohamad bin Jais**

**Associate Professor Dr Evan Lau Poh Hock**

**Associate Professor Dr Kartinah binti Ayupp**

**Associate Professor Dr Helen Tan Sui Hong**

**Associate Professor Dr Hamrila binti Abdul Latip**

**Associate Professor Dr Mohamad Affendy bin Arip**

**Dr Mohd Khairul Hisyam bin Hassan**

**Dr Sharon Cheuk Choy Sheung**

**Dr Salawati binti Sahari**

**Professor Voon Boo Ho**

**(UiTM Cawangan Sarawak)**

**Associate Professor Dr Ellen Chung @ Chung Siew Mee**

**(UiTM)**

**(UiTM Cawangan Sarawak)**

**Dr Johari bin Abdullah**

**(UiTM Cawangan Sarawak)**

**Mdm Sheela Faizura binti Nik Fauzi**

**(UiTM Cawangan Sarawak)**



# CONFERENCE PROGRAMME

Time	Items			
7.00 am - 8.00 am	Participant Registration			
8.30 am - 10.30 am	Keynote Session 1 of InTEX23 and BBRC 2023 <i>"Circular Economy and Business Resilience"</i> <b>Dr James Foo</b> Chief Operating Officer, Petroleum Sarawak Berhad (PETROS)			
	Keynote Session 2 of InTEX23 <i>"Driving Industry Transformation and Sustainability Through R&amp;D"</i> <b>Datu Haji Hashim Bin Haji Bojet</b> General Manager, Sarawak Timber Industry Development Corporation (STIDC)			
	(RAIA Hotel Ballroom)			
10.30 am - 10.45 am	Breakfast			
10.45 am - 11.45 am	Parallel Session 1	A (MULU 3)	B (MULU 4)	C (MULU 6)
11.45 am - 1.00 pm	Parallel Session 2	A (MULU 3)	B (MULU 4)	C (MULU 6)
1.00 pm - 2.00 pm	Lunch Break			
2.00 pm - 3.00 pm	Parallel Session 3	A (MULU 3)	B (MULU 4)	C (MULU 6)
3.00 pm - 3.15 pm	Tea Break			
3.15 pm - 4.00 pm	Parallel Session 4	A (MULU 6)		
4.00 pm - 4.30 pm	Keynote Session 3 of BBRC <i>"Repurposing Strategy: Root IT in Soul and Foresight"</i> <b>Associate Professor Dr Helen Tan Sui Hong</b> Faculty of Economics and Business, Universiti Malaysia Sarawak (UNIMAS)			
	(MULU 3 & 4)			
4.30 pm - 5.00 pm	Closing & Award Presentation			



# CONFERENCE PRESENTATION

## PARALLEL SESSION 1 10.45 - 11.45 (1 Hour)

Chairperson: Dr Mohd Sabrun Ibrahim			
	Time	Title	
@ BILIK MULU 3	10.45 am - 11.00 am	<b>"Financial Distress Factors that affect the company Performances in Malaysia's Public Listed Manufacturing Firms."</b> <i>Nurul Izza Abd. Malek and Julian Denardio Anak Desi</i>	(A) Accounting & Finance
	11.00 am - 11.15 am	<b>"Does Internal Financing Trigger The Relationship Between Managerial Optimism And Investment Inefficiency?"</b> <i>Josephine Tan-Hwang Yau, Jiunn-Wenn Kong, Mubashir Ali Khan, Audrey Liwan and Azra Tilai</i>	
	11.15 am - 11.30 am	<b>"Financial Economic Antecedents of Malaysian Corporate Spin-Offs -A fuzzy-set Quality Comparative Analysis."</b> <i>Yoon Teik Meng, Yoon Teik Wei and Yoon Chung Sin</i>	
	11.30 am - 11.45 am	<b>"Determinants of Individuals' Intention to Use Central Bank Digital Currency (CBDC) in Kuching."</b> <i>Nur Amira Aina Zulkarnain and Nur Zaimah Ubaidillah</i>	

Chairperson: Mdm Farah Dipah Khalid			
	Time	Title	
@ BILIK MULU 4	10.45 am - 11.00 am	<b>"Waste Management for Sustainable Tourism in the Hotel Industry."</b> <i>Muqtader Zahra Zaidi and Quratulain Memon and Mahani Mohammad Abdu Shakur</i>	(B) Business & Management
	11.00 am - 11.15 am	<b>"Development of a Sustainable Development Goals Disclosure Index for Higher Education Institutions."</b> <i>Yussri Sawani, Corina Joseph and Siow Hoo Leong</i>	
	11.15 am - 11.30 am	<b>"Social Capital and Job Performance In Philip Capital Malaysia: Knowledge Sharing as A Mediator."</b> <i>Lydia Ling Yong Qi and Nur Constance Wah</i>	
	11.30 am - 11.45 am	<b>"The Relationships Between Dynamic Capabilities, Innovation, Market Knowledge and Social Capital of Women-Led Enterprises in Sarawak: A Conceptual Approach."</b> <i>Rowena Clifton, Norizan Jaafar, and Nur Constance Wah</i>	

# CONFERENCE PRESENTATION

PARALLEL SESSION 1  
10.45 - 11.45 (1 Hour)

Chairperson: Dr Mohd Khairul Hisyam Hassan

@ BILIK MULU 6	Time	Title	(C) Economics
	10.45 am - 11.00 am	<b>"Impacts of Elderly Population on the Technical Efficiency of ASEAN."</b> <i>Jee Kouk Hiong and Rossazana Ab Rahim</i>	
	11.00 am - 11.15 am	<b>"Study on Rural Breast Cases in Sarawak: Patient Case Record Review Approach."</b> <i>Ho Pei Sze, Haslan Ottot, Ahmad Tirmizi Jobli and Dayang Affizah Awang Marikan</i>	
	11.15 am - 11.30 am	<b>"Assessing the Impact of Socioeconomic Factors on Suicide: A Panel Study in ASEAN Countries."</b> <i>Kwang Hui Hon, Jerome Swee Hui Kueh and Shirly Siew Ling Wong</i>	
	11.30 am - 11.45 am	<b>"Impact of Malaysian Export to RCEP Countries: A Quantile Regression Study."</b> <i>Md. Mahbuburr Rahman and Dayang Affizah Awang Marikan</i>	



# CONFERENCE PRESENTATION

## PARALLEL SESSION 2 11.45 - 1.00 (1 Hour 15 Minutes)

Chairperson: Associate Professor Dr Kartinah Ayupp		
Time	Title	
11.45 am - 12.00 pm	<b>"Social Acceptance Assessment of Native Customary Rights (NCR) Agriculture Project in Lundu, Sarawak"</b> <i>Nancy Samuel Bulai, Ida Izumi Abdollah, and Abang Hamizam Abang Mohar</i>	<b>(A) Business &amp; Management</b>
12.00 pm - 12.15 pm	<b>"The Relationship between Coping Strategies, Dispositional Hope, Optimism, and Psychological Distress Among the Local Authorities Employees."</b> <i>Stefanie Seli, Voon Boon Ho, and Noni Harianti Junaidi</i>	
12.15 pm - 12.30 pm	<b>"Innovation Management: A Study of Business Recovery Strategies Among Chinese Muslims Entrepreneurs in Malaysia."</b> <i>Lim Ooi Wei, and Muhammad Asraf Abdullah</i>	
12.30 pm - 12.45 pm	<b>"Unlocking the Door: Determinants of Housing Acquisition Choices in Kuching, Sarawak."</b> <i>Nordiana Ahmad Nordin, Syafiq Nazrin Azroy, and Nur Zaimah Ubaidillah</i>	

Chairperson: Dr Irma Yazreen Md Yusoff		
Time	Title	
11.45 am - 12.00 pm	<b>"Women Career Development: A Study on Enablers and Barriers to Senior Leadership Positions."</b> <i>Ayisha Maigah and Hamrila Abdul Latip</i>	<b>(B) Business &amp; Management</b>
12.00 pm - 12.15 pm	<b>"Resilient Strategic Approach towards Environmental Pollution and Infrastructural Misappropriation in Niger Delta Region: A Bibliometric Analysis."</b> <i>Nduka Anyia, Aslan Amad Senin and Ayu Azrin Abdul Aziz</i>	
12.15 pm - 12.30 pm	<b>"The Intricate Relationship between Strategic Risk Management (SRM) and Strategic Agility in Semiconductor Industry."</b> <i>Sing Er Lai and Helen Tan Sui Hong</i>	
12.30 pm - 12.45 pm	<b>"The Value of Ethnics and Futures Thinking of Firms Strategic Decision Making."</b> <i>Chalesty Onie Jumi and Helen Tan Sui Hong</i>	



# CONFERENCE PRESENTATION

PARALLEL SESSION 2  
11.45 - 1.00 (1 Hour 15 Minutes)

Chairperson: Dr Nur Constance Wah

	Time	Title	
@ BILIK MULU 6	11.45 am - 12.00 pm	<b>"For Women and By Women": The Case of Female Riding-Partner Adoption In Lily Ride, Bangladesh.</b> <i>Tamim Saad Al Beruny and Helen Tan Sui Hong</i>	(C) Business & Management
	12.00 pm - 12.15 pm	<b>"The Impact of Gender Inclusivity on Strategic Foresight."</b> <i>Airene Yasmin Ratino and Helen Tan Sui Hong</i>	
	12.15 pm - 12.30 pm	<b>"The Impact of Domestic Violence on Women's Professional Competence and Organisational Performance."</b> <i>Noorashikin Md Rashid, Helen Tan Sui Hong and Roshazlizawati Mohd Nor</i>	
	12.30 pm - 12.45 pm	<b>"Exploring Leadership Styles and Attributes of Single Mother Entrepreneurs."</b> <i>Nurul Lizzan Kamarudin, Jati Kasuma Ali and Malvern Abdullah</i>	

# CONFERENCE PRESENTATION

## PARALLEL SESSION 3

2.00 - 3.00 (1 Hour)

Chairperson: Associate Professor Dr Shamsul Anuar Bin Abd Rahim

	Time	Title	
@ BILIK MULU 3	2.00 pm - 2.15 pm	<b>"The Impact of Corporate Social Responsibility Disclosure of Investors on the Financial Performance of Shariah Public Listed Companies in Malaysia, before, during, and after Covid-19: A Conceptual Paper."</b> <i>Dayangku Ruhayah Awang Bolhan, Corina Joseph and Leong Siow Hoo</i>	(A) Accounting & Finance
	2.15 pm - 2.30 pm	<b>"Empirical Study on the Nexus of Earnings Quality, SDG, and ESG on Malaysian Financial Institutions."</b> <i>Lim Keh Yee, Mohd Sabrun Ibrahim, Fatimah Noor Rashidah Mohd Sofian, Sharon Cheuk Choy Sheung, Salawati Sahari and Joanne Shaza Janang</i>	
	2.30 pm - 2.45 pm	<b>"The Relationship between Tax Revenue and Economic Growth in Malaysia."</b> <i>Teh Siew Wai and Sharifah Sabrina Syed Ali</i>	
	2.45 pm - 3.00 pm	<b>"A Systematic Literature Review on Politically Connected Directors/CEOs and Financial Performance and Earnings Quality."</b> <i>Lim Keh Yee, Mohd Sabrun Ibrahim and Sharon Cheuk Choy Sheung</i>	

Chairperson: Dr Jerome Kueh Swee Hui

	Time	Title	
@ BILIK MULU 4	2.00 pm - 2.15 pm	<b>"Applying Behavioral Economics Theories as New Perspectives towards Socio-economics Issues and Technology Disruptions of Youth in Sarawak."</b> <i>Mark Kedit Noel Johntan and Evan Lau</i>	(B) Economics
	2.15 pm - 2.30 pm	<b>"Visitors' Attitude and Willingness to Pay Towards Conservation of Bornean Orangutans"</b> <i>Nur Rasyiqah Adam and Nor Afiza Abu Bakar</i>	
	2.30 pm - 2.45 pm	<b>"Development of Subjective Measures of Women of Empowerment Index: A Case of Malaysia"</b> <i>Pei-Jing Thien and Shirly Siew-Ling Wong</i>	
	2.45 pm - 3.00 pm	<b>"Sustainable Construction Material Index (SCMI): Development of A Pragmatic Tool to Assess the Impact of Construction Sustainability Under the Portmanteau Discipline of Circular Economy"</b> <i>Fadzlor Rahman Mohd Faizarullah, Shirly Siew-Ling Wong, Hun-Chuen Gui, Wan-Siang Chong and Szu-Yee Ng</i>	
	3.00 pm - 3.15 pm	<b>"Delving into the Psychological Costs of Compensatory Consumption in Malaysia's Free-to-Play Gaming Landscape"</b> <i>Yen-Sim Beh, Shirly Siew-Ling Wong and Keng-Sheng Chew</i>	

# CONFERENCE PRESENTATION

## PARALLEL SESSION 3 2.00 - 3.00 (1 Hour)

Chairperson: Associate Professor Dr Ellen Chung @ Chung Siew Mee

	Time	Title	
© BILIK MULU 6	2.00 pm - 2.15 pm	<b>"The Impact of Tik Tok Advertising Content on Consumers' Purchase Intention in the Post Covid-19 Pandemic in Malaysia."</b> <i>Goh Bin Wei and Asmaul Husna Haris Fadzilah</i>	(C) Business & Management
	2.15 pm - 2.30 pm	<b>"The Effect of Valorant Gamers' Perceived Value towards their Buying Intentions on Visual Goods in Malaysia."</b> <i>Fadilah Siali and Elvin Law Wei Long</i>	
	2.30 pm - 2.45 pm	<b>"The Impact of Facebook Features and Activities on Purchase Intention in the Post-COVID Development Strategy 2030"</b> <i>Melvin Lee Jing Wei and Asmaul Husna Haris Fadzilah</i>	
	2.45 pm - 3.00 pm	<b>"The Impact of Instagram Marketing on Consumer Purchase Intention in the Clothing Industry in Miri, Sarawak."</b> <i>Sylvester Lawai Liah and Asmaul Husna Haris Fadzilah</i>	





# CONFERENCE PRESENTATION

## PARALLEL SESSION 4

3.15 - 4.00 (1 Hour)

Chairperson: Dr Janifer anak Lunyai

@ BILIK MULU 6	Time	Title	(A) Business & Management
	3.15 pm - 3.30 pm	<b>"The Effect of Digital Marketing on Purchase Decisions Among Youth in Sarawak."</b> <i>Jessie Paige anak Roger and Asmaul Husna Haris Fadzilah</i>	
	3.30 pm - 3.45 pm	<b>"Marketing Strategies and Firm Value: A Research Proposal."</b> <i>Tan Sia Kai, Mohd Waliuddin Mohd Razali and Kartinah Ayupp</i>	
	3.45 pm - 4.00 pm	<b>"Exploring the Relationship between Social Media Marketing and Online Purchase Intention Among Gen Z in Sarawak."</b> <i>Connelia anak Bato and Asmaul Husna Haris Fadzilah</i>	



# ABSTRACT



**Community-Driven University For A Sustainable World**

## For Women and by Women: The Case of Female Riding-Partner Adoption in Lily Ride, Bangladesh

Tamim Saad Al Beruny\* and Helen Tan Siew Hong\*

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### ABSTRACT

The advent of the sharing economy has revolutionized various industries, and one sector that has experienced significant transformation is transportation. This paper discusses how the ride-sharing economy, driven by technological advancements and changing consumer preferences, has transformed the way people commute, creating a seamless connection between riding partners and passengers through digital platforms. Specifically, the discussion focuses on the strategic risk perception and female riding-partner (or driver) adoption within the context of female only ride-sharing service, Lily Ride in Dhaka, Bangladesh. Despite the growing popularity of female only ride-sharing services where the riding partners are female, there is a scarcity of female riding partners (or drivers). Thus, the aim of the study is to examine the underrepresentation of female riding partners in traditional ride-sharing services which perpetuates gender disparities in the transportation sector. A conceptual framework for female riding partner adoption is proposed, where the following questions are explored: What are the concerns and strategic risks that are holding potential female riding partners back? Are they lacking financial and societal support? Is there any trust issue that influences their hesitance in becoming a riding partner despite the obvious potential of economic gain? The proposed framework highlights the potential importance of resource support, trust and equitable reward in encouraging and facilitating female participation as riding partners within the male-dominated transportation sector. By providing a platform exclusively for female riding partners, women can participate in the flexible and inclusive income-generating opportunity, in line with the United Nation SDG 5 and the principles of ESG which seeks to empower women. Finally, some thoughts on future research directions and recommendations are also discussed.

**Keywords:** Ride-sharing economy, Strategic risk perception, Female riding-partner adoption, For women and by women, ESG, SDG 5





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