

International Conference on Marketing, Entrepreneurship and Economics (ICMEE 2025)

2nd September 2025 (DAY 1 - AFTERNOON)

ICMEE Session 1; Venue : Spectrum at Level 3A, Nexus

THEME: MARKETING, ENTREPRENEURSHIP & ECONOMICS

Time (GMT +8)	Presentation Title	Presenter	Chairperson	Abstract ID
1415 – 1430	Enhancing Tourist Loyalty Through Sustainability and Experience in the Ecotourism Sector: A Structural Equation Modelling Analysis	AP Dr. Norjaya Mohd Yasin	Ms Lara Suraya Binti Che Rahim	BO-129
1430 – 1445	Gender and Corruption in Malaysia : Investigating Gender-Based Differences in Corrupt Practices	Ms Noralya Jamila		BO- 179
1445 – 1500	Global Market Readiness: A Systematic Review of Entrepreneurship Programs' Role in Internationalization	AP Dr Affendy Abu Hassim		BO-216
1500 – 1515	Reimagining the Gig Economy: Toward an Inclusive Platform for Job Matching, Income Generation, and Volunteer Support in Malaysia	Dr Masayu Othman		BO-429
1515 – 1530	Malaysia Future Tourism: Awareness towards Aesthetic Medicine Tourism	Dr Siti Aisyah Esa		BO- 479
1530 – 1545	Unlocking Sustainable Waqf Growth Through Service Marketing Mix Fundraising	Dr Syed Muhammad Asyraf		BO- 533

1545 – 1600	Empowering the Next Generation: Unlocking Entrepreneurial Potential through Strategic Family Business Succession	Dr Siti Nor Kamariah		BO- 575
1600 – 1615	Bridging Nations with The Role of Soft Touch Diplomacy in Strengthening ASEAN Relations	AP Dr Rosni Wahid		BO- 487
1615 – 1630	The Nexus between Green procurement practices and sustainable manufacturing performance; moderating effect of procurement ethics	Dr Erna Masfiza		BO- 756
1630 – 1645	Integrated Institutional Model for Sustainability of Oil Palm Smallholders in Indonesia and Malaysia	Ridha Luthvina		BO- 788
1645 – 1700	AI Financial and Literacy: Leveraging Technology to Bridge Knowledge Gaps	Dr. Nisar Ahmad Zafar		BO- 702
1700 – 1715	Testing the construct validity and reliability of career development	Dr Endah Murtiana Sari		BO- 957

3rd September 2025 (DAY 2 - MORNING)

ICMEE Session 2A; Venue : Spectrum at Level 3A, Nexus

THEME: KEYNOTE AND MARKETING, ENTREPRENEURSHIP & ECONOMICS

Time (GMT +8)	Presentation Title	Presenter	Abstract ID	Chairperson
0900 – 0915	Opening Ceremony of ICMEE 2025 Keynote Session			-
0915 – 0930	Opening remarks by the Dean of UniKL Business School Prof. Dr. Naziruddin bin Abdullullah			
0930 – 0945	Keynote Session “The Future is Here: AI, the New Business Mandate” Dr. Lillian Koh, Founder and CEO of FinTech Academy , Singapore			
0945 – 1000	Keynote Session “Grassroots Entrepreneurship as a Catalyst for ASEAN Economic Growth” Mayor Sitti Djalia Turabin-Hataman, Philippines			Ms Lara Suraya Binti Che Rahim
1000 – 1015				
1015 – 1100	Keynote Session “Grassroots Entrepreneurship as a Catalyst for ASEAN Economic Growth” Mayor Sitti Djalia Turabin-Hataman, Philippines			
1100 – 1115	Assessing the Effects of Repeated Early EPF Withdrawals on Financial Wellbeing and Life Outcomes in Malaysia	Dr Zurul Aisyah Osman	BO- 943	Dr Nuralia Jamila Binti Ali
1115 – 1130	Challenges, Opportunities and Adoption of Social Enterprise Business Model Canvas: A Case Study of Cemara Paper	Prof Dr. Cordelia Mason	BO- 443	
1130 – 1145	Strategic Pathway to Sustainable Digital Transformation in SMEs: A	Salman Farisi/Dr Azizan Mohamad Isa	BO- 518	

	Systematic Literature Review of Enablers and Barriers			
1145 – 1200	Engagement of Stakeholders In the Implementation of Occupational Health Programs in Micro Business Enterprises	Dr Osar Paris	BO- 747	
1215 – 1230	Analyzing the Influence of Price, Health and Sensory Attributes on Consumers' Purchasing Decision of Palm Oil Brands in Indonesia	Dr Elizabeth Furio	BO- 750	Dr Nuralia Jamila Binti Ali
1230 – 1245	Built to Replace: Consumer Psychology, Brand Trust, and the Paradox of Planned Obsolescence	Syazwani Mohd Zaki	BO- 777	

3rd September 2025 (DAY 2 - MORNING)

ICMEE Session 2B; Venue : Pinnacle 3 at Level M1, The Vertical

THEME: MARKETING, ENTREPRENEURSHIP & ECONOMICS

Time (GMT +8)	Presentation Title	Presenter	Abstract ID	Chairperson
0900 – 0915				
0915 – 0930				
0930 – 0945				
0945 – 1000				
1000 – 1015				
1015 – 1030				
1030 – 1045				
1045 – 1100	Examining The Effect of Earning and Total Assets on the Performance of Shariah-Compliant and Non-Shariah Banks – Evidence from Bursa Malaysia	Prof Dr Abd Razak A hadi/ Nur Fatihah M.Idris	BO- 378	Ms Suhaiza Ngah
1100 – 1115	Does Accessibility Play a Significant Role in Influencing the Intention to Use MRT Services Among Klang Valley Motorists? A Study on Private Motorists Located Near MRT Stations	Dr Mohd Syirazie Hafiez	BO- 387	
1115 – 1130	Exploring Entrepreneurial Culture : A Study of Local SME Entrepreneurs	Ts Dr Jimisiah Jaafar	BO- 436	
1130 – 1145	Exploring the Role of 5G Technology in Transforming Business Operations:	Dr Muna Nurkhairunnisak	BO- 507	

	Driving Efficiency, Innovation, and Sustainability Across Industries			
	Evaluating the Role of Digital Infrastructure and Institutional Support in Enhancing Educational Accessibility Through Student Engagement in Malaysia	Dr Che Rosmawati Che Mat	BO- 369	
1215 – 1230	THE IMPACT OF PARENTAL AND COMMUNITY ENGAGEMENT IN PROMOTING QUALITY EDUCATION	Dr Hadezah Amit	BO- 435	
1230 – 1245	Exploring the Effect of the Global Business Volatility on the Performance of Malaysian SMEs	Dr Mohd Hanafia Huridi	BO- 377	

3rd September 2025 (DAY 2 - AFTERNOON)

ICMEE Session 3A; Venue : Spectrum at Level 3A, Nexus

THEME: MARKETING, ENTREPRENEURSHIP & ECONOMICS

Time (GMT +8)	Presentation Title	Presenter	Abstract ID	Chairperson
1415 – 1430	Designing Sustainable Futures: A Triple Helix Framework for Sustainable Entrepreneurship Living Labs (SELL)	Prof Dato' Kharanum Subari	BO- 281	Dr Hadezah Amit
1430 – 1445	Bridging The Skills Gap: University-Industries Collaborations for Workforce Development in Malaysia	Dr Norkhairi Ahmad	BO- 379	
1445 – 1500	Evaluating the Impact of Entrepreneurial Syllabus and Teaching Techniques on University Students' Entrepreneurial Tendencies: A Case Study of Universiti Kuala Lumpur, Malaysia	Dr Muhammad Najib Seth	BO- 532	
1500 – 1515	Advancing Service Recovery Performance in ODL: Organisational and Work Resource Drivers for Educators	Dr Bibi N A Khan	BO- 688	
1515 – 1530	Job Satisfaction, Emotional Intelligence, and Firm Performance: A Causal Model for Sustainable SME Growth in Malaysia	Dr Siti Aisyah Husin	BO- 689	

1530 – 1545	Fostering Sustainable Women's Entrepreneurship: The Role of Personal and Contextual Factors	Dr Santhi Govindan	BO- 699	
1545 – 1600	Integrating Digitalization, Recycling, and Food Security in the Green Market Intervention of Kota Samarahan Healthy City Programme	Dr Sopian Bujang	BO- 936	
1600 – 1615	AWARENESS OF SUSTAINABLE MARKETING PRACTICES IN MALAYSIA	Dr Zorah Abu Kassim	BO- 712	
1615 – 1630	Bridging the Valley of Death: Startup Resilience and Strategic Pivots in Malaysia	Dr Kamaruzzaman Ab. Aziz	BO- 937	
1630 – 1645	Factors Influencing Students' Pursuit of Professional Accounting Certifications	Prof Dr Rozainun Abdul Aziz /Siti Balqis Mohd Saldi	BO- 519	

3rd September 2025 (DAY 2 - AFTERNOON)

ICMEE Session 3B; Venue : Pinnacle 3 at Level M1, The Vertical

THEME: MARKETING, ENTREPRENEURSHIP & ECONOMICS

Time (GMT +8)	Presentation Title	Presenter	Abstract ID	Chairperson
1415 – 1430	Philosophical Meaning of Orang Asli Culture in Eco-Tourism. The effects of Semiotics on Sustainable Eco-Tourism Destinations: A Case Study of Orang Asli Temuan Tribe Community at Hulu Tamu, Hulu Selangor, Selangor, Malaysia.	Dr Muhammad Shahrin Hashim	BO- 153	Ms Nur Hidayah Ahmad
1430 – 1445	Workplace Environmental Factors and Human Resource Performance in the Organization: Evidence from Theoretical Perspectives	Ebuka Paul Nwokolo/AP Dr Sheikh M.Hizam	BO- 207	
1445 – 1500	The mediating effects of green marketing approach on consumer purchasing behavior and lifestyle on green cosmetic business	AP Dr Sheikh M. Hizam	BO- 211	
1500 – 1515	Human Capital, Capital Accumulation, and Regional Economic Performance: An Analysis of Inter-State Heterogeneity in Malaysia	Wan Bazilah Wan Mohammad Sobri	BO- 451	
1515 – 1530	Igniting Corporate Conscience: How Malaysian Companies Are Shaping	Dr. Farah Hida Sharin	BO- 605	

	Social Sustainability Through Ethical Leadership and the SDGs			
1530 – 1545	Impact of Fintech on Waqaf Development: A New Paradigm of Philanthropy	Dr Issoufou Chaibo	BO- 639	Ms Nur Hidayah Ahmad
1545 – 1600	PENNY STOCK RETURNS IN THE MALAYSIAN STOCK MARKET: COGNITIVE HEURISTICS PERSPECTIVES	Prof Dr Naziruddin Abdullah	BO- 725	
1600 – 1615	The Power Behind the Purse: How Institutional Investors Are Steering Corporate Malaysia Toward the SDGs	Sarah Hazlinda Hazlan	BO- 751	
1615 – 1630	Exploring the Performance and Tracking Efficiency of Islamic vs Conventional ETFs in ASEAN: A Conceptual and Methodological Framework	Dr Wan Muhd Nasrul Hadi Wan Abdul Aziz	BO- 922	
1630 – 1645	INFLUENCE OF GOOD GOVERNANCE PRINCIPLES IN ENHANCING THE PERFORMANCE OF FEDERAL LAND MANAGEMENT IN MALAYSIA	Noor Idayu Ismail	BO- 695	
1645 – 1700	COGNITIVE INTERVIEWING PRE-TEST: CYBERSECURITY READINESS OF SMALL AND MEDIUM ENTERPRISES IN MALAYSIA ON RANSOMWARE ATTACKS	Nurfakhriah Firdaus Azmi	BO- 871	
1700 – 1715	Asymmetric and Distributional Effects of Human Capital on the Growth of Strategic Industries in Malaysia:	Aiza Liyana Anuar	BO- 447	

	Evidence from Panel NARDL and Quantile Regression			
1715 – 1730	Eco-Initiatives in Island-Based Tourism: A Case of The Frangipani Hotel, Langkawi	Dr Sharina Osman	BO- 305	