

## **Parallel Session One**

### **Session 1.1: Technology Integration in Diverse Industries: Challenges and Opportunities**

**Chair: Dr Lee Voon Hsien**

**Co-Chair: Dr Siti Fazilah Binti Abdul Shukor**

<b>No.</b>	<b>Paper ID</b>	<b>TITLE</b>	<b>AUTHOR(S)</b>
1.	BAFE013	CHALLENGES FACED BY ACCOUNTING PROFESSIONALS IN ARTIFICIAL INTELLIGENCE-BASED TECHNOLOGY ENVIRONMENT AND DETERMINANTS OF ACCEPTANCE	CHUN-T'ING LOH, YEN-HONG NG, AH-SUATLEE, YOON-MEI CHIN, PIK-YIN FOO
2.	BAFE021	NEW MEDIA MARKETING, CUSTOMER TRUST AND PURCHASE INTENTION: AN EMPIRICAL STUDY OF AGRICULTURAL PRODUCTS ONLINE STORES IN HEI LONG JIANG PROVINCE, CHINA	HONGXIA, SONG, ABDUL RAHEEM BIN MOHAMAD YUSOF
3.	BAFE023	EMBEDDING VIRTUAL REALITY IN HRM PRACTICES TO ENHANCE WORKFORCE AGILITY IN THE MANUFACTURING INDUSTRY	LAI, S.F., LIM, W.L., FOO, M.Y., CHOO, S.M.
4.	BAFE019	EXAMINING THE RELATIONSHIP BETWEEN RELIGIOSITY AND GREEN PURCHASE INTENTION AMONG CONSUMERS IN MALAYSIA	SOBIA MANNAN, KUM LUNG, CHOE & LUEN PENG, TAN
5.	BAFE038	DIGITALISATION IN HEALTHCARE: A REVIEW OF PRESENT DEVELOPMENTS IN MALAYSIA	HEMANISWARRI DEWI DEWADAS, JAMIE ANNE JAMES MICHAEL, RAVINDRAN NADARAJAN, SITI FAZILAH ABDUL SHUKOR, NORHARYANI ADRUS, LAI KA FEI
6.	BAFE022	THE ENVIRONMENTAL, SOCIAL, AND GOVERNANCE (ESG) IN MALAYSIAN SME: A CASE STUDY OF VITROX	LUEN PENG, TAN, KUM LUNG, CHOE, YIN KUAN, NG, KA FEI, LAI, HOI CHING, KHOR

**Session 1.2: Finance and Banking**  
**Chair: Dr Kogilavani a/p Apadore**  
**Co-Chair: Ms Chan Pui Yee**

<b>No.</b>	<b>Paper ID</b>	<b>TITLE</b>	<b>AUTHOR(S)</b>
1.	BAFE028	THE DETERMINANTS OF CLIMATE RISK DISCLOSURE IN MALAYSIAN BANKING SECTOR: A CONCEPTUAL FRAMEWORK	CHEAH CHEE KEONG, WONG KOK YAW, NAKESVARI A/P SHANMUGAM, TAN KOCK LIM, ONG HOCK SIONG, KONG YIN MEI, DEVAGI ERUSAN, ADAM ARIF LEE AIK KEANG
2.	BAFE029	GOLD INVESTMENT RISK BEHAVIOUR OF WORKING ADULTS IN PERAK: AN EXPLORATORY STUDY	TAN SUANG SIN, ARUNAGIRI SHANMUGAM, NAGENTHIRI MOHAN
3.	BAFE033	COINTEGRATION AND CAUSALITY BETWEEN POST COVID-19 PANDEMIC AND MALAYSIAN STOCK MARKET RETURNS: A CONCEPTUAL FRAMEWORK	WONG YIN THENG, WILLIAM CHOO KENG SOON, DINESH KUMAR SAUNDRA RAJAN
4.	BAFE035	THE CO-INTEGRATION AND CAUSALITY EFFECT BETWEEN GLOBAL PANDEMIC COVID-19 AND MALAYSIA STOCK MARKET RETURN: AN EXPLORATORY SEQUENTIAL MIXED METHODS APPROACH	CHOO, WILLIAM KENG SOON, MOHD YAHYA, MOHD HUSSIN, CHAN, PUI YEE, DINESH KUMAR, SAUNDRA RAJAN, MUHAMMAD ASHRAF, ANUAR

**Session 1.3: Food Security, Digital and the Gig Economy**

**Chair: Dr Vivien Wong Zi Wen**

**Co-Chair: Dr Yiew Thian Hee**

<b>No.</b>	<b>Paper ID</b>	<b>TITLE</b>	<b>AUTHOR(S)</b>
1.	BAFE006	DOES RENEWABLE ENERGY A MATTER ON BIODIVERSITY LOSS IN SOUTHEAST ASIA	AI-LIAN TAN, CHEE-LOONG LEE, THIAN HEE YIEW, YAN-LING TAN
2.	BAFE007	DOES DIGITAL FINANCE LOWER THE MIGRATION OF RURAL LABOR FORCE? EVIDENCE FROM CHINA	CHAO ZHOU, XIAOXUE WANG, YUNSHENG MI
3.	BAFE032	THE ROLE OF ATTITUDE, SUBJECTIVE NORMS, PERCEIVED BEHAVIORAL CONTROL IN SHAPING GEN Z'S BEHAVIORAL INTENTIONS TOWARDS GIG ECONOMY PARTICIPATION	CHEW MEI TENG, NG WAN PING, ANG JING HUANG, ABDELHAK SENADJKI
4.	BAFE037	GENDER INEQUALITY: A CASE STUDY OF THE MALAYSIAN RENEWABLE ENERGY INDUSTRY	YOKE-CHIN KUAH, FANYU CHEN, YING-YIN KOAY, ZI-WEN VIVIEN WONG, WU-SHUN TEE
5.	BAFE040	INFLATION, INTEREST RATE AND WAGE TRADE-OFFS IN SOUTHEAST ASIA COUNTRIES	CHUI-TING TANG, HUI-NEE AU YONG, MEI-TING YAP, XIN-YI CHONG

**Session 1.4: Recent Issues in Business and Economics****Chair: Dr Lee Chee Loong****Co-Chair: Ms Sonia a/p Johanthan**

<b>No.</b>	<b>Paper ID</b>	<b>TITLE</b>	<b>AUTHOR(S)</b>
1.	BAFE001	ONLINE PURCHASE INTENTIONS FOR FRESH AGRICULTURAL PRODUCTS IN CHINA	CHAOLEI, ZHANG, SIEW-PHAIK, LOKE
2.	BAFE005	NEXUS BETWEEN ACADEMIC SELF-EFFICACY AND STUDENT ENGAGEMENT: THE MEDIATING ROLE OF ACADEMIC STRESS	XUE-ER TAN, LEE-PENGG, NG, LOK-SIN KUAR
3.	BAFE026	THE EFFECTS OF DIGITAL TRANSFORMATION AND FLEXIBILITY AMONG TOURISM SMALL AND MEDIUM ENTERPRISES BUSINESS RESILIENCE IN MALAYSIA: A REVIEW AND RESEARCH AGENDA	PHYU, HNINN PWINT, YUEN ONN, CHOONG, AINA, SEOW
4.	BAFE031	AN ANALYSIS OF FOOD SECURITY IN MALAYSIA: DOES FERTILITY RATE MATTERS?	TAN JIN JIE, KHOR YUN CHI, TAN JIA LIN, TOH JING WEN, VIKNISWARI VIJA KUMARAN
5.	BAFE034	BE READY FOR E-INVOICE ADOPTION-UNDERSTAND THE TECHNOLOGY READINESS INDEX AND SEGMENT FOR SMES	ANNIE NG CHENG SAN, WONG TAI SENG, CHOY JOHNN YEE, ONG HOCK SIONG, NORHUSNAIDA CHE HUSSAIN, TAN MIN KHEN
6.	BAFE036	FACTORS AFFECTING RETIREMENT PLANNING BEHAVIOUR AMONG WORKING ADULTS IN THE PRIVATE SECTOR: THE CASE OF PULAU PINANG, KUALA LUMPUR, AND JOHOR	CHONG, HENG XU, CHOW, WHYE SHING, K. VASU, DIVYA SRI
7.	BAFE041	RESIDUAL EARNINGS GROWTH REVERSAL AND LOW-PRICE STOCK PREMIUM IN CHINA	<b>FEI XU</b> , LIWEI QI, XINGRUI KANG, JIAO ZHANG, SHULI LIU

