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# BUILDING A SUSTAINABLE FUTURE: FOSTERING SYNERGY BETWEEN TECHNOLOGY, BUSINESS AND HUMANITY

Selected, peer-reviewed papers from  
International Conference Technology, Humanities and Management, "Building a  
sustainable future: Fostering synergy between technology, business and humanity"  
(ICTHM 2023), 12 - 13 June 2023, Istanbul, Turkey

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# Preface

The volume contains proceedings of the International Conference Technology, Humanities and Management, "Building a sustainable future: Fostering synergy between technology, business and humanity" which was held on June 12-13, 2023, in Istanbul, Turkey.

The main objective of ICTHM 2023 was to provide a platform for researchers, professionals, scholars and academicians to exchange and share their knowledge, information, new ideas and experience in person with their peers expected to join from different parts of the world. ICTHM 2023 explores the intersection of these three crucial fields and how they can work together to shape the future.

The conference aimed to provide a platform for current debates, criticisms, and analysis in the fields of Humanities, Business and management and Technology. The conference itinerary contained 8 keynote speeches and parallel sessions both as face to face and online which covered a wide variety of conference sub themes such as Interdisciplinary and Multidisciplinary Humanities, Communications and media Governance and Politics in Society, Internationalism, Globalism, Teaching and Learning, e-Learning, Religious Studies, Lifelong Learning, Blended Learning, Special Education, Teaching and Learning, Strategic Management in Education, Educational Management and Administration, Higher Education, Technical and Vocational Study and Quality Management in Education, Economics, Accounting, Banking, Entrepreneurship, Finance, Marketing, Supply Chain, Logistics, Transportation, Tourism, Hospitality, Health Care, Human Resource, Government, Administration, Management, Law, Organizational Growth, Market Share, Employee Development and Training, Leadership, Products and Services, Business Technology, Business Innovation, Customer Relationship, Employee Turnover, Turnover and Profit, Customer Service, Performance Levels Management, Business Sustainability and Management, Communication, Computer Science, Information Technology, Information System, Multimedia, IR 4.0, Big data, Artificial Intelligence, Computer software and applications, Computing, Data Mining, Internet and Social Media.

The microsoft conference management system was used for this conference. 149 submissions have been received, 101 accepted, and 86 papers were presented at the conference by participants from Malaysia, Indonesia, Brunei, Bangladesh, Russia, Oman, Pakistan, China, Maldives, and Saudi Arabia. Each author was allotted 15-20 minutes to present their paper. A total of 9 presenters are awarded with best presented award. The software program Turnitin was used for plagiarism detection. Each submission was subjected to a double-blind review process by two reviewers. The number of submissions received and reviewed was 149 and the number of submissions accepted was 101 indicating an acceptance rate of 67%. A total of 55 reviewers were involved in the review process.

We would like to extend our heartfelt gratitude to the collaborators, the keynote speaker, forum panelists, and participants for their contribution and participation in the conference. Last but not the least, a special thank you goes to the Rector of the Istanbul Medipol University, Prof. Dr. Gokhan Silahtaroglu, the organizing Committee, Technical Team, Moderators and Time-Keepers for their hard work and commitment in making this event a grand success.

21 August, 2023

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# Table of Contents

## **No: 1**

Title: Government Enforcement as a Driving Factor for Corporate Integrity Practices Implementation

Page(s): 1 - 10

Author(s): Ja'izah Abdul Jabar, Eley Suzana Kasim, Norlaila Md Zin

## **No: 2**

Title: Web-Based Sustainability Reporting: Evidence From State Islamic Religious Councils in Malaysia

Page(s): 11 - 28

Author(s): Siti Fatimah Noor Minhad, Khairiah Ahmad, Zaharah Abdullah, Eley Suzana Kasim, Nor Aishah Mohd Ali, Nurul Hidayah Ahamad Nawawi

## **No: 3**

Title: Empowering The Engagement of Digital Marketing Delivery Services Innovation Apps

Page(s): 29 - 41

Author(s): Rozita Naina Mohamed, Mohd Saifullah Rusli, Halimahton Borhan, Anusara Sawangchai

## **No: 4**

Title: Charting Digital Humanities: A Bibliometric View of Cultural Heritage

Page(s): 42 - 58

Author(s): Razifah Othman, Othman Ibrahim, Siti Nuur-Ila Mat Kamal, Masitah Ahmad

## **No: 5**

Title: Financial Corruption in the Healthcare Sector of Bangladesh During Covid-19 Pandemic

Page(s): 59 - 71

Author(s): Kazi Musa, Jamaliah Said, Nor Balkish Zakaria, Farhana Begum, Adibah Jamaluddin

## **No: 6**

Title: Exploring Core Catalysts for Advancement in Digital Social Innovation: A DEMATEL Analysis for Young Entrepreneurs

Page(s): 72 - 81

Author(s): Zahari Md Rodzi, Nur Aima Binti Shafie, Noorrraha Binti Abdul Razak, Nurshuhaida Binti Abdul Razak, Siti Arnizan Binti Mat Rifim

## **No: 7**

Title: Strengthening the Board's Islamic Religious Integrity in Managing Waqf

Page(s): 82 - 91

Author(s): Dalila Daud, Nisrin Ishak, Norhaninah A Gani, Norhayati Sulaiman, Intan Salwani

## **No: 8**

Title: Islamization of Knowledge: A Case of International Islamic University Chittagong, Bangladesh

Page(s): 92 - 102

Author(s): Md. Nurul Islam, Mohammed Sarwar Alam, Md. Absar Uddin, Shakil Ahmad, Sheikh Abu Toha Md Saky, Md. Obaidur Rahman, Md. Monirul Islam

## **No: 9**

Title: Maqasid Syariah and Digital Transformation of Halal Supply Chain With Governance Elements

Page(s): 103 - 115

Author(s): Siti Navillah Zulkifli, Sharifah Norzehan Syed Yusuf

## **No: 10**

Title: E-Governance Challenges and Opportunities for Improving Public Service Delivery and Citizen Engagement

Page(s): 116 - 126

Author(s): Md. Nurul Islam, Md. Aiub Hossain, Md. Khairul Islam, Md. Tarik Been Aziz

## **No: 11**

Title: Evaluating Alternative Governance Strategies for Language Schools via SWOT and AHP Method

Page(s): 127 - 141

Author(s): Murat Cilduz, Filiz Mizrak, Şenay Caylan, Jamaliah Said, Naila Erum

**No: 12**

Title: Telework as the Rising Type of Working Outside Workplace: A Bibliometric Analysis

Page(s): 142 - 152

Author(s): Halil Yorulmaz, Salwa Zolkafli, Maslinawati Mohamad

**No: 13**

Title: A Bibliometrics Analysis on Corporate Governance and Risk Disclosure Literature

Page(s): 153 - 166

Author(s): Hendri Setyawan, Nor Balkish Zakaria, Yvonne Joseph Ason

**No: 14**

Title: Factors Influencing Business Sustainability of SMEs in Indonesia Post Covid-19 Pandemic

Page(s): 167 - 178

Author(s): Devi Permatasari, Ahmad Rudi Yulianto, Nor Farizal Mohammed, Nur Aima Shafie

**No: 15**

Title: Utilization Interest Mediating Effect by Using the Utaut Model for the Siskeudes

Page(s): 179 - 191

Author(s): Khoiril Fuad, Farah Aida Ahmad Nadzri, Sharina Tajul Urus, Cita Ardia Pamela, Winarsih

**No: 16**

Title: Detection of Financial Statement Fraud Using Fraud Pentagon Theory Perspective in Indonesia

Page(s): 192 - 202

Author(s): Yuztitya Asmaranti, Norziana Lokman, Rahayu Abdul Rahman

**No: 17**

Title: Impact of Supply Chain Governance and ERP Application on Creating Competitive Advantage

Page(s): 203 - 219

Author(s): Gonca Reyhan Akkartal, Filiz Mizrak, Eley Suzana Kasim

**No: 18**

Title: Exploring, Categorizing, and Prioritizing the ESG Factors for Organizational Sustainability

Page(s): 220 - 236

Author(s): Muhummad Khairul Islam, Nisaa Husnina Zulkifli, Erna Farina Mohamed, Amar Hisham Jaaffar, Huzairin Mohd Radzi

**No: 19**

Title: The Influence of Human Governance Towards Sustainable Supply Chain Management Disclosure

Page(s): 237 - 249

Author(s): Nur Zharifah Che Adenan, Roshima Said, Corina Joseph

**No: 20**

Title: A Preliminary Study of Corporate Environmental Disclosure for Malaysian Manufacturing Companies

Page(s): 250 - 261

Author(s): Iylia Dayana Mohamed Izwan, Maslinawati Mohamad, Nurul Huda Ahmad Shukri, Mohd Hadli Shah Mohamad Yunus, Nor Balkish Zakaria

**No: 21**

Title: Leadership Contribution for Spiritual Well-Being of Remote Workers Post Pandemic

Page(s): 262 - 271

Author(s): Faik Sabri Çavuşoğlu, Jamaliah Said, Naila Erum

**No: 22**

Title: Transfer Pricing, Firm Financial Characteristics and Tax Avoidance Relationship

Page(s): 272 - 294

Author(s): Vidiyanna Rizal Putri, Nor Balkish Zakaria, Jamaliah Said

**No: 23**

Title: The Governance of Healthcare Internet: Understanding the Impact on the Workforce

Page(s): 295 - 303

Author(s): Gizem Oluş Alkan, Nor Balkish Zakaria

**No: 24**

Title: The Moonlighting Survival During Economic Instability: Post Pandemic Experience

Page(s): 304 - 314

Author(s): Sevil Surucu, Elif Baykal, Nor Balkish Zakaria, Naila Erum



**No: 25**

Title: Harmonizing Life With Islamic Principles: Insights From the Holy Quran's Wording

Page(s): 315 - 321

Author(s): Gökhan Silahtaroglu, Elif Baykal, Sharifah Norzehan Syed Yusuf

**No: 26**

Title: Esg-Driven Synergies: The Nexus Between Workplace Spirituality and Adoption of Green Mindfulness

Page(s): 322 - 334

Author(s): Ayse Oyku Yilmaz, Elif Baykal, Fazlida Razali, Zuraidah Mohd Sanusi

**No: 27**

Title: Ideal Leverage via Machine Learning: Avoiding Financial Distress

Page(s): 335 - 345

Author(s): Dilek Yomralioglu, Ali Osman Serdar Çıtak, Elif Baykal, Gökhan Silahtaroglu, Jamaliah Said

**No: 28**

Title: Fostering Business-Human Synergy: Building A Sustainable Future With Technology

Page(s): 346 - 356

Author(s): Maslinawati Mohamad, Nurhidayah Yahya, Hairul Suhaimi Nahar, Hisham Yaacob

**No: 29**

Title: Professional Skepticism and Self-Efficacy on the Detection of Financial Statements Fraud

Page(s): 357 - 368

Author(s): Novy Silvia Dewi, Sharifah Nazatul Faiza, Daniel Lumban Tobing, Jamaliah Said, Lufti Julian

**No: 30**

Title: The Effect of Malaysian Corporate Governance on Firm Performance During Covid-19 Pandemic

Page(s): 369 - 377

Author(s): Muhammad Hafiz Muhamud Fuzi, Mohd Taufik Mohd Suffian, Ancella Anitawati Hermawan

**No: 31**

Title: Determinants of Shariah Non-Compliance Risk Judgment Among Shariah Auditors

Page(s): 378 - 394

Author(s): Azeira Ahmad, Fazlida Mohd Razali, Jamaliah Said

**No: 32**

Title: Maqasid Mastery: Unveiling Islamic Banks' Performance in Indonesia

Page(s): 395 - 403

Author(s): Chara Pratami Tidespania Tubarad, Nor Farizal Mohammed, Maslinawati Mohamad

**No: 33**

Title: Guilds in Medieval East and the Other Side of the Medallion

Page(s): 404 - 410

Author(s): Ida Nyoman Basmantra, Buse Kevser Günüoğlu, Elif Baykal, Zuraidah Mohd Sanusi

**No: 34**

Title: Benefits and Obstacles of Integrated Reporting in the Public Sector

Page(s): 411 - 418

Author(s): Nor Farizal Mohammed, Md. Shafiqul Islam, Norziana Lokman, Nik Haslizawaty Abdul Halim, Fauziah Yusof

**No: 35**

Title: Recognizing the Current State of Operational Shariah Audit of Islamic Banks

Page(s): 419 - 431

Author(s): Sri Sulistyowati, Dalila Daud, Eley Suzanna Kasim

**No: 36**

Title: Cross-Border Institutional Partnership and Collaboration for Promoting International Student Mobility

Page(s): 432 - 439

Author(s): Ahmet Turalı, Jamaliah Said, Naila Erum

**No: 37**

Title: Governing Appropriate Strategies for Effective Cost Management in Nuclear Energy Investments

Page(s): 440 - 451

Author(s): Serhat Yüksel, Hasan Dinçer, Çağatay Çağlayan, Nor Balkish Zakaria

**No: 38**

Title: Governance for Workplace Culture: Leveraging Positive Peer Relationships to Drive Employee Performance

*Page(s): 452 - 460*

Author(s): Batuhan Sarigül, Nor Balkish Zakaria, Naila Erum

**No: 39**

Title: Computerized Accounting Information System and Task Characteristics in Indonesian Islamic Microfinance

*Page(s): 461 - 471*

Author(s): Provita Wijayanti, Intan Salwani Mohamed, Dalila Daud

**No: 40**

Title: Evaluation of the Internal Control Systems in the Malaysian Public Sector

*Page(s): 472 - 482*

Author(s): Afzal Izzaz Zahari, Jamaliah Said, Nurisyal Muhamad, Suhaily Mohd Ramly

**No: 41**

Title: Electronic WOM to Explore the Transparency of Turkey Governance of Theme Parks

*Page(s): 483 - 492*

Author(s): Bahar Divrik, Jamaliah Said, Naila Erum

**No: 42**

Title: The Scam-Proof Investor: Financial Literacy, Financial Behaviour and Investment Scam Awareness

*Page(s): 493 - 503*

Author(s): Eley Suzana Kasim, Noor Rohin Awalludin, Nurul Huda Ahmad Shukri, Allezawati Ismail, Nurazilah Zainal

**No: 43**

Title: Behavioural Reasoning Theory: Identifying Actus Reus of Dysfunctional Audit Behaviour

*Page(s): 504 - 514*

Author(s): Ahmad Rudi Yulianto, Devi Permatasari, Fazlida Mohd Razali

**No: 44**

Title: Islamic Bank's Governance on Intellectual Capital Aspects Towards Sustainable Development Goals

*Page(s): 515 - 523*

Author(s): Siti Aqilah Talib, Norlaila Md. Zin, Eley Suzana Kasim

**No: 45**

Title: Digital Adoption and Corruption on Stock Market Development

*Page(s): 524 - 532*

Author(s): Igo Febrianto, Norhayati Mohamed, Imbarine Bujang

**No: 46**

Title: Corruption Cases in Relation to State-Owned Enterprise in Indonesia

*Page(s): 533 - 543*

Author(s): Nathan Junino Jahja, Nor Farizal Mohammed, Norziana Lokman

**No: 47**

Title: Corporate Governance's Role in Tax Avoidance: Indonesian Banks Study

*Page(s): 544 - 560*

Author(s): Vidiyanna Rizal Putri, Nor Balkish Zakaria, Jamaliah Said

**No: 48**

Title: Public Spending, Corruption, and Human Development: Empirical Evidence in Middle-Income Countries

*Page(s): 561 - 579*

Author(s): Prayudha Ananta, Mohamad Ezrien bin Mohamad Kamal, Norhayati Mohamed

**No: 49**

Title: Barriers to Household Waste Recycling: Paving the Path to a Sustainable Future

*Page(s): 580 - 589*

Author(s): Zahari Md Rodzi, Ashiera Nadiha Hazri, Nurul Ain Syahirah Mohd Azri, Nurul Dania Farisha Sharul Rhmdan, Zati Aqmar Zaharudin, Saladin Uttunggadewa

**No: 50**

Title: Regulating Organisational Corruption Through Corporate Liability: Malaysia Perspective

Page(s): 590 - 594

Author(s): Zatun Najmiah Mohd Sabri, Sharifah Nazatul Faiza Syed Mustapha Nazri, Salwa Zolkafli

**No: 51**

Title: Economic Indicators and Unemployment Trends in Afghanistan: A Time Series Analysis

Page(s): 595 - 603

Author(s): Eshaq Ali Barna, Nargis Raofi, Norhayati Mohamed, Nur Aima Shafie, Darusalam

**No: 52**

Title: Entrepreneurial Leadership Capability on Sustained Competitive Advantage With Strategic Agility Mediation Factor

Page(s): 604 - 618

Author(s): Lutfi Trisandi Rizki, Purwatiningsih Lisdiono, Jamalaih Said

**No: 53**

Title: The Bibliometric Analysis on Transfer Pricing: Evidence From the Last 40 Years

Page(s): 619 - 627

Author(s): Mohd Taufik Mohd Suffian, Mohd Zulfikri Abd Rashid, Zuraidah Mohd Sanusi, Mohd Norhisham Mazlan, Fadilla Rentah, Mohd Soffi Puteh

**No: 54**

Title: The State, Role and Challenges of Social Entrepreneurship in Malaysia

Page(s): 628 - 642

Author(s): Nur Aima Shafie, Zuraidah Mohd Sanusi, Aziatul Waznah Ghazali, Zahari Md Rodzi, Nooraha Abdul Razak

**No: 55**

Title: Cultivating Sustainable Performance: A Framework for Governance Indicators in Village Owned Enterprises

Page(s): 643 - 654

Author(s): Satria Tri Nanda, Razana Juhaida Johari, Zuraidah Mohd Sanusi, Ria Nelly Sari, Rita Anugerah, Mizan Hitam

**No: 56**

Title: A Meta-Analysis of ESG Disclosure and Listed Companies' Financial Performance

Page(s): 655 - 669

Author(s): Abd Hadi Mustaffa, Ruhaini Muda, Nur Zahidah Bahrudin, Hidayatul Khusna Abdul Malik

**No: 57**

Title: Challenges of Evolving Digital Auditing Landscape Among Malaysian Government Accountants and Auditors

Page(s): 670 - 682

Author(s): Nur Aima Shafie, Zuraidah Mohd Sanusi, Soliha Sanusi, Yusarina Mat Isa, Nurshuhaida Abdul Razak

**No: 58**

Title: Does CEO Duality Affect Corporate Reporting and Tax Aggressiveness in Indonesia?

Page(s): 683 - 697

Author(s): Ninuk Dewi Kesumaningrum, Imbarine Bujang, Ruhaini Muda, Rindu Rika Gamayuni

**No: 59**

Title: Corporate Financial Distress and Performance in Emerging Countries via Bibliometric Analysis

Page(s): 698 - 708

Author(s): Mohd Taufik Mohd Suffian, Adnan Ameen Bakather, Akmalia M. Ariff, Ancella Anitawati Hermawan

**No: 60**

Title: The Internal Auditor's Information Technology Competency Measurement Scale Development

Page(s): 709 - 722

Author(s): Lufti Julian, Razana Juhaida Johari, Daniel Lumban Tobing, Ludovicus Sensi Wondabio

**No: 61**

Title: Digital Payment in Mitigating Traditional Cash Payment Fraud Risk: A Systematic Literature Review

Page(s):723 - 738

Author(s): Machmudin Eka Prasetya, Intan Salwani Mohamed, Shuhaida Mohamed Shuhidan

**No: 62**

Title: Tax Officers' Scepticism and Professional Judgment: The Mediation of Client Fraud Indicators Intensity

Page(s):739 - 754

Author(s): Nurliyana Haji Khalid, Zuraidah Mohd Sanusi, Marhamah Mohd Rafidi, Nur Aima Shafie, Saiyidi Mat Roni

**No: 63**

Title: Unleashing SME Business Agility: A Paradigm Shift for Success

Page(s):755 - 766

Author(s): Afzal Izzaz Zahari, Sharifah Norzehan Syed Yusuf, Fazlida Mohd Razali, Dewi Izzwi Abdul Manan, Siti Masitah Ashar

**No: 64**

Title: Risk Management Practices, Information Technology Capabilities, and Enterprise Resilience: Evidence From Indonesia

Page(s):767 - 787

Author(s): Purwatiningsih Lisdiono, Pius Lustrilanang, Jamaliah Said, Haslinda Yusoff

**No: 65**

Title: Digital Disruption and Cybersecurity Threats: Redefining the Role of Internal Auditing

Page(s):788 - 801

Author(s): Zulaikha Amirah Johari, Aziatul Waznah Ghazali, Yusarina Mat Isa, Nur Aima Shafie, Soliha Sanusi

**No: 66**

Title: Reshaping the Malaysian Market: Analysing Mergers and Acquisitions Amidst Covid-19

Page(s):802 - 808

Author(s): Nur Nashreen Zakaria, Maslinawati Mohamad, Mohd Afiq Azero, Nurhidayah Yahya

**No: 67**

Title: Section 17A of the Malaysian Anti-Corruption Act: The Corporate Implementation Perspectives

Page(s):809 - 822

Author(s): Norazida Mohamed, Ashmini a/p K Gnanasegaran, Nasir Sultan, Siti Jalilah Mat Husin, Widya Perwitasari

**No: 68**

Title: Regulatory Settings and Corporate Governance of Indonesia's Two-Tier Board System

Page(s):823 - 836

Author(s): Doni Sagitarian Warganegara, Norhayati Mohamed, Imbarine Bujang

**No: 69**

Title: Digital Technology Skills and Fraud Risk Judgement Performance With Auditors' Competencies Mediation

Page(s):837 - 848

Author(s): Agus Joko Pramano, Fazlida Mohd Razali, Jamaliah Said, Nurliyana Khalid, Mohd Taufik Mohd Suffian

**No: 70**

Title: Revisiting Quality of Governance, Financial Development, Globalisations on Foreign Direct Investment

Page(s):849 - 867

Author(s): Marhamah Mohd Rafidi, Jamaliah Said, Farha Binti Abdol Ghafar, Naila Erum, Nurliyana Binti Haji Khalid

**No: 71**

Title: Task Force on Climate Disclosure: Examining Challenges and Opportunities

Page(s):868 - 874

Author(s): Nurhidayah Yahya, Maslinawati Mohamad

**No: 72**

Title: Assessment of Financial Sector Blueprint to Achieve Banking Sector Efficiency in Malaysia

Page(s):875 - 895

Author(s): Md. Mahmudul Alam, Jamaliah Said, Farha Ghapar, Hirnissa Mohd Tahir

**No: 73**

Title: Corporate Governance and Corporate Social Responsibility Assessment in Enhancing Performance

Page(s):896 - 906

Author(s): Rintan Nuzul Ainy, Jamaliah Said

**No: 74**

Title: Intelligent Systems in the Circular Economy

Page(s):907 - 917

Author(s): Petya Biocheva, Nikolay Sterev, Nor Balkish Zakaria, Kazi Musa

**No: 75**

Title: Unleashing the Power of Smart Money: Leveraging Fintech and Data Analytics

Page(s):918 - 927

Author(s): Naila Erum, Jamaliah Said, Kazi Musa, Abd Hadi Mustaffa, Darusalam

**No: 76**

Title: Strategy Development for Reducing Carbon Emissions in Hospitals

Page(s):928 - 935

Author(s): Serkan Eti, Yaşar Gökalp, Duygu Yavuz, Nor Balkish Zakaria, Naila Erum

**No: 77**

Title: Mapping the Landscape of Accountability in the Public Sector: A Bibliometric Review

Page(s):936 - 946

Author(s): Fathimath Rasheed, Jamaliah Said, Norziaton Ismail Khan

**No: 78**

Title: Competence and Independence on Audit Quality With the Professional Ethics Moderation

Page(s):947 - 962

Author(s): Gabriel Nadya Amarissa, Apran Kurniawan, Sutarti Sutarti

**No: 79**

Title: How Auditor's Professionalism, Independence, and Information Technology Influence Audit Quality

Page(s):963 - 979

Author(s): Revi Novayanthi Br Meliala, Adila Amri Pratama, Amrie Firmansyah, Firdaus Amyar

**No: 80**

Title: Climate Fintech: A New Frontier in Sustainable Investing

Page(s):980 - 989

Author(s): Siti Marlia Shamsudin, Liyana Ab Rahman, Maslinawati Mohamad

**No: 81**

Title: Safeguarding Stability: A Conceptual Note of the Resilience Dimensions in Islamic Banks

Page(s):990 - 999

Author(s): Faros Faizdnor, Maslinawati Mohamad

**No: 82**

Title: Liquidity M2, Inflation, and Sukuk Issuance: Empirical Evidence

Page(s):1000 - 1014

Author(s): Dheya Hamood Saif Al-Fakih, Shahsuzan Zakaria, Md Khairu Amin Ismail

**No: 83**

Title: Interaction Effects of the Engagement and Firm-Level Factors on Audit Quality

Page(s):1015 - 1029

Author(s): Yusarina Mat-Isa, Muzammil S Borhan, Zuraidah Mohd-Sanusi, Fazlida Mohd-Razali, Daniel Lumban Tobing

**No: 84**

Title: Earning, Capital Management and Banking Specific Factors in Estimating Loan Loss Provisions

Page(s):1030 - 1040

Author(s): Muhamad Sufian Hadi bin Bacho, Imbarine Bujang, Sarmila Udin

**No: 85**

Title: Governance of Kredit Usaha Rakyat, A Microfinance With Government Credit Guarantee Scheme

Page(s):1041 - 1050

Author(s): Prakarsa Panjinegara, Farah Aida Ahmad Nadzri, Sharifah Norzehan Syed Yusuf

**No: 86**

Title: Airlines Operator's Risk Management Measures and Governance: Experience From Pandemic

Page(s):1051 - 1063

Author(s): Halil Paino, Nurghastina Abdullah, Nurul Hidayah M Azli, Sarah Nur Aisyah Kay Abdullah,

Zailawati Zakaria, Tuman Darboe

**No: 87**

Title: Management Strategy on Dividend Payout Policy Moderated by Board Composition

Page(s):1064 - 1073

Author(s): Bedah Ahmad, Muthyaah Mohd Jamil, Muhammad Nazmul Hoque

**No: 88**

Title: A Review on Chinese High-Tech Companies: Antecedents or Determinants of Financial Performance

Page(s):1074 - 1095

Author(s): Li Tian, Nadiah Abd Hamid, Ida Suriya Ismail

**No: 89**

Title: A Thematic Review on Circular Economy Practices Among SMEs

Page(s):1096 - 1110

Author(s): Liyana Nadhirah Kamal, Nur Syuhada Jasni

**No: 90**

Title: An Overview of Environmental, Social and Governance (ESG) and Company Performance

Page(s):1111 - 1122

Author(s): Siti Hirdayu Mohd Radzi, Nadiah Abd Hamid, Rina Fadhillah Ismail

**No: 91**

Title: Customer Citizenship Behaviour, Value Co-Creation and Tax Compliance: Malaysian Perspective

Page(s):1123 - 1135

Author(s): Nurul Ezhawati Abdul Latif, Ida Suriya Ismail, Nadiah Abd. Hamid, Nuridayu Yunus

**No: 92**

Title: Conceptual Analysis of Technology Fit in the Optimization of Accounting Information Systems

Page(s):1136 - 1150

Author(s): Shazalina Mohamed Shuhidan, Norfadzilah Rashid, Yunita Awang

**No: 93**

Title: Accounting Curriculum in the Sustainability Era: Employability of Future Accountants

Page(s):1151 - 1163

Author(s): Nor Atikah Rosley, Kamaruzzaman Muhammad, Mazurina Mohd Ali, Erlane K Ghani, Azleen

Ilias

**No: 94**

Title: Islamic Finance: A Safeguard Against Contemporary Global Financial Crisis

Page(s):1164 - 1173

Author(s): Radiffa Arbiani Wibawa, Mutiara Syifa, Muhammad Nazmul Hoque

**No: 95**

Title: Common Sustainability Matter Reporting Affect on Company Values in the Energy Sector

Page(s):1174 - 1192

Author(s): Rozitaayu Zulkifli, Kho Guan Khai, Angelina Anne Fernandez, Shamini Kandasamy

**No: 96**

Title: The Role of Management Accounting System to Enhance the Sustainable Financial Reporting

Page(s):1193 - 1210

Author(s): Alhamdi Mohammed, Suzana Sulaiman, Norlaila Md Zin

**No: 97**

Title: ASEAN Cross-Border Mergers and Acquisitions (CBMAs) Success: Corporate Governance Spillover

Page(s):1211 - 1229

Author(s): Nurhazrina Mat Rahim, Ei Yet Chu, Ruhani Ali

**No: 98**

Title: Board Gender Diversity and ESG Disclosure: Does Board Meeting Attendance Matters?

Page(s):1230 - 1250

Author(s): Muhammad Ali, Lutfi Abdul Razak, Mohd Hairul Azrin Besar, Sazali Abidin

**No: 99**

Title: Language and Gender: A Case of Malaysian Vloggers

Page(s):1251 - 1259

Author(s): Faizah Eliza Abdul Talib, Iylia Syahirah Binti Faisal, Angeline Ranjethamoney Vijayarajoo

**No: 100**

Title: Enhancing Green Investment Efficiency Through Audit Quality

Page(s):1260 - 1269

Author(s): Renato Sitompul, Zuraidah Mohd Sanusi, Maha Faisal Alsayegh, Naila Erum, Soheil Kazemian, Mizan Hitam

**No: 101**

Title: Asymmetric Adjustment of the Malaysian Stock Price-Inflation Nexus: An Empirical Analysis

Page(s): 1270 - 1281

Author(s): Bee-Hoong Tay, Yan-Ling Tan, Norhasniza Mohd Hasan Abdullah