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ACCELERATING TRANSFORMATION TOWARDS SUSTAINABLE AND RESILIENT BUSINESS: LESSONS LEARNED FROM THE COVID-19 CRISIS

Selected, peer-reviewed papers from
International Symposium & Exhibition on Business and Accounting 2022 (ISEBA 2022),
28 September 2022, Universiti Tenaga Nasional, Kampus Sultan Haji Ahmad Shah, Bandar
Muadzam Shah, Pahang, Malaysia

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Preface

The volume contains selected and peer-reviewed papers from International Symposium & Exhibition on Business and Accounting 2022 ISEBA 2022 with the theme “Accelerating Transformation towards Sustainable and Resilient Business: Lessons Learned from the COVID-19 Crisis” which was held on 28 September 2022, in Universiti Tenaga Nasional, Kampus Sultan Haji Ahmad Shah, Bandar Muadzam Shah, Pahang, Malaysia.

The objective of the conference is to encourage researchers, academics and postgraduates to actively produce academic writings or research and share and exchange ideas for new input in relevant research areas and to help to generate and create new knowledge through sharing and exchange of opinions from various disciplines. The importance of the conference is to promote research on issues relating to business, management, and accounting.

Datuk Bazlan Osman, FCCA CA(M). Chair of ACCA Malaysia Advisory Committee and the President of Malaysian Institute of Accountants (MIA) presented his keynote speech titled “Accelerating Transformation towards Sustainable and Resilient Business: Lessons Learned from the COVID-19 Crisis”. There was two plenary sessions with the theme “Industry Sharing Session 1” by Ms. Lee Pei Yin. Partners, Assurance, Ernst & Young (EY) PLT and “Industry Sharing Session 2” by Mr. Adrian Lim Wei Jin. Partner, Technology Consulting, Ernst & Young (EY) Consulting Sdn Bhd. 17 parallel presentation sessions were held throughout the symposium by the participants from Malaysia, China, Indonesia, and Oman.

Submission and the review process was handled via [Easy Chair Smart CFP](#). 102 submissions have been received, 96 were accepted and presented. Each author was allotted 15 minutes to present their paper. Papers of high quality that address the symposium theme with significant contributions to the field have been considered for the best paper awards. These awards were selected for each track. All papers had undergone initial screening by the Excellence Awards Committee based on feedback from the reviewers and similarity index. The shortlisted papers have been evaluated by an independent adjudication panel on the basis of: (i) originality; (ii) quality of argument; (iii) writing style; and (iv) relevance to the symposium theme. The software program Turnitin was used for plagiarism detection. Each submission was subjected to a double-blind review process by one reviewer. A total of 65 reviewers were involved in the review process.

13 November, 2022

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Plenary Speakers

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Table of Contents

No: 1

Title: Information Technology Governance Mechanisms and Audit Technology Performance in Malaysia

Pages: 1 - 11

Author(s): Sharifah Norhafiza Syed Ibrahim, Nurul Aida Khaidzi, Yusri Arshad

No: 2

Title: Reputation Disclosure Trend in Malaysia

Pages: 12 - 19

Author(s): Elinda Esa, Nor Raihan Mohamad, Wan Zuriati Wan Zakaria, Norazlina Ilias

No: 3

Title: Does National Culture Diversity Impact Corporate Water Performance?

Pages: 20 - 33

Author(s): Inaliah Mohd Ali, Norhayati Mat Husin, Bakhtiar Alrazi, Noorlin Mohd Ali

No: 4

Title: Chief Financial Officers and Environmental, Social and Governance: Preliminary Evidence From Malaysia

Pages: 34 - 50

Author(s): Bakhtiar Alrazi, Norhayati Mat Husin, Mohd Nazli Mohd Nor

No: 5

Title: The Environmental-Related SGDs and Corporate Performance of Malaysian Companies

Pages: 51 - 60

Author(s): Norkhazimah Ahmad, Sharifah Buniamin, Nor Hasimah Johari, Siti Afiqah Zainuddin

No: 6

Title: Learn, Unlearn and Relearn – Insights From Corporate E-Waste Reporting Literature and Guidelines

Pages: 61 - 72

Author(s): Nik Amalena Najebah Nik Azman, Bakhtiar Alrazi, Sharina Mohd Salleh, Haslinda Yusoff

No: 7

Title: Blowing the Whistle in the Workplace: An Empirical Study From Malaysian GLCs

Pages: 73 - 82

Author(s): Masdiah Abdul Hamid, Suzana San, Faizah Mohd Khalid

No: 8

Title: Governance of Malaysian Halal Food Industry: Conventional Governance vs Shariah Requirements

Pages: 83 - 94

Author(s): Juliana Anis Ramli, Hafiza Aishah Hashim, Zalailah Salleh

No: 9

Title: Women on Boards and Financial Performance of Malaysian Banks

Pages: 95 - 107

Author(s): Noor Raida Abd Rahman, Maslinawati Mohamad

No: 10

Title: Accounting Information System and Organizational Effectiveness: Evidence From SMEs Manufacturing Companies

Pages: 108 - 119

Author(s): Nor Hasimah Johari, Nurul Nazwa Khairudin, Nadhirah Mohd Rasidi, Iezza Syaida Yuhana, Nurusyafiqah Atiqah Norbadirrim

No: 11

Title: The "Wonder Women" Presence and Performance- The Moderating Role of Bank Size

Pages: 120 - 136

Author(s): Maslinawati Mohamad, Noor Raida Abd Rahman

No: 12

Title: The Impact of Board Diversity on Energy-Related SDGs Disclosure in Malaysian Public Listed Companies

Pages: 137 - 149

Author(s): Nor Hasimah Johari, Sharifah Buniamin, Norkhazimah Ahmad, Romlah Jaffar

No: 13

Title: Integrated Reporting Disclosure Quality and Firm Performance: Evidence From Japanese Listed Companies

Pages: 150 - 164

Author(s): Guo Qian, Raedah Sapongi, Norhayati Mat Husin

No: 14

Title: Quantitative Analysis of Six Sigma, Lean, Lean Six Sigma and Lean Accounting

Pages: 165 - 175

Author(s): Masdiah Abdul Hamid, Nurul Fadly Habidi

No: 15

Title: Preliminary Study of Covid-19 Disclosure in Annual Reports of Malaysian Energy Firms

Pages: 176 - 185

Author(s): Noor Raida Abd Rahman, Maslinawati Mohamad

No: 16

Title: Environmental Management Accounting Practices: A Review of the Literature

Pages: 186 - 197

Author(s): Faizah Mohd Khalid

No: 17

Title: Validating an Over-Indebtedness Measurement Scale That is Specifically Tailored to Borrower's Context

Pages: 198 - 206

Author(s): Nur Hafidzah Idris, Nornajihah Nadia Hasbullah, Khairunnisa Abd Samad, Amirah Hazimah Borhanordin, Nor Hamiza Mohd Noor, Fahmi Abdul Rahim

No: 18

Title: Systematic Literature Review on the Macroeconomic Factors of Household Debt

Pages: 207 - 223

Author(s): Khairunnisa Abd Samad, Nur Hafidzah Idris, Nur Hayati Abd Rahman, A'ieshah Abdullah Sani, Umi Hamidaton Mohd Soffian Lee

No: 19

Title: An Overview of Sukuk Liquidity Market Issues in the Shariah Perspective

Pages: 224 - 240

Author(s): Dziauddin Sharif, Mohd Asyadi Redzuan, Khairul Azhar Meerangani, Mohd Zaid Mustafar

No: 20

Title: Stock Valuations and Share Prices of Malaysian Palm Oil Companies

Pages: 241 - 253

Author(s): Nur Farah Noramiza, Zulkifli Abdullah, Noraini Ismail

No: 21

Title: Measuring the Impact of Economic Modernization on Energy Efficiency in Malaysia

Pages: 254 - 262

Author(s): Nor Salwati Othman, Yugavathi Gunasaeran

No: 22

Title: Analyzing the Factors Affecting Capital Structure of Property Companies in Malaysia

Pages: 263 - 269

Author(s): Sahaida Laily Md Hashim, Muhammad Farhan Zamani

No: 23

Title: Employees' Attitude Towards Retirement Planning During Pandemic of Covid-19 in Malaysia

Pages: 270 - 287

Author(s): Noraini Ismail, Zulkifli Abdullah, Maizaitulaidawati Md Husin

No: 24

Title: Analysis of FDI, Government Debt and Population Growth in Malaysia

Pages: 288 - 292

Author(s): Hamidah Ramlan, Azura Abd Latip

No: 25

Title: Analysis of Foreign Workers and Capital Stock in Malaysia

Pages: 293 - 297

Author(s): Hamidah Ramlan

No: 26

Title: Analysis of Covid-19 Cases, Brent Oil and Crude Palm Oil Price on Malaysian Stock Price

Pages: 298 - 305

Author(s): Sahaida Laily Md Hashim

No: 27

Title: The Conceptualization of COWB Model Towards Women's Financial Security

Pages: 306 - 319

Author(s): Halimatul Nadia Zainuddina, Nor Edi Azhar Mohamad, Jegatheesan Rajaduraic, Noraina Mazuin Sapuan

No: 28

Title: Forecasting Electricity Consumption Using Exponential Smoothing Methods

Pages: 320 - 326

Author(s): Megat Muhammad Afif Megat Muainuddin, Noratikah Abu

No: 29

Title: An Overview of Sustainable and Responsible Investment Sukuk for Social Impact Financing

Pages: 327 - 341

Author(s): Nor Edi Azhar Mohamad, Noriza Mohd Saad, Zulkifli bin Mohamed

No: 30

Title: Shariah Screening Methodology in Malaysia: Before and After the Revision

Pages: 342 - 352

Author(s): Farah Idayu Razali, Noriza Mohd Saad, Zulkifli Mohamed

No: 31

Title: Dynamic Relationship Between Nonrenewable, Renewable Energy and Electricity Generation in Malaysia

Pages: 353 - 366

Author(s): Nor Hamisham Harun, Sahaida Laily Md. Hashim

No: 32

Title: A Bibliometric Review of Sustainable and Responsible Investment Sukuk Envision Green Financing

Pages: 367 - 381

Author(s): Nor Edi Azhar Mohamad, Noriza Mohd Saad, Zulkifli bin Mohamed

No: 33

Title: The Influence of Critical Factors of Effective Implementation (CFEI) Towards Food Safety

Pages: 382 - 390

Author(s): Nur Faithzah Jamian, Nurazree Mahmud, Rizuwan Abu Karim, Azlin Zanariah Bahtar, Zamzuri Ahmad Nazari, Geetha Muthusamy

No: 34

Title: Systematic Literature Review: An Analysis of Skill Mismatch Measurement

Pages: 391 - 408

Author(s): Zuria Akmal bt Saad, Hamirahanim Abdul Rahman, Suhaidah Hussain, Hazlin Hasan

No: 35

Title: Strategy Formulation and Sustainability Performance of Bumiputera Construction Companies: A Conceptual Paper

Pages: 409 - 418

Author(s): Nur Aida Binti Hussin, Salina Daud

No: 36

Title: Risk Analysis of Terrorist Attacks on Seaport Facilities Using Bayesian Networks

Pages: 419 - 438

Author(s): Wan M. Zulhilmi, Qing Yu, Kasypi Mokhtar, Hafizi Said, Zaili Yang

No: 37

Title: Shedding Light on Internal Customer Plight in the Shared Service Environment

Pages: 439 - 444

Author(s): Prashalini Naidu, Diviyaa Rane Raveendran

No: 38

Title: Supervisory Behaviour and Work-Life Balance Towards Turnover Intention of Manufacturing's Employees

Pages: 445 - 452

Author(s): Shahidah Ahmad Suhaimi, Kamilah Seman, Muhammad Hazwan Hamdan, Nurnabihah Rosli

No: 39

Title: Analysis of Perceived Usefulness and Ease of Use on Online Shopping Intention

Pages: 453 - 461

Author(s): Muhammad Zharul Zainol Alam, Nor Hafiza Ahmad Agin, Shahidah Ahmad Suhaimi, Nalissa Ayub, Azlina Mohamat Nor

No: 40

Title: E-Waste Recycling Behaviour in Malaysia – A Review

Pages: 462 - 474

Author(s): Nur Shuhada Ya'acob, Bakhtiar Alrazi, Nik Amalena Najebah Nik Azman, Sharina Mohd Salleh, Norzarina Md Yatim

No: 41

Title: Consumer Acceptance Index for Large-Scale Energy Storage Systems Using Batteries in Malaysia

Pages: 475 - 481

Author(s): Amar Hisham Jaaffar, Bakhtiar Alrazi, Vigna K. Ramachandaramurty

No: 42

Title: Fish Halalness Logistic: A Framework of Malaysian Wholesalers and Retailers

Pages: 482 - 487

Author(s): Amir Imran Zainoddin, Amanuddin Shamsuddin, Wan Amir Azlan Wan Haniff, Basri Badyalina, Ahmad Syahmi Ahmad Fadzil, Amar Hisham Jaaffar

No: 43

Title: Muslim Tourist Perceived Value and Their Satisfaction

Pages: 488 - 500

Author(s): Shafazawana Mohamed Tharikh, Zuliawati Mohamed Saad, Anis Insyirah Abd Rahim, Muhammad Ilman Hakim Abdul Razak, Syed Ferman Adli Shahabudin Syed Ferdaus Shahabudin

No: 44

Title: Elastic Supply Chain Management as Strategic Tool in Improving Global Logistics Service

Pages: 501 - 509

Author(s): Sultan Al Kaabi, Vathana Bathmanathan, Melisa Zibusiso Lydia Ncube

No: 45

Title: Stand Your Ground: Theories Applied and Their Influence on Corporate Water Performance

Pages: 510 - 524

Author(s): Inaliah Mohd Ali, Norhayati Mat Husin, Bakhtiar Alrazi, Noorlin Mohd Ali

No: 46

Title: Uncovering the 'Aha Moment': Digitalisation Aiding Customers Better in the Shared Service Industry

Pages: 525 - 530

Author(s): Prashalini Naidu, Juraifa Jais, Diviyaa Rane Raveendran

No: 47

Title: The Effect of Online Touchpoints on Utility Customers' Experience

Pages: 531 - 541

Author(s): Nurshahirah Abd Majid, Nor Hazlin Nor Asshidin, Elinda Esa, Khairul Nizam Surbaini, Abdul Rahman Zahari, Azmer Ezwan Abdullah, Siti Farahhani Ismail, Muhammad Asyraf Maarop

No: 48

Title: Exploring the Customers Perception on ESG Towards Malaysian Electricity Utility Company

Pages: 542 - 550

Author(s): Nisaa Husnina Binti Zulkifli, Nurul Nadhirah Amalina Bt Ahmad Taufik, Muhummad Khairul Islam, Amar Hisham Bin Jaaffar, Huzairin Mohd Radzi

No: 49

Title: The Intention of Using Battery Energy Storage System in Malaysia – Demographic Analysis

Pages: 551 - 562

Author(s): Bakhtiar Alrazi, Amar Hisham Jaaffar, Vigna K. Ramachandaramurty, Nofri Yenita Dahlan

No: 50

Title: Content Validation and Reliability Study of Workplace Solid Waste Segregation Behaviour

Pages: 563 - 580

Author(s): Nurul Jannah Binti Jalil, Raedah Bte. Sapingi, Noor Awanis Binti Muslim, Marwan Rasmi Issa

No: 51

Title: Minimising Lending Risk From Small to Medium-Sized Enterprises by Understanding Sales Officer's Intentions

Pages: 581 - 589

Author(s): Wooi Keong Yong, Maizaitulaidawati Md Husin

No: 52

Title: Impact of the Covid-19 Pandemic on the Survival of Asnaf Zakat Entrepreneurs

Pages: 590 - 603

Author(s): Khairul Azhar Meerangani, Mohammad Fahmi Abdul Hamid, Siti Nurul Izza Hashim, Muhammad Taufik Mad Sharipp, Mohd Sufiean Hassan, Dziauddin Sharif

No: 53

Title: The Effect of Online Student Engagement on University Students' Entrepreneurial Intention

Pages: 604 - 614

Author(s): Wei-Loon Koe, Noorain Mohd Nordin, Bee Li Yeo

No: 54

Title: An Education-Based Approach to Asnafpreneurship Assistance: A Case Study in Wilayah Persekutuan

Pages: 615 - 622

Author(s): Hashim Ahmad Shiyuti, Fakhrul Anwar Zainol

No: 55

Title: Gaps That Prevent Asnafpreneurs From Success: A Case Study in Selangor

Pages: 623 - 629

Author(s): Hashim Ahmad Shiyuti, Zakaria Mat Zin, Fakhrul Anwar Zainol

No: 56

Title: Intention to Keep Using Online Shopping After Pandemic Covid-19 in Kuala Terengganu

Pages: 630 - 637

Author(s): Mazni binti Mohamed, Shukriwani Sa'ad, Sharifah Nawaitul Masdinar Syed Ab Rahman

No: 57

Title: Impact of Social Media Usage on Organisation Performance: Lesson From Covid-19 Pandemic

Pages: 638 - 647

Author(s): Siti Norhidayah Toolib, Wan Noordiana Wan Hanafi, Mafuzah Mohamad, Nur Lydia Natasha Mohd Dzurkarnain

No: 58

Title: Covid-19 Impacts on Western and Eastern Countries' Brand Equity

Pages: 648 - 657

Author(s): Abdul Rahman Zahari, Elinda Esa, Noor Azlinna Azizan

No: 59

Title: Entrepreneurship Behaviour Among the Orang Asli in Pahang and Perak

Pages: 658 - 670

Author(s): Nor Emmy Shuhada, Mazita Mokhtar, Gusman Nawanir, Amanuddin Shamsuddin

No: 60

Title: Service Quality and Customer Loyalty Among Foreign Users of Malaysian Telecommunication Services

Pages: 671 - 686

Author(s): Jegatheesan Rajadurai, Zuliawati Mohamed Saad, Hazirah Adlina Mohammad Hazani, Siti Aqilah Razali, Nurul Nadjwa Khairul Affendi

No: 61

Title: A Framework Of Entrepreneurship Incubator For University Students In Indonesia

Pages: 687 - 693

Author(s): Izzatul Ussna Ridzwan, Noor Awanis Muslim, Boby Arinto, Mohd Zulkeflee Abd Raz

No: 62

Title: Service Recovery Performance: Management Commitment to Service Quality Using Servant Leadership Theory

Pages: 694 - 701

Author(s): Mohd Zulkeflee Bin Abd Razak, Muhammad Ashraf Bin Fauri@Fauzi

No: 63

Title: Hotel Service Recovery: Management Commitment Through Authentic Leadership Theory

Pages: 702 - 709

Author(s): Mohd Zulkeflee Bin Abd Razak, Muhammad Ashraf Bin Fauri@Fauzi

No: 64

Title: Servant Leadership and Authentic Leadership on Hotel Front Liner Service Recovery Performance

Pages: 710 - 719

Author(s): Mohd Zulkeflee Bin Abd Razak, Muhammad Ashraf Bin Fauri@Fauzi

No: 65

Title: How Much Stress Is Too Much? Odl Implications On Working Mothers

Pages: 720 - 731

Author(s): Nor Sabrena Norizan, Ahmad Fadhly Arham, Ahmad Firdhaus Arham

No: 66

Title: Does Organizational Culture Influence Police Integrity? A Scoping Review

Pages: 732 - 740

Author(s): Idris Osman, Idris Osman, Shereen Noranee, Siti Norashikin Bashirun

No: 67

Title: Customer Continuity Use of Online Food Delivery Services After the Pandemic

Pages: 741 - 753

Author(s): Shukriwani Saad, Sharifah Sakinah Syed Abd Mutalib, Mazni Mohamed

No: 68

Title: Bibliometric Analysis of Energy Security Research: An Analysis of Global Geopolitics Consequences

Pages: 754 - 768

Author(s): Nurul Syuhadah Yakath Ali, Siti Indati Mustapa, Norsyahida Mohammad

No: 69

Title: End of Covid-19 Pandemic: The Impacts on Mental Health Among Malaysian Students

Pages: 769 - 777

Author(s): Mohd Hafis bin Mohamad, Nurzeyana bte Taib, Shahidah Binti Ahmad Suhaimi, Siti Azniniza Binti Abdullah

No: 70

Title: Orphan's Social Engagement and Demographic Relationship: A Preliminary Investigation From Pahang Orphanages

Pages: 778 - 789

Author(s): Nurul Nadiah Ahmad

No: 71

Title: A Conceptual Paper on Loneliness and Internet Addiction Among Students in Malaysia

Pages: 790 - 798

Author(s): Nur Zeyana bte Taib, Shahidah Binti Ahmad Suhaimi, Siti Azniniza Binti Abdullah, Mohd Hafis bin Mohamad

No: 72

Title: Post Covid-19: Job Stress and Mental Health Among Lecturers in Private University

Pages: 799 - 804

Author(s): Nasrudin bin Baidi, Mohd Hafis bin Mohamad, Shahidah Binti Ahmad Suhaimi

No: 73

Title: Malaysian Dependency on Foreign Workforce: The Economic Implication Post Covid-19

Pages: 805 - 813

Author(s): Mafuzah Mohamad, Jady@ Zaidi Hassim

No: 74

Title: An Analysis of Cancer Awareness and Stigma Among Malaysia's Non-Patient Population

Pages: 814 - 823

Author(s): Siti Fara Fadila Binti Abd Razak, Normaisarah Binti Abdul Manaf, Dasilah Binti Nawan

No: 75

Title: Empirical Study on Factors Influencing ODL Acceptance Among Undergraduates in Malaysia

Pages: 824 - 833

Author(s): Ahmad Fadhly Arham, Sabrena Norizan, Nuttawuth Muenjohn, Abdul Rauf Ridzuan, Muhammad Fathul Bari Mohd Amin

No: 76

Title: The Mediating Effects of Student Satisfaction on Technostress and Performance Expectancy

Pages: 834 - 848

Author(s): Nurul Nadia Abd Aziz, Nor Khairunnisa Mat Yunus, Maisarah Ishak, Nur Shuhada Ya'acob

No: 77

Title: Factors Influencing Electric Vehicle Adoption: A Conceptual Paper

Pages: 849 - 857

Author(s): Siti Norhidayah Toolib, Wan Noordiana Wan Hanafi, Salina Daud, Harni Aziera Afsarizal

No: 78

Title: Perceived Academic Stress Among Students During Pandemic in a Malaysian University

Pages: 858 - 868

Author(s): Shahidah Binti Ahmad Suhai, Siti Azniniza Binti Abdullah, Mohd Hafis bin Mohamad, Nur Zeyana bte Taib

No: 79

Title: Higher Education Among Accounting Students in Secondary School: Expectation And Readiness

Pages: 869 - 875

Author(s): Azlina Binti Mohamat Nor, Suriha Binti Saidi

No: 80

Title: Measuring Mobile Banking User Attitude in Malaysia

Pages: 876 - 885

Author(s): Mafuzah Mohamad, Wan Noordiana Wan Hanafi, Siti Norhidayah Toolib

No: 81

Title: Attitudes Toward Online Learning During Covid-19 Pandemic Among Malaysian Tahfiz Students

Pages: 886 - 895

Author(s): Sharifah Buniamin, Norasmaizan Yusoff@Akil, Muhammad Hafizan Abd Hamid, Mohamad Azrien Mohamed Adnan

No: 82

Title: Virtual Learning During the Covid-19 Pandemic and Student Stress

Pages: 896 - 904

Author(s): Adzly Anuar, Zailani Ibrahim, Jehana Ermy Jamaluddin, Zolman Hari

No: 83

Title: Investigating the Relationship Between Students' Performance and Engagement in Online Learning Platform

Pages: 905 - 912

Author(s): Zailani Ibrahim, Jehana Ermy Jamaluddin, Adzly Anuar, Zolman Hari

No: 84

Title: Online vs Face-To-Face Learning: Student Achievement Comparison in Taxation Course

Pages: 913 - 920

Author(s): Azrinawati Mohd Remali

No: 85

Title: A Study of Uniten Jakoa Student: Awareness, Readiness, Usage of Cloud Computing

Pages: 921 - 928

Author(s): Ahmad Imran Hassan, Azlina Mohamat Nor, Umi Sakinah Zakaria, Nalissa Ayub

No: 86

Title: Acceptance of ICT Usage Among Indigenous Students: Empirical Findings Based on UTAUT

Pages: 929 - 941

Author(s): Nik Amalena Najebah Nik Azman, Wan Noordiana Wan Hanafi, Sharina Mohd Salleh, Izzatul Ussna Ridzwan

No: 87

Title: Exploring Culture of Learning Using Hofstede's Dimensions: Malaysia Versus China

Pages: 942 - 955

Author(s): Zuliawati Mohamed Saad, Suhaimi Sudin

No: 88

Title: A Phenomenological Approach: Work-Based Learning (WBL) at Universiti Tenaga Nasional

Pages: 956 - 960

Author(s): Kamilah Seman, Shahidah Ahmad Suhaimi

No: 89

Title: Online Learning Student's Perception, Satisfaction and Challenges: Survey Study of Taxation Course

Pages: 961 - 969

Author(s): Azrinawati Mohd Remali

No: 90

Title: The Influence of Firm Characteristics on Soft Skills Among Accounting Interns

Pages: 970 - 981

Author(s): Nurul Nadiah Ahmad, Siti Nurhazwani Kamarudin

No: 91

Title: Assessing Personal Attributes and Virtual Learning Engagement During Pandemic Among Accounting Undergraduates

Pages: 982 - 990

Author(s): Juliana Anis Ramli, Khairul Nizam Surbaini

No: 92

Title: Understanding Indigenous Students' Perceptions of Online Learning Experience

Pages: 991 - 1005

Author(s): Sharina Mohd Salleh, Nik Amalena Najebah Nik Azman, Wan Noordiana Wan Hanafi

No: 93

Title: Accounting Students' Perceptions Towards Group Work

Pages: 1006 - 1018

Author(s): Faizah Mohd Khalid

No: 94

Title: Motivations, Exposure on Accounting Students' Career Path of a Malaysian Private University

Pages: 1019 - 1027

Author(s): Fatimah Hanim Abdul Rauf, Faizah Mohd Khalid, Azimah Ariffin, Nurafizan Aminuddin, Nurul Najihin Shamsul Bahri

No: 95

Title: Factors Affecting Accounting Students' Academic Performance

Pages: 1028 - 1038

Author(s): Faizah Mohd Khalid, Fatimah Hanim Abdul Rauf

No: 96

Title: Perceptions of Accounting Undergraduates Towards Internship Experiences During the Pandemic

Pages: 1039 - 1050

Author(s): Dasilah Nawang, Juliana Anis Ramli