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# STRENGTHENING GOVERNANCE, ENHANCING INTEGRITY, AND NAVIGATING COMMUNICATION FOR FUTURE RESILIENT GROWTH


Selected, peer-reviewed papers from  
3<sup>rd</sup> International Conference on Management and Communication (ICMC 2023), 01-02  
March 2023, Kuala Terengganu Malaysia

Edited by:

Norbayah Mohd Suki , Ahmad Rizal Mazlan , Ruzita Azmi , Nik Adzrieman Abdul  
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Strengthening Governance, Enhancing Integrity, And Navigating Communication for Future Resilient Growth: Proceedings of the 3<sup>rd</sup> International Conference on Management and Communication (ICMC 2023), 01-02 March 2023, Kuala Terengganu Malaysia

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# Preface

On behalf of the organising committee, I would like to extend a warm welcome to all presenters, participants, and guests to the 3<sup>rd</sup> International Conference on Management and Communication (ICMC2023). I believe that the conference theme of “Strengthening Governance, Enhancing Integrity and Navigating Communication for Future Resilient Growth” is very timely and relevant to all walks of life. The need to consider and appreciate these aspects is undoubtedly even more urgent and must go hand in hand with high integrity and good governance. These three factors, 'Governance, Integrity, and Communication', are critical to Malaysia's journey to becoming a high-performing country. The need to address and respect these aspects is undeniably more urgent, and this process must be anchored in high integrity and excellent governance. This conference provides an opportunity to discuss strategies and approaches for dealing with integrity and communication and promoting good governance to ensure the country's development.

Therefore, this conference provides a venue and space for all to reflect on our profession, our practices, and, more importantly, the core values of integrity and good governance. I would also like to take this opportunity to express our sincere gratitude to the Government of Terengganu, our various sponsors, participating institutions, and many others for their generous support of ICMC 2023 and for making this a memorable event.

The conference itinerary contained 2 keynote speeches, 2 plenary sessions and 3 parallel presentation sessions which covered a wide variety of conference sub themes such as business, communication, accounting and finance, development planning/management, entrepreneurship and innovation, environmental management, governance, human resources, integrity, management and strategy, organizational behavior, tourism and hospitality management, supply chain management, and any related issues in social sciences.

OpenConf Peer Review and Submission Management to handle conference management. 112 submissions have been received, sent for review, and 99 papers were accepted and presented at the conference by participants from China, Indonesia, Iraq, Jordan, Libya, Malaysia, Nigeria, and United Arab Emirates. 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 112 and the number of submissions accepted was 99 indicating an acceptance rate of 88%. A total of 14 reviewers were involved in the review process.

I am very grateful to all keynote speakers, presenters, participants, and guests who found their way here to participate in this conference. And finally, I would like to thank the UUMKL Vice Chancellor and my dearest team members for all their help, dedication, and hard work. I am truly blessed to be able to work with such a great committee. We hope that this conference will bring a wealth of knowledge and benefit our Ummah.

01 March 2023

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**Ruzita Azmi, Associate Professor, Dr,**

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## Keynote Speakers

- **Strengthening Governance, Enhancing  
Integrity, and Navigating  
Communication for Future Resilient  
Growth**  
Dato' Tun Ahmad Faisal bin Tun Abd Razak,  
Government Deputy Secretary  
(Development)  
SUK Terengganu, Malaysia
- **Covid19 Disinformation and Response in  
India, Malaysia, Philippines, and  
Thailand: A Comparative Analysis Study  
on Twitter PLUS Expert Interviews**  
Prof. Athina Karatzogianni,  
Professor of Media & Communication,  
University of Leicester UK

## Plenary Speakers

- **Embarking Into a New Journey, Creating  
Your Future in Terengganu**  
Mohd Adzhar bin Mohd Zahari, General  
Manager Invest Terengganu, Malaysia
- **Reviving the Trajectory of Noor Arfa  
Batik Design**  
Wan Mohd Hafiz Bin Wan Mohd Ariffin,  
Managing Director  
Noor Arfa Holdings Sdn Bhd, Malaysia
- **Community Social Responsibility  
Towards Sustainable Development in  
Malaysia**  
Muhammad Fazil Ahmad, (PhD) Associate  
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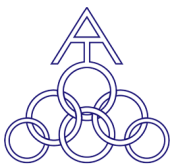
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# Table of Contents

## **No: 1**

Title: Innovation Intention and Market Orientation Towards Corporate Social Innovation

Page(s): 1 - 10

Author(s): Nur Diyana Binti Mustapha, Shahri Bin Abu Seman, Muhamad Nizam Bin Jali, Nurisyal Binti Muhamad

## **No: 2**

Title: Examining Managerial Perspectives on Customer Co-Creation Through An Engagement Platform

Page(s): 11 - 21

Author(s): Nisrin Ishak, Syafiq Ayop

## **No: 3**

Title: Private HEP's Characteristics and Marketing Impact on Students' Enrollment Decisions

Page(s): 22 - 37

Author(s): Aeshah Mohd Ali, Mohd Khairi Ismail, Salvinderjit Kaur Ranjit Singh, Nor Aziyatul Izni, Nor Asiah Mahmood, Ranjene Dakshinamurthi

## **No: 4**

Title: Innovation and Digital Transformation In UAE Public Services: Reactive to Proactive

Page(s): 38 - 54

Author(s): Ahmed Aly Shaban Abdelmoteleb, Puteri NE Nohuddin

## **No: 5**

Title: The Tendency to be a Money Mule: At-Risk Behaviours and the Determinants

Page(s): 55 - 69

Author(s): Cheong Chong Chan, Fazilah Mohd Othman, Raja Rizal Iskandar Raja Hisham

## **No: 6**

Title: The Future of Deliveries: Parcel Locker Intentions

Page(s): 70 - 82

Author(s): Fara Adura Mohd Yusoff, Fazeeda Mohamad, Puteri Fadzline Tamyez, Siti Aisyah Panatik

## **No: 7**

Title: Antecedents of Quality Interpersonal Communication in Marriage: A View From Divorcess

Page(s): 83 - 100

Author(s): Nathasya Mohd Kamal, Nik Adzrieman Abdul Rahman, Wan Nor Hidayah Wan Afandi

## **No: 8**

Title: Structure of Commercial Banks in Indonesia During the Covid-19 Pandemic

Page(s): 101 - 110

Author(s): Soeharjoto, Nirdukita Ratnawati

## **No: 9**

Title: Working From Home and Job Performance: The Role of Employee Work Motivation

Page(s): 111 - 122

Author(s): Ayu Kamareenna Abdullah Thani, Siti Rosnita Sakarji, Mutiiah Mohamad, Muhammad Ammar Haidar Ishak, Nik Mohd Faris Nik Min

## **No: 10**

Title: A Dyadic Study: Managing Work-Life Balance, Problematic Internet Use and Procrastination

Page(s): 123 - 138

Author(s): Anis Aniza Awi, Puteri Fadzline Muhamad Tamyez, Nurhaizan Mohd Zainudin, Siti Aisyah Panatik

## **No: 11**

Title: Livelihood Assets Index: A Case Study in Rural Area, Kedah, Malaysia

Page(s): 139 - 147

Author(s): Ahmad Zubir Ibrahim



**No: 12**

Title: Talent Management and Digital Transformation in the Malaysian SMEs' Manufacturing Sector

Page(s): 148 - 161

Author(s): Bidayatul Akmal Mustafa Kamil, Shamsul Huda Abd Rani, Norlena Hasnan

**No: 13**

Title: Willingness to Accept Reverse Mortgage

Page(s): 162 - 178

Author(s): Lee Chin Yee, Chan Cheong Chong, Rosylin binti Mohd Yusof

**No: 14**

Title: Impact of Fuel Oil Pricing Policy on Inflation

Page(s): 179 - 192

Author(s): Yohana Christy Kunthi, Syofriza Syofyan, Koramen Haulian Sirait

**No: 15**

Title: Univariate Time Series Models for Forecasting Energy-Water Efficiency at Water Treatment Plant

Page(s): 193 - 202

Author(s): Rosnalini Mansor, Bahtiar Jamili Zaini, Haziq Asraf Haris

**No: 16**

Title: Determinant of SMEs Readiness for the Implementation of International Financial Reporting Standards

Page(s): 203 - 217

Author(s): Ibrahim Muhammad Tanimu, Auwalu Musa, Muktar Haruna

**No: 17**

Title: Industrial Revolution 4.0 Digital Competencies Instrument for Measuring Aircraft Maintenance Technicians

Page(s): 218 - 232

Author(s): T Nanthakumaran Thulasy, Puteri NE Nohuddin, Istas Fahrurrazi Nusyirwan

**No: 18**

Title: The Waqf-Takaful Compensation Operational Framework (WTCOF) Towards Strong Takaful Institutions Governance

Page(s): 233 - 244

Author(s): Rahayati Ahmad, Roshima Said, Marina Abu Bakar, Md Nasri Ali, Farah Nadirah Abdul Manan, Siti Hafsha Albasri

**No: 19**

Title: Admissibility Debate of Individual Communications Before the Human Rights Committee

Page(s): 245 - 260

Author(s): Jaafar Rikan Muair Almashaal, Aminurraasyid Yatiban, Noor Fariah Binit Mohd Noor

**No: 20**

Title: The Conceptualisation of Online PR Activities By PR Practitioners in Jordanian Universities

Page(s): 261 - 273

Author(s): Rasha Alyaqoub, Nik Adzrieman Abdul Rahman, Ahmad Alsharairi

**No: 21**

Title: An Analysis of Communication Initiatives to Combat Mule Account Problems in Malaysia

Page(s): 274 - 286

Author(s): Fazilah Mohd Othman, Chan Cheong Chong, Norlena Hasnan

**No: 22**

Title: The Importance of Self-Esteem Among Students

Page(s): 287 - 311

Author(s): Diyana Nur Norazman, Immie Rozianie Abd Rahim, Aris Abdul Rahman, Nooraha Abdul Razak, Siti Arnizan Mat Rifim

**No: 23**

Title: The Antecedents of Consumer Purchase Intention

Page(s): 312 - 325

Author(s): Sri Vandayuli Riorini, Arnolt Kristian Pakpahan, Ryan Johan Sembiring, Alessandro Kurniawan

**No: 24**

Title: Building Trust and Corporate Reputation Through CSR Communication

Page(s): 326 - 336

Author(s): Wan Nor Hidayah Wan Afandi, Jamilah Jamal, Nathasya Mohd Kamal, Nurul Zaitul Itri Alias

**No: 25**

Title: Reviving Waqf in Higher Education Institutions: A Comparative Review of Selected Countries

Page(s): 337 - 344

Author(s): Nurul Huda Abdul Majid, Abdul Majid Omar, Mujahidin, Lydiawaty Hassan Busry

**No: 26**

Title: Eco-Shift and Islamic Teachings Towards Environmental Sustainability: The Practice of Rainwater Harvesting

Page(s): 345 - 360

Author(s): Muhammad Aqmarul Azri Bin Azmi, Faizal Bin Md. Hanafiah, Mohd. Nazaruddin Bin Yusoff

**No: 27**

Title: Factors Affecting Young Malaysia Non- Adoption of Online Banking

Page(s): 361 - 377

Author(s): Lee Zhi Xuan, Siti Nurul Munawwarah Roslan, Mohd Khairi Ismail, Ahmad Hakimi Tajudin

**No: 28**

Title: Digital Ecosystems, Digital Skill, and Business Performance: A Study on Graduate Entrepreneurs

Page(s): 378 - 390

Author(s): Zuriyati Ahmad, Rosman Mahmood, Zatul Iffah Mohd Fuza, Fatimah Nur Mohd Redzwan, Mazidah Puteh

**No: 29**

Title: Digital Financial Literacy Among Young Adults in Malaysia

Page(s): 391 - 401

Author(s): Kah Choon Low, Say Lee Chong, Siti Syuhadah Mohamad, Rozita Arshad

**No: 30**

Title: Food Innovation Products Potential From Food Waste for Business Opportunity in Terengganu

Page(s): 402 - 415

Author(s): Noorazlin Ramli, Hayati Adilin Mohd Abd Majid, Wan Nazriah Wan Nawawi, Farah Adibah Che Ishak, Syahida Maarof

**No: 31**

Title: Corporate Tax Avoidance: Evidence From Trading and Services Companies

Page(s): 416 - 425

Author(s): Noor Emilina Mohd Nasir, Zafierah Zainazor, Norfadzilah Rashid, Najihah Marha Yaacob, Siti Nurhazwani Kamarudin

**No: 32**

Title: The Influence of Talent Management Strategies Towards Employee Satisfaction

Page(s): 426 - 435

Author(s): Wan Asri Wan Ab Aziz, Rahmatunisah Hajan

**No: 33**

Title: The Impact of Servant Leadership on Employee Behavior

Page(s): 436 - 446

Author(s): Justine Tanuwijaya, Andreas Wahyu Gunawan P, Deasy Aeeanty, Tiara Qanitah Tasruddin

**No: 34**

Title: Realizing Press Professionalism in Indonesia With Journalist Competence

Page(s): 447 - 458

Author(s): Eka Putra, Azman Bidin

**No: 35**

Title: SME's Behavioural Intention Towards IR 4.0 Technology in Malaysian Halal Food Industry

Page(s): 459 - 472

Author(s): Salme Yahya, Zetty Ain Kamaruzzaman, Mazita Mokhtar

**No: 36**

Title: Animated Infographic Video Post on Social-Media for Sustainability Awareness

Page(s): 473 - 485

Author(s): Zahidah Abd Kadir, Bazilah A. Talip, Safurah Abdul Jalil, Aliya Ali Ebrahim Salem Alhosani

**No: 37**

Title: Determinants Affecting the Visitor Revisit Intention at Ecotourism Destination

Page(s): 486 - 495

Author(s): Maisarah Abdul Hamid, Zatul Iffah Mohd Fuza, Rosman Mahmood, Zuriyati Ahmad, Vanessa Gaffar

**No: 38**

Title: Increasing Students' Confidence in Selecting Career Choices Through University Career Development Module

Page(s): 496 - 504

Author(s): Ermecy Bin Abd Kadir

**No: 39**

Title: Economic Factors and Tax Evasion in Libya: Moderating Role of Political Instability

Page(s): 505 - 515

Author(s): Morni Hayati Jaafar Sidik, Salh Agrerah Ali Mohamed, Haslina Binti Hassan

**No: 40**

Title: Transmedia Reading and Generation Z's Social Attitudes

Page(s): 516 - 525

Author(s): Farina Tazijan, Nur Huslinda Che Mat, Rusreena Rusli, Nor Fazlin Mohd Ramli

**No: 41**

Title: Memorable Tourism Experiences and Satisfaction Towards Revisit Intention at Tasik Puteri Terengganu

Page(s): 526 - 535

Author(s): Zatul Iffah Mohd Fuza, Maisarah Abdul Hamid, Rosman Mahmood, Zuriyati Ahmad, Che Zamri Che Lah

**No: 42**

Title: Digital Inclusion Model From the User-Centric Perspective Among B40 Entrepreneurs in Selangor

Page(s): 536 - 552

Author(s): Faradillah Iqmar Omar, Ummi Munirah Syuhada Mohamad Zan, Nor Azlili Hassan, Mawar Murni Yunus, Nur Hafidhzah Nor Hasim

**No: 43**

Title: The Association of Women and Drugs: What Triggers Them?

Page(s): 553 - 563

Author(s): Nadhira Ahmad Afip, Iskandar Hasan Tan Abdullah, Tuan Nooriani Tuan Ismail

**No: 44**

Title: The Role of TPB, Self-Reliance and Self-Sufficiency on Indigenous Entrepreneurial Behaviour

Page(s): 564 - 577

Author(s): Nor Emmy Shuhada Derani, Mazita Mokhtar, Gusman Nawani

**No: 45**

Title: Rotu's Perspective on Cyber-Security in Malaysia: Balancing Awareness and Security Threats

Page(s): 578 - 590

Author(s): Mohd Dino Khairri Shariffuddin, Laila Suriya Ahmad Apandi, Zainal Amin Ayub, Muslimin Wallang, Ram Al Jaffri Saad, Uni. W. Sagena, Mariah Darus @ Mat Junus

**No: 46**

Title: Samsarah in an Islamic Perspective

Page(s): 591 - 600

Author(s): Deden Misbahudin Muayyad, Nuraini Chan, Firdayetti, Raden Ajeng Entaresmen, Sisca Damayanti

**No: 47**

Title: A Review of Policy Documents on Platform Economy

Page(s): 601 - 606

Author(s): Laila Suriya Ahmad Apandi, Mohd Dino Khairri Shariffuddin, Nik Nor Suhaida Ali, Salwani Arbak, Shazwanis Shukri

**No: 48**

Title: The Awareness of Rotu Program: Whether is it Bound on Patriotism?

Page(s): 607 - 620

Author(s): Mohd Dino Khairri Shariffuddin, Laila Suriya Ahmad Apandi, Zainal Amin Ayub, Muslimin Wallang, Ram Al Jaffri Saad, Uni. W. Sagena, Mariah Darus @ Mat Junus

**No: 49**

Title: Engagement of Sarawak's Gen Y Bidayuh Farmers in Agropreneurship

Page(s): 621 - 633

Author(s): Maclynn Cindy Cyril, Jati Kasuma, Agnes Kanyan, Prisca Serina Roney, Bill Brodie, Margaret Lucy Gregory

**No: 50**

Title: Intention to Use E-Commerce Payment: Empirical Evidence Among Consumers in Sarawak

Page(s): 634 - 643

Author(s): Putera Habibullah Nawawi, Jati Kasuma, Agnes Kanyan, Bill Brodie, Prisca Serina Roney, Margaret Lucy Gregory

**No: 51**

Title: Exploring Critical Questioning Among in-Service ESL Teachers Using Socratic Questioning Technique (SQT)

Page(s): 644 - 658

Author(s): Aizan Yaacob, Zulkefli Bahador, Wan Fatimah Solihah Wan Abdul Halim, Siti Noor Ismail, Norlena Hasnan, Ratnawati Mohd Asraf

**No: 52**

Title: Medical Tourism Digital Promotion: A Contrastive Study From an Intercultural Communication Perspective

Page(s): 659 - 681

Author(s): Wan Fatimah Solihah Binti Wan Abdul Halim, Aizan Binti Yaacob, Nik Adzrieman Bin Abdul Rahman

**No: 53**

Title: Determinants of Financial Distress: The Case of Government-Linked Companies in Malaysia

Page(s): 682 - 691

Author(s): Ahmad Rizal Mazlan, Mohd Adha Leman

**No: 54**

Title: Protection of the Minority Shareholders' Rights and Interests in the Voluntary Delisting

Page(s): 692 - 701

Author(s): Jiajia Xu, Ruzita Azmi, Nor Hayati Abdul Samat

**No: 55**

Title: Problems and Strategies for Developing Halal Tourism in West Sumatra Through IITC

Page(s): 702 - 720

Author(s): Farrel Muhammad Rizqi, Rinaldi Rustam, Ida Busnetty, Yelia Syamsul

**No: 56**

Title: Gender Influences on Academic Perception of Education 4.0 in a Comprehensive University

Page(s): 721 - 732

Author(s): Azuraidah Taib, Yunita Awang, Shazalina Mohamed Shuhidan, Zaiza Norsuriati Zainal@Zakaria

**No: 57**

Title: Quality News Content in Twitter and News Reading Interest

Page(s): 733 - 742

Author(s): Azfa Roslan, Wan Nor Hidayah Wan Afandi, Nathasya Mohd Kamal, Nurul Zaitul Itri Alias

**No: 58**

Title: Infrastructure Development in Malaysia: How Planning System Regulates Local Infrastructure Provision?

Page(s): 743 - 754

Author(s): Dani Salleh, Noni Harianti Junaiadi

**No: 59**

Title: Organisational Learning and Firm Performance of Credit Co-Operative in Malaysia

Page(s): 755 - 763

Author(s): Norshafizah Binti Hanafi, Abd Aziz Bin Mohamad Yunus

**No: 60**

Title: Halal Supply Chain: Challenges of Halal Certification in Japan

Page(s): 764 - 778

Author(s): Norlena Hasnan, Youji Kohda

**No: 61**

Title: Debt Management Programme or Plan And Financial or Credit Counselling: An Analysis

Page(s): 779 - 801

Author(s): Ruzita Azmi, Rachma Indriyani

**No: 62**

Title: Money Mule Scams: Patterns of Involvement and Awareness Campaign

Page(s): 802 - 808

Author(s): Nik Adzrieman Abdul Rahman, Chan Cheong Chong, Raja Rizal Iskandar Raja Hisham

**No: 63**

Title: Sensitivities and Ethics in Qualitative Research

Page(s): 809 - 816

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