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VENUE PARKROYAL PENANG RESORT, BATU FERRINGHI, PULAU PINANG

Nama Pegawai yang bertanggungjawab (PYB)	Profesor Madya Dr Norol Hamiza Zamzuri, ReNeU
Contact No	017-3707893

Publication for CSSR 2019: Track 3: Management Science (MS)

Seq	EDAS Paper ID	Title	Authors with affiliation and country	Registered author	Link to Published Journal	Link to Scopus/Wos/ERA
3	1570548810	Rightsizing Exercise: A Qualitative Study on a Malaysian Public University	Mohd Sufian Ruslan (Universiti Teknologi MARA, Malaysia)	Mohd Sufian Ruslan	NIL	NIL
6	1570550682	The Linkages Between Household Debt, Household Consumption and Income Inequality in Malaysia	Nuraini Yusop (Universiti Malaysia Sabah, Malaysia); Nurul Hidayah Mat Nor, Siti Rahayu Beli, Farnidah Jasniew and Nyuk Chin Tai (Universiti Teknologi Mara, Malaysia)	Nuraini Yusop	https://www.proquest.com/scholarly-journals/linkages-between-household-debt-consumption/docview/2436884517/se-2?accountid=201395	ERA
13	1570563690	The Effect of Tax Knowledge, Compliance Costs, Complexity and Morale Towards Tax Compliance Among Self-Employed in Malaysia	Soliha Sanusi (Universiti Sains Malaysia); Nadiyah Abd Hamid and Hazman Hadi Abdull Ghani (Universiti Teknologi Mara, Malaysia); Roszilah Shamsuddin (Universiti Teknologi MARA, Malaysia)	Soliha Sanusi	Global Business and Management Research: An International Journal	ERA
27	1570565558	Effective Emergency Management: A Case Study on Knowledge and Practice of Command Structure for Lead Responding Agency in Malaysia	Khairilmizal Samsudin (Universiti Sains Malaysia, Malaysia); Mohamad Fahmi Hussin (UiTM, Malaysia); Ainul Husna Kamarudin (Institute of Medical Science Technology (UniKL-MESTECH), Malaysia); Mohd Haikal Md. Kasri (BOMBA dan Penyelamat Malaysia, Malaysia); Abdul Razak Hussain (PLC International Sdn. Bhd., Malaysia); Ihsan M. Yassin (Universiti Teknologi Mara, Malaysia)	Mohamad Fahmi Hussin	Vol. 12, No. 1 (2020)	NIL
28	1570565585	Evaluation of Lead Responding Agency in Malaysia During Disaster Exercise	Khairilmizal Samsudin (Universiti Sains Malaysia, Malaysia); Ihsan M. Yassin (Universiti Teknologi Mara, Malaysia); Ainul Husna Kamarudin (Institute of Medical Science Technology (UniKL-MESTECH), Malaysia); Mohd Haikal Md. Kasri and Jamil Saadun (BOMBA dan Penyelamat Malaysia, Malaysia); Mohamad Fahmi Hussin (UiTM, Malaysia)	Mohamad Fahmi Hussin	NIL	NIL
30	1570565834	Does Festival-goers is a Risk Taker?	Khairiah Hj. Ismail and Nawal Abdullah (Universiti Putra Malaysia (UPM), Malaysia); Hamimah Hassan (Universiti Putra Malaysia, Malaysia); Norol Hamiza Zamzuri (Universiti Teknologi MARA, Malaysia); Abdul Rashid Abdullah (Universiti Putra Malaysia (UPM), Malaysia); Anuar Shah Bali Mahomed (Universiti Putra Malaysia, Malaysia)	Khairiah Hj. Ismail	https://doi.org/10.21834/ebpj.v6iS14.2916	EBPJ Journal proceeding

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31	1570565966	Introduction of the Kaizen Approach for Process Improvement in the Adoption Intention of Building Information Modelling (BIM) Among Facility Managers	Nor Diana Aziz (Universiti Malaysia Pahang, Malaysia); Nor Rima Muhamad Ariff (Universiti Teknologi MARA, Malaysia); Abdul Hadi Nawawi (Universiti Teknologi MARA (UiTM), Malaysia)	Nor Rima Muhamad Ariff	NIL	NIL
32	1570566019	Determinants of Online Game Players' Loyalty Among Millennials: a PLS-SEM Approach	Sook Fern Yeo (Multimedia University, Malaysia); Cheng Ling Tan (Universiti Sains Malaysia, Malaysia); Lim Kah Boon (Multimedia University, Malaysia); Wei Sheng Tan (Multimedia University, Malaysia)		NIL	NIL
33	1570566023	To Buy or Not to Buy: Factors That Influence Consumers' Online Purchase Intention Towards Online Groceries	Sook Fern Yeo (Multimedia University, Malaysia); Cheng Ling Tan (Universiti Sains Malaysia, Malaysia); Lim Kah Boon (Multimedia University, Malaysia); Jia Hui Wan (Multimedia University, Malaysia)		NIL	NIL
35	1570566487	Understanding the Entrepreneurial Intention Among University Students in Malaysia with a Moderating Effect of Education Major	Lim Kah Boon, Sook Fern Yeo and Wei Chuan Er (Multimedia University, Malaysia)	Lim Kah Boon		NIL
36	1570566491	Generation Y's Purchase Intention Towards Natural Skin Care Products: A PLS-SEM Analysis	Lim Kah Boon, Sook Fern Yeo and Hue Chee Lee (Multimedia University, Malaysia)	Lim Kah Boon	Global Business and Management Research: An International Journal Vol. 12, No. 1 (2020)	ERA
37	1570567294	Are Malaysians Ready for the Cashless Society? Evidence from Malaysia's Undergraduates	Kar Hoong Chan, Tuan Hock Ng and William Wee Lim Hew (Multimedia University, Malaysia); Hwee Yee Ng (Joo Heng Plastic Trading, Singapore)	Kar Hoong Chan	Global Business & Management Research . 2020, Vol. 12 Issue 1, p78-88. 11p.	ERA
38	1570567456	Effects of Social Media Advertising on Consumers' Online Purchase Intentions	Sook Fern Yeo (Multimedia University, Malaysia); Cheng Ling Tan (Universiti Sains Malaysia, Malaysia); Lim Kah Boon (Multimedia University, Malaysia); Jia Yin Leong (Multimedia University, Malaysia); Yoke Chu Irene Leong (Universiti Teknologi MARA Melaka, Malaysia)		Global Business and Management Research; Boca Raton Vol. 12, Iss. 1, (2020): 89-106.	NIL
41	1570571231	The Fund Managers' Perspectives on Takaful Products Towards the Investment Management of Takaful Operators	Amirul Afif Muhamat (Faculty of Business and Management, Universiti Teknologi MARA, Malaysia); Mohamad Nizam Jaafar (Universiti Teknologi MARA, Malaysia); Norzifah Abdul Karim and Azreen Roslan (Faculty of Business and Management, Universiti Teknologi MARA, Malaysia); Mohd Faizal Basri (Universiti Pendidikan Sultan Idris, Malaysia)	Amirul Afif Muhamat	http://dx.doi.org/10.26740/al-ugud.v4n2.p250-267	Tajuk baru: The Malaysian Fund Managers Perspective on the Viability of Takaful Operators Investment
43	1570572222	Customer Relationship Management (CRM) Strategies in Small and Medium Enterprises (SMEs): A Study in Tourism Industry in Vietnam	Vu Ngo, Hieu Minh Vu and Mai Nguyen (Van Lang University, Vietnam)		https://arionline.uitm.edu.my/ojs/index.php/MAR/issue/view/91	NIL
45	1570576724	Factors Affecting Impulsive Buying Behaviour - Evidence from Malaysia	Siew Chein Teo, Oh Tick Hui and Jie Lee Chan (Multimedia University, Malaysia)	Siew Chein Teo	http://www.gbmjournal.com/vol12no2.htm	NIL
50	1570580157	Entrepreneurial Orientation Towards Business Performance of Women-Owned Small and Medium Enterprises in Sabah: A Conceptual Study	Azlin Shafinaz Arshad (Malaysian Academy of SME & Entrepreneurship Development (MASMED), Universiti Teknologi MARA & Faculty of Business and Management, Universiti Teknologi MARA Puncak Alam, Malaysia); Laila Mohammad Kamaruddin and Siti Zahrah Buyong (Universiti Teknologi Mara, Malaysia); Che Asniza Osman (Universiti Teknologi MARA, Malaysia)	Azlin Shafinaz Arshad	http://www.gbmjournal.com/vol12no2.htm	NIL
52	1570580317	An Application of Quantitative Strategic Planning Matrix for Small Business: A Case of a Beauty Salon	Yin Kuan Ng, Fong Chee Yang and Lai Ka Fei (Universiti Tunku Abdul Rahman, Malaysia)	Yin Kuan Ng	http://www.gbmjournal.com/vol12no2.htm	NIL
55	1570580385	Effects of Perceived Credibility of Brand-Related User-Generated Content in YouTube Videos on Consumers' Attitude, Purchase Intention and Information Pass Along	Mazzini Muda (Universiti Teknologi MARA, Malaysia)	Mazzini Muda	NIL	NIL

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56	1570580766	Development of International Market Entry Mode Decision Assessment Model (EMDAM): Strength and Opportunity (SO) Attributes	Che Maznah Mat Isa (Universiti Teknologi MARA & Professional Engineer, Board of Engineers Malaysia, Malaysia); Norizzati Ibrahim (Universiti Teknologi MARA, Malaysia); Farra Silla Ismail (Universiti Teknologi Mara, Malaysia)	Che Maznah Mat Isa	http://www.gbmjournal.com/vol12no2.htm	NIL
57	1570580779	Service Quality, Facilities Management Practices and Outsourcing Service Provider Capabilities: A Critical Review and Conceptual Framework for Facilities Management Companies	Conny Man-wah Wang and Cheng Ling Tan (Universiti Sains Malaysia, Malaysia); Nabsiah Abdul Wahid (Graduate School of Business, Malaysia)	Conny Man-wah Wang	http://www.gbmjournal.com/vol12no2.htm	NIL
58	1570580879	From the Lens of Healthcare Facilitators: a Multi-stakeholder Involvement Model of Malaysia's Medical Tourism Industry	Norzayana Yusof (Universiti Teknologi Mara, Malaysia); Herwina Rosnan (Universiti Teknologi MARA, Malaysia)	Norzayana Yusof	http://www.gbmjournal.com/vol12no2.htm	NIL
60	1570581497	Quality of Work Life, Organizational Commitment and Self-Efficacy at Malaysian Government-Linked Companies: A Pilot Study	Qamarul Faiz Radzuan (Universiti Teknologi MARA Shah Alam, Malaysia); Shereen Noranee (Universiti Teknologi Mara, Malaysia); Marliana Mansor (Universiti Teknologi Mara (UiTM), Malaysia); Rozilah Aziz and Rohana Som (Universiti Teknologi MARA Shah Alam, Malaysia)	Qamarul Faiz Radzuan	http://www.gbmjournal.com/vol12no2.htm	NIL
61	1570581499	Study on Implementation of Defect Management Principle in Maintenance Practice at Local Authority	Ahmad Sharim Abdullah (Universiti Teknologi Mara, Malaysia); Shahrul Yani Said (Universiti Teknologi MARA Shah Alam & Faculty of Architecture, Planning and Surveying, Malaysia); Lilis Safiee (Faculty of Architecture, Planning and Surveying Universiti Teknologi MARA, Malaysia); Mohamad Sufian Hasim, Sr. (Universiti Teknologi MARA, Malaysia)	Ahmad Sharim Abdullah	https://ebpi.e-jph.co.uk/index.php/EBProceedings/issue/view/36	NIL
70	1570582148	The Correlation Between Learning Style and Achievement After Being Taught Contextually	Nafisah Kamariah Md Kamaruddin and Zulkarnain Md Amin (Universiti Tun Hussein Onn Malaysia, Malaysia); Ahmad Badrudzwanullah Zun (Universiti Sains Malaysia, Malaysia)		NIL	NIL
71	1570582178	Consumer Purchase Intention Towards Mobile Advertising	Goh Mei Ling, Elaine Ang Hwee Chin, Tan Seng Huat and Oun Wei Loon (Multimedia University, Malaysia)	Goh Mei Ling	http://www.gbmjournal.com/vol12no2.htm	NIL
72	1570582200	Customer Satisfaction and Brand Switching Intention of Mobile Service Among University Students	Goh Mei Ling, Tan Seng Huat, Elaine Ang Hwee Chin and Yap Mei Qi (Multimedia University, Malaysia)	Goh Mei Ling	https://arionline.uitm.edu.my/ojs/index.php/MAR/issue/view/91	NIL
73	1570582272	Fraud Prevention in Malaysia: Maqasid al-Shariah Perspective	Nur Kamaliah Azis (Universiti Teknologi Mara, Malaysia); Marziana Madah Marzuki and Wan Zurina Nik Abdul Majid (Universiti Teknologi MARA, Malaysia)	Nur Kamaliah Azis	http://www.gbmjournal.com/vol12no2.htm	NIL
78	1570582952	Medical Tourism from the Perspective of Industry Players: How Critical is Government Support?	Herwina Rosnan (Universiti Teknologi MARA, Malaysia); Norzayana Yusof (Universiti Teknologi Mara, Malaysia); Sofian Shamsuddin (Universiti Teknologi MARA, Malaysia)	Herwina Rosnan	https://ebpi.e-jph.co.uk/index.php/EBProceedings/issue/view/36	NIL
80	1570583158	Challenges for Local Contractors to Compete with Other Local and Foreign Contractors in the Malaysian Construction Industry	Nur Izzati Ab Rani (Universiti Teknologi MARA, Malaysia); Syuhaida Ismail (Universiti Teknologi Malaysia Kuala Lumpur, Malaysia); Zainai Mohamed (Universiti Teknologi Malaysia, Malaysia); Che Maznah Mat Isa (Universiti Teknologi MARA & Professional Engineer, Board of Engineers Malaysia, Malaysia)	Nur Izzati Ab Rani	https://ebpi.e-jph.co.uk/index.php/EBProceedings/issue/view/36	NIL
91	1570610866	Understanding the Value of Green Event	Norol Hamiza Zamzuri (Universiti Teknologi MARA, Malaysia)		https://doi.org/10.21834/ebpi.v6iSI4.2920	H-Index Conference Proceeding