

# 2020 IEDRC KUALA LUMPUR CONFERENCES ABSTRACT

February 25-27, 2020  
Kuala Lumpur, Malaysia

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## **Welcome Remarks**

**On behalf of Conference Committees, we welcome you to Kuala Lumpur, Malaysia to attend 2020 The 6th International Conference on E-Business and Applications (ICEBA 2020) and 2020 The 9th International Conference on Economics, Business and Marketing Management (CEBMM 2020). We're confident that over the three days you'll get theoretical grounding, practical knowledge, and personal contacts that will help you build long-term, profitable and sustainable communication among researchers and practitioners working in a wide variety of scientific areas with a common interest on Economics, Business, Marketing Management, E-Business and Applications.**

**We hope that your work and that of your institution or company will be enhanced both by what you learn and by those with whom you connect over the next 3 days. Our field is enriched by the dialogue among colleagues from around the world which occurs during presentation sessions as well as informal conversations. We hope this is a memorable, valuable, and enjoyable experience!**

**On behalf of conference chair and all the conference committees, we would like to thank all the authors as well as the Program Committee members and reviewers. Their high competence, their enthusiasm, their time and expertise knowledge, enabled us to prepare the high-quality final program and helped to make the conference a successful event. We hope that all participants and other interested readers benefit scientifically from the proceedings and also find it stimulating in this process. Finally, we would like to wish you success in your technical presentations and social networking.**

**Once again, thanks for coming to these conferences. We are delegate to higher and better international conference experiences. We will sincerely listen to any suggestion and comment. We are looking forward to meeting you next time.**

**Conference Chair  
Prof. Madya Firdaus bin Abdullah  
Universiti Teknologi MARA, Malaysia**

## Conference Venue

### **Red by Sirocco Kuala Lumpur**

**Website:** <https://redbysirocco.com/>

**Address:** RED by Sirocco, Menara M101 Dang Wangi, No.3 Jalan Kamunting, 50300 Kuala Lumpur

**Contact:** +603 2603 1133



The Red Hotel Kuala Lumpur is a luxury hotel located in the heart of Kuala Lumpur. The apartment is ideally located within a 53-minute drive from Kuala Lumpur International Airport. Alternatively, you can take the Kuala Lumpur Airport Express Train to Central Station and transfer to a taxi or bus to the hotel. There are quite a few local or Western cuisines to choose from near the hotel. In addition, you only need to take the bus to the nearby LRT station or take a taxi to arrive, about 19 minutes. The majestic Petronas Twin Towers are located in the city Centre. At RED by Sirocco, your hotel stay is redefined with modern-day boutique concept and you can expect a total RED experience from pre-check in to post check out with 143 rooms to choose from, each with ample space designed by putting in mind the vitality and well-being of our guests. For work or for play, RED by Sirocco ensures you will have a unique RED experience. RED is a culture, a belief and RED is its people which includes you!

# Instructions for Presenters

## Onsite Registration

- 1) You can also register at any time during the conference.
- 2) Certificate of Participation will be awarded at the end of your session.
- 3) Your paper ID will be required for the registration.
- 4) The organizer won't provide accommodation, and we suggest you make an early reservation.

## Oral Presentation

- 1) Devices Provided by the Conference Organizer:
- 2) Laptops (with MS-Office & Adobe Reader)
- 3) Projectors & Screens
- 4) Laser Sticks
- 5) **Materials Provided by the Presenters:**
- 6) Power Point or PDF Files (Files should be copied to the conference laptop at the beginning of each session)
- 7) **Duration of each Presentation (Tentatively):**
- 8) Regular Oral Presentation: 15 Minutes of Presentation, including Q&A
- 9) Keynote Speech: 40 Minutes of Presentation, including Q&A

## Poster Presentation

### **Materials Provided by the Conference Organizer:**

The place to put poster

### **Materials Provided by the Presenters:**

Home-made Posters

Maximum poster size is A1

Load Capacity: Holds up to 0.5 kg

## Best Presentation Award

One Best Oral Presentation will be selected from each presentation session, and it will be awarded after each session.

## Dress Code

Please wear formal clothes or national representative clothing.

## Warm Tips:

**The time slots assigned in the schedule are only tentative.**

**Due to the outbreak of the 2019 nCoV, all participants are required to wear masks during the whole conference and keep a safe distance when you are talking (above 1m). If you feel unwell, please tell conference secretary before the conference starts. When you enter the venue, please consciously check the temperature at the registration desk.**

## **Legal Disclaimer Notice:**

To ensure that the meeting is carried out smoothly and efficiently in a safe environment, we make the following disclaimers:

First, the participants must wear the conference name tag to enter the conference areas during the entire conference. Individuals not wearing it will not be denied entry. Participants are not allowed to bring their associates or families into the conference areas. If you wish to bring someone, please inform the conference person in charge in advance to obtain a special name tag for whatever event like presentations, breaks or meals.

Second, participants should confirm that they have good physical, mental and psychological preparation to participate in the event. If the participant is under 18 years old, he or she must be accompanied by his or her legal guardian. The conference organizer and associations will not responsible for their safety.

Third, all legal responsibilities and liabilities arising directly or indirectly from participants' activities during the event shall be borne by the participants themselves.

Fourth, the conference area is public, so participants should take care of their belongings at all times. All losses related to personal property will not be the responsibility of the event organizers and associations.

# Introductions for Publications

All accepted papers for the Kuala Lumpur, Malaysia conferences will be published in the journals or proceeding as below.

## **2020 The 6th International Conference on E-Business and Applications (ICEBA 2020)**



The excellent papers accepted by ICEBA 2020 will be published in conference proceeding by ACM, which will be archived in the ACM Digital Library, and sent to be indexed by EI Compendex and Scopus, and submitted to be reviewed by Thomson Reuters Conference Proceedings Citation Index (ISI Web of Science).

ISBN: 978-1-4503-7735-5.

## **2020 The 9th International Conference on Economics, Business and Marketing Management (CEBMM 2020)**



Journal of Economics, Business and Management

ISSN: 2301-3567

Frequency: Quarterly (2013-2014); Monthly (2015-2017); Quarterly (Since 2018)

DOI: 10.18178/JOEBM

Abstracting/ Indexing: Electronic Journals Library, Ulrich's Periodicals Directory, MESLibrary, Google Scholar, and Crossref.



International Journal of Trade, Economics and Finance

ISSN: 2010-023X

Frequency: Bimonthly

DOI: 10.18178/IJTEF

Abstracting/ Indexing: ProQuest, Crossref, Electronic Journals Library , EBSCO, and Ulrich's Periodicals Directory

## Introductions for Keynote Speakers



**Prof. Firdaus Abdullah**  
**Universiti Teknologi MARA Sarawak, Malaysia**

Currently attached at Universiti Teknologi MARA Sarawak as the Deputy Rector (Academic & International Affairs), Prof Firdaus obtained DBA from the University of South Australia, MBA and Postgraduate Diploma from Bournemouth University (UK) as well as Diplôme des Etudes Techniques Supérieures and Diplôme en Gestion des Entreprises from Université de Poitiers (France). With his vast experience in consultancy and research covering service quality, customer satisfaction & loyalty, entrepreneurship, franchising, strategic management, socio-economic impact, Islamic business, Prof Firdaus clients include those from both the private & public sectors public. Besides presenting keynotes and papers at international conferences in the United Kingdom, Australia, Estonia, Sweden, Hong Kong, China, South Korea, India, Nepal, Singapore, Indonesia, Brunei and Malaysia, Prof Firdaus is the author of nearly 100 referred publications, including 20 international journal articles, 70 international conference proceedings and 8 books. He is also the visiting professor at Beijing Wuzi University, China.

***Speech Title:* The Future of Technology-Based Education**

***Abstract:*** Technology plays a major role in education today, and it has become the lens through which we view the world around us. In this 21st century, technology can become the ‘wings’ that will allow the educational world to fly farther and faster than ever before. Every single day a completely new app or a gadget is being brought into the market that serves to improve our lifestyle. Technology in education is not just limited to online learning or visual classroom. It has succeeded in providing learners an easy learning platform and a comforting atmosphere even in the traditional classrooms. Educational institutions are now adopting digital technologies to help students learn better and smarter too. The future of education technology is all about the cloud and anywhere access. Educational institutions will not need software installed, servers or local file storage but a fast and robust internet connection. Infrastructure is paramount to the future of technology in education. Emerging technologies such as Cloud Computing, Augmented Reality, 3D printing, Interactive White Boards or Smart Boards, Flipped Classrooms, Smart Maker, Smart Table, Big Data, Biometric Devices, Holograms, Digital Paper, Online Social Networking, Multi-Touch LCD Screens, Game-Based Learning, iPhone & iPad Projector, Tablets, Go Pro Camera, and E-readers are paving the way for the future of education in ways we may have yet to see. As with most other industries, emerging technologies are bringing about changes in education. Technology in education is the biggest change in teaching we will ever see. Technology is not meant to replace the teacher rather the idea is to create a flexible learning environment that breeds innovation. It shifts the classroom experience from the ‘sage-on-a-stage’ approach to a more collaborative learning environment.





**Prof. Hajime Tozaki**  
**Waseda University, Japan**

Born in Osaka in 1963, Dr. Tozaki is Professor at the Organization for Asian Studies, Waseda Business School, Waseda University, Japan. He graduated from Kyoto University, where he majored in economics. He worked for Japan Airlines between 1986 and 1994. He pursued doctoral studies in business administration at the University of Glasgow, and, in 1995, received his PhD in economics from Kyoto University. He has been an associate professor at Teikyo University and a professor at Meiji University. His published works include *Johoka jidai no koku sangyo* (Aviation Industry in the Information Age) and *Koku sangyo to raifurain* (Aviation Industry and Lifelines).

***Speech Title:* Turning point in Japan's Tourism Policy**

***Abstract:*** In recent years, Japan has been striving to attract inbound tourists to become a tourism nation. As a result, the number of inbound tourists visiting Japan has risen sharply, surpassing 30 million in 2018 and topping the world rankings. On the other hand, the inbound acceptance system has been limited in various aspects, such as a shortage of slots at Haneda Airport, a shortage of accommodation facilities, and a shortage of bus drivers. This situation is occurring mainly in urban areas, and the government has been promoting policies to encourage rural areas to attract inbound tourists. As part of such a policy, the central government is implementing a policy to grant subsidies to local airports if they are actively engaged in attracting inbound tourists. In response, regional airports are working to attract inbound tourists. However, all airports target neighboring Asian countries such as China, Korea, Taiwan and Hong Kong. As a result, regional airports are competing for demand rather than increasing overall demand. This mainly attracts LCC.

This is mainly the result of local airports relying on LCCs. Under these circumstances, various event risks have arisen since last year. Deteriorating relations between Japan and Korea, political instability in Hong Kong, and the outbreak of a new coronavirus originated in China. As a result, inbound passengers to Japan, which had been increasing steadily, had to be suddenly stopped.

Given this situation, it is time for Japan to fundamentally review the state of tourism policy. Efforts to welcome inbound passengers with higher economic effects are desired. This is the invitation of the wealthy. However, Japan's infrastructure is extremely vulnerable in this regard. For example, there are almost no hotels that can accept the real wealthy, and there is no business jet environment. Under such circumstances, Japan will host the Olympics this year. What kind of efforts should Japan take urgently in terms of tourism policy, and what about its long-term perspective? I would like to think about this problem from the viewpoint of legal development, human resource development, etc., and use it as a reference for other countries.



**Prof. Cheol Park**  
**Korea University, South Korea**

Cheol Park (Ph.D. in Business Administration) is a Professor at Korea University, South Korea. He received his B.A. in Economics, M.B.A. and Ph.D. from Seoul National University. He worked for Samsung as assistant manager of global marketing before joining academic area. He has been a visiting scholar at Vanderbilt University, University of Hawaii, and Mongolia International University. His research interests include marketing in digital environment and sustainable management with creating social value. He has published papers in influential journals such as *International Marketing Review*, *Journal of Business Research*, *Industrial Marketing Management*, and *Journal of Interactive Marketing*.

***Speech Title:* Online Buzz in Social Media, Brand Equity, and Financial Performance**

***Abstract:*** Social media is being used as an effective marketing tool for companies by providing a new way for brands to interact with their audience. As the importance of social media increases, the effects of social media on marketing performance such as awareness, sales, and corporate value are being studied. However, the effect of social media on financial performance has not been well researched. The research on financial performance is limited in that it only explains the financial investment side of the company such as volatility of stock price and does not fully explain the corporate performance of the consumer side. In addition, social media is providing new opportunities and benefits to brand management, but it is difficult to measure how social media marketing contributes to brand success. In this context, this study analyzes the mediating role of brand equity in the relationship between online buzz volume in social media and financial performance, and how the effect of brand equity depends on the type of corporate(product/service). The results showed that online buzz volume in social media had a positive effect on the financial performance through brand equity, and this relationship was strengthened in service firms as compared to product firms.



**Prof. Voon Boo Ho**

**Universiti Teknologi MARA Cawangan Sarawak, Malaysia**

Professor Dr. Voon Boo Ho (52, Malaysian Chinese), graduated from University of South Australia (Adelaide), is currently a Professor of Marketing at Universiti Teknologi MARA Cawangan Sarawak, Malaysia. He served as a Marketing Officer in Mayban Finance Berhad for more than 5 years before becoming a lecturer in INTI College Sarawak (2 years), and thereafter UiTM Cawangan Sarawak (since 2000). He has lectured courses such as Economics, Research Methodology, Marketing Research, Services Marketing, Consumer Behaviour, International Business, eCommerce, and Channels Management at the Bachelor and postgraduate levels. His MOOC online course entitled 'Marketing Research: A Systematic Process' has been widely used and his book 'Marketing Research: Comprehensive & Practical' is used as reference book by UiTM students nationwide. He has successfully supervised more than 100 research projects. Five of his doctoral candidates and more than 10 master candidates have graduated. He won the University's Service Excellence Awards for 4 times and has been consistently active in research and publications as well as consultancy works. He has completed many service and marketing research projects as well as published many academic papers in refereed journals and conference proceedings. His ServEx Scale won Gold Medal and British Inventors' Society Award in ITEX 2008 and thereafter also granted a Silver Medal in the 36th International Exhibition of Inventions, New Techniques and Products of Geneva in Switzerland. His later innovations and MyServEx System also has won several national and international awards. His primary research interest concerns service management, service quality, customer satisfaction, marketing research and sustainability. He has been invited as Keynote Speaker and Guest Speaker in China, India, Japan, Cambodia and Malaysia. The Sarawak Government honoured him the PPB (Meritorious Service Medal) for his significant contributions to the State of Sarawak.

***Speech Title:* Systemic Service for Sustainability: The Heart-Mind-Relations Nexus**

***Abstract:*** This keynote speech addresses the role of systemic thinking and processes for service excellence and sustainability. The technological and functional aspects of service management along the entire service value-chain were emphasized for emphatic services. The design thinking was believed to be instrumental to develop excellent service products. The systemic service-value chain for service excellence management includes inbound logistics, operations, outbound logistics, and stakeholder relations, organisational administration, social responsibility and market situations. These were discussed in the light of environmental changes and sustainable development for service excellence. The inclusive quality management components to achieve and sustain the service excellence management were the essential functional and attitudinal elements. In addition, the integrated service coordination and innovations were illustrated and substantiated. The role of modern and scientific technology (e.g. information and communication technology) to leverage the service system for stakeholders' benefits was discussed along with the systems involving the logistics, operations and service engagement processes. A sustainable service system was elaborated and discussed accordingly for the related service providers, for greener environment and better quality of life.

## Introductions for Invited Speaker



**Dr. Alexander Wollenberg**  
**Khalifa University, UAE**

Dr. Alexander Wollenberg obtained his PhD from National University of Singapore in 2011 specialising in innovation-based productivity growth of high-tech companies in emerging economies and a Master of Arts in International Relations from Waseda University in Tokyo, Japan, focusing on technology transfer of Japanese companies in East Asia. In addition to being a member of the Editorial Advisory Board of IGI Global Publishing and the technical committee of International Economics Development and Research Center, Alexander has held various appointments in academia and consultancy in Singapore, Indonesia, Colombia, México, the Middle East and the West Indies. He is also co-founder of a Singaporean start-up focused on smart-home solutions. His research interests include regional economic integration and effects on value chains, as well as the new economy in emerging markets.

***Speech Title:* The Importance of Maintaining Regional Economic Integration Efforts Despite Their Challenges**

***Abstract:*** The global economy has undergone rapid changes post-World War II marked by rapid technological change and projects towards regional economic integration in many parts of the world. The present-day European Union (EU) has evolved into the largest single most highly integrated bloc from what first started as an industrial cooperation and an economic union in the 1950s. Other areas of regional economic integration followed including ASEAN, GCC, CARICOM, and the Pacific Alliance. Regional integration has lowered the costs of doing business as and brought many people and cultures closer together transferring knowledge, technology, and skills. Based on recent empirical studies, I will discuss the rise of technological capabilities due to better allocation of industrial resources according to a country's comparative advantage and discuss innovative business models resulting in lower costs to consumers, more opportunities for entrepreneurs and people in search of income streams, and changes in marketing strategies. Better allocation of comparative advantage has enabled countries to raise productivity and enhance incomes for their citizens. What are the implications of these developments from an academic and policy-making perspectives?





# Conference Time Schedule


## ✚ Day 1: February 25, 2020 (Registration Only)


(Note: Feb. 25, 2020 is only for onsite Registration, but on Feb. 26, 2020, the registration is also open outside the conference room.)

<b>Lobby</b>	10:00-17:00	Conference Materials Collection
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## ✚ Day 2: February 26, 2020 (Keynote Speeches and Authors' Presentations)

Keynote Speeches Conference Room: Red 1		
<b>Opening Remark 09:00-09:10</b>		<b>Prof. Cheol Park</b> Korea University, South Korea
<b>Keynote Speech 1 09:10-09:50</b>		<b>Prof. Firdaus Abdullah</b> Universiti Teknologi MARA Sarawak, Malaysia  <b>Speech Title: The Future of Technology-Based Education</b>
<b>09:50-10:10</b>	<b>Coffee Break &amp; Group Photo</b>	
<b>Keynote Speaker 2 10:10-10:50</b>		<b>Prof. Hajime Tozaki</b> Waseda University, Japan  <b>Speech Title: Turning point in Japan's Tourism Policy</b>
<b>Keynote Speaker 3 10:50-11:30</b>		<b>Prof. Cheol Park</b> Korea University, South Korea  <b>Speech Title: Online Buzz in Social Media, Brand Equity, and Financial Performance</b>

<b>Keynote Speaker 4</b> <b>11:30-12:10</b>		<p style="text-align: center;"><b>Prof. Voon Boo Ho</b>  <b>Universiti Teknologi MARA Cawangan Sarawak, Malaysia</b></p> <p style="text-align: center;"><b>Speech Title: Systemic Service for Sustainability: The Heart-Mind-Relations Nexus</b></p>
<b>12:00-13:30</b>	<p style="text-align: center;"><b>Lunch- Restaurant</b></p>	

 **Day 2: February 26 (Authors' Presentation)**

<p style="text-align: center;"><b>Authors' Presentation</b></p>		
<b>Session 1</b> <b>13:30-15:45</b>	<p style="text-align: center;"><b>Topic: E-Commerce</b>  <b>Session Chair: Assoc. Prof. Norlina Mohamed Noor, UiTM Cawangan Sarawak, Malaysia</b></p> <p style="text-align: center;">Conference Room: Red 1</p>	
<b>Session 2</b> <b>13:30-16:10</b>	<p style="text-align: center;"><b>Topic: Business Economics</b>  <b>Session Chair: Prof. Dr. Alexander Wollenberg, Khalifa University, UAE</b></p> <p style="text-align: center;">Conference Room: Red 2</p>	
<b>15:45-16:30</b>	<p style="text-align: center;"><b>Coffee Break</b></p>	
<b>Session 3</b> <b>16:00-17:30</b>	<p style="text-align: center;"><b>Topic: Computer Application</b>  <b>Assoc. Prof. Mohamed Basel Almourad, Zayed University, UAE</b></p> <p style="text-align: center;">Conference Room: Red 1</p>	
<b>17:45-20:00</b>	<p style="text-align: center;"><b>Dinner- Restaurant</b></p>	

 **Day 3: February 27, 2020 (Academic Visit)**

**Note:** The city tour is optional, which will be arranged when participants booked.

Kuala Lumpur is the capital city of Malaysia, boasting gleaming skyscrapers, colonial architecture, charming locals, and a myriad of natural attractions. Divided into numerous districts, its main hub is called the Golden Triangle which comprises Bukit Bintang, KLCC and Chinatown. KL is widely recognised for numerous landmarks, including Petronas Twin Towers (the world tallest twin skyscrapers), Petaling Street flea market, and Batu Caves, which is over 400 million years old. With frequent sales events throughout the year, expansive shopping malls like Pavilion KL and Suria KLCC are also among the biggest tourist attractions in the city, hosting a wide range of upmarket labels from all over the world.

In Kuala Lumpur, you may discover her amazing aspects. The following sightseeings are just for your reference.

## Petronas Towers



Anchoring the sprawling Kuala Lumpur City Centre, are the iconic Petronas Twin Towers. Hailed as the Twin Jewels of Kuala Lumpur, a visit to KL just is not complete unless you have visited these doppelganger structures. The 88-storey chrome and steel towers are joined at the 41st and 42nd floors (175m above street level) by a 58m-long, double-decker Sky Bridge.

Location: Near Concorde Hotel Monorail stop, in between Jalan Ampang and Jalan Raja Chulan.

## Menara KL Tower



Standing atop the Bukit Nanas Forest Reserve, the 421m-high KL Tower is, at present, the world's fifth tallest structure. Officially known as Menara KL, it has been outshone by the Petronas Twin Towers but remains an important architectural marker and boasts spectacular views of the city. The viewing deck is at least 100 metres higher than the Petronas Tower's Skybridge - to get free tickets be sure to arrive early.

Opening Hours: 09:00 -22:00 weekday; 09:30-22:00 weekend & public holidays

Address: Jalan Punchak, Off Jalan P. Ramlee Tel: + 603 208 5448

## China Town



The colourful Chinatown is a well-known bargain hunter's paradise that seemingly never sleeps. Deeply immersed in Oriental culture, heritage and history, it is undoubtedly one of the most popular tourist spots in Malaysia, and holds its own against its more glamorous neighbours, KLCC & Bukit Bintang. Representing Malaysia's multihued multicultural background perfectly, you can find all sorts of stuff, from Chinese herbs to imitation goods in this area.

# Authors' Presentations Review

<b>Session 1: E-Commerce</b> <b>Times: 13:30-15:45   Conference Room: Red 1</b> <b>Session Chair: Assoc. Prof. Norlina Mohamed Noor, UiTM Cawangan Sarawak, Malaysia</b>		18-21
BM0006	Online Shopping: The Influence of Attitude, Subjective Norm and Perceived Behavioral Control on Purchase Intention <i>Norlina Mohamed Noor, Shereen Noranee and Muhamad Fared Zakaria</i>	
BM0015	Case Study on Distribution Strategy through Biclustering <i>Hyoin Seo, Wonil Hwang, Byung En Hyun and Jaedong Son</i>	
BM0013	Purchase Behavior Analysis of Halal Medicines Among Muslim Consumers <i>Susie Suryani and Wardatul Ahkmam</i>	
BM0032	The Effects of Social Media Marketing, Trust, and Brand Image on Consumers' Purchase Intention of GO-JEK in Indonesia <i>Massoud Moslehpour, Taufiq Ismail, Bey Ignatius Purba and Pei-Kuan Lin</i>	
BM0017	Detect Review Manipulation by Leveraging Reviewer Historical Stylometrics in Amazon, Yelp, Facebook and Google Reviews <i>Nafiz Sadman, Kishor Datta Gupta, Ariful Haque, Subash Poudyal and Sajib Sen</i>	
BM1002	Developing a Predictive Model Using Logistic Regression to Portend the Intention to go Cashless in Mumbai Using Constructs of Technology Readiness Index <i>Brijesh R. Sharma</i>	
BM1012	Website Attributes' Influence on Customer Loyalty and Travel Service Purchase: A Case of Online Virtual Community <i>Lennora Putit, Amirah Ahmad Suki, Nur Hani Aba Ibrahim, Afiqah Mazlan, Nurul Afiif Abdul Manan and Nurul Amirah Mohd Nafiah</i>	
BM0031	Purchasing of Foreign Beauty Products in Mongolia: What Makes It and What Breaks It? <i>Massoud Moslehpour, Anita Shalehah, Erdenebaatar Odgerel and Pei-Kuan Lin</i>	
BM2013	Sobel Statistical Test on the Mediation Effect of Halal Image Toward Intention to Patronage Retail Stores <i>Abang Sulaiman Abang Salleh, Norazah Mohd Suki, Norzaihan Hashim, Abang Sulaiman Abang Naim and Norlelawati Ismawi</i>	
<b>Session 2: Business Economics</b> <b>Times: 13:30-16:10   Conference Room: Red 2</b> <b>Session Chair: Prof. Dr. Alexander Wollenberg, Khalifa University, UAE</b>		22-25
BM2010	Transferring Retail Format of Hybridization: A Case Study of UNIQLO in Mainland China <i>Lehua Yang</i>	
BM2015	The Relationship between Economic Growth and Electricity Consumption in Sri Lanka <i>K.K.C.S. Kiriella, W.L.T. Peiris, W.H.A. Samarakoon, K.T.A.B. Samarasinghe, W.D.A.S. Wijayapala and M.P. Dias</i>	
BM2014	Effects of Wages and Global Financial Crisis on Labour Productivity - Does Size Matters? <i>Nurhani Aba Ibrahim and Lennora Putit</i>	
DE3022	Brand Loyalty – The New Recommended Direction for Ride-Sharing Companies: The Case of Vietnam <i>Mark Benesio Carace</i>	
BM2005	Technological Innovation Adoption in Manufacturing Sector: The Moderator Role of Government Support <i>Noni Ngisau and Nurhani Aba Ibrahim</i>	
BM0030	A Store Management System for the Improvement of Shopping Process of Omni-shoppers of Fast Fashion Brand <i>Sunghyeon Lee, Younjeong Lim, Wongyu Lee, Wooram Kim, Jongsun Choi and Jaeyoung Choi</i>	



BM0028	The Electronic Services and Efficiency for Banks in Taiwan <i>Chang-Sheng Liao</i>
BM0011	Risk Management for Software Projects in Banking <i>Chung Min Tea, Le Dinh Huynh and Phan Duy Hung</i>
BM2007	Key Factors Contributing to The Development of The Global Mindset of Managers Using PLS-SEM <i>Alexander Wollenberg, Juan José Cabrera Lazarini, Mohammed Reinaldo Rizal</i>
<b>Session 3: Computer Application</b> <b>Times: 16:00-17:30   Conference Room: Red 1</b> <b>Session Chair: Assoc. Prof. Mohamed Basel Almourad, Zayed University, UAE</b>	
	<b>26-28</b>
BM0034	Visual Attention Toward Human Face Recognizing for Autism Spectrum Disorder and Normal Developing Children: An Eye Tracking Study <i>Mohamed Basel Almourad and Emad Bataineh</i>
BM0027	A Design and Implementation of Macro Prevention Ticket Booking System Using Blockchain <i>Donghyun Ko, Hyungkwang Choi and Kilsun Kim</i>
BM1013	The Effectiveness of Smartphone Application Usability among E-society of Bertam Perdana Penang : A Case Study of Masjid Abdullah Fahim E-Mosque Application <i>Mohd Ikmal bin Fadzil, Rusdi bin Omar, Kamarul Azman bin Khamis and Syed Muhamad Shahril bin Syed Jaafar</i>
BM0038	Factors Influencing the Community's Intention to Participate in Public Services: The Perspective of the Ministry of Education and Culture <i>Aline Rogeleonick, Betty Purwandari, Riri Satria, Mardiana Purwaningsih and Larastri Kumaralalita</i>
BM0023	The Effectiveness of Using mBot to Increase the Interest and Basic Knowledge in Programming and Robotic Among Children of Age 13 <i>Beng Yong Lee, Lee Hung Liew, Mohd Yazid Bin Mohd Anas Khan and Azlina Narawi</i>
BM2008-A	Emotional Factors and Nonequilibrium Dynamics of Custom Preferences: Multi-Channel Reinforcement Learning Model <i>Ihor Lubashevsky</i>

# Authors' Presentations

## Session 1

**Session Theme: E-Commerce**

**Time: 13:30-15:45**

**Conference Room: Red 1**

**Session Chair: Assoc. Prof. Norlina Mohamed Noor**

**UiTM Cawangan Sarawak, Malaysia**

\*The time slots assigned here are only tentative. Presenters are recommended to stay for the whole session in case of any absence.

\*\*After the session, there will be a group photo for all presenters in this session.

<p><b>BM0006</b> 13:30-13:45</p>	<p>Online Shopping: The Influence of Attitude, Subjective Norm and Perceived Behavioral Control on Purchase Intention <b>Norlina Mohd Noor</b>, Shereen Noranee and Muhamad Fared Zakaria UiTM Cawangan Sarawak, Malaysia</p> <p><b>Abstract:</b> This study investigates the dimensions of Theory of Planned Behavior (TPB) and the influence on consumers' purchase intention of online products. TPB dimensions consist of attitude, subjective norm, and perceived behavioral control. Multiple regressions were performed to analyze the data, in order to investigate the influence of attitude, subjective norm and perceived behavioral control on consumer's purchase intention. 300 questionnaires were distributed to postgraduate students from the Faculty Business and Management, UiTM Shah Alam. 270 surveys were returned which are considered usable. A preliminary analysis was performed to check for assumptions such as normality, multicollinearity and homoscedasticity before further inferential analyses were generated. The preliminary analysis results show that the residuals are normally distributed, no multicollinearity exists and the data are not homoscedastic. A reliability test was also executed and the results show that all the cronbach's alpha for the dimensions to be measured are reliable. For the inferential analysis, multiple regressions were employed. The results reveal that both the subjective norm and perceived behavioral control have an influence on the purchase intention of respondents. However, the dimension of attitude did not have any impact on the purchase intention for online products. As such, future studies may probe further on the importance of the subjective norm and perceived behavior control in affecting consumers' purchase behavior.</p>
<p><b>BM0015</b> 13:45-14:00</p>	<p>Case study on distribution strategy through biclustering <b>Hyoin Seo</b>, Wonil Hwang, Byung En Hyun and Jaedong Son Soongsil University, South Korea</p> <p><b>Abstract:</b> Biclustering is an analytical method that allows you to find more useful information by supplementing the shortcomings of widely used cluster analysis methods. The more variables included in each object, the more suitable it is to use, and the advantages can be more highlighted in the current environment where data including various variables is accumulated. The purpose of this study is to present a case of analyzing whether the data can be used in the distribution industry by analyzing the data using the biclustering and applying the strategy currently used in the distribution industry.</p>
<p><b>BM0013</b> 14:00-14:15</p>	<p>Purchase Behavior Analysis of Halal Medicines Among Muslim Consumers Susie Suryani and <b>Wardatul Ahkmam</b> Universitas Islam Riau, Indonesia</p> <p><b>Abstract:</b> The halal status of pharmaceutical products in Indonesia is currently in the spotlight, with regard to the application of Law No. 33 of 2014 concerning Halal Product Guarantee. In the draft government regulation, medicines must be halal certified. Unlike food, the obligation of</p>

	<p>halal certification for medicinal products is still controversial. Indonesian Ulema Council (MUI) as the party responsible for halal products in Indonesia, considers it important as a form of protection for Muslims. This is because 88% of Indonesia's population is Muslim and high spending on drugs reaches Rp 80.6 trillion per year. While the medical community considers it unnecessary, because raw materials are difficult and expensive to produce halal drugs. Therefore it is important to conduct research on consumer behavior towards halal drugs. This study refers to the Theory of Planned Behavior (TPB) and the model is analyzed using the Structural Equation Modeling (SEM) method. The number of samples as many as 290 consumers with a sampling method is a non-probability sampling quota. The results of SEM analysis conclude that the intention of Muslim consumers in buying halal drugs is influenced by attitude and perceived behavior control.</p>
<p><b>BM0032</b> 14:15-14:30</p>	<p>The Effects of Social Media Marketing, Trust, and Brand Image on Consumers' Purchase Intention of GO-JEK in Indonesia Massoud Moslehpour, <b>Taufiq Ismail</b>, Bey Ignatius Purba and Pei-Kuan Lin Asia University, Taiwan</p> <p><b>Abstract:</b> The aim of this research is to examine the interaction among social media marketing, trust, brand image, and purchase intention variables among consumers of Go-JEK Indonesia. A causal research design is used in this research to identify a cause-and-effect relationship between each construct. A survey of 350 respondents through online questionnaire distributed to social media users in Indonesia who had previously used GO-JEK services. Furthermore, SEM methods was conducted to analyze the data in this study. Social media marketing, trust, and brand image have significant influence on consumers' purchase intention. The two dimensions of social media marketing that have the most direct influence on purchase intention of GO-JEK's consumers are entertainment and word of mouth. The findings of this research suggest some practical directions for companies to be addressed in using social media marketing.</p>
<p><b>BM0017</b> 14:30-14:45</p>	<p>Detect Review Manipulation by Leveraging Reviewer Historical Stylometrics in Amazon, Yelp, Facebook and Google Reviews Nafiz Sadman, Kishor Datta Gupta, <b>Mohd Ariful Haque</b>, Subash Poudyal and Sajib Sen Silicon Orchard Ltd, Bangladesh</p> <p><b>Abstract:</b> Consumers now check reviews and recommendations before consuming any services or products. But traders try to shape reviews and ratings of their merchandise to gain more consumers. Seldom they attempt to manage their competitor's review and recommendation. These manipulations are hard to detect by standard lookup from an everyday consumer, but by thoroughly examining, consumers can identify these manipulations. In this paper, we try to mimic how a specialist will look to detect review manipulation and came up with algorithms that are compatible with significant and well known online services. We provide a historical stylometry based methodology to detect review manipulations and supported that with results from Amazon, Yelp, Google, and Facebook.</p>
<p><b>BM1002</b> 14:45-15:00</p>	<p>Developing a Predictive Model Using Logistic Regression to Portend the Intention to go Cashless in Mumbai Using Constructs of Technology Readiness Index <b>Brijesh Ramkumar Sharma</b> University Of Mumbai, India</p> <p><b>Abstract:</b> The paper is an attempt to understand the barriers and drivers of cashless transaction and using this understanding to finally develop a model to predict the propensity of an individual residing in Mumbai, an Indian metropolis, to adopt cashless transaction. The understanding and the model is based on the variables espoused by Theory of Technology Readiness Index. The</p>

	<p>data on the variables were collected through a self administered survey of 815 residents of Mumbai. The model is built using binary logistic regression. The model increases the classification accuracy by 22 points (44 percent). All the variables of the theory of technology readiness are significant except the variable which measures the innovation index of an individual. The variables of insecurity and discomfort are more useful in classification as compared to innovation and optimism. The developed model can be used by marketers to target customers who are pro cashless and vice versa. The finding also gives the policy makers a clue of the barriers to adopt cashless transaction in Mumbai.</p>
<p><b>BM1012</b> 15:00-15:15</p>	<p>Website Attributes' Influence on Customer Loyalty and Travel Service Purchase: A Case of Online Virtual Community Lennora Putit, Amirah Ahmad Suki, <b>Nur Hani Aba Ibrahim</b>, Afiqah Mazlan, Nurul Afiif Abdul Manan and Nurul Amirah Mohd Nafiah Universiti Teknologi MARA, Malaysia</p> <p><b>Abstract:</b> This study aims to investigate the relationship between website attributes, customer loyalty and online purchase behaviour. Specifically, it attempts to examine the website attributes of membership, influence and relatedness, needs' reinforcement, shared emotional connection as well as website presence's influence on customer loyalty and travel purchase behaviour. The target respondents consisted of online virtual communities interested to purchase travel related services. Using purposive sampling technique, a total of 350 respondents were surveyed via an online travel booking site. Only 202 usable questionnaires were received and further analysed using SPSS Version 23.0 and Smart PLS 3.0 statistical software. Findings revealed that website attributes of social emotional attachment and website presence were found to significantly affect customer loyalty. Website presence proved to be the most significant factor influencing customer loyalty. Customer loyalty in turn, had a significant effect on travel purchase behaviour. Several implications were further elaborated.</p>
<p><b>BM0031</b> 15:15-15:30</p>	<p>Purchasing of Foreign Beauty Products in Mongolia: What Makes It and What Breaks It? Massoud Moslehpour, <b>Anita Shalehah</b>, Erdenebaatar Odgerel and Pei-Kuan Lin Asia University, Taiwan</p> <p><b>Abstract:</b> The purpose of this study was to investigate the impacts of internet celebrity endorsement on Mongolian purchase intention towards foreign beauty products. This study used a quantitative research methodology to examine the proposed hypotheses. A sample of 530 Mongolian social media community users aged 18 to 50 was collected by online questionnaire. Structural Equation Modeling (SEM) was used as statistical methods to analyze the relationships and mediate effects between variables. The finding showed that internet celebrity endorsement had significant positive influence on Word-of-Mouth, consumer buying behavior and purchase intention. This study will provoke new insights of future researchers and practitioners of beauty product industries, especially in Mongolian market. Moreover, beauty company will have a better understanding of the impacts of internet celebrity endorsement on consumers' purchasing intention and behavior towards foreign beauty products so as to improve their business practices.</p>
<p><b>BM2013</b> 15:30-15:45</p>	<p>Sobel Statistical Test on the Mediation Effect of Halal Image Toward Intention to Patronage Retail Stores Abang Sulaiman Abang Salleh, Norazah Mohd Suki, Norzaihan Hashim, <b>Abang Sulaiman Abang Naim</b> and Norlelawati Ismawi Universiti Teknologi Mara Cawangan Sarawak., Malaysia</p> <p><b>Abstract:</b> The term "halal image" may often be referred to any images which are perfectly fit to describe Islamic decency and wholesomeness. As Islam teaches its followers on what foods are good (halal) and bad (haram) for consumption the attachment of Islamic decency and</p>

	<p>wholesomeness onto retail services is expected to spur store patronage. This research study tries to investigate the power of halal image in maneuvering Muslim consumers toward patronizing retail stores that are guided by the law of syari'ah. In this study, three independent variables (attitude, subjective norm, and perceived behavioral control) have been examined against the intention to patronage retail stores while letting the halal image to intervene. Results of the research study found that the mediating effect of halal image do exist in the relationship between consumers' attitude, subjective norm, perceived behavioral control and behavioral intention to patronage retail stores. This suggests that consumers may perceive halal image as an important part in an indirect positive relationship between independent variables (e.g. attitude, subjective norm, and perceived behavioral intention) and behavioral intention, thus giving support to the mediating effect of halal image. A possible explanation for this mediating effect is probably due to the high degree of dependency on halal image among Muslim consumers.</p>
<p>15:45-16:00</p>	<p style="text-align: center;"><b>Coffee Break</b></p>

**Session 2**  
**Session Theme: Business Economics**  
**Time: 13:30-16:10**  
**Conference Room: Red 2**  
**Session Chair: Prof. Dr. Alexander Wollenberg**  
**Khalifa University, UAE**

\*The time slots assigned here are only tentative. Presenters are recommended to stay for the whole session in case of any absence.

\*\*After the session, there will be a group photo for all presenters in this session.

<p><b>Invited Speech</b> 13:30-13:50</p>	<p>The Importance of Maintaining Regional Economic Integration Efforts Despite Their Challenges  <b>Alexander Wollenberg</b>                  Khalifa University, UAE</p> <p><b>Abstract:</b> The global economy has undergone rapid changes post-World War II marked by rapid technological change and projects towards regional economic integration in many parts of the world. The present-day European Union (EU) has evolved into the largest single most highly integrated bloc from what first started as an industrial cooperation and an economic union in the 1950s. Other areas of regional economic integration followed including ASEAN, GCC, CARICOM, and the Pacific Alliance. Regional integration has lowered the costs of doing business as and brought many people and cultures closer together transferring knowledge, technology, and skills. Based on recent empirical studies, I will discuss the rise of technological capabilities due to better allocation of industrial resources according to a country's comparative advantage and discuss innovative business models resulting in lower costs to consumers, more opportunities for entrepreneurs and people in search of income streams, and changes in marketing strategies. Better allocation of comparative advantage has enabled countries to raise productivity and enhance incomes for their citizens. What are the implications of these developments from a academic and policy-making perspectives?</p>
<p><b>BM2010</b> 13:50-14:05</p>	<p>Transferring Retail Format of Hybridization: A Case Study of UNIQLO in Mainland China  <b>Lehua Yang</b>                  Kyoto University, Japan</p> <p><b>Abstract:</b> The debate about standardization and adaptation of the transfer of retail formats is a key issue in the field of retail internationalization. While it has been recognized that "Glocalization" or "Hybridization" approach is significant in much of the existing literature. However, there is still a lack of knowledge regarding the competitive advantage for the standardization and adaptation in international retailers. A case study of the successful operation of UNIQLO in Mainland China helps in understanding why retailers do succeed in all international markets. The paper also identifies important factors in the strategies of "Hybridization". These include the concepts of "Standardization of specific advantage" and "creative adaptation" to the case study.</p>
<p><b>BM2015</b> 14:05-14:20</p>	<p>The Relationship between Economic Growth and Electricity Consumption in Sri Lanka  <b>Chandika Sudul Kiriella, W.L.T. Peiris, W.H.A. Samarakoon, K.T.A.B. Samarasinghe, W.D.A.S. Wijayapala, M.P. Dias</b>                  University of Moratuwa, Sri Lanka</p> <p><b>Abstract:</b> This paper applies to Sri Lanka an econometric model named as Vector Error Correction Model (VECM) and simple econometric model developed by H.Y. Yang (2000) which can be used for testing the presence of the relationship between economic growth and electricity consumption in Sri Lanka for the period of 1985-2015. The results obtained from the research can be used to justify the investments in electricity sector because of the significant</p>

	<p>contribution it makes to the economy and the macro economic planning. The research has been separated into four scenarios in order to check the impact to the economic growth from different sectors (Total electricity consumption and total real GDP, Industrial sector electricity consumption and industrial Sector real GDP, Commercial sector electricity consumption and service sector real GDP, [Industrial + Commercial] sector electricity consumption and [Industrial + Service] sector real GDP). The economic output generated from [Industrial + Commercial] sector has a strong relationship with [Industrial + Service] sector electricity consumption. Also, the results obtained suggests that the past and the current electricity consumptions have a significant impact to the economic growth in Sri Lanka.</p>
<p><b>BM2014</b> 14:20-14:35</p>	<p>Effects of Wages and Global Financial Crisis on Labour Productivity - Does Size Matters? <b>Nurhani Aba Ibrahim</b> and Lennora Putit Universiti Teknologi MARA, Malaysia</p> <p><b>Abstract:</b> Efficiency theory states that employers who pay more wages to their employees will motivate the latter to increase their productivity. In the past decade, evidence has shown that increase in wages was found to be relatively lower than the increase in labour productivity. While studies reveal that wages and labour productivity have significant causal relationship, they have yet to observed by their firms' relative sizes. This paper examines the effect of wages and global financial crisis on labour productivity of the manufacturing industries in Malaysia based on their relative sizes. The study analyses the industries by their relative sizes, that is, small industries (SIs), small and medium industries (SMIs) and large industries (LIs). Using panel data analysis with fixed effects on monthly data from Jan 2003 until August 2011, the study finds that wages have positively affected labour productivity of firms at all sizes. However, the changes in wages affects the labour productivity in smaller firms more than they do in the large firms. This may be due the fact that there are increasingly more SMIs implementing performance-based remuneration system to remain competitive. Furthermore, as wage level of labours in LIs is generally known to be higher than those in SMIs, hence, the increase in wages of labours in the LIs may seem relatively lower than those in SMIs. The global financial crisis seems to have a positive effect on the small and medium industries but negative effect on the large industries.</p>
<p><b>DE3022</b> 14:35-14:50</p>	<p>Brand Loyalty – The New Recommended Direction for Ride-Sharing Companies: The Case of Vietnam <b>Mark Benesio Carace</b> Nguyen Tat Thanh University, Vietnam</p> <p><b>Abstract:</b> There is an alarming issue in any of the ride-sharing companies such as Uber, Lyft, Grab, Go-viet (Vietnam) and Be (Vietnam), which they cannot make profits and have been on continuous losses. After a careful investigation, this paper suggests that the missing link to their profit is brand loyalty. Based from existing theory, the brand loyalty consists more than just offering differentiated values to hook customers, by which it develops a model of 7 influencing factors that will guide ways for business practitioners to start developing a 7 value-list that is useful for brands to consider differentiating themselves. Employing quantitative data analysis method, deductive approach, comparative-descriptive data model and cross-sectional design, after an online survey was sent to 187 participants and generate 100% response which provides meaningful results. The findings suggest to adjust the model into only 6 influencing factors which are mental availability, physical availability, value offerings, brand trust, effective brand loyalty and purchase frequency. The value list is also reduced to only 6 qualities including economical, pleasant, usefulness, environmental, innovativeness, trust and safety. As a conclusion, this paper persuades that the next big thing of ride-sharing industry must be brand loyalty from multiple perspectives and recommends ways to build brand loyalty for this industry.</p>

<p><b>BM2005</b> 14:50-15:05</p>	<p>Technological Innovation Adoption in Manufacturing Sector: The Moderator Role of Government Support <b>Noni Ngisau</b> and Nurhani Aba Ibrahim Universiti Teknologi MARA, Malaysia</p> <p><b>Abstract:</b> Investment in technological innovation in Malaysia has been actively developed either through government support or through the firm's initiative to adopt technological innovation. This study examines government support as a moderator between the influencing factors and technological innovation performance in the manufacturing sector. The present study is conducted in the context of Malaysian manufacturing sector using a sample of 445 innovative companies. The results indicate that five indicators were an essential factor in boosting technological innovation adoption. Such support includes technical consultancy, innovation activities, technical support services, proper training of personnel, implementing of productivity and registration of patents, and financial support including excluded duty on imported machinery or equipment, tax-exemption incentives and innovation grants to the firm.</p>
<p><b>BM0030</b> 15:05-15:20</p>	<p>A Store Management System for the Improvement of Shopping Process of Omni-shoppers of Fast Fashion Brand Sunghyeon Lee, Younjeong Lim, Wongyu Lee, Wooram Kim, Jongsun Choi and <b>Jaeyoung Choi</b> Soongsil University, South Korea</p> <p><b>Abstract:</b> 'Omni-shopper' typically decides to buy after getting information through online channels and then visit offline stores to directly experience. Therefore, offline stores should be transformed into hands-on stores that fit the latest trends in user's buying pattern. The Fast Fashion brand requires a large store because there are various types of products, and omni-shopper finds the product they prefer, verify it in the store where various product lines are displayed and uses the fitting room to find the products they want. However, in the course of actual store use, the purchasing process is delayed due to the reasons such as environmental characteristics of large stores and the queues due to the lack of fitting rooms. To solve the above problems, a store management system is required to provide real-time information about the situation that may occur in offline stores to omni-shoppers as well as employees. In this paper, we propose a store management system for improving the shopping process of omni-shoppers of SPA brands. The proposed system provides information on inventory and display location of real-time products, as well as the fitting room reservation management for offline stores with WebApp. Through the proposed system, we can anticipate the effect of improving the entire shopping process by reducing queues at the fitting area, identifying the quantity of products to wear and reducing the shopping delay caused by congestion in the fitting area. To validate the proposed system, the experiment confirmed that Arena simulations improved the time required for the shopping process to 15.7% over the previous one.</p>
<p><b>BM0028</b> 15:20-15:35</p>	<p>The Electronic Services and Efficiency for Banks in Taiwan <b>Chang-Sheng Liao</b> Fujian University of Technology, China</p> <p><b>Abstract:</b> This study investigates the undesirable impacts of outputs on bank efficiency with e-business in Taiwan from 2008 to 2017. To collect data, a linear monotone to decrease shifts to the e-business outputs was applied and adapted variables were used as outputs. Empirical findings indicate that bank efficiency with e-business is more prevalent than bank efficiency without e-business outputs, which implies that e-business outputs play a key role in hampering bank efficiency.</p>



<p><b>BM0011</b> 15:35-15:55</p>	<p>Risk Management for Software Projects in Banking Chung Min Tea, <b>Le Dinh Huynh</b> and Phan Duy Hung FPT University, Vietnam</p> <p><b>Abstract:</b> The management techniques for projects are critical to the success of large financial software projects. Project management is systematically monitored and controlled by establishing a baseline based on scope, schedule, and cost. In addition, risk management must be managed to identify and respond to risks in advance for the entire project. The study of risk management for most financial software projects is either a theoretical proposal with no empirical assessment or a case study of a similar project. Therefore, in this paper, authors would like to conduct research in real core banking project site in Vietnam which helps to know the method of process improvement, risk management, and results in various project situations as well.</p>
<p><b>BM2007</b> 15:55-16:10</p>	<p>Key Factors Contributing to the Development of the Global Mindset of Managers Using PLS-SEM <b>Alexander Wollenberg</b>, Juan José Cabrera Lazarini, Mohammed Reinaldo Rizal Khalifa University, UAE</p> <p><b>Abstract:</b> The globalisation in the contemporary business world has forced managers to adopt global mindsets in order to stay competitive in global market conditions. Several authors have argued that International experience could act as a driver to unlock the potential of managerial global mindset orientation. However, prior research mostly focused on the capital perspective while literature surrounding international experience broken down into its components is still inadequate. Therefore, our research attempts to bridge the gap regarding the role of international experience and its components of international education, international assignments, and international training. This research utilises exploratory factor analysis as the selected methodology and utilises Partial Least Squares software as the research tool to analyse the data. We found that all construct variables within international experience were highly significant. Moreover, our research concludes that international training and education have a higher contribution towards the development of managers' global mindsets compared to international education. We researched managers of subsidiaries of European, US, and Australian MNCs in Singapore and Mexico City. In addition to providing a theoretical contribution, our research also contributes relevant findings surrounding the context of global mindset and managerial practices as practical implications.</p>
<p>16:10-16:30</p>	<p><b>Coffee Break</b></p>

**Session 3**  
**Session Theme: Computer Application**  
**Time: 16:00-17:30**  
**Conference Room: Red 1**  
**Session Chair: Assoc. Prof. Mohamed Basel Almourad**  
**Zayed University, UAE**

\*The time slots assigned here are only tentative. Presenters are recommended to stay for the whole session in case of any absence.

\*\*After the session, there will be a group photo for all presenters in this session.

<p><b>BM0034</b> 16:00-16:15</p>	<p>Visual Attention Toward Human Face Recognizing for Autism Spectrum Disorder and Normal Developing Children: An Eye Tracking Study  <b>Mohamed Basel Almourad</b> and Emad Bataineh                      Zayed University, UAE</p> <p><b>Abstract:</b> The paper discusses an eye tracking analysis study to let us understand the visual behavior and pattern of Normal Developing children and Autistic children while viewing human face stimulus. An eye tracking experiment consists of displaying different images with human face embedded in different locations (left, center and right) and the eye tracker captured and tracked the child's eye gaze movements, then analyzed to identify where specifically in the stimulus is the child looking at. The finding indicates a significant difference was found between the two groups viewing patterns and behavior when they presented with a scene that have human face. The study also reveals that large percentage of Autistic participants expressed minimum interest and time looking at face area, evident by significant time spent fixations on non-face regions, comparing to the normal developing children. The results can be used to improve the life style of other children who have a risk to develop Autism as well as discover earlier signs of ASD.</p>
<p><b>BM0027</b> 16:15-16:30</p>	<p>A Design and Implementation of Macro Prevention Ticket Booking System Using Blockchain  <b>Donghyun Ko</b>, Hyungkwang Choi and Kilsun Kim                      Soongsil University, South Korea</p> <p><b>Abstract:</b> Performance agencies broke contracts between performance management firms and customers and receive commission. However, they respond passively to contracts using macro. In order to solve the problems arising for contracts using macro, this study aims at designing and implementing a direct contract system between performance management firms and customers, using peer-to-peer method of blockchain, without brokers.</p>
<p><b>BM1013</b> 16:30-16:45</p>	<p>The Effectiveness of Smartphone Application Usability among E-society of Bertam Perdana Penang: A Case Study of Masjid Abdullah Fahim E-Mosque Application  <b>Mohd Ikhmal bin Fadzil</b>, Rusdi bin Omar, Kamarul Azman bin Khamis and Syed Muhamad Shahril bin Syed Jaafar.                      Universiti Utara Malaysia, Malaysia</p> <p><b>Abstract:</b> Islam is the official religion of Malaysia and the Muslim population is expected to grow significantly with an estimated 32.7 million Muslims in Malaysia by 2050. This will be closely linked to the mosque's institution as an important medium for the religious center of the Muslim community. The institution of the mosque is not only seen as a religious activity but also as a community center, administrative center, education center, center of economic activity and others. Presently, the mosque's institution is still less than the point of worship, compared to the growing mosque with various designs but its usage is still not impressive. Although various efforts and writings have been mobilized to enhance the role of mosque institutions in Malaysia, mosque institutions as a hub for the Muslim community. Looking at the advance step taken by Masjid Abdullah Fahim in Bertam Seberang Perai Utara, Penang by introducing the E-society</p>

	<p>smartphone application or E-Mosque among the resident could enhance the resident involvement towards mosque institution. Thus, this study would like determine the usage perception of the resident towards the effective aspects should be embedded in the E-mosque application for Masjid Abdullah Fahim. An increase of mosque institution involvement through the usage of the E-mosque application could leads in building social strength through E-society as well as can compliment the needs of the new age Muslim community in Malaysia.</p>
<p><b>BM0038</b> 16:45-17:00</p>	<p>Factors Influencing the Community's Intention to Participate in Public Services: The Perspective of the Ministry of Education and Culture Aline Rogeleonick, Betty Purwandari, Riri Satria, <b>Mardiana Purwaningsih</b> and Larastri Kumaralalita Universitas Indonesia, Indonesia</p> <p><b>Abstract:</b> The use of Instagram has significantly increased globally in the private and public sectors. Previous studies have shown Instagram is successful in enhancing users' involvement. It also applies to e-participation, which is harnessed by the government to better engage with the citizens. Hence, the Ministry of Education and Culture, the Republic of Indonesia, manages an Instagram account @kemdikbud.ri. The aim is to accommodate two-way communications between the ministry and the public on current issues related to educational and cultural activities. Hence, a study to advance the interactions was conducted by investigating factors influencing people's intention to get involved with @kemdikbud.ri on Instagram. The research model was constructed from two theories—namely, the technology acceptance model and uses and gratifications theory. The model consisted of 8 variables and 30 indicators that constructed the questionnaire. There were 527 valid responses from the followers of @kemdikbud.ri. The data were analyzed with SmartPLS 3, which is a partial least squares-structural equation modeling tool. The results indicate Perceived Usefulness and Perceived Ease of Use positively affect Attitude toward Using Instagram. Furthermore, Attitude toward Using Instagram has a positive impact on Intention to Use Instagram for Citizen Participation. Besides, the intention is also positively influenced by Social Interaction and Information Acquired. These findings enrich the understanding of the public's intention to take part in e-participation on Instagram.</p>
<p><b>BM0023</b> 17:00-17:15</p>	<p>The Effectiveness of Using mBot to Increase the Interest and Basic Knowledge in Programming and Robotic Among Children of Age 13 <b>Beng Yong Lee</b>, Lee Hung Liew, Mohd Yazid Bin Mohd Anas Khan and Azlina Narawi Universiti Teknologi MARA, Malaysia</p> <p><b>Abstract:</b> The encouragement program of Science, Technology, Engineering and Mathematics (STEM) among students has been the focus of policymakers from different countries including Malaysia since the rapid development of the Internet of things (IoT). The objective of the STEM initiative is to promote interest among students in taking up the related STEM subjects especially the subjects of computer science and electronics engineering. The program also expected to produce students who have knowledge, skills and values in the STEM fields to increase the number of experts in preparing an adequate supply of qualified workers for employment. Many approaches have been applied to increase the interest of students in learning STEM and one of them is using robots. Robots have the edge of becoming the next big thing in traditional curricula. The enjoyment and excitement that bring into the learning experience by using robots are deemed as an instrumental aspect for teaching young children. This paper discussed the effectiveness of using low-cost Arduino based robots to increase the interest of students in learning about electronics and computer programming. A workshop on learning robotic programming was conducted in two selected secondary schools in Sarawak by Universiti Teknologi MARA Sarawak. A total of 93 participants of age 13 years old were taking part in the workshop. The participants were asked to fill in an entrance survey before the workshop and an exit survey after attending the workshop. By analysing both surveys, the</p>

	<p>increment of interest on STEM among the students is measured. A competition has been organized to test on the robotic programming knowledge and skills of the students. Five out of six groups of the students could use the sensor that they have not been taught before. Two groups can solve the very difficult questions that involve multiple sensors during the competition. This finding indicates that the workshop has successfully promoted the interest of learning robotic programming among the students because the students have self-learned to use the new sensors of the robot.</p>
<p><b>BM2008-A</b> 17:15-17:30</p>	<p>Emotional Factors and Nonequilibrium Dynamics of Custom Preferences: Multi-Channel Reinforcement Learning Model  <b>Ihor Lubashevsky</b>  University of Aizu, Japan</p> <p><b>Abstract:</b> Learning and adaptation play a crucial role in emergent socio-economic phenomena. Nowadays the formalism of multiple learning agents interacting via a simple game algorithm is the main concept underlining the mathematical description of complex dynamics exhibited by socio-economic systems. Meanwhile, the single agent adaptation is considered trivially stable. In the present work I argue for the idea that a more complex model of the individual behavior can give rise to a more diverse spectrum of macro-level behaviors. Within the paradigm of reinforcement learning an agent selects an option based on the information accumulated previously in selecting the available options. In the present work I generalize the paradigm of reinforcement learning to including emotional factors in decision-making. Namely, first, the status quo bias in custom behavior is considered to endow custom behavior with decision inertia. Second, the novelty seeking is introduced as the intrinsic inclination for exploration new options. Both of them are taken into account as additional channels of information processing in the human mind. As demonstrated via numerical simulation, first, the decision inertial leads to a certain continuity in human behavior which opens a gate to applying the formalism of multi-channel reinforcement learning to describing complex dynamics in systems based on human decision-making. Second, the behavior of the novelty-seeking agent can be extremely irregular and the concept of chaos may be used to characterize such reinforcement learning.</p>
<p>17:45-20:00</p>	<p style="text-align: center;"><b>Dinner</b></p>

## Poster Session

**Poster Session**  
**Times: 16:00-18:00**  
**Conference Room: Red 2**

<b>BM2002</b>	<p>Research on Employee Compensation Incentive Mechanism  Shuxin Zheng and Zhongguo Zhang  Taizhou University, China</p> <p><b>Abstract:</b> In this paper, based on the questionnaire survey results of employees in labor-intensive enterprises, it is found that the employee turnover rate and employee productivity are closely related to the hierarchical structure characteristics of employees and the salary distribution system. According to the hierarchy structure characteristics of the staff needs, a kind of differentiated, more suitable for the development of the enterprise and more flexible salary incentive mechanism and a remuneration reward system are designed, which better meet the needs of employees, and more effectively reduce the staff turnover rate, greatly arouse the enthusiasm of the staff work well. The applications of this study in a shipyard show that the salary incentive mechanism and the remuneration reward system mentioned in this paper have achieved good results: both of the working efficiency and enthusiasm of employees have been greatly improved, and the employee attrition rate dramatically declined in 2019 compared with that in 2017. Therefore, this study method and the incentive mechanism can be fully applied to large and medium-sized labor-intensive enterprises, and this research has good application value.</p>
<b>BM0002</b>	<p>Attractiveness of Online Marketing in the Age of Industry 4.0  Huynh Tan Hoi  FPT University, Vietnam</p> <p><b>Abstract:</b> In order to be able to compete in the market, all businesses equip themselves with a reasonable marketing strategy. The rapid development of the internet together with the constant innovation of technology platforms has contributed to turning the world into a digital age and creating a new marketing and online marketing trend. Now, businesses no longer overlook the role of digital marketing in reaching out to the target customers and branding for products and businesses. The paper focuses on analyzing the attraction of online marketing to young people and the importance, impact of online advertising on daily life, the status of online marketing activities of businesses and individuals in Vietnam in technology development era. The paper research the advantages and disadvantages of online marketing through surveys and previous research materials, combined with online survey methods to show advertising methods and the impact of online marketing on consumer.</p>
<b>BM0003</b>	<p>The Impact of Adoption of Information Technologies on International Tourism  Christina Tay  Chinese Culture University, Taiwan</p> <p><b>Abstract:</b> In this paper, we study the impact of adoption of various information technologies on international tourism. In this study, we use data from 2005 to 2017, a total of 1825 complete observations, from 189 countries to investigate the impact of the adoption of information technologies on international tourism. Information technology variables used in this study include fixed broadband, mobile-cellular phones and Internet subscriptions. International tourism in our study includes the number of international inbound tourists (overnight visitors) or number of tourists who travel to a country other than that in which they have their usual residence, but outside their usual environment, for a period not exceeding 12 months. We find that all our information technology variables, except for fixed broadband are positive and highly significant</p>

	<p>at 0.01%. Having Internet access has 20.8% impact on international tourism, whilst mobile-cellular subscriptions has 11.9% impact on international tourism. In order of significance, internet availability in a host country, followed by adoption of mobile-cellular phones are crucial to international tourism in a country. Finally, we also find that the adoption of information technology impacts 86.1% of international tourism in our data sample. The implications of our results are further discussed.</p>
<b>BM0007</b>	<p>An mHealth Application Redesign based on Nielsen's Usability Heuristics: A Case Study of Halodoc Arfika Nurhudatiana and Jae Young Seo Bina Nusantara University, Indonesia</p> <p><b>Abstract:</b> The mobile healthcare (mHealth) industry has demonstrated a significant progress over the years. The growth of mHealth applications in the past decade has been very impressive. Nonetheless, the adoption of mHealth applications in Indonesia has been relatively low. In this research, the usability of a popularly used mHealth application in Indonesia called Halodoc was explored. The usability study was conducted in three phases, which included a usability evaluation of the existing application, a user interface (UI) redesign, and an evaluation of the new prototype. The usability evaluation was performed by a panel of UI/UX practitioners by following the ten principles of Nielsen's usability heuristics. Findings from the usability evaluation showed that many of the usability issues found in the existing application were related to 'visibility of system status', 'helping users to recognize, diagnose and recover from errors', and 'user control and freedom'. To address the identified usability issues, the user interface of the original version of the mobile application was redesigned. The developed prototype was evaluated by the same panel of evaluators. The results showed that the usability of the original version of the application had been improved. In addition, the new prototype helped to improve the findability and accessibility of the application.</p>
<b>BM0010</b>	<p>The Collaboration between Schools and Firms in Training Human Resources for Socio-Economic Development in Vietnam Nguyen Thanh Tam FPT University, Vietnam</p> <p><b>Abstract:</b> From the current situation the paper has made some recommendations for the State of Governors, Schools, Firms and Learners to enhance the cohesion link between schools and firms. Accordingly, it has been increasingly necessary to renovate and strengthen the management of the State in establishing such a very strong cohesion link between the school and the firm recently. The School should be working side by side and be associated with the Firm in developing the training programs. At the same time the Firm needs to obtain specific scheme with long-term plans for developing and training human resources by sending their people to study abroad, go to schools, centers, foreign training centres and developing more of special programs for talented people or via enhancing process of recruitment. Simultaneously for learners, when selecting the school and the field of studies for their career, it is necessary to determine the importance of the relevant industry, the sectoral shifts of employment market in order to to ensure for a secured appropriate job with a bright future of their career path.</p>
<b>BM0014</b>	<p>Automatic Asset Selection and Allocation System with Nsga-Ii and Genetic Programming Xingzhou Li University of Manchester, UK</p> <p><b>Abstract:</b> Making a good investment decision is always difficult because of the large uncertainty, randomness, and unpredictability of asset price. However, a portfolio can help investors achieve a better result with a proper allocation of good quality assets and appropriate</p>

	<p>weights. In this study, we construct an automatic asset selection and allocation system. We first apply the genetic programming to design new risk factors which can bring abnormal return based on classical factors and then use the classical factors to select stocks. After that, weight of each stock is optimized by NSGA-II with three objective functions: Sharpe ratio, skewness and kurtosis. Our factors generated through by genetic programming successfully capture the abnormal return and NSGA-II helps us maximize Sharpe ratio and minimize drawdown and shortfall. In the last, though we have achieved remarkable cumulative return based on the optimized portfolio, more efforts are needed while applying it to the real market.</p>
<p><b>BM0018</b></p>	<p>Gossips and Individuals in Organization: Drivers of Likelihood to Share Gossips Adilla Anggraeni and Michael Michael Bina Nusantara University, Indonesia</p> <p><b>Abstract:</b> Gossip is a social phenomenon whose existence is prevalent in every organization. The advancement of technology has also facilitated the spreading of gossip within an institution. This research involves individuals as users of (chatting platform application) and whether the act of spreading the information can be influenced by psychological factors such as individual personality and the relevance of the gossip towards the individuals who hear or receive the gossip. The variables investigated in this study are need for drama, interpersonal closeness, compassion, and personal valence in influencing an individual's likelihood to share gossip. It is expected that this study can provide insights to managers and leaders to gain better understanding of the various functions gossip serves within organizations.</p>
<p><b>BM0029</b></p>	<p>Analysis of Student Academic Achievement and Social Media Activities by Using Data Approach Enda Esyudha Pratama and Eva Faja Ripanti Tanjungpura University, Indonesia</p> <p><b>Abstract:</b> This study aims to analysis the relationship of student academic performance to the activity of using social media. The method used in this research is a data mining approach to analysis its connectedness. Data mining techniques used are association and classification. As for the needs of the data used comes from student academic data sourced from Academic Information System and social media activity data comes from Instagram using Application Programming Interface (API) for get data automatically. Data requirements for academic achievement, i.e. grade-point average (GPA), duration of study, and faculty. As for identifying the data of social media activity, i.e. number of post (feed), number of following &amp; follower, date &amp; time post, and caption. The results of the analysis in this study indicate a relationship between academic achievement and the activity of using social media.</p>
<p><b>BM0020</b></p>	<p>Examining the influence of customer-to-customer electronic word of mouth on purchase intention in social networking sites Adilla Anggraeni, Sukma Putra and Bagas Prakoso Suwito Bina Nusantara University, Indonesia</p> <p><b>Abstract:</b> This paper discusses factors that drive perception of eWOM usefulness. Quantitative approach was employed for this research. Respondents were individuals who have made an online purchase using Instagram as its platform. The finding suggest that both perceived persuasiveness and source trustworthiness are significant predictors of e-WOM usefulness. Secondly, source trustworthiness was shown to have a significant positive impact on e-WOM credibility.</p>

<p><b>BM1009</b></p>	<p>Hedonic Motivation and Price Value Factor Empirical Study in Acceptance of E-Marketplace for MSMEs Nyoman Sri Subawa and Caren Angellina Imaki Universitas Pendidikan Nasional (UNDIKNAS University), Indonesia</p> <p><b>Abstract:</b> The speed of globalization and the development of information and communication technology are the most powerful forces affecting the world economy and commerce, which can be seen in the rapid rise of the electronic market that is reshaping the business world. Many large companies use e-commerce called e-marketplace when developing their businesses, so they can compete in global markets. Therefore, this study identifies the e-marketplace acceptance in MSMEs under the constructs of hedonic motivation and price value. This study is conducted through online questionnaire survey to collect the data from the participants located at Badung Regency, Gianyar Regency, and Denpasar Regency, Bali, Indonesia. The participants of this study are selected with non-probability sampling technique, and about 100 participants from the three regencies had well completed the survey question. The collected data were statically analyses through IBM SPSS Statistic 25 and SmartPLS 3.0 software for descriptive analysis. The developed hypotheses were also been tested based on the significant of P-Value. The result obtained shows both constructs of hedonic motivation and price value have a positive relationship with behavioral intention to use e-marketplace.</p>
<p><b>BM0037</b></p>	<p>XGBoost Based Strategic Consumers Classification Model on E-commerce Platform Mengjin Du, Zhuchao Yu , Teng Wang, Xueying Wang and Xihao Jiang Northeastern University, China</p> <p><b>Abstract:</b> The strategic consumption behavior that manifests as “holding money and delaying the purchase” is an important factor affecting the profits of e-commerce platforms. Studies have shown that ignoring the strategic consumption behavior of users will bring up the losses that are equal to 30% profits. After selecting strategic consumers, companies can make targeted pricing and marketing for this particular group of people, thereby reducing the waiting time for strategic consumers. Therefore, this paper proposes a strategic consumers classification model for e-commerce platforms based on the XGBoost model. After through effective processing of JD Mall user behavior data, we build characteristics consistent with strategic consumer behaviors and use XGBoost to train and tune. The accuracy of the classification model reached 89.59%. The effect of XGBoost has achieved a better classification result than that of other classification models, thus this model can provide references for personalized recommendations and precise marketing in practical applications and increase corporate’s profits.</p>
<p><b>BM1006</b></p>	<p>System of Organizational Terms as a Theoretical Foundation for Team Management Automation <b>Olaf Flak</b> University of Silesia in Katowice, Poland</p> <p><b>Abstract:</b> The main scientific objective of the paper is to present a methodological concept called the system of organizational terms which could enable replacing human managers with algorithms. The research problem in the paper concerns a possibility of replacing human managers with robots in the field of team management. The research problem can be described by a research question, which should be answered before implementing team management automation. The question is: what does a team manager really do? The research problem entails a hypothesis: if we could know what a team manager really does, we could imitate them in managing their team. When this hypothesis is true, we could implement team management automation based on recorded managerial behavior. Going back to the classical point of view on management, this would be a real accomplishment of Drucker’s words that in the future “computers” will not only make decisions but they will do much more. In order to solve this</p>



	<p>research problem the system of organizational terms was designed. The system of organizational terms is a (1) holistic, (2) coherent and (3) formalized methodological concept of management sciences, which allows to practice management sciences in such a way that some fields of team management could be automated. In this paper there are presented traditional theoretical approaches to team management as a foundation for a team management representation in a holistic, coherent and formalized methodological concept. There are also examples of its previous verifications aimed at team management automation.</p>
<p><b>BM1008</b></p>	<p>An Empirical Study of E-Marketplace Acceptance in MSMEs under the Constructs of Effort Expectancy, Social Influence and Facilitating Condition Factors Nyoman Sri Subawa and Caren Angellina Imaki Universitas Pendidikan Nasional (UNDIKNAS University), Indonesia</p> <p><b>Abstract:</b> MSME is one of the important parts of a country's economy, because MSME has a very important role in improving the speed of community economic development. The development of ICT has brought about revolutionary changes in human lifestyles and the workplace. The spread of ICTs will bridge the gap by reducing economic distances and providing instant and economic access to information. Thus, this study used online questionnaire survey to gather the primary data to determine the acceptance in MSMEs under the constructs of effort expectancy, social influence and facilitating condition. This study is conducted in Bali, Indonesia focuses at Badung Regency, Gianyar Regency, and Denpasar Regency. The population of this study is chosen through non-probability sampling, and about 100 participants had successfully completed the provided questionnaire questions. This study used IBM SPSS Statistic 25 and SmartPLS 3.0 program to analyses the collected data for descriptive analysis as well as hypotheses testing. The obtained result indicated that the effort expectancy has a positive relationship with behavioral intention to use e-marketplace, while other constructs such as social influence and facilitating condition do not have a positive relationship with behavioral intention to use e-marketplace.</p>
<p><b>BM0024</b></p>	<p>Use of ANP and TOPSIS for the 3D Printing on Customized Electrical Vehicles Tsuiyuan Tseng and Dengfeng Li Fuzhou University, China</p> <p><b>Abstract:</b> Development of electric vehicles (EVs) is one primary goal of the China Government; in order to propose sustainable strategies and highlights for EVs, it is worthy of further study by the efforts from Industry, University, and Government. This study starts from the aspect of a green energy company. We attempt to set up a new business model by 3D printing for customized electrical vehicles. The alternative evaluation model is based on nine criteria, which are filtered from thirteen criteria in the beginning. The approach of multiple criteria decision making (MCDM): an analytical network process (ANP) with the technique for order preference by similarity to an ideal solution (TOPSIS) is used in this study to help the decision-maker to choose the appropriate alternative for developing electric vehicles. Four alternatives are considered in this study. They are two options for 3D printing: independently research or outsourcing and two types of power cells (fuel cell or lithium-iron cell) to form four possible alternatives. Studying results show that the company should outsource 3D printing and use a lithium-iron cell.</p>
<p><b>BM1003</b></p>	<p>Sustainable Development of Manufacturing Enterprises: Based on Business Model Innovation Zhenyi YANG, Jinyan ZHANG and Huixin YANG Shandong University, China</p> <p><b>Abstract:</b> Confronting the global challenges, Chinese manufacturing enterprises have been enforced to explore new competitive advantages for sustainable development. Therefore,</p>

	<p>business model innovation is a promising way for enterprises to transform and upgrade in order to achieve long-term profitability and survival. Based on the case analysis, this paper focuses on the core element-value, and discusses the frontier issues such as value chain and value network of sustainable business model. At the same time, it explores how to embed sustainability into business model innovation to improve the transformation, upgrading and sustainable development of traditional manufacturing enterprises. This paper elaborates KuteSmart's new sustainable business model - C2M business model, which contributes to the current body of knowledge. The study of the KuteSmart clothing manufacturer reveals important lessons for scholars and practitioners on manufacturing enterprises' transformation, sustainable development and sustainable business model innovation.</p>
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## Listeners' List

<b>Listener 1</b>	Yunjeong Lim Soongsil University, South Korea
<b>Listener 2</b>	Wongyu Lee Soongsil University, South Korea
<b>Listener 3</b>	Donghyun Ko Soongsil University, South Korea
<b>Listener 4</b>	Sérgio Moro IISCTE-IUL, Portugal

# Upcoming Conferences



**2020 The 11th International Conference on E-business, Management and Economics (ICEME 2020)** will be held in Beijing University of Technology, Beijing, China during July 15-17, 2020. ICEME 2020 is sponsored by Beijing University of Technology. The mission of ICEME is to foster and conduct collaborative interdisciplinary research globally, in the state-of-the-art methodologies and technologies within its areas of expertise.

## Publication



Accepted excellent papers by ICEME 2020 will be published in the International Conference Proceedings, which will be sent to be indexed by **EI Compendex** and **Scopus**, and submitted to be reviewed by Thomson Reuters Conference Proceedings Citation Index (ISI Web of Science).

## Topics

Topics of interest for submission include, but are not limited to:

- |  |  |
|--|--|
| E-Business strategy and value creation                   | Cultural factors for adoption and use of IT/IS |
| E-Business impacts across organizations                  | Big data for business intelligence             |
| Workflow management for e-business                       | Information asymmetry in e-commerce market     |
| Services computing in e-business                         | Open innovation and IT business value          |
| Business intelligence systems and collaborative business | Online purchase intention in social commerce   |
| Entrepreneurship in technology innovation strategy       | Service economics and risk management          |

## Submission Methods

1. Email: [iceme@academic.net](mailto:iceme@academic.net)
2. Electronic Submission System: <http://confsys.iconf.org/submission/iceme2020>

## Important Dates

Submission Deadline	April 25, 2020
Notification Deadline	May 15, 2020
Registration Deadline	June 05, 2020
Conference Date	July 15-17, 2020

[www.iceme.org](http://www.iceme.org)



Welcome to **2020 The 4th International Conference on E-commerce, E-Business and E-Government (ICEEG 2020)**, which will be held from June 17 to 19, 2020, in IDRAC Business School, Paris, France. ICEEG 2020 is organized by IEDRC and co-organized by IDRAC Business School.

## Publication

The accepted and registered papers will be published in conference proceedings, which will be sent to be indexed by **EI Compendex** and **Scopus**.

ICEEG 2017 conference proceeding have been included in ACM Digital Library.

ICEEG 2017 conference proceeding have been indexed by **EI Compendex** and **Scopus**.

ICEEG 2018 conference proceeding have been included into ACM's digital library.

ICEEG 2018 conference proceeding have been indexed by **EI Compendex** and **Scopus**.

ICEEG 2019 conference proceeding have been included into ACM digital library

ICEEG 2019 conference proceedings have been indexed by **EI Compendex** and **Scopus**.

## Topics

Topics of interest for submission include, but are not limited to:

Cloud Computing & As-a-Service Platforms

Covered Bonds

Cross-Border Private Placements

Derivatives & Commodities

Digital markets and marketplaces

Economic Development

Economic Methodology

Liability Management

micro-loans and credit facilities

Mobile Payments

Mortgage

New Products

## Submission Methods

1. Email: [iceeg@academic.net](mailto:iceeg@academic.net)

2. Electronic Submission System: <http://confsys.iconf.org/submission/iceeg2020>

## Important Dates

Submission Deadline	April 15, 2020
Notification Deadline	May 10, 2020
Registration Deadline	May 25, 2020
Conference Date	June 17-19, 2020

[www.iceeg.org](http://www.iceeg.org)



**2020 The 4th International Conference on Business and Information Management (ICBIM 2020), which will be held in The Faculty of Economics of Sapienza University of Rome, Italy on August 03-05, 2020.**

The Conference purpose is to provide participants with an opportunity to present new systems, methods, techniques and tools for information management and their applications in business processes and decision making. The focus will be on new systems, methods, techniques and tools for re-designing decision making processes, business processes and structures.

**Publication**

The accepted and registered papers will be published in conference proceedings, which will be sent to be indexed by **EI Compendex** and **Scopus**.

ICBIM 2017 conference proceeding have been included in ACM Digital Library.

ICBIM 2017 conference proceeding have been indexed by **EI Compendex** and **Scopus**.

ICBIM 2018 conference proceeding have been included into ACM's digital library.

ICBIM 2018 conference proceeding have been indexed by **EI Compendex** and **Scopus**.

ICBIM 2019 conference proceeding have been included into ACM digital library

ICBIM 2019 conference proceedings have been indexed by **EI Compendex** and **Scopus**.

**Topics**

Topics of interest for submission include, but are not limited to:

- Innovative business models
- Enterprise application integration
- Business process re-engineering
- Virtual enterprises and virtual markets
- Inter-organizational systems
- Future work environments for e-Business
- Business process integration
- Business-to-consumer e-commerce
- E-government, policy and law
- Business/Enterprise Architectures
- Mobile and pervasive commerce
- Communication
- IT and IS Innovation
- Management and Organization Behavior
- Management Education
- Management Information System
- Managerial Consultation

**Submission Methods**

1. Email: [icbim@academic.net](mailto:icbim@academic.net)
2. Electronic Submission System: <http://confsys.iconf.org/submission/icbim2020>

**Important Dates**

Submission Deadline	April 5, 2020
Acceptance Notification	April 25, 2020
Registration Deadline	May 15, 2020
Conference Date	August 03-05, 2020



