

**RUNDOWN**  
**3<sup>rd</sup> BUSINESS, MANAGEMENT AND GOVERNANCE**  
**INTERNATIONAL CONFERENCE (BMAGiC) 2023**  
*Integrity, Governance, and Sustainability: Building a Resilient Future*  
**9th & 10th NOVEMBER 2023**  
**University College of Yayasan Pahang (UCYP)**  
(Malaysian Time GMT+8)

<b>FIRST DAY</b>	
<b>Thursday, 9<sup>th</sup> November 2023</b>	
<b>Auditorium, UCYP Main Campus</b>	
<b>Time</b>	<b>Agenda</b>
<b>BMAGiC 2023 Launching Ceremony</b> <i>Emcee &amp; Moderator: Puan Suhaila Mukhtar</i>	
<b>08.15 a.m. – 09.00 a.m.</b>	<b>Arrival of Speakers, Presenters &amp; Participants</b> <b>Registration</b>
<b>09.00 a.m. – 09.20 a.m.</b>	<b>Arrival of</b> <b>YBhg. Tan Sri Dato' Sri Professor Dr. Noorul Ainur binti Mohd Nur</b> <i>Chairman, Board of Governors, University College of Yayasan Pahang (UCYP), Malaysia</i> <b>YH. Dato' Sri Hajah Shahaniza binti Shamsuddin</b> <i>Chairman, KYP Education Sdn. Bhd.</i> <b>National Anthem</b> <i>Negaraku</i> <b>State Anthem</b> <i>Allah Selamatkan Sultan Kami</i> <i>Welcoming Cultural Dance by Walinong Sari, UCYP Malaysia</i> <i>Doa Recital: Muhammad Lukman Hakimi bin Ismail</i>
<b>09.20 a.m. – 09.30 a.m.</b>	<b>Welcoming Remarks</b> <b>YH. Professor Dato' Dr. Muhammad Fauzi bin Mohd Zain</b> <i>Vice Chancellor, University College of Yayasan Pahang (UCYP), Malaysia</i>
<b>09.30 a.m. – 09.45 a.m.</b>	<b>Opening Speech</b> <b>YH. Dato' Sri Hajah Shahaniza binti Shamsuddin</b> <i>Chairman, Board of Directors, University College of Yayasan Pahang (UCYP), Malaysia</i> <b>BMAGiC 2023 Launching Gimmick</b>

09.45 a.m. – 10.15 a.m.	<b>Keynote Address</b> <b>TOPIC: FROM POLICY TO PRACTICE: ALIGNING INTEGRITY AND GOVERNANCE FOR SUSTAINABLE OUTCOMES</b>  <b>YBhg. Datuk Nor Yahati Binti Awang</b> <i>Chief Executive Officer, The Malaysian Institute of Integrity (IIM), Malaysia</i>
10.15 a.m. – 10.30 a.m.	<b>Souvenir Giving</b> <b>Photo Session</b>
10.30 a.m. – 11.00 a.m.	<b>Break</b>
<b>Invited Speaker Presentation: Session I</b> <i>Moderator: Chin Kuo Ren</i>	
11.00 a.m. – 11.30 a.m.	<b>TOPIC: WAQF GOVERNANCE AND WELFARE OF THE COMMUNITY</b> <b>Prof. Dr. Sri Fadilah</b> <i>Universiti Islam Bandung (UNISBA), Indonesia</i> Q&A Session
11.30 a.m. – 12.00 p.m.	<b>TOPIC: CORPORATE GOVERNANCE AND PERFORMANCE OF SMES REGISTERED WITH SIALKOT CHAMBER OF COMMERCE AND INDUSTRY</b> <b>Dr. Muzaffar Asad</b> <i>Dhofar University, Oman</i> Q&A Session
12.00 p.m. – 12.30 p.m.	<b>TOPIC: THE TRIPARTITE IMPERATIVES: HARNESSING INTEGRITY, GOVERNANCE, AND SUSTAINABILITY TO BUILD A RESILIENT FUTURE FOR ENTREPRENEURSHIP IN ASEAN COUNTRIES</b> <b>Dr. Lukman Raimi</b> <i>Universiti Brunei Darussalam (UBD), Brunei</i> Q&A Session
12.30 p.m. – 02.00 p.m.	<b>Break</b>
<b>Invited Speakers Presentation: BULAN INTEGRITI NASIONAL “Integriti Citra Malaysia Madani”</b> <i>Moderator: Siti Nur Ilyana</i>	
02.00 p.m. – 02.30 p.m.	<b>TOPIC: ETHICAL LEADERSHIP</b> <b>Dato’ Yeow Wah Chin</b> <i>Ahli Lembaga Pengarah, Institut Integriti Malaysia (IIM), Malaysia</i> Q&A Session
02.30 p.m. – 03.00 p.m.	<b>TOPIC: POTENTIAL OF CORRUPTION AT ROAD TRANSPORT DEPARTMENT</b> <b>Assoc. Prof. Ts. Dr. Zaidi Bin Abdul Razak</b> <i>Vice Chairman, Chartered Institute of Logistics and Transport Malaysia (CILTM) - Pahang State Section</i> Q&A Session

<b>Papers Presentation: Session I (Physical)</b> <i>Moderator: Siti Nur Ilyana</i>	
<b>03.00 p.m. – 03.30 p.m.</b>	<p><b>COMPARING STUDENT PERCEPTIONS: A TWO-DECADE ANALYSIS OF PERCEPTION DIFFERENCES FROM 2003 TO 2023</b></p> <p><i>Dr. Rashidah Kamarulzaman, The Malaysian Institute of Integrity, Malaysia</i>  <i>Norasikin Baharudin, The Malaysian Institute of Integrity, Malaysia</i>  <i>Dr. Faathirah Jamaluddin, The Malaysian Institute of Integrity, Malaysia</i>  <i>Nur Rasyidah Isa, The Malaysian Institute of Integrity, Malaysia</i></p>
	<p><b>WAREHOUSE SUPPLY CHAIN SECURITY TOWARDS GOVERNANCE PROCESS IN PORT</b></p> <p><i>Assoc. Prof. Ts. Dr. Zaidi Bin Abdul Razak, Chartered Institute of Logistics and Transport Malaysia (CILTM) - Pahang State Section</i></p>
<b>03.30 p.m. – 04.00 p.m.</b>	<b>Break</b>
<b>04.00 p.m. – 05.00 p.m.</b>	<p><b>STUDENTS' SATISFACTION TOWARD ONLINE LEARNING: A LONGITUDINAL STUDY</b></p> <p><i>Mohd Zainal Munshid Harun, University of Technology Sarawak (UTS), Malaysia</i>  <i>Emy Azizah Majid, University of Technology Sarawak (UTS), Malaysia</i>  <i>Cindy Ling Liing Sing, University of Technology Sarawak (UTS), Malaysia</i></p>
	<p><b>THE ADEQUACY OF ISO 37001 AS REQUIREMENTS OF SECTION 17A MACC ACT 2009</b></p> <p><i>Nur Athirah Syuhada binti Hasni, University College of Yayasan Pahang (UCYP), Malaysia</i></p>
	<p><b>HEALTH AND WELLNESS TOURISM DEVELOPMENT IN PANTAI BATU HITAM, KUANTAN: PERSPECTIVE FROM BUSINESS PROVIDERS</b></p> <p><i>Mohamad Izham Bin Takiudin, University College of Yayasan Pahang (UCYP), Malaysia</i>  <i>Siti Nur Ilyana Binti Shaharin, University College of Yayasan Pahang (UCYP), Malaysia</i>  <i>Illy Najihah Binti Mohad Khazin, University College of Yayasan Pahang (UCYP), Malaysia</i>  <i>Azam Azizan Bin Azizol, University College of Yayasan Pahang (UCYP), Malaysia</i></p>
	<p><b>THE EFFECTS OF EMPLOYEE DIVERSITY ON EMPLOYEE PERFORMANCE</b></p> <p><i>Ahmad Ramadhan Abdul Rahmat, University College of Yayasan Pahang (UCYP), Malaysia</i></p>
<b>05.00 p.m.</b>	<b>End of Day 1</b>

**SECOND DAY**  
**Friday, 10<sup>th</sup> November 2023**

Time	Agenda	
08.15 a.m. – 09.00 a.m.	Arrival of Participants & Registration Sponsorship Promo	
09.00 a.m. – 10.00 a.m.	<b>ROOM I</b> <b>Paper Presentation: Session IV (Online)</b> <b>Zoom Link: <a href="https://bit.ly/BMAGIC23-10NOV23">https://bit.ly/BMAGIC23-10NOV23</a></b> <i>Moderator: Chin Kuo Ren</i>	<b>ROOM II</b> <b>Papers Presentation: Session V (Online)</b> <b>Zoom Link: <a href="https://bit.ly/BMAGIC23-10NOV23">https://bit.ly/BMAGIC23-10NOV23</a></b> <i>Moderator: Khairunnisa Khazin</i>
	<b>TOPIC:TBA</b> <i>Assoc. Prof. Dr. Norizan Azizan, Albukhary International University, Malaysia</i>	<b>ENVIRONMENTAL EFFICIENCY OF INDIAN COMPANIES</b> <i>Prof. Manisha Sinha, University of Delhi, India</i>
	<b>HIKING ACTIVITY FOR LEISURE SATISFACTION</b> <i>Dr. Shaiful Azlan, Universiti Teknologi Mara (UiTM), Malaysia</i>	<b>INTEGRATED AND SUSTAINABLE GOVERNMENT FINANCIAL POLICIES AND RESILIENT FUTURE OF THE BANKING INDUSTRY</b> <i>Dr. David Ahonkhai, Dennis Osadebay University, Asaba, Nigeria</i>
	<b>CHAT GPT: A TECHNOLOGICAL SOLUTION OR DILEMMA FOR THE EDUCATION SYSTEM IN 2023</b> <i>Zohaib Hassan Sain, Superior University, Pakistan</i>	<b>OMNICHANNEL STRATEGY, BRAND EQUITY AND CONSUMER BUYING DECISIONS IN RETAILS IN EAST COAST OF MALAYSIA</b> <i>Halimatul Saadah Mohd. Salleh, Universiti Teknologi Mara (UiTM), Malaysia</i>
	<b>FACTORS MILITATING AGAINST FEDERAL GOVERNMENT OF NIGERIA’S AFFORDABLE HOUSING DELIVERY PROGRAMME</b> <i>Dr. Ochuko Samuel Alagba, Dennis Osadebay University, Asaba, Nigeria</i> <i>Dr. Ediri Joseph Ugherughe, Dennis Osadebay University, Asaba, Nigeria</i> <i>Rita Uzoma Egugbo, Dennis Osadebay University, Asaba, Nigeria</i>	<b>THE IMPACT OF TRANSFORMATIONAL LEADERSHIP ON POLITICAL ORGANIZATION PERFORMANCE : EXPLORING THE MODERATING ROLE OF ETHICAL PRACTICES</b> <i>Sida Tantiana Binti Baji Sariat, University College of Yayasan Pahang (UCYP), Malaysia</i>
10.00 a.m. – 10.30 a.m.	<b>Break</b>	
10.30 a.m. – 11.30 a.m.	<b>SUPPLY CHAIN GOVERNANCE, SOCIAL ECONOMIC STRATEGY TOWARDS FINANCIAL PERFORMANCE</b> <i>Siti Amerieska, Airlangga University, Indonesia</i> <i>I Made Narsa, Airlangga University, Indonesia</i>	<b>BEHAVIORAL INTENTIONS OF TAXABLE ENTREPRENEURS TOWARDS THE PROSPECTS OF IMPLEMENTING A BLOCKCHAIN-BASED VALUE ADDED TAX (VAT) SYSTEM IN INDONESIA</b> <i>Nurul Izzah Lubis, Universitas Potensi Utama, Medan, Indonesia</i> <i>Citra Windy Lubis, Universitas Potensi Utama, Medan, Indonesia</i> <i>Gabrielle Yudhistira, Universitas Potensi Utama, Medan, Indonesia</i>
	<b>EMERGENCY PROCLAMATION THROUGH LAWS REGULATION DURING THE COVID-19 PANDEMIC IN MALAYSIA</b> <i>Muhammad Naqib Sahrani, Universiti Islam Selangor, Malaysia.</i>	<b>OPTIMIZING SUPPLY CHAIN MANAGEMENT IN E-COMMERCE - STRATEGIES FOR EFFICIENCY AND CUSTOMER SATISFACTION</b> <i>Anis Thurayya Mohamad Rodzi, Universiti Teknologi Mara (UiTM), Malaysia</i>

	<p><b>THE ADOPTION OF SOCIAL MEDIA IN ACHIEVING BUSINESS GROWTH AMONG SMALL MEDIUM ENTERPRISES (SME) PAHANG RETAILERS</b></p> <p><i>Idris Mohamad, Universiti Teknologi Mara (UiTM), Malaysia</i></p>	<p><b>FINANCIAL INCLUSION AND DEPOSIT MONEY BANKS PERFORMANCE IN NIGERIA</b></p> <p><i>Dr. Ediri Joseph Ugherughe, Dennis Osadebay University, Asaba, Nigeria</i> <i>Ochuko Samuel Alagba, Dennis Osadebay University, Asaba, Nigeria</i></p>
	<p><b>EXPLORING THE EFFECTS OF AUTHENTIC LEADERSHIP ON EMPLOYEE WELL-BEING AND IT'S CONSEQUENCES ON TASK PERFORMANCE IN DIGITAL ERA</b></p> <p><i>Ahmad Saifullah Bin Razali, Universiti Teknologi Mara (UiTM), Malaysia</i></p>	<p><b>CONSEQUENCES OF CUSTOMER EXPERIENCE QUALITY ON CUSTOMER PERCEIVED VALUE AND CUSTOMER SATISFACTION IN PUBLIC SECTORS ONLINE SERVICE DELIVERY IN MALAYSIA</b></p> <p><i>Nur Amira Mohd Zakaria, Universiti Teknologi Mara (UiTM), Malaysia</i></p>
<p><b>BMAGiC 2023 Closing Ceremony</b> <i>Moderator: Siti Nur Ilyana</i></p>		
<b>11.30am – 12.00pm</b>	<p><b>Closing Remarks</b> <b>Best Presenter's Award</b> Photo Session</p>	
<b>12.00pm</b>	<b>End of Conference</b>	