

# TAR UMT INTERNATIONAL RESEARCHER AND STUDENT CONFERENCE (IRSC) 2023

## Sustainability in the New Economy

DATE: 9th to 12th AUGUST 2023

VENUE: TAR UMT



The IRSC 2023 is a dual conference, consisting of concurrent sessions for researchers and students respectively. It aims to be a platform for participants to interact, share research findings as well as explore common values and themes pertinent to the current economic climate, such as diversity, inclusivity, digital transformation and sustainability, with the goals of building research networks and fostering collaborative relationships.

## AGENDA (DAY 1)

### DAY 1 (10/8/2023)

### ACTIVITIES

9:00am-9:30am  
9:30am-10:00am

Arrival of delegates  
Welcome speech by President

SESSION 1  
10:30am- 12:00pm

Keynote Speakers:  
1. Andrew Lim (Portfolio Head, ACCA  
Maritime Southeast Asia)

2. Prof. Dr. Hooy Chee Wooi  
(Universiti Sains Malaysia)

3. Dr. Mohamad Norjayadi B. Tamam  
(Director of Delivery Management  
Office, Productivity Growth  
Department, Malaysian Productivity  
Corporation)

Moderator (Keynote Speakers):  
Assoc. Prof. Dr. Chin Mui Yin

### LUNCH BREAK

Dewan Utama


### GALA DINNER

6:00pm

Sport Complex

 [irsc2023@tarc.edu.my](mailto:irsc2023@tarc.edu.my)

 <https://www.tarc.edu.my>

 Kampus Utama, Jalan Genting  
Kelang, 53300 Kuala Lumpur, Malaysia

## Session 1

Date: 10 August 2023

Time: 2pm -4:30pm

Venue: AA102

Session Chair: Assoc.Prof. Dr. Le Khuong Ninh

Research Committee Member In Charge: Student representative

Name Of The Presenter	Topic	University
Ngo My Tran, Bui Thi Kim Thanh & Tran Buu Hau	Determinants On Green Purchasing Behavior Of Generation Y: Empirical Evidence From Can Tho City	Can Tho University, Vietnam
Janice Ong, Ivana Chandra Voo, Chu Wen Tyng	Environmental Management And Accounting Practices Within Sabah Parks, Malaysia: A Preliminary Study	TAR UMT, Malaysia
Rina Anindita Widya Dwi Utami	The Role Of Career Adaptability In Retaining Health Workers In Class B Hospitals: Lessons From Pandemics	Universitas Esa Unggul, Indonesia
Nurwahida Yaakub & Aqilah Nadiyah Md Sahiq	Towards Financial Inclusivity For Mental Health Patients	Heriot-Watt University, Malaysia
Leddy Teresa Kristianthya, Erni Ekawati	A Socially Responsible Company In Relation To Its Growth And Stock Mispricing: A Comparison Study In Indonesia And Japan	Universitas Kristen Duta Wacana, Yogyakarta, Indonesia

## Session 2

Date: 10 August 2023

Time: 2pm -4:30pm

Venue: AA103

Session Chair: Assoc. Prof. Dr. Phuah Kit Teng

Research Committee Member In Charge: Lim Tze Jian

Name Of The Presenter	Topic	University
Justina Joseph Jeyaraj, Shyue Chuan, Chong, Mui Yin, Chin, Lee Peng, Foo	Gig Economy And Youth Unemployment	TAR UMT, Malaysia
Gesti Memarista, Deatri Arumsari Agung	Women's Investment Factors Driver	Universitas Katolik Widya Mandala Surabaya, Indonesia
Nadila Hingis Maryadi, Wahyudi Wibowo, Gesti Memarista, Purnomohadi Sutedjo	Does Buy-Now-Pay-Later Feature Encourage Impulsive Buying Behavior Among Generation Z Consumers? Evidence From An E-Commerce Platform In Indonesia	Widya Mandala Surabaya Catholic University, Indonesia
Yohanes Sondang Kunto	The Effects Of Product Innovation And Perceived Nostalgia On Post-Purchase Intention Of Srabi Notosuman Tradisional Pancake In Solo, Indonesia: A Multi-Generation Analysis	Petra Christian University, Indonesia
Nguyen Tuan Kiet	Factors Affecting the Decision to Adopt Climate-Smart Agriculture Technologies and Practices Among Faming Households in North-Central Vietnam	Can Tho University, Vietnam

## Session 3

Date: 10 August 2023

Time: 2pm -4:30pm

Venue: AA107

Session Chair: Dr. Ow Mun Waei

Research Committee Member In Charge: Student representative

Name Of The Presenter	Topic	University
Amy Yeo Chu May & Loi Kuong Min & Lim Yoong Hing	The Key Antecedents Of Shareholder Activism And Organisational Factors Underpinning Sustainable Reporting Quality: A Systematic Preliminary Review	TAR UMT, Malaysia
Xingyuan Yao	Is Sustainable Crowdfunding More Likely To Be Successful? Evidence From Asia	Zhejiang Financial College, China
Abdul Jabbar D. Lucman	Faculty Retention Amidst Security Crisis: The Case Of The Mindanao State University-Main Campus	Mindanao State University, Philippines
Stephen Carter	What is this sustainability thing?	Heriot-Watt University, UK
Phan Anh Tu	Firms, Context, And Bribery In A Transition Economy	Can Tho University, Vietnam

## Session 4

Date: 10 August 2023

Time: 2pm -4:30pm

Venue: Auditorium

Session Chair: Prof. Dr. Lia Amalia

Research Committee Member In Charge: Ms. Lai Chooi Ling

Name Of The Presenter	Topic	University
Jia En Choo, Chia Yen Yang, Kok Wai Chew	Impulse Purchasing Behaviour Toward Mobile Wallet In Malaysia: A Stimulus-Organism-Response Approach	TAR UMT, Malaysia
Keni Keni, Paul Irfon, Teoh Ai Ping	The Impact Of Trust, Enjoyment, And Social Interaction On Loyalty Toward Online Game	Universitas Tarumanagara, Indonesia
Jocelyn Cynara Prayogo , Gracia Ongkowijoyo, Charly Hongdiyanto	Investigating University Student's Green Entrepreneurial Intention: A Pathway Towards Green Economy Transition And Sustainability	Universitas Ciputra Surabaya, Indonesia
Riris Rotua Sitorus, Sihar Tambun	Sustainability Reporting In Indonesia: Challenges And Benefits For Companies	Universitas Esa Unggul, Indonesia
Nguyen Thi Thuy Ngan	Willingness To Pay For Renewable Energy: A Case Study In Ho Chi Minh City, Viet Nam	Can Tho University, Vietnam

## AGENDA (DAY 2)

**DAY 2 (11/8/2023)**

### ACTIVITIES

**9:00am-9:30am**

#### Arrival of delegates

SESSION 1  
9:30am-12:00noon

Parallel Session  
Presenters 1-5 (Each presenter  
30 minutes)

#### LUNCH BREAK

Tun Tan Siew Sin Building

SESSION 2  
2:30pm -5:00pm

Parallel Session  
Presenters 1-5 (Each presenter  
30 minutes)

## Session 5

Date: 11 August 2023

Time: 9:30am -11:30pm

Venue: AA102

Session Chair: Dr. Rina Anindita

Research Committee Member In Charge: Puan Sri Mary

Name Of The Presenter	Topic	University
Wong Shuh Fen, Phuah Kit Teng, Ow Mun Waei, Khoong Tai Wai	Go Beyond Conventional Ecotourism: A Conceptual Paper On Tourist Eco- Responsible Behaviour	TAR UMT, Malaysia
Vivien Wai Yan Ng, Mary Lee	Role Of Sports Integrity In Achieving Sustainable Development	TAR UMT, Malaysia
Dut Van Vo	The Effects Of Innovation On Export Performance: The Case Of Vietnamese Smes	Can Tho University, Vietnam
Ida Puspitowati, Talitha Mutiara Aristawidya	Social Support, Role Model, And Passion As Determinants Of Student Entrepreneurial Intention	Tarumanagara University, Indonesia

## Session 6

Date: 11 August 2023

Time: 9:30am -11:30pm

Venue: AA103

Session Chair: Dr Ng May Yee

Research Committee Member In Charge: Dr. Foo Lee Peng

Name Of The Presenter	Topic	University
Jeya Santhini Appannan, Faridah Hanum Amran, Yoke Mei Loo	Digitization In Farming Gateway To Sustainability: A Case Study Of Mono Premium Melon, Tropicana Aman, Malaysia.	Heriot-Watt University, Malaysia
Sook Yen Lee, Shyue Chuan Chong, Mui Yin Chin And Lee Peng Foo	Behavioural Economics On Investment Decision Towards Property Market In The Iskandar Zone, Malaysia	TAR UMT, Malaysia
Hendri Kwistianus	Internal Auditors Involvement In ESG: Perception From Internal Auditors In Indonesia	Petra Christian University, Indonesia
Thong Yan Lai, Yee Peng Chow	An Evaluation Of Robo-Advisor Risk Assessment Questionnaires In Selected Asia Pacific Economies	TAR UMT, Malaysia

## Session 7

Date: 11 August 2023

Time: 9:30am -12pm

Venue: AA107

Session Chair: Prof. Chew Kok Wai

Research Committee Member In Charge: Student representative

Name Of The Presenter	Topic	University
S, Patricia Febrina Dwijayanti, Hendra Wijaya	CEO Turnover, Gender Diversity, And Earnings Management	Universitas Katolik Widya Mandala Surabaya, Indonesia
Fan Xue Li, Wong Siew Chin And Lim Chui Seong	Intrinsic Rewards Influences On Millennial Employees' Career Choices: An Empirical Study In The Post-Pandemic Era	HELP University, Malaysia Tunku Abdul Rahman University Of Management And Technology, Malaysia
Hetty Karunia Tunjungsari, Joana Jaya	Five-Factor Model Effect On The Relationship Of Customer Satisfaction, Attitude, And Loyalty	Universitas Tarumanagara, Jakarta, Indonesia
Le Khuong Ninh & Phan Anh Tu	Positive Relationship between Farm Size and Land Productivity: Evidence from Vietnam	Can Tho University, Vietnam
Elishia Po Lynn Loo, Mum Wai Yip	Will The Implementation Of Good Distribution Practice (GDP) In The Pharmaceutical Industry Improve Supply Chain Efficiency, Responsiveness, And Optimisation?	TAR UMT, Malaysia

## Session 8

Date: 11 August 2023

Time: 9:30am -11:30pm

Venue: Auditorium

Session Chair: Assoc. Prof. Dr. Phan Anh Tu

Research Committee Member In Charge: Daniel ooi

Name Of The Presenter	Topic	University
Tan Siok Inn & Tam Kok Chian	The Awareness Knowledge Attitude And Practices Of Packaging Waste Management Of Malaysian Online Shoppers A Conceptual Paper Final	Heriot-Watt University, Malaysia
Deatri Arumsari Agung, Gesti Memarista	Turning Crisis Into Opportunities In The New Economy: Revealing Challenges Faced By Female Founders In Indonesia And Their Coping Strategies	Universitas Katolik Widya Mandala Surabaya, Indonesia
Miharni Tjokrosaputro, Sanny Ekawati, Keni Keni	Traditional Gastronomy: Antecedents Of Purchase Intention	Universitas Tarumanagara, Jakarta, Indonesia
Sany	Assessing Internal Auditors Competence And The Importance Of ESG Reporting: A Case In Indonesia	Petra Christian University, Indonesia

## Session 9

Date: 11 August 2023

Time: 2:30pm -5pm

Venue: AA102

Session Chair: Dr. Hetty Karunia Tunjungsari

Research Committee Member In Charge: Student representative

Name Of The Presenter	Topic	University
David Yoong, Mary Lee	How Can We Develop Economic Resilience Among Students?	TAR UMT, Malaysia
Patrick Owen, Hendra Wijaya, Natalia Kristina	Determinants Of Financial Performance From A Stakeholder Theory Perspective	Universitas Katolik Widya Mandala Surabaya, Indonesia
Dielanova Wynni Yuanita, Christine Novita Dewi, Servatia Mayang Setyowati	Why Do People Pay Taxes? The Study Of Internal Aspects Of Taxpayers Compliance With Tax Regulations	Duta Wacana Christian University, Yogyakarta, Indonesia
Ari Anggarani Winadi Prasetyoning Tyas, Dwi Wahyuningsih, Ummanah	How Learning Organizational On Work Engagement? A Mediation Analysis Of Innovation	Universitas Esa Unggul, Jakarta, Indonesia
Tessa Vanina Soetanto	The Effect of Reporting Quality toward Dividend Payout Policy During Pandemic	Petra Christian University, Indonesia

## Session 10

Date: 11 August 2023

Time: 2:30pm -5:00pm

Venue: AA103

Session Chair: Dr. Miharni Tjokrosaputro

Research Committee Member In Charge: Student representative

Name Of The Presenter	Topic	University
Amy Yeo Chu May, Tay Joo Ye, Felizia Arni Rudiawarni	The Mediation Effect Of Employee Learning Orientation And Psychological Empowerment: The Role Of Transformational Leaders	TAR UMT, Malaysia
Fong Yew Ong, Kok Chian Tam	Board, CEO And Chairman Foreignness And Environmental, Social And Governance (ESG) Performance Among Southeast Asian Firms: A Conceptual Framework	Heriot-Watt University, Malaysia
Lydiawati Soelaiman, Ida Puspitowati, Richie Riant Chandra	The Role Of Entrepreneurship Education And Self-Efficacy: The Entrepreneurial Interest Comparison	Universitas Tarumanagara, Jakarta, Indonesia
Chau Thi Le Duyen, Nguyen Pham Tuyet Anh, Nguyen Thanh Liem, Tran Thi Phuong Thao	The Impact Of Corporate Social Responsibility Practices On The Performance Of Listed Companies On The Vietnam Stock Exchange	Can Tho University, Vietnam
Ruth Srininta Tarigan	Sustainability And Marketing Strategy: Analyzing The Impact Of Product Vs Country Image And Hedonic Vs Utilitarian Message On Brand Attitude	Petra Christian University, Indonesia

## Session 11

Date: 11 August 2023

Time: 2:30pm -5pm

Venue: AA107

Session Chair: Ms. Tan Siok Inn

Research Committee Member In Charge: Student representative

Name Of The Presenter	Topic	University
Ng May Yee	The Locus Standi Dilemma	Heriot-Watt University, Malaysia
Lia Amalia, Dewi Andriani	The Impact Of Job In safety On Job Satisfaction, Affective Organizational Commitment, Job Involvement And Innovative Work Behavior Of Employees	Universitas Esa Ungul, Jakarta-Indonesia
Truong Anh Quoc	The Impact Of The Sharing Economy On Sustainable Development In Vietnam	Nguyen Tat Thanh University, Vietnam
Eka Bertuah, R.A Nurlinda, Dwi Wahyuningsih	Detection Of Determinants Of Financial Statement Fraud: Testing Using Beneish Model And Fraud Triangle	Universitas Esa Unggul, Jakarta, Indonesia
Saorce Elsy Hatane	The Maturity Of Internal Auditor's Role In ESG Reporting: A Case In Indonesia	Petra Christian University, Indonesia



**Co-Hosts:**

