



5TH ICBSI 2026

1st & 2nd
October 2026

Olive Tree Hotel
Penang, Malaysia

THE 5TH INTERNATIONAL CONFERENCE ON
BUSINESS SUSTAINABILITY AND INNOVATION
(ICBSI 2026) (HYBRID)

LEADING SUSTAINABLE BUSINESS IN
THE ERA OF GLOBAL TRANSFORMATION

e-PROGRAMME BOOK

Hosted by:



In collaboration with



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MESSAGE BY THE VICE-CHANCELLOR



Assalamualaikum Warahmatullahi Wabarakatuh and Greetings.

On behalf of Universiti Sains Malaysia and the organising committee, it is my great pleasure to welcome all distinguished keynote speakers, researchers, industry practitioners, policymakers, and delegates to the 5th International Conference on Business Sustainability and Innovation (ICBSI 2026).

Held biennially, ICBSI has become a distinguished platform for advancing scholarly discourse, fostering interdisciplinary collaboration, and promoting innovative solutions to contemporary global challenges. As we celebrate the fifth edition of this conference, we reaffirm our collective commitment to advancing sustainable business practices through research, innovation, and strategic partnerships.

The theme of this year's conference, "Leading Sustainable Business in the Era of Global Transformation," is both timely and significant. Global transformation is reshaping the business landscape through rapid technological advancement, evolving economic conditions, environmental challenges, changing workforce expectations, and shifting societal needs. At the same time, businesses are expected to address pressing global concerns such as climate change, resource constraints, responsible governance, and social equity. Navigating these interconnected challenges requires visionary leadership that can integrate technological innovation, sustainable business strategies, and responsible approaches to create resilient, inclusive, and future-ready organisations.

ICBSI 2026 provides an important platform for the exchange of ideas, research findings, and best practices among academia, industry, and government. Through insightful discussions and meaningful collaborations, participants will explore how various dimensions of global transformation, including technological advancement, evolving economic conditions, environmental challenges, changing workforce expectations, and shifting societal needs, can be addressed to foster sustainable business practices. Particular attention will also be given to how emerging technologies, including artificial intelligence, digital platforms, data analytics, and intelligent systems, can be harnessed responsibly alongside sustainable strategies and responsible governance to drive innovation, enhance organisational performance, and contribute towards achieving the United Nations Sustainable Development Goals (SDGs).

I would like to express my sincere appreciation to our keynote speaker, presenters, sponsors, collaborating institutions, reviewers, and the organising committee for their dedication and invaluable contributions in making this conference a success. Your unwavering commitment continues to strengthen ICBSI's reputation as a respected international forum for knowledge exchange and impactful research. I encourage all participants to seize this opportunity to build new partnerships, exchange perspectives, and explore innovative approaches that will shape the future of sustainable business in an era of global transformation. I am confident that the ideas and collaborations fostered during ICBSI 2026 will inspire transformative solutions that benefit organisations, communities, and future generations.

I wish everyone a productive, enriching, and memorable conference. Thank you.

A handwritten signature in black ink, reading "ARahman", with a horizontal line underneath.

PROFESSOR DATO' SERI IR. DR. ABDUL RAHMAN MOHAMED, FASc.
Vice-Chancellor Universiti Sains Malaysia

WELCOMING NOTE FROM THE DEAN



Greetings and warm wishes to all participants. It is my great pleasure to welcome you to the 5th International Conference on Business Sustainability and Innovation (ICBSI 2026), proudly hosted by the Graduate School of Business, Universiti Sains Malaysia. As we gather for this biennial conference, I am delighted to welcome our distinguished keynote speaker, researchers, academics, industry leaders, policymakers, students, and delegates from around the world.

Since its establishment, ICBSI has evolved into a vibrant international platform that promotes scholarly excellence, interdisciplinary collaboration, and meaningful dialogue on issues shaping the future of business and society. The fifth edition of this conference represents another important milestone in our continued commitment to advancing knowledge that addresses real-world challenges and creates sustainable impact.

This year's theme, "Leading Sustainable Business in the Era of Global Transformation," highlights the growing responsibility of organisations to navigate and respond to diverse forces shaping the global business landscape. These include technological advancement, evolving economic conditions, environmental challenges, changing workforce expectations, and shifting societal needs, while upholding the principles of sustainability, ethical leadership, and responsible governance. As global transformation continues to reshape industries and redefine competitive advantage, it is equally important that organisations pursue innovation and growth in ways that contribute to environmental stewardship, social well-being, and long-term economic resilience.

ICBSI 2026 provides an excellent opportunity for participants to exchange ideas, present cutting-edge research, and explore practical solutions to today's complex business challenges. The conference brings together diverse perspectives from academia, industry, government, and civil society, fostering collaborations that bridge theory and practice. Through these interactions, we hope to inspire new research partnerships, encourage interdisciplinary thinking, and generate innovative solutions that contribute to sustainable development on both regional and global scales.

I would like to express my sincere appreciation to our keynote speaker, presenters, reviewers, sponsors, collaborating institutions, and the organising committee for their dedication and unwavering support in making ICBSI 2026 a success. Your contributions are instrumental in strengthening this conference as a respected forum for academic excellence and professional engagement.

I encourage all participants to take full advantage of the opportunities this conference offers to learn, collaborate, and build lasting professional networks. May the discussions and insights shared throughout ICBSI 2026 inspire innovative ideas and meaningful actions that will shape a more sustainable, resilient, and digitally empowered future.

I wish you all a productive, enriching, and memorable conference experience.

ASSOCIATE PROFESSOR DR. FATHYAH HASHIM

Dean
Graduate School of Business
Universiti Sains Malaysia

WELCOMING NOTE FROM THE ADVISOR



Greetings and warm wishes to all participants, It gives me immense pleasure to welcome all distinguished speakers, researchers, academics, industry professionals, policymakers, and participants to the 5th International Conference on Business Sustainability and Innovation (ICBSI 2026), organised by the Graduate School of Business, Universiti Sains Malaysia.

Over the years, ICBSI has established itself as a meaningful platform for intellectual engagement, knowledge sharing, and collaboration among diverse stakeholders committed to advancing sustainable business practices and innovative solutions. As we celebrate the fifth edition of this biennial conference, we are reminded of the importance of continued dialogue and collective action in addressing the evolving challenges faced by organisations and societies.

This year's theme, "Leading Sustainable Business in the Era of Global Transformation," is highly relevant in today's rapidly changing business environment. Global transformation encompasses a range of interconnected changes, including technological advancement, evolving economic conditions, environmental challenges, changing workforce expectations, and shifting societal needs. These developments present both opportunities and challenges for organisations seeking to remain competitive while creating positive value for society and the environment. Effective leadership is essential in navigating this transformation, ensuring that innovation and organisational responses are guided by responsible decision-making, ethical considerations, and a commitment to long-term sustainability.

ICBSI 2026 provides a valuable avenue for researchers and practitioners to exchange insights, share innovative ideas, and develop collaborative approaches that bridge the gap between academic knowledge and industry application. Through meaningful discussions and the sharing of diverse perspectives, this conference has the potential to inspire new directions in research, inform strategic practices, and contribute towards building more resilient and sustainable organisations.

I would like to extend my sincere appreciation to our keynote speaker, our conference participants and presenters, the organising committee, our esteemed collaborating institutions, sponsors, reviewers, and all contributors whose dedication and commitment have made this conference possible. Your collective efforts have been instrumental in ensuring the continued success and growth of ICBSI as an international forum for sustainability and innovation.

I encourage all participants to actively engage in the discussions, embrace opportunities for collaboration, and build meaningful connections throughout the conference. May the ideas generated and partnerships established during ICBSI 2026 serve as catalysts for impactful research, responsible innovation, and sustainable business transformation.

I wish everyone a fruitful, inspiring, and rewarding conference experience.

Thank you.

ASSOCIATE PROFESSOR TS. DR. TEOH AI PING

Deputy Dean of Research, Innovation & Industry Community Engagement
Graduate School of Business
Universiti Sains Malaysia

WELCOMING NOTE FROM THE CONFERENCE CHAIR



Greetings and a warm welcome to ICBSI 2026! It is my great pleasure to welcome all our distinguished speakers, delegates, researchers, industry practitioners, partners, and guests to the 5th International Conference on Business Sustainability and Innovation (ICBSI 2026).

This year's theme, "Leading Sustainable Business in the Era of Global Transformation," reflects a reality that organisations across the world are experiencing. Rapid technological advancement, evolving workforce expectations, economic uncertainty, environmental concerns, and changing societal demands are reshaping the way businesses operate and compete. In this environment, sustainability is no longer simply an aspiration; it has become an important consideration in how

organisations lead, innovate, create value, and prepare for the future.

Global transformation also presents us with an opportunity to rethink established approaches to business. Digital technologies, artificial intelligence, new ways of working, responsible innovation, and greater attention to social and environmental well-being are opening new possibilities for organisations. Yet transformation must be accompanied by thoughtful leadership, responsible decision-making, and a commitment to ensuring that progress creates meaningful and sustainable value for businesses and society.

ICBSI 2026 provides an important platform for these conversations. By bringing together scholars, practitioners, industry leaders, and emerging researchers from diverse backgrounds, we hope to encourage the exchange of ideas, challenge existing assumptions, and develop new perspectives on how businesses can remain innovative, resilient, responsible, and sustainable in an increasingly complex world.

We are especially honoured to welcome our distinguished keynote speaker, YBhg. Dato' Adissadikin Ali, Managing Director of RHB Islamic Bank. His extensive experience and insights from the banking and financial services industry, particularly in the areas of Islamic finance, sustainability, responsible business, and organisational leadership, bring valuable perspectives to the theme of ICBSI 2026. I am confident that his keynote address will stimulate meaningful dialogue and provide thought-provoking insights into how leadership, innovation, responsible finance, and sustainable business practices can drive meaningful transformation and contribute to a more resilient and sustainable future.

The organisation of an international conference is very much a collective effort. I would therefore like to express my sincere appreciation to the organising committee, session chairs, reviewers, speakers, volunteers, and everyone who has contributed their time and expertise to ICBSI 2026. I am equally grateful for the continued support of the Graduate School of Business, Universiti Sains Malaysia, as well as our esteemed co-hosts and partners from the College of Management, Mahidol University; Universitas Internasional Batam; Universitas Ciputra; Wawasan Open University; GAFTIM; PPM School of Management; and Umm Al Quwain University. This collective partnership strengthens the international character of ICBSI and creates opportunities for meaningful academic and professional collaboration across institutions and borders.

My sincere appreciation also goes to our sponsors for their generous support and confidence in this conference. Most importantly, I thank every participant for being part of ICBSI 2026. A conference becomes meaningful not simply because of its programme, but because of the ideas exchanged, questions raised, connections formed, and collaborations that continue long after the sessions have ended.

As we begin ICBSI 2026, I encourage everyone to engage openly, exchange perspectives, build new connections, and explore possibilities for collaboration. May this conference provide not only valuable knowledge, but also new ideas and partnerships that contribute towards more sustainable and responsible approaches to business in an era of global transformation.

Welcome to ICBSI 2026, and I wish everyone an inspiring, productive, and memorable conference.

DR. NOOR FAREEN ABDUL RAHIM
Conference Chair
5th ICBSI 2026

KEYNOTE SPEAKER SUMMARY

YBHG. DATO' ADISSADIKIN ALI **Managing Director, RHB Islamic Bank**



Dato' Adissadikin Ali is the Managing Director of RHB Islamic Bank, appointed on 1 August 2016. A seasoned banker with over two decades of experience in both conventional and Shariah banking, he specialises in corporate strategy and transformation initiatives.

Prior to joining RHB, he held key leadership roles including Chief Executive Officer of Alkhair International Islamic Bank Berhad, President and CEO of Export-Import Bank of Malaysia Berhad, and Assistant General Manager at Bank Islam Malaysia Berhad.

Dato' Adissadikin holds multiple professional and academic qualifications, including Chartered Banker status (Asia and UK), Chartered Professional in Islamic Finance, an Advanced Management Programme from Harvard Business School, and an MBA (Finance) from the University of Malaya.

He is actively involved in the industry, serving as Chairman of IBFIM, Council Member of AIBIM, and a Board of Industry Advisor to the University of Malaya.

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Sub-Committee	• Cik Nur Faridah Darishah • Puan Nazeerah Abdul Rahman • En. Muhammad Shahir Ramli • Puan Junita Jaafar • En. Shaik Azhar Shaik Bahrudin • Puan Norsafarina Mohd Ibrahim • Puan Siti Rahmah Binti Riduan • En. Md Zamni Bin Dulishah • En. Mohammad Nazer Abdul Hadi • En. Asrul Aziz Matwi

CONCURRENT SESSION SCHEDULE

TENTATIVE PROGRAMME SCHEDULE THURSDAY 1 st OCTOBER 2026 (DAY 1)	
TIME	CONFERENCE PROGRAMME – THE 5 TH ICBSI OPENING CEREMONY
8:30 a.m. – 9:00 a.m.	ARRIVAL AND REGISTRATION Olive Tree Hotel, Penang
	Morning Tea & Refreshments
9:00 a.m. – 9:30 a.m.	OPENING CEREMONY Ballroom, Olive Tree Hotel, Penang
	CULTURAL PERFORMANCE 1
	NATIONAL ANTHEM and MENARA ILMU
	WELCOMING ADDRESS Dr. Noor Fareen Abdul Rahim Chairperson The 5 th International Conference on Business Sustainability and Innovation (ICBSI) 2026
	SPEECH BY THE DEAN Associate Professor Dr. Fathyah Hashim Dean Graduate School of Business Universiti Sains Malaysia
	OFFICIAL ADDRESS YBhg. Professor Datin Dr. Noor Hazlina Binti Ahmad Deputy Vice-Chancellor Academic and International Universiti Sains Malaysia Representing YBhg. Professor Dato' Seri Ir. Dr. Abdul Rahman Mohamed, FASc. Vice-Chancellor Universiti Sains Malaysia
9:30 a.m. – 10:00 a.m.	KEYNOTE ADDRESS YBhg. Dato' Adissadikin Ali Managing Director RHB Islamic Bank
10:00 a.m. – 10:30 a.m.	CULTURAL PERFORMANCE 2
	BEST PAPER AWARD
	SOUVENIR PRESENTATION
	GROUP PHOTO
10:30 a.m. – 11:00 a.m.	Break

TENTATIVE PROGRAMME SCHEDULE THURSDAY 1 st OCTOBER 2026 (DAY 1)	
TIME	CONFERENCE PROGRAMME – THE 5 TH ICBSI OPENING CEREMONY
11:00 a.m. – 12:00 p.m.	CONCURRENT SESSION 1 Session 1.1: Innovation and Operations Management Session 1.2: Global Strategy and Organisational Behaviour Session 1.3: Marketing
12:00 p.m. – 1:00 p.m.	CONCURRENT SESSION 2 Session 2.1: Innovation and Operations Management Session 2.2: Global Strategy and Organisational Behaviour Session 2.3: Marketing
1:00 p.m. – 2:30 p.m.	Lunch
2:30 p.m. – 3:30 p.m.	CONCURRENT SESSION 3 Session 3.1: Sustainability Accounting and Governance Session 3.2: Global Social Responsibility Session 3.3: Financial Economics
3:30 p.m. – 4:00 p.m.	Tea break
4:00 p.m. – 5:00 p.m.	CONCURRENT SESSION 4 Session 4.1: Sustainability Accounting and Governance Session 4.2: Global Social Responsibility Session 4.3: Innovation and Operations Management
5:00 p.m. – 6:00 p.m.	CONCURRENT SESSION 5 Session 5.1: Innovation and Operations Management Session 5.2: Global Strategy and Organisational Behaviour Session 5.3: Marketing
6:00 p.m.	CONCURRENT SESSIONS END
End of Day 1	
FRIDAY 2 nd OCTOBER 2026 (DAY 2)	
8:30 a.m. – 9:00 a.m.	ARRIVAL AND REGISTRATION Seminar Room
9:00 a.m. – 12:00 p.m.	CONCURRENT SESSION 6 (ONLINE) Session 6.1: Global Strategy and Organisational Behaviour Session 6.2: Marketing and Innovation Session 6.3: Finance, Accounting and Sustainability
12:00 p.m.	Lunch
2:00 p.m.	END OF ICBSI PROGRAMME
End of Conference	



Concurrent Sessions

Day 1



PRESENTATION SCHEDULE

Day 1: Concurrent Session 1

Day 1	1st October 2026 Thursday
Time:	11:00 a.m. – 12:00 p.m.
Venue:	Olive 4 & 5
Session 1.1:	Innovation and Operations Management
Session Chair:	Triyuth Promsiri

PAPER ID	TITLE	AUTHOR(S)
ICBSI 2026: 028-026	Determinants of AI Adoption Effect on Sustainable Supply Chain Performance: The Moderating Role of Market Uncertainty	Wei Teng, Teong & Karpal Singh Dara Singh
ICBSI 2026: 035-030	Technological Factors Influencing Adoption Intention of AI-Based Prescriptive Maintenance Among Manufacturing Companies in Malaysia: A Conceptual Framework	Vivegananathan Supramaniam & Ai Ping Teoh
ICBSI 2026: 052-044	Strategic Ambidexterity, Decision-Making Agility, and Operational Resilience in Semiconductor Manufacturing: A Conceptual Paper	Choong Kwan Beng & Tan Cheng Ling
ICBSI 2026: 067-060	Authenticity-Driven Entrepreneurship as a Pathway to Sustainable Venture Creation: A Single Case Study	Triyuth Promsiri & Nishanunn Mangkang

PRESENTATION SCHEDULE

Day 1: Concurrent Session 1

Day 1	1st October 2026 Thursday
Time:	11:00 a.m. – 12:00 p.m.
Venue:	Olive 6
Session 1.2:	Global Strategy and Organisational Behaviour
Session Chair:	Cheah Sau Seng

PAPER ID	TITLE	AUTHOR(S)
ICBSI 2026: 026-025	Detachment From Work in Contemporary Work Environments: A TCCM Review and Research Agenda	Stefani Woro Asmarani & Cheng Ling Tan
ICBSI 2026: 042-039	Sustainability as a Taken-for-Granted Orientation: An Interpretative Phenomenological Analysis of Executive Basic Assumptions	Waewkanee Assoratgoon
ICBSI 2026: 071-063	The Self-Made Bamboo Ceiling: Examining the Asian Professional's Use and Avoidance of Office Politics	David Lum & Christopher Richardson
ICBSI 2026: 079-077	Determinants of Smart Security Systems Adoption Among Security Officers in Public Higher Education Institutions in Malaysia: A Conceptual Model of Threat Severity, Threat Susceptibility, Self-Efficacy, and Avoidance Motivation	Prabu Mogan, Muhammad Shabir Bin Shaharudin & Ai Ping Teoh

PRESENTATION SCHEDULE

Day 1: Concurrent Session 1

Day 1	1st October 2026 Thursday
Time:	11:00 a.m. – 12:00 p.m.
Venue:	Olive 7 & 8
Session 1.3:	Marketing
Session Chair:	Salmi Mohd Isa

PAPER ID	TITLE	AUTHOR(S)
ICBSI 2026: 006-006	The Digital Paradox: Why Does the Digitalisation of Industries in Western China Suppress China–Malaysia Trade?	Jiao, Zonghui, Abang Ali, Dayang Haszelinna, Cao, Honghua, Tan, Wai Han & Su, Jinxia
ICBSI 2026: 039-036	Beyond the Theory of Planned Behavior: Explaining Revisit Intentions in Chinese Theme Parks	Hui Yuan Wang, Yen Nee Goh, Limin Mo & Chee Ngee Lim
ICBSI 2026: 051-042	Negotiating Support Constraints: The Role of Technology-Enabled Capability in Adult Children's Travel Support Intention for Elderly Parents	Jiabo Liu & Salmi Mohd Isa
ICBSI 2026: 044-045	Social Media Use as an Antecedent in Promoting Financial Well-Being of Working Adults in the M40 Group in Malaysia	Eng Keat Lim & Yen Nee Goh

PRESENTATION SCHEDULE

Day 1: Concurrent Session 2

Day 1	1st October 2026 Thursday
Time:	12:00 p.m. – 1:00 p.m.
Venue:	Olive 4 & 5
Session 2.1:	Innovation and Operations Management
Session Chair:	Tan Cheng Ling

PAPER ID	TITLE	AUTHOR(S)
ICBSI 2026: 057-050	The Role of Supplier Relationship Management in Bridging Strategic Resource Allocation and Supply Chain Performance	Jun Hun Chuah, Cheng Ling Tan & Sook Fern Yeo
ICBSI 2026: 031-073	Technological and Organizational Determinants of Digitalization Adoption Among Public Listed Companies: A Conceptual Framework	Lee Sun, Heng, Azlan Amran & Ai Ping Teoh
ICBSI 2026: 100-101	Total Quality Management and Organizational Performance: Mediating Role of Innovation Capabilities in Malaysian Manufacturing Firms	Rohini Krishnasamy & Kavigtha Mohan Kumar
ICBSI 2026: 049-128	AI Capability, AI Governance and Technological Innovation Performance in Chinese Semiconductor Manufacturing: A Moderated Model	Kuo Hin Chang & Ai Ping Teoh

PRESENTATION SCHEDULE

Day 1: Concurrent Session 2

Day 1	1st October 2026 Thursday
Time:	12:00 p.m. – 1:00 p.m.
Venue:	Olive 6
Session 2.2:	Global Strategy and Organisational Behaviour
Session Chair:	Christopher Richardson

PAPER ID	TITLE	AUTHOR(S)
ICBSI 2026: 073-067	Sustainable Leadership in Global Transformation: Identity, Inclusion, and Learning Transfer in a Diverse Fintech Organisation	Ooi Chooi Leong & Christopher Richardson
ICBSI 2026: 056-071	Interpreting and Enacting Internationalisation Pathways: A Founder-Centred Conceptual Framework for Malaysian Technology SMEs	Kiang-Ngee Boo & Christopher Richardson
ICBSI 2026: 030-082	Organizational Factors Impact on Cybersecurity Readiness: A Proposed Research Framework	Kennardi Tanujaya, Teoh Ai Ping & Mardianto
ICBSI 2026: 090-090	Understanding Behavioral Intention to Re-Adopt Discontinued Technology: The Intervening Impact of Digital Leadership	Sharifah Darweena Syed Ahmad Amir Feisal & Yulita Hanum P. Iskandar

PRESENTATION SCHEDULE

Day 1: Concurrent Session 2

Day 1	1st October 2026 Thursday
Time:	12:00 p.m. – 1:00 p.m.
Venue:	Olive 7 & 8
Session 2.3:	Marketing
Session Chair:	Trin Thananusak

PAPER ID	TITLE	AUTHOR(S)
ICBSI 2026: 059-052	Examining Consumer Engagement in Social Media Marketing: Moderating Effect on Artisan Café Patrons' Continuance Intentions in Penang, Malaysia	Hong Huat Leow & Wen Huey Kan
ICBSI 2026: 061-055	Impact of Key Opinion Leaders (KOLs) Marketing Strategies and Café Brand Personality on Patronage Intentions: A Customer Perspective	Wong, Lai Fang & Kan, Wen Huey
ICBSI 2026: 069-066	The Impact of Emotional Flow in Anti-Corruption Messages on Emotional Arousal, Social Media Engagement, and Whistleblowing Intentions	Pana Ratanabanangkoon & Trin Thananusak
ICBSI 2026: 112-110	Determinants of Muslim Consumers' Patronage Intentions Toward Muslim-Friendly Restaurants	Abdul Syukor Abdul Aziz & Shaizatulaqma Kamalul Ariffin

PRESENTATION SCHEDULE

Day 1: Concurrent Session 3

Day 1	1st October 2026 Thursday
Time:	2:30 p.m. – 3:30 p.m.
Venue:	Olive 4 & 5
Session 3.1:	Sustainability Accounting and Governance
Session Chair:	Yuvaraj Ganesan

PAPER ID	TITLE	AUTHOR(S)
ICBSI 2026: 038-035	The Influence of Self-Efficacy, Response Efficacy and Response Cost on Compliance Intention of the Anti-Money Laundering AMLA in Malaysia: A Conceptual Framework	Wong Sim Huat & Teoh Ai Ping
ICBSI 2026: 082-083	Tourism Business Sustainability and Informal Governance: Ethical and Policy Challenges in Phuket, Thailand	Payan Eumsin & Wichaphon Sutthikun
ICBSI 2026: 093-093	Female Leadership for Corporate Sustainability: A Bibliometric Analysis and a Systematic Literature Review	El Qassir, O. & Bouzekraoui, H.
ICBSI 2026: 108-141	Business Strategy and ESG Performance in Malaysian Firms: Corporate Governance Index as a Moderator	Dharishni Letchumanar, Anwar Allah Pitchay, Yuvaraj Ganesan & Muhammad Shabir Bin Shaharudin

PRESENTATION SCHEDULE

Day 1: Concurrent Session 3

Day 1	1st October 2026 Thursday
Time:	2:30 p.m. – 3:30 p.m.
Venue:	Olive 6
Session 3.2:	Global Social Responsibility
Session Chair:	Nattavud Pimpa

PAPER ID	TITLE	AUTHOR(S)
ICBSI 2026: 005-003	The Role of Psychological Factors in Shaping Household Energy-Saving Behaviour in Malaysia: A Behavioural Perspective	Adnan Abd. Hamid, Khairul Nizam Surbaini, Mafuzah Mohamad, Juliana Anis Ramli, Mohd Sukiman Ishak & Imaduddin Abidin
ICBSI 2026: 012-010	From Social Entrepreneurial Intention to Social Enterprise Establishment: A Systematic Review of Transition Mechanisms	Chandran Mahalingam, Jeffrey S.S. Cheah, Azlan Amran, Fathyah Hashim & Yong-Yee Chong
ICBSI 2026: 001-023	Corporate Human Rights Policies in Thailand: Trends, Gaps, and Implications for Sustainable Business	Nattavud Pimpa
ICBSI 2026: 045-041	Influence of Rukun Niaga Malaysia on SME Ethical Compliance: A Multiple Case Study	Nurul Amira Ahmad Zakhi & Salmi Mohd Isa

PRESENTATION SCHEDULE

Day 1: Concurrent Session 3

Day 1	1st October 2026 Thursday
Time:	2:30 p.m. – 3:30 p.m.
Venue:	Olive 7 & 8
Session 3.3:	Financial Economics
Session Chair:	Tan Bee Wah

PAPER ID	TITLE	AUTHOR(S)
ICBSI 2026: 018-018	Managing Cultural Distance for Financial Synergy in Cross-Border Technology Mergers & Acquisitions: A Conceptual Framework	Teck King Lim & Phaik Nie Chin
ICBSI 2026: 058-051	Green Bond Pricing and Credit Spread Dynamics in Emerging Fixed Income Markets: Evidence from Southeast Asia	Feng Ru Esmond Lee, Chee Wooi Hooy & Phaik Nie Chin
ICBSI 2026: 084-085	Creative Service Exports and Economic Growth: Evidence from Selected Asia-Pacific Economies	Bee Wah Tan, Su Ying Racheal Poh, Hooi-Laing Boo & Ali Maksum
ICBSI 2026: 104-119	Fiscal-Monetary Policy Effectiveness in Malaysia: An ARDL Analysis	Chew Kah Heng & Chan Tze-Haw

PRESENTATION SCHEDULE

Day 1: Concurrent Session 4

Day 1	1st October 2026 Thursday
Time:	4:00 p.m. – 5:00 p.m.
Venue:	Olive 4 & 5
Session 4.1:	Sustainability Accounting and Governance
Session Chair:	Chin Phaik Nie

PAPER ID	TITLE	AUTHOR(S)
ICBSI 2026: 002-100	Determinants and Outcomes of Integrated Reporting: A Systematic Literature Review	Sie Bing Ngu, Azlan Amran & Say Keat Ooi
ICBSI 2026: 108-106	Corporate Governance and Corporate Social Responsibility in Malaysian SMEs: Do Institutional Factors Matter?	Yuvaraj Ganesan, Malarmolhi Kathirkaman, Faiza Saleem, Anwar Allah Pitchay & Muhammad Shabir Shaharudin
ICBSI 2026: 132-137	Examining Factors Affecting Gen-Y Intention to Trade in the Stock Market: Financial Risk Tolerance as a Mediator	Pai Heng Goi & Phaik Nie Chin
ICBSI 2026: 133-139	Consumers' Preference for Platform-Based Household Cleaning Services: A Discrete Choice Modeling Approach	Xin Tan & Meenchee Hong

PRESENTATION SCHEDULE

Day 1: Concurrent Session 4

Day 1	1st October 2026 Thursday
Time:	4:00 p.m. – 5:00 p.m.
Venue:	Olive 6
Session 4.2:	Global Social Responsibility
Session Chair:	Ooi Say Keat

PAPER ID	TITLE	AUTHOR(S)
ICBSI 2026: 099-104	Religiosity and Environmental Knowledge as Drivers of Green Behaviour Among Pesantren Students: The Sequential Mediation Role of Attitude and Intention	Mehdar Badrus Zaman & Salmi Mohd Isa
ICBSI 2026: 124-127	Modelling Intention Formation in Malaysian Social Entrepreneurship: A Conceptual Framework	Chandran Mahalingam, Jeffrey S.S. Cheah, Azlan Amran, Fathyah Hashim & Yong-Yee Chong
ICBSI 2026: 075-080	Examining Public Intention to Adopt Renewable Energy Technologies in Malaysia	Say Keat Ooi

PRESENTATION SCHEDULE

Day 1: Concurrent Session 4

Day 1	1st October 2026 Thursday
Time:	4:00 p.m. – 5:00 p.m.
Venue:	Olive 7 & 8
Session 4.3:	Innovation and Operations Management
Session Chair:	Parimala Devi Dhivandram

PAPER ID	TITLE	AUTHOR(S)
ICBSI 2026: 065-058	Sustainable Competitiveness Through Technology Adaptation: Case of Selected Penang Microenterprises	Parimala Devi Dhivandram & Prakash Arumugam
ICBSI 2026: 066-059	Critical Success Factors for Online Collaboration Tools and Moderating Effects of Personality Traits on the Operational Performance of SMEs in the Klang Valley	Leong, Choon Hang & Kan, Wen Huey
ICBSI 2026: 050-046	Exploring Dynamic Capabilities in UAE Digital Government: A Qualitative Study on How Coordination and Collaboration, and AI Capability, Shape Sustainable Digital Transformation	Ahmed Gabr & Salmi Mohd Isa
ICBSI 2026: 094-094	The Influence of Organizational Factors on Smart Warehouse Adoption in Malaysia: A Conceptual Model	Wei Wen (Wallace) Ewe & Ai Ping Teoh

PRESENTATION SCHEDULE

Day 1: Concurrent Session 5

Day 1	1st October 2026 Thursday
Time:	5:00 p.m. – 6:00 p.m.
Venue:	Olive 4 & 5
Session 5.1:	Innovation and Operations Management
Session Chair:	Fathyah Hashim

PAPER ID	TITLE	AUTHOR(S)
ICBSI 2026: 046-072	The Mediating Role of Frugal Innovation in Entrepreneurial Orientation, Market Orientation, Resource Constraints, and Startup Performance	Chai Yee Ting & Salmi Binti Mohd Isa
ICBSI 2026: 030-087	The Impact of Cybersecurity on Performance: A Systematic Review	Kennardi Tanujaya, Teoh Ai Ping & Mardianto
ICBSI 2026: 121-124	Bridging Digital Competency and Process Efficiency: A Data-Driven Decision-Making Perspective from the UAE Retail Sector	Haitham M. Alzoubi, Yordanka S. Angelova & Fathyah Hashim
ICBSI 2026: 055-133	Optimising Organisational Resilience Through Industrial IoT Capability in Manufacturing SMEs: A Conceptual Framework	Lim Kee Liew & Karpal Singh A/L Dara Singh

PRESENTATION SCHEDULE

Day 1: Concurrent Session 5

Day 1	1st October 2026 Thursday
Time:	5:00 p.m. – 6:00 p.m.
Venue:	Olive 6
Session 5.2:	Global Strategy and Organisational Behaviour
Session Chair:	Rosly Othman

PAPER ID	TITLE	AUTHOR(S)
ICBSI 2026: 102-103	The Roles of Perceived Adaptability, Organizational Inertia and Top Management Sustainability Commitment on the Acceptance of Sustainability Management Systems: A Conceptual Model	Lay Queen Lee & Ai Ping Teoh
ICBSI 2026: 110-109	Determinants of Core Self-Evaluations and Employee Happiness in Malaysian Higher Education Institutions: Technostress Moderation Analysis	Kavitha A/P Subramaniam & Karpal Singh A/L Dara Singh
ICBSI 2026: 127-136	Homogeneous Pressures and Heterogeneous Responses: A Conceptual Framework of the Generative Mechanism of Green Strategic Intentions Based on Upper Echelons Theory	Qing Shen & Rosly Othman

PRESENTATION SCHEDULE

Day 1: Concurrent Session 5

Day 1	1st October 2026 Thursday
Time:	5:00 p.m. – 6:00 p.m.
Venue:	Olive 7 & 8
Session 5.3:	Marketing
Session Chair:	Norfarah Nordin

PAPER ID	TITLE	AUTHOR(S)
ICBSI 2026: 098-098	Overconsumption in the Fast Fashion Industry: A Multivariate Probit Analysis	Low, Shaun Hong-Sheng, Hong, Meenchee & Saleem, Faiza
ICBSI 2026: 111-108	Generative AI Service Benefits and Sacrifices: Examining Knowledge Workers' Subscription Intention Through the Value-Based Adoption Model	Norfarah, N., Samsudin, M.A. & Tiew, C.C.
ICBSI 2026: 103-129	From Digital Resources to Transformation Adoption: The Mediating Role of Digital Capabilities in Saudi SMEs	Khawaji, Ali Mohammad H & Khairul Anuar Mohammad Shah



Concurrent Sessions (Online) Day 2

PRESENTATION SCHEDULE

Day 2: Concurrent Session 6 (Online)

Day 2	2nd October 2026 Friday
Time:	9:00 a.m. – 12:00 p.m.
Platform:	Webex link: https://usm-cmr.webex.com/usm-cmr/j.php?MTID=m6796d1a1d6f80c02b64d10e5230c45e7
Venue:	Olive 4 & 5
Session 6.1:	Global Strategy and Organisational Behaviour
Session Chair:	Ellisha Nasruddin Kavigha Mohan Kumar

PAPER ID	TITLE	AUTHOR(S)
ICBSI 2026: 010-011	Technostress, Workplace Social Support, and Burnout among Chinese University Lecturers: A JD-R Conceptual Model	Xingchen Wang & Haniruzila Hanifah
ICBSI 2026: 024-028	Conceptualising Perceived Risk as a Boundary Condition on Employee Generative Artificial Intelligence (GenAI) Adoption Intention in Taiwan's High-Tech Industry	Heng, Kee Seng & Teoh, Ai Ping
ICBSI 2026: 036-032	Conceptualizing the Influence of Perceived Usefulness and Perceived Ease of Use of AI on Perceived Employability Among Millennial Employees in Brunei: Attitudes toward AI as a Mediator	Hafizah Bolkiah & Ai Ping Teoh
ICBSI 2026: 037-048	Understanding Faculty Job Satisfaction and Dissatisfaction in Chinese Private Universities: A Herzberg Two-Factor Theory Perspective	Rong Liao & Ellisha Nasruddin
ICBSI 2026: 070-064	Analysing the Moderating Role of Cognitive Involvement on the Relationship Between Organizational Factors and Parents' Intention to Enrol Their Children in International Schools in Johor, Malaysia	Elynn Pang Yee Ling, Gary Tan Peng Liang & Tan Saw Fen
ICBSI 2026: 080-078	The Role of Coping Appraisal in Influencing Cybersecurity Protective Intention Among Malaysian MSMEs	Ong Xin Yi & Ali Vafaei-Zadeh

PAPER ID	TITLE	AUTHOR(S)
ICBSI 2026: 081-079	Strategic Agility and Business Continuity Management of Higher Education Institutions: A Conceptual Framework	Arifin & Teoh Ai Ping
ICBSI 2026: 085-086	Exploring Sustainable Digital Transformation: Consultant Insights into Leadership and Employee Adoption Barriers	Ronnachit Artraksa & Astrid Kainzbauer
ICBSI 2026: 120-122	Workplace Factors, Organizational Commitment, and Turnover Intention in Malaysia's Pharmaceutical Sector: The Moderating Role of External Work Opportunities	Haniruzila Hanifah, Bathmalosani Thiruselvam & Ali Vafaei Zadeh
ICBSI 2026: 136-140	Mapping Interdependencies in Whole-of-Government and Whole-of-Society Interoperability for Disaster Management: An Exploratory ISM-MICMAC Study	Rayyan Cheong Tian Ming, Liley Afzani Saidi & Nurhafizza Rahaman
ICBSI 2026: 108-144	The Mediating Role of Job Boredom in the Relationship Between Technostress and Cyberloafing Among Malaysian Hybrid Employees	Leong Keng Lun & Noor Fareen Abdul Rahim

PRESENTATION SCHEDULE

Day 2: Concurrent Session 6 (Online)

Day 2	2nd October 2026 Friday
Time:	9:00 a.m. – 12:00 p.m.
Platform:	Webex link: https://usm-cmr.webex.com/usm-cmr/j.php?MTID=m3eb3ba033b20ecb6af18771bf7333378
Venue:	Olive 7 & 8
Session 6.2:	Marketing and Innovation
Session Chair:	Zurina Mohaidin Goh Yen Nee

PAPER ID	TITLE	AUTHOR(S)
ICBSI 2026: 025-031	Conceptualizing the Influence of Performance Expectancy, Effort Expectancy and Social Influence on Biohacking Technology Acceptance	Tet Yoon Christopher Loo & Ai Ping Teoh
ICBSI 2026: 015-034	Deconstructing the Architectural Design Firm's Business Model: A Qualitative Content Analysis of Global Giant Firms	Nuradhi, Maureen, Nasruddin, Elisha, Nugraha, Purwakanthi A, Angelica, Jennifer, Boedijanto, Alicia & Gabriella, Jessica
ICBSI 2026: 041-038	Inclusive Innovation as a Driver of Income Improvement among Gig Workers in the E-Hailing and P-Hailing Sector	Nasir Saukani & Alfred Khaw
ICBSI 2026: 021-016	Harnessing Financial Literacy for Sustainability of Small and Micro Businesses in Nigeria	Suleiman Muhammad Hussaini
ICBSI 2026: 014-017	Beyond Awareness: Revealing Gen Z's Intention to Avoid Food Waste Through Theory of Planned Behavior in Indonesia	Kartikasari Gunawan, Elisha Nasruddin & Timotius Febry Christian
ICBSI 2026: 060-053	Social Media Marketing Activities and Emotional Brand Responses in the Cosmetic Industry: The Role of Green Consumption Behaviour	Ampha Ornanong, Karpal Singh Dara Singh & Yuvaraj Ganesan

PAPER ID	TITLE	AUTHOR(S)
ICBSI 2026: 043-054	Impact of AI-Curated Fashion Services on Consumer Online Purchase Intention in Fashion Online Retail in Malaysia	Ee Lin Nah & Yen Nee Goh
ICBSI 2026: 054-059	Understanding Online Green Purchase Intention in China: The Mediating Role of Green Perceived Value	Ma, Yuan, Zurina Mohaidin & Salmi Mohd Isa
ICBSI 2026: 096-096	From Visual Elements to Emotions and Trust: The Impact of Green Instagram Advertisements on Purchase Intention	Ling Ling Tan
ICBSI 2026: 114-112	Digital Marketing Capabilities and Sales Growth in a Malaysian Heritage Food Manufacturing SME	Nik Abdul Hafiz, N. A. & Elisha, N

PRESENTATION SCHEDULE

Day 2: Concurrent Session 6 (Online)

Day 2	2nd October 2026 Friday
Time:	9:00 a.m. – 12:00 p.m.
Platform:	Webex link: https://usm-cmr.webex.com/usm-cmr/j.php?MTID=mec628cdac6fb59d76abf93ab87e534cb
Venue:	Olive 6
Session 6.3:	Finance, Accounting and Sustainability
Session Chair:	Faiza Saleem Hong Meen Chee

PAPER ID	TITLE	AUTHOR(S)
ICBSI 2026: 125-126	AI-Mediated Care-Washing: Discourse, Cognition, and Dual-Layer Decoupling in China's Elderly Companion Product Sector	Xu Jia & Noor Fareen Abdul Rahim
ICBSI 2026: 101-099	The Impact of Household Energy Culture on Energy-Saving Behaviour in Malaysia	Khairul Nizam Surbaini, Adnan Abd. Hamid, Mafuzah Mohamad, Juliana Anis Ramli, Mohd Sukiman Ishak & Imaduddin Abidin
ICBSI 2026: 040-037	Determining Bring Your Own Device (BYOD) Security Policy Compliance Among HR Practitioners: A Conceptual Framework	Selve Krishnan & Teoh Ai Ping
ICBSI 2026: 048-043	Agentic AI Adoption for Accounting and Financial Governance in Budget-Constrained Emerging-Market Organisations: A TOE-Based Framework	Siong Chin Yeoh & Ai Ping Teoh
ICBSI 2026: 062-056	Measuring and Validating Firm-Level Circular Economy Performance: A Systematic Review	Chu Wang & Ai Ping Teoh
ICBSI 2026: 083-084	Digital Technology and Environmental Performance in Chinese Manufacturing Firms: The Mediating Role of Competitive Advantage	Chang Wenting & Teoh Ai Ping

PAPER ID	TITLE	AUTHOR(S)
ICBSI 2026: 088-088	The Impact of Enterprise Risk Management on Firm Performance: The Moderating Role of Artificial Intelligence Disclosure	Anita, Ai Ping Teoh, Iskandar Itan & Sellya Chandra
ICBSI 2026: 092-092	An Empirical Study on The Determinants of Tax Compliance Behaviour of Business Income Earning Individuals in Malaysia	Puteri Nur Liana, Yuvaraj Ganesan & Ai Ping Teoh
ICBSI 2026: 107-105	The Delphi Method as the Foundation for a Sustainability Reporting Monitoring Tool: A Literature Review	Marlishanaz, R & Ellisha, N
ICBSI 2026: 138-142	Evolving Materiality and Strategy Alignment in the Sustainability Basic Materials Sector	Meiliana Suparman, Iwan Suhardjo, Aurelia Priscilla Cuandra & Sari Wahyuni
ICBSI 2026: 123-125	Fintech Adoption and Individual Investment Decisions in Malaysia: Investigating Behavioral Facilitators and the Role of Financial Literacy	Faiza Saleem, Wai Kit Lim, Hong Meen Chee

RESPONSIBILITIES OF A SESSION CHAIR

General Responsibilities

1. Please ensure that you are dressed in smart casual attire during the session.
2. The session chair is responsible for timekeeping. Each presenter is allocated **15 minutes (10 minutes for presentation and 5 minutes for Q&A)**.
3. Please arrive at the session venue at least **15 minutes before the scheduled start time**.
4. Please introduce each presenter and the title of the paper before the presentation.
5. The session chair will moderate the Q&A following each presentation and facilitate discussion where appropriate.
6. Please ensure that the session proceeds according to the presentation schedule.
7. Please ensure Certificate is given to all the presenters at the end of the concurrent session.

Additional Responsibilities for Online Sessions

8. Please join the online session at least **15 minutes before the scheduled start time** and test your microphone, camera and internet connection.
9. The session chair is encouraged to keep the camera on when introducing presenters and moderating the session.
10. Please ensure that participants remain muted when they are not speaking to minimise background noise.
11. The session chair may mute or remove unauthorised or disruptive participants when necessary.

RESPONSIBILITIES OF A PRESENTER

PRESENTATION GUIDELINES

All presentations will be conducted **either physically or online via Webex**, according to the presentation schedule. Presenters are requested to observe the following guidelines.

GENERAL GUIDELINES — ALL PRESENTERS

1. Each oral presentation is allocated **15 minutes: 10 minutes for presentation and 5 minutes for Q&A**.
2. Presenters attending physically should be at the assigned venue at least 10–15 minutes before the scheduled start time.
3. Please ensure that you are dressed in **smart casual attire** during the session.
4. Use an appropriate font size and keep your presentation slides clear and readable.
5. Please follow the instructions of the **Session Chair** and keep strictly within the allocated presentation time.

ADDITIONAL GUIDELINES — ONLINE PRESENTERS

6. Please join the assigned **Webex session at least 10–15 minutes before** the scheduled start time.
7. Ensure that you have a **computer or laptop equipped with a webcam and microphone**, together with a stable internet connection.
8. Please test your **microphone, camera and internet connection** before the session begins.
9. Please keep your microphone **muted when you are not speaking**.
10. Presenters are encouraged to keep their **cameras on during the presentation and Q&A session**.
11. No video recording is required.
12. Please access your assigned online session using the Webex link provided in the programme book.

ACKNOWLEDGEMENTS

On behalf of the ICBSI 2026 Organising Committee, we would like to express our sincere appreciation and gratitude to RHB Bank for its valuable support and contribution towards the successful organisation of the conference. We would also like to extend our deepest appreciation to the Office of the Vice-Chancellor, Universiti Sains Malaysia (USM); Office of the Deputy Vice-Chancellor (Academic and International), USM; Office of the Deputy Vice-Chancellor (Industry and Community Network), USM; *Pusat Transformasi Digital*, USM; and Media and Public Relations Centre (MPRC), USM for their unwavering support, guidance, cooperation and commitment. Their collective contributions have played a vital role in facilitating and strengthening the successful implementation of ICBSI 2026.

We extend our gratitude to our collaborators



Thank you.

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