NUBS Malaysia International Conference (iCON) 2020: 9–10 January 2020  
Venue: University of Nottingham Teaching Centre, Level 2, Chulan Tower, No. 3, Jalan Conlay, 50450 Kuala Lumpur, Malaysia.

<table>
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<th>Time</th>
<th>Day 1 – Thursday, 9 Jan 2020</th>
<th>Day 2 – Friday, 10 Jan 2020</th>
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<tr>
<td>0800</td>
<td>Registration and Opening Session - Room KL11</td>
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| 0900 – 1030 | Welcoming Remarks – Dr Lau Chee Kwong  
  - Dean of NUBS Malaysia  
  Opening Session – Professor Deborah Hall  
  - Vice Provost RKE, Univ of Nottingham Malaysia  
  Keynote 1: Datuk Dr Mohd Yusoff Sulaiman  
  - President and CEO – Malaysia Industry Government Group for High Technology – (MIGHT) | APJM – PDW Session 1c  
  Editor: Steven Lui  
  4 papers | Session 2c | Session 3c  
  Moderator: Angelina Yee  
  4 papers  
  Moderator: Myint Moe Chit  
  4 papers |
| 1100 – 1230 | Keynote 2: Datin Sunita Rajakumar  
  - Founder of Artisan Encipta Ltd. & Climate Governance Initiative Malaysia / Advisory Board Member NUBS  
  Keynote 3: Professor Chi-Sum Wong  
  - Faculty of Business Administration of Chinese University of Hong Kong | APJM – PDW Session 1d  
  Editor: Maoliang Bu  
  3 papers | Session 2d | Session 3d  
  Moderator: Vanitha Ponnusamy  
  4 papers  
  Moderator: Maniam Kaliannan  
  4 papers |
| 1230 – 1400 | Lunch - Warisan Café, Royale Chulan KL Hotel                                                                                                                                                                              | Lunch - Warisan Café, Royale Chulan KL Hotel  
  Prayers (for Muslims)                                                                                                                                                                                                 |
| 1400 – 1530 | APJM – PDW Session 1a  
  Editor: Chi-Sum Wong  
  3 papers  
  Session 2a  
  Moderator: Dilip Mutum  
  4 papers  
  Session 3a  
  Moderator: Vengadeshvaran Sarma  
  4 papers | 1430-1530 Panel Session by Editors of APJM  
  Sharing on publishing in high level journals                                                                                                                                                                         |
| 1530 – 1600 | Coffee/Tea Networking Break – foyer near KL07 and KL13                                                                                                                                                                   | 1530-1600 Closing and Photograph Session                                                                                                                                                                               |
| 1600 – 1730 | APJM – PDW Session 1b  
  Editor: Jane Lu  
  3 Papers  
  Session 2b  
  Moderator: Anita Chakrabarty  
  4 papers  
  Session 3b  
  Moderator: Kenny Wong  
  4 papers | 1600-1630 Coffee/Tea Networking Break – foyer near KL07 and KL13                                                                                                                                                          | Free and Easy |

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Details of Sessions

APJM Professional Development Workshops (PDW)

9 Jan – Session 1a (venue: KL11)
APJM Editor: Chi-Sum Wong
Papers:
1. Recruitment and selection practices in small and medium enterprises in Malaysia: unravelling the evidence of fit - Mathew Abraham, Maniam Kaliannan, Avvari V Mohan, Susan Thomas
2. Organizational citizenship behaviour and effective organizational performance - Maniam Kaliannan and Kenneth Chew Han Ming
3. Year-end bonus on labour productivity: evidence from Vietnam's manufacturing small and medium-sized firms - Tung Nhu Nguyen

9 Jan – Session 1b (venue: KL11)
APJM Editor: Jane Lu
Papers:
1. Auditor assessment of the impact of financial capacity on the risk of cash holdings - Saeel Jebaraj Benjamin, Jayalakshmy Ramachandran and Kimberly Gleason
2. The Rabbit and the tortoise: a comparative case study on the growth strategies of two global major glove producers in the age of IR 4.0 - Lim Chee Ming and Siriwan Chutikamoltham
3. Quality of learning experience as a determinant of organizational success: a study on Malaysian higher education institutions - Nor Aziah Abdul Manaf, Angelina Yee et al.

10 Jan – Session 1c (venue: KL11)
APJM Editor: Steven Lui
Papers:
2. Dynamic capabilities, different types of innovations and timely responsiveness: a study of the high-tech industry in Malaysia – Sin-Pei Ng and Ahmed K Pervaiz
3. Revolutionising employee training for the digital age: insights from project-based learning in Malaysia - Fui Theng Leow
4. Investigating the nature of expectations and its influence on attitudes toward Malaysian government e-services – Kenny Meng Seng Wong and Stephen Jackson

10 Jan – Session 1d (venue: KL11)
APJM Editor: Maoliang Bu
Papers:
1. Determinants of corporate voluntary disclosures in a transition economy - Mofijul Hoq Masum, Ahmed Razman Abdul Latiff and Mohammad Noor Hisham Osman
2. Does more volunteering lead to social entrepreneurship intention? A multi-group analysis of the influence of volunteerism experience - Ezlika M Ghazali, Mozard Mohtar, Dilip Mutum and Michael Mustafa
3. A stakeholder theory (marketing) approach for a sustainable aviation industry – Kong Xin and Anita Chakrabarty
Other Sessions

9 Jan – Session 2a (venue: KL07)
Chair/moderator: Dilip Mutum
Papers:
1. Enhancing human values through CSR: a case of organic food products in Malaysia - Jayalakshmy Ramachandran and Tamana Anand
2. Intellectual capital information expectation gap: the case of Malaysian IPO prospectuses - Too Shaw Warn, Lau Chee Kwong, Kek Wei Qi and Looi Xuan Hui
3. Factors influencing Singaporean consumers’ green purchase intentions – Sofia Lee, Dilip S. Mutum and Ezlika M Ghazali
4. Technology usage by external auditors and its impact on e-fraud detection - Asha Katamba and Angelina Yee

9 Jan – Session 3a (venue: KL16)
Chair/moderator: Vengadeshvaran Sarma
Papers:
1. Did the foreign exchange market cheer or jeer in response to political events? An event study of Malaysia: some stylised facts - Hui Hon Chung
2. An investigation of the potential presence of new factors and variables influencing sovereign credit ratings - Swee Yew Choy
4. Earnings management in Saudi non-financial listed companies - Mohammed AlShetwi

9 Jan – Session 2b (venue: KL07)
Chair/moderator: Anita Chakrabarty
Papers:
1. Scale development procedures in the context of online consumers: key recommendations - Omkar Dastane, Goi Chai Lee and Fazlul Rabbanee
2. The influence of environmental friendliness on green trust: the mediation effects of green satisfaction and green perceived quality (a case study in Yogyakarta region) - Nizar Fauzan and Muhammad Imaduddin Anhar
3. Nudging consumers towards sustainable dietary choices for positive nutritional and environmental outcomes - Maysoun A Mustafa, Ayman Salama, Sayed Azam-Ali
4. Moderating role of bank reputation on the relationship between artificial intelligence (AI) quality, satisfaction and continuous usage intention of e-banking services - Mohammed Aliyu Dantsoho, Kabiru Jinjiri Ringim and Kabiru Maitama Kura

9 Jan – Session 3b (venue: KL16)
Chair/moderator: Kenny Wong
Papers:
1. The determinants of executive compensation in state-owned enterprises - Ferina Marimuthu
2. The effect of transgenerational succession in the innovation process of women-owned family firms in Malaysia - Arliza Abdullah and Jesrina Ann Xavier
3. The impact of taxation on the cost of business operations among small and medium enterprises in Nairobi county, Kenya - Janesther Gathigia Karugu
4. Flexible work arrangements on turnover intention: does job independence matter? - Tsen Mung Khie, Gu Man Li, Tan Chee Meng and Goh See Kwong
10 Jan – Session 2c (venue: KL07)
Chair/moderator: Angelina Yee
Papers:
1. Transnational education in Indian higher education sector - Asha Elizabeth Thomas
2. Reshaping higher educational institutions through frugal innovation - Jayamalathi Jayabalan and Magiswary Dorasamy
3. Knowledge maps: key to dynamic development and learning - Patricia M Ang and Brendan J Gomez
4. The relationship between artificial intelligence quality, customer preference, satisfaction and continuous usage intention of e-banking services - Mohammed Aliyu Dantsoho, Kabiru Jinjiri Ringim and Kabiru Maitama Kura

10 Jan – Session 3c (venue: KL16)
Chair/moderator: Myint Moe Chit
1. Impact of microfinance on the sustainability of small and medium enterprises and development: a case of Jigawa State, Nigeria - Gambo Babandi Gumel
2. The impact of goodwill on capital structure - Oli Thakur
3. Effect of population growth on poverty prevalence in north western Nigeria - Sa’idu Barau Ahmad
4. Perceptions and attitudes of individual investors towards equity crowdfunding as a form of investment platform in Malaysia: an exploratory analysis - Aza Izati Binti Abd Aziz and Myint Moe Chit

10 Jan – Session 2d (venue: KL07)
Chair/moderator: Vanitha Ponnusamy
Papers:
1. It is time to make a change! How the outside CEO succession influences newly public ventures' growth – Tao Bai
2. Intention to adopt Industry 4.0 in the mining sector: the role of employee involvement - Loy Sabson Fernandes and Mahesh Prabhu H
3. Domestic barriers for exporting handicrafts from Bangladesh - Mouri Mehtaj and Sharmin Akter Jebu
4. Much ado about sustainability - Vanitha Ponnusamy

10 Jan – Session 3d (venue: KL16)
Chair/moderator: Maniam Kaliannan
Papers:
1. Talent management and service quality: the mediating role of reward strategy - Adams Lukman Jimoh and Daisy Kee Mui Hung
2. Mediating role of coaching on the relationship between compensation, job involvement and feedback on employee productivity in an organization - Adamu Babale, Siti Mariam Abdullah, Adamu Aliyu Tijjani and Bala Usman Chamo
3. Economic growth in the Malaysian vegetarian market potential: internalized dimension of motivation - Darshana Darmalinggam and Maniam Kaliannan