



Book of Abstract Conference Proceeding

4thESBEM

4TH INTERNATIONAL CONFERENCE ON
ENTREPRENEURSHIP STUDIES, BUSINESS, ECONOMY
AND MANAGEMENT SCIENCE

OCTOBER 5, 2020

VIRTUAL CONFERENCE



Supported by :



Abstract Proceeding Book
of
4th International Conference
on Entrepreneurship studies,
Business, Economy, and
Management Science
(4th ESBEM)

Virtual Conference

October 5, 2020



Abstracts Proceeding Book
of
4th International Conference on
Entrepreneurship studies, Business, Economy,
and Management Science (4th ESBEM)

No. ISBN : 978-602-5902-75-8

Chief of Editor:

Hendrati Dwi Mulyaningsih

Cover and layout:

Diah Kusumastuti

Publisher:

Yayasan Sinergi Riset dan Edukasi

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Fourth publication, October 2020

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FOREWORD

Research Synergy Foundation is a digital social enterprise platform that focuses on developing Research Ecosystem towards outstanding global scholars. We built collaborative networks among researchers, lecturers, scholars, and practitioners globally for the realization of knowledge acceleration. We promote scientific journals among countries as an equitable distribution tools of knowledge. We open research collaboration opportunities among countries, educational institutions, organizations and among researchers as an effort to increase capabilities.

Known as a catalyst and media collaborator among researchers around the world is the achievement that we seek through this organization. By using the media of International Conference which reaches all researcher around the world we are committed to spread our vision to create opportunities for promotion, collaboration and diffusion of knowledge that is evenly distributed around the world

Our Vision:

As global social enterprise that will make wider impact and encourage acceleration quality of knowledge among scholars.

Our Mission:

First, developing a research ecosystem towards outstanding global scholars. Second, Promoting scientific journals among countries as an equitable distribution tools of knowledge. Third, opening research collaboration opportunities among countries, educational institutions, organizations and among researchers as an effort to increase capabilities. Fourth, creating global scientific forum of disciplinary forums to encourage strong diffusion and dissemination for innovation

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CONFERENCE CHAIR MESSAGE

We are delighted to welcome you to the 4th International Conference on Entrepreneurship studies, Business, Economy, and Management Science (4th ESBEM) by Research Synergy Foundation as official partner held virtually on October 5, 2020.

The aim of Conference is to bring together leading academician, researchers and scholars to exchange and share their experiences and research results on all aspects of Business, Economy, and Management Science. 4th ESBEM 2020 International Conference shows up as a cutting-edge Economy, Business and Management Science Research platform to gather presentations and discussions of recent achievements by leading researchers in academic research.

It has been our privilege to convene this conference. Our sincere thanks, to the conference organizing committee; to the Program Chairs for their wise advice and brilliant suggestion on organizing the technical program and to the Program Committee for their thorough and timely reviewing of the papers. Recognition should go to the Local Organizing Committee members who have all worked extremely hard for the details of important aspects of the conference programs and social activities.

We welcome you to this conference and hope that this year's conference will challenge and inspire you, and result in new knowledge, collaborations, and friendships.

Best regards,

Dr. Hendrati Dwi Mulyaningsih
Conference Chair of 4th ESBEM 2020

KEYNOTE SPEAKER



Assoc. Prof. Dr. Mumtaz Ali Memon

is an Associate Professor of Human Resource Management at the NUST Business School Islamabad, Pakistan and Adjunct Faculty at UCSI University Malaysia. He is also the Managing Editor of the Journal of Applied Structural Equation Modeling and the Guest Editor of the International Journal of Manpower, Electronic

Journal of Applied Statistical Analysis, and Journal of Marketing Analytics. Dr. Mumtaz has published in several international refereed journals, including International Journal of Manpower, Management Decision, Internet Research, Journal of Management & Organization, Journal of Cleaner Production, British Food Journal, Journal of Management Development, European Journal of Training and Development, and Journal of Information and Knowledge Management, among others. He has also presented at several conferences both locally and abroad, and won several “Best Paper” awards. He is also winner of 2018 Emerald Literati Award for outstanding paper. Dr. Mumtaz’s editorials on “*Methodological Misconceptions*”, “*Mediation Analysis: Issue and Recommendations*”, and “*Moderation Analysis: Issues and Guidelines*”, and “*Sample size for Survey Research*” were downloaded more than 38,000 times. In December 2019, he and his colleagues translated SmartPLS3.0 into the Urdu language, which is now officially part of the SmartPLS software (V. 3.2.9). Dr Mumtaz’s research areas include green HRM, performance management, employee engagement, and advanced quantitative research methods. Dr. Mumtaz can be contacted at mumtazutp@gmail.com.

Summary Speech :

METHODOLOGICAL MISCONCEPTIONS AND GUIDELINES

With the amount of effort dedicated to investigating and understanding human behavior, which itself is complex, it is of no surprise that the methodological development in social science and business research is occurring more rapidly than ever. These new procedures and well thought-out recommendations can be found in the articles published in some of the top journals, such as *Organization Research Methods*, *Psychological Methods*, *Journal of Management Studies* and *Journal of the Academy of Marketing Science*. Despite its convenient availability and accessibility in the increasingly networked world, many researchers remain unfamiliar with the current methodological advances. They still rely on what they learned in the past, insist on what they are acquainted with and instruct their students to do things rigidly, thus disregarding what is right, current, documented and more appropriate to specific needs and situations. For instant, many postgraduate students often receive suggestions from their supervisors or examiners during proposal defense to adopt probability sampling procedures without considering its underlying assumptions. The significance of sampling in general and non-probability sampling in particular, therefore, continues to be overlooked, misunderstood and misappropriated. However, the vast majority of studies in social science research actually draw upon non-probability samples. We argue a carefully controlled non-probability sampling can provide valid and meaningful results. Moreover, pre-testing is often understood as a pilot study. Notwithstanding, both serve distinctive purposes. The pre-testing process rectifies any inadequacies, in time, before administering the instrument orally or through a questionnaire to respondents, and thus reduce biases. Whereas, A pilot study is a small-scaled version or trial run—a key step to ensuring a full-fledged study will be carried out successfully. Lastly, the choice of factor analysis remains elusive among researchers when it comes to understanding and using exploratory factor analysis (EFA), confirmatory factor analysis (CFA), or both sequentially. EFA can be employed when little is known regarding the factor structure and number of factors. Conversely, CFA is more

appropriate with a well-established scale and a priori knowledge of the factor structure. We recommend the steps that the researchers should consider taking to keep themselves up-to-date with methodological advances and to make informed decisions. This humble effort will help to clarify the confusion and doubts many researchers might have, and provide directions to help them proceed in a practical manner.

Recommended Reading:

Memon, M. A., Ting, H., Ramayah, T., Chuah, F., & Cheah, J. H. (2017). A review of the methodological misconceptions and guidelines related to the application of structural equation modeling: A Malaysian scenario. *Journal of applied structural equation modeling*, 1(1), 1-13. DOI: [https://doi.org/10.47263/JASEM.1\(1\)01](https://doi.org/10.47263/JASEM.1(1)01)

SESSION CHAIR



Dr. Joycelyn Sicat Dayrit is experienced in Education and Corporate Consultancy with a demonstrated history of working in the education management industry. She has a Bachelor of Science in Commerce (BSC) major in Business Administration degree from the University of Santo Tomas and Post graduate degrees at Angeles

University Foundation, Philippines. She gives trainings and workshops on Parenting, Women Empowerment, Work Life balance and Stress Management.

She is currently a Guest Lecturer at Holy Angel University and City College of Angeles, Philippines, handling Human Resources and Marketing Subjects. She is the programme consultant of Families for Tomorrow Services, and Business development consultant of F Mag Singapore. The Project Consultant of Global Professional Advancement, Philippines.

She is also an Accredited Reviewer for Junior Achievement Philippines for RMP and RBP and is a Member of the Regional Quality Assessment Team (RQAT) of the Commission on Higher Education Region 3. The corporate secretary of Pampanga Research Organization (PREO), Blind Peer Reviewer of three International Journals. She has a Scopus indexed journal publication on Work life balance and Employee engagement. Dr. Dayrit is married to an Architect and is blessed with 3 adult children who are all living in Australia.

CONFERENCE PROGRAM of 4th ESBEM VIRTUAL CONFERENCE

Monday | October 5th, 2020

Time (GMT+7)	Activity
08.50- 09.00	Participant Login and Join Virtual Conference by ZOOM
09.00 - 09.05	Welcome Address
09.05 - 09.25	Global Research Ecosystem Introduction Dr. Hendrati Dwi Mulyaningsih Founder & Chairman of Research Synergy Foundation
09.25 - 09.30	Group Photo Session
09.30 - 10.15	Keynote Speaker Session (including Q&A discussion) Keynote Speech : Assoc. Prof. Dr. Mumtaz Ali Memon Associate Professor of HRM (Human Resource Management) NUST Business School, Islamabad, Pakistan. Managing Editor of Journal of Applied Structural Equation Modeling.
10.15 - 13.00	Online Presentation Session
13.00 - 13.10	Participant Testimonial
13.10 - 13.20	Closing and Post-conference information announcement

Monday, October 5th, 2020

Online Presentation Session

Session Chair

: 10.15 – 13.00 (GMT+7)

: Dr. Joycelyn Sicat Dayrit

Track E-business

Paper ID	Author	Presenter	Media	Paper Title
ESB20102	Siti Nor Bayaah Binti Ahmad, SRI NITHILAK KUMARI A/P RAJAMANICKAM	Siti Nor Bayaah Binti Ahmad	Virtual Presentation	Influence of Environmental Stimuli Towards Affective Condition and Impulsive Consumption of OLVE in Malaysia
ESB20104	Anushia Chelvarayan, Chew Sin Jie, Yeo Sook Fern	Anushia Chelvarayan	Virtual Presentation	Factors Affecting Students' Perception on Online Shopping Factors Affecting Students' Perception on Online Shopping
ESB20108	Kah Boon Lim, Sook Fern Yeo, Hardave Singh Kler a/l Bhajan Singh	Kah Boon Lim	Virtual Presentation	The Study of Customer Satisfaction of Shopee Customers In Malaysia

Track Entrepreneurship

Paper ID	Author	Presenter	Media	Paper Title
ESB20106	Chew Sze Cheah, Jian Ai Yeow, Sook Fern Yeo, Jomay Yeap	Chew Sze Cheah	Virtual Presentation	Entrepreneurial Intention Among the University Students: Personality Traits that Matter
ESB20109	Nur Iylia Syafiqah Abdul Malik, Vincent Chan, Cheryl Chan	Nur Iylia Syafiqah Abdul Malik	Virtual Presentation	Determinants Contributing To The Rise of Womenpreneurship among B40

Paper ID	Author	Presenter	Media	Paper Title
ESB20112	Pusfitalisya, Muhammad Taufiq Amir	Muhammad Taufiq Amir	Virtual Presentation	Intrapreneurship's Driver Revisit: The potential role of multi-firm factor

Track Applied Economics

Paper ID	Author	Presenter	Media	Paper Title
ESB20103	Alawi Balfaqih, Azrul Azlan Iskandar Mirza, Muhamad Azhari Bin Wahid, Hasan Balfaqih	Alawi Balfaqih	Virtual Presentation	Comparing The Financial Activity Indicators Between Conventional And Islamic Banks In The Kingdom Of Saudi Arabia

Track Management Science

Paper ID	Author	Presenter	Media	Paper Title
ESB20105	Anna C. Bocar	Anna C. Bocar	Virtual Presentation	Management Roles: Intuitions of the Academic Institution Employees
ESB20107	Yeow Jian Ai, Cheah Chew Sze, Yeo Sook Fern and Chua Boon Chian	Yeow Jian Ai	Virtual Presentation	The Use of E-wallet among Gen-Y in Malaysia during the Global Pandemic: Using PLS-Sem Analysis

Track Marketing Management

Paper ID	Author	Presenter	Media	Paper Title
ESB20110	Anna Manisha Rames, Gek-Siang, TAN , Sook-Fern, YEO	Gek-Siang TAN	Virtual Presentation	Determinants of Excursionists' Satisfaction and Loyalty towards Architectural Tourism in Ipoh Township, Malaysia
ESB20111	Flaviana Ivy Febian, Dr Sharifah Nurafizah Syed Annuar	Flaviana Ivy Febian	Virtual Presentation	The Effect Of The Health Belief Model On The Intention Of Older Consumers In Malaysia To Consume Functional Foods: The Moderating Effect Of Perceived Familiarity

Track: E-Business

Influence of Environmental Stimuli Towards Affective Condition and Impulsive Consumption of OLVE in Malaysia

Siti Nor Bayaah Binti Ahmad¹, Sri Nithilak Kumari A/P Rajamanickam²

¹Universiti Malaysia Sabah, ²Unitar International University

Abstract

Background - *Online impulse buying behaviour has been gaining importance with the advancement of the Internet. Using the theory of cognitive-affective-conative(C-A-C) alongside the theories of impulsive consumption, the current study seeks to investigate the effect of external stimuli on affective condition of consumers on Online Live Video for E-Commerce (OLVE) platform in Malaysia and thereafter the effect of affective condition on the impulsive condition of streamers.*

Purpose - *The purpose of this research is to examine the factor that influence affective condition and impulsive online consumption .*

Design/methodology/approach - *As compared to the earlier propositions, data from 266 streamers in Malaysia shows a significant relationship between information quality, product type and affective condition. Hence, to achieve the research objectives, a quantitative approach was undertaken via online survey questionnaire. The data were analyse using Partial Least Square-Structural Equation Modelling (PLS-SEM).*

Findings - *The results of this research revealed that product type and information quality to have a significant relationship towards affective condition. In addition, strengthening the earlier propositions, affective condition influences the impulsive consumption which is an important finding that resonates with earlier studies.*

Research limitations - *Due to the limited use of OLVE platforms for commercial purposes in Malaysia as well as the nature of consumer behaviour has contributed to the non-association between the broadcaster's attractiveness, para social interaction and affective condition.*

Originality/value - *Since past research was confined to only a certain environmental stimuli, this study aims to fill the research gap by exploring the influence of product types on impulsive consumption amongst OLVE streamers in Malaysia. The author contends that product type will have influence on the decision making of the streamers because past studies have revealed that certain products are purchased more impulsively than others (Unsalan, 2016).*

Keywords : Impulse buying, OLVE, Affective, Environment Stimuli

Factors Affecting Students' Perception on Online Shopping

Anushia Chelvarayan¹, Chew Sin Jie², Yeo Sook Fern³

^{1,2,3}Multimedia University

Abstract

Background - *In the recent time, the Internet is being used as the main source to provide us information and has been vastly exploited for our own convenience. It can be seen as a mean to provide us fun and pleasure with unlimited opportunities. Hence, online shopping is an action or activity of purchasing goods and services through the Internet. This includes people going online, logging in to a shopping website, purchasing goods and services and arranging for delivery. Besides that, the buyer either pays with credit or debit card or through third party online transfer or cash on delivery for the goods and services.*

Purpose - *The research emphasizes on factors affecting students' perception of online shopping. It focuses on the following variables such as convenience, ease of use, usefulness, privacy and security and saves money, time and effort as the main factors in affecting a student to pursue with online purchases.*

Design/methodology/approach - *The theoretical foundations for this study are Technology Acceptance Model (TAM) and Theory of Planned Behaviour (TPB). A total of 200 respondents from a private university in Malaysia participated in this research. Samples were selected using convenience sampling and the respondents answered the questionnaire via Google form and paper and pencil method. A nominal scale and Five-point Likert scale was used to design the questions in the questionnaire. Data analysis methods used in this research were Descriptive Analysis, Reliability Analysis and Multiple Regression Analysis.*

Findings - *The data collected and also information in this research are highly beneficial and valuable to students, supervisors, academics, researchers, learning institutions, business organisations and the government as we are able to gauge and understand the factors affecting students' perception on online shopping.*

Research limitations - However, there are some limitations as this research does not reflect the actual student population in tertiary education in Malaysia and it only focuses on four variables i.e. convenience, ease of use, usefulness, privacy and security and saves money, time and effort. There are several possibilities for future researches whereby one can focus more on other influencing factors such as trust, risk, complexity, pervasive technology usage, tech savvy future generations and many more.

Originality/value - This research is very useful for business organisations especially during these challenging times. The research focuses on tertiary students who will be the future consumers in the next five to 10 years. Hence, gauging their perception on online shopping will give us a glimpse of their future needs.

Keywords : Online shopping, perception

The Study of Customer Satisfaction of Shopee Customers in Malaysia

Kah Boon Lim¹, Sook Fern Yeo², Hardave Singh Kler a/l Bhajan Singh³

^{1,2,3}Multimedia University

Abstract

Background - *In Malaysia, the digital platform has evolved rapidly over the last decades. Online shopping, or usually referred to as e-commerce, can be defined as a mode of transactions carried out over the Internet. Currently, online buying and selling have become consumer's choices due to their busy lifestyles. The e-commerce platform is growing at a fast and astonishing rate and this has created a great opportunity for e-commerce retailers. Shopee was first launched in June, 2015 in Malaysia. In 2019, Shopee has the highest traffic as compared to other e-commerce platform in Malaysia.*

Purpose - *The main objective of this study is to investigate the factors affect customer satisfaction level among Shopee customers in Malaysia.*

Design/methodology/approach - *A set of self-administered questionnaire has been distributed to 200 targeted Shopee users in three states of Malaysia which are Johor, Melaka and Selangor. The five independent variables which are price, trust, electronic word of mouth, website quality and security have be tested on their relationship towards the dependent variable which is consumer satisfaction towards online shopping platform, Shopee in Malaysia. The collected data were keyed into SPSS version 25 and followed by using Partial Least Square Structural Equation Modeling (PLS-SEM 3.2.7) to assess the hypothesis.*

Findings - *The result of this research given the feedbacks where trust, electronic word of mouth and website quality have significant effect towards consumers satisfaction on Shopee in Malaysia. However, price and security does not show significant relationship with Shopee's consumer satisfaction.*

Research limitations - *This research only collected the data in the southern and middle regions of Malaysia. Hence, this research can be extended to the other regions such as northern regions or east Malaysia for the future research purpose.*

Originality/value - *To the author's knowledge, this is the first methodological study which include the five independent variables to evaluate the customer satisfaction of Shopee customers that conducted in Malaysia.*

Keywords : customer satisfaction, Shopee, trust, electronic word of mouth, website quality

Track: Management Science

Management Roles: Intuitions of the Academic Institution Employees

Anna C. Bocar¹

¹Gulf College

Abstract

Background - Organizations either it offers public or private services composed of group of employees. Some of them are designated to administrative positions and some of them belong to the rank and file. The role of the administrators in any business or academic institutions is with utmost significance to lead the employees and middle managers. The proper and appropriate management by the administrators would lead to the attainment of organization's goals.

Purpose - The researcher desire to determine the extent of academic administrators' managerial roles in a certain university. The implementation of their managerial roles is rated by the teaching, nonteaching staff and academic administrators themselves of the subject university.

Design/methodology/approach - The descriptive survey method of research was utilized in this study. Researcher made questionnaires was adopted to determine the extent of administrators' managerial roles. It is the main tool for gathering the data. The researcher formulated qualitative scale and each one has its corresponding verbal interpretation. In addition, a hypothetical mean range was created parallel to the assigned numeric value in each of the qualitative scale.

Findings - As revealed by the teaching staff the researcher found that the extent to which the academic administrators manifested their managerial roles are at great extent; however, according to the nonteaching staff and the academic administrators themselves their managerial roles are implemented at a very great extent.

Research limitations - In conclusion, it can be said that although the academic administrators manifested their capabilities in performing their managerial roles that contributed to the attainment of the goals of the university, still, there were certain areas that they needed to develop.

Specifically, the academic administrators must reevaluate those items which are rated at great extent (a rating that is a bit lower than most of the ratings) not only the teaching and nonteaching staff but also they (administrators) themselves gave such rating. These items are related to their technical managerial roles, namely: network with other institutions and community agency, confine subordinate's work load to official duties only.

Originality/value - *The enhancement of their managerial roles in these areas would contribute more to the attainment of the goals of the university and enhancement of their subordinates.*

Keywords : interpersonal, conceptual, technical managerial roles

The Use of E-wallet among Gen-Y in Malaysia during the Global Pandemic: Using PLS-SEM Analysis

Yeow Jian Ai¹, Cheah Chew Sze², Yeo Sook Fern³, Chua Boon Chian⁴

^{1,2,3,4}Multimedia University

Abstract

Background - Traditionally, everyone uses the notes and coins or even credit card and cheque for all business transactions which resulting problem such as inconvenience, inefficiency and ineffectiveness. The limitation of traditional payment may cause the delay of payment, high risk of theft, and fraud transaction. To reduce the problem, E wallet is introduced and it helps to reduce fraud as the data stored in mobile wallet is encrypted. The owner is able to trim the limit and receive notification on any transaction. During the Global Pandemic, consumers are forced to follow the restriction of movement control. Many shops in Malaysia are closed and consumer started to buy things online aggressively.

Purpose - This study aims to determine the factors affecting the usage of e-wallet among the Gen-Y during the Global Pandemic using PLS-Sem analysis.

Design/methodology/approach - A quantitative survey is used in this study with 181 respondents. (Generation-Y). The analysis was done through Smart PLS. This study adopted four variables, perceived ease of use, perceived usefulness, benefits to users and trust. Out of four variables, two variables which are perceived usefulness and trust are supported.

Findings - Out of four variables, two variables which are perceived usefulness and trust are supported. The findings ensure the salience of all the four factors that being investigated, two hypotheses are supported for Gen-Y respondents, permitting managerial implications from different perspectives of strategies to suggest in order to boost the use of e-wallet.

Research limitations - researchers can consider to enlarge the overall sample size of the research to 300 respondents and above. Qualitative method

can be used in order to gather more updated as well as precise than accurate results as the individual's intention towards e-payment adoption can change from time to time because of the advancement in technologies.

Originality/value - *This study is based on current situation of covid 19 and it appears to be a new norms to everyone. This study is benefitted to business owner who targeting on Gen-Y by knowing the factors that influence them to purchase using e-wallet. It also helps to reduce the usage of cash and adopting to new technologies.*

Keywords : e-wallet, perceived ease of use, perceived usefulness, benefits, trust

Track: Entrepreneurship

Entrepreneurial Intention Among the University Students: Personality Traits that Matter

Chew Sze Cheah¹, Jian Ai Yeow², Sook Fern Yeo³, Jomay Yeap⁴

^{1,2,3,4}Multimedia University

Abstract

Background - *Youth entrepreneurship is important because it creates employment opportunities and subsequently reduces the unemployment rate in Malaysia. Indeed, youth entrepreneurship promotes the innovation within the youngster, this will eventually help youth in developing new skills and experiences to overcome challenges in their life.*

Purpose - *Personality traits are found significantly linked to entrepreneurial intention in many studies in developed countries. This paper examines four personality traits namely self-efficacy, needs for achievement, locus of control and tolerance for risk in predicting the entrepreneurial intention among the university students.*

Design/methodology/approach - *Data were collected from a total of 200 university students through self-administered questionnaire and analysed using SEM PLS 3.0.*

Findings - *The findings demonstrated that self-efficacy, locus of control and tolerance for risk are significant predictors. However, the need for achievement turned out to be insignificant to entrepreneurial intention among university students.*

Research limitations - *Comparatively small sample size may lead to generalization issue, self-report bias and cross-sectional design considered the main limitations in this study.*

Originality/value - *Entrepreneurship is always related to risk-taking. The result revealed that tolerance for risk is the most influential factor in the entrepreneurial intention among university students. This finding contributes to the scholarly literature on entrepreneurship study and provides some implication to university in encouraging and supporting entrepreneurship among university students.*

Keywords : Entrepreneurial intention, Self-efficacy, Locus of control, Tolerance for risk, Personality traits

Determinants Contributing to The Rise of Womenpreneurship among B40

Nur Iylia Syafiqah Abdul Malik¹, Vincent Chan², Cheryl Chan³

^{1,2,3}Multimedia University Malacca

Abstract

Background - *Women's economic empowerment is a cornerstone of the 2030 Agenda for Sustainable Development. In this era, we can clearly see that there is increasing number of women entrepreneurs and it has gained the attention of the business world. Numerous studies demonstrate the positive impact of female entrepreneurs not only to the family but also on economic growth and development.*

Purpose - *The purpose of this research is to examine the factors that contribute to the rise of womenpreneurship. Thus, on the theoretical framework researchers review the literature on some aspects that are related to the factors; inspiring role model, education on digital skills and financial support based on Theory of Planned Behaviour (TPB). Another objective of this study is to assess the growth of womenpreneurship by specifically reviewing literature reviews published from 2015 till 2020 and put forward future research directions.*

Design/methodology/approach - *This study will adopt a quantitative approach and used a convenience sample comprising 100 women entrepreneurs in Malaysia. Finally, the researcher will make recommendations on how to encourage more women to pursue entrepreneurship especially during the Covid-19 outbreak.*

Findings - *The results revealed that women entrepreneurs who have a clear targets will have the right attitude in the entrepreneurial path which at the same time able to be role models to the society. The social pressure that these womenpreneurs faced will create an intention for them to equip themselves with proper education so that they are able to grasp more opportunities.*

Research limitations - *However, the limitation of this study is some of the women entrepreneurs do not want to cooperate to answer the*

questionnaires given, especially those in the rural area. The impact towards the rise in womenpreneurship that can be seen was poverty reduction, womenpreneurs will be the backbone of the ever-growing economy and there will be improved innovation.

Originality/value - - *Referring to previous studies, there is no study in Malaysia that focuses only on women entrepreneurs especially among B40. Thus, this point became the originality of this research.*

Keywords : womenpreneurship, B40, entrepreneurship

Intrapreneurship's Driver Revisit: The potential Role of Multi-firm Factor

Pusfitalisya¹, Muhammad Taufiq Amir²

^{1,2}Universitas Bakrie

Abstract

Background - *Intrapreneurship can determine company growth with new products and business developments. Various studies have evaluated various driving factors for intrapreneurship that facilitate managers involved to realize their initiatives. In Indonesia, intrapreneurship studies are still limited, and it is imperative to explore which factors can foster such an attempt.*

Purpose - *This study reviewing the literature to re-examines the characterization of intrapreneurship and various factors driving it and then proposes the potential new factors.*

Design/methodology/approach - *--relevant literature in corporate entrepreneurship and strategic entrepreneurship domain are carefully reviewed.*

Findings - *The multi-firm factor seems conducive to facilitating the intrapreneurship process. Apart from top management, resources, human resource organizational structure, and the rewards that often appear in previous models, this study also proposes a multi-firm factor. Some of the possible roles of this multi-firm position were discussed and demonstrated, such as access to new markets, financial aspects, or as a learning ground for a newly established company.*

Research limitations - *further empirical studies are needed to include the context such as industry or business*

Originality/value - *Multi-firm has a unique role in facilitating intrapreneurship in companies. This study contributes to the theory of corporate entrepreneurship or strategic entrepreneurship as well as practice in multi-firm companies.*

Keywords : Intrapreneurship, Multi-firm, corporate entrepreneurship, strategic entrepreneurship

Track: Applied economics

Comparing the Financial Activity Indicators between Conventional and Islamic Banks in the Kingdom of Saudi Arabia

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Abstract

Background - *Conventional and Islamic banks in Saudi Arabia have witnessed many changes during the period from 2009 to 2018.*

Purpose - *Due to the different nature of Islamic and conventional banks, this study compares the financial activity performance of Islamic banks or conventional banks in the Kingdom of Saudi Arabia.*

Design/methodology/approach - *In order to assess the performance during this period, this study relies on indicators of activity and money investment, which is the ratio of the employment of resources and the ratio of financing (loans) to deposits. The differences between the averages of the financial ratios indicators for the two groups of conventional banks and Islamic banks are measured through descriptive statistical analysis of the arithmetic mean and inferred analysis (t-test).*

Findings - *The results of the resources investment rate indicate that the conventional banks have better performance in terms of using their resources over the years of study. As for the deposit employment ratio, the results show low variance between the conventional and Islamic banks.*

Research limitations - *Further research is recommended to validate the relevance of the findings across different periods and countries.*

Originality/value - *This study contributes to the current body of knowledge by improving the realization of the differences in performance between conventional and Islamic banks, more particularly, in Saudi Arabia.*

Keywords : *Financial performance, Islamic banks, Conventional banks, Saudi Arabia.*

Track: Marketing management

Determinants of Excursionists' Satisfaction and Loyalty towards Architectural Tourism in Ipoh Township, Malaysia

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Abstract

Background - *Architectural tourism involves people travel to a destination to witness historical monuments and architecture which are characterised by an enduring presence that forms our environment and exerts an important impact on a destination's image in the mind of both local residents and visitors.*

Purpose - *This study aims to examine the determinants of excursionists' satisfaction and loyalty towards architectural tourism in Ipoh Township, which is one of the largest cities in Malaysia with abundance of heritage buildings left by the British colonisers and traders of the mining industry back in 1780s.*

Design/methodology/approach - *Using convenience sampling technique, the study surveys 250 excursionists who are visiting the architectural tourism destinations in Ipoh Townships. Data collected are analysed using SPSS 25.0 software.*

Findings - *Regression analysis found that the postulated determinants namely destination image, authenticity, destination safety, cultural differences and previous experience are found to have significant positive effect on excursionists' satisfaction which further leads to their loyalty towards architectural tourism in Ipoh Township.*

Research limitations - *Future studies should also focus on other historical cities in Malaysia / Southeast Asia region due to generalisation issue of the data.*

Originality/value - *This study sets a pioneering research in the field of architectural tourism sector in Malaysia.*

Keywords : Architectural Tourism, Excursionists, Satisfaction, Loyalty

The Effect of The Health Belief Model on The Intention of Older Consumers in Malaysia to Consume Functional Foods: The Moderating Effect of Perceived Familiarity

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Abstract

Background - *In the 21st century, it is necessary to consider and rethink human eating habits, evaluating the demands of a balanced diet that will meet the needs of an increasingly rising global population.*

Purpose - *Healthy food demands are rising due to various threats to the health. This can be seen from the number of functional food sales that have risen exponentially in the industry. In general, however, Malaysian customers do not know that they are buying functional food because functional foods are not marketed as "functional." The purpose of this study is therefore to investigate the effect of perceived susceptibility, perceived barriers, perceived benefits, and cue to action on the intention to consume towards functional foods. The moderating effect of perceived familiarity in the relationship between the Health Belief Model (HBM) and intention to consume functional food is also discussed in this study.*

Design/methodology/approach - *A survey was conducted of 250 older consumers using offline questionnaires in Malaysia. In this research, the theory of and model of health beliefs (HBM) was adopted and modified. To analyse the collected data, SPSS 24 and Smart PLS 3.0 were used.*

Findings - *The findings indicate that there is a positive effect between perceived barriers and perceived benefits towards intention to consume functional food. Nevertheless, perceived susceptibility and cue to action have a negative effect on intention to consume functional food. Perceived familiarity has a moderating impact on perceived susceptibility and perceived barriers towards intention to consume functional food. However, there was no moderate impact of perceived familiarity on perceived benefits and cue to action towards intention to consume functional food.*

Research limitations - *Older consumer is a difficult group to research because it is challenging to assess or search for older consumers as a sample. Besides, this study focuses on mall-intercept in order to assess for older consumers and to avoid bias.*

Originality/value - *This paper has attempted to fill the gap in the existing literature about the relationship between Health Belief model (HBM) and intention to consume functional foods.*

Keywords : Eating habits, Functional Foods, Intention, Health Belief Model and Malaysia

FUTURE EVENTS

October 27, 2020

LPPM UPN “Veteran” Yogyakarta Conference Series (Economic and Business, Political and Social Science, & Engineering and Science) – Virtual Conference
<https://upnconfeseries.com>

November 2-6, 2020

The 4th International Conference on Community Research and Service Engagements (IC2RSE) – Virtual Conference
<https://ic2rseunimed.com/>

November 10, 2020

4th International Conference on Interdisciplinary in Business, Economy, Management, and Social Studies (IBEMS) – Virtual Conference
<http://www.ibemsconference.com/>

November 13-14, 2020

3rd Educational Sciences International Conference (3rd ESIC) – Virtual Conference
<https://www.esicfkipunmul.com/>

November 16, 2020

6th Japan International Business and Management Research Conference (JIBM) – Virtual Conference
<http://www.jibmconference.com/>

November 17-19, 2020

Sustainable Futures International Congress (SUFCON) – Virtual Conference
<https://sufcon.com/>

November 24-25, 2020

International Conference of Education in the New Normal Era – Virtual Conference
<https://iceiakntarutung.com/>

December 2, 2020

6th International Conference on Business, Economy, Management and Social Studies towards Sustainable Economy (BEMSS) – Virtual Conference
<http://www.bemssconference.com/>

December 9-10, 2020

1ST Indonesia Academy of Management International Conference (IAOM IC) – Virtual Conference
<http://iaomconference.com/>



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