



ISO 9001:2015 Certified



7th International Conference on Recent Trends in Business and Entrepreneurial Ventures (ICRTBEV 2024)

Date: 28th August 2024

Venue: Summit Hotel Subang USJ, Malaysia

Organized by
Lincoln University College, Malaysia

Program Schedule (Tentative)

28 th August (Wednesday)		
08:00-09:00	Registration	
9:00-10:15	Inauguration Function National Anthem <i>Inauguration talk by:</i> Datuk Dr. Hajjah Bibi Florina Abdullah Pro Chancellor, Lincoln University College <i>Welcome note</i> Dato' (AMB) Dr Mohd Yusoff A. Bakar Chief Executive Officer & Vice Chancellor, Lincoln University College <i>Presidential Address by:</i> Prof. Dr. Amiya Bhaumik President, Lincoln University College	
10:15-11:00	Session I: Key Note Address Ms. Peggy Cheng Founder and Researcher, Founder of GanoFarm	
11:00-11:15	Discussion Break (Foyer)	
11:15-13:00	Session II A: Open paper Session: Venue: Ball Room II (Level5) Chairpersons: Dr. Razi Hadi Al-Zubaidi Faculty of Business, Lincoln University College, Malaysia Dr. Rozaini Binti Rosli Faculty of Business, Lincoln University College, Malaysia	
1	An Empirical Study of Workplace Satisfaction and Effortful Dedication among Senior Professionals in Guangdong Province, China	Shen Qun

2	This Exploratory Study Examines the Effectiveness of Educational Psychology Reports by Considering the Perspectives of Stakeholders in The Youth, Career, And Educational Domains.	Li Jin
3	Risk Assessment on the Financial Resilience of Myanmar's Private Banks through Failure Mode Effect Analysis	Tin Htun Aung
4	Using Virtual Reality to Enhance Cultural Sensitivity in Sri Lankan Tour guides: Mediator role of Employee Satisfaction	H.L Neel Wasantha, J. Siyambalapitiya, C. Prabuddha, D.K.T Dangalle
5	The Influence of Information Technology in Enterprise Knowledge Management Adoption?	Yin Danrui, Dr. Ooi Chin Lye
6	The Business Strategy of Cultural Media Enterprises to Create Value in China Research Proposal	Chung Mu Hui, Oyappan Duraipandi
7	Beyond Economics: The Role of Cultural Capital in Enhancing Poverty Alleviation Strategies among Indigenous Communities in Nepal	Dipesh Kumar Ghimire, Sateesh Kumar Ojha
8	The Mediating Role of Trust in Advertising Messages and Emotional Response in The Impact of Celebrity Endorsement on Millennials' Attitude and Purchase Intention Towards Skincare Products in Klang Valley Malaysia	Tew Leh Ghee, Dhakir Abbas Ali
9	The Mediating Role of Knowledge Sharing in Examine the Impact of Entrepreneurial Ecosystem on University Startup Success in China	Liao Xiaoling
10	Research On Chinese Consumers' Willingness to Purchase New Energy Vehicles and Its Influencing Factors	Fu Xiaoqiang, Dhakir Abbas Ali

11:15-13:00

Session II B: Open paper Session:

Venue: Pahlawan Room 3 (Level5)

Chairpersons:

Dr Abd Al-Aziz Hamed Saard Al-Refaei

Faculty of Business, Lincoln University College, Malaysia

Dr. Ibrahim Ali Mohammad Jumaan

Faculty of Business, Lincoln University College, Malaysia

1	The Impact of Digital Design Management on the Dissemination of Dong Culture	Huang Qingchuan, Manual Selvaraj Bexci
2	Impact of Dividend Announcements on Stock Market Reactions: Evidence from the Saudi Arabian Financial Market	Amal Mohammed Y Aljubaily, Dhakir Abbas Ali
3	Comprehensive Performance Evaluation of Listed Manufacturing Firms	Wu Ganglong, Syed Ahmed Salman
4	Leveraging Generative Artificial Intelligence for Sustainable Media Practices: Implications for Decent Work and Economic Growth	Sun Hao, Manual Selvaraj Bexci
5	A Study to Analyse the Implications of Privatization of School and Its Impact On Different Class of the Society	Zhu Yulan

6	Exploring the Mediating Role of Project Performance in Lean Practices and Organizational Culture for Risk Management in Chinese Engineering Projects: Implications for Sustainable Business Partnerships	Li Hao Yang, Dhakhir Abbas Ali
7	Innovations in Sustainable Construction: Investigating The Properties and Application of High-Performance and Light-Weight Concrete	Zhao Yu Huan
8	Perception as a Factor in Proportionality: How It Affects Chinese University Students' Evaluations of Their Social, Emotional, And Academic Conduct	Li Man
9	Teaching English for Specific Purposes in Vocational University: Teachers' Attitude and Practice	Chen HuiYin
10	Analysing The Impact of National Varieties On the Business Approaches of Global Corporations in China	Chen Xiao

11:15-13:00

Session II C: Open paper Session:

Venue: Pahlawan Room 7 & 8 (Level5)

Dr. Biswajit Paul

PG & Research Department of Commerce, University of Gour Banga, West Bengal, India

Ms Veshaleni Sritharan

Faculty of Business, Lincoln University College, Malaysia

1	A Study to Analysis China's Tourism Industry and Its Cultural Effects On Local Communities	Lei ShuYan
2	Assessing Methods for Providing Effective Instruction in The English Language Education	Lu MiMi
3	A Study to Understand How Strategic Management Programs and Strategic Thinking Have Influenced Croatian Business Results	Zhang Yang
4	A Perfect Resolve for All of the Operating Management Problems	Zhong Qiang
5	A Study to Find Out the Steatotic Liver Disease Linked to Metabolic Dysfunction an Expansive View On a Complex Issue	Dai DeCai
6	Cultural and Historical Significance in Contemporary Landscape Design: Preserving Heritage in Modern Landscapes	Huang YingYing
7	Enhancing Sustainable Development through Creative Arts and Design Education: A Case Study of Chinese Universities	Wang jing, Manual Selvaraj Bexci
8	A Study to Analyse Social Media Advertising and Its Influence on Audience Preference of Similar Product	Tang YueChen
9	The Role of Attitude in Modern Workplaces: Implications for Sustainable Business Growth	Zhou li
10	The Mediating Role of Change Management on the relationship between Organizational Culture and Leadership Commitment and Effective AI Initiative Implementation: Conceptual Framework	Alatawi Abdulrhman Mohammed A, Dhakhir Abbas Ali

13:00-14:00

LUNCH

14:00-15:45

Session III A: Open paper Session:

Venue: Ball Room II (Level5)

Chairpersons:

Prof. Dr. Swapan Kumar Majumder

Faculty of Business, Lincoln University College, Malaysia

Ye Lwin Hein,

Faculty of Business, Lincoln University College, Malaysia

1	The Contribution of Physical Infrastructure towards Achieving Sustainable Development in Asian Developing Economies: Evidence from Panel ARDL Approach in the Light of SDG 9	Priyajit Kumar Ghosh, Biswajit Paul
2	Enhancing Organizational Potential through Sustainable Supply Chain Management Strategies: Bridging Start-ups, SMEs, and Investors	Li Chen, Dhakir Abbas Ali
3	Developing a Conceptual Framework to Explore the Impact of Strategic Choices on Renewable Energy Adoption Among SMEs in Saudi Arabia: Mediating Roles of Environmental Consciousness and Stakeholder Engagement	Adel Obaid B Alsharari, Dhakir Abbas Ali
4	Proposed Conceptual Framework for the Impact of Total Quality Management and IT Alignment on Human Resource Development in the Saudi Education Sector: The Mediating Role of Employee Learning Agility	Somaya Ismael Youssef Al-Hajjoui, Dhakir Abbas Ali
5	Financial Management practices of orphanage in Nepal	Janak Kumar Poudel, Dipesh Kumar Ghimire
6	Causes of cancellations of elective surgery cases in a high-volume tertiary center of Nepal: a prospective study	Monika Ghimire, Sateesh Kumar Ojha
7	Effectiveness of Public Service Delivery at the Local Government in Nepal	Deepak Chaudhary & Manual Selvaraj Bexci
8	Understanding of The "Gap" Phenomenon in The Outsourced Development Projects Including the Dimensions of the Gap: An Exploratory Study	Liu Xiu
9	Role of Nutrition Counseling in Breast Cancer Treatment	Kabita Maharjan, Manual Selvaraj Bexci
10	A Study to Analyse Novel Approaches to Science and Literacy Education That Promote Rapid Student Growth	Wang Ziheng
11	The Impact of Political and Economic Factors on Institutional Capacity in Myanmar's Tourism Sector: A Quantitative Analysis	Thet Lwin Toh, Arkar Htet, Amiya Bhaumik, Mindhun Chakkaravarthy
12	Sustainable Impact of Technology effectiveness, opportunities, and Social Development on Higher Education Accessibility in Myanmar	Naing Soe Aye, Manual Selvaraj Bexci, Sandeep Poddar, Amiya Bhaumik

14:00-15:30

Session III B: Open paper Session:

Venue: Pahlawan Room 3 (Level5)

Chairpersons:

Dr. H.L Neel Wasantha

Uva Wellassa University, Sri Lanka

Dr. Akram Abdulsamad Ali Saif

Faculty of Business, Lincoln University College, Malaysia

1	Developing a Conceptual Framework for Assessing the Mediating Role of E-Service Quality in Evaluating the Impact of Strategic Leadership and Strategic Marketing on Customer Retention in Saudi Telecom Company	Alruwaili, Yousef Mukammi M, Dhakir Abbas Ali
2	The impact of early poverty experience on labor income: using personal cognitive ability and education level mechanism as mediating variables	ZhangYue, Ajmera Mohan Singh, Manual Selvaraj Bexci
3	Environmental Regulation, Low-carbon Technology Innovation and Industrial Green Total Factor Productivity	Bai Ke
4	Integrating Disability Inclusivity into Higher Education Housing: Implications for Sustainable Development Goals and Organizational Management	Lin Lin, Mazlini Othman
5	Research on Live Streaming E-commerce in the Big Data Era from a Communication Perspective	Liu Yingying, Manual Selvaraj Bexci
6	Understanding The Role of Educators in Professional Development Via Inquiry	Pan Yan
7	Research on Innovative Entrepreneurial Talent Cultivation Models in Applied Undergraduate Institutions in the Era of Digital Economy in China	Xiaojing Wang, Dhakir Abbas Ali
8	Strategies for the Development of Tourism Industry in Pokhara	Shukra Raj Adhikari, Amiya Bhaumik, Sateesh Kumar Ojha, Pramod Upadhya
9	The impact of artificial intelligence on concluding commercial contracts: the mediating effect of governance and ethical considerations; Conceptual framework	Abdulaziz Fudghush A Alajmi

14:00-15:30

Session III C: Open paper Session:

Venue: Pahlawan Room 7&8 (Level5)

Chairpersons:

Dr. Oyyappan Duraipandi

Faculty of Business, Lincoln University College, Malaysia

Dr. Syed Ahmed Salman

Faculty of Business, Lincoln University College, Malaysia

1	An Investigation of the Effects of Advances in Social Media Theory and Methodology on Tourism	Zheng Luman, Zurinawati Mohi
2	The role of trade union in enhancing productivity in an organization	Ganesh Datt Pant
3	Perceptions of Community Engagement in Bardiya: Benefits And Barriers	Anju Thapa
4	Why Forensic Accounting in Nepalese Organizations?	Arjun Kumar Niroula, Sateesh Kumar Ojha

5	Comparative Analysis of Construction Projects of Cross Countries: Developed and Developing Countries	Bikash Baral, Sateesh Kumar Ojha
6	The Effect of Entrepreneurship and Leadership on the Performance of Chinese SMEs: The Role of Organizational Culture as A Mediating Factor	Luo Xiaoli
7	Green Transformation of old Residential Areas Promotes Sustainable Urban Development	Wang Tianyu, Ajmera Mohan Singh, Manual Selvaraj Bexci
8	Developing a Conceptual Framework for Assessing the Impact of Diversity, Equity, and Inclusion on Entrepreneurial Success: Mediating Effects of Employee Engagement and Artificial Intelligence in Saudi Arabia	Elham Tariq B Medher, Dhakir Abbas Ali
9	Analyze Competency Gap Design Hybrid Approaches to Build Up Positive Performance of Counsellor	Jing Gui, Jirawit Yanchinda

15:45-16:30 **Valedictory Session**
Venue: Ball Room II (Level5)

16:30-17:00 **Special Workshop:**
Venue: Ball Room II (Level5)

Publications
Dr. Sandeep Poddar
Lincoln University College, Malaysia

Afternoon Break 3:30-4:00 pm

Please visit <https://icrtbev2024.lincoln.edu.my/>
NB: The tentative program Subject to change

Last Updated on 27th August 2024