



ICR  ME

# 11th International Conference on Research in Business, Management and Economics

**26 – 28 June 2026**

Kuala Lumpur, Malaysia



[www.icrbme.org](http://www.icrbme.org)



[support@icrbme.org](mailto:support@icrbme.org)



# Conference Abstract Book

The abstracts of the presentations can be found in the online conference Abstract Book.

All abstracts will be available in the conference Abstract Book starting from the inaugural day of the Conference. Visit the following link to access the abstracts or Scan the QR code

**<https://www.dpublication.com/proceeding/abstract-book-of-the-11th-international-conference-on-research-in-business-management-and-economics>**

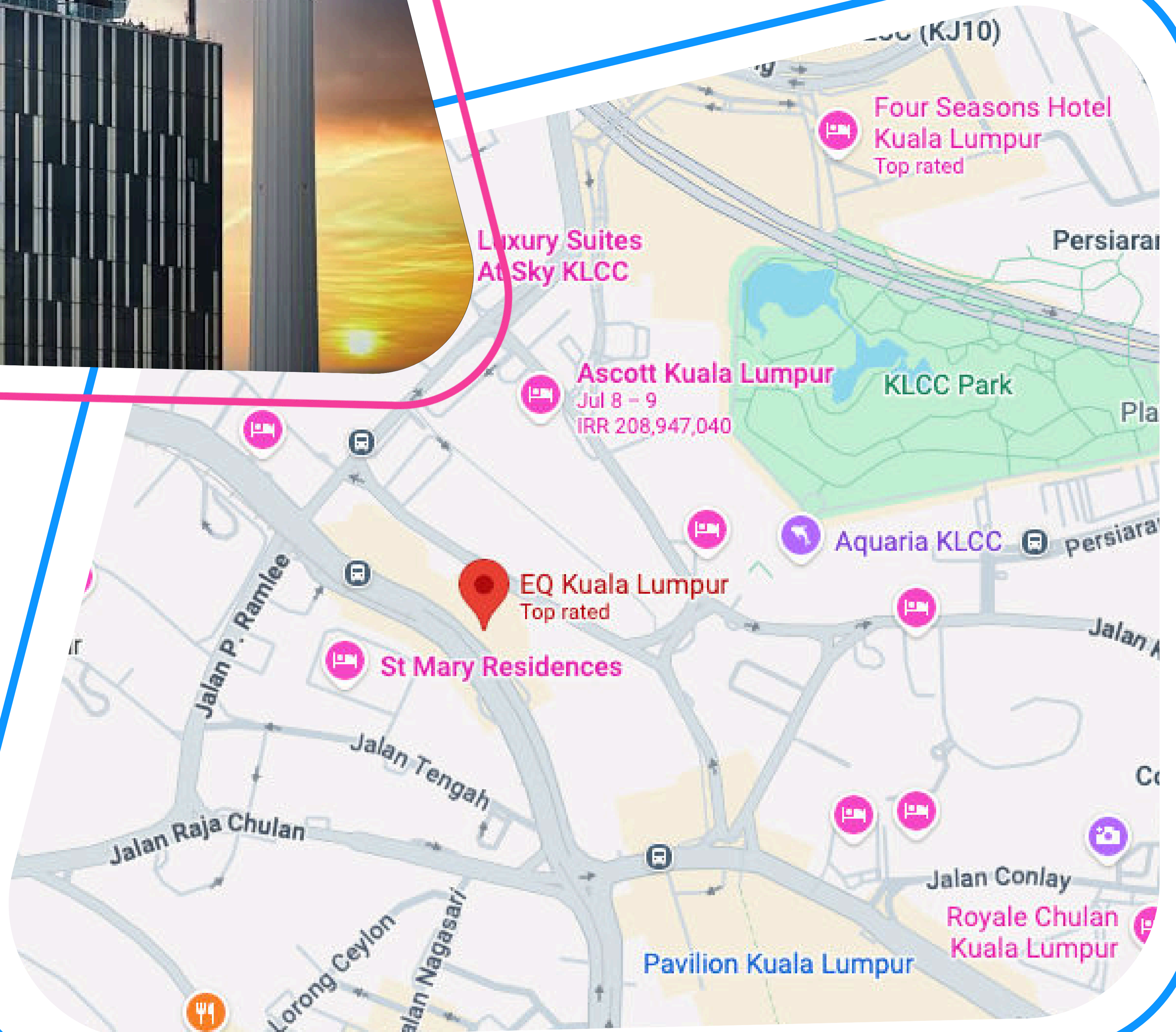


# Conference Venue

## *Kuala Lumpur, Malaysia*

**Venue :** EQ Kuala Lumpur

**Address:** Equatorial Plaza, Jalan Sultan Ismail, 50250 Kuala Lumpur, Malaysia



# 1st Day

## Oral Check-in Information

**26 June 2026**

12:45 - 13:15

### Welcome & Check-in

We are delighted to invite you to the highly anticipated Oral Session at the **ICRBME** Conference. This session will showcase esteemed speakers from diverse disciplines, each sharing their expertise and insights on a variety of engaging topics. Conference check-in will take place between **12:45 and 13:15** local time in **Kuala Lumpur, Malaysia.** | **Room A**

13:15 - 14:15

### Lunch Time

## Business, Finance, and Organizational Innovation

14:15 - 14:30

### Prof. Dr. A. Can Inci - USA

Exchange Rate Risk and High Frequency Financial Data

14:30 - 14:45

### prof. Dr. Pui Mun Lee - Singapore

An Analysis of Key Performance Factors within the Venture Capital and Entrepreneurial Ecosystem and How Could Startup Companies Prepare Themselves for M&A or IPO

14:45 - 15:00

### Prof. Dr. Nurlan Orazalin - Kazakhstan

Green pressure, climate exposure, and financial reporting behavior: Evidence from a highly environmentally regulated environment

15:00 - 15:15

### Prof. Dr. Mohammad Talha - Saudi Arabia

Sustainability Performance Measurement and Corporate Governance

# 1st Day

## Oral Checkin information

26 June 2026

15:15 – 15:30

### Dr. Imran Hameed – Oman

How AI-Driven HRM Shapes Innovative Work Behavior and AI Knowledge Sharing? A Social Cognitive Perspective

15:30 – 16:00

### Intellectual Exchange & Refreshments Time

## Digital Innovation, Governance, and Sustainable Business

16:00 – 16:15

### Prof. Dr. Chien-Wen Chen – Taiwan

From Click to Regret: How Influencer Cues Drive Impulse Buying and Return Intention in Apparel Social Commerce

16:15 – 16:30

### Prof. Dr. Chen-Tung Chen – Taiwan

Evaluating the key indicators of organizational resilience based on linguistic Z-numbers

16:30 – 16:45

### Dr. Sumedha Bhatnagar – India

Green Finance for Supply Chain Transition: Evidence from Systematic Literature Review

16:45 – 17:00

### Edwin Jesu Dass – Malaysia

A Swarm Intelligence-Based Model for Organisational Governance: Critical Theoretical Foundations

17:00 – 17:15

### Hsiao-Yin Lin – Taiwan

Social Media Engagement and Brand Value in the Fashion Industry: Evidence from Instagram

17:15 – 17:30

### Closing Time

# 2nd Day

## Walking City Tour Information

### *Meeting Point and Details*

**Meeting Point:** Entrance of Central Market / Pasar Seni

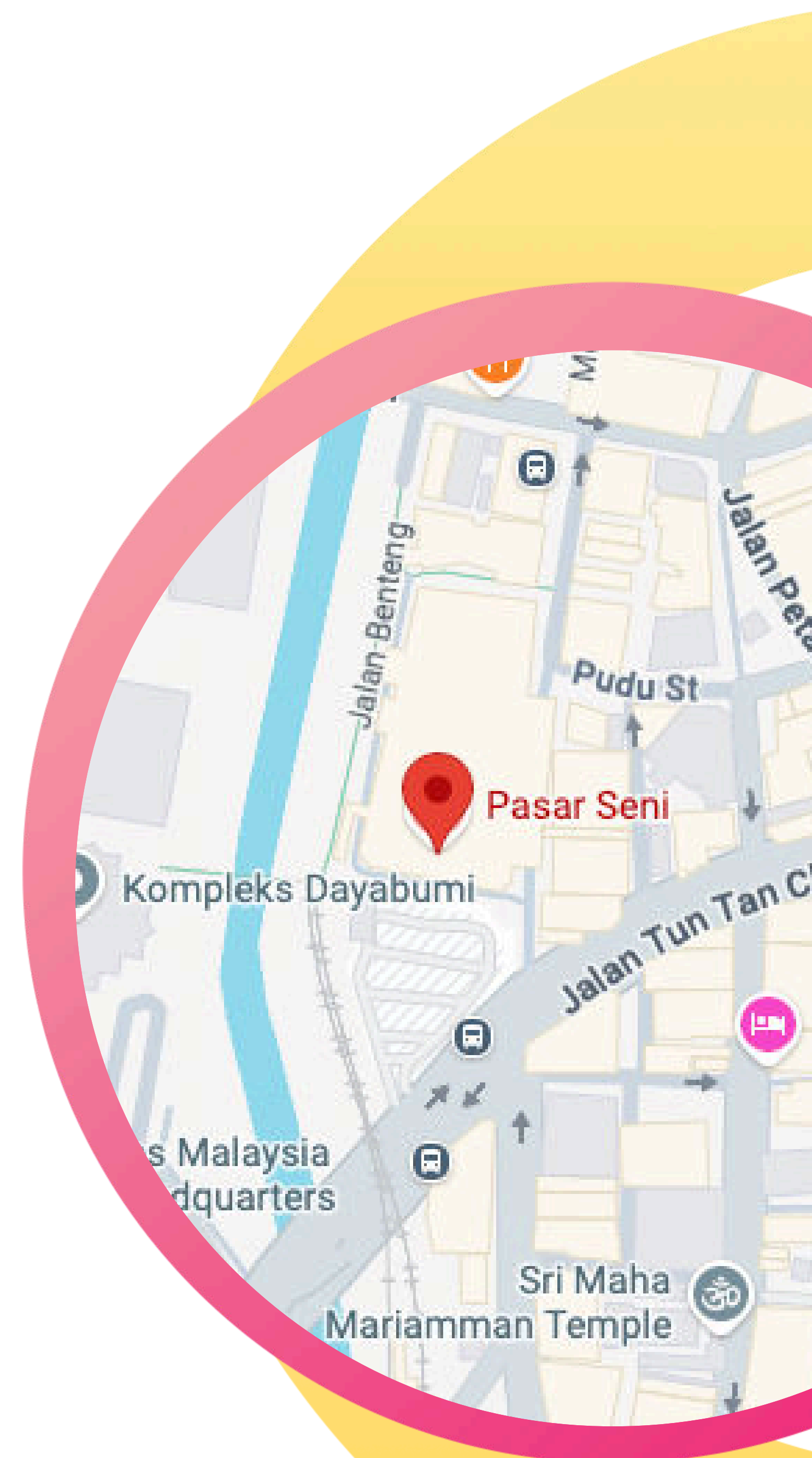
**Tour Date:** 27 June 2026

**Tour Time:** 09:00 AM

**Meet in the historic heart of Kuala Lumpur.**

#### **Overview of your Kuala Lumpur tour:**

Kuala Lumpur Morning Heritage Walk: A cooler, unhurried introduction to the city's historic heart.



# 2nd Day

## Walking City Tour Information

### *Meeting Point and Details*

#### **Itinerary:**

##### **Merdeka Square & Colonial Heritage:**

Explore the area around Merdeka Square and its surrounding colonial-era buildings, including the story of independence.

##### **Sultan Abdul Samad Building & River Confluence:**

Walk past the Sultan Abdul Samad Building and visit the rivers where the city began.

##### **Masjid Jamek & Cultural Crossroads:**

Discover the area around Jamek Mosque, where different communities shaped early Kuala Lumpur.

##### **Central Market & Chinatown:**

Continue through Central Market and the lively streets of Chinatown.

##### **Optional Rail & KLCC Finish:**

If desired, take a short rail ride to the Petronas Twin Towers area for a contrast between old and new.

The route may be adjusted based on weather, pace, and your interests.

# 3rd Day

## Virtual Check-in information

**28 June 2026**

17:30 – 17:40

### Welcome & Check-in

We are honored to extend a warm welcome to all participants of **ICRBME**. This distinguished virtual event offers a thoughtfully curated program, including a series of academic sessions, engaging panel discussions, and valuable networking opportunities—all accessible remotely. Check-in will be available from **17:30** to **17:40** local time in **Kuala Lumpur, Malaysia**.

17:40 – 17:55

### Naimul Islam – UK

Impact of Blockchain Adoption on Sustainable Organizational Performance in Bangladeshi Manufacturing Supply Chains

17:55 – 18:10

### Prof. Dr. Ioanna Dimitrakaki – Greece

Internal Mobility and Employee Retention in HRM: Insights from IBM's SkillsFirst Model

18:10 – 18:25

### Siti Tias Miranti – Indonesia

Investment Feasibility of Domestic Paracetamol API Manufacturing in Indonesia: A Financial Modelling Approach

18:25 – 18:40

### Filip Jankovič – Slovakia

From Platforms to Participation: Digital Touchpoints and Generation Z's Cultural Engagement in Slovakia and the Czech Republic

18:40 – 18:55

### Hansel Kamirau – Indonesia

Global Uncertainty and ASEAN Emerging Stock Markets: Asymmetric Evidence from a NARDL Approach

18:55 – 19:10

### Elizabeth Ahberekam – Malaysia

The Effect of Cognitive and Affective Factors on Purchase Intention for Life Insurance in Malaysia: The Mediating Role of Persuasion from a Neuromarketing Perspective

# 3rd Day

## Virtual Check-in information

**28 June 2026**

19:10 – 19:25

### **Jullien Ramirez – Lithuania**

When Do Digital Leadership, Analytics Capabilities, And Entrepreneurial Orientation Foster Exploratory Innovation? The Mediating Role of AI Readiness and The Moderating Effect of Digital Organizational Culture

19:25 – 19:40

### **Livia Khalishta Afifah – Indonesia**

Beyond the 4P: A Six-Dimensional Criteria Framework for Distribution Channel Evaluation in Functional Beverage Markets

19:40 – 19:55

### **Samar Ali – Egypt**

Do ESG Practices Reduce Firms' Cost of Debt? Evidence from the MENA Region

19:55 – 20:10

### **Claudia Achmad – Indonesia**

Text Mining Analysis of Sustainability Reports in Indonesia Fast Moving Consumer Goods (FMCG) Companies

20:10 – 20:20

### **Q&A – Closing Time**

# F.A.Q.

## of the Conference

To give you as much information as possible, we provide you with the following frequently asked questions (FAQs) and answers.

### **Invoices or payment receipt: When can I expect to receive my invoice or payment receipt?**

01

We issue sales receipts or invoices right after your registration, delivered together with your payment confirmation email. These documents are stamped and signed for authenticity. If you do not receive them, please reach out to us via the contact email provided in your conference program.

### **When will the certificates be issued?**

02

Certificates will be awarded to all Listeners and Speakers at the conference venue. Virtual attendees will receive their certificates via email after the event concludes.

### **Where and when will my paper be published?**

03

All abstracts will be published in the Conference Abstract Book, accessible via the link provided in the program. Additional publication opportunities—including conference proceedings, peer-reviewed indexed journals, and more—will be announced by our editorial team a few weeks after the conference.

### **How can we access the virtual sessions?**

04

All conference participants will receive an email with simple, step-by-step instructions on how to join the virtual sessions. The email will include a direct link that automatically connects you to the conference platform.

Please note that there is no need to attend the virtual sessions from the conference venue. You can join from anywhere—all you need is a computer and a stable internet connection.

### **What is the duration of paper presentations for both in-person and virtual participants?**

05

Presenters, whether attending in person or virtually, will be allocated 13 minutes for their presentation and an additional 2 minutes for questions and answers.

### **Any other questions?**

### **Or maybe you want to leave your feedback?**

We look forward to your letter by the following email:

 [support@icrbme.org](mailto:support@icrbme.org)

 [milenasimonis@globalks.org](mailto:milenasimonis@globalks.org)



# GKS



[www.globalks.org](http://www.globalks.org)



[info@globalks.org](mailto:info@globalks.org)

