

6th International Conference on Recent Trends in Business and Entrepreneurial Ventures

Focal Theme: Sustainable Development from Business and Social Perspective

Organized by

Lincoln University College, Malaysia

Date: 5th & 6th September 2023

PROGRAMME SCHEDULE

(Please join at least 20 minutes before the session starts)

5th September 2023 (Tuesday)

09:30-11:30

Inaugural Function

Link : MS Team Link 1

National Anthem

Inauguration by:

Datuk Dr.Hjh. Bibi Florina Abdullah

Pro Chancellor, Lincoln University College

Welcome Address by :

Dato (AMB) Dr. Mohd. Yusoff A. Bakar

Vice Chancellor & CEO, Lincoln University College

Presidential Address by :

Prof. Dr. Amiya Bhaumik

President, Lincoln University College

Key Note Address by:

Datin Sri Prof. Dr. Suhaiza Hanim Binti Dato Mohamad Zailani

University of Malaya, Kuala Lumpur, Malaysia

Release of Book from LUC Publications Division

11:30-13:00

Session II A: Open Paper

Link : MS Team Link 1

Chairpersons:

Dr. Rozaini Binti Rosli

Faculty of Business, Lincoln University College, Malaysia

Dr. Biswajit Paul

Assistant Professor, PG & Research Department of Commerce

University of Gour Banga, West Bengal India

1	Analyze the Link Between Sports-Viewing Habits and the Organisational Framework of the Sports Industry <i>Jia Pengju*</i> , <i>Abhijit Ghosh</i>
2	An Exploratory Analysis of Sustainability Concerns in an Ancient Chinese Water Town as a Cultural Tourism Destination <i>Yuxiangxian*</i> , <i>Parikshat Singh Manhas</i>
3	An Empirical Study to Identify the Most Critical Elements that Influence Customer's Decisions about Whether or not to Purchase Online Vs Traditional Purchasing <i>Li Zhengwei*</i> , <i>Syed Ahmed Salman</i>
4	Impact Marketing Strategies and Promotional Components and Customer Retention: An Exploratory Study Based on Shopping Centers in Hongkong <i>Zhang Xianghan*</i> , <i>Abhijit Ghosh</i>
5	The Mediating Role of Perceived Brand Authenticity in the Impact of Personal Media Promotion on Business Development <i>Ma Haitao</i>
6	The Research Review on Prevention and Control of Workplace Violence in the Health Industry <i>Sun Jing</i> , <i>Faridah Mohd Said*</i> , <i>Tan Beng Geok</i>
7	Effect of Factors on Agency Problems and Their Impact on Stock Repurchase Decisions in China (Case Study on Companies in China 2011 – 2021) <i>Yuan Huipeng</i>
8	The Mediating Role of Organizational Culture to Measure the Impact of Strategic Leadership on Employees Performance. Shenyang University is the Case Study <i>Jiang TianYan</i> , <i>Dhakil Abbas Ali</i>
9	Research on Classified Management of Private Colleges in China <i>Chen Wenjing</i>

11:30-13:00

Session IIB: Open Paper

Link : MS Team Link 2

Chairpersons:

Dr. Oyyappan

Faculty of Business

Lincoln University College, Malaysia

Dr. Md.Uzir Hossain

Faculty of Business

Lincoln University College, Malaysia

1	Research on Application of Partnerships for the Goals in Human Resources Management - Taking Murata as Case Study <i>Zheng Lifang*</i> , <i>Dhakil Abbas Ali</i>
2	Research on the Improvement of Employment and Entrepreneurship Quality in Chinese Local Universities from the Perspective of "Alumni +" <i>Fang Chuanxi*</i> , <i>Syed Ahmed Salman</i>
3	Analysis of the Development of Youth Friendly Cities Based on Urban Cultural Identity: Taking Luoyang City as an Example <i>Zhang Yanan</i> , <i>Dhakil Abbas Ali</i>
4	Examine the Appropriate Customer Satisfaction Index Model Association with Taiwanese International Tourist Hotel <i>Chen Jian*</i> , <i>Ibrahim Mohamed Alrajawy</i>
5	The Effect of CEO Entrepreneurial Orientation on Business Outcomes <i>Liu Zhen</i>

6	Effectiveness of Se Advertising by Influencing Different Dimensions of Users' Cognitive Trust Emotional Trust: A Study Based on Hongkong Customers Yuan Xiaohui* , Abhijit Ghosh
7	Evaluation and Development of a Conceptual Model for Investigating Chinese Consumer's Perspectives of Luxury Value Xiang Jianshun* , Syed Ahmed Salman
8	A Study in Consumer Satisfaction Level in the Industry of Business to Consumer Online Purchasing Services in China Zhang Yongchao* , Dhakhir Abbas Ali
9	Together with Innovation SMEs, Innovation China: Small and Mediumsized Enterprise (SME) Owners and Manufactures in the Chinese Manufacturing Sectors Develop Strategic and Transformative Innovation Strategies and Networks Zhu Xuelei* , Syed Ahmed Salman
13:00-14:00	Lunch
14:00- 17:00	Session III A:Open paper session: Link : MS Team Link 1 Chairpersons: Dr Nidhi Agarwal Professor, Faculty of Social Science, Arts and Humanities Prog Coordinator, Master of Education Lincoln University College, Malaysia Dr. Shahenaz Sheibani Faculty of Social Science, Arts and Humanities Lincoln University College, Malaysia
1	A Review of the Studies on the Effects of Assistive Technology for Students Reading and Writing Disabilities on the Academic Performance of Students with Visual Impairments Peng Lirong
2	An Analysis of Contemporary Chinese Educators' Attitudes Toward Their Work and Professional Growth Wang FengYuan* , Nidhi Agarwal
3	A Comprehensive Study of the Effect of the Internet on Students' Moral, Social and Spiritual Values from the Perspective of Teachers Li Jun* , Emmanuel Hans
4	A Study to Investigate Learners' Readings through Self-Directed Learning and its Outcome on their Academic Achievement Huang Yudong
5	Factors Influencing the Employment of Graduates at Grassroots Level in the Context of the Implementation of the "Western Programme" Project Wangmi* , Dhakhir Abbas Ali
6	An Observational Approaches, Such as Attending Demonstration Sessions and Listening in Lectures, Provide Student Teachers with Constructive Criticism about their Teaching Abilities Dong Chunyan* , Emmanuel Hans
7	As an International Language Teaching English in China: Opportunities, Challenges and Directions in the Context of Educational Internationalization Gan Tian
8	A Comprehensive Study on Student and Teacher Relationships and its Effect on Student Learning: Cross-Cultural Perspective on Education and Psychology

	Huang Jilei*, Emmanuel Hans
9	A Research of How Successfully Teachers and Educational Educators Display their Skill in the Curriculum, Including an Analysis of the Tactics they Need and the Content Areas they Address Liu Haimei, Emmanuel Hans
10	The Influence and Evaluation of Intercultural Competence on Medical English Teaching in Higher Vocational Colleges Zhou Guojun*, Lubna Ali Mohammed
11	A Study of the Chinese Clothing Market, to Predict the Establishment of Brand Equity Li Fojun, Rozaini Binti Rosli
12	Exploring the Impact of Socio-Emotional Learning Programs on Academic Achievement and Student Well-being: A Mixed-Methods Study Zhou Lu
13	A Longitudinal Study of Medical Students' Changing Views on Personal Health Care has Clinical and Pedagogical Ramifications Zhu Qiaoyan*, Emmanuel Hans
14	The Impact of Rural Education in Developing Countries on Rural Regional Economic Development Yang Qianli
15	Study on the Relationship Between the Kindergarten Management Quality and the Gamification Implementation Quality of the Class Curriculum Cao Qimin*, Chandra Mohan
16	Research on EU Entrepreneurship Education Based on Core Literacy Development Yang Mingjing, Muhantha *

14:00- 17:00 Session III B:Open paper session:

Link : MS Team Link 2

Chairpersons:

Dr. Sumit Das
Associate Professor
JIS College of Engineering, India
Dr. Sriparna Guha
Faculty of Management
Amity University Kolkata, India

1	Important Factors that Impact on Consumers' Choices of Online Shopping Versus Non-Online Shopping: An Exploratory Study Based in China Ji Peng*, Abhijit Ghosh
2	To Study on Determinants of Consumer Behaviour with Reference on Purchasing Organic Food Products in Asia Jiao Chao
3	Research on Sustainable Urban Design Based on the Dual Carbon Goals of Carbon Peak and Carbon Neutrality - Taking Beijing as an Example Feng cen*, Dhakir Abbas Ali
4	How Gender Discrimination in Employment and Pay is a Problem in the Workforce and the Effect of Processes, Practices and Decision Makers' Sexism on the Employees Xing Su
5	Examining the role of Social Entrepreneurship between the Relationship of Ecosystem Services and Holistic Human Well-Being in Southern Chin State, Myanmar Lucia Yaw Laing

6	The Impact of Corporate Social Responsibility (CSR) On Employee Performance and Organizational Commitment as Mediating Role: Case Study in Beijing Universities, China Yang Di , Rozaini Binti Rosli
7	Sustainable Cities and Communities: A Comprehensive Approach to Urban Development Li Baoyuan , Nurul Azmir Amir*
8	Recent Trends in Business and Entrepreneurial Ventures: Implication of Technological Advancement in Operations Management Tan Weiyan , Oyyappan Duraipandi*
9	The Relationship Between Emotional Labor, Job Satisfaction and Burnout among Chinese University Teachers: Based on Resource Conservation Theory Yang Mingmei , Lim Seong Pek*
10	The Vital Role of Institutional Capacity interrelation with Impact for Sustainable Tourism Development: A Case study of Inle region, Myanmar Thet Lwin Toh
11	Enhancing Micro, Small & Medium Enterprises (MSMEs) access to finance: a regulatory blueprint for Peer-to-Peer lending in Nepal Subarna Paudel
12	Innovation in Affordability: Designing Green Buildings on a Budget Arkar Htet* , Sui Reng Liana , Theingi Aung , Amiya Bhaumik
13	The Development and Deployment of a Cloud-Based Intelligent Monitoring Li Min* , Midhunchakkaravarthy
14	A Study to Measure the Effectiveness and Impact of Online Marketing Versus the Conventional Marketing with Regards of Target Audience in Respects to Socio-Demographics Such as Age and Gender Chen Rui
15	The Implementation of a Guanxi-Based Strategy for Doing Business in China: An Inquiry into the Strategical Importance of Relationships Zhao Kun* , Abhijit Ghosh
16	Examine the Appropriate Customer Satisfaction Index Model Association with Taiwanese International Tourist Hotel Chen Jian* , Ibrahim Mohamed Alrajawy
17	A Study on the Importance to Components of Brand Credibility that Drive Consumer Loyalty and Identifying Factors that Contribute to Customers Switching to another Brand Pan Liyun* , Dhakhir Abbas Ali
18	Exploring Gender and Social Entrepreneurship: Women's Leadership, Employment and Participation: Exploring a Southeast Asian Context Wang Fanghong

6thSeptember (Wednesday)

09:00-10:00 Session VI :Open Paper Session

Link : MS Team Link 1

Chairpersons:

Ts Assoc Prof. Dr. Asita Elengoe
Faculty of Applied Science
Lincoln University College, Malaysia

Dr. Rathimalar Ayakannu
Faculty of Applied Science
Lincoln University College, Malaysia

1	Research on the Impact of Managerial Myopia on Corporate Green Innovation Xu Gongwen, Dhakir Abbas Ali*, Amiya Bhaumik
2	The Effectiveness of a Combination of Chinese Exercise and Electrotherapy Rehabilitation on Increasing Range of Motion among ACL Patients at Rehabilitation Centres in Beijing Dai Haojie
3	A Study on the Importance of Developing the Management Systems in Healthcare and Nursing Institutions and Organizations and its Effect on Patients Shen Lihua
4	A Study to Assess the Impact of Organizational Strategies and Human Resource Management for the Improvement of the Quality of Life on Dementia Patients in the Chinese Fan Ruijian*, Amiya Bhaumik
5	Research Progress on High-Risk Pregnancy Management Zhu Juan, Faridah Mohd Said, Tan Chun Hoe
6	A Review of Health Management for Stroke Patients During Rehabilitation Period Zhu Bei, Mohamed Saifulaman Bin Mohamed Sai, Tan Beng Geok

10:00-11:00 Session II: Plenary Lecture session

Link : MS Team Link 1

Chairperson:

Professor Swapan Kumar Majumdar
Professor, Faculty of Business
Lincoln University College, Malaysia

Speaker 1:

Assoc. Prof. Dr. Evan Lau
Universiti Malaysia Sarawak (UNIMAS)
Sarawak, Malaysia

Speaker 2:

Dr. (CA) Sanjib Kumar Basu
Dean, P.G. and Research Department of Commerce
St. Xavier's College (Autonomous)
Kolkata, India

11:00-13:00 Session VI :Open Paper Session

Link : MS Team Link 1

Chairpersons:

Dr. Tushar Kanti Dey
Assistant Professor (Economics)
School of Management Sciences
MAKAUT, W.B, India
(Formerly West Bengal University of Technology)

Dr. Syed Ahmed Salman
Senior Lecturer, Faculty of Business
Lincoln University College, Malaysia

1	Chinese Society and Their Interest Towards Luxury Product: An Exploratory Study Based on Chinese People Qiao Wenjun, Zulkarnain A. Hatta
2	Overseas Investment Can Help China's Economy Recovery Jia ZhiBin*, Abhijit Ghosh
3	Digital Technology Adoption in Manufacturing firms: A Systematic Literature Network approach AJayandaran Arumugam, Amiya Bhaumik
4	The Influence of Virtual Reality Technology (VRT) on Experience Quality and Intentional Behaviour in the Middle Yellow River Reaches of China: Luoyang and Zhengzhou Wang Hanyi
5	The Effect of Principal Leadership, Work Culture and Motivation on The Performance of School Teachers in China Chen Yueqin*, Lubna Ali Mohammed
6	The Impact of E-Commerce Anchors' Interactive Attributes on Consumer Purchase Intention in a Live Streaming Marketing Context Liu Xinxin*, Muhammad Iqbal Shaharom
7	A Study on Discussing the Impact of Strategic Knowledge Management from the Performance Viewpoint of a Manufacturing Firm Zhang Jianjun*, Amiya Bhaumik
8	Analysis of the Application of BIM Technology in the Management of Civil Engineering Project Sites Zhao Yue, Aiman Al-odaini*
9	Business Development and Sustainability Kong Lingfei, Abhijit Ghosh*
10	Effectiveness of the Marketing Strategy in Promotion Mix of Shopping Centres to Attract Visitors and Shoppers: An Exploratory Study Based on Hong Kong Li Meng*, Abhijit Ghosh
11	The Nigerian Puzzle: Decoding Population Dynamics for Sustainable Economic Growth Balogun Friday Barnabas*, Dhakir Abbas Ali, Rozaini Roslina Binti
12	Research on the Impact of R&D Cooperation on Enterprise Innovation Tian Jing, Dhakir Abbas Ali

11:00-13:00

Session VI B :Open Paper Session

Link : MS Team Link 2

Chairpersons:

Prof. Dr. Sateesh Kumar Ojha

Regional Dean, Business and Accountancy

Lincoln University College, Malaysia

Academic Director, Satya Sai Shikshya Sadan, Tokha, Nepal

Dr. Rakheebrita Biswas

Assistant Professor (W.B.E.S), Institute of Education (P.G.) for Women, Chandernagore, Hooghly, India

Dr. Ibrahim Ali

CPGS Coordinator,

Faculty of Business and Accountancy,

Lincoln University College, Malaysia

1	The Study of the Development of Educator Profiles for Use in Schools, Departments, and Organisations Whose Primary Focus is on Education of Future Teachers Synopsis <i>Jin Xianzhao*</i> , <i>Nidhi Agarwal</i>
2	A Comparative Study on Traditional Classroom Teaching and Online Teaching and Using Traditional Textbooks with Online Learning in Middle Schools <i>Wang Xiangxu*</i> , <i>Chandra Mohan</i>
3	Assessing the Impact of Mobile Phone Use on Psychological Health and Academic Achievement of Medical Students <i>Wang Jing*</i> , <i>Chandran Mohan</i>
4	Impact of I-Pad and Tablet on Developing Oral and Listening Skills among Young Students <i>Liu Xiao Guang*</i> , <i>Chandra Mohan V.Panicker</i>
5	Impact of Principal's Leadership Style on Teacher's Motivation and Job Performance in China Rural Schools <i>Wei Lingmin</i>
6	Concept Mapping as Problem-Based Learning: Assessing its Effectiveness in Teaching-Learning Processes <i>Song Chunyan*</i> , <i>Nidhi Agarwal</i>
7	Parents-Teachers Cooperation in Building Students Healthy Mindset and Values in Preparation for the Challengers in High School <i>Han Yuxia*</i> , <i>Chandra Mohan</i>
8	The Impact of Elementary School Instructors' Classroom Management Abilities on Students Unwanted Disciplinary Behaviour <i>Liu Han*</i> , <i>Dhakar Abbas Ali</i>
9	The Effect of a Nature-Based Environmental Education of Children: The Importance of Environmental Knowledge and the Connectedness to Nature, Together, are Related to Ecological Behavior and Environmental Attitude <i>Zheng Chunyan*</i> , <i>Nidhi Agarwal</i>
10	Research Comparing the Perspectives of Teacher Educators Either with or Without Prior School Teaching and their Level of Competency in the Delivery of Demonstration less was Carried out <i>Liao Zhongxia*</i> , <i>Nidhi Agarwal</i>
11	The Study of Suicide in Adolescents in the Context of Cognitive Brain Change <i>ZhangWen*</i> , <i>Shahanaz</i>

12	Research on the Operational Characteristics of "Internet+ Shared Gyms" in China —Taking Lekfit Fitness Club as an Example <i>Zhao Haojun, Lim Seong Pek*</i>
13:00-14:00 Lunch Break	
14:00-16:00 Session VI : Open Paper Session <i>Link : MS Team Link 1</i>	
<p>Chairpersons :</p> <p>Dr.Chetna Priti Associate Professor and Assistant Director Amity Business School, Amity University, Patna, India</p> <p>Dr. Emmanuel Hans Faculty of Social Science, Arts and Humanities Lincoln University College, Malaysia</p>	
1	Influence Between the Work Environment, Compensation, Competency on Teacher Performance at Beijing, China <i>Liu Tingyu</i>
2	Preserving Cultural Heritage Through Traditional Dance: Exploring the Role of Dance as a Tool for Intangible Cultural Heritage Transmission and Preservation <i>Su FenCi*, Chandra Mohan</i>
3	A Study on the Application of Cooperative Learning in English Reading Curriculum <i>Zhang Ling*, Lubna Ali Mohammed</i>
4	Examine the Impact of Effective Utilization of Human Resource in Shopping Center Management <i>Chen Yasi*, Amiya Bhaumik</i>
5	The Impact of Strategic Knowledge Management, the Internet of Things (IOT) On Chinese Innovation, and Manufacturing Firm's Performance <i>Liu Huiyan*, Abhijit Ghosh</i>
6	Preserving Cultural Heritage Through Traditional Dance: Exploring the Role of Dance as a Tool for Intangible Cultural Heritage Transmission and Preservation <i>Su FenCi*, Chandra Mohan</i>
7	Effect of On-the-job Training, Off-the-job Training, and Supervisor Support on Employee Performance in Private Banks in Myanmar <i>May Thanda Hlaing*, Amiya Bhaumik, Midhun Chakkaravarthy</i>
8	A Study to Analyse the Implications of Privatization of School and its Impact on Different Class of the Society <i>Zhu Yulan</i>
9	Explanatory in Work Life Balance in Police Department <i>Louis Moh Chung Wen</i>
10	A study on the development status of traditional gyms in the era of "Internet+" and counter measures —Taking Jinan City as an example <i>Xin Zhuozhuo, Lim Seong Pek *</i>
11	Research on the Cooperation Mode of Higher Vocational Schools and Enterprises in the New Era <i>Li Chunmei</i>
16:00-16:30 Valedictory Session.	

Please visit <https://icrtbev2023.lincoln.edu.my/>

NB: The tentative program is based on confirmed speakers. This is subject to change.