

PROGRAMME SCHEDULE

DAY 1 – Tuesday, 28 January 2025	
8.00am – 8.45am	Breakfast & Registration
8.45am – 9.00am	Opening session
9.00am – 9.15am	Welcoming Speech Dr Abdulla Rasheed Ahmed Advisor Zikura International College, Maldives
9:15am – 9:30am	Inaugurating the Conference and Officiating speech Tan Sri Azam Baki Chief Commissioner, Malaysian Anti-Corruption Commission, Malaysia
9.30am – 10.00am	Keynote Address I Professor Dr Jamaliah Said Director, Accounting Research Institute University Technology Mara, Malaysia “Enhancing National Security: The Role and Impact of the Malaysian Safety Index”
10.00am – 10.15am	Group Photo
10.15am – 10.30am	Break
10.30am – 11.30am	Panel Discussion (Navigating the Digital Economy: Transparency, Accountability, and Sustainable Growth)
11.30am - 11.35am	Break
11.35am – 12.00pm	Keynote Address II Uz. Adam Shamil President of the Commission Anti-Corruption Commission, Maldives “Innovation in Corruption Prevention: Safeguarding Economies for Futures”
12.00pm – 1.30pm	Lunch Break

1.30pm - 2.00pm	Keynote Address III Ms. Shirumeena Hussain Assistant Auditor General Auditor General's Office, Maldives "Bridging Transparency and Technology: The Role of Auditors in the Digital-Human Transition"
2.00pm – 3.30pm	Parallel session I
3:30pm - 4:00pm	Break
4:00pm - 5:15pm	Parallel session II
5:15pm	End of Day 1
8.30pm – 10.00 pm	Conference Dinner hosted by Fuvahmulah City Council

Side event: Exhibition will start after the lunch break and will go on till the end of the day. It will take place opposite the conference hall.

PROGRAMME SCHEDULE

(FACE-TO-FACE CONFERENCE)

DAY 1 – Tuesday, 28 January 2025			
PARALLEL SESSION I			
	Room 1	Room 2	Room 3
2.00pm – 3.30pm	Track: Business and Management Moderator: Dr. Nor Balkish Zakari Assessor: Mariyam Aneela Time Keeper: Ali Saail Saeed	Track: Humanities Moderator: Mohamed Amir Assessor: Aslam Rasheed Time Keeper: Rafha Ahmed Mohamed	Track: Business and Management Moderator: Muhammad Najmuddin bin Mazlan Assessor: Shafiu Ali Time Keeper: Eanas Abdulla
	1 PLS-SEM Analysis of Economic Growth: A Study of Budget Deficit, Governance Quality, and Financial Integrity Across Economies Fazlida Mohd Razali	2 Simulation for the Development of Critical Thinking Skills among Nursing Students; Systematic Review Aminath Suneeza	3 Employer Perceptions of Employee Job Pursuit Intentions in the Maldivian Resort Sector Mariyam Niyaf Mohamed
	4 Gendered Pathway to Customer Satisfaction with E-Procurement Dashboard Systems in Indonesia Kanitsorn Terdpaopong	5 Impact of Safety Awareness on Dietary Supplement Attitudes and Purchase Behavior in Thailand Ussanee Malisuwan	6 AI-Driven innovations on Customer Engagement in US Fashion and Adaptation of Fashion Brands Amporn Puapradit

	7 Developing a Framework for Accounting students' career path in Forensic Accounting Mohamed Shahril Bin Isahak	8 The Impact of Educational Management on Higher Education: International Perspective Abdulla Rasheed Ahmed	9 Data-driven Insights: Segmenting And Predicting Tourist Spending Behavior For Optimized Marketing. Kritsada Sripaew
	10 Exploring The Impact Of Digital Literacy On Mobile Marketing Effectiveness Of The E-business Sector In Myanmar Suttisak Jantvongso		12 Social Media Impact on Consumer Decision-Making Process: A Correlational Study of Fuvahmulah Youth Aishath Shazna

PARALLEL SESSION II			
	Room 1	Room 2	Room 3
4.00pm – 5.15pm	Track: Business and Management Moderator: Dr. Nor Balkish Zakaria Assessor: Mariyam Aneela Time Keeper: Ali Saail Saeed	Track: Humanities Moderator: Mohamed Amir Assessor: Aslam Rasheed Time Keeper: Rafha Ahmed Mohamed	Track: Business and Management Moderator : Muhammad Najmuddin bin Mazlan Assessor: Shafiu Ali Time Keeper: Eanas Abdulla
	1 Mapping the Evolution of Money Laundering Detection Strategies: A Bibliometric Perspective Fathimath Sharufa Mohamed	2 Islamic Understanding and Application in Life among Muslim Asnaf University's students Husnul Rita Binti Aris	3 Examining the Relationship between Employee Personality and Hiring Decisions in the Maldives Resort Sector Mariyam Niyaf Mohamed
	4 Personalized Financial Management: Leveraging Data Mining for Proactive Financial Planning Kritsada Sriphaew	5 Effective Contemporary Leadership in Tertiary Education: Global Stakeholders Viewpoint Abdulla Rasheed Ahmed	6 Does Family-supportive Supervisor Behaviour Affect Organisational Commitment? The Effect of Geographical Factors in the Resort Sector of the Maldives Aishath Azdha

	7 Corruption and Sustainable Development in Pakistan-Accounting for the Role of Fiscal Standing Naila Erum	8 Impact of High Fidelity Simulations on Student Outcomes in Nursing Education Mariyam Zulfa	9 Comparative Analysis on Social Media and Traditional Marketing of Generation X Consumers in Yangon, Myanmar Ussanee Malisuwan
	10 Future Auditor's Fraud Risk Judgment; Social Media VS Search Engine Marketing-Impact on Young Generation's Brand Perception in Myanmar: Fazlida Mohd Razali		

PROGRAMME SCHEDULE

DAY 2 – Wednesday, 29 January 2025 (Paper Presentations Face to Face AND Online)	
8.00am - 9.00am	Breakfast
9.00am – 9.15am	Welcoming Speech Assoc. Prof. Dr. Nor Balkish Zakaria Deputy Director Accounting Research Institute Universiti Teknologi MARA, Malaysia
9.15am – 9.45am	Keynote Address IV Asst Prof. Dr. Kritsada Sriphaew Dean of International College Rangsit University, Thailand “Data Mining and Machine Learning: Transforming ICT into Strategic Insights”
9.45 am – 10.15am	Keynote Address V Mr. Mohamed Shareef Director of Government and International Relations OXIQA Pvt Ltd Republic of Maldives “Empowering Communities Through Digital Innovation: Lessons from Leadership in Technology”
10.15am - 10.30am	Break
10.30am - 11.30am	Panel Discussion (AI for Good: Harnessing Machine Learning for Sustainable Societal Development)

11.30am – 12.00pm	Keynote Address VI (Online) Dr. Saif Yousif Alsewaidi President Arid Scientific Foundation Türkiye “The Islamic Endowment (Waqf) as the Foundation of Modern Sustainability: A Historical and Practical Perspective”
12.00pm-1.30pm	Lunch break
1.30pm – 1.45pm	MOU/MOA Signing
1.45pm - 3:30pm	Parralel Session III
3:30pm - 4:00pm	Break
4.00pm - 5.30 pm	Closing Ceremony & Closing Session for the Day Awarding of Certificates for Best Paper/Best Presenter Awarding of gifts to Keynotes, Panelists and Moderators Acknowledgment of Sponsors Closing speech for the Day Ismail Rafeeq Mayor, Fuvahmulah City Council
5.30 pm	End of Day 2

DAY 2 – Wednesday, 29 January 2025 (Paper Presentations Face to Face AND Online)

PARALLEL SESSION III

	Room 1	Room 2	Room 3
1.45pm - 3.30pm	Track: Business and Management Moderator: Fazlida Mohd Razali Assessor: Mariyam Aneela Time Keeper: Ali Saail Saeed 1 Challenging Market Efficiency: A Conceptual Analysis of Calendar Anomalies in Financial Markets Muhammad Shehryar	Track: Humanities Moderator: Nalia Erum Assessor: Aslam Rasheed Time Keeper: Rafha Ahmed Mohamed 2 Challenges faced by teachers in implementing Formative Assessment in the Primary Phase: an Exploratory case study of Hulhudhuffaar School Husam Ibrahim (Face to Face)	Track: Technology Moderator: Suttisak Jantvongso Assessor: Shafiu Ali Time Keeper: Eanas Abdulla 3 MICE as a Magnet for FDI, Economic, Overall Growth, Serve as Country's Marketing Strategy Dr. Anna Davtyan
	4 Digital Media, Influencer Marketing and Social Media Influence on Business's Public Relations Strategies Srisongruk Prohmvitak	5 Exploring the Effects of Online Gaming on College Students Kiram Ahmed	6 Impact of Douyin Short Video Content on Consumer Purchasing Intention in China Bruce Edward Weeks

DAY 2 – Wednesday, 29 January 2025 (Paper Presentations Face to Face AND Online)

PARALLEL SESSION III

	Room 1	Room 2	Room 3
	7 ESGD and Firm Performance of Listed Companies in Europe Lyhorng Leng	8 Comparative Impact of Climate Change and Economic Indicators between Developed and Developing Countries Thoon Thet Pan	9 Social Media vs Search Engine Marketing: Impact on Young Generation's Brand Perception in Myanmar Dr. Anna Davtyan
	10 Environmental, Social, Governance and Firm Performance of Listed Companies in the United Kingdom Moe Htet Thu Zar	11 Assessing the Effects of work stress on Employee Performance of a Tertiary Level Hospital in Maldives Hawwa Ali	12 Digital Marketing and Tourist Satisfaction in Thai Street Food Tourism Bruce Edward Weeks

DAY 2 – Wednesday, 29 January 2025 (Paper Presentations Face to Face AND Online)			
PARALLEL SESSION III			
	Room 1	Room 2	Room 3
	13 Analysing the Relationship Between Family Structure, Neighbourhood Disorder, Role Models, and Peer Influence on Criminal Behavior in Youth: A Case Study of a Maldivian City Fathimath Zaina Shahid	14 Unraveling the Sociolinguistic Dynamics of Leadership Discourse: A Thematic Analysis in the Maldives Haleemath Akifa Rasheed	15 Leveraging Consumer Psychology in Tourism Marketing Dr. Anna Davtyan

PROGRAMME SCHEDULE

DAY 3 – Thursday, 30 January 2025	
9.00am – 9.15am	Introductory Session (Zikura Students)
9.15am – 11.30am	Post Conference Workshop (Zikura Students) Fazlida Mohd Razali Accounting Research Institute Universiti Teknologi MARA Malaysia
11.30am – 12.00pm	End of Day 3
9.00am – 12.00pm	Sightseeing Arranged by Fuvahmulah City Council