



PROGRAMME BOOK
 **UTM** | Razak Faculty of Technology and Informatics
 UNIVERSITI TEKNOLOGI MALAYSIA

Connect-Us Conference 2019

Digital Transformation Opportunities & Challenges

9-10 October 2019

*Business & Advanced Technology Centre (BATC),
 UTM Kuala Lumpur, Malaysia*



<https://connectusconference.net/>



5 Star
QS Overall
Rating

TOP 1%
Universities
in the World




TOP 50
Best
Universities
in Asia

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Universities
under
50 years of
establishment

**RANKED
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World Best
University
in Engineering
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Subjects
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Programme Tentative
Business & Advanced Technology Centre (BATC)
UTM Kuala Lumpur, Malaysia

9 October 2019 (Wednesday)

Time	Activity	Remarks
08:30	Conference Registration	Lobby Area, BATC Building
	Opening Ceremony	
09:00	- Welcome Address by UTM RFTI Dean - Welcome Address by CuC 2019 - Welcome Note by SALT	Seminar Room 2, BATC Building
09:30	Keynote Speaker 1	Seminar 2, BATC Building
10:30	Group Photo and Coffee Break	Garden Area, BATC Building
11:30	Panel Discussion 2: Technology and Innovation - Accelerating Development Sophistication of Business Model (Value Creation).	Seminar Room 2, BATC Building
12:30	Roundtable Lunch & Break	Dining Hall, BATC Building
14:00	Contributed Papers 1 & 2	Session 1: Seminar Room 2, BATC Building Session 2 : Seminar Room 3, BATC Building
15:00	Tea / Coffee Break	Dining Hall, BATC Building
15:30	Contributed Papers 3 & 4	Session 3: Seminar Room 2, BATC Building Session 4: Seminar Room 3, BATC Building
16:30	Short Break for Conference Dinner	
17:00	Keynote Speaker 2 & Concluding Remarks	Dining Hall, BATC Building
17:45	Conference Reception & Dinner	Dining Hall, BATC Building
18:45	End of Conference	

10 October 2019 (Thursday)

Time	Activity	Remarks
09:00	Registration at BATC Building	Lobby Area, BATC Building
09:30	Depart from BATC Building, UTMKL	
10:00	Visit to Kuala Lumpur Craft Complex	Lobby Area, KL Craft Complex
12:30	Lunch	
15:00	Visit to PETRONAS Digital Collaboration Centre	Lobby KLCC Tower 2
16:30	Program End	
17:00	Arrived at UTMKL	Lobby Area, BATC Building

Parallel Session Schedule

Business & Advanced Technology Centre (BATC)

UTM Kuala Lumpur, Malaysia

Session 1: Education

Session Chair: Prof. Dr. Rolf Schaeren (FHNW) and Assoc. Prof. Dr. Dao Ha (BUH) Assistant Chair: Ts Dr Habibah @ Norehan Haron		
No	Time	Title and Author Name
	1400-1405	Introduction
1	1405-1415	Tan Luc Phan, Dong Phong Nguyen and Angelina Nhat Hanh Le <i>A Bibliometric Analysis of Human Resource Management in Higher Education Research</i>
2	1415-1425	Ryan Glenn Narvasa <i>E-learning Readiness in Establishing an Institutional Instructional System: An Organizational Development Study</i>
3	1425-1435	Beat Hulliger <i>Skills for Business Analytics and Academic Curricula</i>
4	1435-1445	Ahmad Asmawi Abdul Samat <i>Overview of Malaysia e Government Online Services through Benchmarking</i>
5	1445-1455	Shomitro Kumar Ghosh, Md. Toheen Bhuiyan, Md. Ismail Jabiullah and Raihan Chowdhury <i>On the Use of Virtual Reality-Based Engineering Education</i>
	1455-1500	Concluding remarks

Session 2: Social Media & Innovation

Session Chair: Prof. Dr. Rolf Dornberger (FHNW) and Dr. Hanh (UEH) Assistant Chair: Assoc Prof Ts Dr Nor Zairah Ab Rahim		
No	Time	Title and Author Name
	1400-1405	Introduction
1	1405-1415	Kim Hoang Vo, Tri Le, Hieu Thao Nhan and Hong Ngoc Tran Le <i>Determinants of Online Engagement: The Case of Facebook Travel Fan Pages in Vietnam</i>
2	1415-1425	Maslin Masrom and Puvanieshvaran Ampanathan <i>An Ethical Analysis of Fake-news Website - SayaKenaHack.com' in Malaysia</i>
3	1425-1435	Ahmad Huzaimi Abd Jamil and Mohamad Syazli Fathi <i>The Transformation of Construction Processes through Building Information Modeling-based Contractual Approach for Design- Build Construction Projects</i>
4	1435-1445	Chiew Teng Ng, Siti Uzairiah Mohd Tobi and Mohamad Syazli Fathi <i>The Importance of Building Information Modeling for Construction Industry Stakeholders in Malaysia</i>
5	1445-1455	Siti Sarah Azli Zuharey, Hafiza Abas, Azizul Azizan and Noraimi Shafie <i>Artificial Neural Network for Predicting Oil Pipeline Condition</i>
	1455-1500	Concluding Remarks

Session 3: Effects on Economy and Society

Session Chair: Prof. Andreas Reber (FHNW) and Dr. Tita Branzuela (SBU) Assistant Chair: Ts Dr Ruzana Ishak		
No	Time	Title and Author Name
	1530-1535	Introduction
1	1535-1545	Dinh Tien Minh and Le Thi Hue Linh <i>Factors Influencing the Decision of Applying to the High-Tech Transportation Companies: The Case of Ho Chi Minh City – Vietnam</i>
2	1545-1555	Nur Arzwin Mohamed Aris, Mohamad Syazli Fathi, Aizul Nahar Harun and Zainai Mohamed <i>Digital Transformation for Affordable Housing Development in Malaysia</i>
3	1555-1605	Mathias Binswanger <i>Digital Transformation and Employment: Where Will New Jobs Be Created?</i>
4	1605-1615	Ratna Permata Sari and Balqis Fallahnda <i>Cultural Transformation Through Digital Media: Reception Analysis Against Violence and Sexuality on Sasusaku Fanfiction</i>
5	1615-1625	Trang N. T. Pham <i>The Evaluation On The Ability To Achieve Efficiency: A Case Analysis Of Freight Forwarding Firms In Vietnam</i>
6	1615-1625	Abdul Rahman Hamdan, Mohamad Syazli Fathi and Zainai Mohamed <i>Gap Analysis on the Technology Transfer Process in the Klang Valley Mass Rapid Transit Development Project</i>
	1625-1630	Concluding Remarks

Session 4: Education and Business Applications

Session Chair: Prof. Dr. Beat Hulliger (FHNW) and Prof. Dr. Shreeshivadasan A/L Chelliapan (UTM) Assistant Chair: Assoc Prof Ts Dr Maslin Masrom		
No	Time	Title and Author Name
	1530-1535	Introduction
1	1535-1545	Teresa Freiburghaus, Corinne Köpfler and Andreas Reber <i>Digital Transformation and Corporate Social Responsibility of Food Safety in Vietnam</i>
2	1545-1555	Truong An Mai, Xuan Huong Ho and Angelina Nhat Hanh Le <i>Value Co-creation Experiences and Customer Satisfaction in e- Retailing Sectors: The Mediating Role of Participation Behaviors</i>
3	1555-1605	Nurhidayah Abdullah and Hanira Hanafi <i>World of Digitalization from the Perspective of Intellectual Property Rights (IPRs) Policies in Malaysia</i>
4	1605-1615	Huong Xuan Ho and Phong Dong Nguyen <i>Virtual Retailing Environments: Presence, Value Experience, and Decision-Making Evaluation</i>
5	1615-1625	Thi Thieu Dao Ha, Nguyen Minh Hai Tran and Hoang An Nguyen <i>Students' Awareness of Cybercrimes in Viet Nam Banking Sector: The Evidence by Sem Analysis</i>
6	1625 - 1635	Nur Lisa Zaharin, Sabariah Sharif and Muralindran Mariappan <i>Behaviourism Theory: Application into The Structure of Atom Chapter with the Use of Educational Robotics (ER)</i>
	1635 - 1640	Concluding Remarks