



**A GUIDEBOOK FOR  
8TH REGIONAL CONFERENCE  
ON CAMPUS SUSTAINABILITY 2024**  
ACCELERATING SUSTAINABILITY IN BUSINESS

**EDITORS**

Awangku Hassanal Bahar Pengiran Bagul, Andi Tamsang Andi Kele, Andy Lee Chen Hiun,, Borhan Sareya Abdullah,  
Chew Tze Cheng@Nur Alesha Chew , Datu Razali Datuk Datu Eranza, Izyanti Awang Razli, Mohd. Allif Anwar Abu Bakar,  
Oscar Dousin, Rudy Ansar, Saizal Pinjaman, Tini Maizura Mohtar



**UMS**  
UNIVERSITI MALAYSIA SABAH



## A GUIDEBOOK FOR

### 8<sup>th</sup> REGIONAL CONFERENCE ON CAMPUS SUSTAINABILITY 2024

#### Accelerating Sustainability in Business

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# ABOUT THE CONFERENCE



**UMS**  
UNIVERSITI MALAYSIA SABAH



The 8<sup>th</sup> Regional Conference on Campus Sustainability (8RCCS) is organized by Universiti Malaysia Sabah with the collaboration of Adamson University, Philippines and National Institute of Technology, Fukushima College, Japan . The objective of this conference is to provide a platform to the stakeholders in campus sustainability to have a round table discussion on the latest development in ensuring the sustainability of natural systems and the environment for universities. 8RCCS is the platform and catalyst for finding a long term solution on environmental problems and the formulation of policies on sustainable development to be enforced for universities and its communities.



# FOREWORD



## THE VICE-CHANCELLOR OF UNIVERSITI MALAYSIA SABAH (UMS), MALAYSIA

Greetings from Universiti Malaysia Sabah, a premier EcoCampus in Asia!

I am very pleased to welcome all the participants to the 8<sup>th</sup> Regional Conference on Campus Sustainability 2024 (8RCCS2024). I am proud that UMS is once again the host of this year's event with the theme of 'Accelerating Sustainability in Business'. The Regional Conference on Campus Sustainability was started by UMS in 2014, and for the past 10 years, it has provided a platform for those who are passionate about sharing their expertise, research output and innovations in the field of sustainability.

It is also a pleasure for our university to collaborate again with Adamson University in organizing this prestigious international conference, along with our other international partner, the National Institute of Technology, Fukushima College of Japan. We would like to hear from experts and researchers sharing their findings and experiences in their respective fields of sustainability that are relevant to global issues today and what could we, as Academics, contribute to providing solutions. The very encouraging success of the previous 7<sup>th</sup> Regional Conference on Campus Sustainability 2023 (7RCCS2023) in conjunction with the 8th Engineering Research Congress (8ERC2023) at Adamson University, Manila, Philippines has been the key factor in motivating us to work progressively by providing a better platform to share and learn from each other.

I would urge all participants to leverage on the activities and discussions in the working group held during this conference to generate more interesting and innovative ideas to develop the topic of campus sustainability. It is our hope that this conference will further reinforce our many efforts in raising awareness and concrete actions in this field among our network, both local and international. This conference is a testament to such a growing strong partnership and joint endeavour between Asian countries.

Once again, on behalf of Universiti Malaysia Sabah, I would like to take this opportunity to thank the organizing committee from the Faculty of Business, Economics and Accountancy, UMS, Adamson University, the National Institute of Technology, Fukushima College of Japan, keynote speakers, chairpersons and participants for all the support and commitment given to make this conference a success. I hope all of you enjoy the conference and take the opportunity to explore the hub for everything fun in the Land Below the Wind, Kota Kinabalu. I look forward to witnessing enriching, inspiring, innovative, and intellectual discourse at this event and wish you all success in your deliberations.

**Professor Datuk Dr. Kasim Hj. Mansor**  
Vice-Chancellor Of Universiti Malaysia Sabah (UMS), Malaysia





# FOREWORD



## THE PRESIDENT OF ADAMSON UNIVERSITY, THE REPUBLIC OF THE PHILIPPINES

On behalf of Adamson University I am greatly honored to extend this congratulatory message to the Universiti Malaysia Sabah (UMS) and the National Institute of Technology Fukushima, as the major host and co-convenor of the 8th Regional Conference on Campus Sustainability respectively.

The theme “Accelerating Sustainability in Business” chosen for this year’s conference is highly strategic and timely because the practice of sustainability has become a global movement. Setting good sustainability targets for your organization can even give you a competitive advantage.

The variety of listed sub themes would surely spark meaningful discussions among delegates. Likewise, during the conference we aim to further foster collaborations that transcend geographical boundaries, knowledge exchange and promote sustainable practices and technologies.

The delegates will also find the conference outputs useful in their implementation of sustainable campuses

**Rev. Fr. Daniel Franklin E. Pilario, C.M.**  
President of Adamson University, Philippines



# FOREWORD



## THE PRESIDENT OF NATIONAL INSTITUTE OF TECHNOLOGY, FUKUSHIMA COLLEGE, JAPAN

It is an honor for me to give the foreword for the 8<sup>th</sup> Regional Conference on Campus Sustainability (8RCCS). A big thank you goes out to the University of Malaysia, Sabah, and to the co-host, Adamson University, from the Republic of The Philippines.

I genuinely believe that the theme of the 8th Conference, "Accelerating Sustainability in Business," is very significant in today's society where change is needed.

From this year, Fukushima KOSEN has introduced entrepreneurship education to all our departments. This is about starting a business and discovering social issues, and fostering the desire and ability to work on solving them. According to our educational goal of "fostering young people who will contribute to the realization of a sustainable society," we hope to nurture students who will actively participate in creating a new society.

Fukushima KOSEN has adopted an educational program emphasizing the promotion of the SDGs. Furthermore, the "carbon neutral" human resource development initiative is now in its second year of implementation. This course is designed to help students learn about issues related to carbon neutrality from multiple perspectives.

This year's 8RCCS will be a forum for sharing expertise, research, and innovation on various initiatives that will accelerate sustainability efforts and for discussions and mutual enlightenment among those passionate about these efforts.

Finally, I would like to express my utmost appreciation to the organizing committee for their hard work and commitment in making this Conference possible. I hope the participants of 8RCCS will use this opportunity to enhance their knowledge, continue the discussion, and contribute to creating a new society to build a sustainable society.

**Shigenori Taguchi**

President: National Institute of Technology (KOSEN), Fukushima College (NITFC), Japan



# PREFACE



## THE DEAN OF FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTANCY, UMS

Greetings from the Faculty of Business, Economics & Accountancy (FBEA) and I am very pleased to welcome all the participants to the 8th Regional Conference on Campus Sustainability (8RCCS) in Universiti Malaysia Sabah.

The idea of the conference came from our circle of colleagues who are in charge of campus sustainability at our respective universities and all of us believed that we need a platform to share and learn, hence grow together and mature in the right direction. Each of us realised that all of us have different strengths and focus on the vast field of campus sustainability and decided that we should share our progress or success stories with other universities that are interested in transforming their universities into a sustainable one, while at the same time, learning from their experience.

As a university, we have implemented the 1st phase of our EcoCampus Blueprint in 2013, where we aimed to increase awareness and reinforce existing sustainability programs while innovating new programs to keep up with the current trends and demands. 2024 sees us implementing our Environmental Management System, enhancing our current network and benchmarking ourselves in the UI Greenmetric World University Ranking.

I hope that this conference can help us to work with each other in the name of campus sustainability. I would like to thank my friends, Adamson University and the National Institute of Technology, Fukushima College for lending their helping hand as co-organisers. A big appreciation to Japson Wong for his contribution in providing artwork to grace our cover page and hopefully provoked discussion on what choices we have and should we have as individuals. To all the participants, I hope all of you enjoyed the conference and exploring my beautiful home city, Kota Kinabalu. To the 8RCCS Conference Committees, thank you for your hard work and commitment to ensuring the success of this conference.

**Associate Professor Dr. Mohd. Rahimie Bin Abd. Karim**

Dean of Faculty of Business, Economics and Accountancy, Universiti Malaysia Sabah





# PREFACE



## THE CONFERENCE CHAIR, 8<sup>TH</sup> REGIONAL CONFERENCE ON CAMPUS SUSTAINABILITY 2024

Peace be upon you.

Greetings from the Faculty of Business, Economics and Accountancy, Universiti Malaysia Sabah and it is a pleasure to welcome all the participants to the 8<sup>th</sup> Regional Conference on Campus Sustainability 2024 (8RCCS2024) organised by us in partnership with our long-standing collaborators, Adamson University (Philippines) and National Institute of Technology, Fukushima College (Japan).

As a founder of the conference, it is great to see how the conference has grown and evolved. We are very lucky to be able to host the conferences on a rotation basis in Malaysia, Philippines and Japan. I am also very proud of the fact that we have made this conference very accessible financially and enhanced academic integrity by partnering with our indexed journals, the Journal of BIMP-EAGA Regional Development and BIMP-EAGA Journal for Sustainable Tourism Development.

I would like to urge all participants to take the opportunity of the activities and discussions held during this conference to generate more interesting and innovative ideas to develop the topic of sustainability. It is my hope that this conference will further enhance our many efforts in raising awareness and concrete actions that stem from campus sustainability to the bigger environment, both local and international. What we do here is also a testament to such a growing partnership and joint endeavour between Asian countries that creates values and impact as we, Asian academic institutions need to be responsive not just to the academic environment but to meaningful interaction when it comes to sustainability.

A big appreciation to my hardworking committee team members and my colleagues at the Faculty of Business, Economics and Accountancy for making this conference happen and run smoothly. To all the participants, thank you and enjoy the conference!

*“fortitudo et victoria”*

**Associate Professor Dr. Awangku Hassanal Pengiran Bagul**  
Conference Chair, 8th Regional Conference on Campus Sustainability 2024



# CONFERENCE PROGRAM

## CONFERENCE DAY 1 - 24<sup>TH</sup> OF APRIL 2024 (WEDNESDAY)

TIME	PROGRAMME	PLATFORM
08.30 AM	Access to Session	Cisco Webex
09:00 AM	<p><b>Online presentation – Concurrent Session 1 (C1A, C1B, C1C)</b>                      Moderator (C1A): Dr. Mohd. Allif Anwar Abu Bakar, Universiti Malaysia Sabah                      Moderator (C1B): Dr. Rudy Ansar, Universiti Malaysia Sabah                      Moderator (C1C): Dr. Chew Tze Cheng @ Nur Alesha Chew, Universiti Malaysia Sabah</p> <p><b>Online presentation – Concurrent Session 2 (C2A, C2B)</b>                      Moderator: Dr. Liu Hao, Shandong Jiaotong University, China</p>	

## CONFERENCE DAY 2 - 25<sup>TH</sup> OF APRIL 2024 (THURSDAY)

TIME	PROGRAMME	PLATFORM
08.30 AM	Registration	Auditorium Biotechnology Research Institute
09:00 AM	<p><b>Session 1</b>  <b>Opening Ceremony</b>                      Welcoming remarks by the <a href="#">Assoc. Prof. Dr. Awangku Hassanah Bahar Pengiran Bagul</a>, Chairman of 8RCCS2024</p> <p>Officiating speech by <a href="#">The Hon. Prof. Datuk Dr. Kasim Hj. Mansor</a>, Vice-Chancellor of Universiti Malaysia Sabah</p> <p><i>Moderator: Mr. Datu Razali Datuk Datu Eranza</i></p>	
09:30 AM	<p><b>Session 2</b>  <b>Keynote Speech 1</b> by <a href="#">Assoc. Prof. Dr. Fiffy Hanisdah Saikim</a>                      Director of Institute for Tropical Biology and Conservation, Universiti Malaysia Sabah, Malaysia</p> <p>Photo Session and Press Conference</p> <p><i>Moderator: Mr. Datu Razali Datuk Datu Eranza</i></p>	
10:30 AM	<b>Coffee Break</b>	
10:45 AM	<p><b>Session 3</b>  <b>Concurrent Session 6, 7, 8</b></p>	
12:30 PM	<b>Lunch</b>	
02:00 PM	<p><b>Session 4</b>  <b>Opening Remarks</b> by <a href="#">Fr. Daniel Franklin E. Pilario</a>, CM, Ph.D., S.Th.D.                      President, Adamson University, Philippines</p> <p><b>Keynote Speech 2</b> by <a href="#">Dr. Ruben Navye</a>                      Dean, College of Business Administration, Adamson University, PHILIPPINES</p> <p><i>Moderator: Dr. Saizal Pinjaman</i></p>	



# CONFERENCE PROGRAM

## CONFERENCE DAY 2 - 25<sup>TH</sup> OF APRIL 2024 (THURSDAY) - CONTINUED

TIME	PROGRAMME	PLATFORM
02:45 PM	<p><b>Session 5</b>  <b>Working Group Session</b>                      Working Group 1: EcoCampus                      Chair: <a href="#">Dr. Robert Francis Peters</a>                      Universiti Malaysia Sabah, Malaysia</p> <p>Working Group 2: Self-Management in Sustainability                      Chair: <a href="#">Dr. Nuna Almanzor</a>                      Adamson University, Philippines</p> <p>Working Group 3: Outreach and Human Resources                      Chair: <a href="#">Associate Professor Dr. Erika Watanabe</a>                      National Institute of Technology, Fukushima College, Japan</p>	Auditorium Biotechnology Research Institute
03:45 PM	Tea Break	
04:00 PM	<p><b>Session 6</b>  <b>Concurrent Session 9, 10 and 11</b></p>	

## CONFERENCE DAY 3 - 26<sup>TH</sup> OF APRIL 2024 (FRIDAY)

TIME	PROGRAMME	PLATFORM
09:00 AM	<p><b>Session 8</b>  <b>Opening Remarks</b> by <a href="#">Professor Dr. Takahiro Honda</a>                      representing Mr. Shigenori Taguchi, President, National Institute of                      Technology, Fukushima College, Japan</p> <p><b>Keynote Speech 3</b> by Professor Dr. Takahiro Honda                      Department of Business Communication, National Institute of Technology,                      Fukushima College, Japan</p> <p><i>Moderator: Mr. Datu Razali Datuk Datu Eranza</i></p>	Auditorium Biotechnology Research Institute
09:45 AM	<b>Coffee Break</b>	
10:00 AM	<p><b>Session 9</b>  <b>Working Group Forum</b>                      Panel 1: Dr. Robert Francis Peters, (Universiti Malaysia Sabah)                      Panel 2: Dr. Nuna Almanzor (Adamson University)                      Panel 3: Associate Professor Dr. Erika Watanabe (National Institute of Tech-                      nology, Fukushima College)</p> <p><i>Moderator: Dr. Oscar Dousin</i></p>	
10:45 AM	<p><b>Session 10</b>  <b>Signing of KOTA KINABALU DECLARATION 2024</b> by Universiti Malaysia Sabah,                      Malaysia, Adamson University, Philippines and National Institute of                      Technology, Fukushima College, Japan</p> <p><i>Moderator: Mr. Datu Razali Datuk Datu Eranza</i></p>	



# CONFERENCE PROGRAM

## CONFERENCE DAY 3 - 26TH OF APRIL 2024 (FRIDAY) - CONTINUED

TIME	PROGRAMME	PLATFORM
11:00 AM	<p><b>Session 11</b>  <b>Closing Ceremony</b>                      Presentation of Certificates of Best Papers and Posters by Assoc. Prof. Dr. Awangku Hassanal Bahar Pengiran Bagul and accompanied by Chief Judge</p> <p>Announcement of the 9<sup>th</sup> Regional Conference on Campus Sustainability 2025                      Presentation of the 9<sup>th</sup> Regional Conference on Campus Sustainability 2025 host</p> <p>Closing speech by Assoc. Prof. Dr. Awangku Hassanal Bahar Pengiran Bagul</p> <p><i>Moderator: Mr. Datu Razali Datuk Datu Eranza</i></p>	Auditorium Biotechnology Research Institute
11:30 AM	<p><b>Session 12</b>  <b>Technical Visit</b> to Desa Cinta Kobuni</p>	Kampung Kobuni Inanam
12:00 PM	<b>Lunch</b> at Desa Cinta Kobuni	
02:00 PM	End of Conference	



# ORGANISING COMMITTEE

## PATRON

**Prof. Datuk Dr. Kasim Md Mansur**

*Vice-Chancellor, Universiti Malaysia Sabah, Malaysia*

**Fr. Daniel Franklin E. Pilario, CM, Ph. D, S. Th D.**

*President, Adamson University, Philippines*

**Mr. Shigenori Taguchi**

*President, National Institute of Technology, Fukushima College, Japan*

## ADVISOR

**Assoc. Prof. Dr. Mohd. Rahimie Abd. Karim**

*Dean, Faculty of Business, Economics and Accountancy, UMS*

## CONFERENCE CHAIRMAN

**Assoc. Prof. Dr. Awangku Hassanah Bahar Pengiran Bagul**

*Faculty of Business, Economics and Accountancy, UMS*

## DEPUTY CHAIRMAN

**Dr. Andi Tamsang Andi Kele**

**Dr. Izyanti Awang Razli**

*Faculty of Business, Economics and Accountancy, UMS*

## SECRETARIAT

**Dr. Mohd. Allif Anwar Abu Bakar**

**Dr. Tini Maizura Mohtar**

**Dr. Chew Tze Cheng @ Nur Alesha Chew**

*Faculty of Business, Economics and Accountancy, UMS*

## FLOOR MANAGER

**Dr. Rudy Ansar**

**Dr. Saizal Pinjaman**

*Faculty of Business, Economics and Accountancy, UMS*

## TREASURER

**Mr. Andy Lee Chen Hiung**

*Accounting Centre, UMS*

## MODERATOR

**Dr. Oscar Dousin**

**Dr. Mohd. Allif Anwar Abu Bakar**

**Datu Razali Datuk Datu Eranza**

*Faculty of Business, Economics and Accountancy, UMS*

**Dr. Liu Hao**

*School of Management, Shandong Jiaotong University, China*

## PUBLICATIONS

**Dr. Oscar Dousin**

**Dr. Borhan Sareya Abdullah**

**Dr. Andi Tamsang Andi Kele**

**Dr. Tini Maizura Mohtar**

**Dr. Saizal Pinjaman**

*Faculty of Business, Economics and Accountancy, UMS*

## PROTOCOL, PROMOTION & PUBLICITY

**Dr. Chew Tze Cheng @ Nur Alesha Chew**

**Dr. Rudy Ansar**

**Datu Razali Datuk Datu Eranza**

*Faculty of Business, Economics and Accountancy, UMS*

**Mr. Andy Lee Chen Hiung**

*Accounting Centre, UMS*

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**Mr. Ujin Matjin**

*Faculty of Business, Economics and Accountancy, UMS*

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**Mr. Andy Lee Chen Hiung**

*Accounting Centre, UMS*

**Datu Razali Datuk Datu Eranza**

**Mr. Ujin Matjin**

**Mr. Bryan Tong Yu Ten**

**Ms. Sitti Fatimah Abd Samat**

*Faculty of Business, Economics and Accountancy, UMS*

## COLLABORATORS PERSON-IN-CHARGE

**Dr. Nuna E. Almanzor**

*Executive Director, Center for Research and Development, Adamson University, Philippines*

**Ms. Chiho Matsumoto**

*Student Affair Staff of International Relations Office, National Institute of Technology, Fukushima College, Japan*



# ARTWORK

**Dimension** : L:3ft W:0.5ft H:3ft  
**Material** : Metal and paint  
**Year** : 2024

**Description:** 2024 is the year of dragon, as a marine biologist turned upcycle sculptor/installation artist, A leafy sea-dragon is always an inspiration for me to create something magical which can only be found at the south of Australia. Sea-dragon are excellent in camouflaging and swim gracefully in the waves of shallow water together with the seaweeds. they are elegant and peaceful to be seen around so besides promoting the beauty of the marine environment which is dearly need our attention, TEMBUANGKA means monster/dragon in our Sabah local dialect, and RINA is the name for the female dragon. Artist would like to take this auspicious year of dragon to urge everyone to be brave and eager like dragons in protecting our environment for many many generations to come.



## ARTIST PROFILE: MR. JAPSON WONG

Most people call me a junk artist or upcycle artist, because I make creative art pieces and occasionally sculptures out of junks, despite limited background in arts (maybe just few compulsory art classes in my primary and secondary school).

My passion for arts, crafts, and sculptures started in 2013 when I did my own wedding car design using discarded Styrofoam and red cloths. With plenty of encouragement and support from family and friends I slowly develop more junk art pieces made out of unwanted PVCs, x-rays films, coffee capsules, juice bottles, wooden pallets, polycarbonate sheets. These creations can now be seen in shopping malls, hotels, art gallery, cafes, airport, shops around Sabah (and most likely on your social media, too). I hope my arts, often nature-themed, can inspire for more love towards Mother Nature, and therefore stronger support for conservation efforts.

Before I ventured into upcycling arts, I actually studied and worked as a marine scientist at Universiti Malaysia Sabah (UMS). As a research officer responsible for seaweed cultivation, I managed the UMS Seaweed Research Unit and consulted multiple companies/communities in Sabah, Sarawak (Kuching & Lawas) Kedah (Langkawi), Penang, Johor, and Indonesia (Batam & Aceh) on the setup of their seaweed farms.





# PROFILE

## CONFERENCE CHAIR



### ASSOCIATE PROFESSOR DR. AWANGKU HASSANAL PENGIRAN BAGUL

Associate Professor Dr. Awangku Hassanal Bahar bin Pengiran Bagul is the Chairman for the 8RCCS2024. He has a Ph.D. (Commerce) in Tourism from Victoria University of Wellington, New Zealand, M.Sc. Tourism Management from the University of Surrey and BA (Hons.) Business Administration from Coventry University. He previously sat in a working group for the United Nations Sustainable Development Solutions Network (SDSN) Malaysia and the Advisory Board for the International Sustainable Campus Network based in Zurich. He received The Golden Globe Tigers 2016: Social Innovation - Leadership Award for Excellence in Social Innovation and was named 50 Most Impactful Social Innovator (Global Listing) by World CSR Day in 2017 for his work in tourism and sustainability.

## KEYNOTE SPEAKER 1

### ASSOCIATE PROFESSOR DR FIFFY HANISDAH SAIKIM

Associate Professor Dr. Fiffy Hanisdah Saikim holds the position of Associate Professor at the Institute for Tropical Biology and Conservation, Universiti Malaysia Sabah. She has an extensive academic background, having earned a Bachelor of Science (Honors) in Science and Aquatic Resource Management from Universiti Malaysia Sarawak (UNIMAS), a Master of Science in Nature Tourism from Universiti Malaysia Sabah (UMS), and a Doctor of Philosophy (PhD) in Tourism from James Cook University in Australia. Currently, Dr. Fiffy also serves as the Director of the Institute for Tropical Biology and Conservation. Her contributions extend beyond academia, as she actively participates in the Environment and Health Pillars for the National Planetary Health Action Plan (NPHAP) under the Academy of Sciences Malaysia (ASM). Furthermore, she plays a pivotal role as the Lead Author of the Planetary Crisis Chapter in the Global Environment Outlook-7 (GEO-7) by the United Nations Environment Programme (UNEP). Dr. Fiffy specializes in various fields, including community development, parks and protected areas conservation, and ecotourism studies. Her research interests have broadened over time and now encompass human-wildlife conflicts, environmental education, nature interpretation, Satoyama landscape, community-based tourism, nature tourism product prospecting, and entomological ecotourism (EntoTourism). Her expertise and dedication have significantly impacted the realm of conservation and sustainable tourism.



# PROFILE

## KEYNOTE SPEAKER 2



**DR. RUBEN NAVYE**

Dr. Ruben Navye obtained his degrees in Economics from Bicol University, and Master's and PhD in Public Administration from UP Diliman. He has vast experience of 25+ years in the Academe (as Professor, Dean, Research Director, and Executive Director) and 20+ years in the Industry (as Economist, Consultant & Executive Vice President). He was invited as lecturer, speaker, trainer in conferences and seminars both local and overseas. He wrote several journal articles, books and editor and also a reviewer of international and local conference papers and journal publications. He is a CHED and PACUCOA accreditor. He spent 2 years as Senior Lecturer in Taylor's University, Malaysia and 2 years as Senior Lecturer in Inti International University, Malaysia. His two most current positions prior as Dean of AdU-Executive Director, Siena College Quezon City/EVP @ Ace2AcePrime Holdings Inc. and Professor (Part-Time) MBA Programs Southville International School and Colleges, Holy Angel University. Currently, He is the dean at the College of Business Administration, Adamson University.

## KEYNOTE SPEAKER 3

**PROFESSOR DR. TAKAHIRO HONDA**

Professor Dr. Takahiro Honda obtained his master's degree at Kanto Gakuin University in 2005. Completing the doctoral course at the same university in 2010, he joined as an associated professor in the Department of General Education at the National Institute of Technology (KOSEN), Fukushima College, in 2013. His research field centers on medieval English literature, particularly the works of Geoffrey Chaucer.



# PROFILE



**CHAIR FOR WORKING GROUP 1**

## **DR. ROBERT FRANCIS PETERS**

Dr. Robert Francis Peters is the director at UMS' sustainability office known as the EcoCampus Management Centre and a research fellow focusing on nature based tourism at the Institute for Tropical Biology and Conservation. He obtained his Arts Doctorate degree in Communication Media Studies from the Australian Monash University with the discovery of a new indigenous knowledge system i.e. indigenous hospitality. Of course, acknowledging his first bachelors degree in Biology and Masters of Science on Environment obtained from UMS and UKM respectively, we can sum up that Dr Robert is a person with many knowledge and skills. In fact, he comes to us with industrial experiences in tourism and human resource development. In the 1990s and 2000s, Dr Robert was part of a team that identified and developed new tourism occupations to support tourism operators and local homestay communities. He eventually went on as external assessor and tourism human resource expert of the Jabatan Pembangunan Kemahiran. His end goal is to have academic education and technical training seamlessly integrated specifically for home and country.

## **DR. NUNA ALMANZOR**

Dr. Nuna Almanzor is currently the Executive Director, Adamson University Center for Research and Development. She manages the overall operations of the Center; conduct proposal evaluation , coordinates the implementation of faculty and student researches, provide operation funds for research, extends support for attendance to local and international conference and paper presentation, and publication of research outputs to refereed journals. She represents the University in Higher Education Institutes (HEIs) consortium and collaborative research undertakings. Dr. Nuna E. Almanzor is Chemical Engineering graduate of the University of Santos and completed her Postgraduate diploma in chemical engineering at Tokyo Institute of Technology, Tokyo Japan . Prior to joining the Adamson University ,she worked at the Industrial Technology Development Institute (ITDI) of the Ministry of Science and Technology (DOST) and became the first Lady Director . She served that office for 42 years where she was engaged in researches of different discipline, had several Intellectual property certificates and published research outputs.



**CHAIR FOR WORKING GROUP 2**

## **ASSOCIATE PROFESSOR DR. ERIKA WATANABE**

In 2016, Associate Professor Dr. Erika Watanabe began to teach full time in the Department of Business Communication at the National Institute of Technology, Fukushima College. Her specialty is Education, with interests in SDGs, social issues and Political Science. Her goal as an educator is to impart a love of learning in her students by broadening their minds and outlook.



**CHAIR FOR WORKING GROUP 3**



# PROFILE

## ORGANISING COMMITTEE MEMBERS



### **ASSOCIATE PROFESSOR DR. AWANGKU HASSANAL PENGIRAN BAGUL**

Associate Professor Dr. Awangku Hassanal Bahar bin Pengiran Bagul is the Chairman for the 8RCCS2024. He has a Ph.D. (Commerce) in Tourism from Victoria University of Wellington, New Zealand, M.Sc. Tourism Management from the University of Surrey and BA (Hons.) Business Administration from Coventry University. He previously sat in a working group for the United Nations Sustainable Development Solutions Network (SDSN) Malaysia and the Advisory Board for the International Sustainable Campus Network based in Zurich. He received The Golden Globe Tigers 2016: Social Innovation - Leadership Award for Excellence in Social Innovation and was named 50 Most Impactful Social Innovator (Global Listing) by World CSR Day in 2017 for his work in tourism and sustainability.



### **DR. ANDI TAMSANG ANDI KELE**

Dr. Andi Tamsang Andi Kele is the deputy chair and publication committees for the 8RCCS2024. She is a senior lecturer and the head of hospitality management program at the Faculty of Business, Economics and Accountancy, Universiti Malaysia Sabah. She has a PhD in hospitality management from the University of Waikato, New Zealand. Her field of research expertise is hospitality human resource management and tourist experiences.



### **MR. ANDY LEE CHEN HIUNG**

Mr. Andy Lee Chen Hiung is a fellow member of Chartered Accountants of Australia and New Zealand (CAANZ), and a member of the Malaysia Institute of Accountants (MIA). He is the Director of Accounting Centre, Universiti Malaysia Sabah (UMS). He has been working as an Accounting Lecturer in UMS since 2009. Prior to joining UMS, he worked as an auditor for Deloitte International in Christchurch, New Zealand and a tax compliance officer with Deloitte Tax (Malaysia). In addition, he previously held various positions such as Group Accountant and Chief Financial Officer in various companies in the private sector.



### **DR. BORHAN SAREYA ABDULLAH**

Dr. Borhan Sareya Abdullah, is a senior lecturer in human resource economics at the Universiti Malaysia Sabah (UMS). He has a PhD in labour economics from University of Aberdeen, Scotland. His current research focuses on issues related to labour migration in Malaysia. He has received several grants by Ministry of Higher Education and UMS. He has been a member of Global Labour Organization and the director of Centre for Investment, Endowmen dan Waqf at Universiti Malaysia Sabah.



# PROFILE

## ORGANISING COMMITTEE MEMBERS



**DR. CHEW TZE CHENG @ NUR ALESHA CHEW**

Dr. Chew Tze Cheng is a Senior Lecturer in International Business at Universiti Malaysia Sabah's Faculty of Business, Economics, and Accountancy. She earned her PhD from the University of Glasgow's Adam Smith Business School, specializing in Management with a focus on International Business and Entrepreneurship. Her research interests encompass a wide range of areas, including international business, the internationalization of small and medium-sized enterprises (SMEs), international business strategy, international entrepreneurship, cross-cultural management, and various aspects of entrepreneurship, particularly social entrepreneurship.



**MR. DATU RAZALI DATUK DATU ERANZA**

Mr. Datu Razali Datuk Datu Hj. Eranza is a lecturer from the Faculty of Business, Economics and Accounting, Universiti Malaysia Sabah (UMS). He currently holds the position of international mobility coordinator at the faculty, after serving as the faculty's core program coordinator and Coordinator for EU Support to Higher Education in ASEAN Region. He graduated with a master's degree in human Capital Management from Universiti Malaysia Sabah. The areas of research being carried out by him in the past five years include issues on human capital during-and-post pandemic era. In the period of 2020-2023, he has (co-) produced more than 50 works of publications, obtained more than seven innovation awards in the last four year. Within the last five years, he has conducted research with State and Federal government agencies.



**DR. IZYANTI AWANG RAZLI**

Dr. Izyanti Awang Razli is a Senior Lecturer at the Faculty of Business, Economics and Accountancy, Universiti Malaysia Sabah. She received her undergraduate degree from Universiti Teknologi Mara (UiTM), specializing in Hotel Management and obtained her Master in International Tourism and Hospitality Management from Griffith University, Gold Coast, Australia. Dr Izyanti completed her PhD in Hotel and Tourism Management from Universiti Teknologi MARA (UiTM) in 2020. Her doctoral research examines a theoretical model on guest behaviour in peer to peer accommodation in Malaysia. Dr Izyanti published a number of papers in journals and presented various academics as well as research-based papers at several national and international conferences. Her current research focus is in the area of tourism and hospitality management, specifically looking at management, strategy, operation and consumer behaviour in peer to peer accommodation



**DR. MOHD. ALLIF ANWAR ABU BAKAR**

Dr. Mohd Allif Anwar bin Abu Bakar is the Secretariat for the 8RCCS2024. He is a senior lecturer in accountancy at the Faculty of Business, Economics and Accountancy, Universiti Malaysia Sabah. He is also an Associate Member of Malaysia Institute of Accountant (MIA). He has a Master of Accountancy degree from Universiti Teknologi MARA (UiTM), Malaysia and a PhD (Accounting) from the National University of Malaysia (UKM). His field of research expertise is tax compliance in sustaining tax revenue.



# PROFILE

## ORGANISING COMMITTEE MEMBERS



**DR. OSCAR DOUSIN**

Dr. Oscar Dousin is a Senior Lecturer of Human Resource Management at the Faculty of Business, Economics and Accountancy, Universiti Malaysia Sabah. He graduated with a PhD. in Human Resource Management and Health Policy from the Royal Melbourne Institute of Technology (RMIT University), Melbourne, Australia. Previously, he works as an Assistant Lecturer at The University of Melbourne and RMIT University, Melbourne, Australia. He is one of the Principal Consultant to develop the Human Capital Development Blueprint for Sabah, 2021 – 2035, the first HRD Blueprint for the state of Sabah, Malaysia. Moreover, he is also a Visiting Professor at the Jose Rizal University, Philippines. His research is concerned with contemporary human resource management and development issues, employee and community well-being and health policy.



**DR. RUDY ANSAR**

Dr. Rudy Bin Ansar is the Floor Manager and Protocol, Promotion, and Publicity for 8RCCS2024. He is also a Senior Lecturer in the International Business program at the Faculty of Business, Economics, and Accountancy at Universiti Malaysia Sabah. He has a Ph.D. in Finance and Banking and a Master of Business Administration from Universiti Malaysia Sabah.



**DR. SAIZAL PINJAMAN**

Dr. Saizal Pinjaman serves as the Floor Manager and Publications Committee for the 8th RCCS 2024. Holding a senior lecturer position at the Faculty of Business, Economics and Accountancy, Universiti Malaysia Sabah, he holds a Ph.D. in Financial Economics. Notably, he is deeply engaged in writing articles focused on sustainability, reflecting his active involvement to addressing environmental and social challenges through scholarly contributions.



**DR. TINI MAIZURA MOHTAR**

Dr. Tini Maizura Mohtar serves as the Secretariat and Publication committee for the 8RCCS 2024. Holding the esteemed position of Senior Lecturer within the Faculty of Business, Economics, and Accountancy at Universiti Malaysia Sabah, where she specializes in the field of Tourism Management. Her academic journey includes significant leadership experience as she once assumed the role of Head of the Tourism Management Programme. Dr. Tini's impactful contributions extend beyond academia, as she has consistently demonstrated a deep commitment to rural tourism and sustainable community-based tourism initiatives. Her dedicated involvement in these meaningful activities is particularly notable in locales such as Kg. Sayap in Kota Belud and Kg. Tambisan in Lahad Datu.





# PROFILE

## ORGANISING COMMITTEE MEMBERS



**DR. ARIF@KAMISAN PUSIRAN**

Dr. Arif@Kamisan Pusiran is the official photographer for 8RCCS 2024. He is a senior lecturer for the Hospitality Management Program at the Faculty of Business, Economics & Accountancy, Universiti Malaysia Sabah and currently holding the position as the Director of Alumni Centre, Universiti Malaysia Sabah. He graduated with a PhD. in Hospitality Management from the The Hong Kong Polytechnic University, Hong Kong.



**MR. BRYAN TONG YU TEN**

Mr. Bryan Tong Yu Ten is the student volunteer for 8RCCS 2024. He graduated with a Bachelor degree of business with honours (tourism management) from Universiti Malaysia Sabah and currently pursuing his Master of Business (Tourism Management) from the same university.



# CONCURRENT SESSION

## CONCURRENT SESSION 1 (C1A)



### **THEME: ENVIRONMENT, SOCIAL AND GOVERNANCE (ESG)**

Chair: Dr. Mohd. Allif Anwar Abu Bakar, Universiti Malaysia Sabah, Malaysia

Date: 24th April 2024 (Wednesday)

Time: 9.30 a.m – 11.15 a.m

Platform: Cisco Webex via <https://128.pl/eHdYE>

PAPER TITLE	AUTHOR(S) / AFFILIATION	PAGE
A Research on the Determinant Impacting the Adult Business Oriented Entrepreneurs to Implement Green Entrepreneurship in Perspective of Malaysia	Ceanry Bin Ayub <b>Universiti Malaysia Sabah</b>	<a href="#">31</a>
A Framework for Leveraging Artificial Intelligence in Human Resource Management	Zikri Muhammad, Yusliza Binti Mohd Yusoff, K. Farooq, Muhammad Hamza Qummar <b>Universiti Malaysia Terengganu</b>	<a href="#">32</a>
Group Cohesion and Deepened Relationship Arising From Unintended Interventions: Impact Assessment on LPU's Partnership with the Dumagat of Cabog, Dingalan, Aurora Province	Angelita D. Damilig, Hazam E. Bansa, Jennifer A. Juan <b>Lyceum of the Philippines University</b>	<a href="#">33</a>
Research on Internal Communication and Cooperative Learning Communities in Chinese Universities from the Perspective of Positive Organizational Behaviour	Han Juan, Chiew Tung Moi <b>Universiti Malaysia Sabah</b>	<a href="#">34</a>
Transportation and Network Density Impact on Malaysia's Export Performance and Efficiency	Yeo Soon Jian, Rozilee Asid <b>Universiti Malaysia Sabah</b>	<a href="#">35</a>
Organisation's Support Influences the Acceptance and Use of E-Learning among Academic Staff of Higher Learning Institution in Sabah	Kee Y. Sabariah binti Kee Mohd Yusof <b>Universiti Malaysia Sabah</b>	<a href="#">36</a>
Breaking Barriers: Investigating Technology Adoption in Micro, Small, and Medium Enterprises (MSMES) among B40 Women Entrepreneurs in Malaysia	Maryam Sakinah Md Faudzi, Norashidah Hashim <b>Universiti Utara Malaysia</b>	<a href="#">37</a>
Mosquito Larval Surveillance in Campus Environments: Informing Vector Control Strategies	Kamsia Budin, Mohd. Khalizan Sabullah, Abdul Hair Beddu Assis, Ahmad Norazhar Mohd. Yatim, Hairul Masrini Muhammad <b>Universiti Malaysia Sabah</b>	<a href="#">38</a>



# CONCURRENT SESSION

## CONCURRENT SESSION 1 (C1B)



### **THEME: LEADERSHIP & EMPOWERMENT IN SUSTAINABILITY**

Chair: Dr. Rudy Ansar, Universiti Malaysia Sabah, Malaysia

Date: 24th April 2024 (Wednesday)

Time: 11.45 a.m – 1.15 p.m

Platform: Cisco Webex via <https://128.pl/eHdYE>

PAPER TITLE	AUTHOR(S) / AFFILIATION	PAGE
The Effect of Green Human Resource Management on Employee Ecological Behaviour through the Mediating Role of Green Commitment	Noor Faezah Juhari <b>Universiti Kebangsaan Malaysia,</b> Yusliza binti Mohd Yusoff <b>Universiti Malaysia Terengganu,</b> A. R. Alkaf <b>Indonesian Air Force Headquarters,</b> Siti Aisyah, A <b>Universiti Teknologi Mara</b>	<a href="#">39</a>
Conceptualizing the Relationship between Work-Life Balance on Employee Satisfaction and Mediated by Work Motivation: A Study among Sabah State Fire Officers	Mohammad Akramin Bin Sakirun <b>Universiti Malaysia Sabah</b>	<a href="#">40</a>
Examining the Influence of Paternalistic Leadership on Turnover Intention Among Millennial Employees in China: A Leader-Member Exchange Perspective	Song Zong Lu <b>Universiti Malaysia Sabah</b>	<a href="#">41</a>
Determinants of Pro-environmental Behaviour of Millennials	Yundi Ariyanto Kunta <b>Indonesian Air Force Headquarters,</b> Yusliza binti Mohd Yusoff, K. Farooq, Hazaila Hassan <b>Universiti Malaysia Terengganu,</b> A. R. Alkaf <b>Indonesian Air Force Headquarters</b>	<a href="#">42</a>
The Theoretical Framework of Psychology Counseling Intervention thru Selfie Module Towards Low Performance Employees	Hazaila Hassan <b>Universiti Malaysia Terengganu</b>	<a href="#">43</a>
Employee Work Performance in Organization	Hazaila Hassan <b>Univeriti Malaysia Terengganu</b>	<a href="#">44</a>
Navigating the Green Shift: Job Design and Skills in the Era of Environmental Sustainability through NLP Techniques	M. Imran Tanveer <b>SZABIST University, Islamabad, Pakistan,</b> Yusliza binti Mohd Yusoff <b>Universiti Malaysia Terengganu</b>	<a href="#">45</a>



# CONCURRENT SESSION

## CONCURRENT SESSION 1 (C1C)



### **THEME: INNOVATION AND TECHNOLOGY**

Chair: Dr. Chew Tze Cheng@Nur Alesha Chew, Universiti Malaysia Sabah, Malaysia

Date: 24th April 2024 (Wednesday)

Time: 2.30 p.m - 4.15 p.m

Platform: Cisco Webex via <https://128.pl/eHdYE>

PAPER TITLE	AUTHOR(S) / AFFILIATION	PAGE
Voltaire: Smart Extension with Thermal and Current Analysis Using Machine Learning	Dexter James Cuaresma , Yolanda Austria, Hubert Temprosa , Johnmhyr Carlet, Danica Mae Dataye Alys-sa Joyce Cerbito, Flor-Ann Tagalog <b>Adamson University, Philippines</b>	<a href="#">46</a>
Pulverized Blue Swimming Crab Shell as Partial Replacement for Cement in Concrete Mixture	Brian G. Eurolfan, Cindy V. Asidillo, Luke L. Buenafe, Kim Marie D. Degala, Caryl Kate V. Rodriguez, Kimberly S. Sigua <b>Adamson University, Philippines</b>	<a href="#">47</a>
Utilization of Sugar Bagasse and Rice Husk in the Production of Medium Density Fiberboard	Jerome Jordan F. Famadico, Christine Claire G. Adrados, Glecly L. Laus, Jeric J. Nardo, Rey Sienna S. Osit, Kathleen N. Villar <b>Adamson University, Philippines</b>	<a href="#">48</a>
Stabilization of Clayey Soil Using Oyster Shell Powder as Subgrade Layer for Road Construction	Apryl Lalaine G. Siniel, Johnnette N. Aggabao, Justin P. Belarmino, Erika Luisa T. Lapuz, Catherine Nicole C. Lui, Mark Angelo P. Varilla <b>Adamson University, Philippines</b>	<a href="#">49</a>
Paperless Scholarship Application and Requirement Assessment (PSARA) with Shortlisting Automation for Adamson University – Office of Student Assistance and Scholarships	Ron Kennard D. Samson, Vince Allen C. Romualdo, Reinier Andrew P. Santos, Jeff B. Solayao, Ma. Carmela M. Racelis, Leonard L. Alejandro, Marvi L. Aresta-Bayrante <b>Adamson University, Philippines</b>	<a href="#">50</a>
Design and Implementation of an Automatic Dog Feeder Using ESP8266	Maria Concepcion A. Mirabueno, Yolanda D. Austria, Christian Dave C. Codilla, Sunny Dy, Jaycion Ray Manicio, Christian Manong <b>Adamson University, Philippines</b>	<a href="#">51</a>
WIGUP: Wigs For Undeafated Cancer Patients Using Augmented Reality	Mary Grace V. Mayate, Jhustine Rhed Perez, Anna Louise M. Ramos, Jose Mari G. Saturno, Leonard L. Alejandro, Marvi Aresta-Bayrante, Carmela M. Racelis <b>Adamson University, Philippines</b>	<a href="#">52</a>



# CONCURRENT SESSION

## CONCURRENT SESSION 2 (C2A)



### **THEME: SUSTAINABILITY DEVELOPMENT GOALS (SDG)**

Chair: Dr. Liu Hao, Shandong Jiaotong University, China

Date: 24th April 2024 (Wednesday)

Time: 9.30 a.m – 11.15 a.m

Platform: Cisco Webex via <https://128.pl/eHdYE>

PAPER TITLE	AUTHOR(S) / AFFILIATION	PAGE
Econometric Analysis and Systematic Review of Internet Insurance Sustainability	Yao Di, Bamini KPD Balakrishnan <b>Universiti Malaysia Sabah</b>	<a href="#">53</a>
The Sustainability Factors in Oil and Gas Companies: Empirical Evidence from Indonesia	Abdul Rachman Alkaf <b>Indonesian Air Force Headquarters,</b> Yusliza Mohd Yusoff <b>Universiti Malaysia Terengganu,</b> Noor Faezah Juhari <b>Universiti Kebangsaan Malaysia</b>	<a href="#">54</a>
Sustainability Development Goals (SDGs) and Market Return Malaysian Listed Firms	Mohd Waliuddin Mohd Razali & Siti Masyitah Abdul Rahim <b>Universiti Malaysia Sarawak</b> Dg Junaidah Awang Jambol <b>Universiti Malaysia Sabah</b> NurulAsyikin Hassan <b>Universiti Pendidikan Sultan Idris</b> Nordiana Ahmad Nordin <b>Universiti Malaysia Sarawak</b> Rozaiha Ab Majid <b>Universiti Teknologi MARA Melaka</b>	<a href="#">55</a>
Enhancement of Awareness Level on SDGs through an International Student Exchange Program	Mohd Rusdy Yaacob, Sazuan Nazrah Mohd Azam, Aime Nazmin Azmi, Nurul Ain Mohd Said, Aine Izzati, Tarmizi, Norafizah Abas, Musa Yusup Lada, Mohamad Riduwan Md Nawawi, Hidayat Zainuddin <b>Universiti Teknikal Malaysia Melaka</b>	<a href="#">56</a>
Research on Digital Transformation Strategy of China's Retail Industry Based on New Retail Mode	Yang Xiaoling <b>Universiti Malaysia Sabah</b>	<a href="#">57</a>
The Comprehensive Evaluation Model of International Universities' Brand Image on Chinese Social Media	Junrui Ma, Azaze-Azizi Abdul Adis <b>Universiti Malaysia Sabah</b>	<a href="#">58</a>



# CONCURRENT SESSION

## CONCURRENT SESSION 2 (C2B)



### **THEME: SUSTAINABLE TOURISM**

Chair: Dr. Liu Hao, Shandong Jiaotong University, China

Date: 24th April 2024 (Wednesday)

Time: 11.45 a.m – 1.15 p.m

Platform: Cisco Webex via <https://128.pl/eHdYE>

PAPER TITLE	AUTHOR(S) / AFFILIATION	PAGE
The Benefits of Dark Tourism in Malaysia for a More Sustainable Tourism	Kimberly Justin, Charlie Albert Lasuin <b>Universiti Malaysia Sabah</b>	<a href="#">59</a>
Tourism Establishments' Resiliency in Intramuros, Manila: Inputs for Tourism Recovery Plan	Hegesipo H. Abad Jr., Evelyn O. Velasco <b>José Rizal University, Philippines</b>	<a href="#">60</a>
Implementing Circularity in Tourism: An Overview of Risk and Opportunity for Emerging Economies.	Ferdi Nazirun Sijabat, Zenitha Maulida, Putri Rahmita, Sofia Nasila <b>Sekolah Tinggi Ilmu Ekonomi Sabang (Sties), Indonesia</b>	<a href="#">61</a>
Assessing the Effectiveness of the I Love Earth Program at Newport World Resorts: A HEART Framework Analysis	Kingson U. Sian <b>Newport World Resort</b> Kathleen G. Apilado	<a href="#">62</a>
Enhancing Rice Supply Chain Management in the Phillipones: A Strategic Approach for Sustainable	Allan F. Galvez <b>José Rizal University, Philippines</b>	<a href="#">63</a>
Tagal Eco Tourism and Local Community Empowerment	Christina Jonut <b>AMC College, Malaysia</b>	<a href="#">64</a>





# CONCURRENT SESSION

## CONCURRENT SESSION 6

### **THEME: LEADERSHIP & EMPOWERMENT IN SUSTAINABILITY**

Chair: Dr. Andi Tamsang Andi Kele, Universiti Malaysia Sabah, Malaysia

Date: 25th April 2024 (Thursday)

Time: 10.45 a.m – 12.30 p.m

Venue: Room 1, Biotechnology Research Institute (F2F)

PAPER TITLE	AUTHOR(S) / AFFILIATION	PAGE
Empowering and Sustaining Government Tax Revenue through Tax Information on Social Media in Malaysia	Mohd Allif Anwar Abu Bakar, Nelson Lajuni, Sharifah Milda Amirul, Saizal Pinjaman <b>Universiti Malaysia Sabah</b>	<a href="#">65</a>
Exploring the Impact of Coaching on Employee Performance and Organization Effectiveness: A Conceptual Study	Herdiansah bin Abdul Karim, Nor Azma Rahlin <b>Universiti Malaysia Sabah</b>	<a href="#">66</a>
Leadership Management Styles in Selected Themed Restaurants in The National Capital Region	Kathleen Apilado, Irene Rossele Swing, Jaque H. Diamante, Marcelo P. Villaluna Jr. <b>José Rizal University, Phillipines</b>	<a href="#">67</a>
Transformational Leadership: Examining the Linkage on Stimulating Innovative Work Behaviour within the State Public Service	Kamsiah Ibrahim, Sitti Aisyah Orlando <b>Universiti Teknologi Mara</b>	<a href="#">68</a>
The Relationship between Career Advancement on Job Performance among Women in Sabah	Nur Faizrah Ganie, Borhan Abdullah, Roslinah Mahmud <b>Universiti Malaysia Sabah</b>	<a href="#">69</a>
Synergizing Profit, Planet, and People for a Shared Value Creation in Agroforestry Practices in Malaysia	Nazahah Rahim <b>Universiti Utara Malaysia,</b> Rosmiza Zainol <b>Universiti Kebangsaan Malaysia</b>	<a href="#">70</a>
Unravelling the Key Success Factors for Rural Area Socioeconomic Development: N12 Sulaman's Experience	Steward Gimán Anak Stephen <b>North Borneo University College</b>	<a href="#">71</a>



# CONCURRENT SESSION

## CONCURRENT SESSION 7

### THEME: SUSTAINABLE TOURISM

Chair: Dr. Izyanti Awang Razli, Universiti Malaysia Sabah, Malaysia

Date: 25th April 2024 (Thursday)

Time: 10.45 a.m – 12.30 p.m

Venue: Room 2, Biotechnology Research Institute (F2F)

PAPER TITLE	AUTHOR(S) / AFFILIATION	PAGE
Social Sustainability and Vibrant Regions	Terry Lantai, Xiang Ying Mei <b>Inland Norway University of Applied Sciences, Norway</b>	<a href="#">72</a>
The Perceptions of the Dusun Tatana Community Regarding the Development of Cultural Tourism in Kuala Penyu, Sabah	Tressy Belly, Quratul Ain Syahirah Awang Ali, Mohd Hafiz Bin Hanafiah, Spencer Hedley Mogindol, Nabilah Mohammad <b>Universiti Teknologi Mara</b>	<a href="#">73</a>
Reinforcing Sustainable Practices on Campus by Leveraging Virtual Filing Systems	Sharifah Milda Amirul, Sharifah Rahama Amirul, Mohd Rahimie Abd Karim, Suddin Lada, Noor Fzlinda Fabeil, Awangku Hassanal Bahar Pengiran Bagul <b>Universiti Malaysia Sabah</b>	<a href="#">74</a>
Trash to Cash in University Campus: Economic Opportunities for Sustainable Communities and Students' Volunteerism	Izan Jaafar, Nik Aziz Nik Ali, Zairihan Halim <b>Universiti Malaysia Terengganu</b>	<a href="#">75</a>
Sustainable Tourism Development of Siete Lagos Cyclotour: Basic For Guidelines in San Pablo City, Laguna	Dave Sidney M. Tirones <b>Pamantasan ng Lungsod ng San Pablo, Philippines,</b> Cristina N. Caluza <b>Philippine Women's University, Philippines</b>	<a href="#">76</a>
Enhancing the Role of Dive Guides in Promoting Sustainable Businesses in Scuba Diving Industry	Kalsitinoor Set, N Alia Fahada W Ab Rahman, Mohd Khairol Nazraie Hassan, Khatijah Omar <b>Universiti Malaysia Terengganu</b> Yahaya Ibrahim <b>Universiti Kebangsaan Malaysia</b>	<a href="#">77</a>
The Determinants of Tourists' Length of Stay in Sabah: Truncated Negative Binomial versus Survival Analysis	Tay Kai Xin, Jennifer Chan Kim Lian, Janice L. H. Nga <b>Universiti Malaysia Sabah</b>	<a href="#">78</a>
Risk Management Practices of Casual Dining Restaurants in the National Capital Region (NCR): Basis for Compliance Training Program towards Department of Tourism (DOT) Accreditation	Jaque H. Diamante <b>José Rizal University, Philippines</b>	<a href="#">79</a>



# CONCURRENT SESSION

## CONCURRENT SESSION 8

### **THEME: ENVIRONMENT, SOCIAL AND GOVERNANCE (ESG)**

Chair: Dr. Tini Maizura Mohtar, Universiti Malaysia Sabah, Malaysi

Date: 25th April 2024 (Thursday)

Time: 10.45 a.m – 12.30 p.m

Venue: Room 3, Biotechnology Research Institute (F2F)

PAPER TITLE	AUTHOR(S) / AFFILIATION	PAGE
The Relationship between Anxiety, Identity and the Environment Towards the Willingness to Communicate in English for Non-Native Speakers	Adin Jarun, Celestina Kundayis, Jizianna Michael, Joyce Marlyn M. Yahya, Sharul Nizam Damit, Ainul Syafiyn Chew Mohamad Safwan Chew <b>North Borneo University College</b>	<a href="#">80</a>
Food and Beverage Services of Selected Local Restaurants in the Province of Pangasinan, Philippines: Basis For a Proposed Service Recovery Approach	Marcelo P. Villaluna Jr. <b>José Rizal University, Philippines</b>	<a href="#">81</a>
Professional Industry Experiences and Competencies of Hospitality and Tourism Educators: Basis For a Proposed Work Immersion Program	Marcelo P. Villaluna Jr. <b>José Rizal University, Philippines</b>	<a href="#">82</a>
Renewable Energy Generation in ASEAN: The Influence of Economic Factors, Infrastructure, and Governance Quality	Saizal Pinjaman, Mcxin Tee, Wong Sing Yun, Debbra Toria Nipo, Zhou Feid, Liangyan Lue <b>Universiti Malaysia Sabah</b>	<a href="#">83</a>
Challenges in the Kaamatan Harvest Festival: A Comprehensive Review and Future Research Prospects	Tressy Belly, Mohd Zulhilmi Zulkarnain, Quratul Ain Syahirah Awang Ali <b>Universiti Teknologi Mara</b>	<a href="#">84</a>
Unveiling the Dynamics of Word-of-Mouth Propagation: Examining Memorable Experiences, Destination Image, Social Media Interactions and Satisfaction	Tressy Belly, Quratul Ain Syahirah Awang Ali, Mohd Hafiz Bin Hanafiah, Spencer Hedley Mogindol <b>Universiti Teknologi Mara</b>	<a href="#">85</a>



# CONCURRENT SESSION

## CONCURRENT SESSION 9

### **THEME: INNOVATION AND TECHNOLOGY**

Chair: Dr. Rudy Ansar, Universiti Malaysia Sabah, Malaysia

Date: 25th April 2024 (Thursday)

Time: 4 p.m – 5 p.m

Venue: Room 1, Biotechnology Research Institute (F2F)

PAPER TITLE	AUTHOR(S) / AFFILIATION	PAGE
The Effects of Varying Parameters in Dilute Acid Hydrolysis of Papaya Trunks for the Production of Fermentable Sugars	Marianne Bealine Halili, Maria Lee Morales, John Danielle Sison, John Albert Ty, John Henry Yambao, Jery G. Olay, Rugi Vicente C. Rubi <b>Adamson University, Philippines</b>	<a href="#">86</a>
Traffic Violation and Apprehension Ticketing System and Device	Hubert Temprosa, Grant Neil Delos Santos, Keann Libongcogon, Mark Anthony Razon, Reyna May Roma <b>Adamson University, Philippines</b>	<a href="#">87</a>
Design and Simulation Analysis of 3D-Printed Artificial Coral Reefs	Eisley John S. Tiongson, Lester Alfred, M. Olasiman <b>Adamson University, Philippines</b>	<a href="#">88</a>
Utilization of Medical Glass Waste and Blast Furnace Slag in Pervious Pavement	Crispin S. Lictaoa, Leah Marie R. Barruel, Kennedy Angeles A. Marasigan, Jan Oliver S. Serato <b>Adamson University, Philippines</b>	<a href="#">89</a>
Utilization of Pulverized Mangrove Crab (Scylla Serrata) Legs and Oyster (Ostreidae) Shells as Additives for the Cement in Concrete	Crispin S. Lictaoa, Aubrey D. Advincula, Albert B. Dacillo, Faye Esther Antonette F. Fabreag <b>Adamson University, Philippines</b>	<a href="#">90</a>



# CONCURRENT SESSION

## CONCURRENT SESSION 10

### **THEME: INNOVATION AND TECHNOLOGY**

Chair: Dr. Borhan Sareya Abdullah, Universiti Malaysia Sabah, Malaysia

Date: 25th April 2024 (Thursday)

Time: 4 p.m – 5 p.m

Venue: Room 2, Biotechnology Research Institute (F2F)

PAPER TITLE	AUTHOR(S) / AFFILIATION	PAGE
Design of Solar Power for Ozanam Building at Adamson University	Bautista Basil Aloysius, Bautista Lailah, Olasiman, Lester Alfred, Libranda Patrick, Magundayao Daverhyse <b>Adamson University, Philippines</b>	<a href="#">91</a>
Utilization of Banana Fiber and Bagasse Ash in Enhancing the Properties of Clayey Soil	Vuangh Erick B. Barrantes, Angelo, Anthony R. Allena, Justine Joy S. Camia, Allanes Christine F. Corral, Andrei Miguel S. Masa, Mike Vincent M. Quinao, Crispin S. Lictao <b>Adamson University, Philippines</b>	<a href="#">92</a>
Tap and Repair: An Android Mobile Application for Bicycle and Vehicle Repair Shop and Mechanic Locator with Tracking and Monitoring	Spencer Lanz R. Cejes, Kristian Darl S. Fron-da, Michael Jerome E. Pablo, John Ezekiel A. Pangilinan, Leonard L. Alejandro, Maria Jasmin I. Villanueva, Marvi Aresta-Bayrante <b>Adamson University, Philippines</b>	<a href="#">93</a>
A Disinfectant Waste Segregator using Machine Learning	Yolanda Austria, Majelyn Mhae Enerio, Donna Mae Fajardo, Ma. Concepcion Mirabueno, Jovian Asher Parco, Edward Joseph Vergara <b>Adamson University, Philippines</b>	<a href="#">94</a>



# CONCURRENT SESSION

## CONCURRENT SESSION 11

### **THEME: ENGINEERING AND SUSTAINABILITY**

Chair: Dr. Chew Tze Cheng @ Nur Alesha Chew, Universiti Malaysia Sabah, Malaysia

Date: 25th April 2024 (Thursday)

Time: 4 p.m – 5 p.m

Venue: Room 3, Biotechnology Research Institute (F2F)

PAPER TITLE	AUTHOR(S) / AFFILIATION	PAGE
Exploring the Potential of Antimicrobial Textiles: Embedding Coconut Shell Biochar and Chocolate Mint (Mentha × Piperita F. Citrata 'Chocolate') Extract for Sustainable Fabric Enhancement	John Christopher D. Agustin, Ria Eloiza N. Alfaro, John Rey R. Caoile, Maria Theresa E. Cordero, Allyssa Jane C. Ercilla, Albert Evangelista, Rugi Vicente C. Rubi <b>Adamson University, Philippines</b> Reibelle Raguindin <b>Hanyang University, South Korea</b>	<a href="#">95</a>
Design of Oil Spill Mats Utilizing Waste Cabin Air Filters	Dexter Lyndon Q. Sabusap, Lester Alfred M. Olasiman, Basil Aloysius P. Bautista <b>Adamson University, Philippines</b>	<a href="#">96</a>
Enhancing Feeding Response in Slipper Lobster <i>Thenus Orientalis</i> : Evaluating Marine based Protein Feeds and Amino Acid Supplementation	Audrey Daning Tuzan, Chui-Fen Teoh, Annita Seok-Kian Yong, Lim Leong Seng <b>Universiti Malaysia Sabah</b>	<a href="#">97</a>
Bilingual Sentiment Analysis on Malaysian Social Media Using Vader and Normalisation Heuristics	Mathieson Tan Zui Quen <b>Universiti Malaysia Sabah</b>	<a href="#">98</a>
Assessment of Shoreline Changes and Coastal Geomorphology in General Nakar and Infanta, Quezon using Geographic Information System Techniques	Tanya D. Bernate , Ma. Inna A. Castillo , Aubrey Rose C. Gile, Irish Gwyneth S. Normandia Adrian Raymund C. Fernandez <b>Adamson University, Philippines,</b> Paul Caesar M. Flores <b>Yokohama National University, Japan</b>	<a href="#">99</a>





# WORKING GROUP SESSION

## **Working Group 1: EcoCampus**

Chair: Dr. Robert Francis Peters,  
Universiti Malaysia Sabah, Malaysia  
Venue: TBA

## **Working Group 2: Self-Management in Sustainability**

Chair: Dr. Nuna Almanzor,  
Adamson University, Philippines  
Venue: TBA

## **Working Group 3: Outreach and Human Resources**

Chair: Associate Professor Dr. Erika Watanabe,  
National Institute of Technology, Fukushima College, Japan  
Venue: TBA



# ABSTRACTS

## SUS TAINABILITY DEVELOPMENT GOALS (SDGS) AND MARKET RETURN MALAYSIAN LISTED FIRMS

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### Abstract

The significance of SDGs lies in their ability to offer a comprehensive structure for tackling worldwide issues and advancing sustainable development in the realms of economy, society, and the environment. This study aims to investigate the relationship between SDGs and market returns. The final data sample of 74 firms was collected from the firm website and Eikon database from the year 2021-2022. The research reveals that although SDGs and market returns have no statistically significant relationship, a positive impact is detected, indicating potential appeal to investors. Moreover, adhering to SDGs demonstrates social responsibility and can yield regulatory advantages, potentially shaping frameworks and offering investors a sense of assurance in the face of environmental apprehensions. Conducting comparative studies in various geographical and market contexts, as well as longitudinal studies that monitor SDG initiatives and market returns, has the potential to deepen our comprehension of how regional disparities and economic cycles impact the connection between SDGs and market performance. Additionally, examining sector-specific intricacies may reveal industry-specific obstacles and prospects in aligning with SDGs to enhance financial performance.

**Keywords:** Sustainability, stock performance, and disclosure

