



International Conference on

# RECENT CHALLENGES IN BUSINESS & MANAGEMENT

# ICRCBM 2022

**16<sup>th</sup> & 17<sup>th</sup>, December, 2022**  
**VirtualConference**

*'Taking An Aggressive Approach  
To Combating Common Business &  
Entrepreneurial Challenges That Plague  
Present-Day Professionals'*

*Organized by*

Institute For Engineering Research and Publication (IFERP) Dubai Chapter

*In association with*

Mangalmay Institute of Management and Technology, India

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We cordially invite you to attend the **International Conference on Recent Challenges in Business and Management (ICRCBM 2022)** which will be held on **16<sup>th</sup> & 17<sup>th</sup> December, 2022 - Virtual Conference**. The main objective of **ICRCBM-2022** is to provide a platform for Researchers, Students, Academicians as well as Industrial Professionals from all over the world to present their research results and development activities in relevant fields of Business and Management. This conference will provide opportunities for the delegates to exchange new ideas and experience face to face, to establish business or research relationships and to find global partners for future collaboration.

These proceedings collect the up-to-date, comprehensive and worldwide state-of-art knowledge on cutting edge development of academia as well as industries. All accepted papers were subjected to strict peer-reviewing by a panel of expert referees. The papers have been selected for these proceedings because of their quality and the relevance to the conference. We hope these proceedings will not only provide the readers a broad overview of the latest research results but also will provide the readers a valuable summary and reference in these fields.

The conference is supported by many universities, research institutes and colleges. Many professors played an important role in the successful holding of the conference, so we would like to take this opportunity to express our sincere gratitude and highest respect to them. They have worked very hard in reviewing papers and making valuable suggestions for the authors to improve their work. We also would like to express our gratitude to the external reviewers, for providing extra help in their view process, and to the authors for contributing their research result to the conference.

Since October 2022, the Organizing Committees have received more than 60 manuscript papers, and the papers cover all the aspects in Business and Management. Finally, after review, about 5 papers were included in the proceedings of **ICRCBM-2022**.

We would like to extend our appreciation to all participants in the conference for their great contribution to the success of **ICRCBM-2022**. We would like to thank the keynote and individual speakers and all participating authors for their hard work and time. We also sincerely appreciate the work by the technical program committee and all reviewers, whose contributions made this conference possible. We would like to extend our thanks to all the referees for their constructive comments on all papers; especially, we would like to thank to organizing committee for their hard work.



## Message from Managing Director

### Mr. Siddh Kumar Chhajer

Managing Director & Founder  
Institute For Engineering Research and Publication  
(IFERP)



On behalf of IFERP & the organizing Committee, I express my hearty gratitude to the participants, keynote speakers, delegates, reviewers and researchers.

The goal of the **ICRCBM 2022** is to provide knowledge enrichment and innovative technical exchange between international researchers or scholars and practitioners from academia and industries in the field of Business and Management. This conference creates solutions in different ways and to share innovative ideas in the field of Business and Management. ICRCBM provides a world class stage to the Researchers, Professionals, Scientists, Academicians, and students to engage in very challenging conversations, assess the current body of research and determine knowledge and capability gaps.

**ICRCBM 2022** will explore the new horizons of innovations from distinguished researchers, scientists and eminent authors in academia and industry working for the advancements in Business and Management from all over the world. ICRCBM hopes to set the perfect platform for participants to establish careers as successful and globally renowned specialists in the Business and Management fields.

Siddh Kumar Chhajer

## Message from Chief Executive Officer

### **Rudra Bhanu Satpathy**

Chief Executive Officer & Founder

Institute For Engineering Research and Publication  
(IFERP)



IFERP is hosting the **International Conference on Recent Challenges in Business and Management (ICRCBM 2022)** this year in the month of **December**. The main objective of **ICRCBM 2022** is to grant the amazing opportunity to learn about groundbreaking developments in modern industry, talk through difficult workplace scenarios with peers who experience the same pain points, and experience enormous growth and development as a professional. There will be no shortage of continuous networking opportunities and informational sessions. The sessions serve as an excellent opportunity to soak up information from widely respected experts. Connecting with fellow professionals and sharing the success stories of your firm is an excellent way to build relations and become known as a thought leader.

I express my hearty gratitude to all my Colleagues, staff, Professors, reviewers and members of the organizing committee for their hearty and dedicated support to make this conference successful. I am also thankful to all our delegates for their painstaking effort to make this conference successful.

Rudra Bhanu Satpathy

## Keynote Speaker

### **Dr. Devinder Kumar Banwet**

Founding Vice Chancellor,  
University of Engineering & Management (UEM),  
Kolkata, India.



### **Biography**

Prof. Devinder Kumar Banwet, FIE, is Founding Vice-Chancellor at the University of Engineering & Management Kolkata India. He is an Emeritus Professor of DMS IIT Delhi in the area of Operations & Supply Chain Management and a Fellow of the Institution of Engineers (India). He is a Graduate Mechanical Engineer, with a Master of Industrial Engineering and Ph.D. from IIT Delhi. He has made significant contributions in publications related to Operations Management. His areas of research interest include Operations Management, Supply Chain and Logistics Management, Project Management, IT-enabled DSS, Industrial Systems Engineering, Total Quality Management, Manufacturing Strategy, Technology Management, Materials Management, Facilities Planning, Operations Research Modelling, Telecom Systems, and Entrepreneurship Management.

## Session Speaker

### **Mr. Peter Cook**

Author, Managing Director

Human Dynamics

Gillingham, England, United Kingdom.



### **Biography**

Peter Cook leads Human Dynamics, offering Business and Organisation Development. He also delivers keynotes around the world that blend business intelligence with parallel lessons from music via The Academy of Rock. Author of and contributor to eleven books on business leadership, acclaimed by Tom Peters, Professors Charles Handy, Adrian Furnham and Harvey Goldsmith CBE. His three passions are science, business, and music, having led pharmaceutical innovation teams for 18 years to develop life-saving drugs including the first treatments for HIV / AIDS, Herpes and the development of Human Insulin. 18 years in academia and 18 + years running his businesses. Playing music all his life since the age of four.



## Session Speaker

### **Mr. Sri Ram Kumar C**

Director of Operations- Western Region

TLRNOW Consultants Pvt Ltd

TEDx Speaker, Mumbai, Maharashtra, India.



### **Biography**

By Sri Ram Kumar C is the DIRECTOR of operations at TLRNOW, he is a TEDx SPEAKER, CONSULTANTS, COACH, TRAINER/FACILITATOR and have over 25 years of international corporate experience & currently is a Coach, Trainer/Facilitator. he works closely with many coaches, helping them channelize their written and verbal communications from 'CON'versations to 'GAIN'versations. And 'GAIN'versations pervade the entire job search process, from the direct action of resume building to facing and nailing the interview to the background work of building one's social media profile

## Session Speaker

### **Mr. Rituraj Singh**

Founder and CEO

Vite Fintech, TedX Speaker

Varanasi, Uttar Pradesh, India



### **Biography**

Rituraj is a technocrat, TEDx speaker, and currently CEO of vite fintech, a fintech company focusing on empowering the rural India which covers 70% of the Indian population. he is currently working on helping companies venture into fintech business using technology and APIs, at the same time empowering the local shopkeepers to turn into mini banks and GST suvidha kendra to enable them to earn commission on each service provided to the local customer.

## Session Speaker

### Mr. Vikram Gupta

Founder & CEO

Strategyk Consilium Private Limited, Bengaluru,  
Karnataka, India



ICRCBM-22

### Biography

Founder and CEO A voracious reader, an amateur photographer, a traveller, a history enthusiast with interest in monuments & museums, and a student of human psychology, Vikram enjoys doing several things at once. An MBA in IT, he started his journey in Sales and Marketing with a start-up, in e-learning space. He was handling the Sales and Marketing for Bangalore. Thereafter he worked as a consultant in the area of Strategy and HR for 8 years. His area of expertise includes Strategic Interventions, Organizational Restructuring, HR Interventions, Design, and delivery of Competency based Training Modules, Assessment & Development Center, Psychometric Assessment and Feedback, Leadership Development Interventions, Executive Coaching, Organizational Culture, Mentoring, Compensation and Benefits, Policies, Process Mapping, Lean Management Practices, designing of surveys and Organizational diagnostic studies. A Global Trainer, proficient in Talent rationalization strategies and certified in handling Psychometric Instruments and feedback, he worked in India, Oman, and Maldives. Some companies he worked with are HAL, BEL, Wendt India Ltd., Yokogawa India, Axa Business Services, DHL, 24/7, Crossomain, Gallagher, Oman Air, Oman Cements, Hulumale development Corporation, Sanyo LSI, NDS, Global Edge Software, Dell International, At&S, Microsoft, Honeywell, HP etc. He then joined LG India R & D Center as head of Training & OD. In this role, he was given opportunity to be part of projects in User experience and product planning. After 3 successful projects in “UX study to identify Key Technology Levers for PRM and TRM” in China, S Korea and India (in almost a year), he was given the task to start his own department of Innovation and creativity, within LG India R&D Center. He established the department of Innovation in 2010 and continued to lead it, till his association with LG in 2018. Core Responsibility Areas included Product Innovation (prototype development, Incocubation Projects, handling Tear Down Redesign-TDR Teams, Conducting Design Thinking Workshops, Empathy workshops, Creativity workshops and other initiatives related to new product and feature development), Process Innovation (best Practices and continuous process improvement projects) & Innovation Culture in LG India R&D. He is a certified “Design Thinking” trainer from LG Electronics, Korea. With his experience of working in Strategy, Human Resources, Talent Rationalization, Organizational dynamics, Sales & Marketing, Organizational Creativity, Innovation and new Product Development, he gets to the crux of the matter without wasting time, establishes causal relationships and communicates it effectively to the stakeholders. With professional experience and personal aptitude, he feels comfortable working in both defined and non-defined work structure. He is an expert in designing “end to end” processes for creating vibrant ecosystems of growth and creativity

## Exclusive Event

### **DR. Sahar E-Vahdati, Phd, FCMI**

Senior Lecturer

Othman Yeop Abdullah Graduate School of Business

Universiti Utara Malaysia

Malaysia



### Biography

Dr. SAHAR E-VAHDATI is currently a senior lecturer at Universiti Utara Malaysia (UUM) (2019-present) (AACSB, AMBA, ranked 250th based on QS University world ranking 2021). She was PhD director from 2020 to March 2020 at OYAGSB as well. She defended her Ph.D. with high distinction in Accounting and Finance from the University of Malaya (UM) (AACSB, AMBA, ranked 59th based on QS University world ranking 2021). She has many international awards and certificates (e.g., Fellow Chartered Management Institute of UK, Malaysian Institute of Accountants, Emerald Teaching case study winner). Dr. SAHAR E-VAHDATI won an international grant from Japan. She received the most difficult and well-known Malaysian National Grant. She has more than 25 published/accepted and under review papers in high-ranked journals as well as presentation certificates in international conferences. She has also organized some international academic-industry training workshops and a joint colloquium in Ph.D. levels as a representation of UUM. Dr. SAHAR E-VAHDATI also R&D and QA specialist since 2020.

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# ABSTRACTS



## Consumers' Motivation Toward Purchase Intention on Online Product with Mediating Effect of Trust in Brunei

<sup>[1]</sup>Theresa Kula, <sup>[2]</sup>Kamariah Ismail

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### Abstract

This study purposes a conceptual framework for investigating the influence of consumers' motivation toward purchase intention on online product. Nowadays, consumers purchasing products via internet is increasing rapidly in the wide world and it gives motivation for this study to explore what factors influence the consumers' motivation at the time of purchasing the products in online. However, this study argues the driver of the consumers' motivation in Brunei have not found any relevant research that examines both Uses and Gratification Theory (U&G) and Trust Theory that effects on the consumers' motivation and purchase intention on online product. Therefore, this study aims to investigate social media, online customer reviews, social influence and website design/features as consumers' motivation, and also to examine whether they have the relationship between purchase intention and trust as a mediator effect. The data were gathered from 270 online participants and the findings suggest the positive relationship between social media and website design/features with purchase intention. This study provides further insight for future researchers who will benefit to study consumers' motivation and purchase intention, in the e-commerce and social commerce, which may assist business decision-making in developing their markets.

### Keywords

motivation, purchase intention, U&G theory, trust theory, actual purchase

## Birth Allocation Problem in A Container Terminal : Real Case Study

<sup>[1]</sup>Ilham Kissani, <sup>[2]</sup>Rabie Zine, <sup>[3]</sup>Aya Malih

<sup>[1][2][3]</sup> School of Science and Engineering, Al Akhawayn University in Ifrane, Morocco.

### Abstract

The shipping operations are considered one of the most important port operations. They are having great impacts both on vessels' service time and service quality. The variation of terminal layouts implies a large variety of approaches for solving port logistics problems. This paper tackles an optimization approach for the fundamental problem of berth allocation (BAP) at a heavily solicited container terminal. The assignment problem of berths to incoming ships is complicated by the fact that various vessels have varied service level needs. Terminal operators are looking for an effective decision support solution to help them with the assignment challenge while keeping service objectives in mind. As a result, this study proposes a linear programming model that is solved in Python using the PuLP Package to calculate the mooring time and initial berthing location along a single continuous quay of the X-Port container terminal, a private port operator in Casablanca. A time-space diagram was used to display the results of the Python program. This approach will enhance the port's management and boost the port's operational quality of service by making more effective allocation decisions inside a cargo terminal.

### Index Terms

Birth Allocation, logistic, mathematical model, optimization.

## **The Contributing Factors to Organizational Behavior on Firm's Productivity and Performance – A Review of the Literature**

**Assoc. Prof. Catherine Muthu**

Peninsula College, Malaysia

### **Abstract**

Employees performance is a major element in any firm. The first step in any challenge-solving method is to identify the key root causes of employees' absenteeism, resignation, theft, negative word of mouth, lack of motivation and mental health. Employees are indeed an organization's most valuable resources, as they are the channel to customers' experience, immaterial of their roles in an organization, i.e., backstage or frontline roles. Increased customer demand may result in difficulties to uncover the crucial factors that ultimately influence customers' satisfaction. Hence, employees' satisfaction results in effective and efficient performance that led to customer loyalty and satisfaction.

The study identifies the methods of developing employees' satisfaction in various facets. As ultimate satisfaction is not practical due to employees' personal issues and weaknesses. However, it remains to be seen so as to what extent organisations can implement such strategies to select, nurture, educate, develop, engage, motivate, and empower employees to be effective and efficient in their respective roles. Therefore, several models and theories have been chosen and integrated in the context of organisational behaviour that clearly indicates that employees' performance correlates with the employer's contribution in managing the whole spectrum of employees behavioural and performance.

### **Keywords**

Behaviour, effective, efficient, loyalty, performance, root cause, satisfaction, valuable

## Traditional Knowledge of Marine Resources and Their Relations to The Coastal Community's General Well-Being in Peninsular Malaysia

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<sup>[4]</sup> Institute of Oceanography and Environment, Universiti Malaysia Terengganu, 21030 Kuala Terengganu, Terengganu, Malaysia

### Abstract

This study was conducted to investigate the potential of traditional knowledge of marine resources for general well-being among coastal communities in Peninsular Malaysia. This study uses a qualitative approach and in-depth interviews with 117 respondents in Peninsular Malaysia. Data was collected during the Movement Control Order in Malaysia following the COVID-19 pandemic, which limited the movement and distance to conduct face-to-face interviews. The results of the study revealed that the use of traditional knowledge related to marine resources plays an important role in improving health among coastal communities. This is assessed through the perspective of key resources among coastal communities on the purposes for which the traditional knowledge is used. This study has the potential to contribute new knowledge development on traditional knowledge practice, provides important information to assist coastal communities in increasing their source of income and health, and can be a source of reference to governments, agencies, and relevant stakeholders in determining the importance of traditional knowledge. Future studies can be extended to the Borneo region of Malaysia to gather different perspectives, and a quantitative approach can be used to gain generalisability of findings regarding the association between traditional knowledge based on marine resources and the society's well-being.

### Keywords

Traditional knowledge, Marine resources, General well-being, Coastal Communities



## Conceptual Framework for F&B-based Startups – Improving the Attractiveness toward Venture Capitals

<sup>[1]</sup>Gatot Hendra Prakoso, <sup>[2]</sup>Wawan Dhewanto, <sup>[3]</sup>Reza Ashari Nasution

### Abstract

Investors somehow did not consider the f&b-based startup as the potential media to be invested on. Investors have certain considerations of how they were going to put their investment. In Indonesia, the f&b-based startups started to have the chance of getting investment from the venture capitals by the shocking investment decision made by local investor Alpha JWC, and followed by many more afterwards. However, the phenomena on the fields showed the different realities. The f&b-based startups are still having difficulties to get investment. The investors, for some certain reasons still prefer to make investments on the technology-based startups. One of the reasons that the investors have – on why they still prefer to make investments in the technology-based startups is the fact that according to most of the investors, the f&b-based startups have the lower scalability, compared to the technology-based startups. The main question that emerged is: How the f&b-based startups (inside the incubators) could reach the same level – in term of attractiveness to be invested, as the existing f&b-based startups that have managed to get the funding? This is also the main objective of this study – to find the acceleration path for the f&b-based startups in the university incubators to get the investment. This research is going to propose the most suitable conceptual model for the f&b-based startups to be scaled up. This would only possible by improving the attractiveness of the f&b-based startups in the university business incubator – in term to get the funding from the VCs.

### Keywords

conceptual framework; f&b-based startups; attractiveness; venture capital

## Residential Specifications Required for Seniors Well-Being and Survival in Malaysia

[<sup>1</sup>]Nor 'Adha Ab Hamid<sup>1</sup>, [<sup>2</sup>]Norziah Othman<sup>2</sup>, [<sup>3</sup>]Sharifah Hana Abd Rahman  
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Kolej Universiti Islam Antarabangsa Selangor (KUIS), Bandar Seri Putra, Kajang Selangor

### Abstract

The objective of this study is to examine the characteristics and specifications required in building homes and residences for the elderly. This study uses a survey method among the elderly to analyze the characteristics and specifications of the required housing. Quantitative data analysis from a survey questionnaire on 266 senior citizens was conducted which was analyzed descriptively and inferential. Descriptive analysis involved means and percentages for each residential feature and specification required by seniors. Inferential analysis was performed through non-parametric tests involving Mann-Whitney and Kruskal Wallis tests to identify whether there are differences between several factors such as gender, age, location zone, marital status, past/current employment sector, health financing, monthly cost of living, residence, current and life financing against the residential specifications they need.

### Keywords:

Housing Specifications, Life Financing, Well-Being, Senior Citizens.

## Impact of Startup Cost on National Entrepreneurship Development: An SDG 8 Approach

[1]Tosin Ekundayo, [2]Dr. Amiya Bhaumik

[1][2] Lincoln University College, Malaysia

### **Abstract:**

Startup cost has always been a topic entrepreneurial engagement. It is the capital required to launch an entrepreneurial venture. Capital is the financial commitment to the set-up of a new venture. It is one of four factors of production, with land, labor, the entrepreneurship as it supplements. Empirical study indicates, it is the most common reason why startup venture fail (according to start-up entrepreneurs), yet the actual impact of start-up cost on entrepreneurship development on a national scale has never been diagnosed, even though establish that a vibrant entrepreneurship economic sector ensures economic viability and sustainability (Subash Sharma, 2019). Thus, this study aims to determine the relationship between startup-cost and national entrepreneurship development (if any), and also measure the impact of startup-cost on the national entrepreneurial ecosystem. The objective is to ignite national scale conversation on leveraging start-up cost to boost entrepreneurial development. Entrepreneurship has the potential to reduce a nation's employment while contributing to its GDP (Bosma et al., 2018; Boudreaux, 2019; Rosado-Cubero et al., 2022). UN Sustainability Development Goal 8 (SDG8) advocates for Economic growth (Frey, 2017). SDG objective 8.1 targets "a minimum of 7% GDP growth per annum" as per UN vision 2030. Leveraging startup cost to boost entrepreneurial ecosystem would/could have a replica-positive effect on economic GDP of a country. As such, this study deploys inferential statistics tools (correlation and regression), on secondary dataset, sourced from sub-index of United Nation (UN)'s Doing Business Index as independent variable (DV) and Global Entrepreneurial Index (GEI) by the Global Entrepreneurship & Development Institute (GEDI) as dependent variable (IV). Findings indicate a relationship between "Start-up cost" and "National Entrepreneurship Development" and also indicates impact of "Start-up cost" on "National Entrepreneurship Development". Hence, this study recommends that government must reduce start-up cost, if it intends to leverage entrepreneurship in pursuance of economic development (GDP) and SDG8.

### **Keyword:**

Start-up, Capital, Entrepreneurship, Economic Development, SDG8, Tosin Ekundayo

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