

INVITATION - Colloquium for PhD Programme Series 10, 2025, Faculty of Business and Economics

Dear All,

The Faculty of Business and Economics will hold our **Colloquium for PhD Programme Series 10, 2025** on **27 – 29 October 2025**.

Please be informed that in conjunction with the 47th ASEAN Summit, which will be held in Kuala Lumpur from 23rd October onwards, the Colloquium Series 10, 2025 will be **conducted entirely online**.

This decision has been made to avoid any potential inconvenience due to the scheduled closure of several major roads in and around Kuala Lumpur during the period, which may affect access and mobility.

Accordingly, **all presentation sessions for Colloquium Series 10, 2025 will be held via the Microsoft Teams platform.**

Meeting ID:

https://teams.microsoft.com/join/19%3ameeting_NDJiZiRhMTAtOTM5NC00ZTVjLTliZGMtYWJjZiNiNmRjN2M3%40thread.v2/0?context=%7b%22id%22%3a%22a63bb1a9-48c2-448b-8693-3317b00ca7fb%22%2c%22oid%22%3a%22bf1d9839-4f0a-4ba8-98a0-2c6aaa439d6c%22%7d

The details are as follows:

DEPARTMENT OF POLITICAL SCIENCE, PUBLIC ADMINISTRATION AND DEVELOPMENT STUDIES	
27.10.2025 Monday 11:00 – 12:00 pm	Thesis Seminar Presentation – Zijian Wang Title: Environmental, Social and Governance Performance and SDG Alignment: A Multilevel Analysis of Chinese A-Share Listed Companies
DEPARTMENT OF ACCOUNTING	
27.10.2025 Monday 2:00 – 3:00 pm	Proposal Defence Presentation – Chermian Eforis Title: Institutionalizing Sustainable Development Goals in a Metropolitan Provincial Government
DEPARTMENT OF FINANCE	
28.10.2025 Tuesday 9:00 – 10:00 am	Candidature Defence Presentation – Aimi Syahirah binti Abu Hashim Title: Sustainability-Conscious Financial Behaviour Index and the Mediating Role of Financial Behavioural Health Among Malaysian Consumers
DEPARTMENT OF ECONOMICS	
28.10.2025 Tuesday 10:00 – 11:00 am	Proposal Defence Presentation – Nuur Rasyiqah binti Zainuddin Title: Assessing the Economic Effects of the Machinery and Equipment Industry in Malaysia
28.10.2025 Tuesday	Thesis Seminar Presentation – Ooi Ai Yee

11:00 – 12:00 pm	Title: Multiple Blockholders, Stock Price Informativeness, and Corporate Governance: Evidence from Malaysian Publicly Listed Firms
28.10.2025 Tuesday 12:00 – 1:00 pm	Proposal Defence Presentation – Yuanxi Gao Title: Corporate Green Innovation in China: Common Institutional Ownership, Investor Sentiment, and Firm Value
DEPARTMENT OF POLITICAL SCIENCE, PUBLIC ADMINISTRATION AND DEVELOPMENT STUDIES	
28.10.2025 Tuesday 2:00 – 3:00 pm	Thesis Seminar Presentation – Farhana Sehreen Title: Trends, Patterns and Impacts of Migration by Gender and Geographical Location in Bangladesh
28.10.2025 Tuesday 3:00 – 4:00 pm	Thesis Seminar Presentation – Jingxian Gao Title: E-Commerce Adoption among the Rural Farming Community in Shanxi, China
DEPARTMENT OF DECISION SCIENCE	
29.10.2025 Wednesday 9:00 – 10:00 am	Candidature Defence Presentation – Shi Wenjun Title: The Impact of Public Health Crisis on Tourism Demand in Malaysia
29.10.2025 Wednesday 10:00 – 11:00 am	Candidature Defence Presentation – Tan Ching Yi Title: Exploring the Dynamics of Tourism: A Comprehensive Analysis of Demand, Pricing and Tourist Interest
29.10.2025 Wednesday 11:00 – 12:00 pm	Proposal Defence Presentation – Gong Qi Title: The Influence of R&D Window-Dressing on IPO Pricing - Evidence from the STAR Market in China
DEPARTMENT OF MANAGEMENT AND MARKETING	
29.10.2025 Wednesday 2:00 – 3:00 pm	Proposal Defence Presentation – Jaweria Noreen Title: Impact of Augmented Reality on Customer Experience and Engagement: An SDL Perspective on Value Co-Creation
29.10.2025 Wednesday 3:00 – 4:00 pm	Proposal Defence Presentation – Nur Syafiqah binti Abd Ghani Title: Festivalgoers' Emotional Experiences and Revisit Intention: An Integration of Social Identity and Affective Events Theories

Concurrent Session

https://teams.microsoft.com/l/meetup-join/19%3ameeting_ZWI1NzY4MDItMTc1Yi00YTA4LTk0ZWItMjk2YWU5ZDMYzjI0%40thead.v2/0?context=%7b%22Tid%22%3a%22a63bb1a9-48c2-448b-8693-3317b00ca7fb%22%2c%22Oid%22%3a%22bf1d9839-4f0a-4ba8-98a0-2c6aaa439d6c%22%7d

DEPARTMENT OF POLITICAL SCIENCE, PUBLIC ADMINISTRATION AND DEVELOPMENT STUDIES	
28.10.2025 Tuesday	Proposal Defence Presentation – Zhang Qiongdan

12:00 – 1:00 pm	Title: Mothers and Daughters: Gendered Livelihoods and Intergenerational Transmission of Human Capital among Tibetan Female-Headed Households in Nepal
DEPARTMENT OF DECISION SCIENCE	
28.10.2025 Tuesday 2:00 – 3:00 pm	Candidature Defence Presentation – Minyou Qing Title: Unlocking Logistics Decarbonisation Practice Adoption among China's Road Freight Transport Enterprises: Critical Success Factors and Impact on Carbon Neutrality Performance

For further information, please visit the FPE website at <https://fpe.um.edu.my/>

All are invited. Your presence and support would be greatly appreciated.
Thank you and have a great day.