

INVITATION - Colloquium for PhD Programme Series 9, 2025, Faculty of Business and Economics

Dear All,

The Faculty of Business and Economics will hold our **Colloquium for PhD Programme Series 9, 2025** on **23 – 25 September 2025** at **Auditorium, Level 2, Azman Hashim Building, Faculty of Business and Economics**

The details are as follows:

DEPARTMENT OF ECONOMICS	
23.09.2025 Tuesday 9:00 – 10:00 am	Candidature Defence Presentation – MST Noiyan Tara Title: Total Factor Productivity, Technical Efficiency and Export Performance in Manufacturing: Evidence from Bangladesh
23.09.2025 Tuesday 10:00 – 11:00 am	Thesis Seminar Presentation – Wang Kaili Title: The Impact of the Belt and Road Initiative on Renminbi from the Perspectives of Settlement and Invoicing
23.09.2025 Tuesday 11:00 – 12:00 pm	Thesis Seminar Presentation – Zhang Yi Title: The Determinants of Online Purchase Intention for Chinese Cosmetics Products in China
DEPARTMENT OF DECISION SCIENCE	
23.09.2025 Tuesday 12:00 – 1:00 pm	Proposal Defence Presentation – Li Yuping Title: Improving Cybersecurity Performance in China's Electrical and Electronics Industry through Cybersecurity Maturity and MLPS 2.0 Compliance: Information Security Awareness as Moderator
DEPARTMENT OF POLITICAL SCIENCE, PUBLIC ADMINISTRATION AND DEVELOPMENT STUDIES	
23.09.2025 Tuesday 2:00 – 3:00 pm	Candidature Defence Presentation – Periasamy a/l Muthan Title: Kecenderungan Politik Pengundi Kaum India di Malaysia Pasca PRU12
23.09.2025 Tuesday 3:00 – 4:00 pm	Thesis Seminar Presentation – Hai Zhu Title: Bridging the Intention-Behavior Gap: Institutional and Environmental Factors in Shaping Academic Entrepreneurship in the Greater Bay Area of China
DEPARTMENT OF MANAGEMENT AND MARKETING	
24.09.2025 Wednesday 9:00 – 10:00 am	Proposal Defence Presentation – Zhang Jiayuan Title: Driving Stakeholder Satisfaction in Chinese HEIs: The Role of AI, Sustainable HR, and Employee Experience
24.09.2025 Wednesday 10:00 – 11:00 am	Proposal Defence Presentation – Almatairi Tariq Talaq M

	Title: The Effect of Ethical Leadership on Job Engagement, Intrinsic Motivation, and Volunteer Retention in Saudi Arabia: The Role of Perceived Organizational Support
24.09.2025 Wednesday 11:00 – 12:00 pm	Candidature Defence Presentation – Rui Niu Title: Narrating Sustainable Pathways: A Qualitative Inquiry into Multilevel Job Quality among Location-Independent High-Skilled Gig Workers in China
24.09.2025 Wednesday 12:00 – 1:00 pm	Candidature Defence Presentation – Jiarong Zeng Title: Assessing the Cognitive Appraisal Mechanism in Cultural Tourism: The Mediating Role of Memorable Tourism Experiences and Place Attachment in Boosting Revisit Intention of Quanzhou, China
DEPARTMENT OF ACCOUNTING	
24.09.2025 Wednesday 2:00 – 3:00 pm	Proposal Defence Presentation – Fitaihi, Alaa Jamal A Title: The Impact of ESG Disclosure & FRQ on FDlin Saudi Arabia, the Moderating Role of Ownership Structure
24.09.2025 Wednesday 3:00 – 4:00 pm	Proposal Defence Presentation – Tian Mengmeng Title: Impact of Social Media CSR Communication on Women Entrepreneurial Success: Integrating Cost Accounting and ‘Digital’ Performance Measurement
DEPARTMENT OF ECONOMICS	
25.09.2025 Thursday 10:00 – 11:00 am	Proposal Defence Presentation – Yang Wenyu Title: Blockholder Governance in Principal-Principal Conflicts: Evidence from Chinese Corporate Decisions
DEPARTMENT OF FINANCE	
25.09.2025 Thursday 11:00 – 12:00 pm	Proposal Defence Presentation – Low Ken Tatt Title: Corporate Currency Hedging in Malaysia: Firm Cycle Stages, Determinants, Sectoral Drivers, and Investor Perceptions

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

All are invited.

Thank you and have a great day.