

INVITATION - Colloquium for PhD Programme Series 5, 2025, Faculty of Business and Economics

Dear All,

The Faculty of Business and Economics will hold our **Colloquium for PhD Programme Series 5, 2025** on **26 – 30 May 2025** at Auditorium, Level 2, Azman Hashim Building, Faculty of Business and Economics

The details are as follows:

DEPARTMENT OF DECISION SCIENCE	
26.05.2025 Monday 9:00 – 10:00 am	Proposal Defence Presentation – Gong Qi Title: The Influence of R & D Window-Dressing on IPO Pricing - Evidence from the STAR Market in China
26.05.2025 Monday 10:00 – 11:00 am	Proposal Defence Presentation – Li Ying Title: The Impact of ESG on the Financial Performance: Evidence from New Energy Vehicle Industry in China
26.05.2025 Monday 11:00 – 12:00 pm	Thesis Seminar Presentation – Yibing Shang Title: The Impact of Uncertain Events on the Connectedness of the UK's Stock Markets: Evidence from Brexit to Russia-Ukraine Conflict
26.05.2025 Monday 12:00 – 1:00 pm	Thesis Seminar Presentation – Chen Yuanfang Title: Digital Talent Mobility and Economics Growth in Guangdong-Hong Kong-Macau Greater Bay Area
DEPARTMENT OF FINANCE	
26.05.2025 Monday 2:00 – 3:00 pm	Thesis Seminar Presentation – Low Ken Hou Title: Impact to ESG Performance on Sukuk and Bond Yield Spreads in Selective OIC Countries
DEPARTMENT OF ACCOUNTING	
26.05.2025 Monday 3:00 – 4:00 pm	Candidature Defence Presentation – Liu Shilin Title: Conspiracy or Consensus: Audit Negotiation in the Changed China Regulatory Environment-Toward a Developmental Communicative Theory
DEPARTMENT OF ECONOMICS	
27.05.2025 Tuesday 9:00 – 10:00 am	Thesis Seminar Presentation – Zhuowen Huang Title: Corporate Digitalization in China: The Role of Technology Directors, Firm Value implications, and Labor Market Outcomes
27.05.2025 Tuesday 10:00 – 11:00 am	Proposal Defence Presentation – Muhammad Hafiz bin Abdul Majid Title: Economic Evaluation on Intersectoral Effect of Energy Shocks
27.05.2025 Tuesday 11:00 – 12:00 pm	Candidature Defence Presentation – Elisa Jean Pau Jion Nor Title: Economics and Employment Scenario Assessment in Electrical and electronic Sector of ASEAN and its Major Exporting Countries
27.05.2025 Tuesday	Candidature Defence Presentation – Yi Zhang

12:00 – 1:00 pm	Title: The Determinants of Online Purchase Intention for Chinese Cosmetics Products in Shina: A Transaction Costs Economics Perspective
DEPARTMENT OF ACCOUNTING	
27.05.2025 Tuesday 2:00 – 3:00 pm	Proposal Defence Presentation – Wang Honglang Title: The Impact of External Financing on Corporate Innovation Efficiency and Quality
27.05.2025 Tuesday 3:00 – 4:00 pm	Proposal Defence Presentation – Tian Mengmeng Title: Impact of Social Media CSR Communication on Woman Entrepreneurial Success: Integrating Cost Accounting and Digital Performance Measurement
DEPARTMENT OF ECONOMICS	
28.05.2025 Wednesday 9:00 – 10:00 am	Proposal Defence Presentation – Shahneoaj Sumon Title: Macroeconomic Impacts and Policy Challenges Stemming from Uncertainty in External Reserves Accumulation Across Countries and Bilateral Dynamics
28.05.2025 Wednesday 10:00 – 11:00 am	Thesis Seminar Presentation – Ruan Mengdie Title: A Study of Income, Social Trust and Air Pollution Influencing Subjective Well-Being in China
DEPARTMENT OF DECISION SCIENCE	
28.05.2025 Wednesday 11:00 – 12:00 pm	Thesis Seminar Presentation – Xinting Hou Title: Examining Pre-and Post-Checkout Abandonment in TikTok Live Shopping
DEPARTMENT OF POLITICAL SCIENCE, PUBLIC ADMINISTRATION AND DEVELOPMENT STUDIES	
28.05.2025 Wednesday 2:00 – 3:00 pm	Candidature Defence Presentation – Hai Zhu Title: Entrepreneurial Behavior among Academics in China: Influences of the 'Passion Orchestra', Institutional and Environmental Context
28.05.2025 Wednesday 3:00 – 4:00 pm	Thesis Seminar Presentation – Yang Duan Title: The Impact of Network Embeddedness on Technology Innovation and Technology Commercialization Performance on Chinese Pharmaceutical Firms
DEPARTMENT OF ACCOUNTING	
30.05.2025 Friday 2:45 – 3:45 pm	Candidature Defence Presentation – Poa Yee Shuang Title: Integrating Multidimensional Risk Approach, Artificial Intelligence (AI) and Blockchain Technology (BT) into COSO ERM: Assessing Adoption with TOE-TAM

For further information, please visit the FPE website at www.fpe.um.edu.my

All are invited.

Thank you and have a great day.