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INDUSTRY-ACADEMIA LINKAGES FOR BUSINESS SUSTAINABILITY

Selected, peer-reviewed papers from
9th International Conference on Marketing and Retailing (INCOMaR 2023), March 1-2,
2023, Kota Kinabalu, Sabah, Malaysia

Edited by:

Abdul Kadir Othman , Mohd Khirzan Badzli A Rahman, Shereen Noranee , Nur
Atiqah Rochin Demong , Azmi Mat 

Editor(s) Affiliation(s):

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Preface

The volume contains proceedings of the 9th International Conference on Marketing and Retailing 2023 "Industry-Academia Linkages for Business Sustainability" which was held on 1-2 March 2023, in Promenade Hotel, Kota Kinabalu, Sabah, Malaysia.

The objective of the conference is to bring together the academicians and industry players in the area of tourism, hospitality, retailing and marketing throughout the region and across the globe. INCOMaR 2023 is important to provide a platform for global participants to share their research findings, ideas and experiences with academics, scholars, researchers and industry players from different parts of the world through its 9th event (9th INCOMaR 2023).

The conference itinerary contained 2 keynote speeches -1. Drs. Ec. H. Muh. Syarif, M. Si., Dosen Fakultas Ekonomi dan Bisnis, Universitas Trunojoyo Madura, Indonesia & 2. Datuk Madiyem Layapan, the Chief Executive Officer of Invest Sabah Bhd. Malaysia- a plenary session and workshop titled "Business Research: Methods and Types in the 21st Century" by Prof. Ts. Dr Imbarine Bujang

The thematic sections covered by the conference include Artificial Intelligence, Business Economy and Technology Sustainability, Business Resilience in Digital Era, Consumer Behaviour and Technology, Cross Culture Study, Customer Retention and Loyalty, Customers Insights, Data Analytics, Digital Education, Digital Entrepreneurship, Digital Marketing, E-Commerce, E-Government, E-Learning, E-Service Quality, Event Management and Technology, Financial Technology, Global Supply Chain and Technology, Halal Business and Marketing, Halal Marketing/Retailing/Logistics, Hospitality and Tourism Business, Human Resource Information System, Office Systems and Management, Organisational Development and Technology, Social Media Business and Marketing.

Confbay conference submission management system was used to handle conference management. 168 submissions have been received, sent for review, and 114 papers were accepted and 87 were presented at the conference by participants from Malaysia, Indonesia, Philippines, & India. Each author was allotted 10-15 minutes to present their paper. A total of 3 papers are awarded with best presented award as follows: 1 "*Through the Eyes of Diginatives: A Phenomenological Study on the Experiences of Gen Z Consumers on Electronic Commerce*" by Shiena Mae A. Velasco, Airah S. Alcantara, Mikko D. Hidalgo, & Ma. Anna Corina G. Kagaoan, 2. "*Factors Influencing the Gen Zer's Behavior Towards Destination Experience Choice*" by Mary Joy A. Mendoza, Mae Erika A. Mercado, Mary-Ann Loraine L. Pinca, Ryan A. Gamoso, & July Aze V. Barcenas, 3. "*Exploring the Effects of Airline Chatbots as a Communication Tool Towards Consumer Satisfaction on Pre-Flight Assistance Services*" by Lalaine Ella G. Garcia, Alyza Joy C. Landicho, Giezel C. Magbalita, Jennylou C. Maligaya, Nicole Angeline A. Vertucio, Ryan A. Gamoso, & Abram Emmanuel R. Peralta.

The software program Original was used for plagiarism detection. Each submission was subjected to a double-blind review process by two reviewers. The number of submissions received and reviewed was 114 and the number of submissions accepted was 95 indicating an acceptance rate of 83%. A total of 273 reviewers were involved in the review process.

We thank all authors, presenters, participants, sponsors, reviewers, and organizing committee members for your valuable contribution in ensuring the success of the conference.

23 October 2023

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