WELCOME TO ICCOMAH III (2022)
Keynote Speeches & Award Announcement

26 MAY 2022 2-5 PM Malaysian Time





This conference is organised in cooperation with:



ICCOMAH III (2022) WELCOME SPEECH



SHARMIN KUTTY SIVARAMAN ICCOMAH III (2022) CO-DIRECTOR



KEYNOTE SPEAKER 1



INTERPRETING DESTINATION IMAGE FROM THE MARKETING PERSPECTIVE

Dr. Nor Aminin Khalid noraminin@uitm.edu.my noraminin5322@gmail.com



KEYNOTE SPEAKER 2



STUDY OF CIVILIZATION COMMUNICATION ON THE DEVELOPMENT OF PHILOSOPHY THOUGHTS AND ITS INFLUENCE ON THE WORLD ORDER

Dr. Nuriyati Samatan

nuriyatisamatan@gmail.com, nuri@staff.gunadarma.ac.id



ICCOMAH III (2022) AWARD ANNOUNCEMENT





LIST OF AWARDS - 10 MAIN AWARDS + BEST PRESENTER IN EACH PARALLEL SESSION

- BEST FULL PAPER AWARD
 (ACADEMIC, POSTSGRADUATE AND UNDERGRADUATE)
- BEST EXTENDED ABSTRACT (ACADEMIC, POSTGRADUATE AND UNDERGRADUATE)
- BEST VIRTUAL PRESENTATION AWARD
- MOST-VIEWED VIRTUAL PRESENTATION ON YOUTUBE AWARD
- FASTEST ABSTRACT SUBMISSION AWARD
- MOST ACTIVE AID ACADEMY INTERNATIONAL LIAISON

BEST FULL PAPER AWARD (ACADEMIC)



AUTHORS:

RAFEDAH HUSAIN, SITI FATIMAH MD AZALI, NOR AZIAH AZIZAN (POLITEKNIK SULTAN ABDUL HALIM MUA'DZAM SHAH)

PAPER TITLE:

PERSEPSI PENGGUNA TERHADAP PEMILIHAN JENAMA TEMPATAN



BEST FULL PAPER AWARD (POSTGRADUATE STUDENT)



AUTHORS:

HANITA LADJAHARUN
(SMK PEREMPUAN LIKAS KOTA KINABALU)
ANUAR AHMAD PUNCA
(UNIVERSITI KEBANGSAAN MALAYSIA)

PAPER TITLE:

PUNCA TEKANAN EMOSI GURU SEMASA PANDEMIK COVID-19 DAN APLIKASI TEORI KESEJAHTERAAN RYFF SEBAGAI CADANGAN PENYELESAIAN



BEST FULL PAPER AWARD (UNDERGRADUATE STUDENT)



- NO ENTRY -

BEST EXTENDED ABSTRACT (ACADEMIC)



AUTHOR:

SITI SURIANI OTHMAN (UNIVERSITI SAINS ISLAM MALAYSIA)

PAPER TITLE:

AWARENESS ABOUT DATA JOURNALISM IN MALAYSIA AMONG STUDENTS AT UNIVERSITI SAINS ISLAM MALAYSIA (USIM): A PREMILINARY STUDY



BEST EXTENDED ABSTRACT (POSTGRADUATE STUDENT)



AUTHORS:

FATIHAH BINTI ALIAS, NORAILIS AB. WAHAB, UMI WAHEEDA I'ZAAZ ZULKIFLY,

NUR MUSTAQIM JAMALLUDIN

(UNIVERSITI SAINS ISLAM MALAYSIA)

PAPER TITLE:

THE ECONOMIC WELL-BEING OF THE DISABLED IN THE KLANG VALLEY DURING MCO AND ALTERNATIVE METHODS OFECONOMIC SUPPORT



BEST EXTENDED ABSTRACT (UNDERGRADUATE STUDENT)



AUTHORS:

JAN LEE YI XUAN, CHEW WAN FANG, LAM SU YEE & NUR AFNI HALIL (UNIVERSITI TUNKU ABDUL RAHMAN)

PAPER TITLE:

THE EFFECTS OF ADVERTISING JINGLES ON BRAND RECALL IN FAST FOOD INDUSTRY



BEST VIRTUAL PRESENTATION AWARD



PRESENTERS:

FATIHAH BINTI ALIAS, NORAILIS AB. WAHAB, UMI WAHEEDA I'ZAAZ ZULKIFLY,

NUR MUSTAQIM JAMALLUDIN

(UNIVERSITI SAINS ISLAM MALAYSIA)

PAPER TITLE:

THE ECONOMIC WELL-BEING OF THE DISABLED IN THE KLANG VALLEY DURING MCO AND ALTERNATIVE METHODS OF ECONOMIC SUPPORT



MOST-VIEWED VIRTUAL PRESENTATION ON YOUTUBE AWARD



105 VIEWS

PRESENTERS:

HANITA LADJAHARUN
ANUAR AHMAD PUNCA
(UNIVERSITI KEBANGSAAN MALAYSIA)

PAPER TITLE:

PUNCA TEKANAN EMOSI GURU SEMASA PANDEMIK COVID-19 DAN APLIKASI TEORI KESEJAHTERAAN RYFF SEBAGAI CADANGAN PENYELESAIAN



FASTEST ABSTRACT SUBMISSION AWARD



AUTHOR:

ERDA WATI BINTI BAKAR
(NATIONAL DEFENCE UNIVERSITY OF MALAYSIA - UPNM)

PAPER TITLE:

BREAKING THE BARRIER - ONLINE READER'S THEATRE AS A TOOL FOR LANGUAGE PRACTICE AND LITERARY REFLECTION



MOST ACTIVE AID ACADEMY INTERNATIONAL LIAISON





DR. NURIYATI SAMATAN
Universitas Gunadarma,
Indonesia



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