PARALLEL SESSION 4B

10:30am - 11:45am

PULAU I

Theme: Governance and Empowerment
Chairperson: Norhayati Rafida Abdul Rahim, Universiti Sains Islam Malaysia, MALAYSIA

1. Managing Malaysia Actif Through Theories And Practices (ID163)
   Zayana Zahira Mohd Isa & Darusalam Abu Bakar, Universiti Teknologi Mara, MALAYSIA

2. Identity Building Among The Youth Through Broadcasting: A Case Of Nasionalfm, Malaysia (ID167)
   Marzura Abdul Malek, Taylor's University, MALAYSIA

   Norhayati Rafida Abdul Rahim, Muhammad Nizam Awang @ Ali, Balaq Juliana Ali & Che Wan Zainal Abidin Che Wan Ngah, Universiti Sains Islam Malaysia, MALAYSIA

4. Gender Disparity In Internet Access And Usage In Nigeria: Implication For Development (ID194)
   Hadiza Jummai Ibrahim, Bayero University, NIGERIA

PARALLEL SESSION 4C

10:30am - 11:45am

PULAU II

Theme: Public Relations
Chairperson: Abbas Ramdani, Universiti Utara Malaysia, MALAYSIA

1. Establishing Structural Model in Crisis Communication: An Extension And Application Of Situational Crisis Communication Theory (ID179)
   Jamilah Jamal & Hassan Abu Bakar, Universiti Utara Malaysia, MALAYSIA

2. Greening the brand: Sustaining the corporate identity (ID186)
   Nor Hayati Mohd Jailil, Universiti Utara Malaysia, MALAYSIA

3. Validating the Organization-Public Relationship Practices Scale in Small Medium Enterprises Industry (ID188)
   Mohamad Noor Salehuddin Sharipudin, Rosli Mohmed, Jamilah Jamal & Mohd. Kairi Ahmad, Universiti Utara Malaysia, MALAYSIA

4. Perception of Shariah-Compliant Negotiation practice In Islamic Organizations in Malaysia (ID190)
   Abbas Ramdani, Rosli Bin Mohmed & Mohd Kairi Ahmad, Universiti Utara Malaysia, MALAYSIA

PARALLEL SESSION 5A

11:45am - 1:00pm

LAGUNA III

Theme: New Media and Culture
Chairperson: Evie Ariadne Shinta Dewi, Universitas Padjadjaran, INDONESIA

1. E-Governance: The Communication Challenges And The Way Ahead In Indian Context (ID104)
   Jagdish Kumar Nehul & CK Singh, Amity University Mumbai, INDIA

2. From YOLO To FOMO – An Analysis Of Instagram Use Among Malaysian Youth (ID108)
   Nurzihan Hassim, Hazril Nizar Ismail, Taylor's University, MALAYSIA & Mohamad Noor Salehuddin Sharipudin, Universiti Utara Malaysia, MALAYSIA

3. Women Political Communication On Indonesia Regional Heads Election 2018, Case Study At West Java Province (ID130)
   Evie Ariadne Shinta Dewi, Universitas Padjadjaran, INDONESIA

4. Understanding Persuasive Factors That Rationalize Violence Disposition Among Youth (ID171)
   Norhafezah Yusof, Rosna Awang Hashim, Syarizan Dailib, Mohd Arizuddin Mohd Sani, Romlah Ramli, Universiti Utara Malaysia, MALAYSIA & Norhasilza Yusof, University of Malaya, MALAYSIA

PARALLEL SESSION 5B

11:45am - 1:00pm

PULAI I

Theme: Media and Social Change
Chairperson: Payel Chakrabarti, Taylor’s University Malaysia, MALAYSIA

1. Gender Constructions In Reporting Of Violence: A Critical Interrogation Of Media Representations (ID121)
   Payel Chakrabarti, Taylor’s University Malaysia, MALAYSIA

2. A Study On The Co-Cultural Communication Orientation of Kasambahays’ Negotiation of Days-Off (ID136)
   Alexandra Gabrielle Oriona, Francis Elliot Natividad, Vince Marcus Nobleza, Kyla Hope Lagman, Clarisse Faith Buday & Precious Pantoja, University of the Philippines Diliman, PHILIPPINES

3. Reporters-Public Smart Partnership Ensures The Survival Of Investigative Journalism In Malaysia (ID183)
   Adibah Ismail, Mohd Kairi Ahmad & Che Su Mustaffa, Universiti Utara Malaysia, MALAYSIA