Programme Summary

Day 1 (20 Oct. 2018)		Day 2 (21 Oct. 2018)	
8:30am – 9:00am	Registration		
9:00am – 10:30am	Parallel Session 1 (12)	9:00am – 10:30am	Keynote Session 2
10:30am – 10:45am	Refreshment	10:30am – 10:45am	Refreshment
10:45am – 12:45pm	Opening Ceremony & Keynote Session 1	10:45am – 11:45am	Parallel Session 4 (9)
		11:45am – 12:45pm	Parallel Session 5 (10)
12:45am - 2:00pm	Lunch	12:45am - 2:00pm	Lunch
2:00am – 3:30pm	Parallel Session 2 (12)	2:00am – 3:15pm	Parallel Session 6 (12)
3:30am – 3:45pm	Refreshment	3:20am – 4:20pm	Parallel Session 7 (9)
3:45am – 5:30pm	Parallel Session 3 (16)	4:25am – 4:45pm	Closing Ceremony & Refreshment

Conference Programme

Day 1: 20 October 2018 (Saturday)	
Time	Activities
8:30am-9:00am	*Registration*
9:00am-10:30am **PARALLEL SESSION 1A**	*Theme: Organisation Communication* ID102 Cultivating Students' Confidence By Adapting Persuasive Communication Modes In Leadership Communication Undergraduate Class ID131 Transactional Analysis And Its Contributions To Organisational Strategic Aims ID135 A Reflection On The Stakeholder Theory: Impact Of The Government Transformation Policy ID140 Communication jobs in Bangladesh: core competencies sought in the communication professionals
9:00am-10:30am **PARALLEL SESSION 1B**	*Theme: Communication for Social Change* ID101 The Study of News Coverage of Antaranews.com with Republika.co.id toward Peaceful Movement on 04 November 2016 in Indonesia (Analysis Entman Framing on the Government and Private Online Portal) ID111 Media Reporting Of Cyberbullying: A Framing Analysis Of The Star ID120 Media Reporting of Suicide: A Framing Analysis of the Coverage by The Star Newspaper in Malaysia ID197 Connecting People And Technology In Ir4.0: National Nuclear Agenda
9:00am-10:30am **PARALLEL SESSION 1C**	*Theme: New Media* ID107 An Overview of Public Relations Research in Institute of Public Relations Research Letter in 2015-2017 ID112 Multimodality and Ideology in ISIS/DAESH's Online Digital Magazines ID117 Students' perception of weblog effectiveness for learning Public Relations in a tertiary-level course ID124 Consumers' motives in using online marketplace website in indonesia: uses and gratification perspective
10:30am-10:45am	*Tea Break*
10:45am-12:45pm	*Opening Ceremony & Keynote Session 1*
12:45pm-2:00pm	*Lunch & Break*

2:00pm-3:30pm **PARALLEL SESSION 2A**	**Theme: Organisation Communication** ID150 Public responses on the Government Program from the perspective of Stakeholder Engagement Theory ID151 Predictors of organizational climate: Evidences from selected SMEs 1D154 Role of Communication in Doing Negotiation ID166 Determinants Of Online Purchasing Decision Among University Students
2:00pm-3:30pm **PARALLEL SESSION 2B**	**Theme: Communication for Social Change** ID122 Psychographics Profiles Of National Service Training Programme (Plkn) Alumni And National Service Volunteer Brigade (Bskn) Members For Sembrong Parliamentary – Application Of Lautan And Intelektual ID123 Lautan And Intelektual - Psychographics Profiles Of Voter's For Titiwangsa Parliamentary ID157 Examining The Relationship Between Legal, Political Environment And Freedom Of Information In The Print Media Of India ID127 Determinants Of Budget Forecast Errors And Their Impacts On Budget Effectiveness: Evidence From Indonesia
2:00pm-3:30pm **PARALLEL SESSION 2C**	**Theme: New Media** ID126 Influence Of YouTube In Learning English Language Skills: A Study Of Tertiary Level Students In Bangladesh ID128 Instrument Development To Measure The Quality Of Non-Profit Organisation (NPO) Web Site ID132 Deformed Images: Brazilian Indians And Cultural Stereotypes ID133 Climate Opinion: Does It Really Matter In Voicing Out Opinion?
3:30pm-3:45pm	**Tea Break**
3:45pm-5:30pm **PARALLEL SESSION 3A**	**Theme: Corporate Communication** ID103 The Brand Image Of Private Higher Education Provider On Social Media Among College Youths ID113 Developing Corporate Reputation Typology ID118 Conceptual Exploration On The Role Of Storytelling In Communicating Corporate Culture In The Real Industry ID156 Examining The Influence Of Legal And Political Environment On Freedom Of Information In Malaysian Print Media
3:45pm-5:30pm **PARALLEL SESSION 3B**	**Theme: Communication for Social Change** ID141 Respect For Marine Life, Hope For Technology, And Anger At The Media: A Focus Group And Social Media Study Of Ocean User Attitudes To Shark Management ID144 Interpretative Phenomenological Analysis (IPA): Hermeneutic Practices In Managing Self And Others ID159 Sex As A Predictor Of Social Support Communicated In A Facebook-Based Support Group For Mental Health ID187 Information Sources And Information Needs Of Sexual And Reproductive Health (SRH): A Qualitative Study Among Final Year Students In UUM

Time	Activities
3:45pm-5:30pm **PARALLEL SESSION 3C**	**Theme: New Media** ID153 The Use And Abuse Of Technology: The Relationships Between Personalities With Continuance Intention To Perform Internet Vigilantism Among Malaysians ID155 Usability Evaluation Of Let's Talk Now (Letano) App: A Mobile Application For Dysarthric Children ID164 The Digitalization Of Media Marketing: Over viewing Social Media Marketing Of Today ID193 Explore through the Game: Impact of Advertising on Online Games ID195 An integrated model for accelerating ICT adoption in Malaysian higher learning institutions

Day 2: 21 October 2018 (Sunday)

Time	Activities
9:00am-10:15am	*Keynote Session 2*
10:15am-10:30am	*Tea Break*
10:30am-11:45am **PARALLEL SESSION 4A**	**Theme: Political Communication** ID116 The Communicative Constitution Of An Institutional Partnership For River Rehabilitation And Protection In Laguna De Bay Watershed, Philippines ID158 The Investigative Journalists And Their Challenges In Framing The Issues Of Corruption In Sudan ID161 Invoke Malaysia And The Licensing Regulation Of Communication And Multimedia Act 1998 ID191 Social Media and Visual Culture in Nigeria: An Analysis of Conflict-Related Photographs
10:30am-11:45am **PARALLEL SESSION 4B**	**Theme: Communication for Social Change** ID163 Managing Malaysia Aktif Through Theories And Practices ID167 Identity Building Among The Youth Through Broadcasting: A Case Of Nasionalfm, Malaysia ID169 Negotiating Interests And Communication Of Halal At School Using Gamification Approach "Halal Race": An Action Research ID194 Gender Disparity in Internet Access and Usage in Nigeria: Implication for Development
10:30am-11:45am **PARALLEL SESSION 4C**	**Theme: Corporate Communication** ID179 Establishing Structural Model in Crisis Communication: An Extension and Application of Situational Crisis Communication Theory ID186 Greening the brand: Sustaining the corporate identity ID188 Validating the Organization-Public Relationship Practices Scale in Small Medium Enterprises Industry ID190 Perception of Shariah-Compliant Negotiation practice in Islamic Organizations in Malaysia

11:45am-1:00pm **PARALLEL SESSION 5A**	*Theme: Intercultural Communication* ID104 E-Governance: The Communication Challenges And The Way Ahead In Indian Context ID108 From YOLO To FOMO – An Analysis Of Instagram Use Among Malaysian Youth ID130 Women Political Communication On Indonesia Regional Heads Election 2018, Case Study At West Java Province ID171 Understanding Persuasive Factors That Rationalize Violence Disposition Among Youth
11:45am-1:00pm **PARALLEL SESSION 5B**	*Theme: Journalism* ID121 Gender Constructions In Reporting Of Violence: A Critical Interrogation Of Media Representations ID136 A Study On The Co-Cultural Communication Orientation Of Kasambahays' Negotiation Of Days-Off ID183 Reporters-Public Smart Partnership Ensures The Survival Of Investigative Journalism In Malaysia ID192 Perception and Application of Data Driven Journalism among Journalists in Kano -Nigeria
11:45am-1:00pm **PARALLEL SESSION 5C**	*Theme: Communication for Social Change* ID184 Tahap Komunikasi Bimbingan Penyelia Dalam Perindustrian Kecil Dan Sederhana (Pks) Sektor Perkhidmatan Di Malaysia ID198 Mengkonstruksi model sistem media malaysia : berasaskan fenomena filem cetak rompak dan filem tidak bertapis ID115 Kualiti Hubungan Parasosial Pemimpin Pendapat Kesihatan Dalam Media Sosial: Suatu Tinjauan Literatur ID196 Komunikasi, Budaya Dan Penggunaan Media Sosial: Analisis Terhadap Kompetensi Penggunaan Whatsapp Dalam Penyaluran Maklumat Organisasi
1:00pm-2:00pm	*Lunch & Break*
2:00pm-3:15pm **PARALLEL SESSION 6A**	*Theme: Organisation Communication* ID160 Social Media Influence In Human Resource ID178 Privacy Concerns On Whatsapp Usage Among Malaysian Employees: Extending The Social Influence Theory ID182 Transforming Communication Practices For Managing Foreign Workers In Manufacturing Companies ID181 Forging And Sustaining Collaborative Partnership Through Available Opportunities And Shared Resources
2:00pm-3:15pm **PARALLEL SESSION 6B**	*Theme: Intercultural Communication* ID137 Investigating The Representation Of Multicultural And Religious Values Through Televised Public Service Advertisements (Psas) In Malaysia ID145 Ngayah: Communication Behaviour Of Balinese Diaspora Jakarta (An Ethnography Of Communication Study Of Piodalan Ceremony At Pura Dalem Purnajati Tanjung Puri) ID146 An Association Between Attitude Towards Other Cultures (ATOC) And Intercultural Communication Competence (ICC)

	ID162 Management On Technology Influence: Astro Arena
2:00pm-3:15pm **PARALLEL SESSION 6C**	***Theme: New Media*** ID168 The Investigation Of Socially Constructed Image Of Omani Female Professionals ID170 Association Between Instagram Use Towards The Self-Esteem In Communication Among University Students: A Case Study Of Communication Bachelor Program, Faculty Of Leadership And Management, Universiti Sains Islam Malaysia (USIM) ID177 Adoption Factors Of Facebook Among Non Profit Organization In Libya From The Perspective Of Media Richness Theory ID189 The Role Of Social Media Influencers On Purchase Intention Among Generation Y
3:20pm-4:20pm **PARALLEL SESSION 7A**	***Theme: Political Communication*** ID165 Social Media Use Fosters The Civic Participation: A Critical Review ID185 Malaysia Media In Post General Election 14 Era ID148 Framing The Enemy: Newspaper Coverage Of Political Parties During The GE14 Campaign
3:20pm-4:20pm **PARALLEL SESSION 7B**	***Theme: Intercultural Communication*** ID174 Youth Leadership Communication And Confucian Values: A Conceptual Review ID175 Interacting With The Other: Student Perspectives On Intercultural Competence ID180 Work Role Characteristics And The Cross-Cultural Adjustment Of Hotel Expatriates In Malaysia
3:20pm-4:20pm **PARALLEL SESSION 7A**	***Theme: Film and Media*** ID114 Online Film Criticism And Press Release ID149 Facebook Messenger As The Medium Of Academic Consultation And The Message In A Thai Context ID173 Inter Religion Harmony Through Films: An Analysis Of Bollywood Film PK
4:25pm-4:45pm	***Closing Ceremony & Award Presentation***