



**UPM**  
UNIVERSITI PUTRA MALAYSIA  
SARAWAK

**FAKULTI KEMANUSIAAN,  
PENGURUSAN & SAINS**  
FACULTY OF HUMANITIES, MANAGEMENT AND SCIENCES  
فakولتي كمانسان، ففروسن دان سائنس



MINISTRY OF TOURISM,  
CREATIVE INDUSTRY &  
PERFORMING ARTS  
SARAWAK



# PROGRAMME BOOK



## 4<sup>th</sup> International Conference On Science, Social Sciences and Humanities

*"The Art of Unseen Treasure"*

### Strategic Partners



AKADEMI PENGAJIAN MELAYU  
Academy of Malay Studies



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12-13 August 2025

Everly Hotel Bintulu, Sarawak MALAYSIA

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## **ABOUT UNIVERSITI PUTRA MALAYSIA SARAWAK (UPMS)**

### **Introduction**

Universiti Putra Malaysia Sarawak Campus, also known as UPMS, is a twin campus of Universiti Putra Malaysia located at the main campus in Serdang, Selangor. Currently, UPMS has two faculties: the Faculty of Agricultural and Forestry Sciences and the Faculty of Humanities, Management and Science, along with the Institute of Borneo Ecoscience research institute. UPMS offers study programmes at the PhD, master's, bachelor's, diploma, and pre-diploma levels.

### **Our story**

Formerly operating as Universiti Putra Malaysia Kampus Bintulu (UPMKB), the campus was relaunched in November 2001 under UPM's 2001–2010 strategic development plan. Later, on 30 June 2025, it adopted a new name as part of a broader rebranding initiative.

Universiti Putra Malaysia Sarawak Campus (UPMS) is the oldest university campus in Sarawak, tracing its origins to 10 August 1974 when it operated from a temporary base at the National Resources Training Centre, Semenggok, Kuching. After relocating to its permanent 714-hectare site—13 km outside Bintulu—in June 1987, the lush rainforest surroundings became an outdoor laboratory rich in unique flora and fauna.

The campus was formally recognised on 27 August 1987 through the Universiti Pertanian Malaysia (Kampus) Order (No. 2) 1987, establishing three learning centres: Applied Sciences, Basic Sciences, and Social Sciences and Management. These centres initially offered diploma programmes in Agriculture, Forestry, and Agribusiness, supported by a pre-diploma foundation course.

Reopened on November 5, 2001, Universiti Putra Malaysia Kampus Bintulu (UPMKB) remains a twin campus of Universiti Putra Malaysia, anchored by the Faculty of Agriculture and Food Sciences. Five departments—Crop Science, Forestry Science, Social Science, Basic Science and Engineering, and Animal Science and Fishery—deliver academic pathways from diploma to PhD, integrating classroom instruction with hands-on fieldwork in nearby farms, plantations, rivers, and experimental plots.

Modern facilities, residential colleges, laboratories, an agro-technology park, recreational amenities, and research centres collectively accommodate up to 2,800 students while advancing research that supports Sarawak's bio-resource-based economy and the wider Southeast Asian agri-food sector.

## Now

On June 30, 2025, UPMKB was officially renamed Universiti Putra Malaysia Sarawak (UPMS). UPM Chancellor Sultan Sharafuddin Idris Shah announced the change at a formal ceremony held at Istana Alam Shah, Klang. This rebranding reflects an expanded mission for the campus to improve teaching, research, and innovation in areas like agriculture, food security, and renewable energy in East Malaysia. The new name aligns with Sarawak's Post-COVID-19 Development Strategy 2030 and advances UPM's long-term goals, while the campus continues to serve as a branch of Universiti Putra Malaysia.

UPMS now emphasises stronger regional collaboration and sector-specific expertise. A restructuring initiated in 2018 identified five key strategic areas—agriculture, forestry, industrial chemistry, renewable energy, and ethnic studies—that guide its academic plans. Starting from July 1, 2020, these priorities are implemented through two faculties: the Faculty of Agricultural Science and Forestry (FSPH) and the Faculty of Humanities, Management and Science (FKPS). Together, they support the campus's vision to become a leading centre for sustainable development and human capital development in Sarawak and the Borneo region.



## **WELCOME & PREFACE**

### **FOREWORD BY THE MINISTER OF TOURISM, CREATIVE INDUSTRY & PERFORMING ARTS, SARAWAK**

Assalamualaikum Warahmatullahi Wabarakatuh and Salam Ibu Pertiwiku.

I am delighted to extend my heartfelt congratulations to Universiti Putra Malaysia Sarawak Campus on the successful organisation of the 4<sup>th</sup> International Conference on Science, Social Sciences, and Humanities (ICOSH2025). Your unwavering commitment to showcasing Sarawakian and wider Bornean heritage is indispensable to our collective mission of presenting the “Land of the Hornbills” to the world.



This year’s theme— “The Art of Unseen Treasure”—invites us to uncover and celebrate the hidden riches that lie within our cultures, ecosystems, and intellectual traditions. By bringing together scholars of science, social sciences, and the humanities, ICOSH2025 highlights how interdisciplinary collaboration can illuminate those treasures and harness them to confront today’s most complex global challenges—from climate resilience and cultural preservation to technological innovation and social equity.

The conference’s objectives resonate strongly with the State Government’s vision of positioning Sarawak as a leading destination in Southeast Asia. The research insights exchanged here will inform forward-looking policies in tourism, creative industries, and community development, ensuring that growth is both inclusive and sustainable.

As we gather to share knowledge, forge new alliances, and celebrate our diverse cultural tapestry, let us remember that discovery carries responsibility. We are custodians of Borneo’s extraordinary natural and cultural wealth; it is our duty to protect and nurture these “unseen treasures” so future generations may inherit a land as magnificent as the one we cherish today.

I urge all participants to participate fully, think creatively, and collaborate intentionally. Hopefully, the discussions and connections made at ICOSH2025 will lead to innovative solutions and guide us toward a brighter, more sustainable future for Borneo and beyond.

Thank you, and I wish you a prolific and inspiring conference.

**The Honourable Datuk Haji Abdul Karim Hamzah**  
**Minister of Tourism, Creative Industry & Performing Arts, Sarawak**

## **FOREWORD BY DEPUTY VICE CHANCELLOR (INDUSTRY AND COMMUNITY RELATIONS)**

Assalamualaikum Warahmatullahi Wabarakatuh and Salam Sejahtera.

It is with profound excitement that I welcome you to the 4<sup>th</sup> International Conference on Science, Social Sciences, and Humanities (ICOSH2025), convened under the inspiring theme “The Art of Unseen Treasure.” This gathering shines as a beacon of intellectual discovery and cross-disciplinary collaboration—uniting us to tackle the world’s most pressing challenges while celebrating the vibrant cultural tapestry of Borneo.



I extend heartfelt congratulations to Universiti Putra Malaysia Sarawak for bringing this global forum to fruition. Your dedication to showcasing Sarawakian and Bornean heritage is integral to the State Government’s mission of introducing the Land of the Hornbills to the world. I urge that the insights generated here be curated into a living knowledge database, guiding researchers and policymakers as we shape forward-looking development strategies. I am confident that the expertise housed within UPM Sarawak will help the ministry and the Sarawak Government uncover—and elevate—the many hidden treasures that await discovery.

The conference’s diverse sub-themes mirror the complex opportunities before us. By nurturing robust local and international partnerships across science, social sciences, and humanities, we can unlock innovative solutions that advance holistic progress for our communities and our environment.

We are honoured by the presence of distinguished speakers and participants from across the globe. Your shared knowledge, operational experience, and academic rigour will enrich ICOSH2025 immeasurably. To every researcher, scholar, practitioner, and leader who has lent their expertise—thank you for strengthening this endeavour.

Finally, I offer my sincere appreciation to the organising committee and our strategic partners. Your tireless work from the earliest planning stages has made this conference possible. Congratulations also to all speakers and presenters for your invaluable contributions.

May ICOSH2025 spark innovative ideas, foster enduring collaborations, and lead to a more united future for Borneo and beyond.

**Professor Ir. Dr. B.T. Hang Tuah bin Baharudin**  
**Deputy Vice Chancellor (Industry and Community Relations)**  
**Universiti Putra Malaysia**

## FOREWORD BY CAMPUS DIRECTOR

Assalamualaikum Warahmatullahi Wabarakatuh and Salam Sejahtera.

It is my privilege to welcome you to the 4<sup>th</sup> International Conference on Science, Social Sciences, and Humanities (ICOSSH2025), organised by Universiti Putra Malaysia Sarawak (UPMS) as the proud successor to ICOSSH 2019, 2021, and 2023. Each previous edition has proven the power of bringing together local and international scholars; ICOSSH2025 continues that tradition on an even broader scale.



Our theme—“The Art of Unseen Treasure”—invites us to uncover the hidden insights, resources, and cultural riches that can help address the world’s most pressing challenges. ICOSSH2025 is structured around three interlinked tracks—Science, Social Sciences, and Humanities—and the conference offers a truly multidisciplinary stage for examining sustainability in all its dimensions.

ICOSSH2025 is designed as a collaborative space where seasoned academics and emerging scholars can exchange ideas, refine methodologies, and forge enduring partnerships. Each thematic stream invites diverse viewpoints, encouraging participants to venture beyond disciplinary boundaries and engage in meaningful, solution-oriented dialogue.

We are honoured to host two distinguished panellists: YBhg Datu Dr. Haji Sanib bin Haji Said, General Manager, Amanah Khairat Yayasan Budaya Melayu Sarawak, and Professor Ir. Dr. B.T. Hang Tuah bin Baharudin, Deputy Vice-Chancellor (Industry & Community Relations), Universiti Putra Malaysia.

Their perspectives—grounded in both scholarship and practice—will enrich our collective understanding of how multidisciplinary research can translate into real-world impact.

I extend my most profound appreciation to the organising committee and our strategic partners for their exceptional dedication to bringing this international forum to life. Your tireless efforts, often undertaken alongside demanding professional responsibilities, are the foundation of ICOSSH2025’s success.

Finally, to every participant: thank you for your active engagement. Your contributions—through papers, panels, and informal dialogue—are vital to making this conference a catalyst for new ideas and meaningful change. I trust that your time here will be productive, enlightening, and inspiring.

Welcome to ICOSSH2025. I wish you a rewarding and memorable conference.

*Selamat bermusyawarah dan semoga berjaya.*

**Professor Dr. Shahrul Razid Sarbini**  
**Director**  
**Universiti Putra Malaysia Sarawak**

## FOREWORD BY ICOSSH CHAIRMAN 2025

Assalamualaikum Warahmatullahi Wabarakatuh and greetings.

I am honoured to welcome you to the 4<sup>th</sup> International Conference on Science, Social Sciences, and Humanities (ICOSSH2025). Since our inaugural meeting in 2019, ICOSSH has grown into a truly global forum, connecting scholars, practitioners, and policymakers who share a passion for multidisciplinary discovery. This year's theme— "The Art of Unseen Treasure"—urges us to seek the hidden assets within our cultures, ecosystems, and data that can illuminate solutions to today's most complex challenges.



On behalf of the organising committee, I would like to extend our great appreciation and a special thanks to The Honourable, Datuk Haji Abdul Karim Hamzah, Minister of Tourism, Creative Industry & Performing Arts, Sarawak for his willingness to officiate this conference and for supporting us to organise the fourth ICOSSH at the Parkcity Everly Hotel, Bintulu, Sarawak.

Why focus on "unseen" treasures? Breakthroughs often arise from unexpected sources: indigenous ecological wisdom that strengthens climate resilience, overlooked historical archives that reframe social narratives, or emerging business models that reconcile profit with planetary health. By embracing these subtle yet potent resources, we hope to unearth overlooked perspectives, reframe global problems through integrated lenses, and translate scholarly insights into tangible benefits for communities in Borneo and beyond.

Our programme spans three interlocking tracks—Science, Social Sciences and Humanities—each curated to spark cross-disciplinary dialogue. I encourage you to venture outside your disciplinary comfort zone; the insight you gain may transform your research.

We are privileged to host two panellists whose expertise bridges theory and practice: YBhg Datu Dr. Haji Sanib bin Haji Said, General Manager of Amanah Khairat Yayasan Budaya Melayu Sarawak, and Professor Ir. Dr. B. T. Hang Tuah bin Baharudin, Deputy Vice-Chancellor (Industry & Community Relations) of Universiti Putra Malaysia. Their perspectives will enrich our collective dialogue on sustainable development, cultural stewardship, and community engagement.

This conference owes its vitality to many hands: our scientific committee for rigorous peer review; sponsors and strategic partners for steadfast support; and volunteers who turn plans into reality. Most of all, I thank you, our delegates. Your papers, questions, and informal conversations will shape the legacy of ICOSSH2025.

May these days spark new collaborations, generate actionable knowledge, and reveal treasures previously unseen. I wish you an inspiring and productive conference.

**Assoc. Prof. Dr Mohamad Maulana Magiman**  
**Chairman, ICOSSH2025 and The Pehin Adenan Satem Chair**

## ABOUT ICSSH2025



## CONFERENCE THEME & OBJECTIVES

### Introduction

The 4<sup>th</sup> International Conference on Science, Social Sciences, and Humanities (ICSSH2025), organised by the Faculty of Humanities, Management, and Science at Universiti Putra Malaysia Sarawak (UPMS), continues the success of ICSSH2019, 2021, and 2023, which successfully brought together researchers from both within and outside the country.

This year, conference participants can interact through presentations. The conference emphasises social sciences and humanities, especially related to the ethnic groups of Sarawak and Borneo. Attendees include researchers, academics, postgraduate students, government agencies, and policymakers. Additionally, the conference aims to foster connections with the state government, local and international research agencies, and industries actively engaged in the field.

The theme for ICSSH2025 is 'The Art of Unseen Treasure.' The conference focuses on topics of interest across science, social sciences, and humanities. Papers are presented by authors from countries such as Malaysia, Indonesia, Brunei, and China, in either English or Malay.

### Conference Theme

"The Art of Unseen Treasure"

### Conference Sub-Themes

1. Science  
Chemistry, Biology, Environmental Science, Health Science
2. Social Sciences  
Anthropology, Sociology, Political Science, Business, Management, Economics, Education
3. Humanities  
Philosophy, History, Art and Cultural Studies, Religious Studies.

## HISTORY OF ICOSSH SERIES

The International Conference on Science, Social Sciences, and Humanities (ICOSSH) was established as a biennial gathering for scholars who believe that complex global issues demand dialogue across disciplinary boundaries. Since it began in 2019, each edition has refined this vision while addressing the urgent challenges of its time.

### ICOSSH2019



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UPM UNIVERSITI PUTRA MALAYSIA

SARAWAK CONVENTION BUREAU

# ICOSSH2019

## International Conference on Social Science and Humanities 2019

8th-9th October 2019 | Parkcity Everly Hotel Bintulu, Sarawak MALAYSIA

Contact Us

If you have any question or inquiries, please contact us at [icossh2019@upm.edu.my](mailto:icossh2019@upm.edu.my)  
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**ICOSSH2021**



The poster for the 2<sup>nd</sup> International Conference on Social Sciences and Humanities (ICSSH) features a collage of images including people in traditional Sarawak attire, a large rooster, and a modern building. At the top, logos for UPM, Sarawak, and TOK NAN are displayed. The central text reads: **ICSSH**  
**2<sup>nd</sup> International Conference on Social Sciences and Humanities**  
*The Enculturation of Borneo Ethnic: Perspectives of the Social Sciences and Humanities*  
**27<sup>th</sup> & 28<sup>th</sup> October 2021**  
**Grand Margherita, Kuching, Sarawak**  
✉ [icssh@upm.edu.my](mailto:icssh@upm.edu.my)  
🌐 <http://icssh.upm.edu.my>

At the bottom, social media handles for upmkb, UniPutraMalaysia, @uputramalaysia, uniputramalaysia, and universitiputramalaysia are listed. The tagline **AGRICULTURE • INNOVATION • LIFE** is followed by **BERILMU BERBAKTI** and WITH KNOWLEDGE WE SERVE. The website [www.btu.upm.edu.my](http://www.btu.upm.edu.my) and [www.upm.edu.my](http://www.upm.edu.my) are also provided.



## ICOSSH2023

Strategic Partners

**3<sup>rd</sup> International Conference On  
Science, Social Sciences  
and Humanities**

**26 – 27 September 2023** • Parkcity Everly Hotel Bintulu, Sarawak MALAYSIA

*Towards a  
Culture of Sustainability  
in Borneo*

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## ORGANISING STRUCTURE

### Organising Committee

Role	Name(s)
<b>Patron</b>	The Honourable Dato' Seri Abdul Karim Rahman Hamzah
<b>Advisors</b>	1. Prof. Dr. Shahrul Razid Sarbini 2. Assoc. Prof. Ts. Dr. Wong Tze Jin
<b>Chairman</b>	Assoc. Prof. Dr. Mohd Maulana Magiman
<b>Deputy Chairman</b>	Dr. Neilson Teruki
<b>Secretaries</b>	1. Dr. Aaliyawani Ezzerin Binti Sinin (Lead) 2. Dr. Nurr Maria Ulfa Binti Seruji 3. Ms. Suzana Ugun
<b>Treasurers</b>	1. Ts. Dr. Fauziah Abu Bakar 2. Ms. Nurul Haziqah Binti Hasan 3. Madam Hjh. Siti Nabilah Binti Abu Bakar
<b>Main Secretariat / Registration / Certificates / Prizes</b>	1. Dr. Aryaty Alwie (Lead) 2. Dr. Adrian Daud 3. Dr. Chan Siaw Leng 4. Dr. Anita Rosli 5. Mr. William Ko Wei Liong 6. Ms. Nurul Haziqah Binti Hasan 7. Ms. Suzana Ugun
<b>Stage Manager &amp; Floor Manager</b>	1. Dr. Alvin Lim Teik Zheng (Lead) 2. Ms. Rachel Anak Christopher Jerry 3. Ms. Fatin Khairunnisa Binti Mohamad Safri 4. Ms. Siti Khallijah Binti Tornychan
<b>Ceremony, Protocol, Decoration &amp; Master of Ceremony</b>	1. Dr. Faizul Nizar Bin Anuar (Lead) 2. Mr. Abdul Halim Bin Abdul Kadir (Prayer Recital) 3. Ms. Nur Azmina Binti Tajuddin 4. Mr. Calvyn Leu Anak Siming 5. Mr. Ko Wei Liong (MC) 6. Ms. Nur Asyiqin Binti Zaidi (MC) 7. Madam Hjh. Siti Nabilah Binti Abu Bakar 8. Ms. Amalina Binti Amel
<b>Publicity &amp; Promotion</b>	1. Dr. Karmilah Binti Abdullah (Lead) 2. Mr. Roslan Ismail 3. Mr. Ainul Fikri Mohamad Pauzi
<b>Logistics</b>	1. Mr. Mohamad Saufi Bin Mohammad Ramli (Lead) 2. Mr. Mohamad Syukri Bin Mohamad Adnan 3. Mr. Muhammad Zaki Bin Ilyas 4. Mr. Samuel Tiau 5. Mr. Mohd. Shahrul Nizam Bin Ab. Jabar 6. Mr. Hamlet Sulaiman

## FORUM PANELLISTS

**Title: "Unveiling Knowledge: Exploring Hidden Treasure"**

### **PANEL 1**

**YBhg Datu Dr. Haji Sanib bin Haji Said**

General Manager

Amanah Khairat Yayasan Budaya Melayu

Sarawak



### **PANEL 2**

**YBhg Professor Ir. Dr. B.T. Hang Tuah bin Baharudin**

Deputy Vice Chancellor (Industry and Community Relations)

Universiti Putra Malaysia

### **MODERATOR**

**Assoc. Prof. Dr Mohamad Maulana Magiman**

Chairman,

The Pehin Adenan Satem Chair

Faculty of Humanities, Management and Science

Universiti Putra Malaysia Sarawak



## PROGRAMME SCHEDULE

**12 August 2025**

TIME	PROGRAMME
8.00 a.m. – 8.30 a.m.	Participants Registration
8.30 a.m. – 9.30 a.m.	Forum Title: "Unveiling Knowledge: Exploring Hidden Treasure"
9.30 a.m. –10.00 a.m.	Refreshments
10.00 a.m. –12.00 noon	Opening Ceremony
12.00 noon – 2.30 p.m.	Lunch break
2.30 p.m. – 4.30 p.m.	Plenary Session 1
4.30 p.m. – 5.00 p.m.	Refreshments

Opening Ceremony (Grand Ballroom)	
TIME	PROGRAMME
10.00 a.m.	Arrival and registration of participants
10.15 a.m.	Arrival of invited guests
10.45 a.m.	National Anthem Negaraku State Anthem Ibu Pertiwiku University Anthem Putra Gemilang Prayer Recital
11.00 a.m. - 11.15 a.m.	Welcome Address by YBhg. Dato' Prof. Ir. Dr. Ahmad Farhan Bin Mohd Sadullah Vice-Chancellor of Universiti Putra Malaysia (UPM)
11.30 a.m. - 12:00 noon	Officiating Address by The Honourable YB Dato Sri Haji Abdul Karim Rahman Hamzah Minister of Tourism, Creative Industry & Performing Arts, Sarawak  Opening Ceremony ICOSH2025 <ul style="list-style-type: none"> <li>• Launch of the <i>Simbol Budaya 2 dan Herba Perubatan</i> books</li> <li>• Token of Appreciation</li> <li>• Multimedia Presentation</li> <li>• Photography Session</li> <li>• Cultural Performance</li> </ul>
12.00 noon	Lunch break

**13 August 2025**

<b>TIME</b>	<b>PROGRAMME</b>
8.30 a.m. – 10.00 a.m.	Plenary Session 2
10.00 a.m. – 10.30 a.m.	Refreshments
10.30 a.m. – 12.30 p.m.	Plenary Session 3
12.30 p.m. – 2.30 p.m.	Lunch break
2.30 p.m. – 4.30 p.m.	Plenary Session 4
4.30 p.m. – 5.00 p.m.	Closing and Refreshments

## PLENARY SESSIONS

	Ballroom 1	Ballroom 2
<b>Day 1: 12 August 2025</b>		
<b>Plenary 1</b> 2.30 p.m. – 4.30 p.m.	<b>1A</b> Anthropology	<b>1B</b> Science I
<b>Day 2: 13 August 2025</b>		
<b>Plenary 2</b> 8.30 a.m. - 10.00 a.m.	<b>2A</b> Sociology	<b>2B</b> Science II
<b>Plenary 3</b> 10.30 a.m. - 12.30 p.m.	<b>3A</b> Business	<b>3B</b> Education
<b>Plenary 4</b> 2.30 p.m. – 4.30 p.m.	<b>4A</b> Business & Tourism	<b>4B</b> Humanities

**Session 1A : Anthropology****Date : 12 August 2025 (Day 1) Time : 2.30 p.m. – 4.30 p.m.****Venue : Ballroom 1****Chairperson : Dr. Karmilah binti Abdullah**

1. AMALAN *TEBARA* DALAM HUKUM ADAT KEJAMAN  
*Zamre Abu Hassan\*, Akhmad Mansur, Abd Ganing Laeangkang dan Mohd Taufik Arridzo Mohd Balwi*
2. ARTISTIC EXPRESSION OF CHINESE INK PAINTING: A CASE STUDY OF ZHANG YIMOU'S FILM SHADOW  
*Wang Wenyu\* and Hassan Alli*
3. HARD LANDSCAPE AT UMA BUKET LONGHOUSE: FEATURE, MATERIAL AND USAGE AMONG THE BUKET ETHNIC IN SG ASAP BELAGA SARAWAK  
*Mohd Nazri Saidon\*, Suhardi Maulan, Shamsul Abu Bakar, Aini Jasmin Ghazali, Mohamad Maulana Magiman and Fauziah Abu Bakar*
4. INTERPRETING THE PHILOSOPHY AND CULTURAL MOTIFS OF THE BUKET ETHNIC IN SARAWAK AS SYMBOLIC EXPRESSIONS OF SOCIAL DEVELOPMENT  
*Hassan Alli\*, Mohamad Fakri Zaky Ja'afar, Wan Srihani Wan Mohamed, Mohamad Maulana Magiman and Fauziah Abu Bakar*
5. LESSONS FROM THE BANYU PANGURIPAN TRADITION AT THE FOOTHILLS OF MOUNT SLAMET: A HISTORICAL, RESILIENCE, AND CONSERVATION PERSPECTIVE  
*Syaiful Amin\*, Ganda Febri Kurniawan, Tsabit Azinar Ahmad and Andy Suryadi*  
(Virtual Presentation)
6. SPATIAL DISTRIBUTION AND PATTERNS OF BUKET TRIBE SETTLEMENTS IN SUNGAI ASAP, SARAWAK  
*Shamsul Abu Bakar\**
7. THE CHANGING RELATIONSHIP WITH LANDSCAPES AMONG BUKET ETHNIC AT THE BAKUN DAM RESETTLEMENT AREAS OF SUNGAI ASAP  
*Suhardi Maulan\*, Shamsul Abu Bakar, Mohd Nazri Saidon, Aini Jasmin Ghazali, Mohamad Maulana Magiman and Fauziah Abu Bakar*
8. TRADITION IN TRANSITION: THE TRANSFORMATION OF BUKET LONGHOUSE VERNACULAR ARCHITECTURE IN SARAWAK  
*Wan Srihani Wan Mohamed\*, Hassan Alli, Mohamad Fakri Zaky Ja'afar, Mohamad Maulana Magiman, and Fauziah Abu Bakar*

**Session 1B : Science I**

**Date : 12 August 2025 (Day 1) Time : 2.30 p.m. – 4.30 p.m.**

**Venue : Ballroom 2**

**Chairperson : Ts. ChM. Dr. Azrul Nurfaiz bin Mohd Faizal**

1. A BASELINE STUDY ON SAGO PRODUCTION AND DOWNSTREAM ACTIVITIES IN MUKAH AND BETONG DIVISIONS, SARAWAK  
*Azri Mohamad Razali\**
2. BIOACTIVE XANTHONES AND OTHER PHYTOCHEMICALS FROM MALAYSIAN *ARTOCARPUS* SPECIES (MORACEAE)  
*Najihah Mohd. Hashim\**
3. HEALTH-SEEKING BEHAVIOUR AND HEALTHCARE UTILIZATION AMONG THE TEMIAR ORANG ASLI (INDIGENOUS PEOPLE) IN KUALA KANGSAR, MALAYSIA  
*Amir Zharif Adenan\**
4. INDIGENOUS USES OF LOCAL PLANTS IN SARAWAK: ORNAMENTAL AND CULTURAL SIGNIFICANCE AMONG THE BUKET ETHNIC GROUP  
*Aini Jasmin Ghazalli\*, Mustafa Kamal Mohd Shariff, Suhardi Maulan, Shamsul Abu Bakar and Mohd Nazri Saidon*
5. MAGNETIC AND DIELECTRIC STUDIES OF BISMUTH DOPED LMNO CERAMIC  
*Aaliyawani Ezzerin Binti Sinin\**
6. MAPPING FISH BIODIVERSITY IN SUNGAI BERNAM, SELANGOR USING ENVIRONMENTAL DNA (EDNA): INSIGHTS FOR CONSERVATION AND ECOSYSTEM MANAGEMENT  
*Muhammad Amirul Ammar Salim, Rozihan Mohamed\*, Hamidi Husnin Abdullah, Zulhafikar Zukflee and Johan Ismail*
7. NEUROPROTECTIVE EFFECT OF PHYTOCHEMICALS FROM SELECTED PLANTS OF SARAWAK, *CALOPHYLLUM RECURVATUM* AND *CALOPHYLLUM GRACILENTUM*  
*Nurr Maria Ulfa Seruji\*, Vivien Jong Yi Mian, Nor Hisam Zamakshshari, Thiruventhan Karunakaran, Siau Hui Mah and William K Lim*
8. WILLINGNESS TO PAY FOR VALUE-ADDED INVESTMENT AMONG SMALLHOLDER PALM OIL FARMERS IN SARAWAK  
*Ricky Anak Kemarau\*, Daniel Ugih anak Echoh, Wee Hin Boo, Zaini Sakawi, Wan Shafrina Wan Mohd Jaafar, Noorshikin Md Noor and Nik Norliati Fitri Md Nor*

**Session 2A : Sociology**

**Date : 13 August 2025 (Day 2) Time : 8.30 a.m. –10.00 a.m.**

**Venue : Ballroom 1**

**Chairperson : Dr. Anita binti Rosli**

1. ADAT DAN HUKUM PERKAHWINAN DALAM MASYARAKAT KEJAMAN  
*Abd Ganing Laeangkang\*, Akhmad Masur, Zamree Abu Hasan and Mohd Taufik Arridzo Mohd Balwi*
2. DISCONNECTING FOR SUSTAINABILITY: LEGAL PATHWAYS TO WORK-LIFE BALANCE IN THE DIGITAL AGE  
*Harlida Abdul Wahab\*, Rohana Abdul Rahman, Nik Ahmad Kamal Nik Mahmod*
3. GASTONOMI UPACARA KEMATIAN ETNIK KEJAMAN DI BELAGA, SARAWAK  
*Mohd Taufik Arridzo Mohd Balwi\*, Zamree Abu Hasan, Akhmad Masur and Abd Ganing Laeangkang*
4. PSYCHOSOCIAL SAFETY CLIMATE, TRUCK DRIVER SHORTAGE AND SOCIAL SUSTAINABILITY: A CONCEPTUAL PAPER  
*Herny Hartaty Arifin\*, Nor Azmawati Husain and Hazrul Hizam Karim*
5. TAHAP PENGETAHUAN DAN PENERIMAAN GENERASI MUDA ETNIK KEJAMAN TERHADAP HUKUM ADAT  
*Zamre Abu Hassan\*, Akhmad Mansur, Mohd Taufik Arridzo Mohd Balwi, and Abd Ganing Laeangkang*
6. WHEN FLEXIBILITY DEPENDS ON KINDNESS: ORGANISATIONAL GAPS IN SUPPORTING WORKING MOTHERS OF CHILDREN WITH CEREBRAL PALSY  
*Wan Arnidawati Wan Abdullah\*, Asmidawati Ashari and Zarinah Arshat*

**Session 2B : Science II**  
**Date : 13 August 2025 (Day 2) Time : 8.30 a.m.– 10.00 a.m.**  
**Venue : Ballroom 2**  
**Chairperson : Dr. Alvin Lim Teik Zheng**

1. ASSESSING THE PHOTOCATALYTIC PERFORMANCE OF FE-DOPED BIVO<sub>4</sub> TOWARDS TETRACYCLINE DEGRADATION UNDER LOW INTENSITY UV-IRRADIATION  
*Melissa Alexander Maran and Alvin Lim Teik Zheng*
2. PERUBATAN TRADISIONAL ETNIK KELABIT DI BARIO, SARAWAK: TUMPUAN KEPADA KAEDAH RAWATAN  
*Rohaidah Haron\*, Fauziah Abu Bakar, Najihah Hashim, Ab. Razak Ab. Karim, and Mohamad Maulana Magiman*
3. PHOTOCATALYTIC DEGRADATION OF TETRACYCLINE USING BISMUTH OXIDE/BIOCHAR  
*Nur Syakirah Mohd Rafah, Yiu Pang Hung and Alvin Lim Teik Zheng\**
4. PREPARATION OF FOOD-DERIVED BIOCHAR FOR ADSORPTION OF METHYLENE BLUE  
*Anisah Sahimi, Yiu Pang Hung and Alvin Lim Teik Zheng \**

**Session 3A : Business****Date : 13 August 2025 (Day 2) Time : 10.30 a.m.–12.30p.m.****Venue : Ballroom 1****Chairperson : Dr. Neilson anak Teruki**

1. BRIDGING THE DIGITAL AND FINANCIAL DIVIDE: BARRIERS TO FINANCIAL INCLUSION AMONG MICROENTREPRENEURS IN RURAL SARAWAK  
*Neilson Teruki\*, Ellysa Edward Edum, Shairil Izwan Taasim and Aryaty Alwie*
2. GREEN ENTREPRENEURSHIP INTEGRATES THE ENVIRONMENT WITH INNOVATIONS FOR SUSTAINABLE PRACTICE  
*Raikalysa Roslan\*, Mohd Alif Mohd Puzi and Syed Muhammad Rafy Syed Jaafar*  
(Virtual Presentation)
3. LEVERAGING INNOVATION CULTURE TO STRENGTHEN EXPORT READINESS AMONG MALAYSIAN SMES: A CONCEPTUAL FRAMEWORK REVIEW  
*Aini Qamariah Mohd Yusof\*, Siti Daleela Mohd Wahid, and Siti Normah Awang Tuah*  
(Virtual Presentation)
4. MEASURING MICROFINANCE AND HOUSEHOLDS' SOCIOECONOMIC FACTORS: SCALE DEVELOPMENT WITH CONFIRMATORY FACTOR ANALYSIS  
*W Muhammad Zainuddin Wan Abdullah\**  
(Virtual Presentation)
5. THE IMPACT OF FINANCIAL SERVICES ON ECONOMIC WELL-BEING: THE MEDIATING ROLE OF FINANCIAL MANAGEMENT PRACTICES  
*W Muhammad Zainuddin Wan Abdullah\**  
(Virtual Presentation)
6. UNSEEN BARRIERS TO DIGITAL TRANSFORMATION IN ANTI-CORRUPTION AGENCIES: A CONCEPTUAL ANALYSIS OF NIGERIA'S PUBLIC SECTOR  
*Muhammad Aminu Yahaya\*, Yusuf Abdu Yusuf, Hindatu Maigari Yerima and Naziru Mohammed Musalli*
7. WHAT KEEPS GEN Z COMING BACK? EXPLORING DETERMINANTS OF CONTINUED USE OF BNPL SERVICES IN SARAWAK  
*Maximus Balla Tang\*, Nurzalikha binti Sa'adi and Jessica Lyn Andam*

**Session 3B : Education**

**Date : 13 August 2025 (Day 2) Time : 10.30 a.m.–12.30p.m.**

**Venue : Ballroom 2**

**Chairperson : Dr. Chan Siaw Leng**

1. CATALYSTS OF GENERATIVE AI ADOPTION AMONG GEN Z IN SARAWAK'S TERTIARY EDUCATION  
*Jessica Lyn Andam\* and Maximus Balla Tang*
2. CULTURAL COGNITION IN CROSS-CULTURAL LITERARY RECEPTION: A PHENOMENOLOGICAL ANALYSIS OF CHINESE READERS' ENGAGEMENT WITH TRANSLATED IAN MCEWAN NOVELS  
*Nie Wen\* and Siaw Leng Chan*  
(Virtual Presentation)
3. DEVELOPING AN INTEGRATED ASSESSMENT SYSTEM OF STUDENT LEARNING: INNOVATION FROM EDUCATION INFORMATIZATION IN CHINA  
*Kun Ma\**  
(Virtual Presentation)
4. EVERY DAY GARUDA FLIES TO MALAYSIA: STUDY OF THE COMMUTING MIGRATION OF ENTIKONG RESIDENTS WEST KALIMANTAN TO TEBEDU AND SERIAN SARAWAK MALAYSIA  
*Suyanto Sandiatmo\**
5. PARTICIPATION OF HIGHER EDUCATIONAL STUDENTS IN VOLUNTEER ACTIVITIES IN SARAWAK  
*Angelina Angging Jimmy and Anita Rosli\**
6. PLATFORM GOVERNANCE AND FLEXIBLE-WORK ARRANGEMENTS: DEVELOPMENTAL OUTCOMES FOR WORKING MOTHERS IN GUANGDONG'S "1 + 2 + 9" CONTINUING-EDUCATION MODEL  
*Zhang Sisi\* and Siaw Leng Chan*  
(Virtual Presentation)
7. SELF-COMPASSION AS A PREDICTOR OF PSYCHOLOGICAL WELL-BEING AMONG SECONDARY SCHOOL TEACHERS IN SARAWAK: A CROSS-SECTIONAL ANALYSIS  
*Siaw Leng Chan\* and Fong Peng Lim*
8. SULTANATES, PIRATES, AND COLONIAL POWERS: MARITIME DYNAMICS IN WEST KALIMANTAN IN THE 19TH CENTURY  
*Ahmad Fauzan Baihaqi\*, Fauzan Syahru Ramadhan, and Bryna Rizkinta Sembiring Meilala*  
(Virtual Presentation)

**Session 4A : Marketing & Tourism****Date : 13 August 2025 (Day 2) Time : 2.30 p.m. – 4.30 p.m.****Venue : Ballroom 1****Chairperson : Dr. Aryaty binti Alwie**

1. EXPLORING THE INTERCONNECTED TRENDS OF VOLUNTEERISM AND CULTURAL TOURISM: TOWARD A PARTICIPATORY TRAVEL FUTURE  
*Choong Yat Cheng\**
2. EXPLORING THE INTERPLAY BETWEEN AGROTOURISM TRENDS AND THE BUSINESS LIFE CYCLE  
*Choong Hui Xin\**
3. INDIVIDUAL ENTREPRENEURSHIP AS A CATALYST FOR TOURISM DEVELOPMENT  
*Nur Amirah Syahirah Amin\*, Mohd Alif Mohd Puzi and Syed Muhammad Rafy Syed Jaafar*  
(Virtual Presentation)
4. LONG-RUN AND SHORT-RUN EFFECTS OF ECONOMIC PERFORMANCE ON APPAREL DEMAND IN MALAYSIA: AN ARDL APPROACH  
*Sanggithapriya Mahandran, Adrian Daud\* and Anita Binti Rosli*
5. THE ROLE OF CULTURE IN MODERN PACKAGING: FOSTERING INNOVATION, SUSTAINABILITY AND CONSUMER ENGAGEMENT  
*Wang Hang\* and Hassan Alli*
6. VALUE CREATION IN NEW TOURISM BUSINESS  
*Lin Mei\*, Mohd Alif Bin Mohd Puzi\* and Hairul Nizam Bin Ismail*  
(Virtual Presentation)

**Session 4B : Humanities**

**Date : 13 August 2025 (Day 2) Time : 2.30 p.m. – 4.30 p.m.**

**Venue : Ballroom 2**

**Chairperson : Dr. Adrian Daud**

1. BEYOND PUNISHMENT: A PUBLIC HEALTH REFRAMING OF THE DEATH PENALTY  
*Reyhaneh Bagheri\**
2. KESANTUNAN BUDAYA HIDUP WATAK UTAMA NOVEL *BAROMKEH MATAMU DI MATAKU* MENERUSI PERSPEKTIF ISLAM  
*Nursyuadah Samsudin\*\*, Siti Nur Anis Muhammad Apandi\*, Mohd Hafizul Shaari\*, Zaiton Zakarya, Nurulahda Sulaiman and Asmanira Zakaria*  
(Virtual Presentation)
3. SOCIAL MEDIA AND THE FABRIC OF HARMONY: ASSESSING ITS IMPACT ON TOLERANCE IN MULTICULTURAL MALAYSIA  
*Khairul Azhar Meerangani\*, Abdul Rauf Ridzuan, Mohd Sufiean Hassan and Mohammad Fahmi Abdul Hamid*
4. THE ROLE OF SMART GOVERNANCE IN ENHANCING ECONOMIC AND SOCIAL DEVELOPMENT: A COMPARATIVE ANALYSIS OF URBAN AND RURAL PLANNING STRATEGIES  
*Bello Muhammed Jamo\**
5. FROM FOREST TO PHARMACOLOGY: EXPLORING THE PHYTOCHEMICALS AND ANTIOXIDANT PROPERTIES OF *COSCINIUM BLUMEANUM* FROM SARAWAK, BORNEO  
*Jibrin Isa Mangwa, Fauziah Abu Bakar\*, Shuhaimi Mustapha, and Mohamad Maulana Magiman*

## VENUE AND ACCOMMODATION

The conference is held at the Parkcity Everly Hotel, Bintulu, Sarawak.



### Suggested Accommodations

The nearest hotels are listed below:

- |  |  |
|--|--|
| 1. New World Suites<br>Parkcity Commerce Square,<br>Lot 3971, Jln Tun Ahmad Zaidi,<br>Bintulu 97000<br>Malaysia<br>+(60) 86 331 122                            | 5. Nu Hotel<br>No 126 Lot 8349,<br>Jalan Tanjung Kidurong Assyakirin,<br>Commerce Square,<br>Bintulu 97000<br>Malaysia<br>+(60) 86 312 233 |
| 2. Jinhold Apartment Hotel Bintulu<br>Lot 7920, Along Jalan Tanjung Batu,<br>Block 31, Kemena Land District,<br>Bintulu 97000<br>Malaysia<br>+(60) 10 225 0482 | 6. Fairfield by Marriott Bintulu Paragon<br>No. 1 Old Airport Place,<br>Bintulu 97000<br>Malaysia<br>+(60) 86 851 888                      |
| 3. Goldenbay Hotel<br>Lot 3493,<br>Bintulu Town,<br>Jalan Tun Razak,<br>97000 Bintulu, Sarawak<br>+(60) 86 311 113   | 7. Promenade Hotel Bintulu<br>Lot 8074, No. 178,<br>Bintulu Sentral,<br>Jalan Kidurong,<br>Bintulu 97000 Malaysia<br>+(60) 86 858 888      |
| 4. Greens Hotel & Suites<br>Bintulu Commerce Square H 01 H 02,<br>Bintulu 97000<br>Malaysia<br>+(60) 86 343 535  |  |

## NOTES

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