



Master of Business Administration (Corporate Management)

Completed list of Projects & Cases in
January 2024, May 2024 and September
2024 Trimesters

List of Students Completed Projects & Cases in January 2024 Trimester

No	January 2024 Trimester
1	<p>Student Name: Aina Sabrina Binti Suhaimi</p> <p>Project Title: Determinants of Generation Y's Switching Behavior from Online Purchases to In-Store Purchases of The Fashion Apparel Products</p> <p>Supervisor: Dr. Dr Gengeswari Krishnapillai</p>
2	<p>Student Name: Koo Siew Xuan</p> <p>Project Title: The Intention of Affecting Decision to Use E- Banking In Malaysia</p> <p>Supervisor: Dr. Chim Weng Kong</p>
3	<p>Student Name: Lee Ching Kai</p> <p>Project Title: Behavioural Intentions for Personalized Nutrition Interventions: Extending the Theory of Planned Behavior</p> <p>Supervisor: Dr. Lam Siew Yong</p>
4	<p>Student Name: Lim Shu Yi</p> <p>Project Title: Centennial Generation Readiness to Retirement Planning in Malaysia: The Theory of Planned Behaviour Perspective</p> <p>Supervisor: Dr. William Choo Keng Soon</p>
5	<p>Student Name: Wong Mun Chung</p> <p>Project Title: Analyzing Customer Retention Strategies In E-Commerce: A Study On The Impact Of Personalization And Customer Experience On Long-Term Online Purchase Relationships</p> <p>Supervisor: Dr. Chim Weng Kong</p>
6	<p>Student Name: Wong Yit Xiang</p> <p>Project Title: Examining the Adoption of Telemedicine by Malaysian Consumers: A Technology Acceptance Model (TAM) Perspective</p> <p>Supervisor: Dr. Chen, I-Chi</p>

List of Students Completed Projects & Cases in May 2024 Trimester

No	May 2024 Trimester
1	<p>Student Name: An Shuke</p> <p>Project Title: An Analysis of How Short-Form Video Advertising on TikTok Affects Millennial Hotel Booking Intention</p> <p>Supervisor: Dr. Anthony Tee Mooi Kwong</p>
2	<p>Student Name: Chia Yee Sheng</p> <p>Project Title: Generation Z's Preference on Selecting Courier Service Provider</p> <p>Supervisor: Ts Mohamad Fared bin Mohamad Makmor</p>
3	<p>Student Name: Koh Hui Shi</p> <p>Project Title: The Intentions of Malaysian Grab Users to Participate in Voluntary Carbon Offsetting (VCO) Programs</p> <p>Supervisor: Dr. Lam Siew Yong</p>
4	<p>Student Name: Phang Jun Xiang</p> <p>Project Title: A Study on Employees' Considerations of Retaining the Current Job Position in Malaysia</p> <p>Supervisor: Dr. Tee Chee Wee</p>
5	<p>Student Name: Thee Chun Cheng</p> <p>Project Title: Determinants of Career Choice Among Malaysia Generation Z Graduate: A Social Career Cognitive Theory Approach</p> <p>Supervisor: Farhana Hanim binti Mohsin</p>
6	<p>Student Name: Wang, Jingyi</p> <p>Project Title: Perspective of E-Commerce User in Malaysia Market</p> <p>Supervisor: Dr. Chim Weng Kong</p>

List of Students Completed Projects & Cases in September 2024 Trimester

No	September 2024 Trimester
1	<p>Student Name: Becky Yeap Xing Ran</p> <p>Project Title: The Role of Credible Influencers and Social Influence in Motivating Malaysian Gen Z and Millennial to Purchase Goods and Services Promoted Through Live Streams</p> <p>Supervisor: Dr. Chong Yee Lee</p>
2	<p>Student Name: Chiang Xin Eer</p> <p>Project Title: Examining the Impact of Altruistic and Egoistic Motivations on Purchase Intention for Green Cosmetic Products Among Malaysian Gen Z</p> <p>Supervisor: Rizalniyani Binti Abdul Razak</p>
3	<p>Student Name: Chong Heng Xu</p> <p>Project Title: Intention of House Purchasing In Malaysia Among Gen-Z: Extended Theory Of Planned Behaviour</p> <p>Supervisor: Liew Feng Mei</p>
4	<p>Student Name: Choong Yi Jin</p> <p>Project Title: Student Tenants' Satisfaction with Accommodation Service Providers In Kampar: A Modification Of The Service Quality Model</p> <p>Supervisor: Dr. Chong Yee Lee</p>
5	<p>Student Name: Leong Ming Yee</p> <p>Project Title: Intention to Purchase Hydrogen Fuel Cell Electric Vehicles In Malaysia: A Behavioral Study</p> <p>Supervisor: Dr. Chong Yee Lee</p>
6	<p>Student Name: Loh Wei Zhen</p> <p>Project Title: Hawkers' Intention to use Biodegradable Plastic Packaging in Malaysia</p> <p>Supervisor: Prof. Dr. Lau Lin Sea</p>
7	<p>Student Name: Mok Pei Qing</p> <p>Project Title: Purchase Intention of Counterfeits among Gen-Z in Malaysia</p> <p>Supervisor: Dr. Nurliyana Maludin</p>

8	<p>Student Name: Ng Jia Qi</p> <p>Project Title: An Evaluation of Customers' Adoption of Drone Food Delivery System in Malaysia: An Extended Technology Acceptance Model</p> <p>Supervisor: Ts Mohamad Fared bin Mohamad Makmor</p>
9	<p>Student Name: Ooi San Tee</p> <p>Project Title: Influence of Local Inspiration, Price, Packaging and Innovative Features on Skincare Purchase Intentions Among Cruise Tourist in Penang Island</p> <p>Supervisor: Dr. Chen I-Chi</p>
10	<p>Student Name: Yim Suet Joe</p> <p>Project Title: Intention to Purchase Edible Palm Oil: A Behavioral Study</p> <p>Supervisor: Dr. Chong Yee Lee</p>