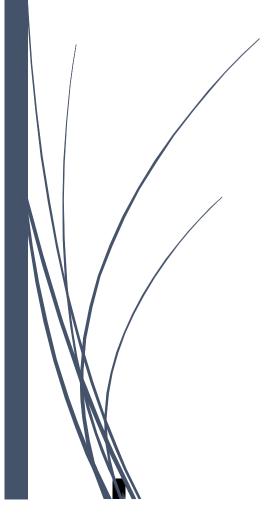


## Master of Business Administration (Corporate Management)

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	Student Name: Aina Sabrina Binti Suhaimi
	Project Title: Determinants of Generation Y's Switching Behavior from Online Purchases to In-Store Purchases of The Fashion Apparel Products
	Supervisor: Dr. Dr Gengeswari Krishnapillai
2	Student Name: Koo Siew Xuan
	Project Title: The Intention of Affecting Decision to Use E- Banking In Malaysia
	Supervisor: Dr. Chim Weng Kong
3	Student Name: Lee Ching Kai
	Project Title: Behavioural Intentions for Personalized Nutrition Interventions: Extending the Theory of Planned Behavior
	Supervisor: Dr. Lam Siew Yong
4	Student Name: Lim Shu Yi
	Project Title: Centennial Generation Readiness to Retirement Planning in Malaysia: The Theory of Planned Behaviour Perspective
	Supervisor: Dr. William Choo Keng Soon
5	Student Name: Wong Mun Chung
	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
	Supervisor: Dr. Chim Weng Kong
6	Student Name: Wong Yit Xiang
	Project Title: Examining the Adoption of Telemedicine by Malaysian Consumers: A Technology Acceptance Model (TAM) Perspective
	Supervisor: Dr. Chen, I-Chi

## List of Students Completed Projects & Cases in May 2024 Trimester

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

## List of Students Completed Projects & Cases in September 2024 Trimester

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

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