



اونيورسيتي مليسيا فهغ السلطان عبد الله
UNIVERSITI MALAYSIA PAHANG
AL-SULTAN ABDULLAH

VIRTUAL CONFERENCE

3RD INTERNATIONAL CONFERENCE ON BUSINESS INTELLIGENCE, INDUSTRIAL ENGINEERING & MANAGEMENT (ICBIEM 2024)

14TH – 15TH AUGUST 2024

Theme:
Technology-Infused Futures: Industrial Engineering
and Management in the Era of Intelligence

CO-ORGANIZER



SPONSOR BY



More Information :

website: <https://icbiem2024.umpsa.edu.my/>

email: icbiem@umps.edu.my

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ABOUT 3RD ICBIEM 2024

The International Conference on Business Intelligence Industrial Engineering and Management (ICBIEM) 2024 is the third edition of international conference hosted by the Faculty of Industrial Management, Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA).

This virtual conference aims to disseminate knowledge on the latest issues and practices related to business intelligence, industrial engineering, and management.

Our mission is to support and encourage academicians, researchers and practitioners around the world to share their knowledge and findings of their studies, which will ultimately contribute to the body of knowledge in the related fields.

ABOUT 3RD ICBIEM 2024

Why Taking Part?

- **Global Networking Opportunities:** Connect with other postgraduate students, scholars, and professionals from various institutions and cultural backgrounds throughout the world to develop important global relationships.
- **Academic Exposure:** Share your findings with a global audience to acquire visibility and acknowledgment for your efforts in a global academic setting.
- **Feedback and Collaboration:** Seek out helpful criticism from peers and professionals on your research, which could result in future partnerships or improvements to your work.
- **Improved Presentation Skills:** Develop your communication and presentation skills in a virtual environment while adjusting to the benefits and challenges of online academic events.
- **Professional Development:** Take part in keynote addresses, and panel discussions, to advance your professional possibilities.
- **Inspiration and Motivation:** Talk to other researchers and hear about their creative projects and experiences. This can motivate and inspire you in your academic journey.
- **Showcasing Expertise:** Promote your understanding and skills as a researcher by demonstrating your expertise in your study.
- **Virtual Engagement:** Engage in an international event without having to leave home, lowering logistical and budgetary obstacles physically.

FOREWORD

PROFESSOR DATO' TS. DR. YUSERRIE BIN ZAINUDDIN

Vice-Chancellor

Universiti Malaysia Pahang Al-Sultan Abdullah



Bismillahirrahmanirrahim,
Assalamualaikum warahmatullahi wabarakatuh and salam sejahtera.

Dean of the Faculty of Industrial Management, conference chair, committee members, keynote speakers, presenters, ladies, and gentlemen.

Alhamdulillah, we are blessed to gather for the third edition of the International Conference on Business Intelligence Industrial Engineering and Management (ICBIEM) 2024, hosted by Universiti Malaysia Pahang Al-Sultan Abdullah. This conference marks a crucial point where innovation meets industry, exploring the transformative power of intelligent technologies.

We are entering a new era driven by advancements in artificial intelligence, machine learning, and automation. These technologies are not merely tools but catalysts for significant changes in how we design, produce, and manage industrial processes. They challenge us to rethink traditional methods and inspire us to pursue efficiency, sustainability, and innovation.

Industrial engineering and management have always led in optimizing systems and processes. From mechanization to digital transformation, our field is once again at the forefront, integrating intelligent technologies into all aspects of industry. This conference highlights our commitment to understanding and harnessing these advancements.

Over the next few days, we will hear from leaders, researchers, and practitioners at the forefront of this technological revolution. They will share insights on topics like smart manufacturing, cyber-physical systems, predictive analytics, and the ethical implications of AI. Our goal is to explore how these technologies can create smarter, more resilient, and sustainable industrial systems.

This conference is not just about exchanging knowledge but also fostering collaboration. The challenges and opportunities presented by intelligent technologies require a multidisciplinary approach. By bringing together experts from academia, industry, and government, we aim to create a vibrant platform for dialogue and cooperation. Such collaboration is crucial for driving progress and innovation in our field.

Our keynote speakers and presenters will rigorously debate these critical issues, and we encourage all delegates to share their insights. We are delighted to have reputable local and international institutions and organizations collaborating in ICBIEM 2024, enriching our discussions.

In conclusion, I congratulate everyone involved in organizing this remarkable event. Universiti Malaysia Pahang Al-Sultan Abdullah looks forward to welcoming you to future editions of ICBIEM, InshaAllah. I hereby inaugurate the International Conference on Business Intelligence Industrial Engineering and Management 2024.

Thank you.

Wabillahi taufiq walhidayah. Assalamualaikum warahmatullahi wabarakatuh.

FOREWORD

DR. MOHD HANAFIAH BIN AHMAD

Dean

Faculty of Industrial Management



Bismillahirrahmanirrahim

Assalamualaikum warahmatullahi wabarakatuh

The third edition of the International Conference on Business Intelligence Industrial Engineering and Management (ICBIEM) 2024, themed 'Technology-Infused Futures: Industrial Engineering and Management in the Era of Intelligence,' I am filled with deep gratitude and inspiration. This conference has provided invaluable insights, innovations, and ideas that are set to shape the future of our field.

We are honored by the presence of international and national delegates. Your diverse perspectives and extensive knowledge have highlighted the global significance of our discussions. Your dedication and enthusiasm have elevated this conference, making it a truly transformative experience.

Over the two days of the conference, we have explored the intersection of technology and industrial engineering, examining the transformative impact of artificial intelligence, automation, and other advanced technologies. We have heard from visionary leaders, pioneering researchers, and innovative practitioners, each contributing to a deeper understanding of the potential and challenges these technologies present.

Our discussions have covered a wide range of topics, from the ethical implications of AI to the practical challenges of integrating smart technologies into existing systems. These sessions have enhanced our understanding of how to harness these advancements to create more efficient, sustainable, and intelligent industrial environments.

As we move forward, it is crucial to remember the true value of this conference lies not only in the knowledge gained but also in the connections formed. I encourage all participants to maintain these connections, continue these important conversations, and collaborate across borders and disciplines.

I extend my deepest gratitude to our distinguished speakers, panelists, and moderators for their invaluable contributions, and to the organizing committee for their hard work and dedication in ensuring the success of this event.

Finally, I thank each participant for your active engagement. As you return to your communities, I hope you carry with you a renewed sense of purpose and a vision for contributing to the technology-infused future of industrial engineering and management.

Thank you for your participation in ICBIEM 2024. I look forward to our continued collaboration at future conferences.

FOREWORD

ASSOCIATE PROFESSOR TS. DR. LEE CHIA KUANG

Chairman

ICBIIEM 2024



Ladies and Gentlemen, Distinguished Guests, Esteemed Colleagues and Friends

As we draw to the end of this remarkable journey of knowledge sharing, innovation, and collaboration, it is with immense pleasure and pride that I address you today. Over the past two days, we have delved into the intricacies of business intelligence, industrial engineering, and management, uncovering new insights, forging new connections, and setting the stage for future advancements in our respective fields.

ICBIIEM 2024 has been a testament to the power of collective intellect and the spirit of collaboration. We are honoured to have over 90 participants from all over the world, especially from Malaysia, Indonesia, and the Philippines. The turnout exceeded our expectations and is a clear indicator of the growing interest and importance of the chosen areas and topics. The diverse backgrounds and expertise of our attendees have enriched our discussions and broadened our perspectives.

As we reflect on the theme of this year's conference, 'Technology-Infused Futures: Industrial Engineering and Management in the Era of Intelligence,' we are reminded of the profound transformations shaping our world. This theme encapsulates the essence of our collective journey towards a future where technology and intelligence are deeply integrated into the fabric of industrial engineering and management. Throughout this conference, we have witnessed remarkable presentations and discussions that embody this theme. The insights shared have illuminated the path forward, highlighting both the opportunities and challenges that await. It is clear that our community is not only ready to embrace these changes but is also at the forefront of driving them.

I would like to extend my heartfelt gratitude to our keynote speakers, panelists, and presenters for their invaluable contributions. Your insights have not only enriched our understanding but have also sparked new ideas and initiatives that will undoubtedly shape the future of our industries.

A special thank you goes to our sponsors and co-organizers, your support and collaborative efforts have been instrumental in the success of this conference. I would also like to acknowledge and thank our committee members and participants for their immense contributions, which made this conference a success. I encourage you all to continue to collaborate and innovate for Technology Infused Future.

Thank you once again for your participation and contribution. I wish you all continued success in your future endeavours.

Until we meet again in the next ICBIIEM 2026, farewell, and thank you.

ORGANIZING TEAM

PATRON

Professor Dato' Ts. Dr. Yuserrie Zainuddin
Vice-Chancellor of Universiti Malaysia Pahang Al-Sultan Abdullah

ADVISOR

Dr. Mohd Hanafiah Ahmad
Dean of Faculty of Industrial Management

CHAIRMAN

Assoc. Prof. Ts. Dr. Lee Chia Kuang

DIRECTOR

Ts. Dr. Noor Akma Abu Bakar

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Dr. Norwazli Abdul Wahab (Treasury II)

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Dr. Rusnifaezah Musa
Dr. Ahmad Taufik Nursal
Dr. Khairunnisa Abdul Aziz
Dr. Kamarulzaman Mahmad Khairai
Mr. Navanit A/L Suparmaniam
Dr. Nor Rokiah Hanum Md Haron

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Dr. Norhana Mohd Aripin
Dr. Nur Sofia Nabila Alimin
Mr. Wan Khairul Anuar Wan Abdul Manan

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Datin Dr. Mazita Mokhtar
Dr. Suhaidah Hussain

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JGI : Prof. Dr. Yudi Fernando
Dr. Noraina Mazuin Sapuan
IJIM: Assoc. Prof. Dr. Irene Ting Wei Kiong
Assoc. Prof. Dr. Cheng Jack Kie

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Datin Norazidah Shamsudin
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Ms. Siti Zubaidah Abdullah
Ms. Azi Izwani Nor Hamzah

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Ts. Dr. Azian Ibrahim
Mr. Haziman Zakaria
Ms. Nia Maimunah
Ms. Nor Sakinah Kamarruzahid
Ms. Nur Ain Zakiah Mohd Yusof
Mr. Ibrahim

EVENT TENTATIVE

14 AUGUST 2024

TIME (MY)	PROGRAMME
8.30 am – 9.00 am	Registration and Arrival of Guests
9.00 am – 9.30 am	Opening and Conference Officiation Ceremony by Professor Dato’ Ts Dr Yuserrie Zainuddin, Vice Chancellor of Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA)
9.30 am – 10.30 am	Keynote Speech by Professor Dr Ir Sha’ri Mohd Yunos, Meiji University Japan Moderator: Associate Professor Dr Puteri Fadzline Muhammad Tamyez
10.30 am – 1.00 pm	Presentations [Parallel sessions]
1.00 pm – 2.00 pm	Lunch
2.00 pm – 3.00 pm	Keynote Speech by Professor Dr Jose Rajan, Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA) Moderator: Dr Norhana Mohd Aripin
3.00 pm – 5.00 pm	Presentations [Parallel sessions]

EVENT TENTATIVE

15 AUGUST 2024

TIME (MY)	PROGRAMME
8.30 am – 9.00 am	Registration and Arrival of Guests
9.00 am – 9.30 am	Keynote Speech by Dato Shahrul Nizam Abdul Aziz, Group CEO Kumpulan Tanah Mahmur Berhad Moderator: Professor Dato’ Dr Salina Daud
9.30 am – 1.00 pm	Presentations [Parallel sessions]
1.00 pm – 2.00 pm	Lunch
2.00 pm – 3.00 pm	Keynote Speech by Dr Sharmila Mohamed Salleh, CEO Yayasan Inovasi Malaysia Moderator: Dr Mohamad Reeduan Mustapha
3.00 pm – 5.00 pm	Presentations [Parallel sessions]
5.00 pm – 5.30 pm	Best Presentation Award and Closing Ceremony by Dr Mohd Hanafiah Ahmad, Dean of Faculty of Industrial Management, Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA)

IMPORTANT DATES

**1 Dec 2023- 15
May 2024**

Registration

Registration via EasyChair System:
[https://easychair.org/account2/signin?
I=674296870639154187](https://easychair.org/account2/signin?I=674296870639154187)

**BEFORE
8 AUGUST 2024**

Registration Fee Dateline

Payment Method:
[https://icbiem2024.umpsa.edu.my/index.php/fees
-payment](https://icbiem2024.umpsa.edu.my/index.php/fees-payment)

**BEFORE
8 AUGUST 2024**



Video Submission

Video submission via:
[https://forms.gle/DmDqp8AaBNeKfh
Qq9](https://forms.gle/DmDqp8AaBNeKfhQq9)

**11 AUGUST
2024**

Notification of Submission

Participants will receive an email/notification
from committee (schedule of presentation)

**14 - 15 AUGUST
2024**

Be Ready!!! Camera! Light! Action!

GUIDELINES: VIDEO SUBMISSION

- Participants create a personal YouTube account, record, and edit their research presentations using any available recording or mobile device, upload them to YouTube, and then give the committee the presentation URL.
- Committee must obtain presentation video links, and abstracts from participants no later than 4 August 2024
- Following the presentation, there will be a Q&A session.

GUIDELINES: PRESENTATION RULES

- Presentation's video is limited to 10 minutes
- Videos must meet the following criteria:
 1. Filmed on a horizontal layout
 2. Filmed on a plain background
 3. Filmed from a static position
 4. Filmed from one camera angle
 5. Contain a research title slide
 6. Contain a research PowerPoint slide (top right corner/right side)
- Presentation slides should be simple, attractive, well-organized, or structured and easy to understand.
- Participants should show good engagement with audiences, fluent & confident.
- Questions are handled with confidence, supported by literature. The speaker demonstrates in-depth knowledge.
- Points are well discussed, interesting, & easy to understand.

GUIDELINES: CREATING YOUR CONTENT

-PRACTICE, PRACTICE, PRACTICE-

The key is to practice before recording your presentation so you can present with confidence and clarity.

- **Vocal range**

- ✓ Speak clearly and use variety in your voice (fast/slow, loud/soft).
- ✓ Do not rush – find your rhythm.
- ✓ Remember to pause at key points as it gives the audience time to think about what you are saying.

- **Body language**

- ✓ Stand straight and confidently.
- ✓ Hold your head up and make eye contact.
- ✓ Never turn your back to the audience.
- ✓ Practice how you will use your hands and ensure your presentation is recorded/delivered from a single position.
- ✓ Do not make the common mistakes of rolling back and forth on your heels, pacing for no reason, or playing with your hair as these habits are distracting for the audience.

- **Dress**

- ✓ While there is no dress code, if you are unsure of how to dress you may like to dress for a job interview or an important meeting.
- ✓ Do not wear a costume of any kind.

GUIDELINES: PRESENTATION RECORDING SETUP

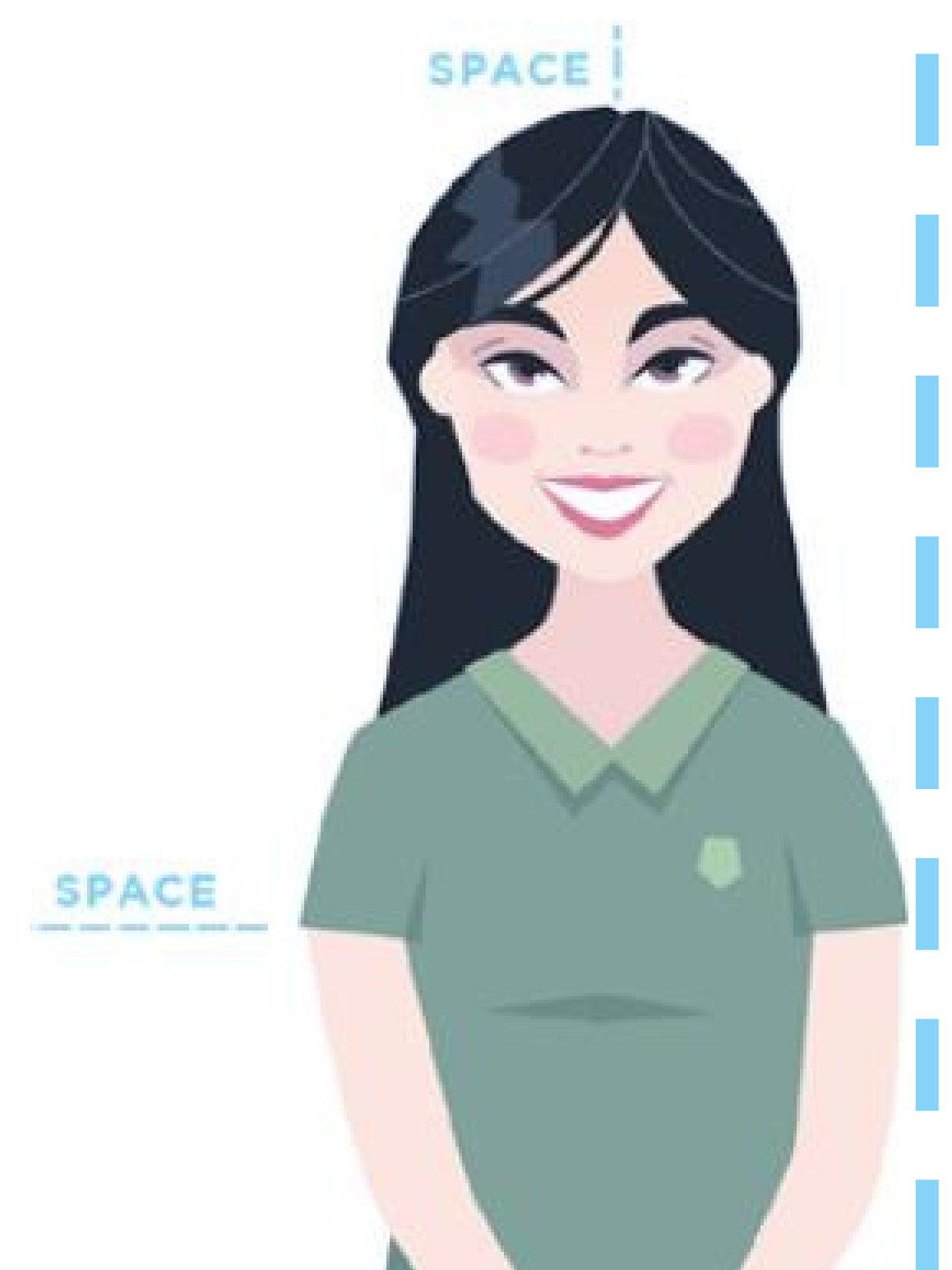
Suggested Framing

- Set up your shot so you are to the left of the centre of the frame without being cut off at the top and so you can be seen from the waist up. The right side of the video frame should be just the blank wall background, as this is where your slide will be edited in.

Examples of video recording

<https://www.youtube.com/watch?v=qchKe9QnXIY>

PRESENTATION SLIDE
(FULL SCREEN)

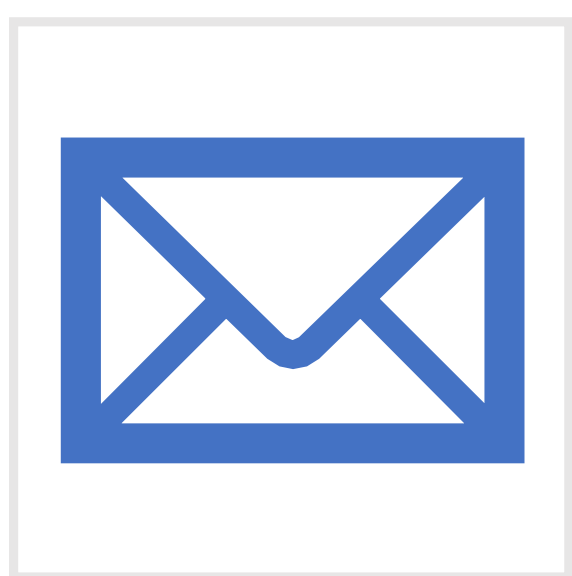


GUIDELINES: PRESENTATION RECORDING SETUP

Uploading to YouTube

- Ensure your completed video has been copied to your desktop or laptop device from your phone or tablet
- Create your own personal YouTube account and log in at youtube.com. Click 'log in' on the left of the top toolbar
- Hover over the camera 'create' button in the top right and select 'upload video' from the drop-down menu.
- Either drag and drop your file for upload or manually select your file by clicking 'selects files'. The upload should begin automatically.
- Give your video a title: 'research title.'
- In your video description please place the following:
 1. **FIM 3RD ICBIEM 2024**
 2. **Name:**
 3. **Research Title:**
 4. **Cluster:**
- Ensure the privacy setting under the Visibility tab is set to 'unlisted'.
- Copy your video link before click save.

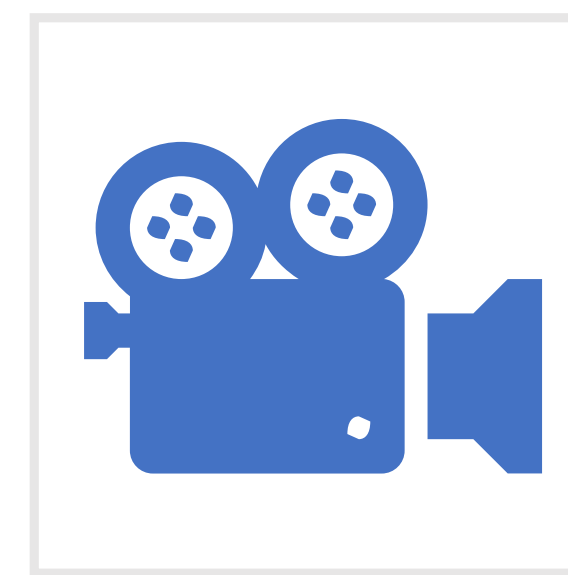
ON THE EVENT DAY: SESSION FLOW



Participants will receive email about presentation schedule and meeting link

Participants need to join their meeting room 15 minutes before their session start

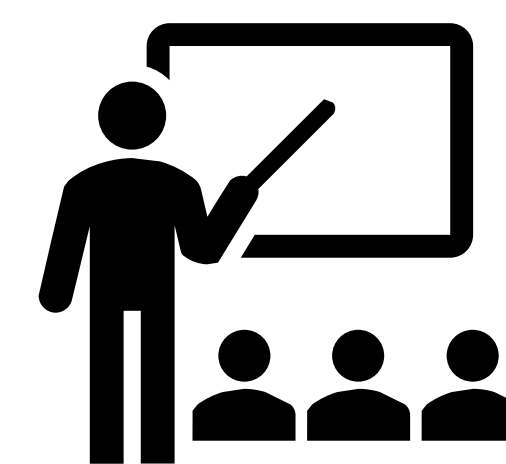
Each presentation will be conducted for 20 minutes



All participant need to standby for an Q & A session after the recording was presented.

The remaining minutes will be a question and answer (Q&A) session.

The first 10 minutes, the organizer will play participants' pre-recorded presentation video



Participants need to turn on their web cam and microphone during their turn.

Participants are advised to use headphone with mic during their session.

The Conference Committee will be assisting in handling slides during your presentation.

SPECIAL THANKS

Co-Organizer



**UNIVERSITI TUN HUSSEIN ONN
MALAYSIA**



**TUNKU ABDUL RAHMAN
UNIVERSITY OF MANAGEMENT
AND TECHNOLOGY**



**DRB-HICOM UNIVERSITY OF
AUTOMOTIVE MALAYSIA**



**UNIVERSITI ISLAM PAHANG
SULTAN AHMAD SHAH**



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NOTES



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**UNIVERSITI MALAYSIA PAHANG
AL-SULTAN ABDULLAH**

Faculty of Industrial Management
Universiti Malaysia Pahang Al-Sultan
Abdullah

3RD ICBIEM 2024

**Technology-Infused Futures: Industrial Engineering
and Management in the Era of Intelligence**