

PID: 2001

Understanding the Online Customer Shopping Behavior: The Interrelated Role of Website Image, Customer Review and Perceived Risk

Wan Kalthom Yahya, Mohamad Ridhuan Mat Dangi, Norulhuda Tajuddin

Abstract—The study on intention to shop online had done widely across the globe tested numerous predictors. However, due to the rapid growth of technology development affecting the Internet user suggests other new predictors need to be considered as antecedents of online shopping intention. This study proposes the customer review, online store image and the perceived online risk as three main antecedents to explain the motivation of the customer to purchase online. Customer review, also known as electronic word of mouth (e-WOM) could be found in two forms; written/text form and numerical/rating form offers extensive information about the product could evoke emotion of the customer. Meanwhile, favorable online store image will influence the existing or potential buyers to buy as it gives a positive impression. On the other hand, the perceived online risk is the situation where the consumer needs to feel assured about their privacy and security matters for the personal details, financial data and other related information when engaging the online shopping. This study aims to test the direct relationship between the variables of customer review, website image, and perceived online risk that influence the intention to shop online. Subsequently, this study extends to analyze the interrelated role for those variables that affecting the online buying behavior as a contribution to the body of knowledge. The simple random sampling technique will be used to capture the online users in response to the questionnaire through online web survey. The data will be analyzed using the structural equation modelling techniques (SEM) to test the hypotheses and to confirm the predictive model. The finding of this study will help to improve the online retail industry as a contributor to the country economic development.

Keywords—customer review, intention to shop online, perceived risk, website image,

PID: 2002

A Review of Modern Gadgets and Their Influence on Malaysian Youths

Zuriani Yaacob, Norazmi Anas, Shahril Nizam Zulkipli, Nursyaidatul Kamar Md Shah

Abstract—Modern gadgets in layman's terms may refer to cell phones, tablets, laptops, smart phones and other sophisticated mechanical tools that are most of the times connected to the Internet. All these technological innovations and advances provide people specifically the young adults; new avenues for them to socially interact and to professionally conduct businesses. Apparently, the high use of these tech-devices can also be observed among adolescents in Malaysia and how such tools have altered the way they socialize and acquire knowledge which eventually this dependency may contribute to a certain level of addiction and obsession instead of being a necessity. Undeniably, human intelligence or homo sapiens intelligence has been evolving along with the advent of technologies apart from environmental and genetic factors. This increasing intelligence among the species of homo sapiens interestingly is very significant as it will become a blueprint for future generations to pursue societal concerns and to allow them to better deal with work and life challenges. With the increased role of technology, its impacts on youths' attitudes and values are unavoidable. Hence, the writing of this paper is to reveal the concepts, applications and impacts of modern gadgets on Malaysian youths and in fact, this study has been proposed to the Institute for Youth Research Malaysia (IYRES). Conclusively, modern gadgets have positive effects on adolescent's emotional maturity and cognitive while in contrast, the abuse of such technology will negatively impact future leadership of the country.

Keywords—influence, Malaysian youths, modern gadgets,

PID: 2003

**The attitudinal behaviour of university students in committing plagiarism:
The untold story**

Azman Che Omar

Abstract—The claim and the findings by many articles that plagiarism as an academic misconduct committed by university students is rampant at any university is a serious issue and problem. Alas, to prove that it is in existence is not difficult. One can look at the many student projects and by checking the literature review, any Research Methodology lecturer can pinpoint the places or areas that seem not to be done by the students themselves. Indirectly, they copy from someone else. Plagiarism as for an issue is the lack of integrity inside the student's moral obligation. In embracing the ethics of writing, one should not take from someone without giving or citing the original writer as the owner of the ideas or writings. Any student should know that the sentences that they are writing whether it is coming from them or they took from others. If it is not from them, in many instances they need to cite it. If not, by using it, they are having mala fide intention and this thing should be avoided at all. For Muslim persons, they are accountable of their works to the Al-Mighty Allah in the hereafter. The purpose of this paper is to study the attitudinal and behaviour of university students towards plagiarism activity. An empirical study of consisting 150 degree students was conducted at a branch of an established public university. The research methods used were quantitative, survey using self-administered questionnaires and deductive approach. The findings of the research show that the factors that make the students plagiarised are lack of university control, the usage of internet, lack of awareness and the pressure of completing the assignment. Several items concerning the attitudes and behaviour of the students that were analysed have confirmed that the students did commit the plagiarism activity. The strategies and the activities that should be taken by lecturers and the university respectively are further recommended for managing the plagiarism.

Keywords—accountability, attitudinal behaviour, integrity, plagiarism, university students

PID: 2004

Youth Acceptance towards Organ Donation Policy in Malaysia

Nur Ain Yaacob, Mohd Rozaimy Ridzuan, Noor Amira Syazwani Abd Rahman

Abstract—Over the past decades, several important policies have been set forth in Malaysia in order to facilitate organ donation. However, these efforts have brought little effect and significant changes in the situation of organ donations in Malaysia. This situation results in an urgent need for sound policies in order to elevate the donation rate. Generally, there are two types of legislations for obtaining consents for organ transplantation namely informed consent (IC) and presumed consent (PC). This paper attempts to identify youths' acceptance in both IC and PC based on their demographic factors. The questionnaires were distributed to 800 youths aged between 15 to 40 years old who are living in Klang Valley. However, only 622 questionnaires were usable for further analysis. This paper is vital as it helps the government to measure the readiness of Malaysians youth to accept a new policy (presumed consent) of organ donation as a means to increase the donation rate.

Keywords—organ donation, youth acceptance, presumed consent, informed consent

PID: 2005

Factors Affecting Students' Academic Excellence in Mengubah Destini Anak Bangsa Program at Universiti Teknologi MARA

Normala Ismail, Mohamad Kamil Ariff Khalid, Azeni Abu Bakar, Jolin Norshyme Hashim

Abstract—This study aims to examine the role of English in determining students' academic excellence in Mengubah Destini Anak Bangsa Program at Universiti Teknologi MARA Pahang, Raub Campus. This is a field research based on cross sectional study. The analysis techniques used in this study is descriptive technique, correlation and regression analyses. The results showed that the role of English in determining students' academic excellence have a positive correlation with the students' interest in English. The study also showed that the difficulty in mastering English are negatively correlated with the role of English in determining students' academic excellence. Regression analysis showed that 40.5% of the role of English in determining students' academic excellence is influenced by the students' interest in English. However, this study found that only 19% of the students' interest in English is influenced by families' backgrounds and the difficulty in mastering English.

Keywords—academic; excellence; interest

PID: 2006

The New Students Adaptation to University

Mohamad Kamil Ariff Khalid Normala Ismail, Jolin Norshyme Hashim, Azeni Abu Bakar

Abstract—Adaptation among new students at the university plays an important role in determining their success at university. The study showed that adjustment problems are one of the reasons students fail to complete their study. The population of the study consist of 143 First Semester Diploma students in the Faculty of Business Management studies at University Teknologi MARA Pahang, Raub Campus. The instrument used is questionnaires. There are four subscales designed to measure the effectiveness of student adjustment to university that are academic adjustment, social adjustment, personal (emotional) adjustment and institutional commitment. The study indicated that adaptability on campus has a relationship with psychosocial abilities possessed by the students. Among the psychosocial abilities which have a positive and significant impact on student adjustment is emotional intelligence, coping and social support. All three of these psychosocial capabilities were found to play an important role in helping students adjust and perform at the university. Thus, the university must take proactive steps to develop emotional intelligence, coping and social support among new students to improve their adaptability.

Keywords—students; university; adjustments

PID: 2007

Time Series Analysis of Gold Price in Malaysia Using Box-Jenkins Models

Tengku Mardhiah Tengku Jalal, Nor Hidayah Hassim, Fadila Amira Razali, Syazwani Zainal Abidin, Nur Fatimah Haron

Abstract—Forecasting is important tools that help in making a better decision. It is a process that predicts and estimate the future performance based on historical and current data. In forecasting, Box Jenkins approach is widely used and one of the popular methods to forecast for gold prices as suggested by many researches. This paper aims to identify the best Box Jenkins model for gold price in Malaysia and hence, to forecast the gold price in Malaysia for the first quarter of 2017. Thus, the time series data of gold price in Malaysia since 4th January until 30th December 2016 were used for the study. Based on the time plot and Autocorrelation Function (ACF) plots, three Box-Jenkins models were identified and applied for the data series. A portmanteau test of L-Jung Box Q test for each models were also have been conducted before the comparison of Bayesian Information Criterion (BIC), Mean Square Error (MSE), and Mean Absolute Percentage Error (MAPE) were observed. It was observed that the actual data of the gold price in Malaysia are not stationary with increasing trend pattern. As a result, Box-Jenkins models with first order differencing have been applied to the data series. Based on the comparison of the errors, the best Box-Jenkins model obtained was ARIMA(1,1,0) and an increasing trend of gold price were estimated to be occurred for the first quarter of year 2017 in Malaysia.

Keywords—ARIMA Model, Box Jenkins, forecasting, gold price, time series

PID: 2008

The Influences of Attitudes, Integrity, Value Consciousness and Social Influence On Purchasing Intention Towards Counterfeit Products

Farahiyah Akmal Mat Nawī, Nur Izzati Karim, Nur Azureen Abd Hadi, Suraya Husin, Nor Zuriati Amani Ab Rani, Nor Sabrina Zahari, Nor Asma Mohd Zin

Abstract—Counterfeiting originated with piracy of elite consumer products. This phenomenon has being regarded as world's worst violators of intellectual property rights and worst counterfeit offenders. The development of commercial activities is certainly important in facilitating legitimate businesses which generally contribute to the economic growth of the country. This research seeks to explore the influences of attitudes, integrity and value consciousness and social influences on purchasing intention towards counterfeit products at Kuala Terengganu. Study used questionnaires in data collection, descriptive analysis and applies the non-probability sampling to reach the respondents. 110 questionnaires were distributed to the respondents and data was analysing by using SPSS application. The main underpinning theory in this study is Theory of Planned Behaviour. The correlation of coefficient, r^2 result showed the highest value is for attitudes, $r^2=0.994$.

Keywords—attitudes, integrity, value consciousness, social influence, counterfeit products

PID: 2009

A Conceptual paper: The Influence of Training towards the Organizational Sustainability

Farahiyah Akmal Mat Nawi, Abdul Malek A.Tambi, Mazlina Mamat, Nik Sarina Nik Md Salleh, Nooradzlina Mohd Pauzi

Abstract—Empowering education and maintaining the sustainability of the human capital is one of the Government initiatives in supporting the quality of higher education in Malaysia. The reasons of sustaining the human capital capabilities is to enhance the academician's quality is as the nurturing process to help the organization in striving towards its objectives. The improved performance of individuals leads directly to the quality of graduates. As for this study the independent variables include: on-the-job training, off-the-job training, and output. While the dependent variable is sustainability dimensions. The Human Capital Theory, Skill Acquisition and Sustainable Resource Theory will underpin this study

Keywords—on-the-job training, off-the-job training, output, organizational performance

PID: 2010

Sleep as an Indicator of Depression Level Using Naïve Bayes

Khairul Nizam Abd Halim, Nur Syakinah Md Roduan, Roger Canda

Abstract—The percentage of peoples having depression nowadays is said to be inclining. However, many of the patients do not even realize that they are having major depressive disorder. Busy with abundance of works and not having any time to seek a doctor for check-up may worsen the patient condition. A survey conducted to 122 students from UiTM Jasin proved that 90.6% have agreed that they need a system to predict their level of depression. So, a model was developed to predict the user's depression level based on his/her sleep that use Naïve Bayes methods which implement Artificial Intelligence (AI). Five independent variables which are insomnia, amount of sleep (hours), sleep quality, sleep onset latency, and number of awakening per sleep has been identified as the most-used variables in many previous research and are used in this model. Two sets of test cases with total of 62 prediction models were produced and tested. For the first set, the dependent variables are to detect whether the user is depress or not depress. Throughout the 31 models of testing done, the results give an average of 87.29% accuracy from 122 data learnt. Meanwhile, the second set predict user's depression level, which include normal, mild, borderline, moderate, and severe depression that gave an average of 60% accuracy. In conclusion, this research demonstrated that Naïve Bayes is possible to implement for depression level prediction. Future work on this subject should improve the findings by modifying the variables used and/or by using other methods.

Keywords—artificial intelligence, depression, naïve bayes, prediction, sleep

PID: 2011

Prediction of Secondary Public School Based on Parents' Preferences Using Naïve Bayes

Khairul Nizam Abd Halim, Mohamad Hafizi Masdar, Roger Canda

Abstract—Choosing a school for the young ones is not a simple task nowadays since there are many factors needed to be considered by parents such as distance, time, cost, and of all, their safety. These might be an overhead to the parents to filter each school and try to sort it out based on their requirements. Therefore, a predictive model which is quantitative research that implemented Artificial Intelligence (AI) strategy using Naïve Bayes (NB) technique was applied in order to predict a suitable school in Gombak, which were Sekolah Menengah Kebangsaan (SMK) Sungai Pusu, SMK Seri Gombak or SMK Gombak Setia based on parents' preferences. By using six different independent variables (IV), which were distance of home from school, sibling enrolment in the same school, highest parent's level of education, parent's income, ethnic and employment status, 63 prediction models were produced and tested. Among all those models, the highest accuracy detected was the combination of IV: highest parent's education level, sibling enrolment in the same school, parent's income and ethnic, which resulted in 61.18% accuracy percentage. Even though the result was not quite high as expected (80% and above), it is proven that NB could be implemented and may be continued by using other methods such as Support Vector Machine and Artificial Neural Network. It is hopefully that there will be an extended future work on this subject in terms of technique and independent variables used to increase the accuracy.

Keywords—artificial intelligence, naïve bayes, parents' preferences, prediction, public school, school choice, school selection, secondary schools.

PID: 2012

Classification and Prediction on School Children for Food Intake Attitude toward Food and Beverage Advertising on Television: KFC as a Case Study

Khairul Nizam Abd Halim, Ahmad Fikri Anuar, Roger Canda

Abstract—Serious health problem in adulthood stage such as diabetes, hypertension, cardiovascular diseases are related to obesity in early childhood. Obesity has become a problem in Malaysia in context of healthy lifestyle and in estimation, Malaysia has highest rates of obesity in South-East Asia involving children. One of the most dominant mediums who promotes unhealthy foods is through Television Food Advertising (TVFA) that aims children. A new approach were applied by using Artificial Intelligence (AI) strategy, from that the Naïve Bayes (NB) technique is used to predict the eating behaviour of children toward TVFA. Five independent variables used in the model, which are advertisement recognition, favourite advertisement, purchase request, product prefers and time watched TV. About 105 of school children of SK Merlimau of age 12 years old have been chosen as the target subject to satisfy the objectives of the prediction model. 80% of data collected were used as training data, and 20% are for the new data to be tested. 31 prediction models were produced by using this technique, and the result is at best are with 78% accuracy from the data learnt. Although the accuracy result is not as expected (80% and above), Naïve Bayes could be implemented and may be continued by using other methods such as Support Vector Machine and Artificial Neural Network. In the near future, hopefully that there will be an extended work in terms of different technique and independent variables used to increase the accuracy.

Keywords—eating behaviour, naïve bayes, school children, television advertisement.

PID: 2016

A Preliminary Study of Malaysian Public Officer Reaction towards CEUPACS proposal of 62 years of Retirement Age.

Shamsinar Rahman, Nursyahida Zulkifli, Noor Amira Syazwani Abdul Rahman, Rafizah Mohd Nor, Nurul Afzan Najid

Abstract—The compulsory retirement age in Malaysia for public sector officer is differ depends on the date of his or her appointment. The minimum retirement age is at 55 years old while the maximum retirement age is 60 years old. However, CEUPACS have urge the government to increase the retirement age from 60 to 62 years old because of several reasons. Among others are the investment that the government have contributed to build up a tacit knowledge of the public servant and as the preparation to be a develop nation in a near future. Thus, the overall goal of the study is to determine the response and reactions of the public officers regarding CEUPACS proposal of 62 years of retirement age. The study will not only create a framework for the government regarding their human capitals' acceptance but also establish a base-line description of relevancy to increase the retirement age from 60 to 62 years old. This is a quantitative study that was conducted as a pilot study on the public officers at UiTM Raub, Pahang. The main methods of data collection were using questionnaire and document analysis. This study provides the significant contribution towards the new proposed retirement age of 62 years by CUEPACS. This study also provides the new findings that useful for CUEPACS in supporting the proposal of new retirement age for the better future of public servants.

Keywords— CEUPACS, government Malaysia, public servant, public university, retirement age

PID: 2017

The Reform of Companies Act: Implications to Business in Malaysia

Nur Syafiqah Hussin, Naqiah Awang, Suria Fadhilah Md Pauzi

Abstract—The Companies Act ('CA') 2016 has come into force in Malaysia on 31 January 2017 to replace The CA 1965. CA 1965 had governed the incorporation and operation of business in Malaysia for more than 50 years and had gone through several revisions over the years. Previous amendmends aim to strengthen corporate governance and promote accountability in running a business. Meanwhile, the amendmends made in the new act is more comprehensive that covered mostly on private company but not forgetting the public company by introducing several programs like 'Corporate Rescue Concept' and 'Whitewash Procedure'. The new act is expected to ease the process of doing business and make Malaysian company law more competitive and flexible but at the same time assuring directors to bear more responsibilities on the company's operation as a whole. Hence, the purpose of this paper is to review and comment on the major amendmends made by the government in the CA 2016 and its implication to the business in Malaysia.

Keywords—Companies Act, implication, Malaysia

PID: 2019

Discovering Sustainable Growth of 2nd Generation In Federal Land Development Authority (Felda) Felda Krau Community, Raub District

'Ainatul Fathiyah bt Abdul Rahim, Ramha Rozaili bt Ramli

Abstract—Through decade Federal Land Development Authority (FELDA) has been through significant development as a corporate entity and its impact on the smallholders. New dynamics and relationships invariably developed as FELDA turned into a massive large corporation with tremendous portfolio of upstream and downstream activities. It was executed by various of subsidiaries, joint ventures and associate companies. The emergence of the new era of corporatization within FELDA itself shows a dynamic phases in order to ensure the current phase of “sustainable” palm production. Due to that, a lot of projects, activities and schemes had been introduced. However, sustainable growth depends on a more long term of growth orientation that emphasize on dimensions of building up growth strategy and growth capability. Therefore, this prospective study was designed to investigate how FELDA accommodate and assure sustainable growth for the 2nd generation in the FELDA Krau community. An explanatory method design was used to achieve the objective of this research. In depth interview was conducted from the local leaders, FELDA community specifically 2nd generation and management of FELDA Krau to explore the existence element of sustainable growth at FELDA Krau. Overall, FELDA has established significance contributions in accommodating poverty, upgrading lifestyle and economy. Hence, this paper will contribute the implication towards development policy and sustainable growth of FELDA community.

Keywords—sustainable growth, FELDA, sustainability, community

PID: 2020

I2B Game: A Stimulating Approach in Teaching and Learning

Mohd Aidil Riduan Awang Kader, Suhanom Mohd Zaki, Nor Hidayatun Abdul Razak, Mohd Faizal Azrul Azwan
Muhamed, Saifudin Razali

Abstract—This study investigates the use of games as a teaching and learning method in improving pre-diploma students' academic performance. The program of “Mengubah Destini Anak Bangsa” gives opportunity to students with minimal requirement in “Sijil Pelajaran Malaysia” to pursue studies at tertiary level. Nevertheless, most of the students are categorized as average students and they hardly understand the content of the subjects and conventional approach in teaching and learning found ineffective. Thus, the I2B Game or Introduction to Business Game as an exciting and enjoyable method of teaching and learning was introduced in order to improve students' understanding specifically in a business course. Focus group has been conducted to compare the test and final examination result between students who had involved in the games during class period and who were not involved with the games. A total of 140 respondents from pre-diploma program at University Teknologi Mara Pahang were involved in this study. The study found that there were relationship between the use of games in teaching and learning and student's academic performance. The results show that the mean score for students who had involved with the games is higher than the mean score who were not involved with the game-based learning for both test and final examination. Therefore, it is hoped that I2B Game will be an exciting learning tool that assist students' understanding towards the course and useful learning method for instructors in order to increase students' academic performance.

Keywords—Game-based Learning, management, students' performance, teaching and learning

PID: 2021

Tourist Fulfilment and Revisit Intention Antecedent of Culinary Experience on Malaysian

Massyittah Omar, Siti Nor Fadillah Ahmad Shariff, Siti Nurhanifah Sulong Hayati, Hayati Adilin Mohd Abd Majid

Abstract—Culinary experience and tourist satisfaction are debatably the basic subject areas that organizational researchers and tourism industry looks into in order to appreciate tourist decision towards revisit intention. This study focused on tourists' satisfaction with their culinary experience in Malaysia. Using a relationship process, this study also explores satisfied tourists' willingness to revisit Malaysia lead to attributes of experiences: culinary experience. Understanding this important relationship is vital for foodservice operators in reaching the desired level of tourist satisfaction. Regression analysis indicated that culinary experience is more important which significantly determined tourists' overall satisfaction. Accordingly, the overall satisfaction also revealed a significant relationship with tourists' revisit intention. Literature presented in this study that shapes the relationship between satisfied tourists and the elasticity culinary experience are positive and direct. This study should have a significant impact on the tourism industry, especially the foodservice sector as it identifies the scope of differential returns on investment on various experiences

Keywords—tourist satisfaction; culinary experience; revisit intention;

PID: 2022

Customer Satisfaction and Revisit Intention Antecedent of Atmospheric in Chinese Muslim Restaurants

Siti Nor Fadillah Binti Ahmad Shariff, Massyittah Binti Omar, Siti Nurhanifah Binti Sulong, Hayati Adilin Binti Mohd Abd Majid

Abstract—The intensely competitive environment existing in the restaurant sector makes it vital for firms to achieve customer satisfaction in order to survive in the long term. Obtaining customer satisfaction means that they become an effective and efficient communication resource, at no cost to the firm. Prominent among the factors that determine the levels of customer satisfaction in the food and beverage contexts one of it is an atmospheric. Nowadays, Chinese cuisine is becoming more attractive and accepted worldwide. Due to the large population of Chinese Muslims in Malaysia, restaurants catered or owned by Chinese Muslims are now increasing and cater to all races in Malaysia. Therefore, the objective of the study is to identify the relationship between atmospheric towards customer satisfaction and accessing revisit intentions of 9 Chinese Muslim restaurants in Shah Alam, Malaysia. The questionnaire was tested for reliability before being used. Correlation and regression analysis were employed to investigate the relationship between atmospheric, customer satisfaction and revisit intentions to these restaurants. The findings of this study indicate that atmospheric have a significant relationship on customer satisfaction and thus have a significant relationship towards revisit intention. In conclusion, it was found that all customers were satisfied with these restaurants and willing to recommend Chinese Muslim restaurants to their relatives and friends and they were also willing to revisit this type of restaurant in the future.

Keywords—customer satisfaction; revisit intention; atmospheric; Chinese Muslim;

PID: 2024

The Feasibility of Malaysian Whistle Blower Protection Act

Mohd Rozaimy Bin Ridzuan, Noor Amira Syazwani Abd Rahman, Nur Ain Yaacob, Ramha Rozaili Ramli

Abstract—The growing concern on corporate malpractices in both developed and developing countries has sparked the governments in each country to infuse whistleblowing practices. Whistleblowing is very crucial as it is able to prevent organisations from suffering substantial losses. The term 'whistle-blowing' has been used since 1963 in the United States and it can be defined as the disclosure by organisation members (former or current) of illegal, immoral or illegitimate practices under the control of their employers, to persons or organisations that may be able to effect action. This study describes whistleblowing channels employed by Malaysian government; highlights previous studies related to whistleblowing in Malaysia and gauge issues embedded in the Whistleblower Protection Act 2010 (WPA). Malaysian government has taken a vital step to mitigate the corruption rate by embarking Whistleblower Protection Act 2010. However, the corruption rate is still prevalent in Malaysia as this Act having its own room to be improved. Efforts must be taken to protect whistleblowers from any reprisal as a result of their noble and heroic deed of exposing any misfeasance or wrongdoing. It is hoped that this paper will be able to trigger the attention of future researchers to study in depth on matters pertaining to whistleblowing in Malaysia. Besides, this study would be able to act as a guideline for the Malaysian government to review and strengthen the Whistle Blower Protection Act 2010. Data from this paper will be useful for the policy makers to understand and evaluate the feasibility of the Act.

Keywords—whistleblowing, Whistleblower Protection Act 2010, corruption, whistleblowing channels

PID: 2025

Gamification of Introductory Accounting Course: When is the best time to implement it?

Mohamad Azmi Nias Ahmad, Norlaila Mohd Din, Junaidah Jamaluddin, Nur Syazwani Mohamad Fadzillah, Faizan Abdul Jabar

Abstract—The aim of this study was to assess the suitable timing to apply gamification as a method of teaching Introductory Financial Accounting course to non-accounting students or ACC106 at UiTM Cawangan Pahang, Kampus Raub, Malaysia. The study was a basic quantitative method, whereby data was collected via post-AOTB test results and then analysed. Accounting on the block's board game (AOTB) was used as gamification pedagogy for the students to prepare the financial statements. The 272 students involved in the study were diploma students in their first semester. There were divided into 4 groups which implemented AOTB as early as week 2 and another 4 groups in week 10. The results indicated that the students who were exposed to AOTB later in the course performed better than the students who were taught in early semester. The study also suggests that there is a correlation between gamification topics with overall final examination results. Overall results also indicate a strong agreement that AOTB is useful gamification pedagogy to enhance students' knowledge and understanding of accounting.

Keywords—gamification, accounting, students

PID: 2026

Student's Perceptions towards Economic Subject

Adibah Hussin, Hamnah Che Hamzah, Azniza Ahmad Zaini, Nor Aziah Abd Kadir

Abstract—The advantages of learning economics are far beyond on the knowledge that students get in the classroom. Economics is a study on how people make a decision that can give the highest satisfaction using the limited resources. As they learn how to make an efficient choice and the best decision making process, they can apply it to all aspects of life. Therefore, in UiTM Pahang, the Economics subject has been introduced to non-Business students as an elective course. It has been taken by 1st year student from the Bachelor of Chemistry. The subject covers the microeconomics and macroeconomics part. This subject aim to ensure that the students get the basic knowledge of economy and thus they can reflect it with their daily life. However, some of them always argue that this subject is not related to their field and therefore they are not interested to learn Economics. So that, this study tries to identify the perceptions of non-business students on Economics subject. Data was collected using a self-administered questionnaire and analysed using SPSS version 20.0 windows statistical software. The result showed that most of the students perceived that Economics is difficult and not interesting to learn.

Keywords—economics, perception, students

PID: 2027

The Law of Defamation & Ghibah: The Comparative Study Between Civil Law and Islamic Law

Suria Fadhillah Md Pauzi, Musramaini Mustapha, Hazlin Hasan

Abstract— Defamation law is part of law of tort that protects a person's reputation and dignity against false communication and derogatory remarks. The tort of defamation which includes libel and slander is frowned upon as it injures the reputation of another by exposing him to hatred, contempt or ridicule by the members of society. In Malaysia, defamation cases do not only linger around the life of celebrities and royalties but also politicians such as Tan Sri Rais Yatim and the Prime Minister Dato Seri Najib Tun Abdul Razak. As such, the act of slander and libel are forbidden by Malaysian law under Defamation Act 1957 which carries heavy penalty in the court of law. Similarly, Islamic teaching also forbids the act of defamation as it ordains the believers to avoid living in hostilities and prevent the believers from indulging in activities which can cause discord among the Ummah. This article examines the elements and nature of law of defamation in Malaysia and analyse and make comparison with Ghibah, also one type of defamation from Islamic perspective. This paper concludes that to protect the dignity of others and to treat others with respect and integrity are among the virtues promoted in Islam and this principle is also adopted in Malaysian law. Thus, members of the society should exercise self-regulation and be responsible for one's action. This is in parallel with saying of Rasulullah that among the foundation of good deeds is those who hold his own tongue from causing destruction

Keywords— defamation, destruction, dignity, ghibah, reputation

PID: 2029

The Effect of Visual Merchandising On Buyer's Impulse Purchase Decision

Ahmad Humaam Bin A Shukor, Noor Affeeda Binti Ramli, Siti Hasziani Binti Ahmad, Hamnah Binti Che Hamzah

Abstract—The current scenario in retailing is branded as cutthroat competition with totally or almost undifferentiated products and services. Retailers utilize visual merchandising to gain upper hand in attracting consumers to come and purchase their offered products or services. In this study, relationship between consumers' impulse purchase decision and four practices of visual merchandising window display, promotional signage, in-store form / mannequin display and floor merchandising) is examined. The practice that influence the consumers' the most is also been determined. Results of this study indicated that Malaysian consumers' impulse purchase behaviour is influenced by two out of four practices: floor merchandising and window display. This study also provides insights to retailers about practices of visual merchandising that can be utilized as important component of a strategic marketing plan.

Keywords: impulse purchase, visual merchandising, consumers

PID: 2030

Exploring ESL Learners' Language Ability in Speaking Assessment and Its Effects on Anxiety Level and Turn-Taking Strategies

Khairunisa Nikman, Khairul Firhan Yusob, Ahmad Nazri Jelani, Norhidayah Md Yusof

Abstract—One of the graded assessments in almost all English proficiency courses is an oral test. The most common type of oral test is a group discussion, where the students are required to discuss certain topics effectively. Thus, group discussion is a platform for them to display their speaking skills which to be specific is the discussion strategies in terms of turn-taking strategies that they have learned. Good commands of the language, as well as the ability to grasp turn-taking strategies are very important in determining students' performances in a group discussion. Yet, not all students can perform effectively in the group discussion due to several factors, namely, their language ability, level of anxiety during the oral test and their ability to apply turn-taking strategies learnt. Therefore, this study aims to investigate whether students' language ability could affect their anxiety level during the group discussion, and later affect their ability to apply turn-taking strategies effectively in that oral test. The data were collected from 243 UiTM Pahang students through a questionnaire and analysed using Spearman's Rank Correlation in order to understand the relationship between learners' language ability, anxiety level and their ability to apply turn-taking strategies in group discussion. The findings revealed that there is a significant positive relationship between the language ability and anxiety level as well as the application of turn-taking strategies in an oral test.

Keywords— anxiety, group discussions, language ability, turn-taking

PID: 2031

Exam Invigilators Assignment Problem: An Integer Programming Approach

Mazura Mokhtar, Saharani Abdul Rashid, Nur Fatimah Haron, Mohamad Affendi Abdul Malek

Abstract—Examination invigilators assignment is an important operational problem that takes place in all academic institutions. Creating a good exam invigilators schedule that will satisfy lecturers, staff and institution is a very difficult task as there are numerous factors and constraints that need to be taken into consideration. This paper presents an integer programming formulation for examination invigilators assignment problem. The formulated model is sufficiently flexible to deal with many different operational rules and requirements found in most academic institutions such as lecturers do not invigilate their own subjects, an invigilator should not be scheduled to invigilate more than once in the same time slot and more than one invigilator is needed for an exam. The model was then applied to a case of exam invigilators assignment at University Teknologi Mara Cawangan Pahang, Kampus Raub. The results demonstrate that the proposed model can produce good solutions compared to the current UiTM Kampus Raub scheduling system.

Keywords—integer programming, invigilators assignment, examination timetabling

PID: 2033

Local Agenda 21: Stakeholders issues that hinders towards Malaysia's 21st Century Sustainable Development Program

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Abstract—The implementation of Local Agenda 21 (LA21) is one of the initiatives taken by the Malaysian government to achieve sustainable development by the 21st decade. It is a global action plan or blueprint adopted at the Earth Summit in Rio de Janeiro in 1992 with an aim for sustainable development projects at local level and a better quality of life. A smart partnership between the local authorities, private sectors and the community is deemed important to achieve these aims. However, there exist arguments in previous literatures regarding the challenges faced to implement LA21 due to conflicting motives among the stakeholders that are supposed to joint venture in this program. Therefore, this paper aims to identify the issues that rise among them in implementing LA21 program towards achieving sustainable development. Reviews from previous literatures on the implementation of LA21 towards sustainable development were completed to identify the issues. Hence, the outcome of this paper will reveal the deafening issues in various related factor among the stakeholders regarding the implementation of LA21 to achieve sustainable development. The findings addresses areas that need improvement to ensure that LA21 plan is well achieved by the 21st decade and the aims to provide better quality of life through sustainable development program is realized.

Keywords—Local Agenda 21, sustainable development, stakeholders

PID: 2035

Corporate Social Responsibility (CSR) In Malaysia: SLIM As Capacity Development Program

Muhammad Ariff Asyrul Adnan, Nurul Afzan Najid, Che Hamdan Che Mohd Razali

Abstract—This article discusses the mechanism of corporate social responsibility in Malaysia that focuses on capacity building programs in the era of Prime Minister, Najib Abdul Razak. In conjunction of the announcement by Najib Abdul Razak with regards to the implementation of the New Economic Model (NEM), the role of the market (private sector) began to give particular attention in the implementation of CSR programs. Therefore, the main aspects that are conducive to the implementation of CSR programs is seen in the existence of good relationship between countries and market in under CSR schemes. However, the focus mechanism of CSR in the previously more focused on the role of the private sector in the work of volunteerism start dealing with the transition when CSR was adapted under the NEM seen focusing more about the country's efforts to establish partnerships with the private sector to reduce unemployment among university graduates who do not get jobs. Therefore, efforts by the state to the existence of a program capacity of the Skim Latihan 1Malaysia (SLIM) were introduced in order to reduce the unemployment rate by the existence of transnational cooperation with the GLCs and the private sector in Malaysia.

Keywords—CSR, capacity development, state and market, SLIM.

PID: 2036

Quality of Experiences through Online Assessment in Cloud Learning Platform

Mohd Norafizal Abd Aziz, Rahmah Lob Yussof, Haslinda Noradzan

Abstract—Various cloud-learning platforms have provided assessment features that will support the learning practices in cloud learning implementation. The various assessment features such as crosswords, puzzles, fill in the blanks, and matching words may support the continuous assessment development and implementation. Furthermore, learning practitioners may add new assessments to suit learning implementation according to the level of education. However, the impact of using assessments in the cloud-learning platform as in real learning practices is not adequate due to the low maturity of cloud learning technology implementation in learning perspectives. Therefore, the objective of this paper is to observe the significance impact of assessment in cloud learning platform through learners' quality of experiences. Quality of Experience is an approach used to indicate the satisfaction level of users through any services provided. In this research, we identified learners' quality of experience on network capabilities, learning equipment, and learners' overall impression in cloud learning platform, then investigate the learners' performances on the continuous assessment to observe the relationship between the learners' quality of experience and the outcome. We had developed the cloud-learning platform for selected courses using Massive Open Online Course that includes the continuous online assessment into the platform. From the analysis, we discovered that there is significance between learners' quality of experience towards online assessment in cloud learning platform and significance as well with learners' performances through the continuous assessment. This paper will benefit learning practitioners to embark and evaluate the quality of experience factors to consider improving online assessment implementation in cloud learning platform.

Keywords—cloud-learning, learning, online assessment, quality of experience

PID: 2038

Environmental Reporting Guidelines for Malaysian SMEs to be Equally Accountable

Nik Zam Nik-Wan

Abstract—Seriousness of environmental impacts recently urged various parties globally, regardless of their size to react promptly to such issues. As a major player in most economies worldwide which make up more than 90% of global businesses and commonly referred to as 'backbone' of most economic growth, small and medium-sized enterprises (SMEs) should not be excused from being equally responsible. Individually, they may be considered to be 'small' and harmless; however, collectively they without doubt can provide significant environmental 'footprint'. They should be made accountable not only to their shareholders but also to the society at large. Unfortunately, most SMEs due to their lack of knowledge are unaware of the various ways available for businesses to discharge their obligations. To be accountable, businesses, namely SMEs, need to inform their stakeholders as well as the general public of the environmental initiatives and actions taken. Environmental reporting then serves as an effective means to provide useful information regarding their environmental initiatives. This conceptual paper begins by highlighting the importance of environmental reporting as a tool for SMEs to convey their accountability. The main aim of this paper is to identify environmental guidelines available worldwide for businesses, especially for SMEs, and reviews of similarities as well as differences of the environmental reporting guidelines were completed. It is hoped that the outcome of this paper could enhance SMEs' understanding on matters related to environmental reporting and provide assistance for more Malaysian SMEs to discharge their accountability through environmental reporting.

Keywords—environmental reporting, guidelines, Malaysia, SMEs

PID: 2039

Corporate Sustainability and The Role of Management Control System in Organisational Effectiveness: A Literature Review

Roshidi Hassan, Nur Arfah Mustapha

Abstract—Management control system is a potentially important mean for management to correspond to organisational performance. The objective of the study is to understand the role of management control system in corporate sustainability. Management Control System has gained increasing attention within both academia and industry as part of corporate sustainability. As works of literature grow, finding new directions by critically evaluating the research and identifying future directions has become important in advancing knowledge for the field. Using organisational theories to help categorise the literature provides opportunities to address the objective of understanding the field currently stands. After providing a background discussion on management control system, we categorise and review recent corporate sustainability literature under organisational theories, with special emphasis on the role of management control system in practices of corporate sustainability. This paper will review some of the work done in this area study. Applying management control system as a theoretical lens, we develop a research agenda from existing corporate sustainability and management control system literature by offering propositions for future research where management control system may permeate contemporary corporate sustainability topics. In doing so, we provide an initial foundation for corporate sustainability scholars to both incorporate the role of management control system effects into research and launch new research streams.

Keywords—corporate sustainability, control system, organisational effectiveness

PID: 2040

Sertu Cleansing Operations Towards Halal Integrity: A Literary Insight

Noorsiah Ahmad

Abstract—This scholarly literary paper aims to provide an insight into sertu cleansing operations towards halal integrity in Malaysia. Halal logistics is an important activity to meet the demand from the halal manufacturers to maintain the integrity of their halal products supply chain. Sertu cleansing operations are to ensure halal integrity is assured for the Muslim customers. However, the adoption of the sertu cleansing operations in Malaysia is relatively low. Therefore, this study explores the literary review of the sertu cleansing operations process, its related policies and procedural requirements, as stated in the Malaysian Standards MS2400:2010 for halal-toyyiban assurance pipeline, or known as the halal supply chain management. Sertu cleansing operations are significant for halal integrity implementation in the halal logistics' equipment not only through compliance with the MS2400 requirements but more so with in-depth understanding and observance of the Shariah requirements. In summary, the knowledge and literature of sertu cleansing operations can be used as a reference for the halal authority, halal logistics service providers and researchers in halal logistics and supply chain management.

Keywords—halal logistics; sertu cleansing; halal integrity.

PID: 2041

Designing an ESD Module Package on Net Neutral Renewable Energy Application for Aboriginal Community

Siti Mariam Dasman, Mazzlida Mat Deli

Abstract—Education for Sustainable Development (ESD) requires widespread changes in education which is often practiced today. This study is to design the access of Net Neutral Renewable Energy concept and application especially for the disadvantaged community like in rural areas, which is important to ensure that future learning is more effective and more likely to be lifelong. Qualitative approach is used in this study by using focus group discussions (FGD) and in-depth interviews as data collection techniques. 10 knowledgeable experts on aboriginal community gathered to have a discussion on determining the needs of the module design that have been agreed in forming the solar energy learning module. The in-depth interviews were conducted in this session that focused on the basic needs of the module that suit to the aboriginal community. Findings focus on the determining the needs of the ESD solar energy learning module, including the ways in which collective and community participating, and educational delivery strategy on social, environment and life skills learning. Discussion considers the importance of education for sustainability development that follows the needs within lacking and unique contexts. The impact of the module will be seen as the great elements exposed that can empower the aboriginal community as a form of problem-solving to tackle complex problems and to make sure the sustainability elements were flexible to handle.

Keywords—sustainability development, aboriginal community, module development

PID: 2046

Effectiveness of Road to Success (RoSE) Game: a Pilot Study

Hasnizawati Hashim, Nor Aziah Kadir, Musramaini Mustapha, Rozieana A. Halid @ Khalid, Mohd Aidil Riduan Awang Kader

Abstract—It is argued that a well-designed educational game can have potential to influence student acceptance towards their learning. This paper practically evaluates the effectiveness of a game-based learning tool namely Road to Success (RoSE) to improve students' awareness on the importance of academic excellence. A pilot study was conducted before this game is proposed to be used widely among the Faculty of Business and Management students. Using a questionnaire study which was design based on the ARCS Motivation Model, survey data were collected from 13 low academic achiever students from this faculty. Results indicate that RoSE has positive impact on these students' motivation. Hence, it is believed that RoSE can help this student to increase their motivation to study harder as they will prepare with better study strategies. Furthermore, RoSE can also be applied others such as the new intake (part 1) students as they are not familiar with the university life. This game will help them a lot in familiarizing the academic concept in the university so that they will be ready to succeed.

Keywords— academic excellence, Game-based Learning, Motivation, RoSE Game, student

PID: 2047

Students' Perception on Game Based Learning

Siti Aishah Mohamad, Mohd Samsuri Ghazali, Ilyani Azer

Abstract—Students' engagement in the process of learning is very important to attract attention to learn. It is not easy to get the students attention in learning especially the theory subjects. One of the ways to encourage students' engagement in learning is through playing games. The enjoyment in playing games can be related to the lesson in learning. The positive effects of game based learning in specific subjects such as language, science, math, arts and history are already explored by various researchers. This study analyzed students' perception on learning trough playing games in subjects offered by Faculty of Business Management, Universiti Teknologi MARA (UiTM) which are Insurance 200 and International Trade. It is not an easy task to achieve the objectives of education and fun at the same time. Due to that, this study also determines the barriers of learning through playing games. The unit of analysis in this study is UiTM Pahang students. The SPSS version 23.0 software packages will be used to analyse the descriptive analysis to achieve this study's aims. The result of this study is expected to contribute to enrichment of the knowledge in teaching and learning.

Keywords—game based learning, students' perception

PID: 2048

Targeted Sales Location Decision Making from E-Commerce Website Using Digital Analytics Data

Zulazeze Sahri, Roslan Sadjirin, Roger Canda

Abstract—Targeted sales location is important in any business to drive business leads. However, selecting the strategic targeted location for sales and marketing is crucial decision for business owner. As most of today's business has invested in developing e-commerce website, it can help the business owner to get insights in understanding visitor's location and behaviour using Big 'Digital Analytics' Data. This paper proposed a model on how e-commerce website's visitor data can helps in selecting targeted sales location using Digital Analytics tools. The aims of this paper are to help businesses to utilize their website's visitor data to make decision for targeted sales location using data analytics technology. Google Analytics tool is used in collecting and evaluating visitor's location in form of Acquisition and Behaviour parameters. The data has been collected for twelve months from three different e-commerce websites. The result from this research will show the number of visitors from different location for each website that can be used by business owner in making decision for future marketing and sales plan.

Keywords—web analytics, google analytics, sales location, internet marketing, e-commerce

PID: 2049

Awareness Among Bumiputera Parents In Kuantan, Pahang Towards Children Education Takaful Plan (CETP)

Noor Junaini Arwin Yaacob, Siti Nurul Aini Mohd Rodzi, Nurul Azlinda Chek Talib, Noraznira Abd Razak

Abstract—Takaful or known as Islamic insurance is the way of bringing the social and also the economic advantages of conventional insurance protection by following the Shariah compliance for the muslim and non-muslims people throughout the world. The world is undergoing a rapid growth of Takaful products but the facts can be said is the market is still very weak as the level of public awareness is still low. The development of Takaful products facing lots of barrier that needs to be overcome by the Takaful operator. This study focuses on married Bumiputera parents who live in Kuantan, Pahang to know and determine their level of awareness about Children Education Takaful Plan (CETP) offered by Takaful operator. Hence, cluster sampling is being used. 100 questionnaires have been answered by the targeted respondents. Using the descriptive statistics, Pearson's Correlation and regression has been used to determine whether there are relationship between dependent variables and independent variables. There are findings that proves about there are positive relationship between awareness of Child Education Takaful Plan (CETP) and personal selling, advertising and public relation. The most influence factor of awareness towards Child Education Takaful Plan (CETP) is advertising.

Keywords—CETP, insurance, takaful,

PID: 2050

An insight of the Corporate Community Involvement (CCI) activities in Malaysia

Noorie Haryaniee Moulton, Normarlina Laili

Abstract—Corporate Community Involvement (CCI) is a part of Corporate Social Responsibility (CSR) activities. This concept focused on community engagement which encourage company to develop a good relationship with the community. CCI is also an investment to every company, where the company need to invest their money to organized several activities that related to the society. This paper is attempts to explore the activity of CCI in Malaysia through previous literature review to discover this issue. Finding revealed, company in Malaysia has positive involvement in term of community engagement. This is can be seen through several activities for example donation, charity, education program, scholarship, helping the poor people and also many others to show their commitment. Even though there is fewer study that related to CCI, but the other study assists to supply information to this concept paper. therefore, CCI should be introduced widely to ensure the activity can be run effectively and assist company to prepared their annual report that related on CSR activities.

Keywords—corporate community involvement, corporate social responsibility, sustainability, community engagement introduction

PID: 2051

Understanding Consumers' Behaviour towards Online Shopping

Nurul Nadia Abd Aziz, Normilia Abd Wahid

Abstract—This paper aims to empirically study the customer behaviour towards online shopping. The study also aims to determine gender differences in online shopping behaviour. This study employed the quantitative approach using a research instrument. A set of questionnaire was developed and distributed based on a systematic sampling technique to a sample of 400 students at a higher education institution in Malaysia to collect the primary data. The findings were then analysed using SPSS. The results indicated that, while both genders are similar in number, the male population seem to be more inclined towards online shopping.

Keywords—Consumer behaviour; gender differences, online shopping

PID: 2054

Employees' organizational citizenship behaviour toward the environment in response to environmental management practices: A proposed mediation model

Soon-Yew, Ju, Diyana Binti Datuk Kamarudin, Ramayah Thurasamy, Noor Azlinna Azizan

Keywords: Organizational citizenship behaviour towards the environment, environment management practices, affective commitment towards the environment, local government

PID: 2055

Ihsan and Creativity in Students' Product Innovation: A Case Study of Innovation Show Event at UiTM Pahang

Saida Farhanah Sarkam, Musramaini Mustapha, Mohd Aidil Riduan Awang Kader, Norulhuda Tajuddin

Abstract—Innovation and creativity are highly encouraged in Islam. Not only producing product innovation, Islam fortifies Muslims to embed the ihsan concept in inventing or innovating new products. Innovation without following the shariah guidelines might be exposed to destructive innovation, for example the cloning of animals. Creativity and innovation are required to produce a first-class minded graduates' in order to compete in the nowadays challenging job market. Furthermore, creativity and innovation cannot be taught but it can be applied indirectly through teaching and learning activities that take place. Due to this matter, it is important to foster students' creativity and innovativeness by developing their own product innovation. Thus, this research applied qualitative case study method in understanding the ihsan concept in nurturing innovation and creativity of the students while developing their product innovation. The case used for this research is Innovation Show event which is organized every semester by Faculty of Business and Management in UiTM Pahang where students will exhibit their product innovation at the event. This research will discuss the process of the development of students' product innovation from the initial idea until the participation in the Innovation Show event. The finding shows that the students applies the ihsan concept in guiding their product innovation, starting from the initial idea, until the development of the product. As a conclusion, this study proposes product innovation to be one of university agenda in order to encourage innovation and creativity among university students.

Keywords—product innovation, creativity, ihsan and creativity, students development

PID: 2056

The Non-Financial Performance of Malaysia Small and Medium Family Businesses

Lai-Kuan, Kong, Noor Hazlina Ahmad, T. Ramayah

Abstract—This study provides information and insight into the Malaysia small and medium family businesses' (MSMFBs) self-perceived satisfaction on non-financial performance. 167 valid and usable responses were collected through a self-administered questionnaires survey. The findings, limitation and future research were discussed.

Keywords: non-financial performance, Malaysia, small and medium family businesses, socioemotional wealth

Theorem Proposition on Personal Risk Awareness among Employees at MISC Berhad, Kuala Lumpur

Noraznira Abd Razak, Aina Syafiqah Abd Razak, Najihah Hanisah Marmaya, Faizah Mashahadi, Melissa Wee, Siti Nurul Aini Mohd Rodzi, Noor Junaini Arwin Yaacob

Abstract—Workplace safety is a personal risk where it will directly affect individuals. It can cause harm to individual's life which leads to loss and increase in expense, which in this study researcher focuses specifically towards the employees. Workplace safety is related to industrial accident rates whereby employees might consider their work as safe since they tend to be in less accidents than employees who are prone to higher risk of such incidents. Employees with unsafe workplace have higher levels of job-related anxiety, stress and higher exposure to environmental hazards. The purpose of this study is to determine factors that influence levels of awareness towards personal risk among employees at MISC Berhad, Kuala Lumpur. Specifically, in this study, researchers use job safety, co-worker safety and management, safety practices as factors that influence levels of awareness towards personal risk. Quantitative data were collected through valid survey questionnaires which were distributed to respondents from MISC Berhad. The results revealed on possible factors contributing towards the awareness of personal risk among MISC staff.

Keywords— awareness, hazards, personal risk, risk management, workplace safety,