UTM | Faculty of Social Sciences and Humanities
Universiti Teknologi Malaysia

ICHRD 2024

THE 4TH INTERNATIONAL CONFERENCE ON HUMAN RESOURCE DEVELOPMENT

27 AUGUST 2024
SUNWAY HOTEL BIG BOX ISKANDAR PUTERI, JOHOR

PROGRAMME BOOK

Organized by :

School of Human Resource Development and Psychology (SHARPS),
Faculty of Social Sciences and Humanities, Universiti Teknologi Malaysia

https://humanities.utm.my/ichrd/

ICHRD 2024

ICHRD 2024

Welcoming Speech by the Vice Chancellor

بسم الله الرحمن الرحيم
السلام عليكم ورحمة الله وبركاته
dan Salam UTM Sanjungan Bangsa

YBrs. Professor Dr. Arieff Salleh Rosman, Dean of Faculty of Social Sciences and Humanities, YBrs. Associate Professor Dr. Norashikin Mahmud, Chair, School of Human Resource Development & Psychology, FSSH, YBrs. Associate Professor Dr. Halimah Mohd Yusof, Director of the 4th International conference on Human Resources Development.

Distinguished keynotes speakers, ladies and gentlemen.

Welcome to the 4th International Conference on Human Resource Development (ICHRD2024). This year's theme, "The Future of HR is Here: Unlocking Human Potential", reflects our commitment to exploring the evolving landscape of human resource development and social sciences.

The 4th International conference on Human Resources Development (ICHRD 2024) is a biennial event to bring together scholars and practitioners in the fields of human resource, management and humanities. This conference brings together researchers, academics, and industry professionals to share insights, address pressing issues, and foster intellectual discourse.

Our objectives are to establish a platform for sharing knowledge, strengthening connections among scholars and practitioners at a national and international level, and facilitating the exchange of research findings.

The evolving professional landscape has undergone tremendous change in recent years. The necessity for retraining, reskilling, and a transformative approach to jobs and employment is not only unavoidable but also critically important. Human potential is vital, particularly in devising innovative strategies and upholding culture, emotional well-being, and ethical values in this new era of artificial intelligence and a workforce that includes humanoid robots.

As scholars and practitioners of human resource development, we have a pivotal role in identifying, harnessing, and developing the diverse human potential required to achieve organizational, national, and global aspirations.

ICHRD 2024
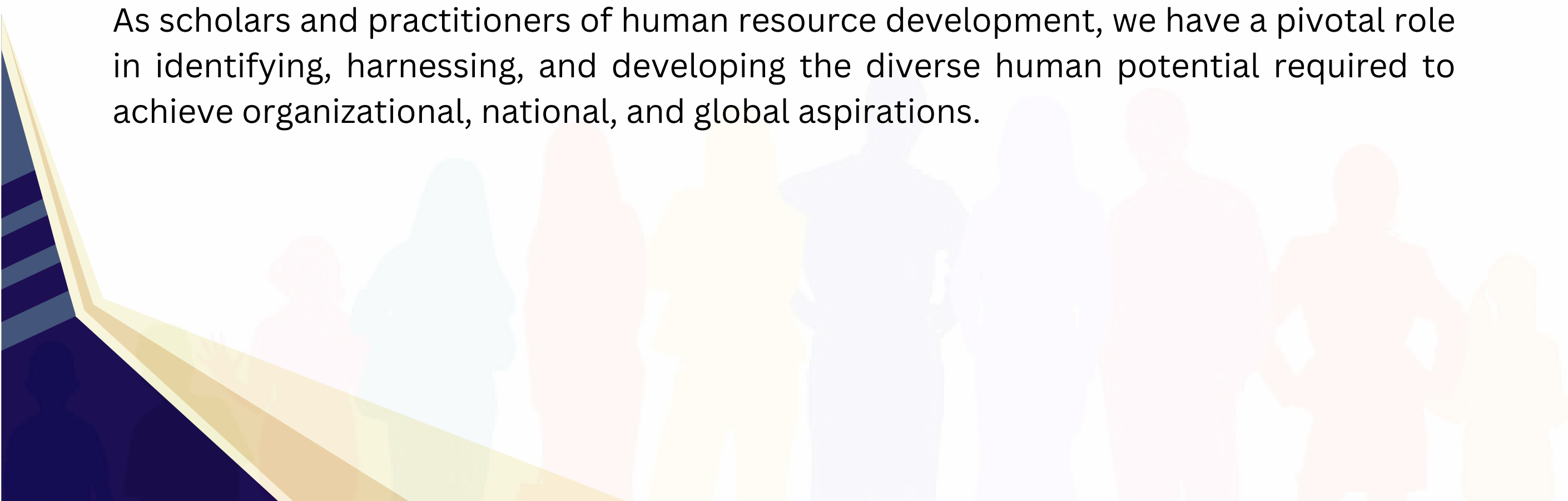
Welcoming Speech by the Vice Chancellor

Distinguished scholars,

This year, we welcome participants from overseas, knowing that their diverse perspectives and experiences will enrich our gathering and contribute to a truly global exchange of ideas and knowledge.

I express my heartfelt gratitude to the organizing committee for their collective effort in making this event possible. Their dedication and hard work have ensured we can gather both in person at the Sunway Hotel Big Box, Iskandar Puteri, Johor, and virtually via Cisco Webex.

Ladies and gentlemen,

As we embark on this journey of exploration and learning, I encourage all participants to engage actively, share their insights, and build lasting connections. The future of human resource development is indeed here, and together, we can unlock the full potential of our field.

Once again, welcome to the 4th International Conference on Human Resource Development: "The Future of HR is Here: Unlocking Human Potential".

I am confident that this will be a rewarding and enriching experience for everyone. Let us maximise this opportunity to learn, connect, and grow together.

Thank you.

"IN THE NAME OF GOD FOR MANKIND"
"INNOVATING SOLUTIONS"

وبِالله التوفيقُ والهداية
والسلام عليكم ورحمة الله وبركاته

Professor Datuk Ir. Ts. Dr. Ahmad Fauzi bin Ismail
Vice Chancellor
Universiti Teknologi Malaysia
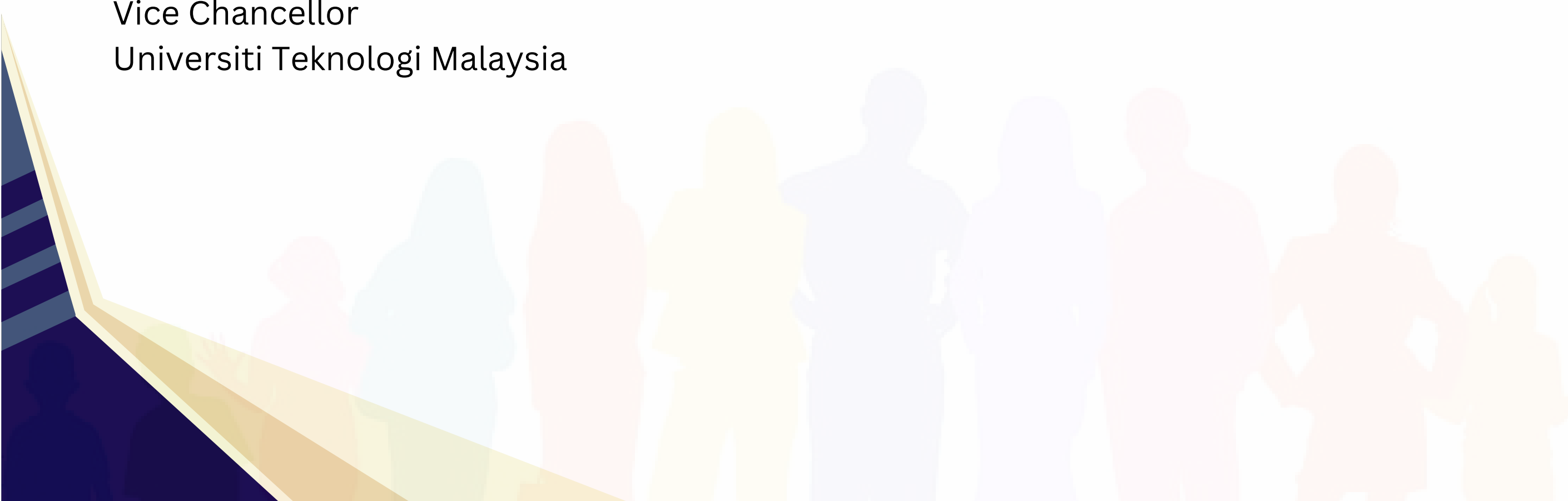
A message from ICHRD2024 Director

بسم الله الرحمن الرحيم
السلام عليكم ورحمة الله وبركاته
dan Salam UTM Sanjungan Bangsa

It is with great pleasure and honor that I welcome you to the 4th International Conference on Human Resource Development (ICHRD2024), organized by the School of Human Resource Development & Psychology, Faculty of Social Sciences and Humanities, Universiti Teknologi Malaysia. This year's theme, "The Future of HR is Here: Unlocking Human Potential," reflects our commitment to exploring the evolving landscape of human resource development. In which, we stand at a pivotal moment in history where human resource development is no longer just about managing people but about truly unlocking the vast potential within each individual.

The rapid advancements in technology, from artificial intelligence to automation, have redefined the workplace. While these changes present challenges, they also offer unprecedented opportunities to harness human creativity, innovation, and resilience. The future of HR lies in our ability to adapt, to see beyond traditional roles, and to cultivate environments where every individual can thrive.

Unlocking human potential requires us to rethink our approaches to leadership, training, and organizational culture. It calls for a commitment to lifelong learning, diversity, and inclusivity. By focusing on the holistic development of our workforce, we can foster a new era of growth and productivity that benefits not only organizations but society as a whole.

As we explore this theme today, let us commit to empowering people, nurturing talent, and building a future where human potential is fully realized. The future of HR is not just about managing change - it is about leading it.

ICHRD2024 aims to provide a platform for the dissemination of new knowledge derived from research in human resource development and social sciences. This conference brings together researchers, academics, and industry professionals to share insights, examine pressing issues, and foster intellectual discourse across boundaries.

I would like to express my heartfelt gratitude to the organizing committee for their collective effort in making this event possible. Their commitment and diligence have made this conference a reality.

I encourage everyone taking part in this voyage of discovery and education to actively participate, contribute their thoughts, and develop enduring relationships. With our combined efforts, we can realize human resources development's greatest potential.

Thank you for your participation and contributions. I wish you all a fruitful and enriching experience at ICHRD2024.

Warm regards,

Assoc. Prof. Dr. Halimah Mohd Yusof
Conference Director
4th International Conference on Human Resource Development (ICHRD2024)
School of Human Resource Development & Psychology
Faculty of Social Sciences and Humanities
Universiti Teknologi Malaysia

KEYNOTE SPEAKERS

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KEYNOTE SPEAKER 1

Dr. Christopher J. Rees

Dr. Christopher J. Rees is a Reader in Human Resources and Organisational Change at the Global Development Institute (GDI), University of Manchester, UK. He is a Chartered Psychologist and a Chartered Fellow of the CIPD and also editor of the European Management Review journal for the subject area of 'Work, Human Resources and Organisational Behaviour'. Chris's work has been published in leading journals including Journal of Business Ethics, International Journal of Human Resource Management, Journal of Managerial Psychology, World Development, and Journal of Small Business Management. Prior to commencing full-time academic work, he held senior HR positions in the public and financial services sectors in the UK. He was also appointed as the Adjunct Professor at School of Human Resource Development and Psychology, Faculty of Social Science and Humanities, Universiti Teknologi Malaysia.

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KEYNOTE SPEAKER 2

Ms. Safrina Lasa

Safrina Lasa is the Sector Head for Industry Partnership, TalentCorp Malaysia in charge of the Financial Institution and Professional Services, Fast-Moving Consumer Goods (FMCG), Retail, Tourism and Food and Beverage (F&B), as well as the lead for companies based in Melaka and Negeri Sembilan. She was also appointed as the Adjunct Professor at School of Human Resource Development and Psychology, Faculty of Social Science and Humanities, Universiti Teknologi Malaysia.

She has vast sales and marketing experience in the hotel and banking industries namely CIMB and OCBC, as well as recruitment and executive search background from PwC and Manpower Executive. She went on to pursue a career in business development leading a team in a DRB Hicom subsidiary, and subsequently at POS Malaysia. She currently serves as Adjunct Professor at Universiti Teknologi Malaysia (UTM), School of Human Resource Development & Psychology (SHARPS) and a member of the Industry Advisory Panel for Politeknik Metro Kuala Lumpur (PMKL). She is also the Chair for Workforce Working Group, Tourism Productivity Nexus under Malaysia Productivity Corporation (MPC).

Safrina holds dual Honours Degree in Economics and Business Studies from the University of Sheffield.

PROGRAMME TENTATIVE

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27 August 2024

Sunway Hotel Big Box, Iskandar Puteri, Johor and
Online at Cisco Webex

Time	Activity	Link for Online Session
8.30 am - 9.00 am	Participant Registration	
9.00 am - 9.05 am	Opening Ceremony Reading of Prayer (Dr. Mohd Nasir Masroom)	https://utm.webex.com/meet/fss1.webex
9.05 am - 9.15 am	Welcoming Speech by Director of Human Resource Development, School of Human Resource Development and Psychology, Faculty of Social Sciences and Humanities, Dr. Azlineer Sarip	
9.15 am - 9.25 am	Inauguration of ICHRD2024 by Prof. Datuk Ir. Ts. Dr. Ahmad Fauzi Ismail, Vice Chancellor of UTM (Video)	
9.25 am - 9.30 am	Inauguration Gimmick	
9.30 am - 10.00 am	Keynote Address I: Prof. Dr. Christopher J. Rees (University of Manchester) "Human Potential, Human Capacity and the Drive Towards Sustainability"	
10.00 am - 10.30 am	Keynote Address II: Ms. Safrina Lasa (TalentCorp) "Driving Malaysia's Talent Strategy"	
10.30 am - 11.00 am	Morning Tea	

PROGRAMME TENTATIVE

27 August 2024

Sunway Hotel Big Box, Iskandar Puteri, Johor and
Online at Cisco Webex

Time	Activity	Link for Online Session
11.00 am - 12.30 pm	Parallel Sessions Physical: I and II Online: III	Parallel Session III: https://utm.webex.com/meet/fss1.webex
12.30 pm - 2.00 pm	Lunch / Breaks	
2.00 pm - 3.30 pm	Parallel Sessions Physical: IV Online: V and VI	Parallel Session V: https://utm.webex.com/meet/fss1.webex Parallel Session VI: https://utm.webex.com/meet/fss2.webex
3.30 pm - 4.00 pm	Tea Break	
4.00 pm - 5.00 pm	Award and Certificate Giving Ceremony Closing Ceremony by Director of ICHRD2024, Assoc. Prof. Dr. Halimah Mohd Yusof Closing Montage Photo Session	https://utm.webex.com/meet/fss1.webex

PARALLEL SESSIONS

International Conference on Human Resource Development 2024
27 August 2024 (Tuesday)

Parallel Session I

Emerald I (Physical)	
Session Chair: Dr. Irza Hanie Abu Samah	
Time	**Presenter**
11.00 am - 11.15 am	**Truus Poels** Unlocking Sustainable Change: The Role of Organization Rhythm in Organizational Behavior and Human Resource Management
11.15 am - 11.30 am	**Oladapo Shakirat Bukola** Harnessing Technology and Automation for Human Resources Management in Advancing Accounting Practices: A Southwest Nigeria Perspective
11.30 am - 11.45 am	**Jimoh, Adams Lukman** Effect of International Human Resource Management on Multinational Firm
11.45 am - 12.00 pm	**Lawal Imran Babatunde** Human-Centered Management in The Age of Automation: Strategies for Empowering Secretaries in Polytechnics in Southwest Nigeria
12.00 pm - 12.15 pm	**Mas Idayu Saidi** The Relationship Between Human Resource Roles and Human Resource Flexibility in One Manufacturing Firm Based in Johor
12.15 pm - 12.30 pm	**Oyinloye Shakirat Abolaji** Building Sustainable and Inclusive Workforces: HR Strategies for Unlocking Human Potential in Tourism Industry in Southwest Nigeria
12.30 pm - 12.45 pm	**Ma Yunyan** Intercultural Communicative Competence and Adaptability of Chinese Overseas Students

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27 August 2024 (Tuesday)

Parallel Session II

Lounge (Physical)	
Session Chair: Dr. Amalina Ibrahim	
Time	**Presenter**
11.00 am - 11.15 am	**Azra Ayue Abdul Rahman** Transformational Leadership among Employees in XYZ Bank Johor, Malaysia
11.15 am - 11.30 am	**Nur Zahira Zulkarnain** Women Professionals in Malaysia: Family Supportive Supervision, Job Satisfaction, and The Role of Spirituality
11.30 am - 11.45 am	**Yusma Fariza Yasin** Keberkesanan Sumber Modal dan Sumber Manusia dalam Keusahawanan Wanita Muslim: Analisis Berdasarkan Kejayaan Khadijah Binti Khuwaylid R.A.
11.45 am - 12.00 pm	**Zulkifli Khair** Informal Learning Medium among Gen Z Undergraduate Students
12.00 pm - 12.15 pm	**Siti Fatimah Mohamad** The Career Choices of Malaysian Hospitality Graduates: A Research Agenda
12.15 pm - 12.30 pm	**Salwa Abdul Patah** Determining The Resilience, Optimism, and Risk-Taking Mentality among University Students in Malaysian Public Universities
12.30 pm - 12.45 pm	**Mohammad Saipol Mohd Sukor** Job Demands and Turnover Intention among Verification Officers in A Metrology Company

International Conference on Human Resource Development 2024
27 August 2024 (Tuesday)

Parallel Session III

Emerald II (Virtual)	
Session Chair: Dr. Nur Asyikin Yakub **Webex Link: https://utm.webex.com/meet/fss1.webex**	
Time	**Presenter**
11.00 am - 11.15 am	**Li Jingying** Sustainable HRM: Incorporating ESG for Organizational Excellence
11.15 am - 11.30 am	**Chen Yilin** The Relationship between Learning Attitude and Learning Performance among Employees in Online Training
11.30 am - 11.45 am	**Indrayanti Indrayanti** Unlocking Employee Potential: The Interplay of Authentic Leadership, Work Meaningfulness, Work Engagement, and Referent Power in Psychological Empowerment
11.45 am - 12.00 pm	**Siti Nurhafizah Saleeza Ramlee** Ergonomics Risk Assessment of Work-Related Musculoskeletal Disorders (WMSDS) among Aviation Maintenance Personnel
12.00 pm - 12.15 pm	**Eriko Saito** Leadership Behaviour Tactics among Young Women in High Gender Gap Countries
12.15 pm - 12.30 pm	**Mughaneswari Sahadevan** Ensuring HR Compliance for Contingent Workers in Malaysia: Benefits, Wages, and Compensation
12.30 pm - 12.45 pm	**Yuhong Ren** Intelligence Leads Educational Transformation: Role Reshaping and Potential Stimulation of College English Teachers in The Era of Artificial Intelligence

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27 August 2024 (Tuesday)

Parallel Session IV

Emerald I (Physical)	
Session Chair: Dr. Nurul Izzah Shari	
Time	**Presenter**
2.00 pm - 2.15 pm	**Putra Hilmi Prayitno** Factors Influencing Household Economic Welfare: A Systematic Literature Review
2.15 pm - 2.30 pm	**Lidia Maasir** Revolutionizing Competency Development: Innovative Training Strategies in Semarang City Government
2.30 pm - 2.45 pm	**Rasheed Saheed Lekan** A Statistical Approach to Prediction of Automobile Insurance Fraud Claims
2.45 pm - 3.00 pm	**Aris Abdul Rahman** Virtual Reality Acceptance in Tourism Product Information: A Study among Young Travellers in Pulau Pangkor, Perak
3.00 pm - 3.15 pm	**Chung Jia Yiing** Cosplay: Exploring Fandom-Related Occupation as A Career in Malaysia
3.15 pm - 3.30 pm	**Oluwafemi Muhydeen Tijani** The 5th Industrial Revolution and Its Influence on Prototyping for Research Commercialization Utilizing Locally-Made 3D Printing Machine
3.30 pm - 3.45 pm	**Adeela Rahman** Shaping the Future: A Faculty-Driven Strategy for Integrating Artificial Intelligence into Higher Education Curriculum in Teaching Methods

International Conference on Human Resource Development 2024
27 August 2024 (Tuesday)

Parallel Session V

Emerald II (Virtual)	
Session Chair: Dr. Wan Mohd Azam Wan Mohd Yunus **Webex Link: https://utm.webex.com/meet/fss1.webex**	
Time	**Presenter**
2.00 pm - 2.15 pm	**Kavitha Subaramaniam** A Blended Method: Physical and Nonphysical Interview
2.15 pm - 2.30 pm	**Suhaimi Mhd Sarif** Impact of *Ulu Al-Albab* 5S on Competitive Advantage of Small and Medium Enterprises
2.30 pm - 2.45 pm	**Tonda Priyanto** Unlocking Human Potential: The Impact of Learning Organization Dimensions on Digital Leadership Competencies
2.45 pm - 3.00 pm	**Li Wenbo** The Influencing Factors and Promoting Strategies of College Students' Physical Exercise Persistence Behavior in China
3.00 pm - 3.15 pm	**Rayyan Cheong Tian Ming** Public University Students' Cybersecurity Awareness
3.15 pm - 3.30 pm	**Kavitha Subaramaniam** Traditional or Modern? The Festive Greeting Card

International Conference on Human Resource Development 2024
27 August 2024 (Tuesday)

Parallel Session VI

Lounge (Virtual)	
Session Chair: Dr. Mohamed Ayyub Hassan **Webex Link: https://utm.webex.com/meet/fss2.webex**	
Time	**Presenter**
2.00 pm - 2.15 pm	**Niroshiniy Suresh** Protean Career Orientation and Intention to Leave
2.15 pm - 2.30 pm	**Nur Haffiza Rahaman** A Conceptualization of Problematic Social Media Use among Adolescents
2.30 pm - 2.45 pm	**Liley Afzani Saidi** Marriage and Family Therapy Techniques: Working with Challenging Families
2.45 pm - 3.00 pm	**Noraini Rusbadrol** Factors Influencing Stress: A Case of Undergraduate Students of 'B' University in Johor, Malaysia
3.00 pm - 3.15 pm	**Irmawati Norazman** Hubungan antara Identifikasi Organisasi dengan Prestasi Kerja di Sebuah Organisasi Perkhidmatan Awam
3.15 pm - 3.30 pm	**Halimah Mohd Yusof** Kesan Sosiodemografi Terhadap Kesejahteraan Individu: Satu Kajian di Malaysia

End of Parallel Sessions.....

ABSTRACTS

PARALLEL SESSION I

UNLOCKING SUSTAINABLE CHANGE: THE ROLE OF ORGANIZATION RHYTHM IN ORGANIZATIONAL BEHAVIOR AND HUMAN RESOURCE MANAGEMENT

Truus Poels[a]*
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*Corresponding author: truus.poels@lut.fi

Abstract
This article explores the concept of organization rhythm and its implications for achieving sustainable change and fostering positive employee-organization relationships. Drawing inspiration from music rhythm, biological rhythm, and heart rhythm, the article proposes the Organization Rhythm Model (ORM) as a valuable tool for understanding and improving change processes in organizations. The characteristics of the rhythm themes were mapped in the Organization Rhythm Model (ORM) in which the specific rhythm characteristics in planned and unplanned situations of change are described. Based on this model a questionnaire was designed to assess the different characteristics in actual change processes. A case study conducted in a high-tech company demonstrates the effectiveness of applying the ORM in achieving successful and sustainable changes. With exploration of organization rhythm based on the characteristics of the Organization Rhythm Model (ORM) the themes of emphasis, intonation, pace, period and repetition can be displayed and the organizational development including motivated and involved employees can be improved with these outcomes. The article concludes by emphasizing the importance of considering organization rhythm in organizational development and highlighting the need for further research on synchronization and coherence within organizations.

Keywords: Sustainable change, organization rhythm, organizational development, motivation

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HARNESSING TECHNOLOGY AND AUTOMATION FOR HUMAN RESOURCES MANAGEMENT IN ADVANCING ACCOUNTING PRACTICES: A SOUTHWEST NIGERIA PERSPECTIVE

Oladapo Shakirat Bukola[a]*, Ajao Lateef Kolapo[b], and Ajiteru Waheed Olayemi[c]
[a] **School of Management Sciences, Department of Accountancy, Federal Polytechnic Ayede, Ayede, Oyo State, Nigeria**
[b] **Directorate of Procurement, Federal Polytechnic Ayede, Ayede, Oyo State, Nigeria**
[c] **School of Business and Management Studies, Department of Accountancy, Federal Polytechnic Ede, Ede, Osun State, Nigeria**
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Abstract
Southwest Nigeria offers a significant potential for enhancing accounting procedures via the integration of technology and human resource management. This article examines the changing HRM practices in the accounting industry, emphasizing the use of technology and automation. This study explores new ideas for optimizing HRM processes using digital solutions by analyzing the region's specific issues and potential. The study showcases the advantages of automation in optimizing recruiting, improving employee engagement, and aiding performance management in accounting businesses in Southwest Nigeria via case studies and empirical research. The research ends by examining the consequences of technology integration on labor dynamics, skill needs, and organizational culture. Accounting procedures in Southwest Nigeria may enhance efficiency, agility, and competitiveness by adopting technology improvements while taking into consideration local context and socio-economic issues. The paper suggests that accounting firms in southwest Nigeria should automate their HRM operations to enhance accounting practices to meet global standards.

Keywords: Technology, automation, Human Resource Management, accounting practices, southwest Nigeria

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EFFECT OF INTERNATIONAL HUMAN RESOURCE MANAGEMENT ON MULTINATIONAL FIRM

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Abstract
Multinational firms play a significant role in the global economy. It is well known that a number of multifaceted obstacles have severely impeded the growth of multinational firms. This study outlines how managing Human Resources in international firms comprises activities such as training, a global workforce, and remuneration in order to maintain a competitive advantage in the sector. The population of the study is 770 while Taro Yamane used to estimate sample size to be 263 people. The survey study design was utilized to collect information by distributing questionnaires to respondents, and the data collected was evaluated using regression analysis. According to the findings, the two hypotheses developed have a favorable and significant effect on the performance of the multinational corporation's workforce at Unilever Nigeria plc. The report advises that multinational human resource management policies and procedures be adopted without discrimination if firms are to accomplish their goal of becoming globally competitive.

Keywords: Compensation, global staffing, international Human Resource Management, multinational organizations, performance appraisal.

HUMAN-CENTERED MANAGEMENT IN THE AGE OF AUTOMATION: STRATEGIES FOR EMPOWERING SECRETARIES IN POLYTECHNICS IN SOUTHWEST NIGERIA

Lawal Imran Babatunde [a]*, Aliu Zainul Abideen[a], Adebayo Taiwo Omoleye[b]
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Abstract
Secretaries at polytechnics in Southwest Nigeria are experiencing significant disruption as a result of automation. This research explores human-centered management as a strategic framework to empower secretaries in response to growing automation. This study focuses on methods aimed at enhancing the professional development and job happiness of secretaries in Southwest Nigeria by using automation technologies. Polytechnics may effectively address automation concerns and develop a workforce suitable for the digital age by prioritizing human-centered initiatives such as improving skills, upgrading job roles, and encouraging inclusive decision-making. This paper emphasizes the vital role of human-centered management in enhancing the performance of secretarial staff and increasing organizational efficiency in polytechnic settings, supported by case studies and best practices. The paper suggests, among others, that the management of polytechnics in southwest Nigeria should develop a robust job-enrichment model that concentrates on how secretaries can discharge their duties efficiently and effectively in the age of office automation.

Keywords: Human-Centered Management, automation, empowering secretaries, polytechnics, southwest Nigeria

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PARALLEL SESSION I

THE RELATIONSHIP BETWEEN HUMAN RESOURCE ROLES AND HUMAN RESOURCE FLEXIBILITY IN ONE MANUFACTURING FIRM BASED IN JOHOR

Erni Farhani Jasmani[a], Mas Idayu Saidi[a]*, Nor Atiqah Mustapa[b]
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Abstract
This study focuses on the difficulty of carrying out flexible human resource strategies in facing the challenge of employee resistance, rooted in fear of organizational change. Ageing human resources departments diminishes operational efficiency and productivity. Therefore, the study aims to looks into the relationship between human resource roles and human resource flexibility in one manufacturing firm based in Johor. The entire population of employees in the chosen manufacturing firm based in Johor is 95, and the researcher collected 78 responses. The researcher used the online platform Google Forms Application. The researcher passed the link to one participant to be distributed to another participant in the chosen manufacturing firm based in Johor. Statistical Package for Social Science (SPSS) version 26.0 was employed to evaluate this research's data. The Spearman Correlation was used to assess relationships between human resource roles and flexibility. As a result of the descriptive analysis, it seems that human resource roles in one manufacturing company based in Johor are at a high level. The flexibility concerning human resources is also at a high level in that one manufacturing company is based in Johor. Meanwhile, the Spearman Correlation indicated a significant positive but low relationship between human resource roles and human resource flexibility. The low positive correlation might be due to factors that were not considered in this study. This study clarified HR's role in promoting flexibility and its link to workforce planning. It provided organizations with insights into resource allocation in HR roles related to flexibility, top management aligns HR initiatives with strategic plans and HR professionals gain valuable insights to enhance their capabilities. Future studies on human resource roles and human resource flexibility should be conducted in the future, particularly from different perspectives.

Keywords: Human resource roles, human resource flexibility, HR

**BUILDING SUSTAINABLE AND INCLUSIVE WORKFORCES: HR STRATEGIES FOR UNLOCKING HUMAN POTENTIAL
IN TOURISM INDUSTRY IN SOUTHWEST NIGERIA**

Oyinloye Shakirat Abolaji[a]*, Muhammed Faidat Abimbola[b], Tijani Saheed Abiodun[c]
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[b] School of Applied Sciences, Department of Hospitality Management, The Federal Polytechnic Offa, Offa, Kwara State, Nigeria
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Abstract
The tourist sector in Southwest Nigeria offers opportunities for growth but has obstacles to creating sustainable and diverse workforces. This article delves into the crucial significance of human resources (HR) strategies in harnessing human potential within the tourist sector in southwest Nigeria. The paper explores innovative techniques to promote talent development, increase diversity, and prioritize employee well-being, with a specific emphasis on sustainability and inclusivity. The study analyses tailored HR methods informed by research and industry expertise to address the unique needs and objectives of the tourist workforce in Southwest Nigeria. This study emphasizes the vital role of HR strategies in fostering a dynamic and inclusive tourist industry through the analysis of case studies and current trends. The study recommends that businesses should establish robust and socially responsible tourism systems by emphasizing sustainable practices such as capacity building, community engagement, and ethical employment.

Keywords: Tourism sector, southwest Nigeria, human resources, sustainable workforce, inclusive approaches

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INTERCULTURAL COMMUNICATIVE COMPETENCE AND ADAPTABILITY OF CHINESE OVERSEAS STUDENTS

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Abstract
This study examined the intercultural communicative competence and adaptability of Chinese overseas students. Using a mixed research design, it involved 308 randomly sampled international students. Data were obtained through questionnaires and semi-structured interviews. Results indicate a high level of intercultural communicative competence among the participants across all dimensions. Their communicative competence, covering linguistic, sociolinguistic, discourse, and strategic competences, is rated as high. When grouped by profile variables, no significant differences in intercultural competence are found based on age, program of study, duration of study, overseas travels, and English proficiency level. However, significant differences are noted in skills and knowledge based on the program of study and English proficiency level, respectively. Concerning communicative competence, no significant differences are observed based on age, program of study, duration of study, or English proficiency level; significant differences are noted for sociolinguistic competence based on age and overseas travels, and for linguistic competence based on the program of study. Participants exhibit a high level of intercultural adaptability, particularly in emotional resilience, flexibility, perceptual acuity, and personal autonomy. Significant differences in adaptability are found in terms of emotional resilience based on age and English proficiency level, and in personal autonomy based on the length of study. Furthermore, a significant positive correlation is identified between participants' intercultural communicative competence and adaptability. Challenges faced by participants include language interference, adapting to norms, cross-cultural communication barriers, and difficulties in handling communication breakdowns. Based on the findings of the study, a plan of action to enhance overseas students' intercultural communicative competence and adaptability is proposed.

Keywords: Adaptability, Chinese overseas students, intercultural communicative competence

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PARALLEL SESSION II

TRANSFORMATIONAL LEADERSHIP AMONG EMPLOYEES IN XYZ BANK JOHOR, MALAYSIA

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Abstract
Transformational leadership is vital as it inspires and motivates individuals, fostering innovation and creativity while nurturing employee development, ultimately leading to organizational growth and success. It also enables leaders to navigate change and steer their teams towards achieving shared goals with resilience and agility. The aim of this study was to identify the impact of transformational leadership among Bank XYZ employees throughout the state of Johor. Transformational leadership was studied as an independent variable which included four dimensions, namely idealized influence, intellectual stimulation, inspirational motivation, and individual consideration. This study utilised a set of questionnaires to gather data from 145 employees from 15 Bank XYZ branches throughout the state of Johor. Data was collected using the Multifactor Leadership Questionnaire. The sampling method used is stratified random sampling. The data obtained was analysed using the Statistical Package for the Social Science (SPSS) software. Data analysis methods involved descriptive statistics. It can be concluded that most of the leaders of Bank XYZ throughout the state of Johor practices a transformational leadership style.

Keywords: Transformational leadership style, employee

WOMEN PROFESSIONALS IN MALAYSIA: FAMILY SUPPORTIVE SUPERVISION, JOB SATISFACTION, AND THE ROLE OF SPIRITUALITY

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Abstract
Numerous studies have found positive influence of family-supportive supervision (FSS) in promoting better organisational outcomes. FSS refers to the degree to which supervisors exhibits supportiveness of their employee's family role demands. Literature suggests that FSS is beneficial for employees with extensive caring duties or heightened commitments in a personal aspect. However, a dearth of knowledge remains on how FSS affects the job satisfaction of women professionals in Malaysia. Furthermore, limited evidence highlights the role of spirituality in this relationship. As such, this paper seeks to examine the effects of FSS on the job satisfaction of women employees. It also tests the role of spirituality in moderating this relationship. This paper uses a quantitative method with 154 samples of women professionals whereby data was collected via a self-administered survey. Data was analysed using SPSS Statistics and PROCESS MACRO. Results suggest that high levels of FSS are associated with higher levels of job satisfaction among the participants. Spirituality proved to moderate this relationship in which higher-level relationships between FSS and job satisfaction are expected when spirituality levels are high compared to low. This study contributes to a greater understanding on the effects of FSS on job satisfaction among Malaysian women professionals. It also highlights the usefulness of spirituality promotion as a potential tool in supporting women's growth and satisfaction at work.

Keywords: Family supportive supervision, job satisfaction, spirituality, women professionals

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KEBERKESANAN SUMBER MODAL DAN SUMBER MANUSIA DALAM KEUSAHAWANAN WANITA MUSLIM: ANALISIS BERDASARKAN KEJAYAAN KHADIJAH BINTI KHUWAYLID R.A.

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Abstrak
Sejarah Islam telah mencatatkan kejayaan srikandi Islam iaitu Khadijah binti Khuwaylid r.ah dalam bidang keusahawanan. Faktor modal dan sumber manusia merupakan elemen penting dan kritikal dalam menentukan kejayaan Khadijah dalam bidang tersebut. Justeru, kertas kerja ini bertujuan mengenal pasti keberkesanan pelaburan dari aspek modal dan sumber manusia ke atas usahawan wanita Muslim produk Kesihatan di Malaysia berdasarkan faktor kejayaan Khadijah. Kajian ini dijalankan secara kualitatif dengan menggunakan temubual terhadap usahawan wanita yang berjaya. Sejumlah 10 orang usahawan wanita Muslim dipilih sebagai informan kajian dan dianalisis secara kaedah kandungan. Dapatan kajian memperlihatkan bahawa sumber manusia dan sumber modal turut mempengaruhi kejayaan usahawan wanita Muslim yang mengusahakan produk Kesihatan di Malaysia.

Kata kunci: sumber modal, sumber manusia, keusahawanan wanita Muslim

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INFORMAL LEARNING MEDIUM AMONG GEN Z UNDERGRADUATE STUDENTS

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Abstract
Many studies show dominance of informal learning in various context includes in higher education institute. The study involved 85 respondents among Gen Z undergraduates and TikTok and YouTube got the highest-voted (82.35%) and (68.24%), then followed by Contacting others (in real) (54.12%), Instagram (40.00%), and Reading (31.76%). The study finds participation in informal learning among Gen Z is high particularly through social media includes TikTok that so quickly became popular. These findings will help stakeholders in encouraging the use of selective social media and books for informal learning.

Keywords: Informal learning, social media, Gen Z, undergraduates, higher education

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PARALLEL SESSION II

THE CAREER CHOICES OF MALAYSIAN HOSPITALITY GRADUATES: A RESEARCH AGENDA

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Abstract

The Malaysian hospitality industry relies heavily on the talents of graduates but faces challenges in retaining them, resulting in high attrition rates and a shortage of qualified staff. While existing theoretical perspectives provide a foundation for understanding career choice factors, there is a critical need to fill the gap by exploring each career choice situation (joining, leaving, and not choosing) within the hospitality industry context. This research agenda aims to investigate the factors influencing Malaysian graduates' career choices in the hospitality industry by using a qualitative, phenomenological approach. Through semi-structured interviews with recent Malaysian public university graduates who have obtained a bachelor's degree, those who have worked in the hospitality industry, those who have left it, and those who have pursued alternative career paths, a comprehensive model will be developed to shed light on the determinants of career choice. To analyse the data, a thematic analysis will be conducted using NVivo 14, which will contribute to a deeper understanding of career choice in the Malaysian hospitality industry. The findings from this study will benefit both employers and educational institutions and facilitate the development of strategies to improve the sustainability and vibrancy of the hospitality industry in Malaysia. Furthermore, this research agenda is in line with the United Nations Sustainable Development Goal 8 (SDG8), which aims to promote full and productive employment, inclusive and sustainable economic growth, and decent work for all.

Keywords: Hospitality industry, career choices, Malaysian graduates, bachelor's degree, public universities

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DETERMINING THE RESILIENCE, OPTIMISM, AND RISK-TAKING MENTALITY AMONG UNIVERSITY STUDENTS IN MALAYSIAN PUBLIC UNIVERSITIES

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Abstract

Resilience has been an additional value that university graduates should have to help them overcome challenges and remain competitive. Research has indicated that optimism and a willingness to take risks significantly impact resilience. Hence, the current study aims to determine the relationship between resilience, optimism, and risk-taking mentality among undergraduate students in six Malaysian public universities. This study conducted a cross-sectional survey using a convenience sampling of 387 students. Data was analyzed with descriptive statistics and SmartPLS version 3.29. The information about the level of resilience and optimism was sought using Friborg, Hjemdal, Rosenvinge, and Martinussen (2003) and Schweizer and Kock (2001). Respectively. Meanwhile, the data on risk-taking mentality was adapted from Kolvereid and Isaken (2006). The results show a positive correlation between optimism and resilience at the 0.01 significance level. Additionally, the results show that risk-taking mentality and resilience were positively correlated in the sample at the 0.01 significance level. This study offers evidence of the contribution of optimism and a risk-taking mentality toward nurturing resilience among Malaysian public university students. Therefore, enhancing the existing co-curriculum module in Malaysian public universities is necessary to help students become more self-assured and adopt a risk-taking mindset, which will increase their resilience.

Keywords: optimism, risk-taking mentality, resilience, public university

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JOB DEMANDS AND TURNOVER INTENTION AMONG VERIFICATION OFFICERS IN A METROLOGY COMPANY

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Abstract

Job demands and turnover intentions reflect the state of an organization and its productivity. High job demands lead to a variety of negative effects on employee's psychological condition while turnover intentions can cause a decline in overall organizational performance. This cross-sectional and quantitative study was conducted to identify the influence of job demands on turnover intentions among officers at a Metrology Company. A simple random sampling technique was used to select a total of 113 officers which involved in this study. The Job Content Questionnaire (JSQ) and the Turnover Intention Scale (TIS-6) were used to measure both variables in this study. Descriptive analysis (mean, frequency) and inferential analysis (regression analysis) were conducted and the results of the analysis found that majority of the officers have a moderate level of job demands and a high level of turnover intention. While the inference analysis shows that there is a significant and positive influence of job demands on turnover intention. It shows that the increase in job demands will lead to the increase of turnover intention among the officers. Based on the results of the study, it is recommended that organizations take appropriate measures to ensure that job demands are at a good level to reduce the desire for job turnover among employees.

Keywords: Job demand, turnover intention, verification officers

SUSTAINABLE HRM: INCORPORATING ESG FOR ORGANIZATIONAL EXCELLENCE

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Abstract
Integrating Environmental, Social, and Governance (ESG) principles into Human Resource Management (HRM) is essential in today's ever-changing corporate environment. It is not just a strategic decision but also a must for promoting sustainable organizational performance. Corporate responsibility now encompasses more than just financial gains, and the integration of Environmental, Social, and Governance (ESG) concepts with Human Resource Management (HRM) practices is a revolutionary method to attain long-term viability for organizations. This study examines the complex connection between ESG principles and the diverse field of HRM, investigating the complex ways in which this integration can have significant and enduring effects on both the employees and the overall values of the organization. Through the analysis of these relationships, our objective is to reveal the ways in which HRM practices influenced by environmental, social, and governance (ESG) factors can foster a workforce that is more adaptable, morally upright, and committed, consequently enhancing the organization's long-term prosperity.

Keywords: Human Resource Management (HRM), Environmental, Social, and Governance (ESG), integration of ESG

THE RELATIONSHIP BETWEEN LEARNING ATTITUDE AND LEARNING PERFORMANCE AMONG EMPLOYEES IN ONLINE TRAINING

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Abstract
In today's era of rapidly changing technology, the field of education is an important example of where technology is leading the way and the hallmark of educational technology is online learning, however, when employees participate in online training, their attitude toward learning can have a significant impact on learning performance. For example, employees who participate in online training and have a negative attitude toward learning may not achieve the desired results, whereas employees who have a positive attitude toward learning may achieve the desired training objectives and improve their skills. The purpose of this study is to investigate the relationship between employees' attitudes toward learning and their learning performance in online training. Then, the impact of learning attitudes toward employees' learning performance is also being investigated. The quantitative research method was used in this study. Through implementing convenience sampling, the questionnaires were sent by mail to the managers of the selected target organizations, who in turn distributed the questionnaires to the employees. The data were analyzed using Statistical Package for Social Sciences (SPSS). Descriptive analysis including percentage mean scores and standard deviation was used for data analysis. The Spearman's rank correlation coefficient was performed to identify the relationship between the variables. The results of the study showed that there is a positive correlation between employees' attitudes toward learning and their academic performance in online training. On top of that, learning attitudes also have an impact on employee learning performance. It is hoped that this study will be useful to researchers conducting future studies in this area.

Keywords: Learning attitude, learning performance, online training

UNLOCKING EMPLOYEE POTENTIAL: THE INTERPLAY OF AUTHENTIC LEADERSHIP, WORK MEANINGFULNESS, WORK ENGAGEMENT, AND REFERENT POWER IN PSYCHOLOGICAL EMPOWERMENT

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Abstract
The importance of psychological empowerment in the workplace cannot be overstated. Psychological empowerment is crucial in fostering employee motivation, well-being, and productivity. Therefore, organizations need to understand the factors influencing psychological empowerment, such as authentic leadership, work meaningfulness, and work engagement. This study aims to explore the relationship between authentic leadership, work meaningfulness, work engagement, and psychological empowerment, explicitly focusing on the moderating role of referent power. A quantitative survey was conducted on 141 employees from Indonesian State-Owned Enterprises (SOEs) using the Innovative Work Behaviour Scale, Authentic Leadership questionnaire, Utrecht Work Engagement Scale, Work Meaningfulness Scale, and Personal Power Scale. Data was collected through Google Forms, and the analysis utilized partial least squares. The results indicated that work meaningfulness acts as a mediator between authentic leadership and psychological empowerment. Additionally, the study found that work engagement does not mediate the relationship, except when considering referent power as a moderator. This underscores the significant role of referent power in the relationship between work engagement and psychological empowerment. This study contributes to a deeper understanding of the intricate interplay among authentic leadership, work meaningfulness, work engagement, and psychological empowerment, mainly when moderated by referent power. The research provides valuable insights for organizations seeking to enhance employee psychological empowerment.

Keywords: Authentic leadership, psychological empowerment, referent power, work engagement, work meaningfulness

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PARALLEL SESSION III

ERGONOMICS RISK ASSESSMENT OF WORK-RELATED MUSCULOSKELETAL DISORDERS (WMSDS) AMONG AVIATION MAINTENANCE PERSONNEL

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Abstract
Work-related Musculoskeletal Disorders (WMSDs) are a typical health problem and a significant cause of disability among workers from various fields across the industrialized world. Although aircraft mechanics and maintenance technicians experience high rates of workplace injuries, there is scarce evaluation of injury risk exposures from the various jobs/tasks in this industry. This study was conducted to identify the prevalence of WMSD and risk of WMSDs arising from working conditions among aviation maintenance personnel. A total of 40 aviation maintenance personnel (Engineering department) from the Royal Malaysian Air Force (RMAF) were randomly selected via the simple random sampling method for this research. Relevant data were collected using ergonomics assessment tools comprising Cornell Musculoskeletal Discomfort Questionnaire (CMDQ) and ergonomic factors risk assessment via the Quick Exposure Check (QEC) method. Data analysis was performed using Statistical Package for the Social Sciences (SPSS) version 25.0, and the preliminary action levels for the QEC score were analyzed. Based on the 12-month prevalence of WMSDs, the shoulders region and knees recorded the highest percentage of body discomfort and pain (90%) followed by the back region (77.5%) and neck (75%). The results from the QEC showed that the engine bay was determined as the most high-risk work area, with 72% of the preliminary action level that needs further investigation and immediate change. Four tasks need to be changed soon (orange), and one task needs to be further investigated (yellow). In conclusion, workers in the aviation maintenance industry, particularly those working in the engine bay, were exposed to a high risk of back, shoulder, and wrist region injury, which affected their well-being and productivity. Hence, aviation maintenance workers were recommended to perform routine physical exercises as an alternative ergonomic intervention.

Keywords: Work-related Musculoskeletal Disorders, ergonomic risk, aviation maintenance personnel, well-being, occupational health, prevalence

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LEADERSHIP BEHAVIOUR TACTICS AMONG YOUNG WOMEN IN HIGH GENDER GAP COUNTRIES

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Abstract
This study aimed to elucidate these tactics by constructing and evaluating a dictionary tailored for them in Japan, one of the countries with high gaps. The research design involved three processes. In PART 1, textual data were collected from three surveys targeting young women in their early 20s who reside in the Tokyo metropolitan area. The k-dimensional topic distribution for the text data was estimated using the topic model, constructing a dictionary comprising topics k representing leadership action tactics. In PART 2, the dictionary underwent supervised training using Surveys 2 and 3, with cosine similarity calculated for each sample and topic. Spearman's rank correlation coefficients were then computed to assess the correlation between Study 2 and Study 3 on a topic-by-topic basis, thereby evaluating the dictionary's versatility. Finally, in PART 3, leadership behaviour tactics for young women were stipulated by comparing them with those from prior studies. The resulting dictionary comprised six topics: 'Equal Roles,' 'Trust and support,' 'Own Positive Attitude,' 'Creating Good Atmosphere,' 'Guidance and support for Growth,' and 'Achievement of Organizational Goals.' Moreover, utilizing the dictionary, cosine similarity for Survey 2 and Survey 3 was computed, along with Spearman's rank correlation coefficients for the cosine similarity of each topic. As a result, all coefficients were found to be below the significance level, indicating a correlation between all leadership behaviour tactics across the two groups and affirming the versatility of the dictionaries. Consequently, the leadership behaviour tactics identified in this study were deemed characteristic of young women in Japan.

Keywords: Leadership behaviour, young women in high gender gap, topic distribution

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ENSURING HR COMPLIANCE FOR CONTINGENT WORKERS IN MALAYSIA: BENEFITS, WAGES, AND COMPENSATION

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Abstract
In the contemporary employment landscape, the prevalence of contingent workers has significantly increased, offering both opportunities and challenges for organizations and policymakers alike. Contingent workers, including freelancers, temporary workers, and independent contractors, play a crucial role in meeting the dynamic demands of the modern economy. However, ensuring compliance with human resources (HR) regulations concerning benefits, wages, and compensation for this segment of the workforce remains a pressing concern. This paper aims to explore HR compliance on benefits, wages, and compensation for contingent workers, particularly from the perspective of Malaysia. Understanding the regulatory framework and compliance mechanisms concerning the rights and entitlements of contingent workers is imperative for fostering fair and equitable employment practices in the Malaysian context.

Keywords: Human resource compliance, compensation

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PARALLEL SESSION III

INTELLIGENCE LEADS EDUCATIONAL TRANSFORMATION: ROLE RESHAPING AND POTENTIAL STIMULATION OF COLLEGE ENGLISH TEACHERS IN THE ERA OF ARTIFICIAL INTELLIGENCE

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Abstract

This paper explores the role reshaping and potential stimulation of college English teachers in the context of the artificial intelligence (AI) era. With the widespread application of AI technology in the field of education, especially intelligent assistance systems, personalized learning paths and instant feedback mechanisms in English teaching, the role of teachers is facing a major transformation, from traditional knowledge transmitters to technology integration innovators, personalized teaching designers, data analysts and guides of students' emotional and ethical education. The study adopts a qualitative literature review method to analyze the specific application of AI technology, the challenges and opportunities of teacher role transformation, potential stimulation strategies and the balance of ethical and humanistic care. The results show that teachers need to improve their information technology capabilities, participate in interdisciplinary cooperation, cultivate innovative thinking, and receive effective psychological and technical support. The study pointed out that building a cooperative mechanism, improving the ethical framework, and strengthening teacher training are the keys to meeting the challenges. The conclusion emphasizes that the transformation of smart education needs to pay attention to the diversity of teachers' roles and ensure that technology development maintains the humanistic nature of education. Future research should further explore empirical cases and deepen the effectiveness of strategy implementation.

Keywords: artificial intelligence, English teaching, teacher role, potential stimulation, educational transformation

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PARALLEL SESSION IV

FACTORS INFLUENCING HOUSEHOLD ECONOMIC WELFARE: A SYSTEMATIC LITERATURE REVIEW

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Abstract

The purpose of writing this article is to identify and explore more deeply the concept of household economic welfare and the factors that play an important role in household economic welfare. Therefore, this study will explore the things that can improve household economic welfare and those that cause household economic welfare to decline. In writing this article, the systematic literature review research method is used to answer the questions that have been presented in conducting this systematic review. The use of the systematic literature review method can provide a systematic view and flow chart in the review and accuracy of the literature review used. There were 18 articles that met the criteria and were relevant to this study. The findings in this study explain that income level, education, household access to credit, and social capital are the determinants of household economic welfare.

Keywords: Household economic welfare, economy, income, education, social capital

REVOLUTIONIZING COMPETENCY DEVELOPMENT: INNOVATIVE TRAINING STRATEGIES IN SEMARANG CITY GOVERNMENT

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Abstract

This research delves into the utilization of non-classical training methods within the Semarang City Government, aiming to augment employee competencies. The study meticulously examines the implementation of e-learning, coaching, and self-learning as the predominant methods adopted to foster skill development and knowledge enhancement among government employees. Despite their widespread application, the research identifies significant challenges that impede their full effectiveness, including suboptimal supervision and a notable lack of employee motivation. Through a comprehensive analysis, the study proposes actionable recommendations to overcome these obstacles. It suggests the refinement of supervision mechanisms to ensure more effective oversight and the cultivation of a supportive learning culture that can boost employee motivation and engagement. The findings of this research highlight the potential of non-classical training methods in significantly advancing competency development among government employees. However, it also underscores the necessity of addressing the identified challenges to fully leverage the benefits of these innovative training approaches. This study contributes valuable insights into the field of human resource management, particularly within the context of public sector employee training and development.

Keywords: non-classical training, competency development, e-learning

A STATISTICAL APPROACH TO PREDICTION OF AUTOMOBILE INSURANCE FRAUD CLAIMS

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Abstract

Insurance companies and policyholders alike are increasingly concerned about auto insurance fraud. Insurance fraud is a costly and growing problem since false claims lead to higher rates for honest policyholders and increased costs for insurance companies. Therefore, the purpose of this study is to examine how machine learning can be used to predict fraudulent claims associated with auto insurance. The current investigation sought to determine the relationship between features and insurance fraud claims (the study's objective); extract and produce a variety of features that make up the data required for forecasting; predict insurance fraud claims by using the features in the dataset; and assess the effectiveness of machine learning methods. Relevant and recent literature was looked over. Using an ex-post facto research design, the study first collected secondary data and insurance information from the many data sets available on the open-source website kaggle.com. Utilizing past data, the data analysis for this study uses machine learning techniques to forecast insurance fraud claims. The CRISP-DM technique, which was chosen due to its extensive backtracking, adaptability, and broad application in data mining and analysis, provides the theoretical framework for this investigation. The investigations were assisted by the use of three (3) computer statistical techniques: logistic regression, random forest, and least absolute shrinkage and selective operator (LASSO). Descriptive statistics, content analysis, and machine learning techniques are also employed in this study's data analysis to predict insurance fraud claims based on past data. In order to advance fairness and transparency in the decision-making process, this project intends to develop a machine learning model that can accurately predict auto insurance fraud claims and offer insights into the key components linked to fraudulent behaviors.

Keywords: Automobile insurance, fraudulent claims, machine learning, prediction, statistical approach

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PARALLEL SESSION IV

VIRTUAL REALITY ACCEPTANCE IN TOURISM PRODUCT INFORMATION: A STUDY AMONG YOUNG TRAVELLERS IN PULAU PANGKOR, PERAK

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Abstract
Virtual Reality (VR) refers to an artificial environment that creates human-digital interaction and its ability to provide three-dimensional (3D) visual experiences which simulates the sensation giving tourism product information. This technology has gained major attention especially in Malaysian tourism industry over the recent years due to its ability to provide tourist with interactive and unique experience. The usual way of getting information on tourism product at the tourism counter is time consuming and costly as this conventional method requires human interaction. VR offers an innovative method for sharing information about tourism products, eliminating the need for young traveller to be physically present at a counter to access information related towards tourism industry. VR is an emerging technology with a large potential for business opportunity especially in the tourism sector. The study aims to recognise the acceptance and use of VR in tourism product information among young travellers in Pulau Pangkor, Perak. The study applied non-probability convenience sampling method, where questionnaire was distributed a group of 250 young travellers. The study shows that Young Travellers Virtual Reality Hedonic Motivation with Pearson Correlation r=.781 is the highest factor influencing Use Behavioural Intention that leads towards acceptance and use of VR in getting information on tourism product information. This result indicated that young travellers are accepting VR as an alternative method of gaining tourism information instead of being at the counter and searching on the internet. The results of VR acceptance will be part of existing literature to assist future researchers in enhancing VR as an alternative means of gaining information about tourism products, particularly within the context of Malaysia.

Keywords: Virtual reality, tourism, young travellers, Perak

COSPLAY: EXPLORING FANDOM-RELATED OCCUPATION AS A CAREER IN MALAYSIA

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Abstract
Cosplay, which is the art of dressing up as one's favourite character, has been a fast-growing hobby and performing arts in Malaysia after the pandemic. Cosplaying as a career in Malaysia has been taking shape and increasing awareness even outside of the community due to the changing world of work. However, there have been some underexplored studies relating to the effects of cosplay as a career. This paper seeks to understand the history, essence, and risks of cosplay and what is currently happening in the cosplay world. A qualitative study was conducted using interviews and analysed using thematic analysis. The sample size consisted of 15 Malaysian cosplayers. Findings have shown that 3 themes were identified behind their motivations in pursuing cosplay – 1) love for cosplay, 2) influencer lifestyle, and 3) social connection. Another recurring theme was also identified behind cosplayers' intention in defining success in their career – goals and achievements. The underlying reason for their behaviour aligns with Maslow's (1943) hierarchy of needs, sense of belonging, self-esteem, and self-actualisation. Ultimately, it ties with their definition of success as well as entrepreneurial goals in which cosplayers achieve self-actualisation once they have fulfilled their lifelong goals and achievements by striving in cosplay as a medium to support their tangible and intangible aspect of growth.

Keywords: Cosplay, future career, wellbeing

**THE 5TH INDUSTRIAL REVOLUTION AND ITS INFLUENCE ON PROTOTYPING
FOR RESEARCH COMMERCIALIZATION UTILIZING LOCALLY-MADE 3D PRINTING MACHINE**

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Abstract
A new period of technical growth marked by the merging of the biological, digital, and physical realms has been brought about by the 5th Industrial Revolution. This study explores the ramifications of the paradigm change from subtractive to additive manufacturing, emphasizing the advantages, difficulties, and opportunities of using locally produced 3D printers in research and commercialization initiatives, particularly at Nigerian polytechnics. We talk about how new tools enable researchers, students, and business owners to commercialize their ideas more quickly and effectively and help promote creativity. We also look at the benefits and problems this paradigm change brings, and we suggest ways to use homemade 3D printers to advance research commercialization in various settings.

Keywords: 5th Industrial Revolution, Nigerian polytechnics, research commercialization, homemade 3D printers, additive manufacturing, students, researchers.

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PARALLEL SESSION IV

SHAPING THE FUTURE: A FACULTY-DRIVEN STRATEGY FOR INTEGRATING ARTIFICIAL INTELLIGENCE INTO HIGHER EDUCATION CURRICULUM IN TEACHING METHODS

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Abstract
The integration of Artificial Intelligence (AI) into higher education to improve the curriculum and teaching methodologies is an important advancement in the era of the digitized world. It is one of the means to enhance students' and teachers' learning. The study explored the experiences of faculty members regarding the integration of AI into curriculum development and teaching pedagogies. By employing qualitative research design, in-depth interviews were conducted with eight faculty members of the public sector university. The classroom observation was also made to ensure the effective utilization of AI by the faculty members and students learning. The findings of the study indicated that teachers perceived AI as an effective tool to enhance their teaching methodologies through personalizing instructions, generating creative ideas for students' projects & assignments and critical thinking. It is concluded that AI technologies have the potential to make higher education better in supporting instruction and administrative efficiency, however, the ethical challenges need to be taken academically. This study will be significant in providing the role that teachers will play as a result of the implication of AI in education, laying the foundation for more research work and developing strategies to ensure the opportunities in AI support improvements in student learning outcomes. It is recommended to integrate AI into higher education for the progression and professional development of the students and teachers.

Keywords: AI tools, higher education, teaching

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PARALLEL SESSION V

A BLENDED METHOD: PHYSICAL AND NONPHYSICAL INTERVIEW

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Abstract
Every research requires to have a sound methodology. Only then it reflects the credibility and the trustworthiness of the findings. As such, pertinent methods are crucial in collecting the data. Moreover, techniques that were assumed to be a second fiddle such as nonphysical interview had taken the center stage for the past four years. This drastic change occurred due to the coronavirus pandemic that halted the researchers from conducting their fieldwork. Although, the movement control order (MCO) was lifted, researchers still continue to exercise the nonphysical method. Therefore, the present methodology study investigates the significance of blended interview for the Menu Rahmah project (on-going). This qualitative paper will explore three essential research questions in the scope of interview: i) how nonphysical sample substitutes face-to-face sample? ii) why telephone setting is an option to physical setting? and iii) which audio-recording method is adopted for physical and nonphysical interview? 20 informants were interviewed face-to-face and over the smartphone based on voluntary participation. The participants were notified in advance that their discussion will be audio-recorded for academic usage. Appointments were scheduled according to the interviewees' convenience. Further, they were given an option to choose whether to have the meeting physically or on the phone. Each interview took approximately 30 minutes. Thus, this research is substantial in the context of blended interview method. It provided an alternative platform to the researchers and participants for the question-and-answer session despite not physically present.

Keywords: blended method, physical interview, nonphysical interview, methodology research

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IMPACT OF *ULU AL-ALBAB* 5S ON COMPETITIVE ADVANTAGE OF SMALL AND MEDIUM ENTERPRISES

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Abstract
This study investigates the influence of 5S quality management practices on sustaining competitive advantage for small and medium enterprises (SMEs) in Malaysia. Given the significant contribution of SMEs to the country's economic development, it is essential to comprehend the efficacy of 5S quality management practices with ulu al-albab. The study aims to investigate the impact of implementing 5S principles with ulu al-albab on operational efficiency, productivity, and overall competitiveness among small and medium-sized enterprises (SMEs) in Malaysia. This study utilised qualitative research methodology by conducting personal interviews with the management of small and medium-sized enterprises (SMEs). The findings indicate that small and medium-sized enterprises (SMEs) in Malaysia can gain substantial advantages by implementing 5S quality management practices with ulu al-albab. These benefits include increased operational efficiency, reduced waste, improved workplace organisation, and higher overall quality performance. These enhancements aid in maintaining a competitive edge by allowing small and medium-sized enterprises (SMEs) to efficiently meet market demands, provide superior products and services, and remain cost competitive. This study presents empirical data that supports the notion that implementing 5S quality management techniques has a beneficial effect on maintaining a competitive advantage for small and medium-sized enterprises (SMEs) in Malaysia. The findings of this research give significant knowledge for policymakers, company owners, and practitioners who are interested in improving the competitiveness and sustainability of SMEs.

Keywords: Ulu al-albab, competitive advantage, small and medium enterprises, 5S quality management

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UNLOCKING HUMAN POTENTIAL: THE IMPACT OF LEARNING ORGANIZATION DIMENSIONS ON DIGITAL LEADERSHIP COMPETENCIES

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Abstract
In today's digital age, having digital leadership competencies (DLC) is crucial for driving digital transformation. One practical approach to developing digital leadership competencies is through learning organizations, where continuous improvement and creative thinking are encouraged. Many studies have shown that learning organizations can positively impact employee engagement, organizational performance, and knowledge performance. This study aims to explore the role of learning organizations in fostering digital leadership competencies. A quantitative study was conducted using SEM PLS Analysis to assess how all dimensions of a learning organization affect digital leadership competencies. The study took place in Indonesian state-owned companies, which are required to implement learning organizations as per government regulations. The research method involved a convenient survey, and 425 responses were received from 25 companies. The findings indicate that strategic leadership focused on learning and systems to capture learning significantly enhance digital leadership directly. Continuous learning, collaboration, team learning, inquiry, and dialogue have a positive effect on digital leadership competencies, which are mediated by strategic leadership in the environment of learning. Continuous learning, inquiry, and dialogue are influencing the development of digital leadership competencies through a system that captures and facilitates learning. Strategic learning leadership is the most influential for learning organizations to adapt to develop digital leaders. In conclusion, organizations must become learning organizations to develop their new leaders, and these leaders need to think strategically about how to support their teams in learning.

Keywords: Digital leadership competencies, DLOQ, learning organization, strategic leadership

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PARALLEL SESSION V

THE INFLUENCING FACTORS AND PROMOTING STRATEGIES OF COLLEGE STUDENTS' PHYSICAL EXERCISE PERSISTENCE BEHAVIOR IN CHINA

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Abstract
College students are the future of the country, and their health level is highly related to the country. Physical exercise(PE) are widely recognized as important lifestyle factors for maintaining health. However, the current situation is not optimistic, many college students have not developed the habit of regularly participating in physical exercise. College students' physical exercise persistence behavior(PEPB) has not yet been formed. This study aims to summarize the factors affecting the formation of college students' PEPB, to effectively supplement the theoretical framework of exercise behavior, to analyze the changing rules and mechanisms of college students' PEPB, to construct a model of factors influencing college students' physical exercise persistence behavior to explore strategies and suggestions to promote college students' continuous physical exercise behavior. The research uses methods such as literature, mathematical statistics, and logical induction, starting from the PEPB of college students in China, exploring the influencing factors of college students' PEPB, and analyzing the decision-making process of college students' PEPB, establish a model to verify the interaction mechanism between influencing factors, refine the classification of the PEPB, and formulate promotion strategies. College students' PEPB is affected by self-evaluation of lifestyle, health cognition and exercise cognition, personal investment, social support, exercise atmosphere, venue equipment, exercise benefit perception, exercise risk perception, exercise motivation, exercise self-efficacy, etc. This study will establish 5 major factors of the college students' PEPB model: health self-evaluation, PE conditions, PE effect perception, PE internal drive and PEPB.

Keywords: College students, exercise persistence, influencing factors, behavior promotion

PUBLIC UNIVERSITY STUDENTS' CYBERSECURITY AWARENESS

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Abstract
Cybersecurity is crucial for safeguarding virtual interactions, financial transactions, and sensitive data in the digital age. Academic institutions, like the National Defence University of Malaysia (NDUM), are particularly vulnerable due to their role in diverse information sharing. This study aims to evaluate and improve cybersecurity awareness among NDUM students, focusing on their knowledge, attitudes, and password security practices. Preliminary observations suggest significant deficiencies in students' understanding of cybersecurity threats and mitigation strategies, leading to complacency and inadequate password management. Through a quantitative survey involving 136 students, this research explores the relationship between cybersecurity knowledge, attitudes, and practices. Findings indicate high levels of cybersecurity awareness among most students but reveal variability in attitudes and knowledge, underscoring the need for targeted educational initiatives. Enhancing cybersecurity awareness is imperative to protect personal and institutional data, ensuring the preparedness of future defense leaders against cyber threats.

Keywords: Cybersecurity awareness, university students, cyber threats, higher education

TRADITIONAL OR MODERN? THE FESTIVE GREETING CARD

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Abstract
Exchanging festive greeting cards is a norm in our multiethnic society. Therefore, the culture of giving and receiving the cards, to and from our family members, relatives, colleagues and friends are a typical sight. This practice ushers the atmosphere of our distinct religious and cultural celebrations in the country. Moreover, with the internet accessibility it provided us the opportunity to send greetings via WhatsApp. These changes shaped our interaction according to the technological advancement that influenced us to adopt the present trend. As such, this research explores the dilemma of the printed cards that have 'lost its glitters' to the digital greetings in Malaysia. Hence, two research questions will be highlighted for this study: i) why the paper greeting cards have declined over the years? and ii) how the e-greeting cards favoured by the users? Qualitative approach will be utilized to investigate this case. Furthermore, autoethnography method will be opted as it provides the self-reflective perspective in discussing the insights of this issue. It will scrutinize the author's experiences in participation of sending and receiving the festive greetings either printed or virtual cards. Thus, this study is significant in describing the meaningful elements of the traditional and modern mode to the readers. In addition, it will broaden the horizon towards the gravity of the celebratory cards in our nation.

Keywords: Traditional or modern, printed or virtual greeting card, qualitative, autoethnography

PARALLEL SESSION VI

PROTEAN CAREER ORIENTATION AND INTENTION TO LEAVE

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Abstract
This study examined the relationship between protean career orientation and intention to leave among Malaysian employees. A quantitative, cross-sectional research design was employed, utilizing an online questionnaire survey for data collection. The survey comprised three sections: demographic information, a 14-item protean career orientation scale and a 5-item intention to leave scale. A total of 75 respondents participated in the study, representing a small sample of the target population. This small sample size is acknowledged as a limitation of the study, potentially affecting the generalizability of the results. Descriptive statistics revealed high levels of both protean career orientation (M = 4.03) and intention to leave (M = 4.02) among the participants. Pearson correlation analysis indicated a significant positive relationship between protean career orientation and intention to leave (r = 0.467, p < 0.01). These findings suggest that employees with stronger protean career attitudes are more likely to consider leaving their current employment. The study contributes to the understanding of career dynamics in the Malaysian context and has implications for human resource management practices, particularly in talent retention strategies. However, the results should be interpreted cautiously due to the limited sample size, and further research with larger samples is recommended to validate these findings.

Keywords: protean career orientation, intention to leave

A CONCEPTUALIZATION OF PROBLEMATIC SOCIAL MEDIA USE AMONG ADOLESCENTS

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Abstract
Social media has a significant impact on the everyday lives of its users in the digital age. This research paper provides a comprehensive overview of the problematic use of social media among adolescents, a group of users experiencing important physical, cognitive, and psychosocial changes. With 90% of adolescents aged 13-17 using social media, this paper highlights the negative consequences of excessive and compulsive use of these platforms, known as problematic social media use. Research studies have shown a direct correlation between problematic social media use and adverse outcomes such as anxiety, depression, low self-esteem, and social isolation. Illustrative cases are provided in the paper, showcasing adolescents who have faced severe mental health challenges and, tragically, resorted to suicide as a result of their social media addiction. This paper aims to identify and categorize the risk factors of problematic social media use into individual and social factors. Research data underscores the susceptibility of adolescents, especially females, to social media addiction and its consequent mental health well-being. Consequently, this paper proposes interventions and prevention strategies to mitigate the adverse consequences of excessive social media usage, including educational programs, and parental guidance from international perspectives on problematic social media use.

Keywords: Problematic social media use, social media, adolescents

MARRIAGE AND FAMILY THERAPY TECHNIQUES: WORKING WITH CHALLENGING FAMILIES

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Abstract
Family and marriage therapy is a therapeutic technique used by counsellors in the counselling process with families or married couples. Family and marriage counsellors use a range of therapeutic approaches to address challenges and concerns experienced by clients within the context of their marital relationships. These approaches encompass three distinct strategies, namely Structural Family Therapy, Brief Strategic Family Therapy, and Solution-Focused Brief Therapy. This article examines the aims and objectives of incorporating counselling sessions with family and marriage therapy approaches. It also explores the procedures and assessments conducted by counselling professionals for each technique employed in the therapy. In addition to the discourse presented within this article, the author examines the role of marriage and family therapy within the framework of family management when confronted with precarious circumstances during periods of challenges. The author explores the utilization of family therapy as an intervention modality to address and resolve issues and challenges that arise.

Keywords: Marriage and family therapy, counsellor, challenging families

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PARALLEL SESSION VI

FACTORS INFLUENCING STRESS: A CASE OF UNDERGRADUATE STUDENTS OF 'B' UNIVERSITY IN JOHOR, MALAYSIA

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Abstract
Stress among students has been constantly studied by researchers as it is affected by a large number of different factors. The aim of this study was to examine the factors that influence stress among university students in Johor. In collecting the data, the study used a qualitative approach, specifically, the case study design. A total of 109 informants who were undergraduate students of a public university in Johor were selected using the criterion sampling. The results were analyzed manually and were categorized into two main themes; external and internal factors. Among the external factors influencing the students' stress include family, peer, academic-related, environment, health, and socio-economic issues. Meanwhile, problems related to attitude or behavior and cognitive are found to be the internal factors that led stress to happen. Results of the study provide insights to the universities, academics, parents, and future researchers on various factors that cause stress among the university students.

Keywords: Stress, internal factors, external factors, academic, environmental factors

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HUBUNGAN ANTARA IDENTIFIKASI ORGANISASI DENGAN PRESTASI KERJA DI SEBUAH ORGANISASI PERKHIDMATAN AWAM

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Abstrak
Kajian ini bertujuan untuk mengkaji hubungan antara identifikasi organisasi dengan prestasi kerja dalam kalangan pegawai di sebuah organisasi perkhidmatan awam di Malaysia. Kajian ini dijalankan secara cross-sectional dan menggunakan kaedah kuantitatif dengan penggunaan soal selidik pengenalan organisasi (OIQ) dan soal selidik prestasi kerja individu (IWPQ). Kaedah pensampelan mudah (convenience sampling) telah dilaksanakan dan melibatkan seramai 103 orang responden yang mewakili 100% kadar pulangan. Data telah dianalisis menggunakan SPSS versi 27.0 dengan pelaksanaan analisis statisitik deskriptif dan inferensi. Dapatan kajian menunjukkan bahawa tahap identifikasi organisasi serta prestasi kerja dalam kalangan responden berada pada tahap yang tinggi. Analisis korelasi juga mendapati bahawa terdapat hubungan sederhana yang signifikan di antara kedua-dua pembolehubah kajian. Organisasi disyorkan untuk meningkatkan program penglibatan pegawai yang lebih kerap, meningkatkan komunikasi dalaman tentang visi, misi, dan pencapaian organisasi, serta mewujudkan peluang untuk pegawai menyumbang kepada pembangunan organisasi. Cadangan ini diharapkan dapat membantu memantapkan pemahaman pegawai terhadap objektif organisasi dan meningkatkan penglibatan mereka dalam mencapai matlamat yang ditetapkan serta meningkatkan prestasi kerja.

Kata kunci: identifikasi organisasi, prestasi kerja, perkhidmatan awam

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KESAN SOSIODEMOGRAFI TERHADAP KESEJAHTERAAN INDIVIDU: SATU KAJIAN DI MALAYSIA

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Abstrak
Isu kesejahteraan hidup boleh membawa kepada pelbagai masalah seperti masalah sosial, mental serta kesihatan. Dalam melayari kepesatan ekonomi, golongan miskin bandar adalah antara golongan yang menghadapi masalah kesejahteraan psikologi dan sosial yang membimbangkan. Untuk menjadikan Malaysia sebagai negara yang maju, adalah mustahak untuk memastikan kualiti kehidupan iaitu kesejahteraan psikologi dan sosial rakyat berada pada tahap yang selesa. Ketidaksejahteraan akibat kemiskinan adalah membimbangkan dan mampu memberi impak yang serius kepada masyarakat dan negara. Namun begitu, terdapat kekurangan kajian berkenaan kesejahteraan psikologi dan sosial di Malaysia terutamanya dalam kalangan golongan miskin bandar yang terpaksa mengharungi hidup dalam kepesatan proses urbanisasi ini. Kajian ini melibatkan seramai 382 responden yang dipilih melalui persampelan bola salji yang memfokuskan kepada rakyat Malaysia berumur 20 tahun ke atas. Kesejahteraan psikologi, indeks kesejahteraan sosial, dan gejala emosi negatif dikaji melalui soal selidik yang diedarkan secara atas talian. Dapatan model regresi menunjukkan bahawa demografi meramalkan kesejahteraan psikologi, gejala emosi negatif, dan kesejahteraan sosial. Malahan, hubungan yang signifikan didapati antara pendapatan isi rumah, pencapaian pendidikan, dan kesejahteraan psikologi. Umur, bilangan tanggungan, dan pendapatan isi rumah juga berkaitan dengan gejala emosi negatif. Jantina, pendidikan, dan pendapatan isi rumah juga didapati memberi kesan kepada kesejahteraan sosial. Dapatan kajian ini mempunyai kesan yang signifikan dan memberikan maklumat penting kepada pihak berkepentingan yang bertanggungjawab membangunkan intervensi untuk meningkatkan kesejahteraan rakyat Malaysia. Dapatan ini menekankan kepentingan pelaksanaan intervensi bersesuaian bagi individu yang menunjukkan ciri-ciri seperti usia yang lebih muda, pencapaian pendidikan yang rendah, dan pendapatan yang berkurangan bagi meningkatkan kesejahteraan mereka.

Kata kunci: Kesejahteraan, sosiodemografi, Malaysia

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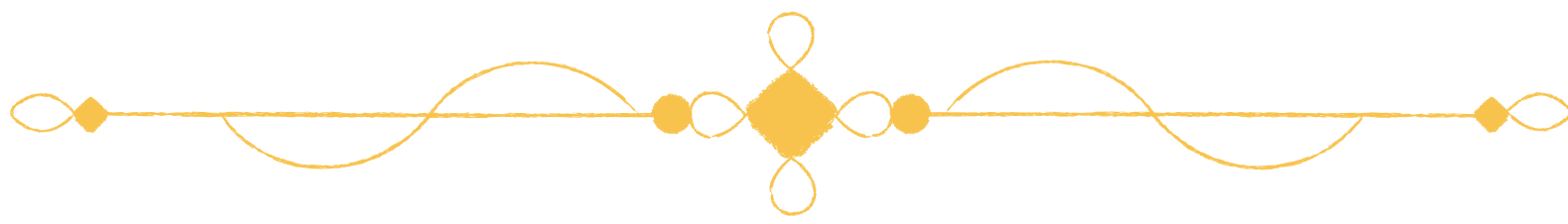## ICHRD2024 email address

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