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28 – 29 SEPTEMBER 2022

Theme:
Social Sciences in Post
Covid Era:
Issues and Challenges

Editor:

Dr. Mohd Koharuddin Bin Mohd Balwi
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Dr. Mohammad Saipol Bin Sukor
Dr. Amalina Binti Ibrahim
Dr. Yusma Fariza Binti Yasin
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Message from the Manager of ISSS 2022

اللَّهُمَّ إِنِّي أَسْأَلُكَ عِلْمًا نَافِعًا، وَرِزْقًا طَيِّبًا
وَعَمَلًا مُتَقَبَّلًا

"O Allah, we truly ask You for beneficial knowledge, good sustenance and accepted good deeds".

The articles compiled in this eproceeding result from the articles that have been presented in The Virtual International Seminar on Social and Behavioral Sciences



2022 which was held on Wednesday, September 28th and Thursday, September 29th, 2022. This seminar jointly organised by School of Human Resource Development and Psychology (SHARPS), and Faculty of Social Sciences and Humanities, Universiti Teknologi Malaysia, Skudai, Johor. This seminar is conducted in conjunction with the conference of the Faculty of Social Sciences and Humanities, The International Conference on Social Sciences and Humanities (TICSSH) 2022. 26th – 29th September 2022.

The Virtual International Seminar on Social and Behavioral Sciences 2022 aims to bring together scholars, both Malaysians and Internationals, for the purpose of scholarly exchange and interaction based on their research findings and experiences related to Social Science studies.

The discussion in this eproceeding covers various fields of social science such as Pandemic Covid 19 and Social Change, Community and Societal Development, Politics and Integrity, Ethics in Social Practices and Organization, Social

Change and Cultural issues, History and Nationhood, Communication, Racism and Migration, Leadership and Rural Development, Human Resource Development, Psychological and Mental Health, Industrial Organizational Psychology and Islamic Psychology.

Today, the social environment of the world is changing and developing rapidly due to the 4.0 revolution and the Covid 19 pandemic makes the field of social science increasingly relevant in facing this brand new social world. As expressed by the seminar keynote speaker Prof Dr Mansur Mohd Noor, The study of Malaysia today should no longer be trapped by our persistent failure to only identify the form, intensity of relationships based on traditional methods. But we need to be able to give understanding and explanation to issues, problems and contemporary social phenomena of Malaysian society which are always dynamic and changing based on new and latest methods. We need to return to strengthening the epistemology of our study by using knowledge in various fields of social science across science and technology for us to collect research data that is more holistic and able to explain the dynamics of Malaysian society that are happening today.

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Title 1

“Visible Yet Misconstrued” - Anatomizing the Societal Construct on the Episteme of Normativity and Disability Amidst Global Health Crisis

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Introduction

Since being recorded in modern history, the idea of disability has never been far-flung from the medical definition of normativity. In the realms of disability, the idea of ‘what is normal’ has always been derived from biophysiological terminologies and definitions. Even condescendingly, the conceptual framework of disability has always been defined through the epistemological perspective of ableism and disablism in medical macrocosm. This makes the public; notably within the group of non-disabled; the conceptual idea of disability and normativity in perceiving people with disabilities has always been, though acknowledged, yet misconstrued. Then, when the Covid-19 pandemic struck the world disruptively, it changes the concept of ‘normalcy’ to its utmost degree, where it causes an abrupt, sudden shift in what is considered normal. And the most affected group of individuals to this change are those with disabilities. This research will look at how Covid-19 pandemic has caused an adverse impact to what has already aggravated. With increased risks of the pandemic’s poor outcome, access limitation to services, care, and rehabilitation as well as the adverse social impact in mitigating the pandemic, people with disabilities are struggling to ensure their survival to be existed in the societal constructs that have already segregated them. Therefore, this work will investigate the substantial necessity to seek and understand this issue by looking on how these societal constructs influence the development of epistemological construction of disability and normativity and how it has augmented the precarious situation being confronted by people with disabilities.

Objectives

The objectives of this research will be addressing some conceptual frameworks to build more understanding on this misconstrued issue by encompassing them into multiple axes. And those objectives include:

- a) To build the understanding on the epistemology of normativity and disability: Both definitions of normativity and disability will be dissected according to the ontological,

epistemological, and phenomenological perspective and the comparison between the 'real' meaning of both and how the public perceive the definition will be conferred.

- b) To review the aggravating factors of the pandemic that contributes towards discernible condition of people with disabilities: This may include the increased risks of poor outcome caused, limitation to access services, care, and rehabilitation in health service, plus the adverse social impact in mitigating the global health crisis by emphasizing on the impact of Covid-19 pandemic as the most significant and current issue.
- c) To dissect the societal constructs that influence the formation of public perceptions on normativity in disability macrocosm: These constructs will be focusing on multiple facets, through the medical perspective, psychological relations, behavioral aspect, as well as social interaction and stigmatization.
- d) To review on future undertakings that might become the substantial necessity: This research will be critically reviewing the significant approach to be taken in allowing the growing learning process in determining and distinguishing the veritable construct of disability ontologically, epistemologically, and phenomenologically that will improve the overall wellbeing of people with disabilities in confronting any global health crisis in the future.

Methodology

Literature review is the methodology being used in producing the outcome of this research. Extensive literatures from multi-dimensional and interdisciplinary resources of scientific research are being compiled, reviewed, and later analyzed to develop the conceptual outlines that ground this study. The reviews are being done according to these methods:

- a) Narrative reviews

This method summarizes studies being done previously, especially on the etymology and epistemology of normativity and disability. The focus of this method is to emphasize on the existing hypotheses, ideas, and findings based on these concepts. It allows the research to grasp the understanding and perspective being developed related to how normativity is being perceived and how the society views the idea of disability at the same time looking for any new angle in rebutting the existing idea in a different perspective.

b) Descriptive reviews

This method analyzes all discoverable patterns and trends in terms of how normativity and disability influence the aggravating condition of those with disabilities, especially in the shade of Covid-19 pandemic. It reviews and analyzes contributing factors that may have escalated what has already been a discernibly ill at ease condition and these patterns and trends are being classified into the conceptual frameworks through multiple axes.

c) Critical reviews

Through the dissection of existing literature, a critical analysis is being conducted by emphasizing on any achievements or anomalies related to this research to have the gist on how the episteme of normativity and disability are being influenced by the societal construct.

Findings

From the analysis conducted, it is understood that the episteme of normativity and disability have a definitive influence in the aggravation of condition of people with disabilities amidst global health crisis; for this research Covid-19 pandemic per se; based on these societal constructs:

- a) Medical model accentuation – disability has always been ‘normalized’ through medical definition of ‘normal’; which relates disability as a diagnosis to physical bodies that causing deformities in functioning and needs curing instead of intervening.
- b) Somatopsychological relations – focusing on ways which physique may influence behavior and forming the ideation of disability relatable to how body functioning as ‘normal’, and any abnormalities are related to defects.
- c) Cognitive-behavioral perspective – cognitive processes develop the behavioral outcome of society in deriving disability that is beyond those norms and needs to be ‘fixed’, not ‘embraced’.
- d) Social sensitization – the process of sensitizing the society towards disability leads to the formation of misconstrued understanding towards disability which aggravates what already has been.

- e) Interactional strain and stigmatization – due to disability myths which become the ground of stigmatized perception that leads to strained interaction towards people with disabilities.

These societal constructs influence the development of epistemological construction of disability and normativity which are askew, and this has precariously augmented the situation being confronted by people with disabilities, specifically during the pandemic where these group though are visibly being involved in the process of intervention yet unintentionally being omitted of getting justifiable outcomes at the receiving end.

Implications for Research

Through these findings, the implication for this research could be summarized as the followings:

- a) There is a need of thorough discussion to be focusing on the epistemological ground of normativity and disability to build a better understanding on issue related to people with disabilities.
- b) The perspective of ableism and disablism that become the adverse influence in discussing issue of disability needs to be acknowledged, dissected, and transubstantiated especially in the process of developing inclusive policies related to these marginalized group.
- c) The societal constructs discussed in this research that become the contributing factors on how normativity and disability being misapprehended to be further expounded and argued so that the real understanding on how these concepts should be justifiably comprehended and embraced.
- d) There is an insurgency of overhauling the process of overreliance towards medical delineation in defining disability where it needs to adapt interdisciplinary methods of understanding the conceptual frameworks of disability especially when dealing with related issues amidst global health crises in near future.
- e) Further discussions in looking into effective approach, methods and undertakings need to be emphasized to ensure effectual and justifiable intervention based on inclusiveness and diversity when dealing with people with disabilities in overcoming global health crises in the future.

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Keywords: *global health issue, Covid-19 pandemic, societal construct, normativity, disability*

Title 2

Post-Covid Tourisms: Virtual Tourisms as the New Travel Trends

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Introduction

This conceptual paper discussed about the COVID-19 pandemic caused many industries to face their downfall, and one of the industries is the tourism industry. As a corollary, a new type of tourism, virtual tourism, is required to promote and restore the tourist sector to its former glory while not dismissing the need for social distancing. Through virtual tourism, people no longer need to travel to a particular tourist destination to experience tourism, but they can now stay at their home and escape to another destination virtually. Aside from giving tourists another level of tourism pleasure, virtual tourism also contributes a lot to the industries such as heritage preservation, tourism marketing, tourism planning and as an opportunity for disabled person to experience tourism. Even though virtual reality technology does not provide the users with enough authentic experience due to the inability to touch the object in the virtual environment, but it can be considered as a good start to advertise virtual tourism as an alternative to conventional tourism especially during the pandemic era where every movement is limited.

Objective

VR tourism is a virtual representation of a real tourist encounter, destination, or attraction that is meant as a prelude to returning or expanding the earlier client encounters the tourist in order to get a more in-depth understanding of the desired location, whether for enjoyment, diversion, or professional reasons. Virtual reality technologies have had a significant impact on virtual tourism, enhancing visitors' experiences while also providing multiple applications to tourism professionals and researchers in terms of tourism policy planning, tourism marketing, tourist

attractions, entertainment, and heritage tourism preservation. VR plays an important part in tourist experience and behaviour, such as interplanetary travels, dream world visits, sports activities, and universal theme parks.

Methodology

This study use the document analysis design to explore and discuss virtual reality from a tourism perspective. Document analysis is an effective and efficient method of data collection since documents are controllable and practical resources. Documents may be read and reviewed several times, and their contents can be archived during the research procedure.

Results/Findings

In conclusion, virtual reality can be used as an alternative to help boosting the tourism industry without the hassle for physically be in the place or destination. Thanks to the availability of many low-cost VR viewers and a variety of tourism-related VR information, people may now experience virtual tours of cities and tourist attractions from anywhere on the planet. VR has simplified travel for people, especially during the Covid-19 pandemic age, by giving a variety of benefits, and it should be widely embraced in the tourism industry so that tourists may construct and recreate their own tourist locations. In the tourism setting, VR technology has been suggested as a tool to help elevate experiences. These simulated environments have an impact on tourist. Although virtual forms of tourism provide complex sensorial experiences and let tourists experienced the authenticity. However, some travellers still see virtual travel as less authentic and prefer corporeal travel over virtual forms of tourism, because tourism entails more than merely encountering people and touring items at the location. The nature of authentic experiences cannot be considered objective since visitors' perceptions of authenticity are the product of negotiated interactions between tourists and toured objects

Implications for Research/Policy

In today's era where e-Tourism and virtual tours are becoming a phenomenon, VR technology has been advocated as a means of improving experiences, increase tourism accessibility, and contribute to cultural preservation. VR is also connected with increased visitor attention, interest, desire, and activity toward locations, as well as increased enjoyment, which results in increased affinity and preference toward a destination. VR developments are eliminating the gap barrier to the capacity tourists need to obtain information and awareness of a destination

before buying choices and visiting, transforming how individuals travel and experience a location.

Keywords: *virtual tourism; virtual reality; tourism; heritage; e-Tourism*

Title 3

Pandemic and Politics: Public Safety at Stake?

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Introduction

As a country that practices representative democracy, elections in Malaysia are set to a maximum of five years to elect elected representatives either at the Parliamentary or Federal level (the House of Representatives) or at the state level, i.e., the State Legislative Assembly. This mandate should be used as a great trust that should be held for every elected representative of the people (Roskin et al., 2017). But the opposite happened where some of the representatives who had been elected by the people deliberately vacated the seat won to make way for a by-election (PRK) to elect a newly elected representative. There are even representatives of the people who are willing to jump to another party or declare it as independent but inclined towards a party, even if it has been legally elected by the people during the election process. Due to these matters, the Election Commission of Malaysia has set three state elections in Melaka, Sarawak, and Johor to elect newly elected representatives for the three states. The PRN Johor election on 12 March 2022, the PRN Sarawak election on 18 December 2021, and the Melaka state election on 20 November 2021 were all conducted in accordance with generally strict standard operating procedures, with the exception of Johor

where the National Security Council loosened the standard operating procedures. Therefore, this essay will explore both the need to maintain a stable democracy and the necessity of keeping the public's health at the centre of democratic practice.

Objective

This research will investigate two main objectives. Firstly, to identify democratic practices in Malaysia. Secondly, to discuss about national security during the COVID-19 pandemic.

Data/Methodology

This study is a qualitative study with document analysis and observational information collection throughout PRN Melaka, Sarawak, and Johor, which runs from November 2021 to March 2022. The analysis of the documents is based on references to the Standard Operating Procedures (SOP) of the National Security Council (MKN) and the Election Commission (EC). Observational information is based on the author's observational report during the election campaign. Through this method, the author was able to make a comparison between the procedures that have been issued and the observation of procedural compliance by the political elite. In this way, the awareness of personal and national security can be ensured, and the continuity of political stability can be assessed.

Results/Findings

Firstly, the violation of SOP during the campaign still exists and shows the attitude of some officers and organisers of the programme (Bernama, 2022). The virtual campaign, as fully practised during the Melaka PRN, is the best strategy to curb the covid 19 pandemic while attracting the attention of young voters under 40 years old. (Nizah & Bakar, 2019). Based on data by the Ministry of Communications and Multimedia (KKMM), social media users in Malaysia accounted for 28 million or almost 86% of the country's population in 2021 (Roshezry et al., 2021). It shows that social media is the most active medium adopted by Malaysians (Berita Harian Online, 2021).

The second issue refers to external observers' involvement during the election. Since the first election in 1955, Malaysia has never invited any international monitor to any of the elections held. Only in 1990, an *international team* of observers from the Commonwealth Observer Group (COG), a group of observers appointed by the Commonwealth Secretariat (Commonwealth 1990), was invited by the Malaysian government (Ismail & Mohd Noor, 2020). According to Bjornlund (2004), the monitoring of the election is defined as a group of individuals who have the authority to observe the election process and can intervene in the process if the law or procedure is violated or ignored by the authorities. In a nutshell, election observers are essential to building electoral legitimacy and public trust, ensuring the integrity of the electoral process as is often practised in European countries (Ashley Quarcoo, 2020).

Implications for Research/Policy

The Melaka, Sarawak, and Johor PRN, which took place on 20 November until 12 March 2022, is a string of several PRNs that took place during the covid 19 pandemic that has not subsided. Although the covid 19 pandemic has not yet shown signs of ending soon, the democratic process needs to continue despite the clash of interests between the needs of democracy and the demands of personal safety. Despite some constraints during this election, the principle of democratic elections must continue to be fertile and well maintained. The proposed improvements reviewed in this paper, such as the social media medium and the use of outside and inside observers, can help the authorities to look back at the existing shortcomings by making improvements in the upcoming GE 15. With these improvements, democracy in the country will continue to flourish even if elections are to be held when the health issues of the people must also be considered.

Keywords: State Elections, Public Health, National Security, Politics

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Title 4

The Role Of National Identity In Fostering The Spirit Of Togetherness

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Introduction

The COVID-19 pandemic is a situation that threatens the whole of sociology and ecosystems across the country. Through the National Security Council (MKN), a form of directive to fight COVID-19 has been released for all Malaysians. Execution of Movement Control Order (MCO) is a way to curb the COVID-19 from spreading more widely. As a result of the MCO, Malaysian's lifestyles and narratives have changed (Mohd Mokhtar & Mohd Nizah, 2021).

Narratives are a priceless nurturing place for shared experience, and post-crisis Malaysia will need similarities to serve as the foundation for the enormous task of reconstructing the country (Zhao, 2020). The variety present in the genetic diversity of Malaysians will be captured thread by thread in creative narratives that tell the Malaysian tale, and they will also suggest new ways to reconstruct the country based on a truly Malaysian national identity. Such a rich embroidery of opportunities can benefit not only this country but also the rest of Southeast Asia and even the entire world.

National identity is the fundamentally favourable, personally significant emotional connection to a nation (Mohd Mokhtar & Mohd Lokman, 2016). Individual national identity or an internalised feeling of nationalism (Huddy & Khatib, 2007)

Objective

This study's objective is to examine and analyse how nation-states have developed their national narratives and national identities, as well as how those two concepts interact in the context of the COVID-19 pandemic. In this setting, tales can be an effective tool for shaping people's national identities. A good response to this question means that national narratives of a country should not just be seen as a piece of the past but rather be given a significant role in influencing and forming the future (Fernandez, 2020).

Data/Methodology

This research gathers the information and data in the literature review in the year 2020 until present. Secondary data for this study was gathered from publications including books, journals, seminar proceedings, previous research, and a few other websites. UPM and UKM libraries are a few of the libraries engaged in the secondary data gathering process. These secondary data are referred to as the steps in the process of identifying research issues, improving understanding of the structure, fundamental and ideas.

Results/Findings

Crisis, as defined by Heath (2014), is the expression of a risk, or the likelihood of a negative outcome or consequence. A crisis is defined as an unusual incident or series of events that endangers ideals, objectives, and resources. As a result, referring to a situation as a crisis is a rhetorical move that demands swift action to eliminate the threat. A pandemic occurrence has a greater level of urgency than a disease outbreak that is referred to COVID-19.

In the event of a crisis, there is a narrative gap, a communication gap, or a meaning deficit that must be supplied by the narratives of individuals who have been through the crisis, the crisis managers, the journalists covering it, and the onlookers. These narratives produce a convoluted, frequently contradictory, and always inadequate collection of frames for understanding these occurrences (Seeger & Sellnow, 2022). These stories are based on specific geographical, political, and philosophical locations, therefore the narrator's point of view affects the plot. Crisis narratives have many other uses outside attempting to make sense of a difficult and perplexing situation. Narratives serve a rhetorical purpose by promoting particular political, social, and economic changes.

The narratives encapsulated the common sentiment of the Malaysian's identity while commenting on the shared feeling of acceptance to spending forever at home. It proved the creativity's capacity for transformation constraint transformed into enthusiasm and hope (Aguirresarobe, 2022).

Implications for Research/Policy

Narratives and national identity showed the obedience and loyalty, the shared love of group members, which results in behaviours such as helping one another, cooperating, respecting one another, living simply, adhering to rules and leaders, daring to uphold the truth to the point of being willing to sacrifice for it, defending group members as well as the nation, and daring to uphold demands for common interests, can overcome selfish and individual traits (Van Bavel et al., 2022).

As a conclusion, crises, according to Seeger & Sellnow (2022), can be effective social change agents. This could be the new emergence of optimism as Malaysians encode their individual stories in the fostering environment of creative tales (Moaddel et al., 2021).

Keywords: *Public Health, Assabiyah, Security, Psychology*

Title 5

Empirical Study on Malaysian Fresh Graduates' Career Choices Amid The COVID-19 Pandemic Crisis

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Introduction

Like the rest of the world, the Covid-19 pandemic has exacerbated the local labour market conditions. According to the latest Graduates Statistics, the unemployment rate of graduates spiked to 4.4% in 2020 and remained as 4.1% in 2021 (Department of Statistics Malaysia, 2022) as compared prior to the pandemic. There are more than 70% of unemployed graduates had been actively seeking a job. In addition, the graduates who suffered skill-related underemployment continued to trend up, reaching 33.9% in 2022 (Department of Statistics Malaysia, 2022). Many graduates choose a job that is not related to their studies (e.g., semi-skilled and low-skilled occupation categories). Also, the pandemic has shifted fresh graduates' career aspirations and changed labour market preferences (Stacey, 2021). Fresh graduates will consider safety factors in making a career choice during the pandemic crisis. In a similar vein, graduates have relied more on social media as primary tools in order to obtain job-related information during these uncertain times (e.g., career choices) (Ali Taha, 2021). Given the rapid growth in the Generation Z workforce, this study aims to examine the key factors that influence career choices among fresh graduates (i.e., Generation Z) in the local context.

Objective

This study aims to explore the factors that influence career choices among fresh graduates in Malaysia. To address the aim of this study, the study focuses on several factors that can affect fresh graduates' future professional choices. In particular, this study is expected to: i) identify the relationship between self-efficacy and career choices among fresh graduates in Malaysia; ii) identify the relationship between social media and career choices among fresh graduates in Malaysia; iii) identify the relationship between career outcome expectations and career choices among fresh graduates in Malaysia.

Data/Methodology

Correlational research was employed to understand the phenomenon of making career choices among fresh graduates in the Malaysian context. The target population was fresh graduates from either public or private universities in Malaysia. Purposive sampling method was used as the respondents had to fulfil particular criteria (i.e., the respondents should have recently graduated or graduated within two years) before participating in this study. Snowball sampling method was also used, in which the online questionnaire link was distributed among the respondents' acquaintances, to reach more other targeted respondents for this study. A self-administered questionnaire was utilized for the data collection, while an online survey was used as the data collection method. Online questionnaire using Google Forms was distributed through social media to the targeted respondents, and a total of 318 responses were collected. Partial Least Squares Structural Equation Modelling (PLS-SEM) Version 3.0 was utilized for the primary data analysis technique in the present study.

Results/Findings

The empirical findings found that self-efficacy, social media, and career outcome expectations were significantly associated with career choices among Malaysian fresh graduates. Notably, fresh graduates with a high level of self-efficacy are confident in assessing their abilities and competencies, understanding their career line of work, and choosing their career goals. Due to the increased usage of digital devices and time spent on social media during the pandemic, the finding implies that social media have impacted fresh graduates' career choices. Extensive organizations' review information and comments on social media influence their career choices and paths. In a similar vein, the findings revealed that career outcome expectations, particularly financial rewards and self-satisfaction are considered important factors in making their career choices. It further suggests that most Malaysian fresh graduates prefer to be the wage earners because they expect to receive desirable outcomes (e.g., financial incentives and promotion opportunities) from their career development process.

Implications for Research/Policy

The present study provides an empirical framework for explaining the career choices among fresh graduates in the Malaysian context based on the review of related works of literature. The empirical findings of this study make a significant contribution to the Social Cognitive Career Theory (SCCT) model. Research findings provide valuable insights to develop undergraduate students' self-efficacy and career outcome expectations in determining their career choices. The current findings are valuable for employers in order to implement an effective recruitment approach and navigate fresh graduates in making informed career choices. In a similar vein, the findings suggest HR practitioners to develop an appropriate talent management program, especially to motivate and retain talented Generation Z employees. The present study also

enables the Malaysian government and the respective local authorities to develop career-related interventions and assist the undergraduate students' career exploration and development. In addition, the empirical findings of this study are aligned with the JaminKerja initiative (e.g., MYFutureJobs platform) and entrepreneurial programs under the National Economic Recovery Plan (PENJANA).

Keywords: *Career Choices, Self-Efficacy, Social Media, Career Outcome Expectations, Fresh Graduates, Covid-19 Pandemic Crisis*

Title 6

Understanding Gig Workers and Gig Economy

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Introduction

In Malaysia, gig workers are categorized as a type of informal employment within the informal sector. In terms of employment status, gig workers are considered self-employed and may have multiple jobs as well as multiple employers at a time. In 2020, about 2.66 million Malaysians reported being self-employed. This sector has garnered interest, especially among the millennial generation due to its flexible working arrangements and the possibility of earning more income compared to working for a single employer. The number of gig workers has also increased during the pandemic Covid-19 as a result of job loss and shrinking labour market. Although the country has entered the endemic phase and businesses have resumed, the government continues to support labour participation in the gig economy as an alternative type of employment. Several initiatives have been implemented by the government in ensuring the welfare of gig workers including reviewing labour policies and legislations. This article explores the concept of gig economy, particularly gig workers and the issues underlying the informal sector employment.

Objective

The following questions guide the literature search.

1. What is the gig economy and who are the gig workers?

2. What are the characteristics of gig workers and the gig economy?
3. What are the driving factors for labour participation in the gig economy?
4. What are the risks associated with the gig economy?
5. What is the government's response to gig workers and the gig economy?

Data/Methodology

This article is the result of desk research in which the researchers combed through secondary sources such as official governmental publications, census data, journal articles, research articles, press releases, and news articles. The objectives of this study set the purpose and direction of the literature search. The secondary materials were first located and collected, followed by a review process, and finally the materials were synthesised to achieve the objectives stated earlier.

Results/Findings

The gig economy is defined as an economic field that offers short-term, temporary, or task-based services (Dahlan, 2020). It is one of the economic sectors that is categorised as an informal industry sector (DOSM, 2020). In addition to the "gig economy," it is also known as the "platform economy," the "sharing economy," or "on-demand company" (Ab Khalil, 2021). Gig workers are workers who are classified as workers who carry out tasks or work through online service provider platforms or digital applications to earn wages, for example, e-hailing passenger transport, food transport, and goods and online business (DOSM, 2020). In labour law, gig workers are workers who are offered a contract for services.

Gig workers fall into one of two kinds. The first group is made up of people who work part-time either to pass the time (Farrell, Diana, and Fiona, 2017) or to supplement their income (Batmunkh, Maria and Zoltan, 2022). The second group primarily relies on gig employment and works part-time for multiple firms (Kacher & Weiler, 2017). For instance, 7 million people in Europe and 8 million people in the United States make gig labour their primary occupation (Smith, 2022).

According to reports, the gig economy grew quickly between 2008 and 2011 while the economy was in a recession (Uttam et al., 2018). One of the things that encourages graduates to participate in the gig economy sector is the high unemployment rate among graduates due to limited job opportunities (DOSM, 2020). The gig economy is also becoming popular especially among generation Z, commonly known as the "millennial" generation (aged 24 to 34), who makes up the majority of gig workers globally (Uttam et al., 2018). The millennials are not only tech-savvy but they also desire freedom in their careers, a balance between work

and life, flexibility in their working hours, and to earn additional income (Abdul Rahman, 2021; Azahar, 2020; Dahlan, 2020)

Nevertheless, gig workers are exposed to several occupational risks. They lack long-term employment contracts (Nurfarahin et al., 2020), receive fewer social security benefits than full-time workers, such as health insurance (Dahlan, 2020), paid holiday, retirement scheme contributions, have unstable incomes that makes it difficult to save, struggle to obtain bank financing for things like the purchase of homes and cars, lack social security, and access to healthcare facilities (Abdul Rahman, 2021). Therefore, gig workers are considered a vulnerable group due to the characteristics of their jobs that are different from those who work on full-time arrangements (DOSM, 2020).

The government has introduced several initiatives to protect the welfare of gig workers. For example, in June 2020, through the National Economic Recovery Plan (PENJANA), the government introduced the Gig Platform Economic Contribution Fund Program (PenjanaGig). This programme aims to guarantee the social security of self-employed people who have gig jobs, especially those who work through a service provider platform on a digital application to get wages. For example, GrabCar, FoodPanda, LalaMove and so on. Through this program, gig workers get social security protection (SKSPS) for free for a year. There are eight benefits provided by SKSPS which are Medical Benefits, Temporary Disability Benefits, Permanent Disability Benefits, Permanent Treatment Allowance, Dependent's Benefits, Corpse Management Benefits, Physical or Vocational Rehabilitation Facilities and Education Benefits (PERKESO, 2020).

The government also offered a matching grant amounting to RM50 million for the gig economy platform to contribute to its workers' benefits under the PERKESO and the EPF i-Saraan Scheme (Azahar, 2020). In January 2022, the government introduced the SIP Gig Program to encourage the involvement of the unemployed to venture into the gig economy. Recently, in July 2022, the government introduced i-Biaya under the Home Ownership Program (HOPE) which gives gig economy workers the opportunity to own a home (BERNAMA, 2022).

Implications for Research/Policy

Gig jobs are expected to be the choice of the unemployed regardless of academic background and age. The characteristics of gig work allow individuals to be involved in several jobs at the same time which can indirectly increase the gig worker's income. The development of the gig economy has the potential to encourage the emergence of small and medium enterprises. The government is also paying more attention to gig workers who are classified as self-employed

(Orang Bekerja Sendiri) by introducing various incentives to encourage unemployed individuals to engage in gig work, and to protect the welfare of gig workers.

However, efforts must be increased, particularly in the area of human resource development through programmes for retraining and upskilling in order to provide opportunities for more groups, particularly vulnerable groups like the elderly, women, prisoners, and people with disabilities, to earn money in the gig economy. In addition, human resource management policies and strategies also need to be innovated in order to cover the diversity of workers and jobs, for example performance evaluation methods, reward systems, career development, and work arrangements. The government must also look at labour law provisions to safeguard gig workers from issues including safety, occupational health, and minimum wage.

Keywords: *gig economy, gig workers, informal sector*

Acknowledgement

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Title 7
What Makes Remote Employees Do Their Job More Effectively and Happily? An Exploratory Study of Factors Relating to Work Effectiveness and Job Satisfaction in the COVID-19 Endemic¹

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Introduction

Upon the announcement from the Malaysia Prime Minister, Datuk Seri Ismail Sabri Yaakob that Malaysia is in transition to endemic phase effective April 1, 2022 (Salim, 2022), remote working turns out to be the “new norm”. Since remote work could be a continuous trend for future work, variables that have impact on work effectiveness when employees working from home need to be studied to ensure effectiveness of remote work as well as for the organisation to achieve its goals. In the year of 2003, Hill et al. (2003) worked with IBM, a large corporation in the US, in which the employees are generally highly educated, highly paid, and have more experience with computer technology, to evaluate influence of remote work as compared with traditional working environment as electronic tools have enable employees to do their job away from the traditional office. They have found working from home allows employees to have a better work and family life balance, at the same time, it enhanced business performance. Hence, working from home could be a future trend if the obstacles are addressed. Thus, it is imperative to understand what are the factors that impact work outcomes (i.e., job satisfaction and work effectiveness) in the context of working from home and how can these factors identified increase or decrease job satisfaction and work effectiveness while employees work from home.

Objective

Thus, this study focused on addressing the following research objectives:

1. To identify factors/variables that impact work effectiveness of employees in the context of working from home.
2. To examine the relationship between the identified factors/variables and work effectiveness.
3. To propose clear guidelines to assist employers in ensuring that remote employees have high work effectiveness.

An empirical study done by Chong et al. (2020) showed that remote workers who have higher task interdependence on co-workers and perceive lower organisational support for their remote work tasks, have a higher potential of emotional exhaustion. Hence, relationship quality with supervisor and co-worker is among the important factors for employee’s job satisfaction (Gajendran & Harrison, 2007). This statement is supported by Muttaqin et al. (2020) that leaders who are more likely to provide support and understanding towards employees, employees will have a higher job satisfaction. Remote working may have various difficulties that have impacted on productivity, such as readiness IT infrastructure (Afrianty et al., 2022) and interruption from family and vice versa (Wang et al., 2021). In order to better measure the outcome of remote work, work effectiveness will be measured with “task proficiency”, whereby employees meet role requirements; “task adaptivity” describes as individuals adapts to change in work system or work role; lastly, on “task proactively”, which means individuals take self-directed action to initiate change in the work system or work role (Griffin et al., 2007).

After performing literature review and qualitative survey, a research framework as shown below is developed:

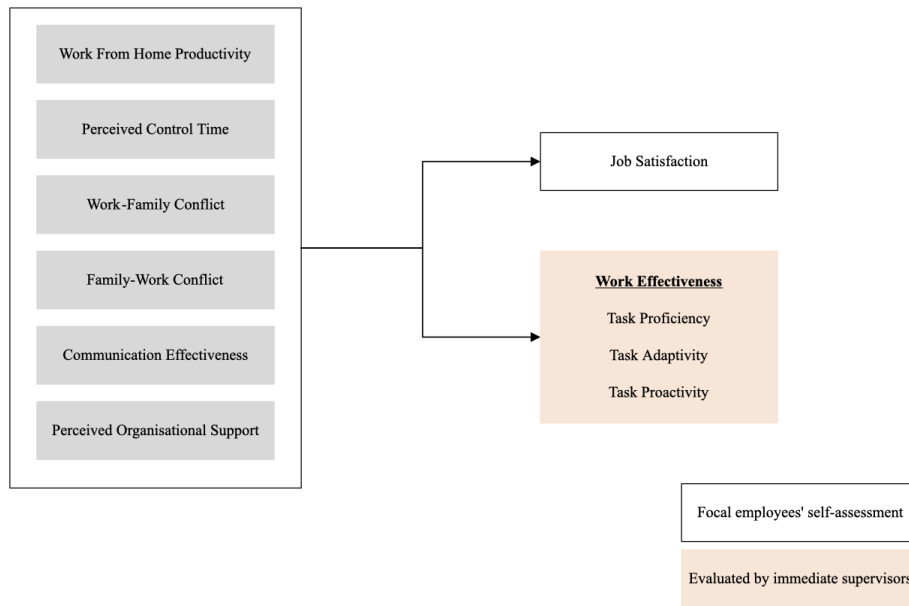


Figure 1 Research framework

Data/Methodology

The overall methodology for this study is illustrated in Figure 2.

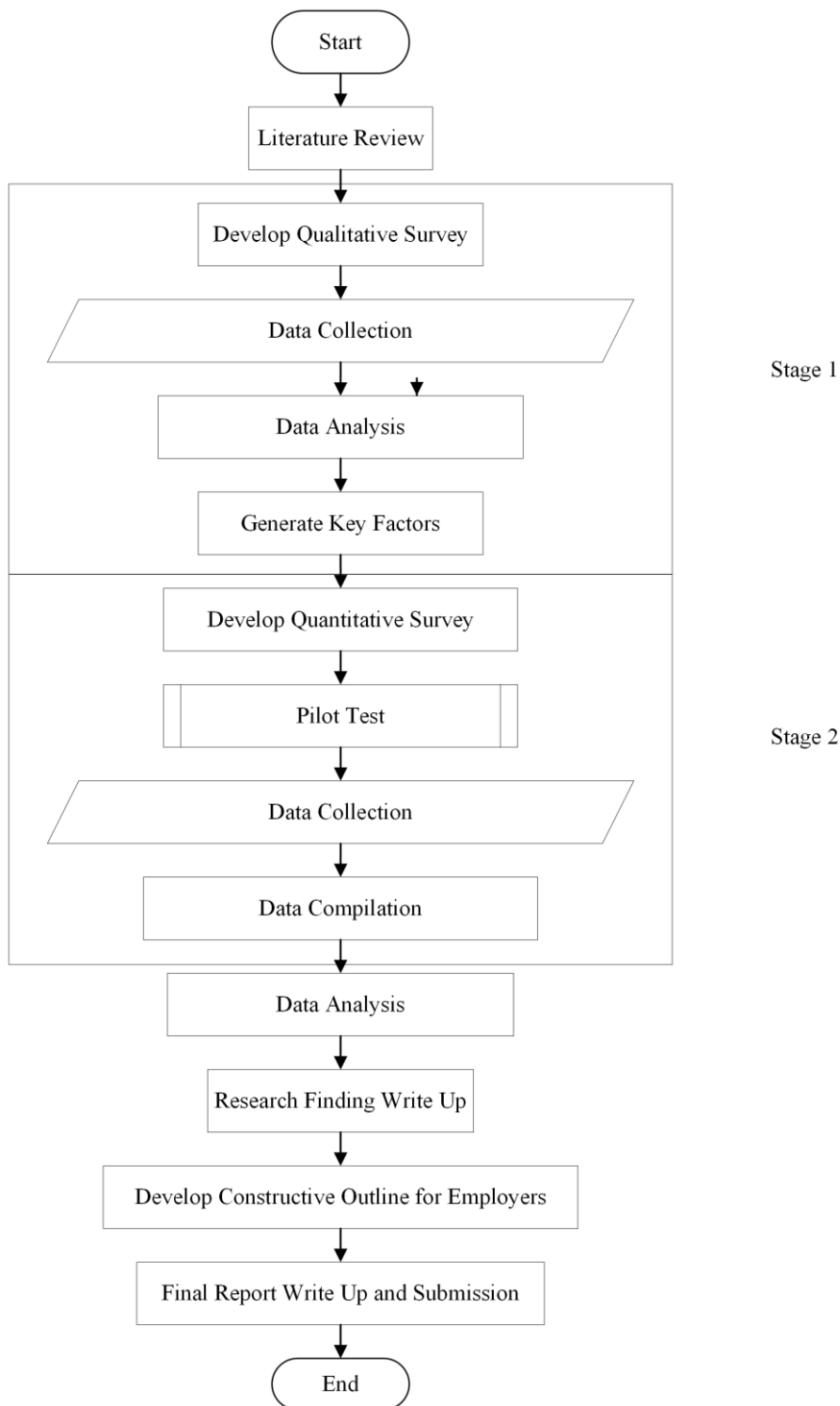


Figure 2

This work employed a mixed method, in which both qualitative and quantitative methods are used. In the first stage of this research, 20 employees were recruited for online interviews to explore the key factors that positively and negatively influence remote employees' work effectiveness. Based on the key factors identified from the interviews, a questionnaire is developed to further examine the relationship between the key factors and outcome variables

(i.e., work effectiveness and job satisfaction). To avoid common method variance, data were collected from two sources by inviting focal employees and their immediate supervisors to fill out surveys (Podsakoff et al., 2003). Two online questionnaires: “Survey A” (rated by focal employees) and “Survey B” (evaluated by supervisors) were created using Google Form. The 7-point Likert scale are adopted for both set of the questionnaires. The measures for the variables were developed or adopted from previous literature with reliability test of alpha values which are above 0.7. A pilot test which involved 30 participants who are either workers or academicians was conducted to ensure the appropriateness and the validity of the use of words for the questionnaires prior its distribution. As for survey data collection, the researchers directly contacted focal employees’ leaders and sought their help to share “Survey A” links with their subordinates, who are focal employees of this study. Out of 120 focal employees who were invited, 88 completed the survey with the response rate of 73.33%.

Results/Findings

Based on the analysis of the interview result (i.e., stage 1), “organisational support,” “family support,” “communication,” “effectivity,” and “time management” are top five most repeated keywords that will be considered as key independent variables for testing their impacts on work outcomes. For instance, Chiang & Hsieh (2012) and Park et al. (2021) discovered perceived organisational support are important for employees’ well-being before or during pandemic. The relationship is further verified by the result from the questionnaires (i.e., stage 2) as shown in Attachment 1.

Descriptive statistics, reliability estimates, and correlations of all focal variables are shown in Table 1. WFH productivity is significantly and positively correlated to four outcome variables (task proficiency, task adaptivity, task proactivity, and job satisfaction).

	Mean	SD	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
1. Gender	.57	.50	—															
2. Age	31.51	5.72	-.10	—														
3. Org-al Tenure	3.47	3.25	-.00	.34***	—													
4. Day of WFH	3.68	1.59	-.06	.09	-.22*	—												
5. Spouse WFH	.91	1.13	-.03	.46***	.33**	.04	—											
6. Children SFH	.49	.71	-.08	.55***	.41***	-.00	.69***	—										
7. WFH Productivity	5.55	1.11	.07	-.03	-.16	.22*	-.07	-.165	(.93)									
8. PCT	5.27	1.15	.17	.04	-.14	.12	-.08	-.235	.79***	(.76)								
9. W-F Conflict	3.53	1.68	-.28**	.03	.02	-.13	.02	.000	-.23*	-.35**	(.95)							
10. F-W Conflict	2.69	1.58	-.26*	-.15	.07	-.05	-.06	.054	-.39**	-.53**	.63***	(.96)						
11. CE	5.84	0.99	-.08	-.05	-.18	.17	-.03	-.066	.50***	.36***	-.11	-.22*	(.89)					
12. POS	5.33	1.22	-.16	-.14	-.00	-.03	.03	.071	.25*	.07	-.01	.06	.41***	(.95)				
13. T. Proficiency	5.99	1.18	-.00	-.26*	-.12	.01	-.23*	-.323	.47***	.38***	.00	-.17	.25*	.04	(.97)			
14. T. Adaptivity	5.85	1.22	.10	-.22*	-.05	.01	-.25*	-.327	.51***	.46***	-.08	-.19	.23*	.03	.91***	(.96)		
15. T. Proactivity	5.73	1.26	.07	-.23*	-.09	-.01	-.25*	-.29**	.45***	.40***	-.07	-.18	.22*	.01	.89***	.93***	(.96)	
16. JS	5.72	.77	-.13	-.06	.01	.13	.03	-.07	.51***	.31**	-.14	-.09	.43***	.51***	.30**	.28**	.26*	(.96)

Note. The alpha internal consistency reliability coefficients appear in parentheses along the diagonal. ^a Sample size, $n = 88$. SD = Standard Deviations. Org-al Tenure = Organisational tenure; WFH = Work from Home; SFH = School from Home; PCT = Perceived Control Time; W-F = Work-Family; F-W = Family-Work; CE = Communication Effectiveness; POS = Perceived Organisational Support; T. Proficiency = Task Proficiency; T. Adaptivity = Task Adaptivity; T. Proactivity = Task Proactivity; JS = Job Satisfaction.

* $p < .05$; ** $p < .01$; *** $p < .001$.

Table 1 Means, Standard Deviations, Correlations, and Reliability of Variables ^a

Table 2 presents the results of regression analysis of focal variables of this study, and Model 2, Model 4, Model 6, and Model 8 indicate the effects of WFH productivity on task proficiency ($\beta = .47$; $p < .05$), task adaptivity ($\beta = .45$; $p < .05$), task proactivity ($\beta = .45$; $p < .05$), and job satisfaction ($\beta = .34$; $p < .05$), respectively. Besides, as shown in Model 8, perceived organisational support is positively associated with job satisfaction ($\beta = .22$; $p < .001$).

Variables	Work Effectiveness							
	Task Proficiency		Task Adaptivity		Task Proactivity		Job Satisfaction	
	Model 1	Model 2	Model 3	Model 4	Model 5	Model 6	Model 7	Model 8
Intercept	6.94***	5.03***	6.24***	3.91**	6.47***	4.65***	5.89***	2.60***
Gender	-.08	-.16	.18	.06	.11	-.03	-.215	-.16
Age	-.03	-.05	-.02	-.04	-.02	-.05	-.012	.01
Organisational Tenure	.02	.04	.05	.07	.02	.04	.023	.03
Day of WFH	.02	-.03	.04	-.02	.02	-.04	.069	.01
Spouse WFH	.01	-.06	-.06	-.12	-.10	-.16	.094	.09
Children SFH	-.46	-.18	-.50	-.19	-.33	-.02	-.180	-.25
WFH Productivity		.47*		.45*		.45*		.34**
Perceived Control Time		.02		.15		.09		-.10
Work-Family Conflict		.13		.08		.09		-.08
Family-Work Conflict		-.11		-.04		-.07		.06
Communication Effectiveness		.07		.04		.06		.08
Perceived Organisational Support		-.11		-.10		-.13		.22***
R^2	.12	.34	.13	.38	.10	.31	.06	.47
F value	1.77	3.28***	2.01	3.81***	1.43	2.78**	.83	5.62***

Note. Sample size, $n = 88$. WFH = Work from Home; SFH = School from Home.

Table 2 Results of Regression Analysis

Nonetheless, it is worth noting that the sample size (n=88) for this relatively small exploratory study. Thus, most relationships between variables are not significant. The researchers are aiming to expand the sample size to collect more data to better gauge the relationships between different variables.

Implications for Research/Policy

Deputy Human Resources Minister, Datuk Awang Hashim announced effective from September 1, 2022, under the amendment to the Employment Act 1955, employees can apply for Flexible Working Arrangements (FWA) with their employers (Bernama, 2022). To do so, employees need to write in to indicate working hours, working days, as well as place of work, and employers need to reply in writing within 60 days to indicate if the application is accepted with reasons. From the result obtained, average days of employees working from home is 3.68 days. Hence, managers can allow employees to work in hybrid mode, which means employees are working from home and office. Participants in this research have an average of 3.47 years of tenure with the organization, whereby they can carry their task independently without guidance from their supervisor. It will be an interesting topic to study if fresh graduates, who have just graduated from the college, are suitable to work from home. The research has also shown that employees who are working from home have a better perceived control in time and being more productive at work. When employees have a better perceived control in time, they can structure their activities and according to the resources, further will lead them to be more productive at work (Claessens et al., 2004).

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Keywords: COVID-19 endemic, productivity, perceived organisational support, work effectiveness, job satisfaction, remote working.

Attachment 1

Variable Name and Source of Measure	Number of Items	Sample Item
<u>Independent Variables</u>		
Perceived Organisational Support (Chiang & Hsieh, 2012)	5	1. My organisation cares about my opinions. 2. My organisation really cares about my well-being.
Work from Home Productivity (Neufeld & Fang, 2005)	10	1. I am very productive while working from home. 2. I feel that the quality of the work I do while working from home is better than when I work at the office.
Perceived Control Time (Claessens et al., 2004)	5	1. While working from home, I feel in control of my time. 2. While working from home, I find it difficult to keep up to my schedule because others take me away from my work.
Work-Family Conflict (Netemeyer et al., 1996)	5	1. The demands of my work interfere with my home and family life. 2. The amount of time my job takes up makes it difficult to fulfil family responsibilities.
Family-Work Conflict (Netemeyer et al., 1996)	5	1. Due to work-related duties, I have to make changes to my plans for family activities. 2. The demands of my family or spouse/partner interfere with work-related activities.
Communication Effectiveness (J. Park et al., 2012)	4	1. While working from home, my supervisors or colleagues keep me very well informed about what is going on. 2. While working from home, my supervisors or colleagues explain technical details in a meaningful way.
<u>Dependent Variables</u>		
Work Effectiveness were measured using the scale of Work Role Performance (Griffin et al., 2007)	9	1. He/she carries out the core parts of his/her job well. 2. He/she completes his/her core tasks well using the standard procedures.
Job Satisfaction (Vigoda & Cohen, 2002)	5	1. I am satisfied with my current job. 2. I am satisfied with my current co-workers.

Title 8

Elemen Kebajikan dalam Kerangka Kerja Pelaksanaan Hospital Patuh Syariah: Kajian di Hospital Pakar An-Nur Bangi

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Introduction

Idea awal kerangka hospital patuh syariah (HPS) telah menggariskan tujuh kriteria pengoperasian iaitu; reka bentuk, status kewangan yang kukuh, kualiti dan teknologi yang tinggi, perkhidmatan tidak mengira agama, penyediaan kelengkapan perubatan yang model, penjagaan pesakit yang holistik meliputi fizikal, mental, emosi, rohani dan sosial dan prosedur perkhidmatan yang tidak bertentangan dengan prinsip syariah. Tujuan penting pelaksanaan Hospital Patuh Syariah adalah penawaran produk Islam alternatif kepada produk konvensional (Kasule, 2011).

Pelaksanaan konsep hospital patuh syariah cuba untuk menerapkan pencapaian maqasid al-syariah semaksima mungkin melalui perkhidmatannya. Selari dengan tuntutan maqasid al-syariah untuk pemeliharaan nyawa, Hospital Pakar al-Islam, contohnya telah memperkenalkan konsep *Islamic Social Responsibility* yang bertujuan melahirkan kakitangan yang bertanggungjawab kepada masyarakat. Konsep infaq dan sedekah telah diberikan penekanan untuk menyumbang kepada masyarakat terutama dalam kalangan pesakit (Hospital Pakar al-Islam, 2014).

Hospital Pakar An-Nur di Bandar Baru Bangi merupakan hospital swasta pertama yang memperoleh sijil MS1900:2014 di Malaysia pada April 2015 oleh SIRIM. Pada tahun 2015, hospital ini telah mendapat penganugerahan sijil pematuhan syariah (Shaharom Md

Shariff & Abd Rashid Abdul Rahman, 2016). Berdasarkan kepada kerangka dan kriteria Hospital Patuh Syariah yang telah diadaptasi oleh Hospital Pakar An-Nur, tumpuan diberikan kepada infrastruktur dan perkhidmatan. Selain itu, penekanan terhadap nilai-nilai utama Islam dalam pengoperasian hospital merupakan sebahagian daripada komponen penting konsep *rahmatan lil alamin*.

Jika dilihat kepada kerangka SIRIM MS1900:2014, nilai-nilai Islam tidak dinyatakan secara spesifik. Begitu juga tentang elemen kebajikan yang menjadi komponen utama kepada *masalah* yang menjadi menjadi asas kepada maqasid al-syariah. Justeru, kajian ini akan menganalisis kerangka pengoperasian Hospital Patuh syariah yang dilaksanakan dalam Hospital Pakar An-Nur dan mengenal pasti elemen kebajikan yang dilaksanakan seterusnya mencadangkan bentuk-bentuk kebajikan yang bersesuaian dalam pengoperasian Hospital Pakar An-Nur.

Objective

1. Menganalisis kerangka kerja pengoperasian Hospital Pakar An-Nur Bangi
2. Mencadangkan penambahan elemen kebajikan dalam kerangka kerja pengoperasian Hospital Pakar An-Nur Bangi

Data/Methodology

Kajian ini merupakan kajian kualitatif dengan pengumpulan data melalui kajian kepustakaan. Selain itu, data diperoleh melalui temubual mendalam semi berstruktur bersama Ketua Pegawai Eksekutif Hospital Pakar An-Nur. Data yang diperoleh melalui kajian kepustakaan dianalisis secara analisis kandungan manakala data temu bual dianalisis secara tematik. Tema-tema soalan yang dipilih ialah kerangka pengoperasian hospital patuh syariah, elemen kebajikan dalam pengoperasian hospital patuh syariah, bentuk-bentuk kebajikan dan impak kepada pelanggan atau masyarakat.

Results/Findings

Konsep tanggungjawab sosial korporat telah wujud dalam pengoperasian Hospital Pakar An-Nur dan penumpuan aktiviti terhadap kebajikan bukan kewangan. Aktiviti-aktiviti seperti sosial, kebudayaan, pendidikan dan rekreasi telah menjadi aktiviti utama tanggungjawab sosial korporat. Elemen kebajikan yang masih terhad dilaksanakan dalam pengoperasian Hospital Pakar An-Nur ditambah dengan kerangka sistem pengurusan kualiti oleh SIRIM yang menjadi panduan kepada pelaksanaan hospital patuh syariah hanya menumpukan kepada aspek pengurusan dan produk telah memberikan idea kepada kajian ini untuk mencadangkan elemen kebajikan yang menyeluruh meliputi elemen kebajikan bukan kewangan dan berasaskan kewangan. Elemen kebajikan berasaskan kewangan dapat dizahirkan dengan pelaksanaan dana filantropi Islam seperti wakaf, zakat, hibah dan sedekah. Pengaliran dana kewangan filantropi mampu untuk mencapai matlamat yang digariskan dalam maqasid al-syariah.

Implications for Research/Policy

Kajian ini telah mengetengahkan cadangan untuk penambahbaikan kerangka pengoperasian hospital patuh syariah yang selaras dengan penekanan matlamat di dalam maqasid al-Syariah. Elemen yang dicadangkan boleh ditambah baik dalam kerangka pengurusan kualiti sebagaimana yang digariskan oleh SIRIM, Malaysia.

Keywords: *hospital patuh syariah, kebajikan, filantropi, maqasid al-Syariah, tanggungjawab korporat sosial (TSK).*

Title 9

The Influence of Microtakaful Products on Halal Small Business Sustainability

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Introduction

Takaful products are essentially Shari'ah compliant financial instruments that are designed based on mutual agreement among the parties to protect their common interests (Salleh, 2016). Recently, there have been strong demands for this product which resulted in sustained growth of the takaful industry (Bank Negara Malaysia (BNM), 2019a). However, takaful penetration of low income earners in Malaysia is considerably slow (Md Husina, 2019). As a result, microtakaful products were designed to meet the financial protection needs of low income earners as well as for the sustainability of Small and Medium Enterprises (SMEs) (M. Salleh & Padzim, 2018). Microtakaful products are alternative risk management tools to conventional microinsurance products (Safder Jaffer, Farzana Ismail, Jabran Noor, 2010).

While stressing on while it is crucial for SMEs, (Ahmed, 2016a) reveals that microtakaful for micro enterprises is important in providing the protection and financing needs. (Sendut, 2019)) states that the low-income segment of Malaysia comprises citizens that fall into the bottom 40% (B40). The B40s generally work in the informal sector such as micro and small businesses (Mottain, 2018). Focusing on halal industry, the growth of global Muslim population is accompanied with the demands for halal products and services (Wilson et al., 2013); (Tahir et al., 2016). Due to their sizes, halal small businesses are normally faced with the catastrophe in their operations with no enough protection and knowledge of risk management ((Crovini et al., 2020)). Based on the above argument, microtakaful products are critical for achieving a sustainable halal small business and avoid unforeseen disruption.

Objective

This study aims to examine the influence of microtakaful products on halal small businesses

sustainability. Conducting this study is crucial given that the Malaysian economy is highly dominated by the informal sector, where the majority businesses are micro enterprises. Thus, micro takaful is expected to further boost social mobility and protect halal small businesses from unexpected expenses and loss of income.

Data/Methodology

This study has adopted quantitative research design and performed quantitative analyses on the data collected. The target population for this research are halal small businesses owners and workers who subscribed to micro protection, specifically microtakaful, from the state of Selangor, Malaysia.

The items in the developed questionnaire with clear instructions, sequence of questions, and simple to understand were adapted and modified from other research works by (M. Salleh & Padzim, 2018), (Ishak, 2020), and (Htay et al., 2015). The modification on indicators was implemented to measure each type of microtakaful product element to achieve the objective of the study.

Before the questionnaire developed for this study was used for data collection, during pre-test and content validity process, there are expert which involves researcher's supervisor, co-supervisors and takaful practitioner from industry to check and pre-test the validity and suitability of the item for reviewed and comment. After conducting a pre-test, the pilot study involved 61 respondents.

Non-probability sampling was used to minimise the challenge in assessing and collecting the needed data, particularly convenience sampling, purposive sampling and snowball. Data collection for this study took a period of seven months, from September 2020 to March 2021. There were 238 total responses received, Whereby, 61 completed responses were received from small businesses' owners and workers through face-to-face data collection. Moreover, another 177 duly completed questionnaires were collected through an online platform using Google Forms. This study has employed descriptive analysis, exploratory factor analysis, and multiple regression, in addition to data screening.

Results/Findings

The results of multiple regression analysis indicate that property microtakaful product is insignificantly whereby this result extends the study of Mohamad Hasim (2014) where it was disclosed that the features of the product make it unattractive to halal small businesses, leading to low penetration rate. However, with further innovation, property microtakaful product may play an important role in contributing to the sustainability of halal small businesses.

The result for multiple regression analysis shows that health microtakaful product is insignificantly whereby this result is inconsistent with the study of (F. Salleh et al., 2018) which claims that health micro protection is highly demanded among the poor. In contrast, the finding suggests that health microtakaful product is not highly demanded by halal small businesses, but reveals the reason why health protection gaps exist and why more people are left unprotected (Haegeli, 2021). Therefore, small businesses need to be exposed to the importance of this product through proper engagement and outreach programmes to educate them on affordable health protection.

The multiple regression result shows that disability microtakaful product is positively and significantly related to halal business sustainability. This finding supports the finding of Mosley (2009) where it was concluded that micro protection help customers, especially during difficult events, such as when participants involved in temporary disability. This finding also supports support the studies of (Usman, 2012) on the benefits of disability microtakaful for the sustainability of microenterprises.

The result of multiple regression for family microtakaful products shows positively and significantly related to business sustainability. This is consistent with the study by (Abdul Rahman, 2009) maintains that people are concerned about their old ages for survival in the absence of no income or economic shock. Thus, this finding suggests that family microtakaful product is significantly related to the sustainability of halal small businesses.

Implications for Research/Policy

The implication from this study is important as first of its kinds that examine the influence of microtakaful products on the sustainability of halal small businesses. The significant influence of disability and family microtakaful products on sustainability of halal small businesses will help takaful operators to prioritise these products to become attractive to halal small businesses. Finally, the research instrument developed and used to collect data is probably the first of its kind and can be used by future researchers without validating the items again, since they have been validated in this research.

The implication to the policy maker focusing to the authority to monitor the effectiveness and efficiency of the microtakaful product to halal small businesses segment especially in avoiding destruction of wealth, avoiding lack of productivity, avoiding slowing economic growth, avoiding loss of manpower, and avoiding overburdened state health care facilities.

The implication to the practitioners shows that this study would help halal business owners and workers to have a better understanding on the benefits of subscribing to microtakaful products. This study have important implications for takaful operators by calling on them to improve the process of their operations and designing innovative products, especially given the huge size of halal businesses in emerging countries. This study will provide a guide to halal industry in overall to develop a knowledge direction for all players from halal business owners to the public on the importance of microtakaful products to a more harmonious economy.

Keywords: *Microtakaful, Halal small businesses, Sustainability, Risk management, Malaysia*

Title 10

Kajian Strategi Daya Tindak (*Coping Strategy*) Yang Digunakan Oleh Ibu Tunggal dalam Menangani Kesukaran Kewangan

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Pengenalan

Kesukaran kewangan sering berlaku dalam kalangan keluarga ibu tunggal terutamanya kepada mereka yang berpendapatan rendah. Hal ini menimbulkan persoalan tentang keupayaan ibu tunggal dalam menangani kelangsungan hidup mereka dan keluarga.

Objektif

Kajian ini dijalankan untuk mengkaji strategi daya tindak yang digunakan oleh ibu tunggal berpendapatan rendah dalam menangani kesukaran kewangan dan meneroka pengalaman ibu tunggal berpendapatan rendah dalam menangani kesukaran kewangan.

Metodologi

Kaedah kualitatif digunakan dalam kajian ini untuk meneroka dan memahami strategi daya tindak mereka dengan menggunakan kaedah temubual semi-struktur. Analisis kajian ini menggunakan kaedah secara manual dimana temubual yang dirakam melalui audio akan ditranskripsikan dan data akan dianalisis menggunakan analisis tematik. Analisis tematik adalah asas kepada analisis kualitatif kerana ia mengenal pasti analisis dan corak laporan (tema) dalam data.

Penemuan/Perbincangan

Seramai sepuluh (10) orang ibu tunggal dipilih melalui kaedah persampelan purposif di negeri Pulau Pinang dan Perak. Hasil kajian mendapati strategi daya tindak ibu tunggal ini adalah melalui bantuan formal (Jabatan Kebajikan Masyarakat (JKM), Pusat Zakat, PERKESO, Bantuan Sara Hidup (BSH), *non-governmental organization* (NGO), Persatuan Ibu Tunggal, dan bantuan pinjaman wang daripada Amanah Ikhtiar), bantuan tidak formal (rakan, keluarga, jiran, majikan) dan bantuan spiritual/ sendiri/ kreatif (sembahyang, doa, mencari pendapatan tambahan, mengamalkan sikap berjimat cermat, dan pengurusan keluarga yang efisien) dan lain-lain. Responden juga memberikan respon bahawa bantuan formal yang diterima tetap tidak mencukupi untuk kelangsungan hidup selain daripada permohonan bantuan formal amat sukar untuk diperolehi. 90% responden mendapati bahawa keluarga tidak membantu mereka di saat mereka menghadapi kesukaran kewangan yang melampau. Sokongan spiritual iaitu dengan berlandaskan doa dan kepercayaan kepada Tuhan menjadi sumber kekuatan ibu-ibu tunggal dalam mengharungi kesukaran hidup mereka dari pelbagai bangsa dan agama.

Implikasi Kajian

Hasil daripada kajian ini akan memberikan gambaran secara jelas dan mendalam berkenaan strategi daya tindak bersifat kewangan yang digunakan oleh ibu tunggal. Walaupun hasil dapatan kajian ini tidak dapat digeneralisasikan namun ia masih dapat memberi sumbangan yang bermakna kepada pihak-pihak tertentu seperti pembuat dasar berkaitan kesejahteraan ibu tunggal, organisasi bukan kerajaan dan seterusnya kepada bidang keilmuan itu sendiri sebagai bahan rujukan ilmiah dalam kajian berkaitan ibu tunggal di Malaysia khususnya, dan di dunia secara amnya.

Kata Kunci: *Ibu Tunggal Kesukaran Kewanga Strategi Daya Tindak, Pendapatan Rendah*

Title 11

Transaction Cost Economics for Malaysian Housing Development: The Quantification Method

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Introduction

Housing is one of the vital sectors of the economy that ensures the growth of urban development and sustainability, which indicates the socioeconomic stability and development of a country. However, Malaysia's housing median multiple affordability score reported is 4.1 which categorized as seriously unaffordable. The issue derived from the mismatch between the affordability level and the housing prices especially in Malaysia. To further investigate into housing affordability issue, previous research concluded that the key factors driving up the housing prices are the needs to fulfil government policies better known as compliance costs, and housing development process (soft costs). Consequently, the compliance costs were pass-on to the buyers as it makes up the cost components in typical housing development, subsequently increases the house selling prices. Interestingly, Transaction Cost Economics (TCE) is recommended by previous research as TCE is an economic tool that can be useful to unbundle the hidden housing development costs (both soft & hard costs) within housing development and can be utilized in decision making during feasibility study preparation. Transaction costs analysis is appropriate because transaction costs in housing development are relatively obscure, yet vital to be considered. However, TCE constitutes difficulties in quantification due to contradictions in defining the transaction costs. Therefore, this paper aims to delineate the theoretical research background on TCE quantification and adoption in Malaysian housing development. The findings will be utilized to develop a TCE framework for Malaysian housing development, designed for process coordination and cost optimization that can be used for feasibility studies.

Objective

To identify the transaction cost components in pre and post contract of Malaysian housing development.

1. To determine the method to quantify the transaction cost components for Malaysian housing development.

Data/Methodology

No theory could claim as purely beneficial and has no limitations. Likewise, there are some challenges faced by previous TCE studies and research. The first challenge is the contradictions in defining “transaction costs”. The term “transaction cost” is not consistently defined in the construction industry because the concept of transaction cost is not completely accepted by all players in construction projects. Therefore, it is not clear whether transaction costs can be reduced, mainly because they are not defined systematically and consistently. Thus, a standard platform of measurement to ensure consistency in activities listed in the pre-contract and post-contract of housing development should be established to tackle the inconsistent definition. The second challenge for TCE study is highlighted by Williamson, who introduced the concept of TCE theory back in 1981, who concluded that quantification of transaction costs constitutes challenging difficulties. This may contribute to the reason on why TCE is not widely applied in various industries including construction industry. The lack of standardized transaction costs definition is a drawback and limitation that failed many attempts of TCE quantification in different research fields. As an example, the economic profession has not been able to incorporate transaction costs in their analysis due to inconsistent definitions and frameworks, as well as difficulties in measurement and quantification. According to Allen, the theory would be more valuable if transaction costs could be measured with reasonable accuracy.

Results/Findings

Despite the constraints to quantify and measure transaction costs as explained previously, there are various attempts to quantify the transaction costs and the methods has been adapted successfully by previous research. For this research, the quantification of transaction cost components for Malaysian housing development will be tackled as following to produce percentage of transaction cost components over gross development costs to illustrate the distribution of transaction cost components in Malaysian housing development:

$$\frac{\text{Transaction Cost Components} \times \text{Man Power Wages} \times \text{Period}}{\text{Gross Development Costs (GDC)}} = \text{Percentage of Transaction Cost Components}$$

It was found that the quantification for housing development is best done in percentage form from the gross development costs (GDC) to address the drawbacks encountered by majority of the previous research. Measuring the time spent by professionals in conducting the transaction activities as surrogate of cost is more appropriate and reflective of the activities undertaken.

Time spent is used as surrogate costs since there is insufficient information related to transaction costs. Additionally, the attempt to quantify transaction cost components using time spent as surrogate costs may have higher feasibility and possibly higher accuracy. Therefore, this research will attempt to quantify the transaction cost components for Malaysian housing development by utilizing time spent by professionals in conducting the transaction activities as surrogate of cost.

Implications for Research/Policy

This research will provide an insight on overall housing development process and costs based on the typical components of housing projects in Malaysia. By identifying the transaction cost components and quantifying the transactions of activities, it can assist in highlighting the undocumented activities and subsequently the associated costs which may not be considered in the total development costs in a typical Malaysian housing development. Findings of this research can further shape and improve the Malaysian Map of affordability on housing scheme in line with the 2nd National Housing Policy 2018 - 2025 through Strategic Thrust No.2 on improving accessibility and affordability of housing. It is also in line with Objective No.2 in National Housing Policy 2016 to enhance the capability and accessibility of the people to own or rent a house through Strategic Thrust No.1 on provision of adequate housing based on the specific needs of the target group. It is also expected that the research findings compliment the National Priority Areas specifically on transportation and urbanization. The research findings will have practical implications on construction business practice due to their robust empirical nature and theoretical framework, which could enhance the performance of the housing industry.

Keywords: *Transaction Cost Economics (TCE), Quantification, Malaysian Housing Development.*

Title 12

Impact Of Economic Poverty On Education And Income Of Urban Poor Communities In Kuala Lumpur

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Introduction

Poverty has continued to be a long-lasting problem in the developing world. It is estimated that globally there are 8.45% or 676 million people living in extreme poverty, earn less than \$1.9 per day. In 2015, United Nations has initiated Sustainable Development Goals which are, no poverty, zero hunger, gender equality, and good health and well-being among others to tackle various poverty issues. The COVID-19 pandemic worsened the situation of extreme poverty with decreased income, job losses, and work stoppages. The impact of COVID-19 is the hardest among poor households, especially women, youth, and, informal workers, especially those who live in urban areas.

Urban poor, especially those in informal settlements, are increasingly facing the risks of decreasing the quality of their living and livelihoods. Statically, 25.5% of Malaysia's population is living in Kuala Lumpur and Selangor. Kuala Lumpur and Selangor are the top two states with the highest cost of living making the urban poor households suffer from economic deprivation.

Objective

Economic poverty can be seen through the situation of households not earning sufficient income to cover several minimum necessities such as food, clothing, shelter, and other basic necessities. Communities in urban areas have low socio-economic levels which can affect the level of education as well as low sources of income. The objective of this study is to analyze the income level and background of the urban poor communities, and the factors of economic poverty in the urban poor communities.

Methodology

This study employed purposive sampling based on urban poor community in Kuala Lumpur who lives in Projek Perumahan Rakyat (PPR). There are two main criteria for the identification of the respondent: the first is head of household, and the second is living in PPR. This study collected 481 respondents through the distribution of questionnaires and a complete set of 400 responses from PPR community respondents was maintained for further analysis. The data were analyzed using Descriptive Analysis, T-Test, and ANOVA tests by SPSS software version 23.

Findings

The findings of the study showed that the respondents consist of Malays (52.3%), Chinese (28%), and Indians (19.5%). A total of 383 respondents have income below RM4,000 and a total of 360 respondents have an education level at the secondary levels only. This indicates that the level of education of the urban poor communities is still low. Almost 45 percent of them claimed they had been living at the PPR for more than 15 years and yet only 11.5 percent afford to buy a PPR unit.

Based on the result, education has a significant effect on poverty in the urban poor community in Kuala Lumpur. The urban poor who lives in poverty have limited access to education; therefore, lower the quality of human capital, which results in low productivity, making their income also low. Low income will decrease well-being, triggering an increase in poverty. The result also revealed that income has a significant effect on poverty in the urban poor community in Kuala Lumpur. Stable income will make individuals and communities high productivity because their well-being is maintained. An increase in income will certainly impact increasing the community's well-being, and it will ultimately have implications for reducing poverty in the community.

Implications for Research and Policy

To reduce economic poverty, the government should come out with relevant policies and strategies in upgrading the urban poor income and education. There are several policy implications that can be implicated from this study. First, through effective income and good educational strategies, government and related stakeholders should develop strong human capacities among the poor household. Second, this study suggests that the government must develop more programs in empowering urban poor households to generate more income. Third,

this study also implicates that human capital among urban poor households can be improved through a higher level of education. However, the results obtained are limited to the urban poor in Kuala Lumpur. Therefore, future studies can be replicated to a broader scope to cater poverty issues in urban, rural and poorer state in Malaysia.

Acknowledgements

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Keywords: *Economic poverty, income level, education, urban poor communities, socioeconomic level*

Title 13

Augmented Reality through Mobile Application to Enhance Vocabulary Learning among Primary Schools Indigenous Students

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Introduction

There are many studies reporting the using of augmented reality for teaching and learning basic vocabulary in English among school children of different ethnic groups in Malaysia (Sommerauer & Müller, 2018). However, studies concerning the using augmented reality in improving basic vocabulary in English among indigenous people or Orang Asli children are very limited. Therefore, the objective of this study was to determine the effectiveness of using of augmented reality through Hologo mobile application to promote learning for basic vocabulary in English among indigenous students. This research will be focusing lower primary students in primary one and primary two. Three theories have been applied in this research. Cognitive Theory of Multimedia Learning (CTML), Social Cognitive Theory (SCT) started as the Social Learning Theory (SLT) in the 1960s by Albert Bandura and Student Engagement Theory (SET) by Kearsley and Schneiderman (1998). They were developed during the process of determining the study objectives, which were obtained from a literal review of the research variables. In this study, researcher focus on the context of teaching and learning skills through AR amongst Indigenous students.

Objective

Based on the above background, the objectives of the study are:

- i. To determine levels of student's achievement in vocabulary test, motivation and student's engagement in learning vocabulary before and after using AR through Hologo mobile application in control experiment group.

- ii. To investigate any significance difference in student's achievement in vocabulary test before and after using AR through Hologo mobile application within and between control and experimental group.
- iii. To investigate any significance difference in motivation level student's achievement in learning vocabulary test before and after using AR through Hologo mobile application in control experiment group.
- iv. To investigate any significance difference in students' level of engagement in learning vocabulary test before and after using AR through Hologo mobile application in control experiment group.

Data/Methodology

The variables of this research focused only to Indigenous students' performance in basic vocabulary, motivation, and engagement towards learning English after using augmented reality through Hologo mobile application. The researcher only conducted mixed methods in quasi-experimental design. The population of this research are lower primary students of primary one and primary two from two national schools situated among Indigenous community. The researcher conducted purposive sampling method since it is an appropriate method available for limited number of primary data sources that contribute to this research. Purposive sampling is a sampling technique based on researchers' criteria (Retni Sulistiyoning Budiarti, Harlis, and Desfaur Natalia, 2019). The criteria in this study are indigenous students who enrolled in lower primary students of primary one and primary two in SK Sedohok and SK Pengkalan Tereh.

In line with objectives of this study, the researcher gave the students pre-test to know their achievement in English vocabulary. The vocabulary test was conducted using Common European Framework of References (CEFR)-aligned ESL curriculum which combines both formative assessment and summative assessment under the

umbrella construct of school-based assessment (SBA, hereafter) to improve the teaching and learning process in public schools. After the treatment, the students were given the same vocabulary test.

Three theories have been applied in this research. Cognitive Theory of Multimedia Learning (CTML), Social Cognitive Theory (SCT) started as the Social Learning Theory (SLT) in the 1960s by Albert Bandura and Student Engagement Theory (SET) by Kearsley and Schneiderman (1998). They were developed during the process of determining the study objectives, which were obtained from a literal review of the research variables.

Results/Findings

This research is amid collecting data.

Implications for Research/Policy

The study relied mainly on the self-report from two Indigenous school students which may not be objective in some respects due to the different personality, value system and response style. The findings from this study are only focusing on students at the selected school, therefore it is not generalized to all categories of students. The respondents involved in this study consisted of 18 students from SK Pengkalan Tereh and 15 students from SK Sedohok, and the number of respondents too small to generalize the findings of the study. As the study was conducted only in two indigenous schools in a rural area, this may not reflect the situation of students in urban schools and may be difficult to generalize the finding to the primary school students all over Malaysia.

The indigenous students with wide knowledge on Augmented Reality or more exposure on vocabularies may hide some of their behaviors or ideas, which may fail to detect some of them and not reflect the incidence accurately. Little attention also was given on the method of data collection, self-administered questionnaire will be distributed, and respondents have the tendency to answering the questionnaire randomly without read and understand thoroughly the question asked.

This study involved large portion on the development of Augmented Reality for preference basic vocabularies and time cost on it, which may ignore the effect of other vocabularies and verbs as well. Most students are shy and nervous on using English as communication medium, which may ignore the questionnaire and the process of teaching and learning through Augmented Reality.

Keywords: *Augmented Reality, Indigenous Students, Acquirement of Vocabulary, Motivation, Classroom Engagement.*

Title 14

***Ta'awun* (Mutual Cooperation) among Community Members in Sustaining *Infaq* (Perpetual Charitable Contribution) for Community Agriculture Projects**

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Introduction

Community agriculture projects are important to secure food for the people. This work is never a trivial work. It is part of the 17 Sustainable Development Goals (SDGs). The global agenda requires people to work together to attain justice, prosperity and unity in society.

In any public project, there is a need to apply project management. Project management and funding of sustainable projects is always a challenge. There is no other shortcut for the society to implement any community project. The society must cooperate mutually in the management and funding of community projects. Community vegetable gardens need solid and structured management and committed funding. Community cooperative approach in project management and funding may be a solution for community vegetable gardens.

Public must cooperate mutually. They must practice *ta'awun* (mutual cooperation) in the *infaq* (charitable funding) for the management and funding of community agriculture project. There is no institution ready to provide funding for community projects. Public projects are not similar to commercial projects, because the public projects do not have funding from the banks or investment companies. For public projects, it comes from public grants or crowd funding. Sources of funding are related to the outcome of the project.

Donation from the public is important. The funding for community projects needs continuous funding from committed donors. The spirit of charitable funding through *infaq* with *ta'awun*

approach to project management and funding is based on mutual cooperation and understanding among members of the public.

Objective

The main purpose of this study is to explore the influence of *ta'awun* (mutual cooperation) among community members in making the *infaq* (perpetual charitable contribution) for the management and funding of community agriculture gardens. *Ta'awun* in the funding with *infaq* motivation allows members of a community to share a sense of responsibility and accountability for the community.

Data/Methodology

The study uses qualitative research methods through personal interviews with community leaders who have community agriculture project. The personal interview was conducted with casual conversation. The study used three phases in data collection and analysis.

The first phase is to have validated research instrument. The researchers developed special research instrument which comprised interview questions and protocol. The researchers have validated the research instrument with academics and community experts. The initial research instrument given to the experts was not according to context of the research. Another word, the interview questions were too difficult to be understood by the informants.

The second phase is to secure permission to conduct research. The researchers obtained the permission from the community leaders. After securing the permission, the researchers secured informed consent from the informants. The researchers managed to get direct contact from the informants.

The third phase was the data collection through personal interview. The venue of the interview was decided by the informants. The research used note taking approach. For validation purpose, the researchers approached the informants to verify interview notes. After the verification, the researchers approached independent researchers to validate the interview notes. This is the validation process in qualitative research.

The researchers analysed the verified and validated interview transcripts with thematic analysis. Firstly, the researchers assigned codes to the interview transcripts. Secondly, the researchers sorted the codes according to different themes. Finally, the researchers developed connection themes with the constructs of the research.

Results/Findings

The results of the study are based on the personal interviews with five community leaders, from Tebing Group, Padang Group, Kasih Group, Rizab Group and Pinggiran Group.

Tebing Group: Tebing Group started their community agriculture project with 10 participants in 2008. The first *ta'awun* (mutual cooperation) was through their efforts in converting the bush nearby their houses into an agriculture project.

Padang Group: Padang Group has identified an empty area near a football field to grow some vegetables too. This group raised money with *ta'awun* and *infaq* from their neighbors who were interested to join the group. The money will be used to manage the vegetable garden.

Kasih Group: Kasih Group developed its own *ta'awun* and *infaq* approaches in project management and funding with knowledge, abilities, socialization, innovation, and habit.

Rizab Group: Rizab Group uses project control and monitoring mechanisms in the project management and funding of its vegetable garden. The *ta'awun* and *infaq* experience laid in the entrepreneurship training provided by one of the participants who is a certified trainer.

Pinggiran Group: Pinggiran Group has access to some empty spaces that act as a buffer to border the housing areas with river bank and private landfill. Pinggiran Group utilized the empty spaces near the neighborhood as a community vegetable garden project. Pinggiran Group follows a structured *ta'awun* and *infaq* approach in project management and funding.

Implications for Research/Policy

The immediate implications for research is on the mode of social and community development with *ta'awun* (mutual cooperation) and *infaq* that are spiritual driven with strong conviction, commitment, and passion from the community members.

In terms practice, the use of *ta'awun* (mutual cooperation) and *infaq* (perpetual charitable funding) in the community development should be customized based on the preferences of the community. For example, Padang Group and Tebing Group use objective-based *ta'awun* and *infaq* (perpetual charitable funding) for project management and project funding of community agriculture project. This *ta'awun* and *infaq* (charitable funding) approach enables preservation and protection of members and the project. As for Kasih Group, it has developed its benevolence *ta'awun* and *infaq* (charitable funding) approach in project management and funding with knowledge, abilities, socialization, innovation, and habit for literacy in project.

Rizab Group uses project control and monitoring mechanisms in project management and Pinggiran Group follows an objective and structured ta'awun approach for financial literacy in project management.

Keywords: *Community development, ta'awun, infaq, community project*

Title 15

The Influence of Trust in Moderating the Relationship Between Self-Service Technology Elements and Self-Service Technology Satisfaction

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Introduction

Recent years, self-service technologies have been used in the service sector. The organizations or industries need to automate their service to get higher profit, to be competitive and also convenience to their users especially banking industries. Karigoleshwar and Waghmare (2013) stated that the technology used in banking industries helps to optimize and control functions of operations for easy decision making. In addition, using technology as a competitive weapon has become a popular instrument to influence the organizations' or industries' performance.

It also affects the processes of service that will allow a smooth coordination of technology and also become as business strategies to compete with other banks. Millions of customers have experienced using automated machine and computer interfaces such as Banks using ATMs, Mobile banking, SMS banking, online banking and the provision of other types

of electronic payment. These include the nature and degree of adoption of innovative technologies. These technologies actually benefit both parties; the customers and the organizations. The organizations or industries that are using self-service technology actually save the costs in terms of the operating costs and hiring less employees to serve the customers.

The issue based on the changes of adoption of innovative technologies is different customers has their own expectation for the service provided. So, some customers are not satisfied with the self-service technology because of the previous experience that they had. This experience will affect the customer trust and customer intention to continue using self-service technology. According to Schlosser, White and Lloyd (2006), the ability of individuals to believe is more influential than benevolent and integrity provided by the organizations or industries in determining customer intentions. In order to determine customer intentions, there must be consumer beliefs about the abilities and performance of technology capabilities. The purpose of the study is to investigate whether self-service technology elements influence customers' self-service technology satisfaction using Internet banking moderated by customer trust.

Objective

- 1) To investigate the influence of self-service technology elements on self-service technology satisfaction.
- 2) To determine the role of trust in moderating the relationship between self-service technology elements and self-service technology satisfaction.

Data/Methodology

This study was correlational study. This study was undertaken in order to understand the influence of self-service technology in banking industries on self-service technology satisfaction. Correlational study is where the study is interested to know the important variables associated with the problem. Besides that, correlational study also refers to the study where the researcher investigates whether self-service technology influences customers to continue using internet banking. Based on the research, the dimensions of technology which are ease of use, speed of delivery, enjoyment, security and perceived risk are identified. This

is where the researcher is interested to determine the important variables that lead to self-service technology satisfaction. Therefore, researcher only distributes the questionnaires to the participants who have experience in using self-service technology in banking industries which is internet banking.

Results/Findings

Based on the result through the multiple regression analysis, it shows only these factors that are significant; ease of use, security and perceived risk have a relationship with customer satisfaction except for speed of delivery and enjoyment factor. Thus, it shows that between three independent variables, the most dominant factor in explaining customer satisfaction is security. The result from the study indicate that security influences self-service technology satisfaction is supported where security is the dominant factor in explaining customer satisfaction shows positive result between both variables and ease of use influences self-service technology satisfaction and perceived risk negatively influences self-service technology satisfaction also were supported. However, ease of use influences self-service technology satisfaction shows positive results and perceived risk negatively influences self-service technology satisfaction shows negative results.

Lastly, based on the literature review, it has explained about the three independent variables that are related to the dependent variable which are customer satisfaction as moderated by customer trust. However, the result shows only one independent variable significantly negative relationship moderated by customer trust which is security is significant at 0.01 level. The result from the study indicate that trust moderates the relationship between security and self-service technology satisfaction is supported where the relationship between security and customer satisfaction moderated by customer trust. Meanwhile, the other two variables (enjoyment and perceived risk) were not supported which are the relationship between enjoyment and customer satisfaction and relationship between perceived risk and customer satisfaction moderated by customer trust were not supported.

Implications for Research/Policy

This research provided organizations whether their innovation of self-service technology will give good experience or not to their customers. If the technology has

weaknesses the organizations can improve it, to make sure their customers are able to use self-service technology confidently.

This research also give benefit to customers because the result provides information to allow banks to make significance improvements so as to meet customer's expectation towards their online banking portals such as improvements in terms of high security provided to their customers. Therefore, this study will benefit customers to have high level of satisfaction using the services provided by the banks.

Keywords: *Ease of Use, Speed of Delivery, Enjoyment, Security, Perceived Risk, Customer Trust, Customer Satisfaction*

Title 16

Planting Mangroves on Trash: The Role of the KOMMA Community in Efforts to Save Jakarta Bay

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Introduction

The program is engaged in environmental awareness in the coastal area of Muara Angke, North Jakarta. The main activity of this program is the development and environmental preservation of the ecomarine mangrove forest area. This program was initiated and managed by the Muara Angke Mangrove Community (KOMMA) whose members consist of a group of youth and community leaders from Muara Angke. Garbage that accumulates near the mouth of the Jakarta Bay disturbs and endangers the safety of the surrounding community. The plastic waste piles up to a depth of 2-3 meters. This is because the location is the last estuary of the confluence of 13 major rivers in Jakarta, so that garbage flows into the river until it is unstoppable. The company sees this problem as a problem that must be addressed immediately apart from disturbing the comfort of the people who live there. This also causes the driving factor for abrasion and flooding that often occurs in Muara Angke. Through the CSR (Corporate Social Responsibility) program, the company collaborates with KOMMA to make program plans that will be realized together in the future and make KOMMA one of the company's fostered groups. The program then came up with an ecomarine design which would later function as an edu-tourism place for the wider community. However, at the initial stage, the focus was on re-greening the mangrove area, after which at the sustainability stage it would be developed as an edu-tourism area.

Objective

This program aims to make the Muara Angke area a clean, beautiful, healthy and safe area. The community's stigma towards the Muara Angke area as a slum and criminal area is a

challenge for stakeholders to develop an empowerment-based edu-tourism program. Increase public awareness, local government, and the private sector in the Muara Angke area of the importance of the existence of mangrove forests in the Muara Angke area to saving Jakarta Bay. As well as providing understanding through mangrove education for students and of course to increase the benefits of the program as well as exploring the economic potential of the existence of mangrove forests. This study will discuss the scope of the community's role in developing mangrove forests as a center for community empowerment activities. The development process, the formation of new empowerment groups in the community, to communication between strategic actors who play a role in this program are interesting things in determining the success of the program.

Methodology

This research method uses qualitative methods with a case study approach. This approach is used because of the need to find out more about the problem of environment and poverty in Muara Angke, North Jakarta. Basically analytical qualitative research will generalize through abstraction and its emphasis on extrapolation, namely the problem of representation and generalization of findings is not prominent, rather than the problem of determining theoretical relationships in each case (Neuman, 2016). Primary research data in this study are closely related to the research subjects, namely Mr. Said as head of the KOMMA by depth interviews, the KOMMA community through focus group discussions, local governments, and CSR team of the company. Secondary data sources were obtained from Indonesian government documents regarding citizenship, journals, theses, dissertations, and books. The interview method is used with the Guide Approach where the researcher has already preparing a large framework of questions. Focus Group Discussion (FGD) is used by discussing a topic by presenting 6-10 people who discuss issues of empowerment. Observation of the research conducted at Muara Angke, North Jakarta by investigating directly at the field conditions. Every research process has to carry out a documentation that is useful as a unit of analysis and support of research arguments. The checking technique of the data validity used in this study is the triangulation technique. Qualitative data obtained from the field are processed using an interaction model with the following steps: data collection, data reduction, data presentation, and verification or drawing conclusions.

Results

The results of the study, predicate of the community satisfaction index for this program is stated to be very good. This predicate is evidenced by the existence of program planning that has involved external parties such as companies, communities, and the government. In addition to involvement, the program is also implemented according to the needs of the community, although some minor notes were found, such as an improvement in the program implementation schedule and the need for more intensive assistance. The last supporting evidence that can be considered is that the program results have created an impact on social

life and environmental sustainability, while the impact on economic welfare is currently still in the development stage. This program got an index value of 3.26 and a conversion value of 81.43% with a total of 20 respondents (included mangroves forest managers, processed team, and silvofishery pond groups). The highest index value is generated due to several factors. First, planning, where the CDO (Community Development Officer) is involved in the planning process, as a form of the company's commitment to participate in community development. Second, implementation, where the program received is in accordance with the needs of the community to restore their environment which is considered arid. In addition, the projection to make the Muara Angke mangrove an eco-educational tourism area has stimulated various socio-economic activities that benefit the community, such as mangrove fruit processing and silvofishery pond management.

Implications for Research

This research can be used as a policy brief for the society of Muara Angke, especially the target groups and related stakeholders to make it easier to determine strategic policies. The form of direct implications can be conveyed through recommendations taken from research results. Some recommendations that can be submitted include increasing the capacity of human resources in technical and management aspects. On the technical aspect, group members can provide training to be able to carry out production and marketing processes, starting from planting, harvesting, increasing product value added and other supporting things. Meanwhile, in the management aspect, there needs to be further training on the management and management of human resources, volunteers, fund management, and planning at the local level. Digital marketing training needed to increase the marketing of processed mangrove products to be more widespread and efficient. Product diversification training to increase the economic opportunities of the community which is currently still in the development stage. It is necessary to hold activities to strengthen the institutions of the group, such as informal and formal activities. Then invited technical assistants who have intensive knowledge in the field of mangrove forests management.

Keywords: *Mangrove forests, KOMMA, Social empowerment, Muara Angke*

Title 17

Overview on Elemental Cost Components for Malaysian Smart Living Housing Development

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Introduction

In response to ecological and social damages caused by the externality of capitalism pollution – modernisation, the idea of sustainable has been fused with one of the economically stimulating industries – Construction. This sector is capable to exert an exceptional impacts on economic development all over the world. In which, adequate buildings and infrastructures developed will enable progressive social development, industrialization, freight transportation, and urbanization.

The fusion between sustainable movement and construction industry leads to an innovative concept of shelter that is described as Smart Living through Smart City initiatives. For example, the intense integral on Internet of Things (IoT) with centralized monitoring system into the residential units with borderless connection between neighborhoods and local governance that allow direct active interaction. Ample studies from developed countries have proven the workability of this initiative as it focuses on catering residences' well-being and offers potential benefits for convenient independence. Yet, Smart Living development in Malaysia remains infancy. One of the contributing factors identified hindering the adoption is

the unclear goal of urbanization, which is a gap between policing and enforcing. Particularly on the matter of Smart Living features implementation, in which currently has lacking of standard.

Besides, since the addition of features onto the typical building elements bring more barriers in a form of development cost components, it is said to increase the gross development cost too. Furthermore, these additional concerns have not been precedence among conventional builders. Thus, builders have to sustain uncertainties and face difficulties in decision-making to prepare feasibility study.

Objective

This research is set to establish a list of elemental cost components contributed by Smart Living features implementation, specifically for Malaysian Smart Living housing development. The establishment will assist in setting a basis for estimating the gross development costs for Smart Living adoption in local housing development because there has been lacking in terms of standardise Smart Living features implementation.

The Smart Living features and following elemental cost components identification will be based on the literature from recent and common industry practise for both abroad and local. Besides, it will be compared to the conventional housing development. This is to show the new and/or additional cost components contributed by the features and their potential cost impact on gross development cost.

This approach is set to form a minimal ground of practice. Particularly on the additional development cost components for Smart Living houses. Besides, it is to acknowledge the new and/or additional elemental cost components contributed by the Smart Living features on the housing during the Smart Living market exploratory phase. The list of elemental cost components produced can be used along the Residual Method of valuation for a sound feasibility study.

Data/Methodology

The methodology adopted for this research will be preliminary literature review as per discussed by Okoli (2015) for a valuable literature review. However, the adoption of literature review technique will be altered to fit this scale of research. Rather than the rigorous eight steps as proposed by the author, this research will go through six essential steps as follow:

- 1) Identify the purposes of research
- 2) Search for literature
- 3) Data extraction
- 4) Data screening
- 5) Synthesize of data
- 6) Review writing

Results/Findings

The literature reviews the importance of an efficient feasibility study for progressive Smart Living housing development in Malaysia. As there are aspects of development cost components to be monitored for an efficient planning early in a project. Besides, Smart Living development cost components had been compared with conventional housing development cost components. This is to highlight the differences and additional concerns which requires attention. Since the implementation of those features has been lacking of standard and insufficiently precedence among conventional builders. Thus, to view the Smart Living features as the additional development cost components, it needs to be established elementally. Prolong asymmetric information about Smart Living features and uncertain additional development cost components that are not mandatorily standardised will enable the opportunistic behavior of builders to continue producing just conventional houses.

Smart Living housing development is deemed to be special because the development process is coupled with development aspects (refers to Smart Living features). The certainty in terms of entry-point for each of the additional elemental cost components contributed by the features into the development process has to be identified. As they are fundamentally different from conventional practice. Moreover, it will influence the investment decision moment. Each investment decision moment is a project review point of continuation or termination decisions are made. Also, a project is integrally assessed for budget allocation to make further investments. These additional development aspects are the items to be evaluated at each of these investment decision moments throughout the development phases until project handover.

Implications for Research/Policy

In conclusion, the list of additional elemental cost components for Smart Living housing development established will display the cost impact on overall development process and their influences on gross development cost. This are the aspects of uncertainty that faced by builders. The transparency from the list of elemental cost components enables the tracking of Smart Living feature implementation, improve flexibility in cost estimating for future advanced adoption in response to rapidly changing technology and market needs.

The expected findings is critical as it is aligned with the 2nd objective in Malaysia Smart City Framework in which to plan and prepare policies, strategies and action plans for the implementation in a smart comprehensive, detailed and inclusive manner (Ministry of Housing and Local Government Malaysia, 2019) and the 2nd objective National Housing Policy 2016 to enhance the capability and accessibility of the people to own or rent and house through Strategic Thrust No.1 on the provision of adequate housing based on the specific needs of the target group (National Housing Department, 2016). Most importantly, research may contribute toward the clarity and efficiency of the whole Smart Living housing development in Malaysia as pointed up through Chapter 6 of the 12th Malaysia Plan (12MP) - Improving Regional

Balance and Inclusion for Smart City (Unit Perancangan Ekonomi Jabatan Perdana Menteri Malaysia, 2021).

Keywords: *Smart City, Smart Living, uncertainty, decision-making, elemental cost components, feasibility study*

Title 18

Rasuah dan Pengamalan Integriti dalam Pembuatan Keputusan Pihak Berkuasa Tempatan

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Pengenalan

Pihak Berkuasa Tempatan (PBT) merupakan satu badan yang terletak di peringkat ketiga dalam pentadbiran Malaysia selepas Kerajaan Persekutuan dan Negeri. Malah, peranan mereka dalam pembangunan serta pengurusan kewangan melalui kutipan cukai tidak dapat lagi dinafikan selaras dengan Akta Kerajaan Tempatan 1976. Apabila melibatkan satu identiti yang gah seperti ini pasti tahap keunggulan serta penampilan integriti mereka turut sama dipandang

tinggi. Kini, jumlah PBT adalah sebanyak 149 buah termasuk Bandaraya Kuala Lumpur, meliputi 12 buah Dewan Bandaraya (DB/MB), 39 buah Majlis Perbandaran dan Majlis Daerah (Kementerian Perumahan dan Kerajaan Tempatan, 2021). Oleh yang demikian, kakitangan badan berkenaan tidak dapat lari daripada unsur kontroversi melibatkan integriti.

Malaysia dalam kerangka politik sentiasa terdedah dengan unsur salah guna kuasa dalam pentadbiran awam khususnya Pihak Berkuasa Tempatan (PBT). Hal ini dikatakan demikian kerana, mutakhir ini banyak kes rasuah kakitangan PBT berlegar di media massa. Bahkan, kajian akademik melibatkan sumber primer serta temubual informan juga tidak menafikan bahawa badan ini antara penyumbang terbesar rasuah negara. Oleh kerana itulah, elemen integriti perlu diangkat sebagai subjek tujahan dalam kajian ini bagi memastikan amalan politik organisasi melibatkan rasuah dalam PBT bukanlah titik noktah, tetapi hanyalah cabaran yang perlu dihadapi dengan jati diri yang tinggi.

Objektif

Kajian ini dibuat bagi mengkaji serta meneroka masalah politik organisasi melibatkan rasuah dalam PBT masih berlaku sehingga hari ini. Selain daripada itu, objektif kajian ini tidak lain hanyalah untuk memahami peranan integriti dalam membendung masalah rasuah PBT.

Metodologi Kajian

Kajian ini menggunakan kaedah kualitatif bagi membuktikan keabsahannya dalam mendapatkan maklumat yang sensitif secara terus kepada informan yang bergiat aktif dalam dunia PBT. Data yang dikumpul adalah melalui cara temubual, pemerhatian dan juga analisis dokumen. Manakala pengumpulan data secara deskriptif pula merangkumi perbualan serta tingkahlaku seharian (Taylor dan Bogdan, 1984). Disamping itu, kajian ini menggunakan reka bentuk fenomenologi yang menyentuh pemahaman atau mempelajari sesuatu melalui pengalaman hidup manusia.

Bagi menguatkan lagi kajian, Suruhanjaya Pencegah Rasuah Malaysia (SPRM) turut dijadikan salah satu daripada sumber rujukan kajian berkenaan rasuah dan integriti PBT. Pemerolehan data secara lisan akan diproses serta diterjemahkan dalam bentuk penulisan ilmiah. Setiap daripada data temubual itu akan ditranskripkan secara verbatim, seperti gestur, ekspresi diri dan juga memek muka melalui intonasi dan nada suaranya (Corbin, J. & Straus, 2008). Proses pengkodan adalah proses tunjang dalam metodologi yang berasaskan teori klasik grounded.

Dapatan Kajian

INFORMAN	KOD	GRED	PENDIDIKAN	JABATAN
Kakitangan SPRM	A	KP41	Ijazah	Siasatan
Kakitangan PBT	B	KP44	Ijazah	Penguatkuasa
Ahli Majlis	C	N41	PhD	Pentadbiran
Kakitangan PBT	D	N32	Diploma	Kejuruteraan
Kakitangan PBT	E	KP29	Diploma	Penguatkuasa
Kakitangan PBT	F	KP19	Diploma	Penguatkuasa

Populasi dalam kajian ini seramai 429 orang termasuk YDP serta setiausaha. Informan dalam kajian ini merangkumi kelas atasan, pertengahan dan juga bawahan PBT. Data primer diambil melalui persampelan bertujuan melibatkan 6 orang informan yang mempunyai pengalaman berdasarkan kajian yang dijalankan. Kitaran kecil ini dipilih adalah dalam kalangan mereka yang terlibat secara langsung dengan perihal integriti, penguatkuasaan undang-undang serta proses penganugerahan tender.

Bil.	Rasuah Tender	A	B	C	D	E	F
1.	Sedang Berlaku	X	X	X	X	X	X
2.	Nafsu	X	X	X	X	-	X
3.	Ketidaktelusan Proses	X	X	X	X	X	X
4.	Integriti	X	X	X	X	X	X

Hasil daripada kajian tertumpu kepada masalah rasuah dalam penganugerahan tender PBT. Amalan politik rasuah dalam penganugerahan tender dikatakan masih lagi berlaku sehingga hari ini. Jabatan Perlesenan dan Jabatan Kejuruteraan adalah yang paling ketara kelihatan terlibat secara langsung dalam proses mencadang dan meluluskan sebarang tender PBT kepada syarikat kontraktor. 83% daripada informan memaklumkan bahawa semuanya berpunca daripada keinginan dan nafsu dalam mengejar kemewahan. Selebihnya adalah kos sara hidup. Manakala 100% punca masalah ini adalah proses yang tidak telus kurangnya pengamalan integriti.

Implikasi Kajian

Implikasi kepada kajian ini adalah bagi membuktikan tanpa kajian yang terbuka dan kritikal terhadap kehadiran rasuah dalam PBT sehingga hari ini hanya akan membuka lebih banyak ruang kepada berlakunya masalah politik organisasi yang lain. Masyarakat, khususnya penjawat awam perlu sedar tentang bahaya rasuah dalam organisasi serta pentingnya jati diri yang tinggi sekaligus membentuk integriti dalam menjalankan amanah kerja yang diberikan. Bahkan, masyarakat juga perlu tahu hak mereka sebagai rakyat Malaysia dalam melaporkan sebarang bentuk salah guna kuasa dalam organisasi.

Asbab pentingnya nilai integriti dalam diri adalah untuk menjadi benteng agar sentiasa waspada dengan segala macam cubaan untuk mendekati kepada perkara-perkara yang tidak baik. Tiada siapa mampu untuk membentuk dan mengukur integriti diri melainkan diri sendiri sahaja yang boleh melakukannya dengan sokongan orang sekeliling serta berada dalam keadaan positif. Sebagai seorang yang beragama islam perlu jadikan pegangan nilai-nilai islam sebagai teras untuk membangunkan ummah. Ia menuntut agar setiap perilaku harus dimulakan dengan niat yang baik kerana Allah taala, disamping menjadikan Rasulullah SAW sebagai contoh untuk berjaya dalam apa jua bidang.

Kata kunci: *Integriti, rasuah, kepimpinan, politik, kuasa, pengaruh*

Rujukan

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Title 19

Ethical Leadership and Integrity Among Johor Community Leaders, A Preliminary Study

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Introduction

In the era of industrialization 4.0, the country needs a form of ethical leadership that is able to carry out tasks and responsibilities effectively and efficiently. In addition, integrity is also very important to create an efficient and disciplined public administration and service through the application of noble values that can overcome problems and weaknesses in various aspects of government such as financial management, handling of disciplinary cases, corruption, and abuse of power. The reality today is that the leadership and integrity aspect is seen as increasingly bland and sad, especially in the practice of decision-making. According to Herbert Simon (1978) in (Suryadi) states that decisions are a manifestation of leadership authority that is highly expected by subordinates, because without making decisions, all activities in the organization cannot be carried out properly. This situation causes leadership to become weak and affects the performance of the organization. Besides that, the value of

integrity is seen as increasingly difficult to apply to civil servants today. The evidence is that there are many unethical behaviors carried out by public service personnel including being involved in corruption and embezzlement, breach of trust, abusing other people's labor, helping or supporting wrongdoing, as well as degrading the quality of service to customers (Zaharah, Abdul Daud & Nazri, 2009). Ignoring the principles of ethics and integrity can open opportunities for corruption, misconduct and abuse of power in an organization (Megat & Abd, 2016).

Literature Review

Concept of Ethical Leadership

Ethical leadership means the behavior of altruism, honesty, trust, principled decision making, caring for followers and society, doing the right thing, showing concern for people, openness to ideas, and being a moral person (Yukl, 2013). According to Kanungo and Mendonca (2001), ethical leadership refers to the leadership practice of an organization that practices attitudes or actions that good and morally correct. Ethical leadership will add value to the organization because their organization will be respected and it can continue to stand tall in the ever-changing economy (Zaharah, Abu, & Nazri, 2009). From an Islamic perspective, leadership is a trust that refers to a clear contract between the leader and his followers, where the leader tries his best to protect, guide and treat the followers in an ethical and fair way (Beekun and Badawi, 1999). The two main focuses of the context of leadership in the Islamic perspective are integrity and justice. Ethical leadership is needed as a model for show pure values to be applied through example, behavior and ideology (Noor & Kenny S.L, 2020). Ethics is also an element closely related to leadership. Based on the definition above, ethical leadership can be termed as good leadership which consists of leaders who are responsible, honest, trustworthy and do work with full commitment and are able to influence and guide their followers to achieve the organization's goals together.

Concept of Integrity

Integrity can be defined as honesty and sincerity as well as perfection and wholeness (Nik Hairi, Azmi , & Azmi , 2012). A person who is said to have integrity must have a noble character and practice pure values on top of the superior qualities that exist as a whole and cohesively in individuals and organizations (Thulasimani, 2015). According to Simons (2002: 19), integrity behavior refers to "the perceived pattern of coordination between the words and actions of the perpetrator". In the context of workplace relationships, alignment between a

leader's words and actions is important because it can influence the integrity of followers. Integrity in general is a superior quality that exists as a whole and cohesively in an individual and organization (Megat & Abd, 2016). At the individual level, the appreciation of the concept of integrity means an employee need to show consistency between what is said and what is done; acting according to moral, ethical and legal principles, prioritizing the public interest exceed his own wishes and do work with quality and precision. While at the organizational level, the appreciation of service integrity is embodied in the form formulation and implementation of ethical codes, client charters, work processes and compliance with best practices (Nik Hairi, Azmi , & Azmi , 2012). Based on the following definition, it can be concluded that integrity refers to an attitude of honesty, transparency and trust in carrying out responsibilities well towards the organization, society and country.

Concept of Community Leaders

Leaders are a very important element that must be present in leadership. A leader is a person who determines the rise and fall of an idea or government organization. Razaleigh (2010: 57) asserts that the responsibility of leading and managing a group of individuals or a community to achieve objectives or goals rests on the shoulders of the leader. Organizational leaders who have a great personality will easily gain trust from employees and in leading the organization (Siti, Nurul, Mohammad, & Monica, 2016). The leader also acts as a guide and motivator for his staff to achieve the organization's goals (Mohd Yatim 2006; Bush 2008). In general, a leader is an individual in a group who has been given the responsibility of directing and coordinating activities to achieve goals in a group.

Previous Studies

The history of leadership has given rise to many debates between researchers in exploring and understanding this issue more deeply in terms of history, theory, and basic concepts of leadership. According to Bass & Bass (2008), the study of leadership progressed in parallel with the emergence of human civilization. Accordingly, leadership has long been a feature of debate in education, business, industry, the military and health services (Stanley, 2017). There are old figures such as Bertocci (2009) who say that leadership comes from genetic theory (genetic theory), on the other hand Stanley (2017) concluded that the great man leadership theory was the first theory to appear. However, according to Bolden, Hawkins, Gosling, and Taylor (2011), leadership can be identified through two terms, language and philosophy.

Besides that, in the 21st century, the demand for ethical leadership is increasing. Ethical leadership is driven by moral values. One of the important moral values is integrity (Gardielle & Bright, 2015). Brown, Trevino and Harrison (2005) suggest that a combination of integrity, ethical standards and fair treatment of employees is the basis of ethical leadership. The awareness of high accountability towards stakeholders such as organizations, employers and society forces today's leaders to be effective leaders with high integrity. This characteristic of integrity will be an important motivator for someone to engage in ethical behavior and ethical leadership in an effort to influence followers. Den Hartog and Belschak (2012) also stated that ethical leaders integrate integrity, trust and shared values in their own identity and indirectly ethical leaders will be leaders with integrity

Based on the research done from previous studies, it was found that the issue of leadership and theory is highlighted, but issues related to ethics still receive less attention (Kanungo & Mendonca, 1996) in Tengku Ahmad Badrul Shah (2010). According to Brown & Trevino (2006), the study of ethical leadership theory is a new study in the field of social science. Specific studies on the influence of ethical leadership on followers and organizations also began to receive the attention of researchers (Ilham, 2015). The literature review revealed that current research on ethical leadership is more focused on Western theoretical perspectives and focused on the financial sector (Eisenbeiss, 2012) in (Ilham, 2015). While abroad, a study by a study by (Bernhard, 2015), titled "Concepts of Ethical Leadership and their Potential Implementation in Organizations: An Operational Perspective". This study connects the theory of ethical leadership with the implementation of better leadership practices and examines whether the characteristics Ethical leadership does exist, especially in highly operational environments. This study analyzes how ethical leadership can be accompanied by process, applied leadership (role modeling), and by changing culture and climate.

In addition, researchers found that research on ethical leadership among penghulu in this country is still small and less done compared to studies abroad. Indeed, penghulu plays a role as a link between the government and the community (Teo Kok, Khalid, & Samsudin, 2016). However, there are several studies that have been conducted in relation to community leaders namely Mohd Izzuddin (2015); Nor Razinah & Faisal (2016); a study on local leaders that has been conducted by Koharuddin (2012) which examines the important factors that influence ethical decision-making among civil servants of the local government of the state of Johor, and others. Nadziatul Shazwani, Nor Aman, Ahmad Martadha, Mohamed & Halimah Abdul Manaf (2019) have conducted a study on Penghulu Institution Credibility and Leadership: Critical Challenges in Administrative Reform. The results of his research show that Penghulu as community leaders have the characteristics of honest leaders and have credibility to be the administrator or chief of Mukim and Penghulu also has knowledge, specifically on the functions of other government departments. While abroad such as in

Indonesia, the study of penghulu is often linked to the role of penghulu in marriage (Anisaul Fauziyah, 2017), divorce (Muhammad Alif, 2021); Lailatul Nikmah (2020); the functionality of penghulu is linked to manuscript law books (Hazmirullah, Titin Nurhayati, Reiza & U. Sudjana (2019); the role of penghulu in religious service (Yusuf Wibisono, 2020) and so on. Koharuddin (2012) has conducted a study on local authorities in Johor and has reported that the elements of organizational culture presented by western scholars such as studies conducted by Razzaque and Hwee (2002), Singapakdi et al., (2001) Weber and Seger (2002), Verbeke (1996)), Jones and Kavanagh (1996) and Beam et al., (2003) are still insufficient in influencing the ethical decision-making process among civil servants in the state of Johor. There are still other elements that most influence their decision-making process. Accordingly, it is of interest to researchers to explore more deeply the issue of ethical leadership and integrity among community leaders such as penghulu. This follows from the fact that the penghulu is also a civil servant and is considered a 'front liner' by the government in dealing with community-related issues.

Besides that, ethical leadership and its influence on decision-making have been less studied by previous researchers, but studies on ethical leadership have been identified as increasing the level of commitment among subordinates (De Hoogh & Den Hartog, 2008; Kalshoven et al., 2011; Trevino & Brown, 2004). Most past researchers have given various definitions of ethical leadership that focus on the personal character of the leader, while others focus on the actions of the leader. Michael E. Brown; Linda K. Trevino (2006); Mohd Rumaizuddin Ghazali (2012), reported that mostly past studies put more emphasis on the interpretation and meaning of ethical leadership in general. Accordingly, the findings are not able to provide sufficient information to be used as a reference by new researchers to clearly understand the true role of an ethical leader in achieving success in the organization. Ethical leadership has a strong influence on other variables. For examples, a study by Knipper (2012) that examines the relationship between the four dimensions of ethical leadership, namely people-oriented, justice, ethical guidance and integrity, with organizational commitment. While Neubert et al. (2009) only studied the relationship between ethical leadership and the affective commitment dimension (Ilham, 2015). According to Hassan et al., (2014) government organizations need to emphasize further research on leadership in public sector organizations. This is because leaders are individuals who make important decisions for society and organizations. Therefore, they need to understand the true concept of ethical leadership and the role that should be played before making an important decision.

Lately researchers in the field of organization also suggest that the attention that more given to integrity (Zaharah, Abu , & Nazri, 2009). This is because, based on the sources examined, the researchers found that Malaysia is at a worrying level in terms of the country's achievements and the ethical problems that occur. Although various efforts to improve work

ethics have been carried out and constant reminders, the level of professionalism among civil servants continues to decline (Siddiquee, 2006). According to Nik Hairi, Azmi, & Azmi (2012), mostly past studies and reports on integrity are generally quite issue-focused corruption, misappropriation and abuse of power as the key to understanding integrity. On the other hand, in his article, argued that "public complaints" could technically serve as an indicator important in understanding the integrity of civil servants and an agency. According to Enida Daud (2019), the results of her research found that among the factors that influence the intention of a civil servant in PBT to commit corruption are attitude of ignoring religious values and demands. The results of this study support the findings of studies conducted by SERU (1991) and Mohamad Fauzi (2001) who states that weak religious beliefs and low morals are the cause of civil servants accepting bribes. In addition, in an organizational setting as well, ethical behavior in carrying out duties is often considered part of religious beliefs and practices that are done voluntarily without expectation any reply. Based on the findings, it shows that ethical leaders need to have a high value of integrity in themselves to be used as a defense against corruption and other misconduct. This is because most weaknesses are caused by attitudes and values and poor work ethics that ultimately lead to integrity public service is increasingly questionable.

Conclusion

In conclusion, it can be concluded that ethical values and integrity are very important in the field of leadership. Without sticking to these values of ethics and integrity, then an organization will be destroyed. Likewise with leaders, if they do not practice the correct values of ethics and integrity as a life guide, then it is not impossible that they will violate the ethics and integrity that have been set by their organization. In relation to that, to be an ethical leader, a leader needs to understand, learn and educate themselves so as to become an ethical person who can guide followers in a positive direction.

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Title 20

Small-scale Fishermen's Adaptive Capacity in Kedah and Kelantan

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Introduction

To alleviate poverty and vulnerability, adaptive capacity is critical. It refers to the circumstances that allow people to (i) anticipate and respond to change, (ii) minimise, cope with, and recover from the consequences of change, and (iii) capitalise on new opportunities (Adger & Vincent, 2005). The level of adaptive capacity influenced by five capital asset pillars, namely natural, physical, financial, human, and social capitals, which are based on the sustainable livelihood approach framework established by Development for International Development (DFID) in 1999 and guided by Chambers and Conway's fundamental work in 1992. The adaptive capacity variable's function is determined by the interaction of multiple variables and require the process of transforming to meet one's materials and experiential needs (livelihood outcomes). Human, physical, social, financial, and natural capitals must interact to produce different output impacts. For example, fisherman's skills are strongly linked to their human capital, which is influenced by their education, training, and experience, as well as their physical and financial capitals, background, and environmental conditions. Furthermore, each capital is based on a complex relationship with the governance system and policy institutions (social capital). For instance, the gaps in governance (social capital) that occur in the fishers' communities led to accessibility issues among poor people to obtain sufficient physical assets, thereby increasing their vulnerability to climate change (Huynh & Stringer, 2018).

Objective

The aim of this study is to investigate the relationships between adaptive capacity components and to assess households' adaptive capacity levels in order to improve their standard of living. In assessing the degree of adaptive ability, these capitals must be linked in order to direct the

focus and determine the functional form of the indicators' influence. The following are the study's specific objectives:-

- i) to validate the influence of five adaptive capacity determinants as proposed by the sustainable livelihood framework theory.
- ii) to investigate the relationship between social capital and human capital,
- iii) to investigate the relationship between physical capital and human capital,
- iv) to investigate the relationship between natural capital and human capital,
- v) to investigate the relationship between financial capital and human capital,
- vi) to determine social capital as a mediator between physical capital and human capital,
- vii) to determine capital as a mediator between natural capital and human capital, and;
- viii) to determine social capital as a mediator between financial capital and physical capital.

Data/Methodology

Small-scale fishermen are selected for this study as they are regarded as the most vulnerable community in the B40 category due to their low and uncertain income, which is exposed to natural forces. This study includes 732 small-scale fishermen registered with the Persatuan Nelayan Kawasan in Kedah and Kelantan (PNK). This study employs the structural equation model (SEM) to assess the strength and direction of latent variable relationships and being used for modelling the fishermen's adaptive capacity. The selection of Kedah and Kelantan is made since those states are the lowest in terms of household median income (RM 4,325 and RM 3,563 respectively) and have the highest number of households that fall under the B40 group (income less than RM4,850) (DOSM, 2020). SEM was chosen for this study for its ability to evaluate direct and indirect relationships, which would allow this study to identify or hypothesise variables into a model. SEM captures the model's complexity, for example, when the measured latent component in the model is affected or is associated with changes in another component via multiple paths. The statistical ability to decompose correlations and covariance between measured components and trace the structure of associations through paths incorporated into the model while accounting for direct and indirect relationships is critical for quantifying how vulnerability components interact with one another (Gaughan et al., 2019).

Results/Findings

Natural capital, physical capital, and human capital support the theory that they have a significant direct influence on small scale fishermen's adaptive capacity, with natural capital having the greatest influence, followed by human and physical capital. This suggests that the sustainability of natural resources in terms of sea conservation (biodiversity monitoring, sustainable harvesting, and pollution control) is essential to the livelihood of small-scale fishermen as well as the quality of human and physical capital. Social and financial capital are insignificant in the interim. However, after examining the interconnections between the capitals, this study confirms that social capital serves as a mediator within the capitals. In particular, social capital acts as a partial mediator between natural and human capital and between physical and human capital. This demonstrates that social capital (fishermen associations, government, and non-government sectors) plays a significant role in enhancing the quality and quantity of the physical and natural capital of small-scale fishermen by assisting them in acquiring and retaining physical assets and by establishing rules, enforcing them, and

ensuring that they are followed so that natural capital remains in good condition. However, neither directly nor indirectly does financial capital impact the adaptability of small-scale fishermen. This means that they have limited access to credit and few financial assets. Therefore, it would be beneficial to recommend that current financial programmes be reviewed and enhanced so as to increase financial inclusion and provide more microfinance opportunities in collaboration with relevant stakeholders, thereby ensuring the sustainability of the small-scale fisheries sector.

Implications for Research/Policy

In conclusion, the sustainability of the small-scale fishermen must be rigorously addressed. Failure to do so might cause serious implications in making sure that “no one is left behind” as the country grows and develops towards achieving Dasar Wawasan Kemakmuran Bersama 2030 and SDGs. The implication from this study is the information from the adaptive capacity of small scale fishermen is valuable in order to develop the small scale fishermen vulnerability index especially when the weightage information is considered. This research can also inform disaster preparedness among small-scale fishermen, allowing researchers and policymakers to better comprehend and address each response for the fishermen's well-being. It is estimated that more than 200 million people worldwide depend on small-scale fisheries for their livelihood. This has driven the need for a reformed fishery sector to develop effective local-level governance systems (Tilley et al., 2018).

Keywords: *adaptive capacity, small-scale fishermen, vulnerability.*

Title 21

Daya Anti-Fragile: Penerokaan Konseptual

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Pengenalan

Pandemik COVID-19 memberikan implikasi besar kepada sektor pekerjaan. Berita Harian melaporkan seramai 800,000 orang pekerja hilang pekerjaan pada akhir tahun 2020 (Mohd Nasaruddin Parzi & Luqman Arif Abd Karim, 2020). Tirai tahun 2020 ditutup dengan kadar pengangguran tertinggi sejak Jun 2010, iaitu 4.8 peratus berbanding 3.2 peratus pada tahun

2019. Kadar pengangguran dalam kalangan belia pula dicatatkan sebanyak 8.9 peratus pada April tahun 2020 (Hazwan Faisal Mohamad, 2020). Laporan eksklusif Berita Harian melaporkan sejumlah besar belia yang menganggur adalah dalam kalangan graduan institusi pengajian tinggi (IPT). Ramai graduan IPT terpaksa menceburi pekerjaan bukan bidang pengajian bahkan ditawarkan gaji yang tidak setimpal dengan kelulusan. Berdasarkan statistik oleh JobsMalaysia, seramai 174,327 orang daripada 238,286 pencari kerja aktif yang mendaftar dengan JobsMalaysia adalah dari kalangan graduan IPT (Mohd Azis et al., 2019). Lebih membimbangkan, graduan dari keluarga B40 adalah golongan paling ramai menganggur. Kajian pengesanan siswazah yang dijalankan oleh Kementerian Pengajian Tinggi (KPT, 2015) melaporkan belia dari keluarga berpendapatan bawah RM1,000 sebulan mencatatkan kadar pengangguran sebanyak 42 peratus di peringkat diploma, dan 28.1 peratus di peringkat ijazah pertama. Belia dari keluarga berpendapatan antara RM1,000 hingga RM3,000 sebulan pula mencatatkan kadar pengangguran 30.9 peratus di peringkat diploma dan 22.2 peratus di peringkat ijazah pertama (Mohd Azis et al., 2019). Hal ini sudah tentu memberikan implikasi besar terhadap bakal graduan. Bagaimana mereka mengatasi keadaan ini?

Objektif

Objektif kajian ini adalah seperti berikut:

1. Untuk mengenalpasti elemen yang berkaitan dengan konsep daya anti-fragile oleh Taleb (2012).
2. Untuk membina satu konsep daya anti-fragile yang sesuai dengan konteks mahasiswa universiti awam.

Metod Kajian

Pencarian literatur kertas kerja ini adalah berdasarkan objektif kajian. Kertas kerja ini memfokuskan kepada elemen-elemen yang berkaitan dengan daya anti-fragile. Oleh itu kertas kerja ini menggunakan tema tajuk kajian sebagai kata kunci dalam pencarian literatur. Bagi memastikan pencarian literatur yang sistematik, kertas kerja ini menggunakan *Google Scholar*, *Scopus* dan *Web of Science* sebagai pangkalan data utama.

Keputusan Kajian

Anti-fragile diperkenalkan oleh Taleb (2012, dalam Shermer, 2012). Sejak itu muncul kajian empirikal mengkaji konsep anti-fragile (e.g. Derbyshire, & Wright, 2013; Kiefer et al., 2018; Monperrus, 2017). Berdasarkan analisis tekstual, elemen pertama yang terdapat perkaitannya dengan anti-fragile ialah daya tahan (resilience). Daya tahan adalah proses mengadaptasi dengan tekanan, kesulitan, trauma, tragedi, dan ancaman (American Psychological Association, 2014). Individu yang berdaya tahan mampu mengekalkan kesihatan emosi dan fizikalnya walaupun setelah kehilangan (Resnick & Inguito, 2011). Daya tahan turut dikaitkan dengan sifat kental, harga diri dan mempunyai orientasi pencapaian (Masron Mensih et al.,

2021). Logiknya individu yang menjadi lebih baik dan berkembang daripada kesulitan dan ketidakpastian sudah tentu berjaya menguruskan tekanan dengan baik. Kajian empirikal membuktikan daya tahan mempengaruhi kesejahteraan dan kecerdasan emosi seseorang (Barbe et al., 2021; Masron Mensih et al., 2021). Kecerdasan emosi ialah kebolehan menguruskan perasaan negatif dengan baik (Gardner, 2000). Kecerdasan emosi merujuk kepada kawalan diri, semangat, kegigihan dan keupayaan motivasi diri (Goleman, 1998). Kajian Estrada et al. (2021) menunjukkan hubungan antara kecerdasan emosi dan sifat belas kasihan dan dedikasi terhadap pembelajaran. Kecerdasan emosi juga berkait rapat dengan kemahiran sosial. Individu dengan kecerdasan emosi yang tinggi mudah berkerjasama dan membina hubungan yang sihat dengan orang lain (Nelson & Low, 2003). Individu dengan kecerdasan emosi berfikir secara konstruktif apabila menghadapi kesukaran yang membolehkan mereka berdaya tahan dan berkebolehan menyelesaikan masalah (Promsri, 2019). Logiknya, individu anti-fragile memiliki kecerdasan emosi. Ciri-ciri seorang anti-fragile oleh Taleb, Shermer (2012) sangat bertepatan dengan kemahiran yang membentuk minda dan kompetensi keusahawanan seperti kebolehan melihat peluang (opportunity recognition), kreativiti dan inovasi, keupayaan mengambil risiko, toleransi terhadap ketidakpastian, kebolehan menyelesaikan masalah secara kreatif, inisiatif, dan keyakinan diri (McClelland & McBer, 1985; Mohamad et al., 2019). Minda keusahawan dikatakan minda berorientasikan peluang dan kemajuan (growth-oriented perspective; Ireland et al., 2003; Mohamad et al. 2019; Timmons & Spinelli, 2004). Dalam kata lain, individu yang mempunyai minda keusahawanan bijak melihat peluang (opportunity recognition) dan berupaya bertindak dalam situasi ketidakpastian (Chen et al., 2012; McGrath & MacMillan, 2000; Mohamad et al., 2019). Justeru, dapat disimpulkan seorang yang anti-fragile memiliki daya tahan, kecerdasan emosi, kreatif dan kreatif serta memiliki minda keusahawanan.

Implikasi Kajian

Lonjakan 1 dalam Pelan Pembangunan Pendidikan Malaysia (Pendidikan Tinggi) 2015 – 2025 menasaskan untuk melahirkan graduan holistik, berciri keusahawanan dan seimbang. Kementerian Pendidikan Tinggi (KPT) juga telah membangunkan Pelan Tindakan Keusahawanan Institusi Pendidikan Tinggi (IPT) 2016-2020 untuk mencapai matlamat tersebut. Petunjuk ini memperlihatkan dasar kerajaan ke arah melahirkan graduan yang mempunyai minda job creator. Ini bermakna kajian anti-fragile ini sangat relevan dengan dasar kerajaan yang mahu melahirkan graduan yang bukan sahaja intelektual tetapi berdaya tahan dan berupaya untuk menjana pendapatan sendiri sebagai jalan keluar daripada masalah pengangguran. Ciri-ciri ini amat bertepatan dengan konsep anti-fragile yang akan dikaji dalam kajian ini. Anti-fragile adalah salah satu elemen kecerdasan emosi (E.Q) yang perlu dipupuk dalam diri setiap graduan. Individu anti-fragile bukan sahaja tahan tekanan bahkan menjadi lebih baik dan berupaya mendapat manfaat daripada tekanan tersebut. Logiknya anti-fragile

sangat penting untuk membentuk minda job creator. Keupayaan sistem pendidikan tinggi melahirkan graduan anti-fragile dan mempunyai minda job creator sudah tentu dapat membantu negara menangani masalah lambakan graduan dan pengangguran. Secara tidak langsung mampu meningkatkan kualiti kehidupan dan kesejahteraan belia. Kesihatan dan kesejahteraan adalah Teras ke-3 yang disasarkan oleh pihak kerajaan dalam Matlamat Pembangunan Lestari (Sustainable Development Goals).

Keywords: *anti-fragile, daya tahan, minda keusahawanan, mahasiswa, universiti awam*

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Title 22

Ethical values in family: *Mahabharata* epic

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Abstract

A prosperous family mirrors a healthy society and automatically reflects a robust nation. As such, Asian countries such as Malaysia that is rich with family values are striving to keep the ethical beliefs despite encompassing multiethnic communities. Moreover, efforts had been taken by the government under the *Keluarga Malaysia* concept, echoed by the Prime Minister Ismail Sabri Yaakob in the year 2021. It outlined three major aspects; inclusivity, common ground and contentment. These fundamental perspectives can be depicted from the *Mahabharata*; an ancient Indian epic. It illustrates a plethora of family ethics in its narratives. Therefore, this study intends to explore the characters' portrayal of family ethical values in the *Mahabharata* chronicle. The principle of immanent change theory by Pitirim Sorokin is applied in this research. It examines the social change within the society due to the existence of social forces in ideational culture; value orientation and sensate culture; materialistic orientation. The research questions highlight: 1) why the concept of *Keluarga Malaysia* transpired and 2) how the characters in the epic reflect the family values. Qualitative methodology is utilized to analyze the issues. In addition, textual analysis is adopted as it determines the magnum opus' narrative. The significance of this study enables us to revisit the family traditions that were once practiced but slowly faded due to people's temporal attitudes. The findings from these arguments will be presented.

Introduction

Strengthening the institution of the family has become the main agenda of the Malaysian government after being hit by the Covid 19 pandemic. Enriching the characteristics and values of the family have become critical in rebuilding a strong household. The Prime Minister, Datuk Seri Ismail Sabri Yaakob, championed the concept of *Keluarga Malaysia* and highlighted the 20 national values, one of which is the characteristics of a good family. Therefore, creating a culture of integrity in the family plays a vital role. The Mahabharata is an ancient Indian narrative, enriched with family values and is highly illustrative of the *Keluarga Malaysia* perspective. It is a well-known ancient epic that is seven times longer than the 'western' epics Iliad and Odyssey put together (Karpaha, 2020). The Mahabharata is significantly timeless and universal (Urmila Rani, 1980). This is what makes this tale alluring and most people recognize it as the only moral code of Indian culture. Nevertheless, it is sometimes misunderstood to be a unique spiritual work reserved for Hindus. In reality, it contains a plethora of knowledge about social mores, everyday life and sociological observation. Most importantly, it is not exclusively for Hindus but for the entire human race. The plot revolves around extended kin that includes parents, children and relatives. Most of them remain steadfast in challenging times to preserve family values. Many of the principles featured in this epic are relevant lessons for today's families.

Objective

Mahabharata is an ethical saga centered on family fundamentals. Epics are always instructional and morally enlightening. Characters from the narration develops a child's character and benefits the parents in promoting values. Hence, Mahabharata is an instruction on ethics to guide family life. The famous Indian epic was translated into Persian by the Mughal Emperor Akhbar in the year 1582, transforming it into a courtly work (Truschke, 2011). It served as the definitive demonstration of Hindu-Muslim co-existence in India. However, the 'masterpiece' is always seen as a spiritual text. Malaysia is rich with the literary works of diverse cultures, namely of the Malays, the Chinese and the Indians and of course the Borneo Island. Epics and folk tales from all the races in Malaysia provide a variety of construction ideas. However, today's youth do not value classic stories for their moral instruction. The notion of *Keluarga Malaysia* at this point emphasizes shared traditional values to enhance the contemporary family. The overarching message is to embrace similarities and differences based on the principles and characteristics of the Malaysian family. This Indian chronicle undoubtedly emphasizes the significance of universal family values but unfortunately the moral education from traditional stories do not seem to be appreciated by today's generation. Therefore, this study was carried out to investigate the Malaysian family concept that ensued. Secondly, to determine the essence of family values in Mahabharata that is channeled to the family context.

Data/Methodology

This is a library investigation integrating qualitative research that interprets the literature of the Mahabharata text. It is based on Krishna Dharma's narration of the Mahabharata by Torchlight Publication in the year 1998. It has 954 pages and chronicles every occurrence in the original Sanskrit Mahabharata. Textual analysis is utilized to extract data which is analysed using the Hermeneutic Approach. This hermeneutic method is appropriate for analysing literature through textual examination and library research (Neuman, 2000). For analysis, four steps were applied. First, identifying and documenting. The data about family discussion, integrity and contentment were identified from the Mahabharata text to assist in classifying the specific composition for this study. Second, only relevant data based on the Mahabharata was selected and categorised accordingly. It is to make sure the inquiry stays on track to prevent it from deliberating unnecessary information. Third, interpretation and analysis of the selected family values based on the characteristics of the Pandavas, Kauravas, Satyavathy and Dhritarastra were highlighted this being pertinent to the themes that were discussed for this study. Fourth, integration and conclusion of the evaluated primary and secondary data. It required the researchers to put together the data that was compiled in accordance to the research questions that were raised.

Results/Findings

The immanent change perspective is reflected in this research (Thio, 2009). It encompasses the corpus of Pitirim Sorokin's two notable approaches. First, ideational culture that manifests in one's spiritual life based on religion that is reflected in Mahabharata's chronicles. Second, a sensate culture that looks upon a materialistic route that leads to destruction to our family institution.

Ideational culture

Discussion, thanksgiving, communication, spending time together, spiritual well-being and the ability to handle crisis are some of the characteristics of a healthy family (Nick, 1989). Hence, *Keluarga Malaysia* shed light in several aspects. Firstly, it advocates *mushawarah* or family discussion. Secondly, family integrity such as being honest. Thirdly, contentment to strengthen the family ties. Since the Vedic era, the epic Mahabharata has exhibited the family foundations. Findings revealed that discussion had been an integral part in resolving family issues. Satyavathy used dialogue to solve her family conflict. The Pandavas are decent people due to their honesty to the Kauravas and Dhritarastra despite being treated cruelly by them. It is for the sake of retaining the family unity. The Pandavas never disobeyed the family elders' directives under any circumstances.

Sensate culture

Family institution is endangered due to the materialistic ‘chase’ that is practical for our present life. However, this orientation will bring severe consequences towards our interaction and relationship matters. Moreover, the younger generation believes that traditional family values are out dated. Many families are breaking apart and are in the face of crises. Discussions are intended to bring family closer together, honouring the senior members and considering their views but unfortunately it has become less common in the modern families. Therefore, the image of *Keluarga Malaysia* had to be enforced due to the poor family ties that threatens the very fabric of society. Automatically, the core of our nation will end up being fragile if not treated immediately.

Implications for Research/Policy

Families are crucial to society because they form the basis for culture, sociability and societal ideals. The strength of the family determines the strength of the nation. Family values displayed in the Mahabharata can of course, be interpreted as a mandate for creating respectable family relationships. The epic may be used as an example to encourage good family practice while avoiding unethical activities. The narration contains universal family values that everybody can relate to regardless of their faith, culture or ethnicity. The mantra of Indian philosophy *Vasudhaiva Kutumbakam*, which translates ‘The World Is One Family’ (Gupta & Mitra, 2020) is an example that can be depicted from the saga. It indicates the Indians perceive the globe itself as a family. Hence, all of the nation-states on the planet earth are considered to be a single-family unit. This belief can be related to *Keluarga Malaysia's* goal. Mahabharata will therefore be a great resource if policy makers are willing to consider the social conduct that are appropriate for our society’s norm. Besides that, adopting the *Vasudhaiva Kutumbakam* principle will further aid and enhance in the construction of uniting the Malaysian family as one whole. The findings revealed the Mahabharata epic is a beneficial resource in terms of learning the family values that advanced the notion of *Keluarga Malaysia*.

Keywords: *Mahabharata epic, Principle of immanent change, Ideational culture, Sensate culture, Family ethical values*

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Title 23

Revisiting *Hubungan Etnik* subject

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Abstract

A life history of an individual is compelling; what more a nation's saga. As such, narrating the chronicles of a country involves voluminous records. From the past to the present, history has made us aware of our strength and weaknesses, whereby we have and are still learning from our mistakes and to become better sentient beings. A pluralistic society is considered fragile as a tiny spark may cause a racial riot. Malaysians have learned this over the years, especially in the past. Intrinsically, our education system had to be tailored in accordance with our multi-racial environment. Hence, the Ethnic Relations subject had to be introduced for the undergraduates at public and private universities starting from the year 2006. This was an attempt to address the sensitivity of ethnic relations as a number of issues caught the nation's attention that questioned our national unity. The *Hubungan Etnik* subject is conducted in the Malay medium. This subject is mandatory to pass in order for a Malaysian student to graduate. The course fosters integration among ethnic groups with diverse religious and cultural backgrounds. Thus, it provides them the insights towards the fascinating traditions, unique customs and belief systems present in Malaysian society. This research explores two major issues: First, the relevancy of *Hubungan Etnik* subject as it will be phased out and replaced with *Penghayatan Etika dan Peradaban*. Second, the merits of this subject for our nation-building. The researchers opted for a quantitative method. Survey forms will be circulated to 100 undergraduate students in a private university in the Klang Valley. The format consists of self-administered questionnaires and structured interviews. The contribution of this study enables the policy makers to revisit the importance of this subject before doing away with it. Findings of this research will be presented.

Introduction

Hubungan Etnik or the Ethnic Relations subject was planned for the higher learning institutions. It emphasized three cores of learning outcomes in the syllabus (Shamsul, 2012). First, to discuss the issues and challenges of ethnic relations. Second, to evaluate one's identity and to become a responsible citizen. Third, to nurture social interaction with various ethnic groups. Thus, this subject was introduced to improve and enhance the cultural ethos of Malaysian undergraduates. On that note, it is crystal clear that the government is serious in sustaining and conserving harmony in our multi-ethnic society. Furthermore, this course was made compulsory to pass, failing which the students will not graduate from their respective universities. As such, these drastic measures had to be undertaken due to our primary and secondary education system. Students who come from national and especially from vernacular schools will finally be integrated at the tertiary level. Moreover, it provides an opportunity to the students who hail from East and West Malaysia to understand the distinctive beliefs and practices of other communities' traditions. By doing so, these undergraduates are able to forge a constructive interaction with other ethnic groups. The personality that is moulded during their campus life and the communication skills that they pick up will eventually benefit them in their interaction with other races when they enter the workforce.

Objective

It is truly bizarre to come across a nation that made ethnic relation course as a requisite for their undergraduates. The reason is simply because we have been a heterogeneous society ever since the Malacca sultanate era (Andaya & Andaya, 1982). However, we cannot compare and deny the scenario during the 15th century and the present 21st century that has evolved. The *Anschauung* have metamorphized over the ages as the human mindset has progressed along the time. By its very nature, numerous racial issues flared-up and the concerned authorities had to take immediate action to curb them. The question is for how long can this high running emotions be suppressed? Sooner or later, it will rear its ugly head. Hence, the government initiated the Ethnic Relations module. It was taught for more than a decade to the students until recently there was a call to phase out this subject. This research aims to explore two significant aspects. First, the relevancy of *Hubungan Etnik* subject being replaced. The *Penghayatan Etika dan Peradaban* subject is the substitute for it. However, the researchers' humble intention is not to downgrade this new subject but to highlight the significance of the *Hubungan Etnik* course. Second, the merits of the topics that is relevant in the process of nation-building. It ameliorated the students who attended this curriculum and benefitted their future.

Methodology

This study seeks to delve into an academic subject that is being replaced with a new course. Therefore, quantitative methodology was deemed to be apt in conducting this preliminary research on students' viewpoints. The survey technique was utilized to collect the data from the respondents. The researchers decided to circulate it virtually. Google forms were created and disseminated on the WhatsApp. Besides that, stratified sampling was chosen in selecting the respondents. It consists of 100 undergraduate students from a private university in the Klang Valley who have completed the *Hubungan Etnik* course. Only then students have exhaustive understanding of the subject matter and are able to answer the questions fairly. The questionnaire had 10 questions and was designed into two components (Thio, 2009). First, the self-administered section that comprised multiple choice approach. Second, the structured interviews where standard answers were provided to choose from. Furthermore, the fundamental questions that were inquired to the students encompassed: 1) awareness of the subject 2) tolerance of other ethnic groups, religions and cultural backgrounds 3) sensitive issues 4) relevancy of topics in the syllabus and 5) overall benefits that they gained in taking this subject. The response from participants were overwhelming as they submitted the survey in less than a week. Hence, the researchers were able to analyze the results and move into the writing process tout de suite.

Results/Findings

Hubungan Etnik and its relevancy

Half of the survey questions reflected the scope on the pertinence of this course. It emanated an affirmative outlook on it. On that account, 96% of students attained substantive awareness of one's ethnic and cultural practices. Hence, it indubitably made them to become tolerant of other races and religious backgrounds which stands at 95%. Moreover, another 95% of the statistics indicated these students have grasped an ample insight towards the multi-ethnic customs and rituals during the tenure of the subject. In line with these findings, the pool marked more than 85% of the respondents who envisaged the course as highly educational in fostering integration among our pluralistic society. Thus, more than 80% undergraduates said 'YES' to maintain and continue this subject as it promotes national unity.

Hubungan Etnik and its nation-building

The Ethnic Relations' module was crafted into nine chapters. Each chapter is imperative and unfolds our intriguing nationhood. Nearly one third respondents chose the first chapter (*Malaysia: Kesepaduan dalam Kepelbagaian*) that provided them the most knowledge of our country's unity in diversity perspective. Besides that, more than 40% of the participants felt

the fifth chapter (*Pemuafakatan Politik dalam Konteks Hubungan Etnik di Malaysia*) alluded to the sensitive issues revolving political consensus. 90% of students were enlightened by the repercussions of race and religion deliberated in the classroom. Further, more than 50% considered this subject persuaded them to decrease the stereotype and prejudice towards other ethnic groups. In addition, nearly half of the undergraduates were competent to identify and recognize the distinctiveness of Malaysians' diversity.

Implications for Research/Policy

Every nation has its own policy to determine the trajectory of its citizens. As such, education policy is very delicate and must be handled cautiously as we are grooming the young minds who are the backbone of our country. Hence, we need to come to terms that policies are created, amended and ceased after thoroughly being scrutinized by the policy makers. The *Hubungan Etnik* subject went through a similar fate. It was decided that a new module is needed for the millennials. No doubt the changes were expected to yield a positive outcome for the country's sake in the future. However, the proverb 'old is gold' falls right at this moment as the researchers felt the previous subject should not be sidelined and become obsolete. Instead, we agree that the new subject *Penghayatan Etika dan Peradaban* be maintained but give students the options to select which course they prefer to enroll in. By allowing them to choose, it gives them the opportunity to exercise their freedom to decide which module to opt for. At the end of the day, the purpose for the compulsory unit subjects is not merely to 'choke' students with the theoretical perspective but to put into practice they could utilize it in their daily life. Moreover, it is graded as "PASS" or "FAIL". Thus, the objective of the subject can be met to instill respect and appreciation in the process of nation-building in a multi-ethnic society.

Keywords: *History, Nation-building, Hubungan Etnik subject, Ethnic relations, Pluralistic society, Malaysia*

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Title 24

Taqeed “MMB@TfModKTBa@INNOV” Membaca dan Bertutur Bahasa Arab Di Institut Pengajian Tinggi Awam (IPTA) Malaysia

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Introduction

Pembelajaran bahasa Arab telah bermula di Malaysia semenjak sebelum merdeka lagi. Bermula dari waktu tersebut, bahasa Arab telah dipelajari di sekolah-sekolah kerajaan di peringkat sekolah rendah, sekolah menengah dan institusi pengajian tinggi awam. Institusi Pengajian Tinggi (IPT) yang menawarkan pengajian bahasa Arab di peringkat Ijazah Sarjana Muda termasuk Universiti Islam Antarabangsa Malaysia (UIAM), Universiti Sains Islam Malaysia (USIM), Universiti Kebangsaan Malaysia (UKM), Universiti Putra Malaysia (UPM), Universiti Sultan Azlan Shah (USAS), Universiti Malaya (UM) dan Universiti Sultan Zainal Abidin (UNISZA).

Dua buah universiti luar negara, Universitas Darussalam, Gontor, Indonesia dan *Hankuk University of Foreign Studies*, Korea Selatan telah berjaya menghasilkan penutur bukan asli yang boleh bertutur dalam bahasa Arab. Penguasaan kemahiran bahasa kedua ini berkait rapat dengan kaedah pengajaran dan pembelajaran yang dilaksanakan. Namun, tanpa penggunaan teknik dan gaya pembelajaran dan pengajaran yang betul, pelajar akan menghadapi masalah untuk menguasai kemahiran bertutur bahasa Arab. Kelebihan berbahasa Arab dapat membantu meningkatkan kebolehpasaran graduan dalam sektor kerajaan seperti pelancongan, perdagangan dan perbankan Islam ketika berurus-niaga bersama pelancong Arab atau pelabur Arab dari Timur Tengah. Ini sekaligus akan membuka peluang pekerjaan baharu kepada graduan.

Objective

Objektif utama kajian ini adalah untuk mengenalpasti tahap Taqeed membaca dan bertutur dalam kalangan pelajar pengkhususan bahasa Arab di IPTA Malaysia dan mengenalpasti punca kelemahan kemahiran bertutur dalam kalangan pelajar supaya dapat dijadikan sandaran untuk mewujudkan taqeed kemahiran membaca dan bertutur bahasa Arab “MMB@TfModKTBa@INNOV”. Objektif kajian bagi menjawab persoalan kajian ialah Mengenalpasti tahap Taqeed membaca dan bertutur dalam kalangan pelajar pengkhususan bahasa Arab di IPTA Malaysia, Mengenalpasti punca kelemahan membaca dan bertutur dalam kalangan pelajar pengkhususan bahasa Arab di IPTA Malaysia, Mengetahui cara menyelesaikan masalah Taqeed membaca dan bertutur dalam kalangan pelajar bukan penutur asli di Universiti Hankuk (Korea Selatan) dan Universitas Darussalam, Gontor di Indonesia, dan Taqeed kemahiran membaca dan bertutur bahasa Arab “MMB@TfModKTBa@INNOV” dalam kalangan pelajar pengkhususan bahasa Arab di IPTA Malaysia.

Data/Methodology

Kajian ini juga melibatkan kajian kes di dua buah universiti iaitu Universitas Darussalam, Gontor, Indonesia dan *Hankuk University of Foreign Studies*, Korea Selatan untuk mengetahui cara menyelesaikan masalah Taqeed membaca dan bertutur dalam kalangan pelajar bukan penutur asli. Pemilihan dua buah universiti tersebut adalah berdasarkan kejayaan menghasilkan penutur bukan asli yang boleh membaca dan bertutur dalam bahasa Arab. Selain itu, data juga dikumpul melalui kajian dokumentasi di ibu pejabat Pusat ISESCO bahasa Arab bertempat di Rabat, Maghribi. Kajian ini juga melibatkan kajian lapangan di tujuh buah universiti awam Malaysia yang menawarkan pengkhususan mata pelajaran bahasa Arab. Responden kajian melibatkan 300 orang pelajar menggunakan instrumen soal selidik, pemerhatian dan temubual secara berkumpulan.

Data primer dan sekunder akan dianalisis untuk membina model baru “MMB@TfModKTBa@INNOV” dalam bentuk aplikasi multimedia perisian 3D bagi menyelesaikan masalah bertutur dalam kalangan pelajar pengkhususan bahasa Arab di IPTA Malaysia. Pembinaan model baru ini juga diharapkan dapat menjadi rujukan dan dasar kepada pembelajaran bahasa Arab dan pembinaan silibus baharu bahasa Arab dalam meningkatkan kemahiran bertutur pelajar di samping menarik minat pelajar untuk mengambil pengkhususan bahasa Arab di IPTA Malaysia.

Results/Findings

Pendapatan kajian yang telah dicapai ialah: penggunaan Taqeed “MMB@TfModKTBa@INNOV” di tujuh IPTA telah diaplikasikan dalam pembelajaran

bahasa Arab, dikenalpasti, penghasilan 1 Book, 3 Abstract and Full Papers, and 1 Journal index. “proses terbitan 1 paten dan satu Pertandingan Inovasi peringkat antarabangsa.

Hasil yang diperolehi sehingga kini ialah teori dan formula berkaitan penyelidikan seperti Innovative terkini “MMB@TfModKTBa@INNOV” dalam pembelajaran dan pengajaran.

Untuk mengatasi masalah kemahiran bertutur bahasa Arab yang berlaku dalam kalangan pelajar, strategi Pembelajaran Bahasa (SPB) dalam pembelajaran bahasa boleh dipraktikkan kerana teknik ini terbukti berkesan dengan pelajar cemerlang bahasa (PCB). Mereka sentiasa mempraktikkan SPB tertentu secara konsisten. Malah strategi pembelajaran bahasa yang sesuai sering kali didapati mempunyai hubungan yang signifikan dengan kecemerlangan prestasi bahasa. Salah satu faktor yang membezakan kecemerlangan antara dua pelajar yang sama pandai dan diajari oleh guru yang sama ialah penggunaan strategi belajar yang betul, sesuai dan berkesan. Dengan kata lain, mereka yang melaksanakan SPB secara kerap dan pelbagai lebih berjaya untuk menguasai bahasa sasaran.

Menurut Maimun Aqsha, kaedah Eklektik Sistemik dan kaedah *al-Sam'iyat al-Shafawiyah* (dengar-tutur) lebih berkesan daripada kaedah *Taqlidiyah* bagi kemahiran kefahaman mendengar dan bertutur pada kedua-dua peringkat permulaan dan pertengahan. Ringkasnya, kaedah Eklektik Sistemik ialah cara mengajar bahasa yang menggunakan dua atau kombinasi pelbagai kaedah dan tidak terikat kepada satu-satu kaedah tertentu. Bahkan guru boleh menggunakan usaha dan daya kreativiti mereka sendiri.

Implications for Research/Policy

Penting untuk dikaji permasalahan kurang kemahiran bertutur, menulis dan membaca dalam bahasa Arab dalam kalangan pelajar bukan penutur jati di institut pengajian tinggi awam di Malaysia. Salah satu cara untuk menangani isu ini adalah dengan memupuk minat membaca di kalangan pelajar di awal usia. Sejajar dengan perkembangan teknologi 5G, penggunaan multimedia dan teknologi animasi 3D mungkin inovasi terbaik untuk golongan zilenials memupuk kemahiran membaca dan bertutur dalam bahasa kedua. Dengan penduduk Muslim hampir 26 peratus dari jumlah penduduk dunia dan dijangka meningkat kepada 36 peratus pada tahun 2050, tidak mustahil Bahasa Arab akan menjadi bahasa kedua utama terpenting dalam urusan perniagaan dunia, terutamanya dalam sector industri halal.

Keywords: *Taqeed, Membaca Bertutur Bahasa Arab “MMB@TfModKTBa@INNOV”*

Title 25

Consideration on Reinforcing the Construction of Health Inspection and Supervision System in the Post-epidemic Era

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Introduction

The current crown pneumonia epidemic (Covid-19) is the most serious infectious disease pandemic in the world since the 1918 pandemic has deepened the understanding of the necessity of building a strong public health system. As an important part of the public health system, the inspection and supervision system plays a significant role in safeguarding the rights and interests of life and health of all citizens and in promoting social stability and harmony.

The health supervision and law enforcement agency is one of the main organizations that constitutes the public health system in China. The intervention of health supervision and law enforcement agencies in public health emergencies is an important support for effectively controlling the development of the incident and preventing the further spread of the incident, it also plays an irreplaceable role in the prevention of public health emergencies, it directly affects the effect of emergency response to public health emergencies. In the COVID-19 epidemic prevention and control action, the health supervision and law enforcement agencies at all levels actively fulfilled their health and health supervision duties, insisted on checking deficiencies and filling omissions in epidemic prevention and control work, and played an active role in containing the epidemic and winning the fight against the new crown pneumonia epidemic. However, some deficiencies have also been exposed, mainly reflected in the imperfect legal system, insufficient personnel and capital investment, insufficient publicity efforts, the unclear division of labor and cooperation with the disease control system, etc.

Objective

China's practice of normalizing COVID-19 prevention and control for more than two years has made remarkable achievements. Although the spread of overseas epidemics has not been effectively curbed, the task of preventing imports at home and abroad and preventing rebounds at home still cannot be relaxed. The arrival of the post-epidemic era accompanied by the aging of the population issue and the continuous attack of new infectious diseases, has exposed the shortcomings and deficiencies in the development of public health, makes it not efficient enough to meet the people's growing multi-level and diverse demands for health. Thus, it requires that after the normalization of epidemic prevention and control, it is urgent to further strengthen the construction of health supervision and law enforcement system to lay a better foundation for promoting epidemic prevention and control in accordance with the law, at the same time, to guarantee a more effective dealing of public health emergencies.

Based on the current status of the construction of China's health supervision system, this paper discusses the difficulties and challenges faced by the current construction of the health supervision system through expounding the evolution of health supervision development combined with the shortcomings and deficiencies exposed by the epidemic to provide suggestions on the construction of health supervision system in the post-epidemic era.

Methodology : The literature research method

Findings: suggestions on the construction of health supervision system in the post-epidemic era: strengthening the construction of health supervision and emergency response system, improving health supervision emergency plan and evaluation mechanism, establishing a professional emergency supervision team, etc.

Implications for Research/Policy: this article presents the general situation and the evolution of the Health Inspection and Supervision System in China, tried to find reasonable suggestions in the post-epidemic era by the discussing the difficulties and challenges faced by the current construction.

Keywords: *Post-epidemic Era, the Health Inspection and Supervision System, Consideration*

Title 26

A Local Community's Understanding Toward The Importance of Ecotourism Initiative At Kampung Sungai Tiram, Lekir, Perak

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Introduction

It is evident that ecotourism is an alternative form of tourism that is consistently gaining ground on a global scale during the past few years (UNWTO, 2001). It can be considered as one of the possible opportunities for income generation from natural resources without damaging the environment. Its main principle refers to reducing negative impact on the environment, representing the local cultures and actively contributing to the economic well-being of host communities as well as the stakeholders involved. Therefore, ecotourism can be said to have a potential to become a driver of sustainable tourism development and also provide opportunities for the development of the disadvantaged, marginalized and rural areas leading to poverty alleviation. It also stimulates economic development and social wellbeing of people and concurrently preserving the natural environment and cultural heritage through increasing awareness. With such a significant presence of natural mangrove forest that exists in Malaysia, it becomes important to study these community-based ecotourism sites. They offer potential benefits to the individual, communities and the nation as a whole, in areas such as the creation of employment, foreign exchange earnings and improving the welfare of local people among others (Mbaiwa, 2003).

Objective

Community-based ecotourism has been given much attention these days as it contributes to the results of the purpose for which it has been advocated for. Based on the benefits derived from the community-based ecotourism initiatives, one therefore wonders if any such benefits come the way of the local people by way of livelihood enhancement. Hence, the need for this research arises to understand local community's understanding toward this ecotourism initiative. This study's objective was to identify the local community's awareness on the importance of mangroves and factors that make mangrove forests defective which would impact on the ecotourism and livelihoods. In the context of Lekir, Perak, it is known that most of the villagers there are fishermen and depended on the forest for their food and source of income. Without a well managed mangrove forest there would not exist any effective ecotourism initiative that benefit toward the livelihoods of these villagers. Therefore, the aim of this study was to find out local community's understanding toward the importance of ecotourism initiative being implemented at Kampung Sungai Tiram, Lekir, Perak.

Data/Methodology

The method of data collection for this study was mainly using the primary data. Data was collected by using the questionnaire as an instrument. The questionnaire was related with the study objective to find out local community's understanding toward the importance of ecotourism initiative being implemented at Kampung Sungai Tiram, Lekir, Perak and the contribution of local community towards this initiative. Population in this study was the local community at Kampung Sungai Tiram, Lekir. So, the population for the local community at Kampung Sungai Tiram, Lekir was estimated at 1,010 people with most of the residents being Malays. The distribution of questionnaire forms was done at Kampung Sungai Tiram mosque's, in the coastal area and at the location where most residents live. These locations were chosen because of the high possibility for local residents to gather there and meet up with each other. The target was to achieve 200 respondents to contribute toward fulfilling this study's objective.

Results/Findings

A total of 260 respondents answered the survey that was conducted for nearly a month. Several statements were shown to the respondents and they rated from strongly disagree to strongly agree for each statement. One of these statements regarding the statement that mangrove forest is providing sources of income to the local community, the response shows that most of the respondents strongly agree that mangrove forest is really important for them to generate income. The data shows the percentage of respondents strongly agree is about 62.3%. Next, the importance of mangroves in providing income to the villagers in terms of producing

handicrafts and ecotourism products shows that 31.9% of respondents answered strongly agree. But the differences between respondents who answered disagree were not significantly different from those who strongly agreed with only 5 respondents. The percentage of respondents to disagree is 30%. Most respondents do not agree that the importance of mangroves can provide income for local community in the sense that they can use mangroves to produce ecotourism products. This may be because most of them do not know that the forests are capable of creating ecotourism and income or maybe only some of the respondents are benefiting from this ecotourism possibility at the site. The mean for this statement is (M=3.05) and the median for this statement is (2.00). So, it indicates that most the respondents were not aware about the importance of mangrove forest which can benefit the local community in ecotourism. On the statement of the ecotourism-based destination, most of the respondents strongly agreed with the percentage of 33.5% that mangrove forest is important as an ecotourism-based destination. But some of the respondents disagreed with this statement because the data shown second highest percentage is 28.8% who disagreed. And for the strongly disagree, the percentage shown in the Table 5 is 20%. For respondents who choose neutral, the percentage is 3.1% and Agree is 13.8%. So, this indicates that half of the respondents agreed with this statement and half of them disagreed with the same statement.

Implications for Research/Policy

This study recommended the involvement of more local community in ecotourism sector because based on this study's finding most respondents did not agree that mangrove forest can improve their economy by turning it into an ecotourism site. More people in the area should be involved in the tourism sector because the mangrove forest area can be used to boost the local community's economy. It also aims to make the local community aware of the importance of mangrove forests and to increase their motivation to maintain mangrove forests. In fulfilling one of the current National Ecotourism Strategies, the mangrove forest could be turn into an ecotourism attraction and involve more local residents to join it. It will encourage more tourists to visit the area and the locals can generate income from this initiative resulting in better well-being. This is conceivable because the area is also close to the newly constructed highway and the new opening of Pangkor Island as a tax-free island in year 2020. These external factors, in turn, can contribute to the tourist arrivals to the area and have a positive impact on the Kampung Sungai Tiram.

Keywords: *ecotourism initiative, community livelihoods, ecotourism importance*

Title 27

The Impact of Intellectual Capital on University Performance

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INTRODUCTION

Universities provide essential contributions to the development of socioeconomic of the country and yield knowledge via research, publication, and teaching (Ramírez and Gordillo, 2014). Teaching and learning in universities can be considered as the primary knowledge-intensive involving knowledge transfer processes in the organization (Costantin, 2009). The rising demand for higher education has resulted in a dramatic increase in the number of institutions. In conjunction with the rapid growth of universities, the current economy involves a highly-educated community to meet the needs of knowledgeable and highly trained labor. Along with the advancement of globalization, universities need to be resilient and competitive to create a world-class higher education system. To accomplish the goals of the universities, intellectual capital plays a critical role as the primary factor influencing the overall performance of universities and creating value for global competitive advantage that would be advantageous for universities and the entire society (Anggraini et al., 2018).

Intellectual capital is known as an intangible or non-physical source that enables knowledge organizations to achieve competitive advantage by transforming production resources into valuable assets (Kanaan et al., 2020). Implementation of intellectual capital contributes towards the achievement of competitive advantage via transforming resource of production into valuable assets (Kanaan et al., 2020). In fact, intellectual capital is the most crucial strategic

asset for the performance of organizations in many fields. Intellectual capital includes human capital, structural capital, and relational capital. The incorporation of these elements, in conjunction with the addition of spiritual capital, has been reported to contribute significantly towards the university's overall performance (Alkhateeb et al., 2016). However, research literature that explicitly emphasizes the impact of intellectual capital on university performance is scarce (Anggraini et al., 2018). Therefore, the impact of intellectual capital, e.g., human capital, structural capital, relational capital, and spiritual capital, on university performance should be given great attention.

LITERATURE REVIEW

In the realm of higher education, university performance is a crucial indicator for the universities to measure their performance (Wang et al., 2014). Wang (2010) also suggested that the research and education aspects, which are aligned with the roles of universities, can also be used to evaluate the university's performance. High performance level has become more critical for the need to deal with the upcoming risks related to organizational changes (Soheyli et al., 2014). In the education sector such as in universities, intellectual capital affects performance significantly. Mendoza-Silva (2021) emphasized intellectual capital as an essential component to strengthen the capabilities of universities for learning, leading to an increase in innovation skills through new knowledge development, thus improving the organization performance. Many researchers have agreed that knowledge and intellectual capital are vital in increasing the university's performance in a knowledge-based economy (Andriessen, 2004; Edvinsson et al., 2004; Marr and Roos, 2005; Dumay, 2011). To develop a knowledge-oriented society, intellectual capital evaluation can be used to improve the academic organization by enhancing competitiveness within the university (Sharafi and Abbaspour, 2013). Several studies have defined intellectual capital as an intangible group of assets that produce a competitive advantage and improve organizational performance in a variety of fields (Rehman et al., 2021; Xu and Wang, 2018; Hashim et al., 2015; Wang et al., 2014; Vishnu and Gupta, 2014; Khalique et al., 2013;). Intellectual capital defined by Kaya et al. (2010), stated that knowledge, experience, information, and skill-based characteristics have a significant impact on an organization (Kaya et al., 2010). Similarly, Campisi and Costa (2008) defined intellectual capital as knowledge that has received the most attention and has the potential to contribute toward future development and growth.

Researchers have provided various frameworks for the identification and classification of the intellectual capital concept. Previously, intellectual capital has been categorized into several essential components. However, mainly three primary components of intellectual capital were highlighted. The components involve human capital, structural capital, and relational capital. Integration of these components with the addition of spiritual capital to the organization was reported to improve the university's performance (Ahmed et al., 2019; Yaseen et al., 2016; Umer et al., 2014). In this review, four important intellectual capital components are highlighted to discover their impact on the university's performance.

Components of Intellectual Capital

A) Human capital

Human capital is one of the necessary components of intellectual capital. It consists of all the aspects of the organization needed including working experience, skills, knowledge, creativity and innovation of the employees (Kramer and Kroon, 2020; Usman and Wirawan, 2021; Aljuboori et al., 2022). In human capital, the added value of employees with their experience and expertise is needed to increase the effectiveness of organization performance (Rehman et al., 2011). Several studies revealed that human capital significantly impact the efficiency of organization performance. The quality of internal processes can affect the effectiveness, quality, and satisfaction of the organization (Abadulai et al., 2012; Ajisafe et al., 2015). In the context of university, human capital refers to every individual including teachers, researchers, students, and administrative staff who develop their activity in universities (Secundo et al., 2016; Feng et al., 2012). Amin et al. (2014) indicated that recruitment, training, career planning, job definition, employee participation, and compensation of human capital had a significant impact on university performance.

B) Structural capital

Structural capital is the second component of intellectual capital. The purpose of structural capital is to allow an organization to retrieve, exploit, and benefit from the knowledge and experience of human capital for the purposes of value and profit creation (Londono and Espinosa, 2021). Herschel and Nemati (2000) stated that structural capital is the fundamental knowledge and experience which an organization owns which remains with it even if its people

leave the organization. In an organizational university, structural capital ensures that educational institutions achieve academic excellence. This is to build innovative organizational activities that can assist universities in achieving a competitive advantage for the future generation of leaders (Hejazi et al., 2016). Several researchers emphasized that the performance of structural capital within universities consist of organizational structure, technological developments, policies and procedures, patents, databases, bibliographic resources, publications, and processes of management (Feng et al., 2012; Ramírez Córcoles et al., 2011; Lu, 2012). These components are the indicators that indicate organizational management, institutional performance, and budget execution in the research areas, innovation and development (Beltramino et al., 2020). Teaching, research, education, training, guidance, and assistance are the components of structural capital that needs to be improved in the internal organizational structure of a university to stimulate research and teaching (Lu, 2012).

C) Relational capital

Relational capital is known as the capability of an organization in forming partnership relationships with external groups. Several literatures indicate that relational capital is linked with relationship development between an organization and its environment (Silvestri and Veltri, 2011). It involves knowledge exchange between the organization and other organizations abroad, which builds added value and competitive advantage to the organization (Londono and Espinosa, 2021). Universities, as educational institutions, have started exploring ways to profit from their knowledge by forming solid relationships with other organizations (Lu, 2012). The development of links with external organizations is an essential component of the relational capital of universities (Feng et al., 2012). Internal and external researcher mobility, hosting and attending conferences, participating in international research projects, attracting international scientists, and cooperation contracts are critical parts that can contribute to the relational capital at the university level (Leitner, 2004; Bezhani, 2010). Indeed, this partnership provides opportunities to expand the relational capital of universities by connecting with political, economic, and institutional groups, non-academic partners, businesses, and society in general (Ramírez Córcoles et al., 2011).

D) Spiritual capital

Spiritual capital plays an essential role in increasing the performance of an organization (Ismail, 2005). It involves forgiveness, kindness, happiness, faith, empathy, honesty, and integrity (Kriger and Seng, 2005). Spiritual capital is well-defined as an intangible knowledge, emotion and faith, which is embedded in the mind and heart of individuals and organization, respectively. The emotions and faith includes values, direction, vision, culture, guidance, and principles. It is believed that spiritual capital is the influence and power produced by an individual or organization with the support of religious and spiritual knowledge and beliefs (Khalique and Shaari 2011). Spiritual capital is also known as an additional component of intellectual capital that significantly enhances the organization's performance (Ismail, 2005). In fact, Khalique and Shaari (2011) reported that spiritual capital is a critical component of intellectual capital which significantly contributes towards the organization's performance. According to Berger and Hefner (2003), spiritual capital primarily focuses on two dimensions, namely ethical values and religious. Religious and spiritual communities are among the leading forces behind organizational development. Spiritual capital combines spirit, influence, knowledge and power gained through religion. These aspects are essential in organizations.

Impact of Intellectual Capital on University Performance

Theoretically, majority of previous studies in developed countries reported that intellectual capital and firm performance has a significant positive relationship (Wang and Chang, 2005; Phusavat et al., 2011; Soetanto and Liem, 2019; Singla, 2020). Similarly, numerous researchers have revealed that intellectual capital plays an influential role in enhancing corporate performance (Bataineh, 2022). Many studies from the West also documented that intellectual capital plays the most critical role in increasing performance of an organization (Khalique dan Shaari 2011). In agreement with these finding, Anggraini et al. (2018) also proved that intellectual capital is a critical factor which affects the universities performance via effective management of intellectual capital components such as human, structural, and relational capital. Researchers also reported that appropriate information regarding intellectual capital was essential to ensure information provided would be more relevant. The studies proved that university performance exhibited significant relationship with human capital (Anggraini et al., 2018). Additionally, studies also revealed that there are three major dimensions involved in intellectual capital. The dimensions are human capital, structural capital and relational capital.

These dimensions exhibited great impacts on the performance of higher education institutions where human capital was ranked as the first contributor, followed by structural capital, and finally relational capital which was ranked as the third major dimension (Ali et al 2022). In other words, even though all three components are single units, however all components support each other to contribute towards a successful performance in institutions (Jasiyah et al 2021).

CONCEPTUAL FRAMEWORK

The study intended to introduce the antecedents of university performance which is intellectual capital. Study on university performance has been consistently discussed. Empirically the studies showed that intellectual capital has a positive impact on university performance. Figure 1.1 illustrates the conceptual framework of the study.

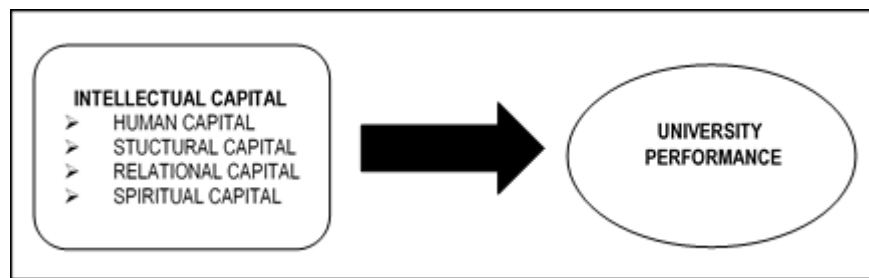


Figure1.1: Conceptual Framework

In the framework of the study, intellectual capital includes human capital, structural capital, and relational capital. All these components were determined based on studies that evaluate the impact of intellectual capital on organizational performance and showed positive relationship between them (Bontis et al., 2000; Chan, 2009a; Clarke et al., 2011; Gan and Salleh, 2008; Hsu and Wang, 2012; Malhotra, 2003; Pal and Soriya, 2012; Ting and Lean, 2009). Additionally, this research framework has also been established through the inclusion of spiritual capital as a new component by Ismail (2005) who suggested that this component provides a direct impact on organizational performance. Hence, this study emphasizes spiritual capital as a new component of intellectual capital that will be used in universities as a contribution to improve the performance of universities.

CONCLUSION

According to the synthetization from the previous literature, it can be concluded that there is a direct impact of intellectual capital on university performance. Intellectual capital is a vital intangible asset that may affect the university's effectiveness and it has been a matter of concern for being competitive. Thus, the success of universities is strongly depended on all intellectual capital components; human capital, structural capital, relational capital, and spiritual capital. It is practically important for the universities to identify the intellectual capital by evaluating the university's performance. Therefore, it is significant to conduct the study on intellectual capital and university performance as it will bring benefit to the organization as a whole. Universities also can improve their competitive advantage by realizing and understanding the significance of intellectual capital. In conclusion, the management of the universities should sustain, protect, develop, and manage intellectual capital to enhance the university's performance towards the development of world class universities.

Keywords: *Intellectual capital, human capital, structural capital, relational capital, spiritual capital and university performance.*

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Title 28

Implementing Inclusive Leadership To Enhance Innovative Work Behaviour Among Public Service Employees

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Introduction

Innovation has become essential for an organisation to be effective (Edmondson, 2019). Innovative activities are critical to remaining competitive (Acs et al., 2017) due to the speed of globalisation, technological change, and the uncertainty of the environment around the world, such as the recent COVID-19 pandemic crisis. All these challenges have pushed the agricommodity subsector to innovate in meeting customers' growing demands and expectations, especially the smallholders and industry players related to oil palm, rubber, timber, pepper, cocoa, and kenaf (MPIC, 2022). These crops are a significant contributor to national income. Thus, the competence and ability of the employees in the agricommodity subsector need to be upgraded to deliver efficient and effective public services.

There has been a plethora of research on leadership in management. Moreover, many scholars focused on leadership styles such as transformational, transactional, ethical, and others to measure their link to employees' innovative behaviour (Alheet et al., 2021; Hashim, 2021). An inclusive leadership style can be considered suitable for creating workplace innovation as it can establish innovative behaviour among employees (Weintraub & McKee, 2019). Despite many studies conducted on the relationship between leadership styles and innovative work behaviour in the workplace, the research on how inclusive leadership may affect innovative behaviour has not been examined nearly enough (Qi et al., 2019). Furthermore, the contradictory results of previous studies on the link between inclusive leadership and

innovative work behaviour need to be improved further in the context of employees in the agricommodity subsector.

Objective

The purpose of this study is to investigate and elaborate on how inclusive leadership may influence innovative work behaviour in the agricommodity subsector in Malaysia. Following past studies, this research proposes that inclusive leadership will positively affect employees' innovative work behaviour. The employees will engage in innovative work behaviour to reciprocate inclusive leadership. Given the attributes of inclusive leaders of being available to their employees and motivating them, this research expects the potential benefits of inclusive leadership for public employees in the agricommodity subsector.

Therefore, this study aims to test the hypothesis as follows:-

H1: There is a significant influence between inclusive leadership and innovative work behaviour among the employees in the agricommodity subsector.

Data/Methodology

This study draws upon the extant literature on inclusive leadership and innovative work behaviour to develop the theoretical framework. To gain deeper insights into the factors that influence innovative work behaviour, this research used conference papers, journal articles, a thesis, and websites to gain further insights into the variables. Moreover, online databases including Emerald, Science Direct, Google Scholar and Proquest are used to conduct the literature search.

This study employs a quantitative research approach using a questionnaire to gather data to determine the relationship between inclusive leadership and innovative work behaviour. In social science research, the survey technique is widely used since it is the appropriate and best approach for analysing and describing a large population quickly and at a relatively lower cost (Kumar, 2011). Furthermore, during this post-Covid 19 pandemic, the questionnaire method is appropriate to reach the respondents and more convenient. A stratified random sampling method is suggested for this study because it is efficient as the sample size gives more information in the research, and the groups will be sufficiently represented (Zikmund, 2013).

The sampling for this study is public sector employees working in the agricommodity subsector under the Ministry of Plantation Industries and Commodities (MPIC), Malaysia. The survey will be sent through email with the help of a key person appointed by the respective agencies. At the same time, reminders will be followed up to get enough response rates. The completed questionnaire by the respondents will be analysed using the SEM analysis.

Results/Findings

Following a thorough analysis of relevant literature, this study attempts to establish a theoretical framework for the factor influencing innovative work behaviour that may help employees' work performance in public agricommodity workplace. The proposed framework explores the direct relationship between inclusive leadership and innovative work behaviour in the agricommodity subsector.

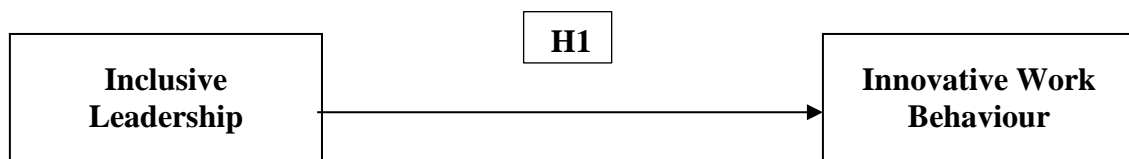


Figure 1: Proposed Theoretical Framework

The suggested framework is expected to provide empirical pieces of evidence on the relationship between inclusive leadership and innovative work behaviour within the public sector context, specifically among agricommodity employees under the MPIC agencies. Furthermore, the findings of this study will significantly contribute to the existing body of knowledge and address the gap of the inconsistent findings of the previous studies. The proposed framework also becomes the starting point for future research to explore integrating multi-level factors that may influence innovative work behaviour. Finally, this study provides human resource managers in the public sector a new perspective to realise the importance of increasing inclusive leadership to encourage innovative work behaviour among the agricommodity employees in the public sector.

Implications for Research/Policy

This study facilitates not only public employees in the agricommodity subsector but also the public sector as a whole in providing an in-depth understanding of the antecedents of innovative work behaviour. Inclusive leadership may potentially increase employees' innovative work behaviour as leadership construct is one of the critical factors affecting innovation. Besides that, it gives awareness of the importance of inclusive leadership to enhance employees' innovative behaviour, which contributes to individual work performance as well as to the success of the organisations.

Further, this study will extend the literature on Social Exchange Theory (SET) and Social Identity Theory (SIT) between inclusive leadership and innovative work behaviour. In SET, inclusive leaders motivate their employees to generate new ideas, making them feel responsible for repaying their leaders (Javed et al., 2019). According to SIT, employees tend to select and

implement activities consistent with the social identity that may lead them to engage in innovative work behaviour (Zeng & Xu, 2020).

In line with the initiative under the Twelfth Malaysia Plan, 2021-2025, which emphasises the importance of innovation in the public service (Economic Planning Unit, 2021), this study is believed to encourage innovative behaviour of public employees in the agricommodity subsector. Through the proposed theoretical framework, inclusive leadership and innovative work behaviour should be studied to improve public service delivery to ensure the strategies planned by the government are achieved. In addition, this effort will enhance the work performance of public employees to be more innovative to boost public sector quality and productivity.

Keywords: *inclusive leadership, innovative work behaviour, public sector, agricommodity, Malaysia.*

Title 29
**Perceived Organizational Support And Employee
Engagement Among Workers At Msmd Resources (M)
Sdn Bhd**

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Introduction

Today's workplace has been transformed due to the advancement in science and technology. It causes the employees difficult to get what they need from the organization because the organization was more focused on the profit for organizational development. Affected employees can assume that to complete any job they do not need to commit extra effort to do so. It can make the organization status at a bad level where it might lose the organization's wealth and status. Akkoç et al, (2012), have described that it would make employees feel that the support of the organization makes them more comfortable with the working environment and does not feel to leave their job as well the employees become more attached with their job. Perceived organizational support and employee engagement are one of the factors that influence employees to contribute their ideas, skills and interest in their day-to-day jobs. Lack of these can contribute to a negative effect on the organization in terms of weak organizational structure and can lead to conflicts and misunderstandings within the organization. As a consequence, the relationship between the employer and the workers will become poor and the outcome of the operation may be disrupted and will affect the organization income. Besides, in today's generation, it is important to understand the aspects of organizational support and employee engagement. That is because, without a skilled workforce, the company may not be able to manufacture good quality products. For instance, the organisation needs the support of the employee if it wants to continue achieving excellent results.

Objectives

The study aimed to identify the relationship between perceived organizational support and employee engagement among workers at MSMD Resources Sdn Bhd. The study focused on three main objectives. The objectives are as follows:

1. To identify the level of perceived organizational support among workers at MSMD Resources.
2. To identify the level of employee engagement among workers in MSMD Resources.
3. To identify the relationship between perceived organizational support and employee engagement among workers in MSMD Resources.

Data/Methodology

This study applied a cross-sectional research design with quantitative data approach to identifying the relationship between perceived organizational support on employee engagement among workers at MSMD Resources (M) Sdn Bhd. In this study, the population consisted of workers employed in the private sector MSMD Resources (M) Sdn Bhd. 80 samples were chosen from 100 employees using the convenience sampling to identify the level organization and employee engagement in MSMD Resources (M) Sdn Bhd. Moreover, this study also used the Krejcie and Morgan (1970) Sampling Methods. The questionnaires are randomly distributed to populations at various levels, such as executives, new hires and some managers who have worked for more than 5 years or more. Furthermore, the data were collected using questionnaires which contained three parts. Part A asked questions related to demographic data which include gender, age, education level, and years of service. Part B questions were related to perceived organizational support developed by (Eisenberger et al, 1997) which consists of eight (8) questions. Next, the questions in Part C were related to employee engagement developed by Sorenson (2013) with a total of twelve (12) questions. Both questionnaires are using Likert Scale from 1 to 5 (Strongly Disagree, Disagree, Neutral, Agree and Strongly Agree). This study used the descriptive statistics, and Pearson correlation were used to analyses the relationship of the independent variable and dependent variable. Finally, Statistical Package for Social Sciences (SPSS) version 26 statistical software was used to analyze the quantitative data for this study.

Results

This section presents the results of demographic questions, level of perceived organizational support, level of employee engagement and the correlation between the two variables.

Table 1 Demographic Factors of the Workers (N=80)

Demographic Factors		Frequency (f)	Percentage (%)
Gender	Male	36	45.0
	Female	44	55.0
Age	20-29 years old	19	23.8
	30-39 years old	33	41.2
	40-49 years old	20	25.0

	50-59 years old	8	10.0
Education Level	SPM & Certificate	6	7.5
	Diploma	40	50.0
	Bachelor Degree	30	37.5
	Master	4	5.0
Years of Service	Less than 1 year	9	11.3
	1 to 2 years	19	23.8
	3-4 years	24	30.0
	5-6 years	27	33.6
	7 years and above	1	1.3

Table 1 below shows the analysis of the demographic questions which include gender, age, education level and years of service. From the table, it can be concluded that the majority of the respondents were female workers (55%). Next, most of the respondents were age between 30 to 39 years old (41.2%), have at least Diploma (50.0%) for education, and have work at the MSMD Resources (M) Sdn. Bhd for five (5) to (6) years (33.6%).

Table 2 Level of Perceived Organizational Support and Employee Engagement

Variables	Mean (M)	Standard Deviation (Sd)	Level
Perceived Organizational Support	3.688	0.715	Medium
Employee Engagement	3.903	0.701	High

For the first objective, the findings illustrate in table 2 shows that there is a medium level of perceived organizational support among workers at the MSMD Resources (M) Sdn. Bhd (M=3.688 ±0.715). While for the second objective, table 2 shows that there is a high level of

employee engagement among workers at the MSMD Resources (M) Sdn. Bhd (M=3.903 ±0.701).

Table 3 Correlation between Perceived Organizational Support and Employee Engagement (N=80)

	Perceived Organizational Support	
	<i>r</i> value	<i>p</i> value
Employee Engagement	0.716**	0.000

***Correlation is significant at the .05 level*

Next, table 3 presents the correlations analysis between the Perceived Organizational Support and Employee Engagement. The findings illustrates that there is a significant strong positive relationship between the variables ($r=0.406$, $p<0.05$) where the correlation is significant at the 0.05 level. The positive relationship indicates that high perceived organizational support contributed to high employee engagement among the workers.

Implications for Research

Based on this study, the researcher able to concluded that there is a strong positive relationship between perceived organizational support and employee engagement among workers at MSMD Resources (M) Sdn Bhd. Therefore, the objective of this study has been achieved. It can conclude that a high level of employee engagement will lead to improved organization productivity, efficiency, and will help the organization gain more profits.

Besides, to provide a good working atmosphere for workers, the organization should have an atmosphere where they can make their job pleasant. Additionally, organizations nowadays pay extra consideration to variables improving employees' positive states of mind and behaviors to encourage employees' adequacy in their work. An organization should understand the value of employees and respect them to ensure smoothness in the workplace. As a result, the effective level of employee engagement will not only lead to an increase in organizational productivity but also reduce and solve the conflict between workers and employers.

Keywords: *Perceived Organizational Support, Employee Engagement, Workers.*

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Title 30

Hubungan Antara Budaya Organisasi Dan Prestasi Kerja Di Ibu Pejabat Bank Rakyat Kuala Lumpur

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Pengenalan

Kajian ini bertujuan untuk mengenalpasti hubungan antara budaya organisasi dan prestasi kerja di Ibu Pejabat Bank Rakyat, Kuala Lumpur. Budaya organisasi terbahagi kepada tiga elemen iaitu birokratik, inovatif dan sokongan yang menggunakan teori Wallach (1983). Manakala prestasi kerja mempunyai dua elemen iaitu tugas dan kontekstual dari teori Koopmans (2015). Seramai 100 pekerja dari jawatan eksekutif dan bukan eksekutif di Ibu Pejabat Bank Rakyat dipilih dalam kaji selidik ini dengan menggunakan persampelan rawak berstrata. Kajian ini menggunakan skala likert dalam borang soal selidik yang diedarkan. Kajian rintis telah dilakukan ke atas borang soal selidik sebelum diberikan kepada responden. Data dari borang soal selidik dianalisis secara kuantitatif dengan menggunakan kaedah statistik deskriptif dan analisis korelasi. Objektif kajian yang pertama menunjukkan bahawa persepsi pekerja terhadap tahap budaya organisasi berada pada tahap tinggi dengan nilai min 4.16, manakala objektif kajian kedua menunjukkan tahap prestasi kerja yang ditunjukkan oleh pekerja juga berada pada tahap tinggi dengan nilai min 4.22. Keputusan analisis terhadap objektif ketiga menunjukkan terdapat hubungan korelasi yang positif pada tahap kekuatan hubungan sederhana ditunjukkan kedua-dua pembolehubah. Hasil ini jelas menunjukkan bahawa terdapat hubungan yang signifikan pada tahap sederhana terhadap budaya organisasi dan prestasi kerja di Ibu Pejabat Bank Rakyat, Kuala Lumpur. Hasil dari kajian ini dapat digunakan dalam membantu meningkatkan budaya organisasi sekali gus prestasi kerja di Ibu Pejabat Bank Rakyat, Kuala Lumpur.

Objektif

Objektif yang ingin dicapai dalam kajian ini adalah pertama adalah mengenal pasti tahap persepsi pekerja terhadap budaya organisasi yang dipraktikkan di Ibu Pejabat Bank Rakyat, Kuala Lumpur. Objektif yang kedua adalah mengenal pasti tahap prestasi kerja di Ibu Pejabat Bank Rakyat, Kuala Lumpur dan objektif yang terakhir, menentukan hubungan antara tahap budaya organisasi terhadap tahap prestasi kerja di Ibu Pejabat Bank Rakyat, Kuala Lumpur.

Data/Metodologi

Menurut Malhotra (2009), reka bentuk kajian berperanan untuk menggambarkan langkah-langkah yang diperlukan untuk menjalankan kajian dan mengumpul data yang berkaitan untuk menyokong serta menjawab soalan-soalan penyelidikan. Terdapat empat jenis reka bentuk kajian yang sering digunakan, antaranya ialah kajian deskriptif, korelasi, eksperimen dan kuasi-eksperimen. Namun dalam kajian ini, pengkaji hanya menggunakan dua jenis reka bentuk kajian iaitu kajian deskriptif dan kajian korelasi. Kajian yang dilakukan memfokuskan kepada kajian deskriptif untuk mencari min dan kajian korelasi dalam menentukan hubungan antara kedua pemboleh ubah. Persampelan rawak berstrata digunakan ke atas responden di Ibu Pejabat Bank Rakyat Kuala Lumpur.

Keputusan/Dapatan

Dapatan kajian secara keseluruhannya adalah berdasarkan analisis yang dilakukan oleh pengkaji terhadap data yang diperolehi daripada hasil soal selidik yang diedarkan kepada 100 orang kakitangan berstatus Eksekutif dan Bukan Eksekutif di Ibu Pejabat Bank Rakyat, Kuala Lumpur. Berdasarkan dapatan kajian, yang dilakukan terdapat hubungan yang signifikan antara budaya organisasi terhadap prestasi walaupun hubungan tersebut berada pada tahap yang sederhana. Hasil dapatan kajian menunjukkan bahawa budaya birokratik sangat di praktikan dalam organisasi dengan nilai skor min tertinggi iaitu sebanyak 4.39. Bagi pemboleh ubah bersandar, kajian mendapati prestasi tugas merupakan prestasi utama pekerja dan nilai min berada pada tahap tinggi iaitu 4.28. Secara keseluruhan kedua-dua pemboleh ubah dalam kajian ini menunjukkan nilai min pada tahap tinggi. Analisis dari kajian ini juga membuktikan bahawa wujudnya hubungan positif yang signifikan pada aras kekuatan hubungan yang sederhana antara budaya organisasi terhadap prestasi pekerja dengan nilai pekali r mencatat nilai sebanyak 0.598. Kesimpulan dari analisis ini, pengkaji mendapati bahawa ketiga-tiga objektif kajian berjaya dengan membuktikan terdapat hubungan budaya organisasi terhadap prestasi kerja di Ibu Pejabat Bank Rakyat.

Impikasi terhadap kajian

Kajian antara budaya organisasi terhadap prestasi kerja merupakan satu kajian yang dirasakan sangat penting dilakukan terutamanya di Institusi Perbankan Negara. Ini adalah kerana institusi ini melingkupi pelbagai aspek perkhidmatan samada dari pekerja dan juga pelanggan. Pembentukan budaya organisasi yang saling bergantung ini akan meningkatkan prestasi pekerja. Hasil kajian menunjukkan terdapat hubungan signifikan yang positif terhadap budaya organisasi dan prestasi kerja. Oleh itu, pengkaji berharap organisasi haruslah mengkaji dan melakukan penambahbaikan pada tahap budaya di organisasi sekali gus akan membentuk perubahan dalam prestasi pekerja.

Keywords: *keyword 1, keyword 2, keyword 3, keyword 4. (maximum 6 key words)*

Title 31

The Relationship Between Self-efficacy and Employee Job Performance in Performing Work Assignments Among Employees in Company ABC in Terengganu

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Introduction

Employee job performance is an important factor in which the organization will assess and monitor each employee on a continuous basis. Moreover, with the current situation of Covid-19 pandemic, many organizations are affected with the changes occur that they must face even if they are not fully prepared with the new norm (Shin, Hur, & Hwang, 2021). Saleem et al (2021) stated that Covid-19 pandemic also gives significant consequences for individual's performance and cognitive function. This is because, the current pandemic has changed an individual's daily routine that affects employee performance at workplace (Yıldırım & Arslan, 2020). Furthermore, the success of the organization's achievement will be reflected in their employee's performance. Therefore, it is important for an employee to always be committed

and devoted to performing their job in order to appear as a competent and progressive employee.

Self-efficacy is the amount of time and effort as well as eagerness and tenacity expended by someone when confronted with a task or activity (Rafiola et al, 2020). According to Carter (2016) stated that when employee raising their self-efficacy when performing a challenging duty, it seeks an improvement of job performance. Self-efficacy is one of the most prominent aspects of self-knowledge in daily human life since it influences the person in deciding the steps to be taken to reach a goal, which includes forecasts of the obstacles (Rafiola et al, 2020). Besides that, individuals with a greater degree of self-efficacy set higher difficult goals and show greater dedication to reaching them (Downes, 2020). Therefore, individuals with greater levels of self-efficacy are often more likely to retain greater levels of job performance than those with lower levels of self-efficacy (Downes, 2020). Therefore, the aims of this study to investigate the relationship between self-efficacy and employee job performance in performing work assignments.

Objective

The objectives of this research were stated as below:

1. To examine the level of self-efficacy among the employees at Company ABC in Terengganu.
2. To examine the level of job performance among the employees at Company ABC in Terengganu.
3. To identify the relationship between self-efficacy and job performance among the employees at Company ABC in Terengganu.

Data/Methodology

Quantitative method was used in this study to determine the relationship between self-efficacy and employee job performance. Furthermore, self-efficacy will be treated as an independent variable, while employee job performance will be regarded as a dependent variable.

The targeted population in this study is among the managers of Company ABC in Terengganu. Probability sampling was used in this study as the sampling technique. The researcher decided to use purposive sampling because the targeted population in the company is small. Also, purposive sampling is quick in terms of providing results and the researcher can receive the feedbacks from respondents who are willing and easily accessible inside the company (Etikan, Musa, & Alkassim, 2016).

The total population of managers at Company ABC in Terengganu is 107. However, only 96 total of manager from 14 different departments which are department of human resource, finance, petroleum engineering, business planning, logistic, health, safety, and environment (HSE), process safety management, petroleum arrangement and risk management, administration, procurement, materials management, integrated facilities, production, and technical services and specialized maintenance are involved in this study.

Statistical Package for Social Science (SPSS) has been used to analyze and reconstruct the data obtained from the respondents in order to provide appropriate and reliable data for this study's findings. Other than that, SPSS software can aid in the analysis of logical information and scientific evidence in the field of social science. As a result, descriptive and inferential statistics were employed in order to investigate the relationship between self- efficacy and employee job performance in performing work assignments.

Results/Findings

The value of Spearman correlation analysis of the relationship between self-efficacy and employee job performance in performing work assignments with a value of 0.49. Therefore, the value stipulated a positive moderate significant relationship between self-efficacy and employee job performance in performing work assignments. Other than that, the positive correlation shown by both variables specified that both variables move in the same direction. However, both variables have moderate relationship since the value of correlation is 0.49 which is greater than zero but somehow near to positive one. As a consequence, the relationship between self-efficacy and employee job performance in performing work assignments is positively significant.

Implications for Research/Policy

Essentially, this study has provided a significant impact on the employees' ability to perform their jobs. Employees can gain more information about how to improve their job performance on their own. This is due to the fact that some employees do not mind expanding and upskilling their work performance and will do nothing to strengthen it. Based on the research findings, employees will be more fully cognizant of how to improve their job performance at work and broaden their level of performance in order to contribute to the success of the organization.

Other than that, the results of this study can assist employees in determining what abilities should be polished and improved in order to achieve good workplace performance and assist the employee in providing information on the level of job performance that they currently have. The information can assist employees in managing themselves and identifying key elements in managing themselves as good and committed employees in the organization. Furthermore, it can provide a comprehensive vision of which part the employees must perform in order to achieve their performance standards and requirements.

Keywords: *Self-efficacy, Work Assignments, Job Performance*

Title 32

Organizational Culture And Work Engagement Among Employees In The Food Manufacturing Company

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Introduction

Culture is and will always be a significant source of competitive advantage, as it has a positive or negative impact on organisational behaviour and performance. (Fleming 2006). The organisational culture has an effect on employee satisfaction and commitment, performance, and job engagement. However, employee engagement has arisen as a critical issue in today's workplace. Employee engagement will continue to be a concern for many organisations in the future due to their complexity and tight rules (Mishra, Boynton, & Mishra, 2014). According to Blessing White (2011), Chartered Institute of Personnel and Development [CIPD] (2015), and Gallup (2016), work engagement throughout the world is at an all-time low. According to Gallup's (2017), an investigation shows only 15% of employees are seriously given full engagement to their work. Meanwhile, Bersin (2014) stated that only 13% of employees worldwide are seriously engaged with their work.

A few research studies were conducted about organisational culture and work engagement. One of the researches is by Abdullahi et al. (2021). The study is to investigate the effect of organisational culture (OC) on work engagement (EE) and employee performance (EP). However, the study was focused on the academic staff of Malaysian Private Universities (MPU) and not on the employees of the manufacturing sector. So, it is significant to conduct the study among employees in the food manufacturing sector to learn more about the relationship between organisational culture and work engagement among the employees.

Objective

- i. To determine the level of organizational culture among employees in the food manufacturing company in Pasir Puteh, Kelantan.
- ii. To identify the level of work engagement among employees in the food manufacturing company at Pasir Puteh, Kelantan.
- iii. To investigate the relationship between organizational culture and work engagement among employees in food manufacturing company at Pasir Puteh, Kelantan.

Data/Methodology

This study has implemented quantitative research design to gather the data. Purposive sampling is used in this study, and 70 questionnaires have been distributed to employees in the food manufacturing company in Pasir Puteh, Kelantan.

The research instrument that was used for data collection in this study is questionnaire forms. The questionnaire used in this study incorporates three sections: demographic information, organizational culture questionnaire, and work engagement scale. The organizational culture questionnaire used is the Competing Values Framework (CVF) developed by Quinn and Rohrbaugh (1983). CVF questionnaire consists of four dimensions: clan culture, adhocracy culture, market culture, and hierarchy culture. A total number of 24 items are included. The questionnaires of work engagement were adopted from Utrecht Work Engagement Scale (UWES), which were established by Schaufeli and Bakker (2003). UWES questionnaire consists of three dimensions which are vigor, dedication and absorption. There are 17 items included in the questionnaire.

Pearson correlation analysis was performed to identify the relationship between organizational culture and work engagement. Other than that, descriptive analysis was also calculated to measure the level of organizational culture and work engagement among employees in the food manufacturing company.

Results/Findings

The level of organizational culture

Overall, the level of organizational culture among employees in the food manufacturing company in Pasir Puteh, Kelantan are at high level with a mean of 5.86. This includes the dimension's mean is as follows; clan culture 5.86, adhocracy culture 5.84, market culture 5.89 and hierarchy culture 5.86. All of the dimensions are at a high level.

The level of work engagement

Overall, the level of work engagement among employees in food manufacturing company is high with a mean of 5.85 which for the dimension's mean are as follows; vigour (5.89), dedication (5.88), and absorption (5.79). All of the dimensions are at a high level.

Relationship between organizational culture and work engagement

There is a significant relationship between organizational culture and work engagement with $p=0.000$ (<0.05). Besides, the value of Pearson's correlation coefficient is 0.579, showing a positive medium relationship between organisational culture and work engagement among employee in food manufacturing company in Pasir Puteh, Kelantan.

Implications for Research/Policy

Generally, this study contributes to the food manufacturing company's perspective on organizational culture and employees' work engagement. By identifying the level of organizational culture and work engagement in this study, the food manufacturing company can improvise and maintain their culture since the employees already have high level of work engagement among them. They can also improve and maintain their policy regarding the organizational culture. However, the relationships of the organizational culture and work engagement shows a medium relationship which imply that maybe there is another factor that may influence employees' engagement. Therefore, further investigation should be done in the same setting for the food manufacturing company on employee morale and retention (Cole, 2012) to find which variables have stronger relationship with organizational culture.

Keywords: *Work engagement, organizational culture, food manufacturing*

Title 33

Relationship between Work Environment, Organizational Culture, Work Engagement, and Employee Performance among an Electronic Company Employees

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Introduction

Work environment refers to the surrounding of an establishment where employees do their work and it is linked to the atmosphere of a specific company in which its workers conduct their duties (Danish, Ramzan, & Ahmad, 2013). It is an important component of work life for employees as the employees spend significant part of their time at work, and it affects them in one way or the other (Hafeez, Yingjun, Hafeez, Mansoor, & Rehman, 2019). For instance, with the existence of adequate facilities, a conducive and comfortable work environment, it indirectly creates enthusiasm among the employees in work and improve their performance at workplace (Putri, Ekowati, Supriyanto, & Mukaffi, 2019).

Likewise, it is opined that attractive work atmosphere and supportive environment increase the circumstances in which employees put together their preeminent use of skills, competences, and knowledge to perform their job efficiently (Hafeez et al., 2019). Conversely, the inconvenience of the work environment experienced by employees can be fatal, namely the decline in the performance of the employee itself (Putri et al., 2019). Thus, the excellence of working environment act as an essential function in determining the level of employee and worker motivation, productivity, and performance (Sharma, Dhar, & Tyagi, 2016).

Apart from work environment, organizational culture has also been found to have a solid impact on workers' behavior and mentalities (Manetje & Martins, 2009). Various studies conducted over the years have identified the relationship between organizational cultures on employee performance (Pawirosumarto, Setyadi, & Khumaedi, 2016; Pawirosumarto, Sarjana, & Gunawan, 2017; Nwakoby, Okoye, & Anugwu, 2019). Organizational culture has the capability to influence organizational performance because culture can form capable individuals and have high integrity and shape in their behavior at work (Kuswati, 2020).

In terms of employee engagement, it is a widely discussed topic in the fields of organizational development, management, and industrial psychology and it cannot be separated from the complex management of human resources (Satata, 2021). Employee engagement refers to a cognitive, emotional, and behavioral condition of the individual directed towards organizational goals (Farndale & Murrer, 2015). In other words, it is a positive individual attachment, commitment, loyalty to one or one line of work (Xiao & Duan, 2014), or the individual's positive psychological state regarding their work. This sense of engagement is positively effective related to carrying out work that has aspects of vigor, dedication, and absorption (Schaufeli, Bakker, & Salanova, 2006).

Objective

The research objectives for this study are:

- 1) To determine the level of employee performance.
- 2) To assess the relationship between work environment and employee performance.
- 3) To examine the relationship between organizational culture and employee performance.
- 4) To determine the relationship between work engagement and employee performance.

Data/Methodology

Researchers have employed a cross-sectional study and used quantitative approach using a close-ended questionnaire. Using convenience sampling method, a total of 100 employees at one of electronic companies located in Johor were involved in this study. The close-ended questionnaire consists of demographics characteristics (age, gender, ethnicity, position, work experience and education level), work environment, organizational culture, work engagement and employee performance.

Work environment scale contain 10 items adopted from Bushiri (2014). Respondents were asked to evaluate their work environments based on 5-point scale ranging from 1=Very Poor

to 5=Excellent. Next, 15 items of organizational culture were measured using Harrison and Stokes's (1992), whereas, 18 items of work engagement were adopted from Rich, Lepine, & Crawford (2010). Respondents were asked to evaluate the organizational culture and work engagement based on 5-point scale ranging from 1= Strongly Disagree to 5=Strongly Agree. Finally, employee performance contains 18 items adopted from Koopmans (2014) was evaluated based on 5-point scale ranging from 1=Very Poor to 5=Excellent.

Using the IBM Statistical Package for Social Science (SPSS) software, the obtained data was analyzed using descriptive statistic and inferential data analysis. While mean and standard deviation were used to analyse the level of employee performance, the relationships between work environment, organizational culture, work engagement and employee performance were calculated using Spearman correlation analysis.

Results/Findings

The findings reveal that overall, the level of employee performance among the respondents is at moderate ($\mu = 2.85$) to high level ($\mu = 4.59$). It indicates that the employees of the electronic company perform well at their current organizations.

In regards to the relationship between work environment, organizational culture, work engagement and employee performance, the findings demonstrated that there is a positive and significant relationship between the independent variables (work environment, organizational culture, and work engagement) and employee performance.

Implications for Research/Policy

Based on the research findings, organizations need to take into account employees' mental and emotional state in considering a comfortable work environment for employees. For instance, an organization may provide an ergonomic workspace to employees as they are able to do their job properly and avoid any long-term injuries. Through the establishment of a comfortable work environment, it will result in the involvement of employees in performing their job properly and efficiently.

Besides building a great culture, organizations also need to pay attention to reinforce collaboration and communication among employees. An effective communication and collaboration will assist organizations in establishing competent employees. In fact, it results in the employees' development along with organization growth too. Other than that, work engagement shown by employees is very vital as it depicts to what extent employees feel connected to their work and organization. Therefore, organizations need to strengthen their

recognition and reward system because this will help employees feel motivated and joy while performing their job.

Keywords: *work environment, organizational culture, work engagement, employee performance, electronic company*

Title 34

Application of the New Academia Learning Innovation in a Malaysian Research University

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Introduction

Teaching and learning activities in higher education institutions in Malaysia has evolved to adopt the New Academia Learning Innovation (NALI). This development integrates diverse pedagogical and learning techniques as well as recent technological advancement in education. This development is in line with the world development in science and technology as well as unprecedented phenomena such as pandemic COVID-19 that demands changes in all aspects of life including the education. NALI serves as an immediate avenue for the academic staff to ensure higher education response to the demand of the ever-changing global situation. Thus, this study aims to investigate the application of NALI techniques in the curriculum delivery in higher education institutions in Malaysia.

Objective

This study aims to identify the dominant learning innovation between OBE, Case Study, PBL, SBL, Service Learning, Peer Instruction, CDIO, and HIEPS among the academic staff in a Malaysian research university.

Data/Methodology

A cross-sectional survey was conducted among $N = 100$ academic staff of a research university in Malaysia. Purposive sampling was employed to recruit the respondents to answer an online survey. The survey contains 28 newly developed items on the application of eight learning innovations: OBE, Case Study, PBL, SBL, Service Learning, Peer Instruction, CDIO, and HIEPS. Respondents were instructed to indicate the extent of their application of learning innovation on a five-point frequency scale ranges from *Never* to *Always*. All eight sub-scales demonstrated good internal-consistency reliability with alpha Cronbach ranges from $\alpha = .83$ to $\alpha = .98$.

Results/Findings

A one-way within-subjects ANOVA was conducted with the factor being the academic staff and the dependent variable being the score of OBE, Case Study, PBL, SBL, Service learning, Peer Instruction, CDIO, and HIEPS. The results for the multivariate analysis indicated a significant difference between the application of different learning innovations among the academic members, Wilks's Lambda $\Lambda = .29$, $F(7, 93) = 32.71$, $p < .001$, multivariate eta square $\eta^2 = .71$.

A follow up pairwise comparison with Bonferroni procedures was conducted to identify the dominant learning innovations. The result indicates that the most utilized learning innovation by the respondents is OBE ($M = 4.53$, $SD = .64$), follows by Case Study ($M = 3.78$, $SD = .86$), Peer Instruction ($M = 3.75$, $SD = .78$), PBL ($M = 3.61$, $SD = .93$), and SBL ($M = 3.45$, $SD = 1.02$) in the same rank. Next are HIEPS ($M = 3.16$, $SD = 1.02$) and Service Learning ($M = 2.91$, $SD = 1.22$) in the same rank, follows by CDIO ($M = 2.75$, $SD = 1.30$) as the least utilized technique.

Implications for Research/Policy

Majority of the academic staff in the respective university follows the OBE framework and policy in their teaching and learning activities, however utilization of the new learning innovation varies to certain degrees. Case Study, Peer Instruction, PBL, and SBL seems to be well received among the academic staff. However, HIEPS, Service Learning, and CDIO are still lacking in practice. Therefore, university should provide more training to the academic staff on how to integrate these three techniques in their curriculum delivery.

Keywords: *New Academia Learning Innovation (NALI), Outcome-based Education (OBE), Case Study, Problem-based Learning (PBL), Scenario-based Learning (SBL), Service Learning, Peer Instruction, CDIO, High Impact Educational Practices (HIEPS).*

Title 35

Pembentukan Model Kesejahteraan Psikologi dan Sosial Golongan Miskin Bandar

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Pengenalan

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. Ketidakejahteraan 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.

Secara umumnya kemiskinan ditakrifkan sebagai seseorang yang hidup dalam keadaan yang susah untuk memenuhi keperluan-keperluan hidup yang mencukupi (Vaughan, 2007). Ini menunjukkan bahawa kemiskinan menyebabkan ketidakmampuan individu untuk memenuhi keperluan yang minimum bagi memenuhi keperluan asas mereka. Sehubungan dengan itu, kemiskinan bandar pula boleh ditakrifkan sebagai keadaan golongan yang tidak berkemampuan dalam memenuhi keperluan hidup di bandar yang mempunyai kos kehidupan yang jauh lebih tinggi dari di kawasan terpencil. Semakin tahun, semakin tinggi pendapatan yang diperlukan untuk menjalani kehidupan yang selesa bagi mereka yang tinggal di kawasan bandar. Akibatnya, mereka menjadi golongan yang tercicir dalam arus kepesatan ekonomi. Lantas menjadikan mereka golongan miskin bandar yang terpaksa hidup dengan serba kekurangan. Tekanan hidup menjadi semakin meningkat bagi golongan ini, dan seterusnya menyebabkan isu-isu psikologi dan sosial. Ini amatlah membimbangkan kerana tahap kesejahteraan psikologi dan sosial yang rendah akan membawa beberapa masalah mental, seperti kemurungan, kebimbangan, kemarahan, dan ketakutan (Adler et al., 2017).

Selain itu, golongan miskin bandar sering menghadapi masalah seperti mempunyai emosi yang negatif kerana perlu menghadapi tekanan hidup yang berterusan, namun mereka mempunyai akses yang terhad untuk mendapatkan penjagaan kesihatan mental (Nepomuceno, 2016). Organisasi Kesihatan Dunia (WHO) (2003) menyatakan bahawa golongan yang miskin dan kurang bernasib baik mempunyai kebarangkalian yang lebih tinggi dalam mengalami kesejahteraan psikologi yang rendah. Walaupun terdapat pengkaji yang mengkaji tentang impak kemiskinan terhadap kesejahteraan psikologi, Rojas (2015) menyatakan bahawa terdapat kekurangan kajian yang mengkaji kesejahteraan psikologi yang berpunca daripada aspek kemiskinan. Lebih-lebih lagi di Malaysia, di mana ia adalah sangat penting untuk mengkaji kesejahteraan psikologi golongan miskin bandar kerana jurang kemiskinan di bandar masih luas dan merupakan suatu cabaran kepada ekonomi Malaysia (Ali & Ahmad, 2009). Dapatan juga menunjukkan bahawa terdapat beberapa buah bandar di Malaysia yang sedang mengalami kadar kemiskinan yang tinggi (EPU, 2009). Oleh itu, faktor yang mempengaruhi kesejahteraan psikologi dan sosial dalam golongan miskin bandar harus dikaji di konteks Malaysia kerana isu miskin bandar telah menjadi fenomena yang jelas atas sebab proses pemandaran di Malaysia (Siwar et al., 2016).

Umum sedia maklum bahawa persekitaran bandar adalah berbentuk dinamik, kompleks dan sentiasa berkembang yang seringkali menyumbang kepada kesihatan dan kesejahteraan manusia (Vlahov et al., 2005). Kajian mendapati bahawa proses urbanisasi, pengaturan tadbir urus, perumahan dan reka bentuk bandar, pendidikan, keselamatan, makanan, penggunaan

tanah, pengangkutan, air, kadar, jenayah, peluang pekerjaan, kos sara hidup, akses kepada penjagaan kesihatan dan pendedahan kepada pencemaran adalah diantara faktor-faktor yang menyumbang kepada kesejahteraan kehidupan di bandar yang perlu diberikan tumpuan (Report of an ICSU Planning Group, 2011). Walau bagaimanapun, pelbagai hubungan antara faktor-faktor ini tidak dapat difahami secara saintifik kerana kekurangan kajian di dalam bidang ini, apatah lagi digunakan dalam membantu perancangan, dasar dan tadbir urus di kawasan bandar (Banerjee et al., 2015).

Selain itu, mengenalpasti faktor-faktor yang mempengaruhi kesejahteraan psikologi dan sosial adalah penting untuk sesebuah negara. Maklumat berkenaan faktor-faktor yang mempengaruhi kesejahteraan psikologi dan sosial merupakan informasi penting bagi sesebuah negara. Maklumat ini dapat meningkatkan kefahaman rakyat tentang kesan dan akibat kemajuan sesebuah negara daripada segi ekonomi serta kefahaman terhadap pembangunan sesebuah negara (Chaudry & Wimer, 2016).

Walaupun terdapat kajian lepas yang mengkaji kesejahteraan psikologi dan sosial, kajian ini adalah berbeza dengan kajian-kajian lepas. Sampel-sampel di kajian lepas berbeza dengan kajian ini, di mana kajian lepas mengkaji kesejahteraan psikologi dan sosial dalam kalangan rakyat yang mempunyai pendapatan sederhana secara umumnya (Giovanelli et al., 2016). Kajian ini pula memfokuskan kepada golongan miskin bandar. Selain itu, kajian-kajian lepas hanya memfokuskan kepada tren kemiskinan bandar, tanpa mengkaji implikasi daripada kemiskinan bandar seperti kesejahteraan psikologi (Giovanelli et al., 2016). Di samping itu, Latiff et al. (2017) menyatakan bahawa terdapat kekurangan kajian yang mengkaji psikososial di Malaysia, terutamanya kawasan Selatan Malaysia.

Tambahan pula, kebanyakan kajian kesejahteraan psikologi dan sosial dilakukan terhadap masyarakat negara barat, seperti di Amerika Syarikat. Walau bagaimanapun, terdapat budaya yang sangat berbeza antara negara barat dan negara lain terutamanya negara di Asia Tenggara, seperti Malaysia. Oleh itu, faktor-faktor kesejahteraan psikologi dan sosial di Malaysia masih tidak jelas dan harus difahami dalam konteks Malaysia kerana bilangan kajian dalam bidang ini masih belum begitu progresif (Jaafar et al., 2012). Pembentukan model kajian dengan tema dan indikator yang bersesuaian dengan konteks Malaysia dijangkakan mampu memberikan maklumat kesejahteraan psikologi dan sosial yang lebih tepat dan mampu menyumbang kepada aspek kajian berkenaan kesejahteraan psikologi dan sosial di Malaysia.

Objektif

Kesejahteraan psikologi dan sosial memainkan peranan yang sangat penting dalam kehidupan. Kesejahteraan diri adalah asas kepada kesihatan individu secara menyeluruh yang membolehkan mereka berjaya mengatasi kesukaran dan mencapai apa yang mereka inginkan daripada kehidupan. Selain itu, dengan adanya tahap kesejahteraan psikologi dan sosial yang tinggi, seseorang akan mempunyai emosi yang positif, dan mampu mengekalkan hubungan yang sihat dengan orang sekeliling (Stephoe, Deaton, & Stone, 2015).

Kajian ini mengkaji faktor-faktor yang mempengaruhi kesejahteraan psikologi dan sosial golongan miskin bandar dengan memfokuskan kepada tiga buah bandar dengan jumlah penduduk paling tinggi, iaitu Subang Jaya, Kuala Lumpur, dan Johor Bahru. Hasil kajian ini

ialah model kesejahteraan psikologi dan sosial. Model ini dapat menunjukkan faktor yang menyumbang kepada kesejahteraan psikologi dalam kalangan rakyat miskin bandar yang terkini dan dijangkakan mampu memberikan sedikit maklumat dan kesedaran berkenaan isu ini kepada pihak berkuasa yang berkaitan, yang seterusnya boleh mengambil tindakan yang sewajarnya bagi membantu meningkatkan kualiti kehidupan golongan miskin bandar ini pada masa akan datang.

Metodologi

Kajian ini dijalankan dengan menggunakan kaedah kualitatif bagi mendapatkan penunjuk (indicator) yang sesuai dalam pembentukan model kesejahteraan psikologi dan sosial. Sesi temu bual dijalankan ke atas responden bagi tujuan ini. Pengkaji memfokuskan kepada tiga buah bandar dengan jumlah penduduk paling tinggi di Malaysia, iaitu Subang Jaya, Kuala Lumpur, dan Johor Bahru (Laporan bancian penduduk dan perumahan Malaysia, 2010). Seramai 17 orang responden berumur 21 hingga 49 tahun yang mempunyai pendapatan isi rumah di bawah RM4850 sebulan dan tinggal di sekitar Subang Jaya, Kuala Lumpur, dan Johor Bahru telah terlibat dalam kajian ini. Manakala, perbincangan kumpulan fokus dengan melibatkan kumpulan pakar dalam bidang-bidang yang berkenaan dengan psikologi dan sosial juga dilaksanakan bagi mendapatkan respons berkenaan faktor-faktor yang mempengaruhi kesejahteraan psikologi dan sosial golongan miskin bandar dengan secara lebih terperinci. Seterusnya, pemodelan peringkat pertama bagi kesejahteraan psikologi dan sosial telah dibangunkan berdasarkan dapatan kajian literatur, data tinjauan persepsi dan perbincangan kumpulan fokus. Pengelompokan tema-tema yang sesuai juga telah dilaksanakan dalam menghasilkan model ini.

Hasil Kajian

Melalui kajian ini, model baru bagi kesejahteraan psikologi dan sosial yang bersesuaian dengan konteks masyarakat di Malaysia telah berjaya dihasilkan. Model ini dapat menunjukkan kesejahteraan psikologi dan sosial yang terkini dalam kalangan rakyat Malaysia. Model kesejahteraan psikologi dan sosial ini dihasilkan melalui kajian literature oleh penyelidik. Model ini terbahagi kepada 17 faktor berkaitan kesejahteraan psikologi dan sosial seperti rajah 1 di bawah.



Rajah 1: Model Kesejahteraan Psikologi dan Sosial Golongan Miskin Bandar

Seperti yang dapat dilihat pada rajah 1, faktor-faktor yang telah berjaya dikenal pasti ialah proses urbanisasi, pengaturan tadbir urus, perumahan dan reka bentuk bandar, pencemaran dan air, pendidikan, keselamatan dan kadar jenayah, gaya pemakanan, kos sara hidup, kesihatan, pengangkutan, kesihatan fizikal, kebersihan, kesihatan mental, kepuasan hidup, sokongan sosial, kerohanian serta peningkatan sendiri. Model ini juga telah berjaya didaftarkan perlindungan harta intelek dan hak ciptanya.

Implikasi kajian

Melalui kajian ini, model baru bagi kesejahteraan psikologi dan sosial yang bersesuaian dengan konteks masyarakat di Malaysia telah berjaya dihasilkan. Model ini menunjukkan faktor-faktor yang mempengaruhi kesejahteraan psikologi dan sosial yang terkini dalam golongan miskin bandar. Selain itu, dapatan berkenaan faktor-faktor ini mampu memberikan informasi yang berkaitan kepada pihak-pihak berkaitan bagi mengambil langkah-langkah yang sesuai pada masa akan datang, seperti dalam penyediaan perkhidmatan kesihatan, perancangan perumahan dan bandar serta penyediaan infrastruktur serta perangkaan polisi-polisi yang bersesuaian bagi meningkatkan kesejahteraan masyarakat miskin bandar ini.

Tambahan pula, melalui kajian ini, tahap tahap kesejahteraan psikologi dan sosial akan dapat diketahui. Ini adalah amat penting kerana penurunan tahap kesejahteraan akibat kemiskinan akan membawa impak yang negatif kepada masyarakat, ekonomi, dan negara. Pertama, kadar

kes jenayah sering berlaku dalam golongan miskin bandar akibat kemiskinan (Graif, Gladfelter, & Matthews, 2014). Selain itu, kesejahteraan yang rendah akibat kemiskinan juga akan membawa impak kepada negara yang mana negara akan kekurangan sumber manusia yang berkualiti kerana tahap kesihatan mental yang serius dalam golongan miskin bandar akibat tekanan yang tinggi, ketidakpastian sumber makanan, dan ketidakupayaan untuk membayar yuran pendidikan dan kesihatan (Zainal et al., 2012). Dengan adanya tindakan yang sesuai berdasarkan dapatan kesejahteraan psikologi dan sosial daripada kajian ini, isu psikologi dan sosial dalam golongan miskin bandar akan diselesaikan pada masa akan datang.

Tambahan pula, dapatan kajian ini juga mampu memberikan impak positif kepada masyarakat. Yang mana, dapatan berkenaan tahap kesejahteraan psikologi dan sosial dalam kalangan miskin bandar mampu menangani masalah psikologi lain yang membawa bahaya kepada masyarakat sekiranya kesedaran awal berkenaan aspek ini dapat diberikan kepada pihak berkenaan. Antaranya ialah dalam menangani isu-isu psikologi adalah seperti kemurungan yang serius, skizofrenia, dan sakit mental. Selain itu, kes ragut atau kes jenayah lain yang berkemungkinan untuk berlaku dalam masyarakat atas sebab kemiskinan dan ketidaksejahteraan psikologi juga dapat dibendung dengan lebih awal. Oleh itu, kajian ini amat penting untuk dijalankan untuk memahami faktor-faktor yang mempengaruhi kesejahteraan psikologi dan sosial dalam golongan miskin bandar supaya tindakan susulan yang sewajarnya akan dapat diambil.

Kata kunci: *Kesejahteraan Psikologi; Kesejahteraan Sosial; Golongan Miskin Bandar; Model Kesejahteraan Psikologi dan Sosial.*

Penghargaan

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Title 36

The Importance Of Exercise For Mental Health Well-Being In Industrial Revolution 4.0 In Malaysia

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Introduction

The emphasis towards virtual reality technology creation in business has opened more business opportunities to industry players and most importantly to Malaysia citizen in era of industry revolution 4.0 (IR 4.0) (Ahmad, 2018). According to (Rajput & Singh, 2019), IR 4.0 is the result of the integration of cognitive computing, the internet of things (IoT), and machine learning (ML). The ML has done an excellent job of bridging the gap between a machine and a human, with the assistance of the IoT, which enables information to be collected in the actual time step to portray the present performance and allow real-time monitoring (Khaitan & McCalley, 2014; Müller et al., 2018). Healthcare industries for instance, benefited from ML, where most crucial procedures such as venepuncture can be done effortlessly through ML (Abdul Kadir et al., 2022).

Transactions take place digitally, thus creating less physical movement. Poor physical activity and dietary will have effects towards physical strength and skeletal muscles, contributing to excessive weight or obesity (Y. Y. Lee & Muda, 2019). Obesity will lead to non-communicable diseases (NCDs) such as diabetes, hypertension, cardiomyopathy, cancer, asthmatic, and osteoarthritis (Chan et al., 2017; Peng et al., 2018).

IR 4.0 has made less human interaction thus creating loneliness among us and requires social support; the feeling of being cared for by one's social networks (Chen et al., 2020). Somehow, lonely individuals are equal to individuals who have been quarantined due to coronavirus and having risk of mental health (Brooks et al., 2020; Chen et al., 2020).

Objectives

Following the objectives of this study will emphasize on four aspects. They are as follows:

- i) The brief introduction of Industrial Revolution 4.0, where the researcher will discuss briefly what is IR 4.0 is all about and its impact to society.
- ii) The roles of exercise for improving physical health condition, where the researcher will emphasize the importance of exercise not only on physical health improvement, but also 5 essential components in exercise that must be focused for health-related purpose.
- iii) How exercise can improve on mental health well-being, where the researcher will highlight the beneficial effects of exercise on human cognition and affection, and
- iv) Suggestion on appropriate exercise for most individuals, where the researcher will explain the suggested exercise that can be done for every individual even though they are not participating in any specific sport.

Method Used For This Study

In this study, the researcher is using references from reputable sources such as textbooks, articles from Google Scholar, ResearchGate, Science Direct, MyCite and from trusted websites to identify the psychological effect on mental health well-being when doing the exercise in IR 4.0 era. Keywords from the abstract; exercise, industry revolution 4.0, obesity, mental health, depression, and non-communicable diseases (NCDs) are the key points in searching the relevant references. Total number of 26 references were used in this study.

The Importance Of Exercise For Mental Health Well-Being

Engaging in physical activity through exercise is one way to help people deal with their mental health issues in IR 4.0 era. Exercise is characterised as a subset of physical activity that is deliberate, repetitive, and intended to achieve or maintain one or more aspects of physical fitness and can be used as a kind of therapy (Caspersen et al., 1985; Lim, 2021). Other scholar (Corbin et al., 2000) describes exercise as a specific form of physical activity performed with the intention of enhancing physical fitness.

11 components are required when performing exercise, however we can focus 5 important components for health purpose which they are cardiorespiratory, muscular strength, muscular endurance, flexibility and body composition (Caspersen et al., 1985; Ishak et al., 2012). Benefits from the exercise can first be seen from physiological aspects where it can control body mass index (BMI) and excessive fat apart that can help to reduce of getting 40 non-communicable diseases (NCDs) such as obesity, cancer, osteoarthritis, diabetes type 2, hypertension and stroke (Ruegsegger & Booth, 2018; Tanaka et al., 2012).

From psychological aspects, exercise has beneficial effects on mental health towards cognitive functions (thinking, learning, and remembering) and affective functions (emotion or the pleasantness of experiences) (Suwabe et al., 2021). Greater cognitive capability is associated with a reduced frequency of psychiatric illnesses and mental health issues, such as depression

symptoms and has been linked to higher levels of psychological well-being as defined by concepts like happiness, positive affect, and life satisfaction (Jokela, 2022).

Conclusion And Recommendations

It is recommended that normal adults can do between 150 to 300 minutes exercise in a week (*Global Recommendations on Physical Activity for Health*, 2010). However, feeling lonely and lacking social support will discourage to do exercise, thus lead to sedentary life and risk of health (Schrempft et al., 2019), as IR 4.0 had made less human interaction and more towards to IoT and ML (Echegaray et al., 2022).

Generally, 3 categories of exercise can be done by individuals. Brisk walk, yoga and tai chi are examples of low intensity training where heart rate (HR) from 40 to 50 percent from maximal heart rate (MHR). For moderate intensity, activities such as jogging, cycling, and swimming with HR from 50 to 70 percent from MHR. High intensity training where the HR from 70 to 90 percent from MHR and types of training are circuit training, heavy weightlifting, sprinting, and high-intensity interval training (HIIT). MHR is commonly used to estimate exercise intensity using Karvonen formula (She et al., 2013) where the calculation as shown below:

$$HR_{max} = 220 - \text{current age.}$$

Individuals whose experiencing mental health issue are recommended to do HIIT, which had significant improvement towards mental disorders compared with moderate interval intensity training (MIIT) (Korman et al., 2020).

Lastly, social support is handfull to motivate individuals to do exercise. Apart than that, it also can protect from mental disorders, improve physical health, and provide life satisfaction (Lam et al., 2014; S. Lee et al., 2018; Ng et al., 2015).

Keywords: Exercise; industrial revolution 4.0; obesity, mental health; depression; non-communicable diseases (NCDs)

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Title 37

Leadership Style and Work Engagement Among Production Workers: A Case Study of a Manufacturing Company at Kota Tinggi, Johor.

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Introduction

Leaders are known as a vital role in the work engagement of their subordinates and they are the reference points for leading a direction and motivate workers to act (Buckingham & Coffman, 1999; Suharti & Suliyanto, 2012). According to Kaleem, Asad, and Khan (2016), there are different leadership styles that are implemented to any organization and a good leader will utilize an assortment of leadership styles as per current conditions, while an inadequate leader will generally utilize only one style. The two main types of leadership are transformational leadership and transactional leadership. Al-Musadieq, Nurjannah, Raharjo, Solimun, and Fernandes (2018) stated that transformational leadership is an interaction where leaders and subordinates help each other to progress to better. Whereas transactional leadership style involves unforeseen support of workers based on exhibitions. It inspires subordinates by speaking to their own aspiration, in light of instrumental monetary exchanges (Men & Stacks, 2013). Furthermore, work engagement had been found to have numerous indicators including self-sufficiency, leadership, execution input and self-viability (Bakker & Albrecht, 2018). It is critical for assisting and facilitating employees' positive transformation efforts, which can lead to improved individual or group performance since engaged individuals show a sense of energised excitement and genuine loyalty to their company (Kim, Kolb, & Kim, 2013).

Previous studies have emphasised the impact of leadership styles on work engagement within various industries (Gemeda & Lee, 2020; Ghadi, Fernando, & Caputi, 2011; Islam, Furuoka, and Idris, 2020; Li, Castaño, & Li, 2018).

Objective

The main objective of this study is to investigate the effects of leadership style, which include transformational and transactional leadership on work engagement among production workers at a manufacturing company in Kota Tinggi, Johor. This study will also determine which leadership style is more effective on the impacts of work engagement among production workers.

Data/Methodology

A convenience sampling procedure was used to collect the data from the employees at the manufacturing company. The total population of the manufacturing company consists of 300 to 370 employees, however a sample of 94 respondents were identified in this study. The study collected data by implementing a survey questionnaire consisting of 38 questions with two instruments to assess the leadership style and work engagement. Firstly, the Multifactor Leadership Questionnaire (MLQ) by Bass (1985) was used to measure the two different leadership styles with dimensions of transformational and transactional leadership. The MLQ also consists of seven elements, which include idealized influence, inspirational motivation, intellectual stimulation, individual consideration, contingent reward, management by exception, and laissez-faire leadership. Secondly, the Benchmark of Engagement Quotient (BeQ) by Viljoen (2008) was utilized to measure respondents' work engagement, which consists of 15 items. There are three dimensions of work engagement in the BeQ with include individual (I-engage), group (We-engage) and organizational (They-engage). The survey was created through an online survey platform, Google Form, and distributed to the production workers at the company. Based on a pilot study with 30 respondents, the items of the questionnaire presented high reliability test with a Cronbach alpha of 0.954 for the MLQ and 0.941 for the BeQ.

Results/Findings

The descriptive analysis indicated 72.3% of male and 27.7% female respondents. Overall, the leadership style among production workers at the manufacturing company presented high scores with a mean of 3.91. The leadership style consisted of seven dimensions of idealized influence, inspirational motivation, intellectual stimulation, individual consideration, contingent reward, management by exception, and laissez-faire leadership. The results indicated that the leadership style was high for both transformational and transactional leadership, however, the highest factor was 'contingent award', which relates to transactional

leadership. The level of work engagement among the respondents were also high with a mean of 3.92 suggesting the workers are able to engage well within all dimensions, particularly on an individual basis. The employees are able work as a team and collaborate well with other members in the organization. Additionally, the employees are able to follow the system set by the organization in order to complete their task in achieving desired goals. Consequently, a correlation was implemented and the findings determined that a positive relationship between leadership style and work engagement among the production workers. This means that both leadership style used by the leaders in running the operation in production department of manufacturing company in Kota Tinggi can influence the subordinates' operator work engagement to engage well and complete their task in achieving the goals.

Implications for Research/Policy

The findings of this study further contributed to the research topic on the positive relationship between leadership style and work engagement among production workers in a manufacturing company. As this is a case study and only explored the relationship among employees of one organization, future research should consider further examining this relationship within different industries and sectors of workplace. Further insight on leadership styles and work engagement may be present within different industries as it may be dependent on the type of job. Additionally, investigating this topic through a qualitative method may provide deeper understanding of individual experiences in the workplace as a role of a leader or subordinates. Lastly, as the findings suggested a positive relationship among production workers in a manufacturing company, other manufacturing company may also implement the different leadership styles within their company to highlight the effectiveness on work engagement.

Keywords: *leadership style, work engagement, leader*

Title 38

Late Strata Titles Delivery: Insights and Impact to High Rise Housing Development

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Introduction

The trade-to-GDP ratio of Malaysia, which has averaged above 130% since 2010, makes it one of the most open economies in the world. Since then, Malaysia's economy has been on an upward trend, averaging 5.4% growth and the World Bank predicts that it will transition to a high-income economy by 2024. The construction industry, according to the Department of Statistics Malaysia (DOSM), is a significant contributor to Malaysia's GDP generated by the ever growing and evolving property development. The Valuation & Property Service Department (NAPIC) reported that in the last 6 years from 2016 to 2021, there was a consistent transaction in the residential property nationally with a minimum of RM65 billion to RM76 billion, which is 51% of the overall property market transactions. The Ministry of Housing and Local Government (KPKT) further strengthen the fact with consistently renewing and approving new Advertising Permit and Developer License (APDL) in the range of minimum 2159 to maximum 3050 application between 2016 to 2019. Most of these properties are strata scheme development such as master planned estates with unique lifestyle, gated communities, retirement villages, unit complexes apartment buildings and rising number of commercial premises and mixed residential. These strata properties are very dominant as it was reported more than 20% of Malaysians or approximately 26% of Peninsular Malaysia corresponding to over 6 million tax payers are living in strata properties by the year 2018.

Objective

Strata scheme development has been a very successful trend in this 21st century. It is evident with Department of Director General of Lands & Mines (JKPTG) reporting a total of 1,749,152 numbers of parcels has been registered in peninsular Malaysia for the year 2021. That has been a rise of 34.8% of registration from the year 2016. From that, approximately 10% was contributed by Johor. Johor's parcel registration shows a consistent gradual increase of 9% since 2019. These numbers are to dramatically increase with the ongoing rapid growth of high-rise development in Johor with developers such as Country Garden group heading the pack with more than 25,000 strata residential units completed. With the evolution of strata development, various legislations and its continuous amendments has been passed to support this evolving strata schemes. Nevertheless, with these legislations comes rules and regulations that imposes certain conditions and restrictions to a strata scheme Developer. The objective of this study is to identify the potential causes of delay experienced in the strata title process and showcase the impact it imposes to a strata scheme Developer.

Methodology

This study employed a multiple case research using qualitatively driven mixed method approach to eliminate generalization and biases of a single case and the desire for richness, robust, depth and a pluralist perspective. Five strata development projects were studied, comparing within the cases and developing contrasts between them employing both quantitative and qualitative instruments such as questionnaire and interview to gather relevant data to test the research question. Projects were sampled based on the criteria set and purposive sampling was used to access knowledgeable population herein personnel from both state and federal government who has in-depth information of the subject, either as a result of their professional position, access to networks, influence, skill or experience. Research ethics were integrated and implemented throughout the data collection process. Finally, cross case, quantitative and qualitative analysis were done to develop codes and themes for detail analysis. The case study projects were from the developer Country Garden Pacificview, DAC Properties Sdn Bhd and Bukit Pelali Properties Sdn Bhd. The criteria set for the project selection were projects in Johor that were completed post Strata Title Amendment Act A1450 that required the Developers to issue strata title during vacant possession to the Purchasers. In addition, the cases selected ranged of different type of strata products such as service apartments, residential apartments, landed strata and mix commercial development.

Results

In executing the questionnaire instrument to probe the five case studies, the result illustrates the distinctive difference between the cases, especially on the type of strata development and the number of parcels a Licensed Land Surveyor has to prepare for the Department of Land and Mines (PTG) and the Department of Survey and Mapping Malaysia (JUPEM) to process and subsequently issue the strata title. It is evident that the number of parcels increases proportionately with the size of the development. Nevertheless, for a landed strata development; despite having very less number of parcels, it still could not be completed within the design time of 36 months. The data generally shows that a project requires at the least a minimum of additional 1 year from vacant procession to deliver the strata title. Similarly, the Developers took at least a minimum of 1 year from receiving the strata title to transfer the prerequisite of minimum 25% of title to the Purchaser to allow a formation of Management Corporation (MC). Therefore, these 5 cases concluded that the Developers had to manage and maintain the development for a minimum of 2 years before being able to form the MC. All 5 cases were also unsuccessful to withdraw excess fund from the Housing Development Account (HAD) due to failing to complete the strata title registration. The results from the study further concurred to findings from similar studies.

Implications for Research

Developers that create high-rise strata development now confront more difficulties than ever before, although having the benefit of greater density over the land usage. Furthermore, they also suffer from the negative consequences of the delay in the issue of strata titles. This study hopes to elevate the financial challenge to a Developer, challenges faced by the strata processing ecosystem and bring to light some proposals that could be considered for future amendments to the legislation and improvement to the current strata issuance process. It is believed improving the strata title process would be the first step to remedy the current predicament. Alternatively, the suggestion of issuing a temporary strata title on surface seems as another possible solution, however still subjected to detail deliberation.

Keywords: *Strata Title, High-Rise, Housing Development, Developer, Purchaser, Impact.*

Title 39

The Conceptualisation of Employee Engagement at Work: A Critical Review

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Introduction

Employee engagement is an important aspect to be focused by the employers in the current working environment especially in the post-pandemic situation. Employee engagement is a key component affecting employee performance and organizational financial success (Kang & Busser, 2018). One of the demanding challenges confronting business leaders and human resource practitioners of most organization is to ensure the employee clocking physically, mentally and emotionally (Bedarkar & Pandita, 2014). After the experience of the Movement Control Order during pandemic, employees to adapt themselves physically, mentally and emotionally to work in the office.

Organizations expect their employees to be active and take initiative, collaborate with other colleagues, take responsibility for their own professional growth and be devoted to high-quality performance standards (Kim et al., 2012). Employee engagement continues to be in

high interest of practitioners, consultants, researchers and organizations as it provides an organization with a competitive advantage (Albrecht, Bakker, Gruman, Macey, & Saks, 2015).

Objectives

The objectives to be met in this review are as follows:

3. To identify the elements of employee engagement based on previous literature.
4. To conceptualise employee engagement in the workplace.

Methodology

This review involved searching for previous literature to meet the objectives. The search was conducted using related keywords in various databases (i.e. Google Scholar, Scopus dan Web of Science). Thorough review has been done by focusing on the definition and the constructed elements to conceptualise employee engagement at work.

Findings and Discussion

Definition

The engagement of employees involves participation, satisfaction, commitment and enthusiasm towards work. Various definition has been reviewed to describe employee engagement. Employee engagement is termed as an “individual employee’s cognitive, emotional and behavioural mind focused on organizational outcomes (Wollard & Shuck, 2011). Basically, employee engagement is a good tool to assist an organization to achieve a competitive advantage over the others.

From another view, employee engagement refers to the level of commitment and involvement an individual has towards the organization. Engaged employees go beyond the duty to perform their job. According to Shuck, Collins, Rocco & Diaz (2016), employee engagement is simply defined as a positive, active emotional state, operationalized as the power and direction of cognitive, emotional, and behavioural energy. Engagement also means the level of attentiveness and captivation in his/her job (Mishra & Mohanty, 2016).

Work engagement has also been seen in another definition as an energetic condition state whereby the employee is devoted to brilliant performance at work and most importantly confident with their own effectiveness (Lekutle & Nel, 2012). An engaged employee is an even

happier employee and thus they will be a higher performer (Way, Sturman, & Raab, 2010). An engaged employee, in fact, performs at consistently high levels. In most cases, the engaged employee would love to know the desired expectation in their role so that they can perform exceedingly. An engaged employee is surely aware of business nature, works closely with other colleagues to improve performance within the job for the benefits of himself/herself and the organization (Markos & Sridevi, 2010).

Elements of employee engagement

The concept of work engagement has been well explained by Schaufeli & Bakker (2003) through their Three-factor Model. In the model, engagement has been defined as a positive, satisfying, job-related mind that is characterized by three dimensions namely vigour, dedication, and absorption (Wilmar B Schaufeli et al., 2002). These three dimensions play a crucial role in portraying the engagement in an individual. This model resembles the connection of each of the dimensions in the big picture of engagement. An employee who possesses strong vigour, dedication and absorption eventually are engaged. The discussion of each element of employee engagement are as follows:

i) Vigour is define as a high level of energy and mental resilience while employees performing the task (Kataria et al., 2012). The emotional vigour element of an employee has proved to be vital in the illumination of why employees give the fullest effort at work (Attridge, 2009). Vigour also gives a deep understanding that an individual's willingness to exercise effort and to persevere even through difficult times (Lekutle & Nel, 2012). Schaufeli (2002), further has shared those high levels of energy, readiness to exercise effort at maximum level and ability to resolve workplace issue has been characterized as vigour. A vigorous individual is most of the time willing to participate and contribute their fullest effort and energy into their work. A vigorous individual can manage any challenges comes on their way.

ii) Dedication can be seen when the employees are more active in their job, possess better health and perform greater (Sun & Bunchapattanasakda, 2019). The dedication element has been referred to as a sense of significance, enthusiasm, inspiration and pride been felt by an individual when involved with the work fully (Lekutle & Nel, 2012). Dedicated employees display positive behaviour and habits (Wilmar B. Schaufeli & Bakker, 2006). Dedication is focusing on bringing out the positivity of an individual towards their task at the workplace. Apart from this, this dimension has been well defined as the capability of constantly in the state

of being powerful engaging in the work, being enthusiastic, accepting challenges and being inspirational (Wilmar B Schaufeli et al., 2002). This model has emphasized the importance of dedication dimension in the enhancement of engagement.

iii) Absorption is a state of engrossment in work that a person has so much difficulty in detaching from work (Wilmar B Schaufeli et al., 2002). The absorption here actually reflecting an employee who is on complete focus and been captivated intensely at work. When employees feel absorbed into work, they feel the time passes very quickly that the detachment seems impossible (Wilmar B. Schaufeli & Bakker, 2006). Generally, being energetic and absorbed in this model does not mean to be working at extreme long hours or on an uncontrollable need to work.

Conclusion

Employee engagement has often been regarded as work engagement as well. Both terms have been used interchangeably. Work engagement can help employees to become deeply engaged in their job and reduce job burnout (Kim et al., 2012). Work engagement can be delineated as the “psychological state that escorts the behavioural investment of individual energy (Anitha, 2014). Managers are now able to comprehend that employee engagement is a requirement for better performance (Lowe, 2012). Quite similar to other scholars, Graham Lowe (2012) has mentioned that high-performance organization has healthy and engaged employees. An engaged employee is highly committed to their organization, contented with their work and willing to provide extra effort to achieve the organizational goal (Lowe, 2012). Organizations are crazing for employees who are energetic and dedicated and absorbed into their job (Kim et al., 2012). To summarise, there are strong needs for an organization to have engaged employees.

Overall, employee engagement can be viewed as very vital because it implies the aspect of citizenship, loyalty, commitment and belonging of employees in an organization (Hussain et al., 2013). It is clear that the financial consequences of disengaged employees can be harmful to the performance of an organization (Reed, 2016). It was also highlighted in other studies that individuals who are organizationally attached are keen to give something of themselves in

order to contribute to the organization's well-being (Pradhan & Pradhan, 2015). To add on, employee engagement has been seen as the keystone of talent management and business achievements (Shuck & Reio, 2011).

Keywords: *work engagement, employee's engagement, work attitudes*

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