

THE IMPACT OF CULTURAL AND LANGUAGE BARRIERS ON THE ACADEMIC PERFORMANCE OF ARAB POSTGRADUATE STUDENTS.

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ABSTRACT

In the last few years Malaysian Universities have witnessed a rapid growth in the number of Arab postgraduate students. Such students often possess excellent academic qualifications in their own countries but may struggle with the cultural or social as well as academic adjustments to a foreign university. This paper will investigate the particular cultural as well as language barriers which confront Arab students who are undertaking postgraduate study in Malaysia. It will attempt to identify the key challenges faced but also possible strategies to more productively engage with those larger cultural challenges and barriers. It will also focus on the language proficiency issues encountered by many such students. The paper will report on a study undertaken into the perceptions and experiences of Arab postgraduate students at five Malaysian Universities: UM, UTM, UKM, UPM, and IIUM.

SOCIAL SCIENCES IN TECHNICAL UNIVERSITIES: THE CASE STUDY OF THE DEPARTMENT OF GENERAL STUDIES AT KFUPM

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ABSTRACT

Bridging the gap between theory and practice, the paper will highlight the setting of social sciences education within a technical university. Hence, it will focus on the position of the Department of General Studies, as a Social Science Department, at King Fahd University for Petroleum & Minerals (KFUPM). The Department of General Studies offers a collection of social science courses available to all KFUPM undergraduate students; which include sociology, political science, and psychology. The general educational goal of the Department is for students to gain a broad knowledge in these essential fields. Indeed, the department sees that it is essential for students -working toward an undergraduate Engineering and Science degrees- to understand human behavior and the social, political, and cultural processes that impact individuals and societies. Such understanding enhances their critical thinking, sound judgment, and more effective performance of occupational roles, etc. Since its re-creation in 2007, the Department has engaged in extensive curriculum development. Still, the department believes that such a development should always be subject to extensive assessments. Therefore, it must be stated that the main aim of this paper -along with the presentation at the conference- is to bring about an academic discussion on such an attempt.

THE BELIEFS OF UITM PERLIS' ENGINEERING STUDENTS IN LEARNING ENGLISH AS A SECOND LANGUAGE

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ABSTRACT

According to Fishbein & Ajzen (1975), beliefs are central construct in every discipline that deals with human behaviours and learning. In classroom context, beliefs and attitudes that students bring with them to the learning situation have been recognized as a significant contributory factor in the learning process and ultimate success (Breen, 2001). Therefore, this study investigates the beliefs of UiTM Perlis' engineering students in learning English as a second language (ESL). It aims to examine the ESL learners' beliefs in relation to their gender, level of language achievement in Sijil Pelajaran Malaysia (SPM) and secondary school background. There are 50 civil engineering students involved in this study by answering Beliefs about Language Learning Inventory (BALLI), developed by Horwitz (1987). The findings of this study show these factors affect learners' beliefs in learning ESL. Such findings are important for educators in choosing the right approach to the right group of learners to make sure that their teaching is effective. It also suggests that educators should help learners with negative beliefs in ESL learning by motivating them first before teaching them ESL.

BASIC PROBLEMS OF LANGUAGE FOR COMMUNICATION BETWEEN CIVIL ENGINEERS AND CONSTRUCTION WORKERS

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ABSTRACT

This article is to explore the basic problems of the communication raised between the civil engineers and construction workers who communicated in different language form. The data were collected by using questionnaires and in-depth interviews. Target groups are the civil engineers, who speak native Thai central - official language and the construction workers, who speak native I-saan dialect. The sample group consists of ten engineers and forty construction workers. They worked in Khon Kaen province, Northeastern of Thailand. The result was indicated that problems of the communication occurred from spoken rather than written language in both groups. The civil engineers indicated that problems encountered from speech communication that they were unable to understand the I-saan language talking by the worker groups. The following problems are context of communication and communicational culture, respectively. Communicational problems faced to the construction workers are writing and speaking skills. Most problems are scribbling, illegible writing, transcribed writing in English, short note, and incomplete writing respectively. For speech problem was found that the workers are unable to understand some Thai Central - official words and the engineer's accent as well as speaking vulgar words. Furthermore, the workers are unable to communicate the Thai Central - official language. In the conclusion, the encountered basic problems as mentioned above are affected to work efficiency. Mostly performances are incorrected and uncompleted. It caused of increasing of budgeting of the project.

UITM PERLIS' ENGINEERING STUDENTS' ATTITUDES IN ESL LEARNING

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ABSTRACT

Language attitudes have been part of the affective factors that influence language learning. These attitudes that the learners have towards the target language may either enhance growth or impede language learning process. This study aims to find out the types of language attitudes that the students have in learning the second language (ESL). The data were collected by means of questionnaires to which 60 Diploma of Engineering students who are taking an English course at Universiti Teknologi MARA (UiTM) Perlis responded. Based on the current research on the second language acquisition (SLA), various learning attitudes were identified. The results indicate significant differences in terms of students' language learning attitudes in relation to their gender and background.

Keywords : attitudes, language learning attitudes, English as a second language (ESL), target language

RECONCILING EFFORTS TO UNDERSTAND ENGINEERING INTELLECT: RESEARCH ARTICLES FROM LINGUISTIC PERSPECTIVE

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ABSTRACT

Biomedical engineering is a relatively new sub-discipline of engineering. However, this sub-discipline is particularly vital, focusing on improving human healthcare and treatment. Meanwhile, English research articles are increasingly used in advanced education as a means to disseminate and ratify knowledge. Therefore, the understanding of how biomedical engineering research articles are constructed will be beneficial for both students and practitioners in this sub-discipline. This study analyzes a set of the Methods section of biomedical engineering research articles written in English with the objective of elucidating what constitutes appropriate academic style of writing in this discipline and genre. The dataset representing the high quality journals in the field is analyzed, using Swales' genre analysis (2004). The structural organization underlying the Methods section of biomedical engineering research articles is identified, consisting of a set of information elements organized in a particular pattern. The textual organization displays the unique and distinctive nature of academic communication in this sub-discipline. In addition, the findings are pedagogically applicable, providing biomedical engineering graduates with the skills required in disseminating their knowledge and expertise in the academia, and alerting them to the existence of intellectual diversity. The study also demonstrates the role of linguistics to provide an intellectual and holistic understanding of biomedical engineering enterprise.

A STUDY OF STUDENTS' LANGUAGE STRATEGIES USE AND DIFFICULTIES DURING GROUP DISCUSSIONS

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ABSTRACT

Even after years of learning English in both primary and secondary levels, many university students are still rather weak when it comes to speaking in English, including performing discussions in the language. Many are not confident and afraid to use English in public. Thus this study attempts to investigate whether students are using appropriate language strategies as they take part in a group discussion. Data was gathered through group observations of part three Civil Engineering diploma students of University Teknologi MARA Perlis. The findings reveal that the students were able to employ varying language forms that were introduced to them, in assisting them to communicate their ideas effectively while performing a group discussion.

Keywords : group discussion, communicate, language strategies, language functions

THE USE OF VERB-PARTICLE CONSTRUCTIONS WITH *ENGINE*, *INFORMATION* AND *DATA* BY EFL STUDENTS IN TAIWAN: A CORPUS-BASED STUDY

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ABSTRACT

This study examines the use of the words *engine*, *information* and *data* in 8,368 dissertation abstracts (1,894,299 words; 39,510 tokens) produced by graduate students in Taiwan. The aim is to investigate the use of these terms in dissertation writing. It was found that *engine* (including *engineer* and *engineering*) and *information* are often used to differentiate different types of nominals such that in differentiating types of engineers (*software engineers*, *system engineers* and *knowledge engineers*) and types of information (*enterprise information*, *medical information*). In contrast, *data* is more often used when a particular action carried out towards the data (e.g., *collect data*, *data mining*, *data exchange*). When we examined *data* versus *information* in a web-based language in the UKWac 1.0, the results further confirmed our observation. For instance, only *data* can be used with *observed* or *observational*, while only *information* can be used with *travel*, *tourist*, *health* etc. Our findings show that some terminologies in engineering are preferred to refer to the types of things while some terms are used to refer to the actions (even though these terms might be nouns). Such linguistic use of words, when taught to students of the engineering department, will raise the students' awareness in writing. This study, therefore, calls for the attention towards specific use of lexis in the writing of engineering students.

A FOREIGN LANGUAGE COMPETENCE AS A CONDITION OF A SPECIALIST'S SUCCESS

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ABSTRACT

The training of highly-qualified specialists is a core task in the system of higher professional education. The modern labour market requires the specialists to possess a social-and-communicative mobility, readiness to work in the conditions of world-wide information space, awareness of their role and responsibility for global processes taking place both in Russia and in the outside world, a highly developed competence both in native and foreign languages. Foreign language, as a tool of cognition, is regarded as an efficient factor of an intended specialist's personality development. The linguistic education is not the only factor which determines the development of a multicultural personality. Hence, a specific environment is required in the university to prepare a specialist to perform both social and professional activities in conditions of intercultural space. This can be called the Multilingual and Multicultural Environment which serves to be a key factor which determines high-quality linguistic training for intended engineers.

PRIVACY IN PUBLIC NETWORKED SITES OF UNIVERSITY STUDENTS IN MALAYSIA

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ABSTRACT

9.4 million Malaysians maintain social network sites profiles (Greyreview, 2009). In March 2009, there were more than one million users of Facebook in Malaysia (Facebook, 2009). A brief survey by Youthsay showed 95 percent of 900 respondents have Friendster's account, 90% with Facebook and 38% with Twitter (GreyReview, 2009). Popular social network sites in Malaysia are Facebook, YouTube, Friendster and MySpace meanwhile Twitter was the 8th most popular social network in Malaysia (Greyreview, 2009). The popularity of 3G phones contributes to easy access of social network sites to social networkers. The popularity of social media networks is due to their conversational tone as knowledge is effectively shared through a process of discussing,

storytelling and collaborative editing. University students consider social network sites to support their existing relationships. This study investigated university students' participation in social networking sites and their perception of privacy in online social networking sites such as Facebook, MySpace, LinkedIn, Friendster etc. Data was collected through survey. The study reveals that Facebook and MySpace are two most popular social network sites and the respondents believe that their chosen networking sites provide adequate protection regarding their personal relationships, financial information and religious or political beliefs.

LEARNING STYLES: AN EXPLORATORY STUDY OF FOREIGN LEARNERS LEARNING STYLES PREFERENCES AT UNIVERSITY MALAYSIA PERLIS. A CASE STUDY

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ABSTRACT

"Learners with a strong preference for a specific learning style may have difficulties in learning if the teaching style does not match with their learning style" Felder & Spurlin (1988) With this in mind, a study was conducted to investigate the learning styles of foreign students from University Malaysia Perlis (UniMAP) who took the Yemen Preparatory Programme as an effort to maximise the students' English language learning potentials. This study is a preliminary report that aims to identify and categorize the learning styles of these international students. In other words, identify the learning style preferences of the students. The Index of Learning Styles (ILS) questionnaire developed by Felder and Soloman (2004) was adopted. The ILS questionnaire was based on Felder and Silverman's (1988) model and reported to be valid, reliable and suitable in identifying learners' learning styles (Felder and Spurlin, 2005). Results obtained would help in understanding the UniMAP Foreign students' learning styles which would contribute in raising UniMAP's English Language Instructors awareness of such styles especially in the development of course materials and pedagogy which is important in the learning and teaching process of the English Language to foreign learners.

Keywords : learning styles, teaching methods and techniques, English Language, course materials.

REPORT WRITING SKILLS OF ENGINEERING STUDENTS

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ABSTRACT

There is some concern that engineering students may only be concerned with technical content, and not with the quality of writing. There is also the issue that engineering writing is so different that only engineering lecturers are in the position to teach them better writing skills. This study examines recommendation reports written by Engineering students at a Malaysian university from the aspects of focus, analysis of data, and language for making recommendations. The data are obtained from reports written by Engineering students enrolled in an English for Professional Communication course which requires students to identify educational or physical conditions needing improvement in the university. The students conduct a study to assess the condition and make recommendations based on their findings. The recommendation reports of the Engineering students are compared with reports of students from the Arts faculties to highlight the distinctiveness of reports produced by Engineering students. The findings suggest that the nature of the engineering discipline is manifested in the precision and substance of the recommendation reports produced by the engineering students. The paper ends

with a discussion of the contribution of language educators to the enhancement of writing to meet the needs of the engineering profession.

Keywords : engineering students, report writing, business

BREAKING BRIDGES BETWEEN SCIENCES, ENGINEERING AND BUSINESS MANAGEMENT: THE ROLE OF TRANSLATION

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ABSTRACT

Management and marketing became essential to successfully exploiting technologies. This paper is based on a research project of translating a book from English to Arabic on strategic technology management. The author will comment the various chapters illustrating the necessary links between technology and management and suggest implications for managers/entrepreneurs.

Keywords : technology, innovation, management, entrepreneurship, engineering.

BOOSTING HOMESTAY TOURISM: A CASE STUDY OF ENGLISH LANGUAGE NEEDS AMONG HOMESTAY OPERATORS AT KAMPUNG PAYA GURING, PERLIS

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ABSTRACT

Tourism involving homestays is one of the Malaysian government's key efforts to diversify its cultural tourism product. Tourists to the homestay programme are adopted by their foster families to experience a more traditional life in Malay villages. Using focus group interview, this study investigates and discusses the Kampung Paya Guring homestay operators' communications skills abilities and their communication skills training needs in managing their homestay business. Research findings indicated that majority of the Kampung Paya Guring Homestay operators were poor in their English Language communication skills and in their English reading and writing abilities. This is not unusual since these homestay operators were mostly retired or housewives with very little education. They often relied on body language or to another family member who could speak in English when dealing with foreign guests. However, all the homestay operators from both homestay businesses were willing to attend training in English communication skills as they felt it was vital especially since it is important in their field of work. This study would further recommend some improvements in terms of English communication skills, English reading and writing skills training, and production of manuals or modules that are specifically designed for homestay operators so that these homestay businesses would be able to attract and impress more locals and foreigners.

Keywords : homestay, homestay operators, communication skills in English, training

DIALOGUE JOURNAL WRITING FEATURES OF BEGINNER WRITERS FOR SELF-EXPRESSIONS, SOCIALIZATION AND LEARNING IN THE CLASSROOM

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ABSTRACT

Collaborative learning involves learners working together as a group to enhance their learning experience and to develop a sense of belonging to the group. This paper discusses the features of a collaborative writing activity, the dialogue journal, that occur during a writing activity based on literature and a case study on a group of Year 2 students of Universiti Teknologi MARA Perlis. Excerpts are selected from the findings of one collaborative writing group in an ESL academic writing class to illustrate the features. The features that emerge during the students' interactions in the dialogue journal writing tasks reveal that the students are able to develop writing and social skills through interactions with their teacher and peers.

Keywords: collaborative writing, collaborative writing features, dialogue journal, ESL class

**THE INFLUENCE OF APPLIED COMMUNICATION SKILLS
IN LECTURERS TEACHING AND LEARNING
TOWARDS COMMUNICATION SKILLS ABSORPTION
AMONG ENGINEERING STUDENTS**

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The purpose of the study is to examine the influence of lecturers verbal and non verbal communication skills during teaching and learning towards the verbal and non verbal communication skills absorption among engineering students at a polytechnics Sabah and Sarawak Polytechnics. A total of 180 lecturers and 280 students were chosen by using random sampling techniques. This was a non-experimental research and the sample survey method was used to collect data. Data from the lecturers and engineering students were obtained through questionnaires and interviews. The data was analysed using the SPSS v.15.0. A univariate analysis (using Pearson correlation and linear regression) were used to test the research hypotheses at a significance level of $p < .05$. Research finding showed that the level of verbal and non verbal communication skills implication in lecturers teaching and learning is excellent ($M=3.95$) and verbal and non verbal communication skills among engineering students also at an excellent level ($M=4.08$). Further analysis showed that there is no significance different between the implication of verbal ($p > .01$, $r=.001$) and non verbal ($p > .01$, $r=0.008$) communication skills in lecturers teaching and learning and the verbal and non verbal communication skills absorption among engineering students. Linear regression also showed no significance different on the influence of verbal ($p > .01$, $F=.000$, $R^2=.000$) and non verbal ($p > .01$, $F=.011$, $R^2=.003$) communication skills implication in lecturers teaching and learning towards verbal and non verbal communication skills absorption among engineering students. Interviews finding revealed the presence of obstacles faced by lecturers and students in applying and absorbing the verbal and non verbal communication skills. The overall findings of the study give some implications to the needs of lecturers to increase their initiative and creatively in teaching and learning.

Keywords : teaching and learning, communication skills

**GENRE ANALYSIS: IDENTIFYING THE MOVE STRUCTURE IN THE INTRODUCTION SECTION
OF MECHATRONIC ENGINEERING RESEARCH ARTICLES**

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ABSTRACT

This paper reports on the results of a move analysis as proposed in the CARS model by Swales (1990) on 30 Mechatronic engineering introduction sections of research articles. First, a corpus was systematically compiled from the journal of IEEE/ASME Transactions on Mechatronics to ensure that it represents the focused discipline. Then, coding reliability analysis was conducted to demonstrate that, given a set of coding protocols and systematic training and practice, two individuals could agree upon move boundaries. Finally, move analysis of the corpus was conducted. Based on the findings of the analysis it is found that the introduction sections of Mechatronic RA's do not conform to the CARS framework and there are variations in terms of the Move structure. This study is useful particularly to native and non-native ESP learners and teachers not only allowing them to better understand published research articles for pedagogical purposes but also facilitating the process of writing research articles for publication.

GAMES IN ENHANCING PUPILS' ORAL INTERACTION

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ABSTRACT

This paper attempts to help the second language learners to enhance their oral interaction in order to develop confidence in speaking English through the use of games. This is because games offer more opportunities for pupils to interact in the English language. In this paper, the author will explain the role of English language in Malaysia before and after independence and explores the definition of games and the rationale. This research also highlighted the importance of enhancing pupil's oral interaction by relating to language acquisition theory and principles of teaching English to young learners and also discusses how games can help in enhancing pupil's oral interaction and build motivation in order to prevent such resistance.

**THE COMPARISON OF UNIVERSITI MALAYSIA PERLIS
OFF-THE-JOB TRAINING EFFECTIVENESS BETWEEN ITS
LOCAL AND FOREIGN ACADEMICIANS**

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ABSTRACT

The purpose of the study is to compare the off-the-job training effectiveness between local and foreign academicians of Universiti Malaysia Perlis, Malaysia. The research model created was based on Kirkpatrick model evaluation. Three types of effectiveness measurement are reaction, learning and behaviour. The primary data are collected through questionnaires. By using Statistical Package for Social Science, the characters of respondent in descriptive analysis are explained and Pearson chi-square is used to test the hypothesis. The result concludes that UniMAP's local and foreign academicians differ by their behaviour effectiveness. The outcome of this study would help to increase more understanding on Malaysia employees' background and attitudes. The study also provides a tool to researchers, human resource department and managers to improve their training needs evaluation and develop efficiency in the employees' training programmes.

Keywords : off-the-job training, effectiveness, reaction, learning, behaviour

VALUES ATTACHED TO LANGUAGE USE BY THE 'EDUCATED' IN MULTILINGUAL MALAYSIA

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ABSTRACT

In a multilingual and multicultural country like Malaysia, almost everyone speaks at least two or more languages. The multilingual situation means that there is always the tendency for people to value languages for different purposes in different domains. This study investigates language values of 'the educated' represented by lecturers in a Malaysian public university. The method employed in the study is the domain analysis developed by Fishman (1972). It will be used in this study to identify the values attached to language use. These values are examined in the context of education, family, friendship and transaction. Also being investigated are the connections between ethnicity, age, discipline of study and language proficiency and language values. A survey questionnaire will be employed to examine the details of values attached to the language and a structured interview will be carried out to find out the reasons that may influence the relative value attached to the language. Information from this investigation will contribute to knowledge about societal values, in particular, of a segment that represents "the educated" in Malaysian society.

A COMPARATIVE STUDY OF ENGLISH LANGUAGE ANXIETY AND MATH ANXIETY AMONG FIRST-YEAR STUDENTS IN A TECHNICAL BASED UNIVERSITY

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ABSTRACT

In this paper, we will gauge the perceived levels of anxiety experienced by a randomly-selected sample of first-year engineering students in learning mathematics and English in a regular university setting at Universiti Malaysia Perlis. This study has the following objectives: (1) to compare the differences in the levels of math's anxiety among the respondents based on gender and (2) to compare the differences in the level of language anxiety among the respondents. Results from the study would yield data which should be of great significance to the English language instructors and their mathematics counterparts to help them fathom the depth of the levels of anxiety experienced by their students. Based on the results, instructors can tailor lessons and take the appropriate measures to alleviate the feeling of anxiety in their classroom and maximize learning by students. The instruments for the survey are the Foreign Language Classroom Anxiety Scale which is modified in that the word 'foreign' was transmuted to 'English' and the Mathematics Anxiety Scale, a 10-item self-report scale (Betz, 1978) that measures anxiety related to doing mathematics.

Sub-theme OCCUPATIONAL SAFETY AND HEALTH

ADHERENCE TO OCCUPATIONAL SAFETY AND HEALTH MANAGEMENT SYSTEM REQUIREMENT ENHANCE ORGANIZATIONS WORKING ENVIRONMENT: A CASE STUDY IN UNIMAP

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ABSTRACT

An Occupational Safety Health Management System (OSH-MS) is a means to assist organizations to develop a favorable working environment at the workplace. The outcomes are legal compliance and in tandem improve Occupational Safety and Health (OSH) performance. Currently, there is a variety of OSH-MS in place, such as OHSAS 18001 (Occupational Health and Safety Assessment Series), BS EN ISO 14001 Environmental management system, BS 8800 British Standard Occupational Health and Safety management System, HSG65 - Successful Health And Safety Management and the International Labor Office ILO-OSH 2001 Guideline on Occupational Safety and Health Management System, which organizations can select and apply in their organizations. Conversely, the subsequent most important point in implementing OSH-MS in an organization is getting the system to be certified by a certification body. UniMAP adopt the MS 1722:2005 in managing its OSH at the workplace. In addition, UniMAP too work towards certification for the MS: 1722:2005 and OHSAS 18001:2007. Hence, UniMAP is the first University in Northern State of Peninsula Malaysia to be certified with the MS: 1722:2005 and OHSAS 18001:2007 in tandem by NIOSH Certification Sendirian Berhad. Consequently, this standard has enables UniMAP to manage its OSH Programs and thus improve performance. In this conference, the author's would like to propose to organizations (which have not done so) to implement the aforementioned OSH-MS due to the benefit inherent with it. UniMAP hopes to share its experience in getting the system to be certified by a certification body.

Keywords : Occupational Safety Health Management System (OSH-MS), certification, experience sharing

FKEE OSH COMMITMENTS: ERT INITIAL IMPLEMENTATION

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ABSTRACT

According to Occupational Safety and Health Master Plan 2015 (OSH-MP15), Malaysia is approaching to becoming a regional centre of excellence and a regional leader in occupational safety and health. The strategic is to build a safe, healthy and productive pool of human capital by creating, cultivating and sustaining the culture of safety, health and welfare of persons in all organizations throughout Malaysia. These include government agencies, government-linked companies, non government organizations and statutory bodies such as Universiti Tun Hussein Onn Malaysia (UTHM). This paper highlights the commitments of members of Faculty of Electrical & Electronic Engineering (FKEE); UTHM in OSH by implementing the initial group of Emergency Response Team (ERT). The whole ERT course of action comprises The Six Steps model. The organization of the OSH Committee (OSHC) unit including ERT is presented and its terms of reference are also outlined. This promising model is believed would be a guideline to other departments and organizations in order to increase the safety at the same time to decrease the rates of injuries and fatalities.

Keywords : Occupational Safety and Health; Emergency Response Team

MITIGATION STRATEGIES TO IMPROVE SAFETY CONDITIONS AT FUEL STATIONS

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ABSTRACT

Injury free work environment is an essential element for any successful project. Better safety performances can be achieved only if safety matters priority at all stages of project addressed adequately. Concrete efforts of owners, contractors, sub contractors and designers are equally important at different levels of project. To control accidents and injuries on every project requires different methods and practices. Although, same strategies can be applied but it requires modifications as per objectives & targets and organizational needs. It is necessary to develop such strategies that can help to increase safety considerations at project site. Past safety studies investigated various methods to improve safety statistics but it still contain more room for improvement. Fuel stations are considered to be the high risk hazardous places within the city environment. Fire, falls, vehicle accidents, electrocutions, robbery and snakebites are most commonly occurring hazardous conditions at fuel stations. This paper will present the application of Mitigation Strategies to reduce near misses occurrences at fuel stations. Near misses data collected in different trades such as maintenance, carelessness, housekeeping, mechanical fault and electrical fault. Mitigation strategies prepared based upon safety statistics. Data collected with these application and mentionable improvement noticed. With application of mitigation strategies available resources can be utilized more appropriately. In case of unavailability, requirements can be highlighted for procurement.

Keywords : analysis, carelessness, fuel stations, miscellaneous, mitigation, near miss, maintenance

MANAGING OCCUPATIONAL SAFETY AND HEALTH AWARENESS AMONGST ENTERTAINER AT SHOW BIZ: UNIVERSITI MALAYSIA PERLIS (UniMAP) PERSPECTIVE

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ABSTRACT

One of the everyday jobs of personnel's in the Culture and Recreation Unit, Universiti Malaysia Perlis (UniMAP) is to be entertainers in concert and to perform on stage. These entertainers are supported by musicians, support technical crews and all the electrical and sound equipments. Scout around on the performing stage, the dressing rooms or around the musicians stage etc the result will be a long list of safety and health hazards to be address. These workers undertaking the work activities to ensure that the concert must go on are exposed to "unsafe act, unsafe conditions" and various hazards such as Physical Hazard, Ergonomic Hazard and Psychosocial Hazard. These hazards if not control will lead to accident at the workplace. Productivity will drop if accident and illness rate among workers at the workplace are high. On this aspects not many academician, scientists, researchers and workers are aware of hazards faced by the performing artists and its supporting crews during concerts. Hence, it is the duty of all parties to ensure the workplaces are safe and healthful so as to reduce accident and occupational diseases. This can be achieved through compliance to the Occupational Safety and Health (OSH) Act 1994 and implementing OSH programmes at the workplaces. In consequence the author's aim to present a concept paper to address these issue of Safety and health amongst entertainer at show time and the remedial actions to be taken in accordance to the Occupational Safety and Health Act 1994.

Keywords : hazards, OSH Act 1994, OSH programmes

NON GOVERNMENT SERVICE SECTOR GROWTH UNDER THE THIRD INDUSTRIAL MASTER PLAN: AN EXPLORATORY STUDY ON OCCUPATIONAL SAFETY AND HEALTH CULTURE PRACTICE IN PERLIS

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ABSTRACT

The First and Second Industrial Master Plans have achieved its goal. Hence, the Third Industrial Master Plan (IMP3) 2006 – 2020 was launch with the theme "Malaysia-Towards Global Competitiveness". The IMP3 is a 15-year plan for industrial development in Malaysia. IMP3 contain 10 strategic thrusts. One of the trusts is "Positioning Services as a Major Source of Growth". By definition, the services sector encompasses two broad categories: intermediate services and final services. Intermediate services include several sub-sectors such as transport, storage and communication; and finance, insurance, real estate and business services. Final services include sub-sectors such as electricity, gas and water; wholesale and retail trade, hotels and restaurants; government services; and other services. In 2008, the non-Government services sector contributed 47.6 per cent to the Gross Domestic Product (GDP). As a result of the strong growth more workers are employed in this sector. Inherent with this growth is the issue of right to work in a safe and healthy environment. Statistics from SOCSO, from 2001 to 2007 indicate 486,511 reported industrial accidents in all sector of the industries. Over the same period there are 161,185 or 33.13 percent reported industrial accidents in the Services Sectors. Consequently, to address these issues at the workplace, in this paper the authors have suggested the adoption of "Safety Culture at the Workplace" and using the Self Assessment Questionnaires to Establish Safety Culture at the Workplace.

Keywords : safety culture, non government service sector, working environment

A CONCEPT PAPER ON COMPLIANCE WITH NADOPOD REGULATION AND GUIDELINE VIS-À-VIS THE OCCUPATIONAL SAFETY AND HEALTH ACT 1994 AMONG TECHNOLOGY-BASED SME IN NORTHERN STATE OF PENINSULAR MALAYSIA

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ABSTRACT

Many researchers claim that technology-based risks are growing in number and frequency. The major accidents, which often involve large numbers of workers and the public, and adversely affect the environment, have highlighted the dangers in both large and small enterprises. However, Small enterprises are often characterized by poor working conditions and a hazardous working environment. In this paper, an attempt to defined the compliance of guidelines and Regulations of (Notification of Accident, Dangerous Occurrence, Occupational Poisoning and Occupational Disease) Regulations 2004 [NADOPOD] on the Safety and Health, Ministry of Human Resources in Malaysia on the basic concept of technology-based SME in Northern Malaysia. The methodology on determining the awareness and compliance to NADOPOD guideline amongst Technology-based SME is illustrated. This conceptual paper is aimed to improve the conceptual parts of analysis, on the establishment of the level of awareness and compliance to NADOPOD among SMEs and identify the challenges and issues that impede compliance and assist the authority in their effort towards improving enforcement and promoting occupational safety, health and welfare of people at work.

Keywords : OSHA 1994, NADOPOD, working atmosphere, SME

CRITICAL THINKING DISPOSITIONS OF NEW INTAKE ENGINEERING TECHNOLOGY STUDENTS

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ABSTRACT

Problem-solving and critical thinking abilities serve as important outcomes of any engineering programme. Engineering students are expected to solve problems, ask questions, research and discover relevant information, and consider new ideas. This paper presents the findings a study to determine the initial critical thinking dispositions of new intake engineering technology students in the effort to provide base-line data for the integration of critical thinking (CT) in the English syllabus of the engineering technology programme. This is part of a larger English curriculum review exercise with a special focus on the integration of soft skills. A 10-item self-assessment questionnaire was distributed to 1425 new intake engineering students. When the findings of the CT dispositions are considered, CT dimension of detecting bias and exaggeration was cited the most among respondents. Low CT dimensions are evaluation and compare and contrast. Additional findings from focus group interviews reveal peculiar yet interesting insights on CT among the students. Implications of the findings in relation to CT for engineering technology students are discussed.

Keywords : critical thinking dispositions, problem solving, engineering students, higher education, curriculum review, English as a Second Language (L2) learners

AN EVALUATION OF AN INTERNATIONAL COLLABORATIVE PROJECT ON SOFT SKILLS AND ENTREPRENEURIAL SKILLS DEVELOPMENT

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ABSTRACT

A cross-border collaborative project involving 16 engineering students from a Malaysian university and 16 social science students from a Thai university was implemented with the objectives of enhancing the participants' soft skills and entrepreneurial skills. The project spanned over a period of 15 days, seven days in Malaysia and eight days in Thailand. The arrangement was chosen to provide the opportunities for the participants to utilise their acquired knowledge and to facilitate the generation of technology based innovative products for marketing. The 32 students were divided into four teams of eight participants each with four students from each institution. Each team was required to work on a business plan for an 'innovative' product proposed by the team for seeking funding. Each team was supervised by two facilitators, one from each university. In addition to writing business plan, the participants also joined field trips to places of interest and visited manufacturing facilities. A questionnaire survey and interview were conducted to gauge the achievement of the objectives. In general, the data obtained have quite clearly indicated that the project activities had been

able to enhance soft skills, especially communication skills, English language proficiency, and most of all, the confidence to use English. The participants had also indicated that they had improved their business plan writing skills. The observation has lead the authors to believe that such collaborative project can be used to supplement classroom teaching to develop students' soft skills and entrepreneurial skills.

PROBLEMS AND PROGRESS OF MUSLIM EDUCATION IN BENGAL DURING THE BRITISH COLONIAL RULE

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ABSTRACT

Before the advent of the English to India, the Muslims ruled it for more than five hundred years. Then the Muslims of India were well-up. Then the proving of Bengal was very rich. But the situation changed dramatically when it went under British rule. During the Muslim rule, the official language was Persian. The medium of instruction were Persian or Urdu. But in 1835, the British East India Company declared that henceforth the medium of instruction would be English and Vernacular. The Muslims were very late in adopting government proposed education. In 1844, the government also declared that the qualification for obtaining government job the Knowledge of English would be compulsory for the candidate. So the Muslims of Bengal lagged far behind the Hindus in all spheres of life. It was only in the last quarter of the 19th century, the Muslims began to adobe modern education side by side with the traditional Madrasah Education. In this paper, the problems and progress of Muslim education in Bengal during British colonial rule have been reviewed.

"SOCIO-RELIGIOUS MOVEMENT IN THE MUSLIM SOCIETY OF BENGAL DURING THE BRITISH COLONIAL PERIOD: ROLES OF TITUMIR (1782-1831)"

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ABSTRACT

In the Pre-colonial period the extent of religious and social thinking was confined to the conservation of the age - old beliefs, usage, customs, and traditions. But with the establishment of British colonial state the conservative tradition had received a rude shock. Unemployment, poverty and decadence consumed the fading Mughal aristocracy. Consequently the control of the aristocracy on the society was slackened. An jemerging middle class, a direct outcome of the colonial rule, was gradually emerging to dominate both in the urban and rural areas. It was the feeling of that middle class that age-worn social and religious institutions must be reformed. The first quarter of the nineteenth century had witnessed the initial phase of the new reformist mind in the persons of Haji Shariatullah, Titumir, Ram Mohan Roy, Debendranath and others. Reform movements among the Muslims and Hindus commenced nearly simultaneously. In Bengal the reform movements began with Haji Shariatullah (1781-1840). He was influenced mainly by three Islamic thinkers. They were Muhammad Ibn Abdul Wahab (1703-1787) of Arabia, Shah Waliullah (1703-1763) and Syed Ahmed Shaheed (1786-1831). But Shariatullah initiated his reforms being influenced by unique religious and socio-economic background. In the pre or post palashi period the intellectuals of the eroded, infirm and decadent Muslim society failed to feel the need of immediate reform. As leadership from the educated upper class was not forthcoming, the vacuum was filled from the grassroot level and the need for such reforms came from their understanding of life.

SOFT SKILLS DEFINITION: PERCEPTIONS OF STUDENTS TAKING CO-CURRICULAR COURSES AT UNIMAP

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ABSTRACT

This study was conducted specifically to find out about the perception and definition of soft skills and other related elements among the students taking co-curricular courses at UniMAP for 2010/2011 academic session, semester 1. The methodologies used are survey and interviews. A total of 270 students of the co-curriculum courses were selected as respondents. The study found that most respondents view soft skills as communication skills, values, moral self, good communication, integrity, leadership characteristics and personal skills. Also identified and discussed in this study are the factors that cause the failure of the graduates to place them in any organization after graduation.

FUTURE LEADERS IN RESHAPING AN ORGANIZATION

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ABSTRACT

It is the interest of the researchers to find how the benchmarking of the future leaders is done in the Government-linked Companies GLCs. A mixed method approach has been selected as the research strategy to study the issues under investigation and the relationship between them. Six interviews with prominent experts are carried out to gather the items for the questionnaire. Then sets of constructed questionnaire are distributed to the managerial staff of Universiti Malaysia Perlis as a pilot study. To gather the data from GLCs, three Government-linked Investment Companies (GLICs) and fifteen GLCs have been identified as the samples. Then an interview with a prominent statesman is carried out, and a focus group discussion with the top management representatives are conducted to support the survey. The findings of the study indicate that the choice for future leadership dimensions are traits, behaviours, performance functions, competence, skills and background. These six leadership dimensions qualities are desired in GLCs as the future leaders are expected to use their best endeavours to prompt or reshape the organizations.

Keywords : future leaders, leadership dimensions, Government-linked Companies (GLCs)

GREEN TALENT DEVELOPMENT IN MALAYSIA

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ABSTRACT

The environmental issues have been the focuses of the environmentalists and governments for decades around the world. The universities and colleges in Malaysia are encouraged to produce graduates who aware and sensitive to their surroundings especially to the engineering and technology courses because industrials –light or heavy - have been identified as the main contributors to the air and water pollutions. In the 10th Malaysian Plan report, the government has stated that it wants to create the environment for the unleashing economy growth. The government also intends to nurture, unleash and retain the top talent. This conceptual paper discusses on the appropriate actions to be taken by the engineering and technical educators in developing green talent that can perform as the ‘green-collar workers’ in the companies globally. These green-collar workers can adapt and innovate by creating new jobs, products and processes to unleash the economic growth.

Keywords : green technology, talent development, green-collar workers

Sub-theme
CULTURE, EDUCATION AND ARTS

THE ‘ARTIFEX’: SYNERGIES BETWEEN ENGINEERING AND THE HUMANITIES

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ABSTRACT

Recent critical focus on the anthropogenic arguments regarding the threats to the sustainability of biosphere highlight the role of engineering in maintaining the structural integrity of the human environment. However, the discipline of engineering is not without larger contextual and methodological problems that tend to undermine the perception of its benefit to society. These include tendencies towards utilitarianism, the irreconcilability of means vs. ends rationale, and the potential for difference-blind solutions to technical problems which ignore the possible harmful effects on the environment which extend beyond in-built cost-benefit analyses. This paper intends to reconcile scientific and humanistic views through a philosophical inquiry and argues that engineering is informed by a context that requires a counter-balancing perspective which accommodates holism, environmental compatibility, lateral and longer-term thinking as well as awareness of humanity, culture and society. Inclusion of humanities subjects within the engineering curriculum positively underscores human factors in technological problems and solutions and equips engineers with a cultural vocabulary and understanding. The argument will be made that a relationship between the humanities and engineering that resembles the Renaissance concept of the ‘artifex’ (or the attempt to harmonise the human and the technological) is both necessary and desirable for the enhancement, understanding and development of both disciplines. Furthermore, this paper demonstrates ways in which basic philosophical principles can contribute to critical thinking within the engineering discipline. This paper uses three humanities texts, Max Frisch’s Homo Faber (1959), Don de Lillo’s The Body Artist (2001), and the film Contact (1997) based on Carl Sagan’s book (1985) to problematise issues of technology and humanism and to explore the relationship of engineering to the humanities.

WOMENS' PARTICIPATION IN HOMESTEAD AGRICULTURE AS A RURAL CULTURE: A MICRO LEVEL STUDY ON BARISAL DISTRICT IN BANGLADESH.

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ABSTRACT

An attempt has been taken to know the Women's Participation in Homestead Agriculture in the context of rural culture of Rangasree Union under Barisal District in Bangladesh. To achieve the findings of the study primary data were collected from the sample using a pre-tested interview schedule during November to December, 2009. The collected data were carefully edited, coded, computed, tabulated and analyzed in accordance with the objectives of the study. The selected characteristics of the rural women constituted independent variables and participation of the rural women in homestead agriculture activities constituted the dependent variable for the study. Person's Product Moment Co-efficient of Correlation (r) has been used to test the hypothesis concerning the relationship between two variables. Five percent and one percent level of probability were used as the basis for rejection of a hypothesis. Six null hypotheses were formulated to test the relationship between the selected characteristics of the rural women and their extent of participation in homestead agricultural activities which are accepted. It is observed that the highest proportion (74%) of the rural women feel in the "medium participation" category while 19 percent of them feel in the "low participation" category and only 7 percent feel in the "high participation" category.

COPPING MECHANISM OF THE DISPLACED POPULATION BY THE RIVERBANK EROSION OF THE MEGHNA RIVER AT HAIMCHAR UPAZILA, CHANDPUR DISTRICT, BANGLADESH

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ABSTRACT

Natural disasters including riverbank erosion contribute immensely to the process of marginalization of a large number of people. They displace and push household into situations that are extremely difficult to reserves. The present paper discusses the human dimension of the phenomenon and argues the need for a better understanding of the mechanisms underlying erosion vulnerability resulting population shifts on a micro scale perspective in the country. An attempt has also been made to focus the relationship between erosion hazard and dynamics of human adjustment with this hazardous situation to gain a consensus view regarding the phenomena from the affected "Haimchar" villages. This paper emphasizes that the meandering and braided river including Meghna always runs to the risk of changing course thereby eroding the existing bank and making continuous attack on human settlements.

Keywords : coping mechanism, erosion, displaces population, Haimchar, Chandpur district

CULTURAL CONSEQUENCES WITH RESPECTS TO HOUSING RECONSTRUCTION STRATEGIES FOLLOWING NATURAL DISASTERS

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ABSTRACT

The interdisciplinary concern of rehabilitation and reconstruction following disasters would highly interact with different aspects of affected communities' future life. And the applied plans by authorized housing policy makers would play a crucial role in achieving either missing the expected goals as set within the comprehensive recovery process. Whilst, houses present cultural values of local communities and households tend to express their cultural identity through housing. In fact, housing derived from the traditional cultural bases would form the future cultural fundamentals at the same time. Thus, cultural consequences following natural disasters must be well monitored in every phase of the recovery process including housing programs. Highlighting the role of involved organizations and specifically donors' attitude toward cultural concerns, present study aims to apply a comparative review method. It investigates to recognize effective housing reconstruction strategies through which cultural values of survived communities within housing may be resumed. In addition, hereby some of the available case studies by scholars regarding respected theme would be addressed. And the impressive factors on cultural changes within new housing after disasters will be evaluated and presented within categorized topics in order to achieve a clear vision of this conflict.

Keywords : post-disaster housing, reconstruction strategy, cultural concerns, house & households' life

THE MISE EN SCENE: ANALYTICAL FILMMAKING TECHNIQUES USED IN ART FILM APPROACH

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ABSTRACT

Filmmaking is a collaborative effort with several elements that are worthy of analytical consideration. The success of a film from America, Asia, German, other Europe countries is dependent upon telling a story that is cohesive and interesting through the use of cinematic elements, color oriented in film, directors cut, lighting and a host of other factors that affect the films quality. The ability to analyze these elements by the audience can enhance and deepen their viewing experience. Therefore, this research will look into and analyze the *Mise En Scene* concept used in film making from various types of film today. This will include the film art & plot, color & lighting & also cinematography aspects as part of the *Mise-en-Scene* fundamentals of film.

Keywords : filmmaking, misc as scene and cinematic

FACTORS AFFECTING SERVICE SATISFACTION AMONG STUDENTS: THE CASE OF A HIGHER LEARNING INSTITUTION IN MALAYSIA

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ABSTRACT

This research attempted to find out factors that affect students' satisfaction in a higher learning Institution. The students were randomly selected from degree, masters and PhD programs to evaluate the level of students' satisfaction. The primary data source was a questionnaire that was distributed to the students. The researchers

collected 165 completed questionnaires out of a total of 190. Four factors were chosen as independent variables namely; gender, race, student status and CGPA. This study showed that the overall, services offered by the university was moderate from students' perspective. This means that the university has enough ability to continue its improvement. This study showed that the academic-related activities are more important than non academic-related such as the availability of financial advice and the level of decoration. The academic activities should not be limited to classroom activities only. It must cover everything that can develop and instill good values, attitude, character and strong personality. Universities world-wide are now competing both nationally and internationally. In order to attain new students and retain current students they should aim to enhance student satisfaction and reduce student dissatisfaction. This only can be achieved if all the services that related to academic life such as implicit services, explicit services and physical services must be delivered to a suitable standard. We also noticed that student status have an important influence on the perception of service quality. This is probably because student expectation increases as they have more contact with the university. Another element that also has influence on the perception of service quality is race and nationality. In relation to this, the academic or non-academic staffs that prepared services directly for the students should be able to identify, and understand different levels of student expectations across years of study (from first year to final year) and races.

Keywords : students' satisfaction, higher learning institution, Malaysia

THE EFFECT OF WEB-BASED THAI LANGUAGE LEARNING SITE ON RECALLING PERFORMANCE AND MOTIVATION AMONG UNDERGRADUATE STUDENTS

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ABSTRACT

Learning a foreign language nowadays extremely spread in the web-based form or online learning. Web-based is one of the tools that can be count for the learners to choose for learning. A good web-based is when the developer applied a good instructional design in order to get positive impact towards learner's performance. Hence, this study was conducted to investigate the effectiveness of the web-based to learn foreign language on recalling performance and motivation. Furthermore, it also looks deeper to the TAM (Theoretical Acceptance Model) model and Information Processing Theory that influence the design of the website and the effect of motivation towards learners. The effectiveness was determined by analyzing the results from the oral tests, questionnaire and interview. The web-based of Thai language was determined. This study was involved 20 undergraduate students who are not familiar with the Thai language for duration of four weeks.

ASSESSMENT OF A TECHNICAL COMMUNICATION COURSE IN A TECHNICAL UNIVERSITY: ENGINEERS' PERSPECTIVES

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ABSTRACT

As we progress through the 21st century, competence in Technical Communication has become a crucial requirement for all engineers. The global engineering world has created demands on engineers to be able to collaborate on cross-functional teams, manage virtual-project teams and write for multiple complex audiences. This study investigates on the engineering undergraduates' perceptions about the effectiveness of the Technical Communication course in terms of course content as well as viable suggestions to improve on the course. The instruments that were used for data collection in the study are survey questionnaires and recorded interviews. The findings of the evaluation by the undergraduates reveal that on the overall the effectiveness of the course content is at a moderate level. Thus, this is indicative of the fact that the Technical Communication course needs to be revised in terms of the course content. The respondents have also provided viable solutions to improve on the course.

Keywords : Technical Communication, assessment, course content, teaching material, engineers' perspectives.

HUMANITIES IN ENGINEERING EDUCATION: INTEGRATING COMMUNICATION SKILLS IN ENGINEERING: ENHANCING THE STUDENTS LEARNING EXPERIENCE

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ABSTRACT

Enhancing first-year communication skills is a focus of the curriculum review currently taking place at Curtin University. This is articulated through a student-centered approach to teaching and learning, which emphasizes learning in context, discipline-specific discourses and academic literacy. This paper reports on the learning outcomes of first and fourth year engineering students at Curtin University, Perth, Western Australia. The project has based its findings on interviews with students in the faculties of science and engineering, short student questionnaires, written student assessments along with participant observation of a range of their classes. The project seeks to demonstrate how engineering students benefit from the integration of communication skills in their discipline through their course of study. The project examines how this integration has assisted students in developing their competency in communication skills and whether these skills have been improved, retained and practiced through their engineering degree at Curtin. Further the project investigates how equipped our student engineers are at the end of their degree to meet the growing demand of the industry.

Keywords : communication skills, engineering students, teaching and learning

Sub-theme

PSYCHOLOGY AND SOCIOLOGY

MENTAL HEALTH PROBLEMS AMONG FEMALE OFFENDERS AND ITS RELATION TO SOCIAL ENGINEERING

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ABSTRACT

The objective of this study is to understand the common mental health problems among female offenders and how they affect the society through application of rehabilitation program. Female offenders have always been a minor subject in research and study. So far, theory and research relating to crime had been focusing on male offenders. As a result, correctional program that has been used for female offenders is based on male criminality

and often failed to provide the appropriate option for the needs of female offenders. In Malaysia, the study on female offenders has not draws so much interest contributing to a lack of information regarding this population. Factors that may cause a female to commit a crime have not been studied much. The number of female offenders however, seem to be increasing annually. One of the major concerns in female criminality is mental health problems. Various study revealed that female offenders had higher rates of having at least one mental health problems. The methodology of this study is designed based on cross-sectional study using a psychometric instrument, Carlson Psychological Survey (CPS). The findings showed that chemical abuse and antisocial tendency are very common among female offenders.

PERCEPTION OF EMPLOYEES WHEN EXPERIENCING COMPUTER HASSLE AND COMPUTER ANXIETY IN SELECTED COMMERCIAL BANKS

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ABSTRACT

The presence of telecommunications, internet, computer application software and hardware as well as databases in commercial banks injects new challenges to employees to adapt and continue learning new technology. It is not that simple for them to do it. Some employees do struggle to keep up becoming technology savvy. Due to the rapid changes in technology it has caused a state of stressful to many employees. Literature reports that many employees are still not comfortable using technology in their work, and it is interesting to further explore this situation. Therefore, this study was conducted to identify the level of computer hassle and computer anxiety experienced by employees in selected commercial banks in Shah Alam, Selangor. Five banks have been selected involving both executives and non executives participating in this study. Instruments from prominent researchers in the same field were used to collect the data and spss was used to reveal the results. The cronbach's alpha scores obtained in this study are above 0.70, thus it is suitable to explore more findings from the study. Initial findings are further discussed in this paper.

Keywords : computer hassle, computer anxiety, computer experience, commercial banks

ROLE OF PHYSICAL ATTRACTIVENESS AND PROXIMITY IN INTERPERSONAL ATTRACTION AMONG FRIENDS

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ABSTRACT

Relationships play significant role in our lives. Present study examines important factors of physical attractiveness and proximity working behind interpersonal attraction among same gender friends. The study was conducted on sample of 160 boy friends and girl friends (40 pairs in each) through purposive convenient sampling, from Punjab, Pakistan. Findings showed that friends with high proximity scored high on interpersonal attraction regardless of gender. Physical attractiveness also proved to be a leading factor in interpersonal attraction as compared to social attraction and task attraction. These findings will give a new horizon for the researchers to study friendship with a perspective of physical attraction and proximity. However, these findings suggest the need for a deeper and extensive study of all the factors pertaining to interpersonal attraction, which might give us more astute understanding of our social relations.

Keywords : physical attraction, friendship, interpersonal attraction, proximity

THE ROLE OF WORKPLACE DEVIANT BEHAVIORS ON ORGANIZATIONS

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ABSTRACT

This study first aims to perform a literature review of the existing body of empirically-based studies relating to the nature and causes of workplace deviant behaviors and its impact on organizations. In addition, this study attempts to provide empirical answer to this research question: what are the types of employee deviance exhibit at the workplace? Based on this question, data were collected from 162 employees who were working as civil servant in Malaysia. Regarding to past study, the finding showed that negative workplace behaviour exist in organizations and takes a variety of forms. Furthermore, employee deviance has been proven to be a discretionary work behaviour that can reduce organizational development, decrease work cohesiveness and these behaviours can be detrimental to the well-being of employees. Finally, findings showed that such problems are of great concern to organizations, which must take steps to solve them. Feels that further studies are needed using more definitive and qualitative measurements to learn more about these behaviors. Implications for future research are discussed.

Keywords : workplace negative behavior, employee deviance, workplace deviant behavior

THE WINNING WOMAN: IN LIGHT OF FAMILY AND SOCIAL HARMONY

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ABSTRACT

This paper explores the long debated issue work-life balance for women in terms of own visà-vis social and conjugal perspective in Bangladesh context. This paper approaches with an out of the box facet where unresolved questions like- should women be paid off for the household chores alongside their professional wages? If so, what should be the extent of the payment and how to decide that? Response were taken from both sex and cross checked. The psychological orientation of male and female towards job selection coupled with the social standpoint on this issue were studied. The target population of the research was a blend of male and female living in urban settings having the most representative role in economy and seeming to be evolved in psyche. The two major research strategies used were- (1) A quantitative analysis of the data collected and (2) qualitative analysis. Primary data collection source was a group composed with 50 working men and 50 working women where some of the participants from both section were married. Secondary data were collected from websites, books, archives etc. The dissertation finally wraps up suggesting the equilibrium state of work-life balance for women with the optimum level of monthly income and time spent at home and workplace that may bring an effective resolution to the conflict

A SOCIOLOGICAL ANALYSIS OF ROLE OF SOCIAL SCIENCES IN ENGINEERING: PROBLEMS AND PROSPECTS

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ABSTRACT

Education is considered as the basic need of individual. It helps to attain all the qualities which make man or woman a perfect with all the basic qualities. Likewise, education also helps to understand the social life. By nature a man is social animal in very essence as Aristotle opined. He or she plays his/her role as an actor with different capabilities and characters as Shakespeare rightly pin pointed. But the stage and character happen not to be same at all the times. Sometimes, the character is of mother/father and at times a well qualified professional and social scientist. Therefore, no one can deny or draw a clear cut line between different academic disciplines as human beings need to act as the situation demands. Due to the rapid scientific inventions the education is imbibed with the combination of different subjects. An engineer should have knowledge and severity of the problem of the end users that is the society on the whole. He/she should know the disastrous effects of the radiations of the machinery on the health of society where it is used. Sociology is considered as youngest and the mixture of all the social science subjects. Therefore, in this paper an attempt is made to understand the dependency of the one subject on the other. However, focus will remain on the interlink between social science and engineering disciplines.

LEVEL OF PSYCHOLOGICAL WELL BEING AND HOPELESSNESS IN TERMS OF AGE IN LUNG CANCER PATIENTS

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ABSTRACT

Cancer is a deadly disease which affects the wellbeing of its patients at physical, social and psychological level. The present study was conducted to explore the level of well being and hopelessness in lung cancer patients in terms of age. In order to measure the level of well being the Urdu translated version of Well-being Subscale (Wb) of California Psychological Inventory-3 consisted of 38 items was used. The sample of the study consisted of (N = 64) out door lung cancer patients selected on the basis of convenient sampling from Shaukat Khanum Memorial Cancer Hospital and Research Center, Lahore, Pakistan. The sample was divided into two age groups; 32 Young and 32 Middle Aged Lung Cancer Patients. Findings showed that middle aged cancer patients have higher level of psychological well-being and lower level of helplessness/hopelessness as compared to young lung cancer patients. These findings may help medical and mental health professionals to deal with these patients' problems according to their level of well being.

Keywords : well being, age, lung cancer, hopelessness

WORK-FAMILY CONFLICT AMONG MUSLIM WOMEN ACADEMICIAN: THE ROLE OF RELIGION AS COPING STRATEGIES IN MALAYSIAN HIGHER LEARNING INSTITUTIONS

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ABSTRACT

The purpose of this research is to investigate work-life balance outlook in Malaysian academic institutions, the role of religion as coping strategies for managing work-life balance and help their workforce to reach their

potential in terms of productivity and commitment. Under this overall purpose specific research objectives are determined such as explore the interpretation of the concept of WLB from Islamic perspective, determine sources and causes of work-life conflict that have effect on universities Muslim women academic staff to experience perceived work-life imbalance, Identifying Islamic methods, policies and principles of achieving WLB, Analyzing, how Islamic institutions attempt to achieve work-life balance and explore the impact of Islamic WLB solutions/ methods on work-life satisfaction. The researcher will be used questionnaires and semi-structured interview with Muslim women academician in Malaysian higher learning institutions to answer questions of this research.

STUDY ON THE HUMAN AND SOCIAL DIMENSIONS OF DAM-BUILDING PROJECTS. (INQUIRY ON KAROUN 4 DAM IN IRAN)

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ABSTRACT

Development is dialectic of destruction and construction and developmental projects contain the same specifications. Each and every construction will obviously hurt some fields especially the human and social ones. Thus culture and society the "missing concept" and the "forgotten dimension" of development have been faced the highest level of loss and disservice in the field of development. Meanwhile the developmental-constructive projects like dam- building projects in Iran are of the same measures that the country takes for developing. Dams especially the hydro-electric ones are the national projects which are enormously lucrative but they will bring infinite local and regional damages to the area. Usually noticing the national economic benefits of the projects lead to neglecting the local-regional aspects, in other words in evaluating the projects, the social values are being disregarded. Regarding this fact, for estimating the compensatory fee the law is the measure and law will never take social affairs into consideration on this specific issue. Karoun 4 Dam is of the same projects that is the last dam which is being built on Karoun River in Chaharmahal Bakhtiari Province of Iran. The dam has influences on the regional towns and villages of Ardal city. This article's goal is to study the social aspects of dam-building especially the Karoun 4 Dam and it emphasizes on the regional people's point of view as well as the necessity of evaluating the social and cultural aspects of the dam-building projects.

Keywords : social evaluation, resettlement, local leadership, local policy making, dam building.

IDENTIFYING COMMUNICATION ABUSES IN SCHOOL SETTING: WHY DID THEY DO IT?

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ABSTRACT

Words or languages are viewed as engines, tools and instruments for communication that able the users to apply the tools constructively and creatively. Engineering of words and languages can transform them into either positive or negative outcome in communication. Positive manipulation may lead to a better outcome in interaction between individuals while the opposite will cause communication abuses. The objectives of this study is to identify and describe the types of communication abuses occurred in school settings, and analyze the patterns of communication abuses among students in relation to gender and age group. The methodology of this study is designed based on cross-sectional study. The study involved participants from primary and secondary school in Klang, Selangor. The finding of this study revealed that there are seven categories of abusive words. Result of this study also shows that males have been proved to practice more communication abuses towards others and receive the same treatment than females do. Males were found to target girls with communication

abuses with sexual contents and males which appear more feminine also being the subject of communication abuses by using homophobic words. Primary school students were practicing and experiencing communication abuses more than secondary school students.

ANTISOCIAL PERSONALITY DISORDER AS AN ENGINE TOWARDS HUMAN CRIMINAL BEHAVIOR

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ABSTRACT

The objective of this study is to understand how personality disorders affect the way human behave and their effects towards human social relationship. The focus is female prisoners in Peninsular Malaysia. Personality and human behavior is closely related to one another. Personality creates how a person behaves and directly affects the engineering of social relationship. Human criminal behavior often raises a big question to the reason lies behind the behavior. One of the most commonly discussed answer for the criminal behavior is personality disorder which is a type of mental health problems. Antisocial personality disorder is a subtype of personality disorder widely related to many criminal deeds. In many countries, studies regarding personality disorders among offenders population are very common and the findings evidenced that personality disorders are strongly related to the criminal behavior. The methodology of this study is designed based on cross-sectional study. The finding shows that antisocial personality disorder as the focus of this study can be regarded as the engine of human criminal behavior. Antisocial personality disorder simply defined as act of violation towards social norms and the law which results in the occurrence of crime and disrupts the normal engine of the society.

RELATIONSHIP BETWEEN PERSONALITY TRAITS AND MARITAL ADJUSTMENT OF TEACHERS

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ABSTRACT

The present study aimed at finding the relationship between personality traits and marital adjustment of couples involved in teaching profession. The sample was comprised of (N = 30) teaching married couples, selected from the different colleges and University of Sargodha. For assessment of personality traits the Urdu translated version (Chisthi, 2002) of Revised NEO Personality Inventory (Costa & McCrea, 1992) and for measurement of marital adjustment the Urdu translation (Naseer, 2000) of Dyadic Adjustment Scale (Spanier, 1976) were used. Results indicated the significant positive relationship between Extraversion, and Conscientiousness with marital adjustment; whereas relationship between personality trait Openness to experience and marital adjustment was positive but non significant. Gender difference on NEO PI-R were also found to be non significant except for the Conscientiousness facets where women score significantly higher as compared to men and one of its sub facet "order" was found to be profoundly determinant in making that significant difference.

Keywords : personality traits, marital adjustment, teaching faculty

AN EXPLORATION OF EMOTIONAL INTELLIGENCE IN RELATION TO EMPLOYEES WORKING EXPERIENCE

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ABSTRACT

The aim of this article is to contribute to the growing body of empirical knowledge on emotional intelligence (EI) generally and EI and employees in particular. This study explores the three dimensions of EI (recognition of personal and social competence, regulation of self and relationship management, and impact of leadership trait in the adoption of EI competencies) in relation to working experience. EI was measured in 110 employees, ages 19-58. EI scores were compared to demographic characteristic of the individuals working experience. A one-way ANOVA showed no significant different within groups of employees working experience and EI. There has been surprisingly little academic and empirical research on the potential influences of organisation tenure on EI. The few available one are from Europe, America and Nigeria. This further supports the importance of the study.

Keywords : emotional intelligence, employees, working experience

RELATIONSHIP BETWEEN SENSATION SEEKING, VIOLATION AND CRASH INVOLVEMENT AMONG YOUNG MALAYSIAN DRIVERS

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ABSTRACT

Accident databases and previous studies from various countries consistently found that young and novice drivers are more frequently involved in traffic accidents than drivers in other age groups. This trend is also happened in Malaysia where car accidents are the leading cause of death for young people aged between 18-28 years. This study investigated psychological aspects of the young drivers (i.e sensation seeking and violation) whom have involved in traffic accidents. There were 235 drivers completed Sensation Seeking Scale (SSS) questionnaires and Driver Behaviour Questionnaire (DBQ). Results of this study found that higher sensation seeking was related to higher reckless driving, especially among young male drivers. The result also indicated that men had more violations than women. The result have implications for understanding the impacts of gender on driving behaviour and may have effect on the modifications interventions such as how to modify violation behaviour.

A SYSTEMATIC REVIEW OF THE INFLUENCE OF TECHNOLOGY-MEDIATED EMPLOYMENT INTERVIEW ON APPLICANT REACTIONS FROM 2000-2010

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ABSTRACT

In this technology savvy world, the use of technology has become a common practice in organization even for personnel selection purpose. Among tools of selection that has begun utilising technologies for its medium is the employment interview which is most profound among the researchers as technology-mediated employment interview. The present study presents a systematic review of recent research on technology-mediated employment interview (i.e., interactive voice response interview, IVR; telephone interview, TI; videoconference interview, VI) in personnel selection with particular preference to applicant reactions. Via computer-assisted searches of social science databases, gateways, publications from relevant organizations, hand searched key journals and scanned reference lists, a total of five studies (3 experimental studies; 2 non-experimental studies) were selected and critically appraised. All studies demonstrated a mixed result. Three experimental studies found consistent results of negative applicant reactions on VI, but for TI, one study demonstrated positive applicant reactions while another study showed negative applicant reactions. With non-experimental studies, compared to VI and IVR, TI received consistent positive applicant reactions. All five studies had significant methodological flaws, particularly the absence of power calculations across all studies. With the insufficient, contradictory and methodologically flawed evidence, the present study noted several important key messages and further depict a hypothetical research model to guide future research in this area.

Keywords: *Applicants' reactions, employment interview, telephone interview, interactive video response interview and video-conference interview.*

Sub-theme
STRATEGIC MANAGEMENT

ENVIRONMENTAL RESPONSIBILITY AND STRATEGIC ACTION FRAME

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ABSTRACT

An exploratory study that identifies visions and tendencies in the concept of environmental responsibility and gathers information about certain potential relations among key variables is presented. The investigation begins by interpreting such concept as a social representation, originated in the dynamic of social interactions. From there on, different positions are identified depending on: a) the geopolitical scale of the problem outlining (from global to local); b) the social actors or subjects considered (from collective to individual); c) the economic actors or subjects considered; d) the discipline or professional orientation that leads the analysis; e) the idea of social progress, which generates a position towards the level of consumption and production volumes growth, in relation to environmental responsibility, and the classic political-ideological positions. Once those variation and the aspects that originate them have been recognized in the environmental responsibility conceptualization, a mapping of the multiple underlying interests is stipulated, which will be useful in the creation of representations of the interacting forces fields and underlying theoretical frames of subsequent works, in adjusted scales and related to certain operative practice linked to these phenomena.

Keywords : strategic management, environmental responsibility, environmental impact.

AWARENESS AND READINESS OF COMMERCIALISATION AMONG UNIMAP'S RESEARCHERS

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ABSTRACT

This paper seeks to determine the level of knowledge, attitude, awareness and readiness of the researchers at the University Malaysia Perlis towards the issues related to commercialisation. The study was conducted in the form of survey at the Universiti Malaysia Perlis (UniMAP). The instrument for this study is questionnaire. A number of 116 respondents were selected among UniMAP's researchers which consist of the university's lecturers, and students (master and Phd). The selection of sample is based on the measurement of sample cluster. The variables for this study consist of dependant and independent variable. The dependant variable would be the awareness of the commercialisation issues. For independent variable, this will concern the researcher's profiles, the information seeking behaviour, and the application of the knowledge in the research. From this study, it is hope to assist the University in providing crucial information to understand the challenges behind commercialisation and how it can be further instil in the product development. The management of the Universities and the departments involve will be able to formulate a better awareness and campaign strategies, incentives to the researchers. This will make the researchers more willing to endeavour in the commercialisation aspect of their research thus create a competitive advantage in complementing the commercialisation agenda for the university. These findings help in creating and instilling a better understanding of commercialisation in the research culture.

Keywords : commercialisation, researcher awareness, researcher readiness

A PROPOSED DECISION MAKING MODEL FOR MALAYSIA

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ABSTRACT

The paper introduces a proposed decision making model based on two different conventional decision making processes. The aim is to develop an appropriate model for any organization in Malaysian and to assess its implications for change in a contextual global context. The Japanese decision making procedure is one model considered. This, the *ringit* system, uses a bottom up approach. The United State's procedure is the other whereby a centralized system follows a top-down approach. The two systems are analyzed to establish why the systems have developed differently in each country. Certain cultural dimensions, such as power distance and individualism (Geert Hofstede and Gert Jan Hofstede (2005)), are considered as factors. These useful interpretations of homogeneous and heterogeneous societies are used to understand the culture of America and Japan with their different ethnic and social contexts. This analysis of the two different cultural dimensions provides the basis for developing a decision making model for Malaysia. This model is put forward for use by Malaysian decision makers to achieve their missions and visions. A preliminary assessment is undertaken of the implications of the model for decision making for Malaysian engineering in a global context.

TREND OF SUSTAINABILITY DISCLOSURE PRACTICES IN BANGLADESH: A CASE OF TWO SELECTED BANKS

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ABSTRACT

Sustainability is a global concern at the present time. It urges corporate bodies to get involved in sustainability disclosure activities. Many companies in the developed countries have been disclosing social and environmental issues since a long. But developing countries are lagged behind in such disclosure. Recent studies showed that banking companies in Bangladesh disclosed more social and environmental information compared with other public listed companies. However, no prior study addressed the trend of corporate sustainability disclosure (CSD) practices of banks in Bangladesh. Therefore, the study purposively selected two case banks to analyze the trend of CSD practices that would help extrapolate or predict the future disclosure practices. A number of equation models were applied to observe the nature and trend of CSD practices. The study applied content analysis techniques to gather data for trend analysis. It considered sustainability information disclosed in the annual reports by the case banks from 2000 to 2009. The study revealed that most of the trend lines were linear in shape. There was a positive correlation in disclosure practices between the two banks during last 10 years. According to t-test, there was no significant difference between the case banks that indicated existence of institutional isomorphism in disclosure practices. The study reveals that organizational heterogeneity could significantly reduce practice variations due to the common principles and initiatives.

Keywords : sustainability disclosure, trend analysis, banks, institutional theory, Bangladesh

INNOVATION IN DEVELOPMENT LOGICS: TOWARDS MORE HUMAN, RESPONSIBLE, SUSTAINABLE AND INCLUSIVE MODELS

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ABSTRACT

The development directly linked to economic growth has had a major impact on natural and human ecosystems, so uncritically imitate the logic of development of more advanced countries has given way to a profound

revision of the traditional concept of development and the pursuit of alternative strategies for the poorest countries. This paper reviews some positions sustained by the debate, regarding the validity of the conventional development process, analyzing the most remarkable effects it has caused in the ecosystem. From there, proposals that are addressed to reveal facets that are being revalued to achieve greater harmony between the various key factors to be considered in the formulation of such development. And then presents some approaches that seek to demonstrate the importance of channel it into human, responsible, sustainable and inclusive models; and finally, highlights the particular role of the field of education in raising awareness for the effective realization of such new emerging logic of development.

Keywords: economic development, sustainable development, human development, accountability, responsibility, inclusion

REPOSITIONING THE ELECTRICAL AND ELECTRONICS INDUSTRY IN THE NORTHERN CORRIDOR ECONOMIC REGION: A TESTING OF PORTER'S MODEL TOWARDS STRATEGIC ALLIENCES

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ABSTRACT

The Northern Corridor Economic Region (NCER) development program was launched by the government to help the region maximize its economic potential and closing the development and income gap between the different regions in Malaysia. It is also aimed at moving towards higher value-add and knowledge-based economic activities to drive further as well as increasing the per-capita income. In its theme; "Increasing Value-Add from Existing Industries", emphasize is given at transforming and expanding the human capital, agricultural, manufacturing, tourism and logistics sectors in the north region. As such, as part of the effort in achieving its objective, a study on the reposition of the Electrical and Electronics (E&E) industry in the NCER to attain global prominence is seen as just and significance. The proposed study will combine both quantitative and qualitative approaches for the purpose of gathering information based on the objectives of the study. In this particular study, quantitative approach refers to the use of secondary data available, while qualitative approach refers to the interview, observation and document analysis. In depth interview sessions will include experts, professional engineers in E& E, and authorities (Government agencies). Through this study, it is hoped that the NCER will be able to identify and further recommend the authority on the appropriate plan of action in achieving the worldwide recognition by means of supervising, promoting and strengthening the E&E industry in the northern region.

Keywords: Electrical and electronics industry, repositioning, strategic alliances, northern corridor economic region

KNOWLEDGE MANAGEMENT IN MILITARY: A REVIEW FOR MALAYSIAN ARMED FORCES' COMMUNITIES OF PRACTICES

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ABSTRACT

In recent extremely globalised world, most companies or organizations are competing with each others to win, to gain higher profits or to get more advantages. Thus, in this highly competitive and charged marketplace, companies and organizations need to use their knowledge advantage, regardless how slight it may seem to be, to stay ahead of the competitions. Generally, knowledge management is a process that helps organization to create, identify, manage and distribute important information including the expertise owned for activities like making decision, strategic planning, dynamic learning and problem solving. All these shall contribute towards its competitiveness. The objective of this paper is to review the management of knowledge in the military and propose the typology of knowledge that should be codified and shared by the workforce within the context of empowering the Malaysian Armed Forces with knowledge-based systems.

Keywords : knowledge management, military, Malaysian Armed Forces, communities of practices.

LATENT SEMANTIC ANALYSIS OF SERVICE QUALITY IN THE AIRLINE INDUSTRY: A CONSUMER PERSPECTIVE

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ABSTRACT

The airline Service quality has received much attention from both academicians and practitioners. Various studies have used SERVQUAL, AIRQUAL, the Kano Model, etc. for measuring the customer service quality in the airline industry. However, a review of the airline service quality literature shows a lack of research about the use of latent semantic analysis (LSA) in uncovering the underlying factors affecting the quality of service provided by the airline companies. The purpose of this study is to explore the generic service quality characteristics pertaining to the airline industry by mining the comments provided by the passengers of various airline companies across the globe. Passengers are under no pressure to express their concerns, opinions, or suggestions for improvement of service quality. Therefore, we posit that the customers' comments are reflections of their perception of quality of service that they have already experienced. This study will help the stakeholders better understand the characteristics of service quality in the airline industry. The findings will provide managers in the airline industry with insights for managing and improving the quality of service rendered to their customers. We collected 1,069 customer comments on eleven airline companies and conducted an LSA on them to identify five factors affecting the service quality in the airlines industry. The findings suggest that caring and friendly crews, luggage handling, in-flight meals, in-flight entertainment, and service expectation are the five critical factors of the airline service quality in the eyes of the customers.

Keywords : service quality, airline quality, latent semantic analysis, free text analysis

GREEN MARKETING AND SUSTAINABLE CONSUMERISM

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ABSTRACT

Green marketing began in Europe in the early 1980s when certain products were found to be harmful to the earth's atmosphere. Consequently new types of products were created, called "green" products, that would cause less damage to the environment. The movement quickly caught on in the United States and has been growing steadily ever since. The development of ecologically safer products, recyclable and biodegradable packaging, energy-efficient operations, and better pollution controls are all aspects of green marketing. Green marketing has produced advances such as packages using recycled paper, phosphate-free detergents, refill containers for cleaning products, and bottles using less plastic. This paper deals with green marketing and it is very important in the context of unsustainable means of production and consumption of goods and services. It outlines the concept of sustainable consumption, green consumerism, green products, green promotion issues, green labelling, eco-sponsoring and eco-labelling. This paper narrates the importance of green marketing and sustainable consumerisms.

Keywords : green marketing, green consumerisms, green products, green promotion and green labeling.

COMPETITIVE INTELLIGENCE AS A STRATEGY KEY TOOL

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ABSTRACT

Competitive intelligence is presented as an emergent key tool for the organizational meaningful environment analysis and, therefore applicable in different areas of interest in the world of business and in the strategic management of organizations in general. Then, the intimate relationship of the competitive intelligence as a basic systemic methodology to the generation and knowledge management is analyzed and shown, with the innovation propulsion and the construction of the organizational strategies basis. Lastly, those aspects are related to systematic improvement of management capabilities within the organizations (in the analysis and risk management, technical and strategic innovation, decision taking, among others), which allow to optimize its performance in the markets or corporations in which it operates, promoting the development of its competitive advantages in order to anticipate changes and contribute to the successful accomplishment of its mission.

Keywords : competitive intelligence, innovation, knowledge management, technological surveillance, risk management

TO ADDRESS THE UNEARTH ISSUES OF COST OF QUALITY, QUALITY MANAGEMENT PRINCIPLES AND ORGANIZATIONAL PERFORMANCE RESEARCH PERSPECTIVES

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ABSTRACT

Cost of quality becomes an important issue for organizations to consider since the cost of quality is one of the quality management practices (tools and techniques) to achieve the Total Quality Management (TQM) in an organization. This paper choose to use the cost of quality from the conformance and non-conformance cost of quality generic method instead of other model such as: preventive-appraisal-failure (P-A-F) model, opportunity or intangible cost models and accounting based costing (ABC) model. The reason behind choosing this model was analysed through past literature reviews in cost of quality which theoretically regard the conformance and non-conformance cost of quality model as a fundamental method to implement cost of quality among the industry players. Using the gap analysis method, this study tries to address the issues highlighted by previous researchers in the subject matters. This study tries to conclude the problem statement based on the gap and future highlighted statement found through the cost of quality, quality management principles and organizational performance literatures. Finally, this study proposed the conceptual model which associate the quality management principles, conformance cost of quality as moderating and non-conformance cost of quality as intervening variables and organizational performance (OP) being performed since the relationship between each of independent variables, moderating variable, intervening variable and dependent variable is widely discussed by the previous researchers. Besides that, this study also aim to understand the role of conformance cost of quality as mediating variable and non-conformance as intervening variable in selective quality management principles and organizational performance relationship. The outcome of this research may offer better organizational performances for both financial and non-financial.

Keywords : Cost of quality, Conformance cost of quality, Non-conformance cost of quality, Organizational performance, Quality management principles

THE EFFECT OF ATTITUDE ON MOBILE MARKETING ACCEPTANCE IN MALAYSIA: A CONCEPTUAL FRAMEWORK

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ABSTRACT

The tremendously increased in mobile phone users and penetration rate has made mobile marketing getting popular among marketers but the consumers' acceptance of mobile marketing is still remain unexplained. This paper proposes to study factors influencing consumers' intention to use mobile marketing. In order to accomplish this objective, this study utilizes the theory of reasoned action as a foundation in developing the theoretical model. The aim of this paper is to explore the use of TRA in explaining the role of attitude towards behavioural intention to use mobile marketing. This study has proposed to decomposed theory of reasoned action by decomposing attitudinal beliefs. Constructs affecting the attitude and consumers' intention are discussed and relevant propositions are made. The proposed model can sheds light on the importance of attitude in determining the behavioural intention to use mobile marketing and will aid managers understand the effect of attitude and in identifying the specific antecedents of attitude that may influence consumers' acceptance of mobile marketing.

Keywords : mobile marketing acceptance, attitude, theory of reasoned action, behavioural intention

FACTORS AFFECTING CUSTOMERS SATISFACTION IN ONLINE SHOPPING

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ABSTRACT

This research attempted to find out the factors that are affecting customers' intention and satisfaction to shop online. To shop on Internet becomes an alternative for consumers since it is more comfortable than conventional shopping which usually attributed with anxious, crowded, traffic jam, limited time, parking space and etc. Internet in Malaysia is still considered as a new medium toll between the retailers and the consumers, and also retaining customers on e-retail is the most issue that is faced any e-retail store. To increase the understanding in this area, the following questions need correct answers. Are Malaysians ready to embrace Internet shopping? In addition, this study intends to know the reasons, why Malaysian customers accept or refuse internet shopping application? And what are dominant predictors that influence the customers' intention to shop on internet in Perlis, Malaysia? This research adopted survey by questionnaire approach. Questionnaires will be distributed among general public including student at the university to gauge their intention to shop online. Findings of this research will provide a yardstick to customer satisfaction and online shopping based on various issues such as advertisement, brand, shopping experience, time, trust etc.

Keywords : customer satisfaction, online shopping, perceived usefulness, perceived ease of use, Malaysia

PRACTICE OF BUILDING MAINTENANCE MANAGEMENT OPERATION PROCESSES IN OFFICE HIGH RISE BUILDINGS IN MALAYSIA

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ABSTRACT

The main goal of this study is to discover the most important factors in the building maintenance management operation processes in office high rise buildings in Malaysia. Four factors are identified in building maintenance management operation processes: building maintenance policy and strategy, strategic management, facility management and performance management. It is the key to ensure good benefit on building owner, tenants, customers, users and maintenance professionals (engineers, managers and technicians). However, the building maintenance operation processes are not practiced in a proper manner in most of the buildings would have impacts on the building planning and building performance due to the gaps between strategic level and operational level.

Keywords : maintenance, operation processes, policy, strategic, performance, facility

MANAGERIAL PERCEPTIONS CONCERNING NONDISCLOSURE OF SUSTAINABILITY ISSUES: A CASE OF TWO SELECTED BANKS IN BANGLADESH

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ABSTRACT

Nondisclosure of sustainability issues is a common phenomenon in the developing countries such as Bangladesh. Previous studies showed that crucial sustainability issues such as energy, human rights, and natural environment are highly ignored in disclosure. The reasons behind such nondisclosure were not identified by the previous researchers. Hence, the study aimed at critically examining the reasons behind corporate reluctance to report of sustainability issues in general and crucial issues in particular. The study documented the perceptions of senior managers of two selected banks as gathered through an interview process. The study found numerous reasons behind the nondisclosure of sustainability issues such as, the lack of sufficient resources, absence of the practice by other banks, lack of a legal framework, lack of pressure from any other concern, absence of a sustainable corporate plan, shortage of manpower, lack of infrastructure and logistic support, and involvement of cost. From institutional perspective, organizational changes are not always favourable, sometimes organizational actors adapt strategies to resist any change. Hence, the study posited that nondisclosure of sustainability issues by the two banks is nothing, but the resistant strategies.

Keywords : sustainability issue, nondisclosure, banks, institutional theory, Bangladesh

MANUFACTURING FLEXIBILITY CONTRIBUTION TOWARDS LEAN MANUFACTURING IMPLEMENTATION EN ROUTE TO INCREASE OPERATION PERFORMANCE : A PROPOSED FRAMEWORK

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ABSTRACT

The purpose of this paper is to study how the implementation of manufacturing flexibility could facilitate successful lean implementation in achieving superior operational performance. The paper is based on a thorough review of published journals on the subject of manufacturing flexibility, lean practices and performance. Literature review found options existed for organizations to incorporate manufacturing flexibility in the manufacturing system. Several key issues are addressed in this paper which includes different types of manufacturing flexibility, its components, the accurate terminology, different level of manufacturing flexibility, benefits of increasing flexibility, flexibility's effect on performance and lean alignment with manufacturing flexibility. The main issue focused by this paper is the argument by past researchers that despite the apparent superiority of lean compared with conventional system such as mass production, questions have arisen concerning its robustness in coping with the increasing unpredictability of the business environment. This paper argues that lean manufacturing is not a rigid system and when coupled with manufacturing flexibility, enhance operational performance successfully. This paper attempted to eliminate impediment in successful lean implementation by selecting flexibility as the strategic option to overcome it. It is an invaluable in depth look into the successful realization of a chosen manufacturing system through combination with a suitable manufacturing strategy such as flexibility.

Keywords : lean , manufacturing strategy , manufacturing flexibility, manufacturing system, performance

AN INDUCTIVE APPROACH IN STUDYING GREEN INNOVATION IN GOVERNMENT-LINKED COMPANIES

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ABSTRACT

This paper is focusing on the research method to study of top management leadership attributes in implementing green innovation in Government-linked Companies (GLCs) in Malaysia. This paper will discuss on the paradigm and research design being selected for the study. Green innovation has been determined as one of many ways to promote sustainability development around the world. It has been an urge to go into "green" direction due to the environment issues. There are government policy and customers' pressures which corporate strategy of organizations has to change accordingly to fit into the situation. Therefore it is the interest of the researchers to inductively study how the top management leadership contributes towards green innovation diffusion in the GLCs.

Keywords : green innovation, inductive approach

DISCRETIONARY ACCRUALS AND EARNING MANAGEMENT – A CASE OF A DEVELOPING ECONOMY

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ABSTRACT

Earlier studies documented that firms practice earning management in anticipation of getting listed with stock exchanges. IPO firms can enhance their earnings by adopting discretionary accounting accrual adjustments that raise reported earnings. Over time, investors may recognize that the firms' earnings are not maintaining momentum, and hence, investors may lose their optimism, resulting in poor long run performance. Therefore this study tried to detect whether earning management is practiced by IPO firms in Bangladesh. Findings of this study are consistent with earlier studies conducted in different countries at different times. We detected earnings management in the sample population of Bangladesh capital market. The highest level of earning management was in the food and allied sector followed by the tannery and textiles sector. There was no evidence that Paper and printing sector, and the pharmaceutical sector practiced earning management. It could be due the sample size for these two sectors. The number of IPOs for these two sectors tested to detect earning management in this study was three and seven respectively. Findings could be different with an increased sample population for these two sectors. Though previous work on accruals focused mainly for the fiscal year of IPO, this study focused on up to three years after IPOs are listed and found that earning management is highest at year one after IPOs are listed as compared to year 2 and year 3 in all sectors except banking and financial sector. Discretionary accruals kept increasing in the financial sector over years. It is recommended that securities exchange commission design appropriate policies to curb the widespread practice of earning management in the Bangladesh capital market.

Keywords : discretionary accruals, earning management and Bangladesh

VISITING THE UNDERPINNING THEORY IN QUALITY MANAGEMENT PRINCIPLES, COST OF QUALITY AND ORGANIZATIONAL PERFORMANCE RESEARCH: AN OVERVIEW IN CONSTRUCTION INDUSTRY

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ABSTRACT

Empirical evidence hypothesize the relationship between underpinning theory to fortify the quality management principles and organizational performance, however it is less clear how cost of quality moderate-mediator the relationship between quality management principles and organizational performance. The purpose of this paper try to conceptualize the system theory, stakeholder theory and organizational learning theory into appropriate approach which might fit the quality management principles, cost of quality and organizational performance liaison. Finally, this paper summarize the system theory, stakeholder theory and organizational learning theory features, concepts and understanding as a whole complete theory which drive the research direction towards the development of propose model which consist of the quality management principles, conformance and non-conformance cost of quality and organizational performance as new variables in this study.

Keywords : quality management principles, cost of quality, organizational performance, system theory, stakeholder theory, organizational learning theory.

A STUDY OF EARNING QUALITY AMONG MESDAQ LISTED COMPANIES

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ABSTRACT

This study attempted to find out whether the size of audit firm, internal audit establishment and former senior auditor as company director have any significant effect on earning management. All data were extracted from the annual reports. The sample firms used in this study were all the companies listed on Bursa Malaysia under Malaysia Exchange for Securities Dealing and Automated Quotation (MESDAQ) technological sector in 2006. There were 128 MESDAQ Companies listed in 2006. However due to unavailability of reports, 113 were used for analysis. Earning Management can be viewed from financial reporting perspective. From a financial reporting perspective, managers may use earning management to meet analysts' earning forecast, thereby avoiding the strong negative share price reaction that quickly follow a failure to meet investor expectations. Too much earning management, however, reduces the earning quality and the ability investor to interpret current net income as well, particularly if the earning management is buried in core earning or otherwise not fully disclosed. The reported net income is useful to investor in evaluating future firm performance but excessive earning management may reduce this usefulness. Thus this study is very important because from the research findings shows that the size of audit firm, internal audit establishment and former senior auditor as company director have no significant effect on earning management. An understanding of the earning management is also important to accountants because it enables an improved understanding of the usefulness of the net income, especially for reporting to investor. It also may assist them to avoid some of the serious legal and reputation consequences that arise when firms become financially distress where such distress is often preceded by serious abuse of earnings management.

Keywords : earnings management, earnings quality, MESDAQ Company.

STRATEGIES AND ISSUES IN SUSTAINABLE BUSINESS MANAGEMENT

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ABSTRACT

A sustainable business is any organization that participates in environmentally-friendly or green activities to ensure that all processes, products, and manufacturing activities adequately address current environmental concerns while maintaining a profit. In other words, it is a business that "meets the needs of the present world without compromising the ability of the future generations to meet their own needs." It is the process of assessing how to design products that will take advantage of the current environmental situation and how well a company's products perform with renewable resources. This paper deals with strategies to promote sustainable business. It outlines the various issues relating to promotion of sustainable business such as economic issues, technological issues, environmental issues, socio-cultural issues and political issues. This paper concluded with sustainable solution to promote business on the basis of ISO certification scheme.

Keywords : strategies of sustainable business, economic issues, technological issues, environmental issues, socio-cultural issues and political issues

Sub-theme

ECONOMICS, ENGINEERING MATHEMATICS AND STATISTICS

ALLOCATION MARKS MODEL FOR EXAMINATION BY USING LINEAR PROGRAMMING MODEL

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ABSTRACT

Examination is a set of questions used in evaluating skills or knowledge of students and very important for educators to determine the quality of learning process. Appropriate questions can be developed to access the desired complexity level. The objective of this study is to allocate the optimal marks for each chapter of Engineering Mathematics II course in examination question that satisfying the requirements of Bloom's Taxonomy. This paper presents two models that can assist mathematics lecturers to create optimal structure of examination marks distribution. Linear programming method is implemented in developing both models. These models were used to determine and analyze the appropriate marks for each chapter. The results show that the optimal distributions of allocation marks are obtained for each chapter and at the same time it satisfies the requirements of percentage of complexity cognitive levels in Bloom's Taxonomy.

Keywords : Bloom Taxonomy, exam model, linear programming

THE EFFECT OF CHANGES IN OIL PRICE AND MONETARY STANCE ON STOCK MARKET PERFORMANCE – EVIDENCE FROM BURSA MALAYSIA

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ABSTRACT

The study is pursued with the objective to examine the effect of changes in crude oil price and three macroeconomic variables, namely exchange rate (RM/USD), overnight lending rate (OLR), and money supply (M1) on the performance of public listed companies in Bursa Malaysia as proxied by Kuala Lumpur Composite

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Index (KLCI). The study employs Engle-Granger Cointegration test and Johansen-Juselius Multivariate Cointegration on the investigated variables. Using time series data from January 1983 through December 2006, the empirical findings show there exists a significant long-term relationship between KLCI performance and the four variables. The test results from Impulse Response Function and Variance Decomposition, however, fail to support the presence of a dynamic interaction between KLCI and the investigated variables. Interestingly, the test results from Granger Causality test indicate a significant role of money supply in influencing the performance of KLCI. The empirical findings from this study do have direct policy implications for regulators, international traders and investors.

Keywords : Kuala Lumpur Composite Index, Engle-Granger Cointegration Test, Johansen-Juselius Cointegration Test, Error Correction Model and Cusum Test For Structural Break

IMPLICATIONS OF CHINA'S GROWING INFLUENCE TO ASEAN AND US INTERESTS

Shahruddin bin Hassim

ABSTRACT

The Association of Southeast Asian Nations (ASEAN) derives its geopolitical importance principally from its strategic location at the crossroads between the concentration of economic, technological and military power in Northeast Asia to the north, Indian subcontinent and the oil resources of the Middle East to the east and Australia to the south. High proportions of trade of Japan, South Korea, Taiwan, China and Australia transits the straits and sea lines of communications (SLOCs) in South East Asia. Despite of Southeast Asian region strategic importance, ASEAN has traditionally received much less attention by Washington. After the withdrawal of the US from Vietnam in early 1970s, Southeast Asia was a relatively peripheral theatre and their importance continues to decline further after the end of the Cold War. However, changes in the global and Asian security landscape after the 9/11 has forced the US to pay more attention to the Southeast Asian region. The uncovering of the religious terrorist network in the region that was linked to Al-Qaeda has elevated the importance of ASEAN to the US. On the other hand, the rise of China as a major economic power embracing towards global economy is driving profound changes in the region and beyond. China has become the largest trading partner to many countries in Asia including Japan and South Korea. China is also known to have a large trade surplus with the US. The value of the US trade deficit with China was approximately 1.6 percent of the US Gross Domestic Product (GDP) in 2006. Traditionally, the Asian economies grew by selling to the west but today the growths of many Asian economies are driven by trade within the region particularly with China. These new economic realities are seen to have long term strategic and implications to many countries, particularly ASEAN and the US.

THE DETERMINANTS OF ECONOMIC GROWTH IN PAKISTAN: DOES STOCK MARKET DEVELOPMENT PLAY A MAJOR ROLE?

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ABSTRACT

This paper provides an empirical analysis of the relationship between economic growth and its determinants with special focus on the stock market development in Pakistan. Using data for the period from 1971 to 2006, we employed FMOLS and ARDL bounds-testing for the long run relationship and ECM for the short run dynamics. The findings suggest a positive relationship between efficient stock market and economic growth both in short run and long run. Financial instability and inflation have negative effects while human capital and foreign direct investment have positive effects on growth. Stock market liquidity is found to have significant positive effect on growth. The results are consistent with the theoretical and empirical predictions.

Keywords : stock market development, economic growth, co-integration

THE CAUSES OF GLOBAL CREDIT CRISIS

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ABSTRACT

This paper discussed the chronology, indicators and causes of global credit crisis to the financial institution and firms. It begins with the background of global credit crisis and follows a discussion of the causes of the credit crisis, particularly the role of regulatory incentives underlying excessive international and domestic borrowing, lending and investment. The world economy is facing the most severe credit crisis since the Great Depression of the last century. The risk of global recession has heightened significantly and volatility of commodity prices, which is the mainstay of most developing countries like Malaysia has inclined. If this situation continues to deteriorate, developing countries could be in great jeopardy. This study discussed the causes of the credit crisis on global economy. It was discovered that the credit crisis will cause fall in commodity prices, decline in export, lower portfolio and fall in equity market and decreasing in remittance from abroad. From this basis, the paper looks to the international responses to the credit crisis. In this context, it considers issues relating financial stability, with particular attention to possible regulatory changes and their causes.

Keywords : credit crisis, global economy, financial institution and indicators, financial stability

A CONCEPTUAL PAPER ON FACTORS INFLUENCING FINANCIAL INSTITUTIONS ON LENDING TECHNOLOGIES TO TECHNOLOGY-BASED SMES IN THE NORTHERN REGION OF MALAYSIA

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ABSTRACT

The unavailability of external financing and lack of access to formal finance are topics of significant research interest to academicians and important issues to policy makers around the globe. However compared to large firms, SMEs frequently tend to report financing as a major obstacle. The financial constraints of SMEs to access to finance are beyond question by many researchers. Thus, this study attempts to discuss the factors that lead to influence financial institutions in lending technologies to provide finance to SMEs in Malaysia. The methodologies on the relationship between the requirements of financial institutional and the type of lending technologies provided for SMEs is illustrate. This conceptual paper is aimed to improved the theoretical parts of analysis, on the factors influencing Financial Institutions on lending technologies to technology-based SMEs in the northern region of Malaysia and identify the challenges issues regarding the requirements of financial providers based on the lending technologies adoption, be it transaction lending or relationship lending.

Furthermore, the methodologies will also be able to assist researchers to get more information on the unique needs for finance of SMEs and tailor the finance providers' requirements to be SMEs friendlier i.e. better meet SMEs ability and needs in order to achieve win-win situation.

Sub-theme
TECHNOLOGY MANAGEMENT

IMPACT OF INNOVATIVENESS ON SMALL AND MEDIUM ENTERPRISES

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ABSTRACT

The year 2010 has been made as the Year of Innovation aims to celebrate and encourage innovation among Malaysians. Innovation is recognized as the next phase of development towards a developed country status. Innovation creates jobs and boost national competitiveness. Innovation is a central issue for organizations in the new global economy. It is a potential mechanism towards competitive advantages and the key to sustainable growth. Small and Medium Enterprises (SMEs) make a valuable economic and social contribution because of their innovative capacities. SMEs are the engine of growth in achieving the developed nation status. Malaysian policy-makers recognized the importance of innovation and SMEs to the competitiveness of national economies. This study is interested in how Malaysian SMEs achieved superior performance by means of innovativeness. This study, therefore, investigate innovativeness as the factor in improving the performance of SMEs in Malaysia. This study answered the following; 1) What is the innovativeness climate of Malaysian SMEs?; 2) To what extent does Malaysian SMEs exhibits innovativeness?; and 3) Is there a relationship between innovativeness and performance of Malaysian SMEs? The results indicate that process innovativeness, product innovativeness and behavioural innovativeness respectively have significant relationship with organizational performance. Since innovativeness has a positive relationship with organizational performance of SMEs, SMEs need to design and implement cultures that will nurture innovativeness to grasp its benefits. The findings provide an understanding based on the dimensions of innovativeness and can be used to develop targeted programs aimed at enhancing process, product and behavioural innovativeness among Malaysian SMEs.

Keywords : innovation, innovativeness, small and medium enterprises

**A JOOMLA! CMS EXTENSION INTEGRATED FOR CUSTOMER RELATIONSHIP
MANAGEMENT: A CASE STUDY OF MANTEC COMPUTER SERVICE CO. LTD
IN SONGKLA, THAILAND**

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ABSTRACT

Customer Relationship Management (CRM) nowadays is a widely implemented for many organizations. They have approached to become more customer focused within a customer centric strategy. Eventually adoption of IT enable in CRM are found in a plenty of CRM commercial software but there was seldom integrated to Joomla! Content Management System (CMS). This paper proposed a framework of developing the Joomla! Component extension both front end and back end portion. This extension should capture customer information or capture online lead form integrated to Vtiger CRM software application with CRM perspective tool principally sales force automation and customer service activity. They can manage, track, and retrieve customer information easier. Moreover, the system reports should support manager to create service strategies that will improve customer satisfaction and loyalty.

Keyword : CRM, Sales Force Automation, Lead capture form, Joomla! extension development, Vtiger CRM

**GEOGRAPHICAL INFORMATION TECHNOLOGY APPROACH AND MODEL FOR
VISUALIZING THE LIFETIME VALUE OF CUSTOMERS IN
THE GEOGRAPHICAL MARKETPLACE**

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ABSTRACT

Geographical information technology is one of the top most techniques for handling and managing the world wide business issues including customer lifetime value on the geographical based environment. In fact, visualizing the lifetime value of customer, specifically hypermarket's customer is important to determine the most profitable customer's to the business as well as strategic important for estimating how long life the customers will engage and doing transaction with the business. Beside that, others kind of technology, as well as financial information systems, retailing information systems, decision support systems, and so on are fail and unable to visualize clearly on how these lifetime value 'alive and acting' in the real marketplace. Critically, in perspective of multicultural societies just like Malaysia, visualizing customer lifetime value of multicultural customers are potentially as become strategic issues because it has major influence on certain aspects of current and future prospect of the business. In addition, although some of information technology has ability to visualize factors for prospecting customer lifetime value, however, it still unable to visualizing the real situation of customer's in the platform of geographical marketplace. Thus, this paper is purposely for reviews some of geographical information technology approach and model that be potential to handle the issues of customer lifetime value in the geographical marketplace. Moreover, understanding the advantages and disadvantages geographical information technology approach and model are practically important to strengthening the past and current methods of visualizing customer lifetime value on the ground place. At the end, suggestion was made on how to improvise the performance of visualizing the customer lifetime value for application of Malaysia multicultural geographical marketplace.

Keywords : geographical information technology, lifetime value, geographical marketplace

BE COMPETITIVE THROUGH GREEN INNOVATION

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ABSTRACT

Necessity has been identified as the main drive to innovate. Innovation can appear in product, process, and services being embarked by organizations to make more profits, and to cut operational and maintenance cost. With current scenario to preserve the environment, the green innovation is considered as a good move to have better competitive advantage to the organizations. Green innovation concept should be imposed to the organizations so that they are more eco-friendly organizations. The green innovation elements promote the clean and safe environment for the community, renewable energy to less the pollution and global warming, 3R (reduce, recycle, reuse) concepts, and producing green collar workers. This paper discusses the concept of green innovation in the study, and how adoption to the organizational strategies and practices will give competitive advantage to the organizations.

Keywords : green innovation, competitive advantage, sustainability

INTERACTIVE 3D SIMULATION FOR CERVICAL CANCER : INNOVATING PUBLIC HEALTH CAMPAIGN FOR AWARENESS

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ABSTRACT

The National Cancer Registry reported that in 2003 a total of 12,064 Malaysian women were diagnosed with cancer. Moreover, from that figure, 12.9% (1557) cases detected concerning cervical cancer. This makes cervical cancer the second most common cancer cases among woman after breast cancer. In March 2010, the Malaysian Health Ministry responded by announcing a free anti cervical cancer immunization or HPV vaccination scheme to all Malaysian female teenagers at the age of thirteen. Conversely, the majority of patients afflicted with cervical cancer occur among women of over the age of 40. Apart from the free vaccination scheme which acts as a deterrent measure, a series of health promotion plan or campaign has been organized to advice the public to adopt a change of lifestyle and to steer clear from this particular type of tumor. Currently, most public health campaigns utilizes a predictable mix of brochures, posters, advertisements or commercials to disseminate health information that would trigger the civic awareness relating to certain health issues. For this research we propose an innovation in public health campaign utilizing interactive 3D visualization and animation. We believe this alternative media campaign will be more effective in persuading the community to change their behavior to reduce the hazard of cervical cancer.

Keywords : 3D visualisation, interactive media, animation, health campaign

Sub-theme

INFORMATION AND COMMUNICATION TECHNOLOGY

ICT AND RURAL DEVELOPMENT: THE CASE OF VILLAGE KNOWLEDGE CENTRES IN PONDICHERRY INDIA

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ABSTRACT

Information and Communication Technology (ICT) is the key enabler and a vital component of the new knowledge based economy and information revolution. It is a major factor in economic growth and increasing productivity. India is increasingly integrating ICT into its national development plans and adopting strategies for its widespread promotion in all the spheres of economic activities. There is a need to ensure that the benefit of the ICT percolates to all the different socio-economic strata and to the grass roots of the rural India. The rural areas in India cannot be compared with its urban areas, where needs and service requirements are at a very different level. With poor existing infrastructure in the rural areas, delivery of services of essential requirements becomes in itself formidable task in its 6,40,000 villages spread out in every type of agro climatic zones. The Village Knowledge Centre (VKC) is a place to render distant services from a single window point to rural masses especially in remote areas of the country through modern Information and Communication Technology. The knowledge centre will be connected to a central studio using technologies viz WiMax/VSAT/leased line. There will be live interactive sessions in real time by the central speaker with audience at remote villages or content already prepared on any subject that the rural communities might need or desire, will be disseminated. The purpose of setting up of a vknowledge centre is to bring access to a range of services, content and information to people living in remote villages or areas which do not provide such access otherwise. This paper deals with impact of village knowledge centre on rural development in pondicherry India, The impact of ICT on rural development is assessed with reference to income poverty, information generation towards grain prices, sea conditions, bus service schedules, employment opportunities, insurance, veterinary services, procurement of quality seeds and so on. It spells out the impact of village knowledge centres on empowering the weakest, cultural change, development of Information technology literacy, creating and updating information and environmental management techniques. This paper concludes with some policy measures to improve the performance village knowledge centres towards rural development based on experiences gained in the study.

THE ADOPTION OF WIRELESS CLASSROOM TECHNOLOGY AMONG UNDERGRADUATES STUDENTS

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ABSTRACT

An inherent feature of technology in education is the constant development of new technologies and creating new and modern applications of already existing technologies. To date, numerous studies that examined student perceptions on information technology and communication have been carried out. Generally, the findings showed that students' perception had an influence on the adoption of technology. Using the Technology Acceptance Model as a framework, the purpose of this paper is to examine relationship between students' perception of Wireless Classroom Technology and adoption of technology. Two dimensions of Wireless Classroom Technology investigated were perceived ease of use and perceived usefulness. The data were collected from 191 undergraduate information technology students from a public university located on the northern region of Peninsular Malaysia. Using regression analysis, the results indicated that there is a significant relationship between perceived ease of use and adoption of technology. This study also suggests that adoption of Wireless Classroom Technology benefits the students. The findings should guide the management of the public university to improve the information and communication technology infrastructure. Recommendations and conclusions are also presented.

Keyword: adoption, TAM, wireless classroom technology, higher learning institution.

THE ANTECEDENTS OF SATISFACTION ON MIGRATION TO IPTV AMONG MALAYSIANS

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ABSTRACT

Internet protocol TV (IPTV) is being rapidly developed around the world and has emerged as a multi service network for carrying broadband services. This new media technology is capable of receiving and retrieving multimedia stream encoded as a series of internet protocol packets. It is also a managed communication service that supports triple or quadruple play applications, such as television, video, audio, text, graphics and data signals being delivered over IP-based networks. This conceptual paper describes on usage satisfaction which influences the disconfirmation level of service usage among existing satellite TV subscribers. The theoretical framework which will be utilized in this study is an integrated model of Unified Theory of Acceptance and Use of Technology (UTAUT) and Expectation Confirmation Model (ECM). This study proposes to empirically test the relationships between expectation, performance, disconfirmation, satisfaction, and continuance intention to adopt IPTV. Performance Expectancy, Effort Expectancy, Social Influence and Facilitating Conditions constructs on satellite usage are moderated by age, gender, experience and voluntariness of use and mediated by usage satisfaction in satellite TV usage continuance. Survey will be used as research instrument and the unit of analysis is existing Astro subscribers in Malaysia. The ultimate goal of this study is to determine the antecedents of satisfaction that will influence the intention to migrate to IPTV among existing satellite TV subscribers in Malaysia.

Keywords : UTAUT, ECM, television broadcast, internet home, technology continuance, VOD

A LITERATURE REVIEW ON MARKETING INFORMATION SYSTEMS FOR MANAGING CUSTOMER VALUE OF HYPERMARKET BUSINESS IN GEOGRAPHICAL MARKETPLACE

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ABSTRACT

Managing customer lifetime value in the geographical marketplace is one of the strategic needs and requirement for successfully of sustaining the business performance especially for large scale of business, includes hypermarket business. Specifically, capturing and managing the data of customer lifetime value of hypermarket are vital important for determine the most valuable customer's to the hypermarket. Either in the global meltdown or even in stabilizes economy environments, managing lifetime value of customer can be done, regularly by utilizing marketing information system or MKIS. The adoption and or adaptation of MKIS is various part of departments is purposely for managing the customers data such as demographic data, purchasing record, sales and performance record, and so on. However, MKIS is not perfect enough for handling dynamics types of data regarding customers in the marketplace. To the best of knowledge, not surprisingly, MKIS have disadvantages of counting important variables of customer behaviour such as recency, frequency and monetary value of every single customer in the real marketplace. Most importantly, customers is a location problem and differs from one to another space, thus, MKIS is unable to handle such kind of problems. Thus, this paper is purposely for review's MKIS methods and application issues, theoretically and practically, that would be affecting the future prospect of MKIS. Moreover, understanding MKIS issues on customer lifetime value is practically important to the Marketing Manager to educating them on understand the capabilities and constrains of MKIS methods. At the end, suggestion was made on how to improvise some aspects of MKIS for achieve better performance rather than before.

Keywords : marketing information systems, customer value, hypermarket customer

IMPROVEMENT OF ID-BASED DIGITAL SIGNATURE SCHEME ON THE ELLIPTIC CURVE CRYPTOSYSTEM

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ABSTRACT

Syeh Zuhaimin Syed Idrus

This research proposed an improvement of digital signature scheme that have been presented by Chung, Huang, Lai and Chen (CHLC). The security of this scheme is based on the elliptic curve discrete logarithm problem (ECDLP). This scheme requires $60.12T_{MUL} + 1T_H$ for signature generation and $87.24T_{MUL} + 1T_H$ for signature verification. The improvement of CHLC's scheme is for the purpose of simplification and also reducing the time complexity for both signature generation and verification. The results obtained from the improvement show that the time complexity for both phases has decreased to $30.12T_{MUL} + 1T_H$ and $58.24T_{MUL} + 1T_H$ respectively. However, the security analysis for this scheme is the same as what have been shown in the CHLC's scheme. The estimation of the speed for both signature and verification phase, have showed the improvement is about 96.68% and 50% respectively. Therefore, the proposed digital signature scheme is obviously more efficient and practical to be applied compared with the CHLC's scheme.

Keywords : cryptography, cryptosystem, digital signature, elliptic curve discrete logarithm problem

THE UNDERSTANDING AND USAGE OF COMPUTER AMONG UNIMAP'S FIRST YEAR DIPLOMA ENGINEERING STUDENTS

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ABSTRACT

Computer usage is vital especially in the new era of digital revolution. Users as young as kindergartens have been exposed to computers. Nevertheless, in primary and secondary schools, they are also utilising the computer systems and imparting knowledge and computer skills to their students. In UniMAP, the first year diploma students are all engineering students and can be considered as school leavers. Presumably, they might have some knowledge on computers regardless of courses they are taking. For 2010/2011 Academic Session, a survey that was done on all first semester diploma students by using a survey form as a tool for the purpose of this study. The result is shown from the feedbacks collected, which reflect their knowledge on computer. As engineers, they will not be able to escape from using computer to perform tasks such as analysis, generate results and others. This is not just during their study in higher institution, but also after their have graduated and labelled them as engineers. Hence, computer wisdom is important in both professional and non-professional fields.

Keywords: computer; technology; ICT; interactive multimedia; IT tools.

Sub-theme
ENTREPRENEURSHIP AND TECHNOPRENEURSHIP

THE ROLE OF ENTREPRENEURSHIP AND TECHNOPRENEUR UNDER GLOBAL COMPETITION

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This paper reviews the role of entrepreneurship and technopreneur under Global Competition. It is a descriptive study in nature. The emergence of entrepreneurship in this part of the country got localised and spread effect, took its own time. The concept of growth theory seems to be closely related in explaining the theory of entrepreneurship development as well. After the second world war entrepreneurship received new meaning for attaining economic development within the shortest possible time. But in the process they were seriously handicapped by the rigid institutional set up, political instability, marketing imperfection and traditional value system. The entrepreneur should apply the latest technologies. i.e. Advanced technologies in his products or services in order to meet the global competition. The entrepreneur should remember that creativity and hard work never fails. Entrepreneurship has rightly been identified with the individual, as success of enterprise depends upon imagination, vision, innovativeness and risk-taking. The economic activity with a profit motive can only be generated by promoting and attitude towards entrepreneurship.

INFLUENCE OF SOCIAL NETWORKS IN FACILITATING TRAINING TRANSFER AND GOAL SETTING AMONGST SMALL BUSINESSWOMEN: A CONCEPTUAL FRAMEWORK

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ABSTRACT

Knowledge and skills have become the most crucial resource capital which enable organizations to survive in the ever changing business environment. One of the common strategies for organizations to increase their performance and productivity is through training and the main role of human resource development is to fulfill the needs of the organizations by providing employees with up to date expertise, information, knowledge and skills. Since huge financial investments and enormous time are allocated for training, organizations hope that the training will lead to the desired work outcomes. However, this does not always happen. There is only a small percentage of training programs which had successfully shown lasting transferability to the workplace and this indicates that understanding and improving the training transfer process is still a major concern for training researchers and practitioners. As training transfer is influenced by several variables at different levels of analysis, this study attempts to investigate the relationship between training transfer determinants, the involvement of different stakeholders and training activities in the training process. Specifically, this study investigates the influence of training transfer determinants on goal setting amongst small businesswomen. In addition, it will emphasize the roles of primary stakeholders in the social network at different times during the training process towards achieving training transfer. Therefore, the framework postulates social networks as a moderating variable in enhancing training transfer and goal setting amongst small businesswomen.

Keywords : training transfer, training transfer determinants, social network, human resource development, learning transfer system inventory, goal setting, small businesswomen.

WHAT MOTIVATES WOMEN TO START A BUSINESS?

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ABSTRACT

The continuous development of women entrepreneurs has given much attention among researchers to conduct study on them. However, little research has been carried out on the factors that motivate women to start a business. Therefore, the objective of this study is to determine the motivation factors that influence women to start their businesses. Four factors which are the desire for self realisation, status, financial success and

autonomy were used. Data was collected from 89 women entrepreneurs in Kota Kinabalu. The findings indicate that there was significant relationship between starting a business with the desire for autonomy. However, desire for self realisation, financial success and status were not significant for women to start their businesses.

THE SIGNIFICANCE OF ENTREPRENEURSHIP

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FROM THE PERSPECTIVE OF ISLAM

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ABSTRACT

The objectives of this paper are as follow: to study the background of entrepreneurship in Malaysia in general, the significance of entrepreneurship in the country's economy as we progress towards the year 2020 and its importance from the Islamic perspective. This paper depends wholly on content analysis as research methodology. The findings show that entrepreneurship is overwhelmingly encouraged by the Qur'an, the tradition of the Prophet Muhammad, the athar of the companions of the Prophet. The status of the entrepreneurship is equivalent to hajj, as the primal occupation of the prophet Muhammad and the companions, the source of wealth. Finally this paper suggests that entrepreneurship should be continually promoted as the main chacteristic of Vision 2020.

**CRITICAL SUCCESS FACTORS FOR SMALL BUSINESSES:
A CASE OF THAILAND**

ABSTRACT

This study attempted to identify factors that are affecting business success of small and medium enterprises (SMEs) in Thailand. The intention of this study is to provide the understanding on how people should start their business by looking at all the factors affecting business success hence help to reduce the risk of failure and increase chances of success. The study examined eight factors that influence the SMEs business success. These factors are: SMEs characteristic, management and know-how, products and services, Customer and Market, the way of doing business and cooperation, resources and finance, Strategy, and external environment. The theoretical framework has been drawn out and questionnaire was designed based on the factors chosen. Eight hypotheses were developed to find out factors that are affecting Business Success of SMEs in Thailand. The entire hypotheses were successfully tested with SPSS and five hypotheses were accepted. The regression analysis result shown that the most significant factors affecting business success of SMEs in Thailand were

SMEs characteristics, customer and market, the way of doing business, resources and finance, and external environment.

Keywords : business success, SMEs, external environment, management know-how, Thailand

CAN WOMEN OWNED SMALL BUSINESS AVAIL BRANDING OPPORTUNITY FOR MARKET DEVELOPMENT?

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ABSTRACT

Women owned businesses are typically characterized by some unique set of features; smallness in size, low barrier of entry with less capital requirement, and hence yield slower growth and low returns. Most of the women entrepreneurs are driven towards the choice of entrepreneurship primarily motivated by their obligation to satisfy home maker roles. Therefore women entrepreneurship is found to be more of a result of family orientation than profit orientation. Women entrepreneurs are found to be less diversified with predominant presence in boutique and food industry. The characteristics of women owned businesses closely mimic to micro enterprise; such as: operated from own home, fewer than five employees. Because of size and slow growth financial institutions are not interested in funding them- one of the major problems of advancement for the women business owners. Size also hinders branding opportunity. As branding ensures reliability and consistency to the consumers mind, the author in this proposal attempts to test if branding opportunity exists for women owned small businesses and how branding can add to market development leading to business growth.

Keywords : women entrepreneur, brand, small business, market development

Sub-theme
PAPERS IN BAHASA MELAYU

PELAN TINDAKAN KERANGKA KERJA STRATEGIK CRM-i : SATU KAJIAN KES DI PUSAT PEMBANGUNAN DAN PENYELIDIKAN

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ABSTRAK

Institusi Pengajian Tinggi (IPT) memerlukan satu mekanisme yang memberi kelebihan daya saing di dalam menguruskan pelanggan mereka seperti pelajar, staf akademik dan staf pentadbiran sebagai satu entiti yang mampu meningkatkan nilai tambah kepada organisasi mereka. Ini sejajar dengan perkembangan IPT hari ini yang melihat aktiviti Pembangunan dan Penyelidikan sebagai satu cara meningkatkan kelebihan daya saing institusi. Justeru itu, memantapkan pengurusan di Pusat Penyelidikan dan Pembangunan IPT adalah satu

keperluan. Pusat Penyelidikan dan Pembangunan IPT memerlukan kepada komunikasi dan interaksi yang tinggi dengan para pelanggannya dan memerlukan hubungan yang kukuh antara ahli akademik dan industri. Ini memerlukan kepada pengurusan pelanggan yang lebih cekap dan berkesan. Pendekatan Pengurusan Perhubungan Pelanggan (Customer Relationship Management (CRM)) yang memfokuskan kepada tiga komponen utama iaitu proses, manusia dan teknologi dilihat sebagai satu cara untuk meningkatkan komunikasi dan interaksi tersebut. Kajian ini dilakukan ke atas Institusi Pengajian Tinggi Awam (IPTA) sahaja. Kerangka kerja strategik CRM-i dijadikan panduan untuk menghasilkan pelan tindakan ini. Justeru itu, kertas kerja ini akan membincangkan mengenai pelan tindakan kerangka kerja CRM-i yang telah dijadikan kajian kes di Pusat Penyelidikan & Pembangunan (P & P). Perbincangan akan memfokuskan kepada pembangunan rintis proses bisnes di dalam fasa pelan tindakan CRM-i.

TINJAUAN ADAPTASI: BEBANAN MENGAJAR DI KALANGAN PENSYARAH MUDA

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ABSTRAK

Setiap tahun, UniMAP sentiasa menambah bilangan tenaga pengajar dan pengambilan pengajar ini terdiri daripada pelbagai latarbelakang dan pengalaman. Biar apa pun tahap pengalaman mereka, tugas dan skop kerja sebagai pengajar merupakan tanggungjawab utama yang perlu di penuhi. Persoalannya, bagaimanakah pensyarah muda memenuhi tugas mengajar sebaik sahaja mereka menamatkan pengajian ijazah lanjutan masing masing, tanpa melalui sebarang kursus bimbingan. Penugasan mengajar kepada pensyarah muda tidak dapat dielakkan disebabkan oleh beberapa faktor. Pelbagai permasalahan dibangkitkan dan implikasi dari permasalahan ini adalah kecelaruan pengurusan akademik, ketidak patuhan piawai yang boleh mengugat pengiktirafan institusi dan juga ancaman kepada budaya pengajaran dan pembelajaran. Terdapat langkah langkah yang boleh diambil untuk menambah baik keadaan ini, antaranya, program induksi mengajar bagi beberapa minggu pertama mengajar, Program pensyarah 'mentor' dan 'portuge' dan perkongsian di dalam jaringan. Secara ringkas, pensyarah muda seharusnya berani menahuti cabaran mengajar dan pengurusan juga perlu membantu mempercepatkan proses kematangan dengan program program yang diutarakan.

"UNIMAP 2002-2005: PERSEPSI DAN IMPAK EKONOMI PERLIS"

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ABSTRAK

UNIMAP ditubuhkan pada Julai 2001 dan telah memulakan operasinya secara rasmi selepas perantikan Brigedier Jen. Dato'Professor Dr. Kamarudin Hussin sebagai Naib Canselor pertama pada 16 Februari 2002. Setelah empat (4) tahun beroperasi (2002 hingga 2005), UNIMAP telah memberikan sumbangan yang sangat besar di negeri ini. Impak utama UNIMAP adalah dalam aspek ekonomi. Yang mana selama operasinya di Perlis, UNIMAP telah menyumbang jutaan ringgit untuk prasarana dan perbelanjaan mengurus termasuklah emolumen staf dan perbelanjaan pelajar. Kertas kerja ini akan melihat kesan yang dibawa oleh UNIMAP selama operasinya di Perlis terutamanya dalam aspek ekonomi termasuk jugalah pandangan penduduk Perlis, staf dan pelajar terhadap UNIMAP dan kesan kampus teragih serta kesan pemusatan UNIMAP terhadap ekonomi Perlis. 565 responden yang terdiri daripada masyarakat luar, staf dan pelajar UNIMAP terlibat dalam penyelidikan ini. Semua maklumat ini dihurai secara diskriptif dan diikuti dengan analisis statistik yang mudah untuk menjelaskannya disamping data-data sekunder daripada pelbagai agensi samaada agensi kerajaan negeri, persekutuan, swasta mahupun UNIMAP sendiri.

**SUARA TERPINGGIR DI CELAH-CELAH KEMISKINAN DALAM LASKAR PELANGI : SATU
KAJIAN SUBALTERN**

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ABSTRAK

Laskar Pelangi merupakan sebuah novel karya Andrea Hirata, yang mengambil 'setting' zaman 70-an. Novel ini dipenuhi kisah tentang golongan terpinggir dan kisah perjuangan hidup yang mengharukan, serta keindahan persahabatan yang menyelamatkan hidup manusia, dengan latar belakang sebuah pulau indah yang pernah menjadi salah satu pulau terkaya di Indonesia. Novel ini menampilkan kehidupan 10 anak dari keluarga miskin yang bersekolah di sebuah sekolah Muhammadiyah di pulau Belitung yang penuh dengan keterbatasan namun keterbatasan yang ada bukan membuat mereka putus asa tetapi membuat mereka terpacu untuk dapat melakukan sesuatu yang lebih baik. Dengan wujudnya jurang perbezaan status antara yang elit dan terpinggir, perbincangan ini akan mengupas sejauhmana suara golongan orang terpinggir (subaltern) mampu bersuara dan adakan suara golongan tersebut didengari dan apakah yang dilakukan oleh golongan tersebut bagi merobohkan jurang perbezaan status dalam masyarakat pulau Belitung sebagaimana yang digarap oleh pengarang dalam Laskar Pelangi. Sejauh manakah golongan terpinggir ini dapat bersuara dan didengari? Inilah yang menjadikan kenyataan tersebut amat menarik untuk diperkatakan kerana pengarang telah membuka ruang lingkup yang lebih besar untuk dikaji dengan memberikan penekanan kepada suara golongan subaltern.

EUFEMISME DALAM AKHBAR BERBAHASA MELAYU

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ABSTRACT

Kajian ini melihat penggunaan kata dan ungkapan yang bersopan atau disebut sebagai eufemisme yang terdapat dalam laras salah satu akhbar harian berbahasa Melayu iaitu akhbar Harian Metro. Sumber utama data bagi kajian ini diambil secara berpilih-pilih daripada akhbar Harian Metro sepanjang bulan Januari 2008 hingga Mac 2008. Dua aspek laras yang dikaji dalam kajian ini ialah aspek kebahasaan/linguistik dan aspek bukan bahasa/bukan linguistik. Dari aspek linguistik, kajian ini menganalisis kosa kata dan ungkapan eufemisme khususnya yang berkaitan dengan kematian atau hayat, seks dan juga anggota dan fungsi badan manusia. Dari aspek bukan linguistik tiga perkara telah dikaji, iaitu medan atau topik, mode, sarana atau gaya penyampaian peserta yang terlibat dalam konteks budaya masyarakat. Secara keseluruhannya dapatlah dikatakan bahawa terdapat banyak penggunaan kosa kata dan ungkapan eufemisme dalam laras akhbar yang dikaji. Penggunaan kosa kata dan ungkapan ini pula dipertalikan dengan budaya yang mendasari masyarakat pembacanya. Hubungan inilah yang akhirnya dapat menjana dan menghasilkan pelbagai kosa kata, istilah dan ungkapan yang bersopan dan bersifat eufemisme dalam bahasa Melayu.

Kata kunci: eufemisme

**PEMBANGUNAN KERANGKA KERJA STRATEGIK CRM-i : KAJIAN KES DI INSTITUSI
PENGAJIAN TINGGI AWAM**

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ABSTRAK

Misi Pelan Strategik Pengajian Tinggi Negara di dalam Penyelidikan dan Pembangunan ialah pembangunan modal insan bagi mencapai budaya penyelidikan yang berkualiti dan dikenali di peringkat antarabangsa. Institusi pendidikan masa kini yang pada mulanya memfokuskan kepada memperbaiki operasi dalaman mula memberi fokus kepada aspek kemanusiaan dengan memberi lebih perhatian kepada pengurusan pelanggan.

Pusat Pengajian Inovasi Perniagaan dan Teknousahawan

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Justeru itu, pendekatan Pengurusan Perhubungan Pelanggan (*Customer Relationship Management (CRM)*) dilihat menjadi satu pendekatan baru membantu institusi pendidikan memaksimumkan sumber pemusatan pelanggan. Kajian mendapati belum ada satu kerangka kerja khusus di dalam mengaplikasikan pendekatan berpusatkan pelanggan dengan menggunakan pendekatan CRM di Institusi Pengajian Tinggi Awam (IPTA) Malaysia. Objektif kajian ini adalah untuk membangunkan satu kerangka kerja strategik pengurusan perhubungan pelanggan. Skop kajian adalah Pusat Penyelidikan dan Pembangunan, IPTA. Metodologi kajian berbentuk kualitatif dengan menggunakan kaedah triangulasi iteratif. Kerangka kerja ini dinamakan CRM-i dan menggabungkan tiga pendekatan iaitu pendekatan CRM, pendekatan Perancangan Sistem Maklumat Strategik dan pendekatan Pengurusan Keinsanan. Kajian ini turut memperkenalkan satu dimensi baru di dalam pendekatan CRM iaitu dimensi Insan. Artikel ini akan membincangkan mengenai pembangunan komponen dan fasa bagi kerangka kerja ini. Kerangka kerja CRM-i ini telah diperakui kesesuaiannya sebagai kerangka kerja strategik pengurusan pelanggan.

**CIRI-CIRI USAHAWAN PELAJAR DI INSTITUSI PENGAJIAN TINGGI AWAM MALAYSIA:
PROGRAM KEJURUTERAAN DI UNIMAP**

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ABSTRAK

Institusi pengajian tinggi di Malaysia merupakan pusat latihan dan bimbingan yang terbaik dalam melahirkan usahawan yang berjaya dan mempunyai tahap ketahanan yang tinggi dalam pasaran. Kebolehan pelajar menjadi usahawan semasa mereka belajar di universiti sangat berkait rapat dengan kemampuan mereka berdikari selepas mereka keluar dari alam universiti. Kertas ini menerangkan beberapa ciri usahawan pelajar yang boleh dijadikan panduan kepada pihak universiti untuk membangunkan dan mengenal pasti pelajar-pelajar yang mempunyai potensi sebagai usahawan dan seterusnya memberikan sokongan dan bantuan yang diperlukan bagi mengembangkan bakat yang mereka miliki. Pengenalan ciri-ciri usahawan pelajar ini juga akan menjadi panduan kepada pelajar mengembangkan bakat mereka dan kepada pendidik dan pentadbir universiti untuk membangunkan kurikulum dan kemudahan yang sewajarnya.

Keyword: university student, entrepreneur characteristics, public institutions of higher learning

**KEBERKESANAN HUBUNGAN INTERPERSONAL KE ATAS GELAGAT PELAJAR DALAM
PROGRAM RAKAN PENDAMPING SISWA**

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ABSTRAK

Universiti Malaysia Perlis (UniMAP) telah mewujudkan satu program yang dikenali sebagai Rakan Pendamping Siswa (RPS). Program ini memberi fokus kepada pemba ngunan insan yang seimbang dan harmonis untuk melahirkan siswa yang cemerlang serta berketerampilan dari segi jasmani, emosi, rohani, intelektual dan sahsiah bagi memenuhi misi dan visi UniMAP. Dalam proses tersebut sudah pasti hubungan interpersonal di antara pensyarah dan pelajar akan wujud. Hubungan interpersonal mempunyai objektif bagi mengurangkan sikap saling tidak mengenali dan tidak mempercayai antara satu sama lain. Sehubungan dengan itu satu kajian dijalankan untuk meninjau keberkesanan hubungan interpersonal di antara pensyarah dengan pelajar, khususnya pelajar tahun akhir UniMAP. Seramai 261 orang pelajar tahun akhir terlibat sebagai responden kajian. Mereka dipilih secara rawak mudah. Terdapat tiga objektif utama mengapa kajian ini dilakukan iaitu mengenal pasti kecenderungan tahap hubungan interpersonal pelajar dalam program RPS. Objektif kedua ialah untuk mengenal pasti sama ada wujud atau tidak hubungan yang signifikan di antara lima tahap pembentukan hubungan terhadap gelagat pelajar dalam program RPS. Dan objektif kajian yang ketiga ialah untuk mengenal pasti tahap mana yang paling dominan mempengaruhi gelagat pelajar dalam RPS. Hasil kajian menunjukkan pelajar cenderung memilih elemen rapat dan terdapat hubungan yang signifikan di antara lima tahap pembentukan hubungan terhadap gelagat pelajar dalam program RPS. Manakala elemen pra perhubungan merupakan elemen paling dominan dalam mempengaruhi gelagat pelajar dalam program RPS.

Keywords : hubungan interpersonal

PROMOSI UniMAP: KEBERKESANAN DAN HALA TUJU

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ABSTRAK

Kajian ini dibangunkan bertujuan untuk mengkaji keberkesanan semua pelaksanaan aktiviti promosi melalui kaedah-kaedah yang telah ditetapkan. Kajian ini akan menggunakan kaedah kaji selidik yang mana soalan kaji selidik yang terdahulu dibangunkan mengandungi butiran peribadi responden dan 7 soalan utama berkisar mengenai promosi UniMAP. Soalan dibangunkan dengan menggunakan skala 1 (Setuju), 2 (Berkecuali) dan 3 (Tidak Bersetuju) serta soalan pilihan yang diberikan. Soal selidik diedarkan semasa Minggu Suaikenal Sidang Akademik 2010/2011. Kaedah kajian ini dijalankan dengan menggunakan borang soal selidik untuk mengumpul data. Analisis dibuat menggunakan aplikasi Statistical Package For The Social Sciences (SPSS). Promosi yang dipelbagaikan di UniMAP merupakan medium utama untuk menarik bakal pelajar untuk mengenali UniMAP dan seterusnya memilih UniMAP sebagai pilihan 1-8. Kajian ini akan memaparkan keberkesanan segala strategi yang telah dibangunkan untuk menarik perhatian bakal pelajar dan kumpulan sasaran yang telah ditetapkan. Kajian keberkesanan ini penting untuk menilai sejauh mana relevannya penggunaan kaedah yang diaplikasikan sebelum ini. Kajian seterusnya dapat digunakan oleh Jawatankuasa Promosi Universiti untuk menilai sama ada masih relevan atau tidak kaedah promosi yang digunakan sekarang dan seterusnya dapat membawa kepada pembangunan kaedah-kaedah terbaru yang dirasakan perlu.

Kata kunci : promosi, kaedah, keberkesanan, relevan

JENYAH ROGOL: ULASAN KES, FAKTOR KONTRIBUSI DAN CARA MENGATASI

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ABSTRAK

Kertas ini membincangkan secara mendalam tentang fenomena kes rogol yang berlaku. Penulis memberikan definisi jenayah rogol dan bagaimana pandangan ahli kajian psikologi dalam memahami perlakuan rogol ini. Fokus yang diberikan didalam kertas kajian ini adalah jenayah rogol yang berlaku di Malaysia. Penulis melihat dalam konteks teori psikologi dan juga psikososial dimana persekitaran yang wujud memberikan kesan terhadap berlakunya jenayah rogol ini. Pada akhir kajian, penulis menyarankan beberapa tindakan dan langkah yang perlu dilaksanakan agar masalah dan fenomena rogol dapat dikurangkan.

RINTANGAN TERHADAP KEMPEN 'Tak Nak' MEROKOK

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ABSTRAK

Pelaksanaan kempen TaK Nak merokok ialah inovasi baru yang dilaksanakan oleh pihak kerajaan untuk mencegah remaja daripada memulakan tabiat merokok dan memujuk perokok yang sedia ada supaya berhenti merokok. Setelah lima tahun kempen ini dilaksanakan, kempen ini berhadapan dengan rintangan untuk mencapai objektifnya. Buktinya, hanya 5,000 perokok daripada 3 juta perokok mendaftar dengan Klinik Berhenti Merokok yang diperkenalkan oleh Kementerian Kesihatan. Daripada jumlah tersebut, hanya 1,250 perokok berjaya berhenti merokok dan berlakunya pertambahan bilangan perokok dalam kalangan kanak-kanak bawah 18 tahun dan juga peningkatan perokok dalam kalangan wanita. Persoalan yang timbul adakah rintangan yang wujud dalam kempen TaK Nak Merokok disebabkan oleh ciri-ciri kempen itu sendiri yang tidak dapat diadaptasi oleh perokok. Kajian lepas menunjukkan sesuatu idea baru amat susah diterima atau terdapat rintangan walaupun idea tersebut mempunyai banyak kelebihan yang ketara. Jika rintangan wujud, perubahan tidak akan berlaku atau mungkin melambatkan proses perubahan serta mengurangkan kadar penerimaan idea baru tersebut. Oleh itu, kertas kerja ini akan membincangkan rintangan-rintangan yang wujud dalam Kempen TaK Nak Merokok yang dilancarkan oleh Kementerian Kesihatan Malaysia pada 9 Februari 2004 hingga 2009.

Kata kunci: rintangan, kempen, perubahan, inovasi

RELATIVISME MORAL: SATU KUPASAN MENURUT DIMENSI ISLAM

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ABSTRAK

Kupasan tentang sesuatu nilai sama ada dikategorikan sebagai baik atau sebaliknya menjadi polemik untuk dibincangkan oleh golongan intelektual sejak dari zaman ahli falsafah silam sehinggalah kini. Pentafsiran kefahaman tentang nilai-nilai murni yang terpuji dalam kerangka moral sentiasa dibahas dan diperjelaskan oleh para sarjana falsafah moral silam seperti Lao Tzu, Confucius, Sidharta Gautama Budha, Socrates, Plato, Aristotle dan pelbagai nama tokoh yang lain. Sehingga kini ianya masih relevan menjadi tema utama topik perbincangan manusia meskipun berbeza suasana dan realiti. Perbincangan kertas kerja ini mengutarakan

doktrin moral yang diutarakan oleh sarjana Barat dan juga perbincangan moral menurut Islam seperti yang termaktub dalam al-Quran dan al-Sunnah dan perbincangan para fuqaha'. Meskipun begitu, nilai-nilai murni yang diagungkan oleh para sarjana silam dalam pengajaran nilai moral telah mengalami perubahan. Ia berlaku apabila para pemikir moden Barat cenderung menimbulkan pentafsiran persoalan tersebut dengan gaya yang bersifat skeptikal. Kemuncaknya lahirlah fahaman yang meragukan dalam kelompok masyarakat tentang penaksiran nilai-nilai sama ada ia diklasifikasi sebagai baik atau sebaliknya. Justeru itu, apabila berlakunya pertembungan idea etika dan nilai-nilai pegangan masyarakat yang berbeza-beza maka ia melahirkan fahaman secara ilmiahnya dikenali sebagai relativisme moral. Umumnya, relativisme moral diungkapkan sebagai sesuatu perbuatan lazim yang diamalkan dalam sesuatu kebudayaan. Ia dapat difahami sebagai sesuatu nilai yang dianggap baik oleh masyarakat maka ia diperakukan sebagai moral yang baik. Walau bagaimanapun, tanggapan tentang sesuatu nilai dikatakan murni dan baik disebabkan ianya diterima oleh masyarakat umum, namun ia sukar untuk dipertahankan sebagai nilai yang unggul. Rasionalnya, sesuatu nilai yang dianggap terpuji atau tercela oleh masyarakat setempat belum tentu diterima dan diakuinya oleh masyarakat lain yang berbeza dari sudut geografi kewilayahan dan sistem kepercayaan. Meskipun begitu, Islam mempunyai pendiriannya yang jelas dalam menafsirkan isu moral. Sehubungan dengan itu, kertas kerja ini akan mengemukakan pentafsiran berkaitan isu relativisme moral dalam ruang lingkup Islam dan pandangan para cendekiawan mengenainya.

PEMIMPIN PENDAPAT: PENENTU KEJAYAAN ATAU KEGAGALAN KEMPEN TAK NAK MEROKOK

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ABSTRAK

Pelaksanaan kempen TaK Nak merokok yang dilaksanakan oleh pihak kerajaan adalah untuk mencegah remaja daripada memulakan tabiat merokok dan memujuk perokok yang sedia ada supaya berhenti merokok. Setelah lima tahun kempen ini dilaksanakan, kempen ini berhadapan dengan rintangan untuk mencapai objektifnya. Adakah rintangan yang wujud dalam kempen ini mempunyai kaitan dengan peranan yang dimainkan oleh pemimpin pendapat dalam masyarakat. Pemimpin pendapat digambarkan sebagai "orang yang paling berpengaruh" dalam rangkaian sosial dan individu yang mempunyai jumlah pengikut yang ramai. Kajian lepas juga menunjukkan bahawa pemimpin pendapat berupaya mempengaruhi keputusan akhir individu dalam membuat keputusan yang akan membawa kepada perubahan tingkah laku. Oleh itu, kertas kerja ini akan membincangkan adakah pemimpin pendapat mempunyai pengaruh ke atas perokok dalam menentukan kejayaan atau kegagalan Kempen TaK Nak Merokok yang dilancarkan oleh Kementerian Kesihatan Malaysia.

Kata kunci: pemimpin pendapat, kempen, perubahan, inovasi

PERBANDINGAN TAHAP KEPUASAN BEKERJA DIKALANGAN STAF AKADEMIK DAN BUKAN AKADEMIK: KAJIAN KES DI UNIVERSITI MALAYSIA PERLIS

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ABSTRAK

Kepuasan pekerja merupakan elemen budaya organisasi yang dapat memberi impak kepada prestasi organisasi. Dalam konteks UniMAP, kajian kepuasan pekerja merupakan julung kali dilakukan selama lapan tahun kewujudan universiti ini. Sehingga kini jumlah pekerja yang sedang berkhidmat di UniMAP seramai 976 staf

bukan akademik dan 632 staf akademik. Justeru adalah relevan bagi pihak pengurusan universiti mengetahui sejauhmana staf telah berpuas hati dengan perkhidmatan, operasi dan pengurusan UniMAP sehingga ke hari ini. Kajian ini dijalankan bertujuan untuk meninjau perbandingan tahap kepuasan berkerja di kalangan staf akademik dan bukan akademik. Secara umumnya kajian ini menggunakan rekabentuk kajian kuantitatif yang melibatkan seramai 797 staf. Kepuasan bekerja telah diukur melalui 10 domain utama yang merangkumi kemudahan infrastruktur, prosedur operasi, persekitaran kerja, perkhidmatan, kepimpinan faedah dan ganjaran, maklumat, komunikasi, dasar universiti, aktiviti sosial dan kemasyarakatan. Hasil kajian mendapati bahawa terdapat perbezaan yang signifikan terhadap domain kepuasan berkerja dikalangan staf akademik dan bukan akademik.

Kata kunci : kepuasan kerja, budaya organisasi

TAHAP PENGETAHUAN, SIKAP DAN AMALAN GAYA HIDUP SIHAT DI KALANGAN PELAJAR IPTA KEDAH/PERLIS

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ABSTRAK

Kajian ini dijalankan untuk meninjau tahap pengetahuan, sikap dan amalan terhadap gaya hidup sihat di kalangan pelajar Institusi Pengajian Tinggi Awam (IPTA) di negeri Kedah dan Perlis secara khususnya di Universiti Malaysia Perlis (UniMAP), Universiti Teknologi Mara (UiTM) cawangan Perlis dan Universiti Utara Malaysia (UUM). Data telah dikumpulkan dari 422 orang pelajar yang terdiri daripada 272 pelajar Universiti Malaysia Perlis (UniMAP), 87 pelajar Universiti Utara Malaysia (UUM) dan 63 pelajar Universiti Teknologi Mara (UiTM) cawangan Perlis dengan menggunakan borang soal selidik yang telah diadaptasikan dari Burton (1999). Secara umumnya dapatan kajian menunjukkan bahawa pelajar di UniMAP, UUM dan UiTM memiliki tahap pengetahuan yang baik tentang amalan gaya hidup sihat. Di samping itu, responden juga mempunyai sikap yang positif terhadap amalan gaya hidup yang sihat.

Kata kunci : pengetahuan, sikap, amalan, gaya hidup sihat.

ANALISIS PERBANDINGAN KESANTUNAN BERBAHASA SEMASA MEMINTA MAAF DALAM BAHASA MELAYU DAN BAHASA JEPUN

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ABSTRAK

Kajian sosiolinguistik di peringkat perbandingan bahasa dan budaya menekankan bagaimana sesuatu bangsa itu dicorakkan oleh pengguna bahasa tersebut. Sikap bersopan santun dan berbudi bahasa sesuatu bangsa adalah perlambangan yang mencirikan kehalusan budi sesuatu bangsa. Kesantunan bahasa diberi perhatian khusus agar kata tidak menjadi nista, supaya adab tidak dianggap biadap atau tidak berbudi bahasa sesuai dengan kedudukan, pangkat, umur dan keakraban hubungan. Hasil kajian ini yang dijalankan di dua negara yang berbeza ini menunjukkan bahawa terdapat perbezaan dalam gaya kesantunan berbahasa terutamanya dalam aspek penanda kesantunan berbahasa dalam ujaran permintaan maaf masyarakat Melayu dan Jepun. Dengan membahagikan model perbualan permintaan kepada dua bahagian iaitu *penanda minta maaf* dan *elaborasi minta maaf*, dapatan kajian ialah, di dalam bahasa Melayu, penggunaan ganti nama diri dan panggilan yang merupakan elemen dalam elaborasi minta maaf mendominasi aspek kesantunan semasa meminta maaf. Manakala dalam bahasa Jepun pula penggunaan pilihan pelbagai penanda minta maaf yang berbeza antara satu sama lain dari segi kategori makna dan tahap kesantunannya, yang merupakan elemen asas dalam penanda

minta maaf menjadi aspek penentu kesantunan. Secara sederhana kajian ini berpendapat bahasa tanpa budaya tidak bermakna, kerana hasil kajian jelas menunjukkan perbezaan dalam aspek penanda kesantunan walaupun dalam perlakuan bahasa yang sama iaitu meminta maaf. Maksudnya seseorang yang menguasai sesuatu bahasa tanpa mengetahui budaya yang melingkunginya belum boleh dianggap sebagai "tahu bahasa".

Keywords : penanda kesantunan

KESAHAN KONSTRUK MODEL PENTAKSIRAN KECERDASAN PELBAGAI MENGGUNAKAN PENDEKATAN MODEL PERSAMAAN STRUKTUR

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ABSTRAK

Kajian bertujuan memeriksa kefungsi item persepsi instrumen E-Kecerdasan Pelbagai. E-Kecerdasan Pelbagai merupakan suatu sistem elektronik atas talian (on-line) yang dibangunkan sekumpulan pensyarah IPTA untuk mengenal pasti kebolehan dan kepayaan kecerdasan pelbagai (E-Kecerdasan Pelbagai) khasnya remaja. Sistem atas talian ini melibatkan sembilan konstruk kecerdasan pelbagai iaitu (1) logik matematik, (2) verbal linguistik, (3) visual ruang, (4) kinestetik badan, (5) interpersonal, (6) intrapersonal, (7) naturalis, (8) muzik dan (9) kerohanian. E-Kecerdasan Pelbagai kecerdasan pelbagai mengandungi 81 item persepsi dan ditadbirkan kepada 179 pelajar tingkatan empat di salah sebuah sekolah di Hulu Langat. Model Pentaksiran kecerdasan Pelbagai ini berupaya untuk menilai aspek kecerdasan pelbagai yang wujud dalam diri setiap individu melalui 81 item yang dijawab... Peringkat awal item dianalisa menggunakan perisian winsteps 3.63.0 dengan aplikasi model Rash berasaskan IRT di mana, 12 item telah digugurkan kerana tiada kesepadanan. Sejumlah 69 item yang dikekalkan dianalisa menggunakan Model Persamaan Struktur (SEM) dengan perisian AMOS versi 5. Analisa Pengesahan Faktor (CFA) digunakan untuk mengesahkan model kecerdasan pelbagai sebagai model yang sepadan dan boleh diterima sebagai pengukur kecerdasan pelbagai di negara kita. Nilai indeks Comparative Fit Indeks ($CFI \geq 0.9$), Tucker Lewis Index ($TLI \geq 0.9$), dan RMSEA (≤ 0.08) dijadikan ukuran kesepadanan. Dapatan akhir kajian telah berjaya mendapatkan nilai sepadan bagi Model E-Kecerdasan Pelbagai. Implikasi kajian menunjukkan item yang dibina dalam sesuatu ujian yang ditadbirkan terhadap responden harus ditentukan kesepadanan bagi menghasilkan model pengukuran yang sepenuhnya berfungsi dengan baik dan menyumbang kepada dunia akademik.

Kata kunci : kecerdasan pelbagai, teori Gardner, SEM, CFA, sistem E-MI

CABARAN DALAM PEMBANGUNAN NEGARA PELBAGAI KAUM

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ABSTRAK

Keamanan yang dinikmati dan keharmonian hidup pelbagai kaum telah menjadikan Malaysia sebuah negara yang dihormati oleh pelbagai pihak dan di kalangan negara-negara lain. Namun begitu, kesan gelombang globalisasi telah mencabar keamanan dan keharmonian negara dalam pelbagai bentuk yang sukar diramalkan. Nilai individualistik, materialistik dan pelbagai nilai lain di kalangan masyarakat sedikit sebanyak mulai terhakis sehingga merosakkan individu dan masyarakat. Keadaan ini memerlukan strategi yang mantap bagi melindungi generasi pelajar yang bakal memimpin dan membawa negara ke arah Wawasan 2020. Oleh itu, dengan populasi rakyat yang pelbagai kaum yang semakin bertambah, Malaysia memerlukan pendekatan dan strategi dalam mengekalkan keharmonian kaum/eknik bagi menjamin kestabilan ekonomi, politik dan sosial.

Sub-theme HUMAN RESOURCE MANAGEMENT

LEVEL OF JOB SATISFACTION AMONG UNIVERSITY AND COLLEGE MEN AND WOMEN TEACHERS

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ABSTRACT

The present study was carried out to find the job satisfaction level among teachers (N=110) of different educational institutions i.e., colleges (n=60) and university (50) men and women teachers of Sargodha, Pakistan. Job feeling scale (Wysoki & Kromm, 1986) was used to measure the level of job satisfaction. For the comparison t-test was used for overall job feeling scale. Results indicated that level of job satisfaction differs significantly between teachers of colleges and university and teachers working in university are more satisfied with their job as compared to college teachers. It was also found that women teachers are more satisfied with their job as compared to men whether they belong to college or university.

Keywords : job satisfaction, college teachers, university teachers, gender

AN EMPIRICAL STUDY OF THE RELATIONSHIP BETWEEN PERFORMANCE BASED PAY AND JOB SATISFACTION

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ABSTRACT

Compensation management literature highlights that performance based pay has two major characteristics: participation in pay systems and adequacy of pay. The ability of management to properly implement such pay systems may lead to increased job satisfaction in organizations. The nature of this relationship is interesting, but little is known about the influence of performance based pay on job satisfaction in compensation management literature. Therefore, this study was conducted to examine the relationship between pay for performance and job satisfaction in Malaysian GIATMARA centers. The results of exploratory factor analysis confirmed that measurement scales used in this study satisfactorily met the standards of validity and reliability analyses. Outcomes of Stepwise Regression analysis showed that performance based pay significantly correlated with job satisfaction. Statistically, this result confirms that performance based pay does act as an important determinant of job satisfaction in the studied organizations. In addition, discussion, implications and conclusion are elaborated.

LEAN PRODUCTION SYSTEM AND THE HUMAN RESOURCE ASPECTS

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ABSTRACT

Doing more with less in today's world of ever increasing scarce resources is the moving force behind Lean Production System. Lean creates value by optimizing the use of scarce resources and by eliminating waste in the

form of overproduction, waiting, transportation, unnecessary inventory, inappropriate processing, excess motion and defects. All these are intellectually mapped out and executed by the invaluable genius of the Human Resource. This paper looks at the unique role of the human resource in the lean production paradigm which is gradually being undermined in the silent but unending quest for total automation in lean production system. The methodology adopted involved a combination of real case study and extensive literature review on Lean and human resource management. The observable finding showed that to be able to achieve the continuous improvement benefit of lean all that was needed was a committed and dedicated leadership but most importantly a fully involved and participatory human resource with the prerequisite ability to propel the entire system to achieve the goals of the organization at the optimum level. Optimizing this human resource factor that propels the system involves motivating it in a way that encourages the development of its dynamic learning capability and its ingenuity.

Keywords : lean production, automation, human resource, management.

HUMAN RESOURCE STAFF PERCEPTIONS OF TRAINING FUNCTIONS AS PRACTISED IN SELECTED HOTELS IN PENANG

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ABSTRACT

Training functions are widely needed and known for its importance in organisations all over the world. Top management needs to be committed to training functions and development activities. This is because top management plays critical role in the success or failure of any training functions. Unfortunately, in Malaysia, it is not given sufficient focus yet as it is assumed to be costly and a waste of time, but in hotel industry, training is needed very much as it involves the staff skills and performance. This study examined the background characteristics of selected hotels in Penang and the contributing factors of the improper practice of training functions in hotels. This study used the self-administered questionnaires survey method as a mode of data collection which were distributed by hand due to the distribution of the sample. The questionnaire was designed by the researcher by using the sample analysis done by Chalofsky and Reinhart (1988) on hrd effectiveness. Findings suggest that the factors contributing towards training functions practised differ between small, medium and big organisations. Results from this study will be able to guide managers to relate to the type of training functions to be applied in their organisations once presented with the results of training functions practised and the faults that arise in their organisations.

Keywords : training functions, perception, hotel industry, characteristics, practices, contributing factors

INFLUENCE OF SOCIAL NETWORKS IN FACILITATING TRAINING TRANSFER AND GOAL SETTING AMONGST SMALL BUSINESSWOMEN: A CONCEPTUAL FRAMEWORK

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ABSTRACT

Knowledge and skills have become the most crucial resource capital which enable organizations to survive in the ever changing business environment. One of the common strategies for organizations to increase their performance and productivity is through training and the main role of human resource development is to fulfill the needs of the organizations by providing employees with up to date expertise, information, knowledge and skills. Since huge financial investments and enormous time are allocated for training, organizations hope that the training will lead to the desired work outcomes. However, this does not always happen. There is only a small

percentage of training programs which had successfully shown lasting transferability to the workplace and this indicates that understanding and improving the training transfer process is still a major concern for training researchers and practitioners. As training transfer is influenced by several variables at different levels of analysis, this study attempts to investigate the relationship between training transfer determinants, the involvement of different stakeholders and training activities in the training process. Specifically, this study investigates the influence of training transfer determinants on goal setting amongst small businesswomen. In addition, it will emphasize the roles of primary stakeholders in the social network at different times during the training process towards achieving training transfer. Therefore, the framework postulates social networks as a moderating variable in enhancing training transfer and goal setting amongst small businesswomen.

Keywords : training transfer, training transfer determinants, social network, human resource development, learning transfer system inventory, goal setting, small businesswomen.

LEAN MANUFACTURING – A MULTI PRONGED STRATEGY FOR ENHANCING THE PERFORMANCE OF AN ORGANISATION – A CASE STUDY

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ABSTRACT

Lean Manufacturing is a systematic approach for identifying and eliminating waste in the process of manufacturing. Lean thinking is to determine the value in terms of the customer and ensure that the value is created and given to the customer at the lowest possible cost. In this process, lean approaches analysis the value stream from the raw material stage to the point it reaches the customer. Many lean strategies are employed in the organization depending on the process and the product they manufacture. Some of them are Value Stream Mapping, Cellular Manufacturing, Continuous Improvement (Kaizen & 5S), JIT & Kanban and so on. Value stream mapping helps to identify the current product flows based on which the future flows are planned with the help of lean strategies to satisfy the expectation of the customer. Cellular manufacturing is one of the cornerstones when one wants to become lean. Continuous Improvement is another fundamental principal of lean manufacturing. JIT and Kanban help lean manufacturing systems to meet high throughput with very little inventory. The paper analyses the implementation of lean manufacturing strategies in an organization as a multi pronged approach for enhancing the performance of it. A case study has been conducted in a rubber component manufacturing unit to show that a multi pronged approach was used in implementing lean manufacturing in the company to improve its performance.

Sub-theme
CONSUMER BEHAVIOR

A STUDY OF VIEWERS' ATTITUDE TOWARDS TV ADVERTISING IN THAILAND

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ABSTRACT

The aim of this study is to examine the relationships Belief Dimensions and attitude of viewers towards TV advertising. Earlier research was mainly explored in the west with some finding were positive and some being negative on certain aspects of viewers perception. Whilst this study is exploratory in nature in understanding the relationship between Belief Dimensions and attitude of viewers towards TV advertising. Generally the Thai TV viewers tend to have a more negative attitude towards TV advertising. Three Belief dimension were found to be significant towards TV advertising and these are informational benefits, negative contents and offensive. Three were not significant and these are availability, advertising format and non-informative. The result shows a number of implications for the management of business organization in particular the advertising agencies. They need to address the issue of peoples' perception being negative towards TV advertizing; secondly combine the demographic characteristics and belief dimensions to maximize advertising's reach and effectiveness. By understanding the viewer profile advertising agencies may be able to do a better media planning and focus on creativity and presentation.

Keywords : advertising, belief dimensions, television advertisement, attitude, Thailand

CONSUMER BUYING BEHAVIOR: THE FILIPINO STYLE

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ABSTRACT

The study of consumers helps firms and organizations enhance their marketing strategies and gain competitive advantages by understanding issues related to their buying behavior. This paper provides an overview of the consumer buying behavior in a Filipino style as a new perspective of marketing in cultural consumerism. The study of consumer behavior helps businesses and organizations to improve their current marketing strategies by applying new and unique selling proposition. Filipino style in terms of buying decisions presents a mixture of different cultures that surrounds their rich heritage. A unique culture which will showcase their buying attitudes towards existing strategies in today's knowledge-globalized economy.

Keywords : consumer behavior, Filipino habits, cultural differences, buying habits

CORPORATE SOCIAL RESPONSIBILITY: A CULTURE OF RESPONSIBLE BUSINESS

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ABSTRACT

Business nowadays is geared towards globalization and competitive advantage. Their role in the society started to shift from traditional to multicultural. Corporate social responsibility reminds us our role in the society today. As a concept, it underlines the relationship of economic, social and environmental spheres of sustainability. Addressing the corporate social responsibility in a Filipino way will highlight our own unique and distinct culture in handling this scenario. The Filipino approach in dealing social responsibility makes it as an eye opener to the world on how we do it. In a challenging world, innovation and change makes the corporate social responsibility to improve its consciousness and awareness. Their proactive approach in nation building makes it

to be part of their corporate values and practices. A uniquely Filipino way in handling social responsibility makes it to be part of their commitment. A truly one of its kind in the world that Filipino can deliver.

Keywords : corporate social responsibility, organizational culture, corporate values, organizational commitment, business ethics

A CONCEPTUAL KANO AND QUALITY FUNCTION DEPLOYMENT (QFD) FRAMEWORK FOR HEALTHCARE SERVICE

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ABSTRACT

Healthcare organization is struggling to provide customer driven quality service. The key success of healthcare service is the ability to develop a comprehensive healthcare service and deliver the best service direct to customer as required. Coherently, the measure of customer feedback should definitely show good perception of service fulfillment and satisfaction. As part of quality improvement process, an outstanding healthcare organization should practice an effective complaint management system (CMS) as the main voice of customer (VOC) source, which directly mirror the quality of healthcare service. The CMS will act as an essential decision support tool by providing seamless handling of complaints, introduces systematic improvement process, thus enabling hospitals to turn weakness into opportunities. However, Malaysian top public healthcare organizations are implicitly not really put much efforts to have a kind of proper CMS to treat complaints as critical and need immediate resolution. In other words, the VOC might not be heard in right way and account as the customer demand, expect and desire. This scenario may be the evident and reason why the present states of public Malaysian healthcare service providers are still unable to fully incorporate the customer requirement or complaint in to their strategic agendas, which account all the customer needs and expectations. This paper presents the current scenario of local public healthcare service with special focus to their implementation of CMS or similar system, in conjunction with healthcare constraints and VOC. Based on recent healthcare literature, an inclusive comparison is made and discussed to justify the gap of improvement in healthcare service. From findings, it is identified that complaint management practice is lacking of systematic procedure to prioritize complaints by customers. To be competitive, an alternative customer prioritizing approach mainly incorporates the Quality Function Deployment (QFD) and Kano's Model is proposed conceptually. The new mechanism concept is hope to effectively address a complaint which not only satisfies the customer but also an opportunity to create positive experience with customers, building a healthier foundation, stronger brand value and avoiding legal penalties. It also provides fair balance information for decision making while facing constraints such as operational, legal, human resource and market pressures.

Keywords : complaints, quality function deployment, Kano's Model, analytical hierarchical process

LARIBA BANKING IN NORTH AMERICA: SCOPE AND CHALLENGES

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ABSTRACT

Though the concept of *Lariba* banking (i.e., interest-free banking or Islamic banking) originated in the mid-1940s, the first interest-free banking was institutionalized in the early 1970s. *Lariba* banking is well-known and operational in a number of nations that include Bangladesh, Malaysia, Pakistan, and the Middle East. The presence of interest-free banking is also seen on a limited scope in some Western European nations including Denmark, Luxembourg, Switzerland and the UK. However, *Lariba* banking has a little footing on the financial

systems in North America. With the growing Muslim population and the collapse of numerous financial institutions that were founded on the conventional capitalistic philosophy, the interest-free banking not only is an alternative banking system to serve the Muslims but also has tremendous growth potential among the non-Muslims. To tap this market, the *Lariba* banking service providers need to assess the cultural, economic, political, and social mindset of North America and take advantage of the contextual factors affecting the present banking system. This paper explores the potential of interest-free banking in North America and provides a situational analysis of the socio-politico-economic challenges facing the *Lariba* banking in this region.

Keywords: Lariba banking, Islamic banking, Interest-free banking