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Nor Azwadi Che Sidik
Rozanti A Hamid

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Preface

In the Name of Allah, Most Gracious and Most Merciful.

On behalf of the Penerbit Akademia Baru, the editors would like to thank all the authors that contributed to this proceeding.

The topics covered in this proceeding include social and behavioral sciences fields especially in management, finance, education, marketing, accounting, public relation, human resource and entrepreneurship.

Because the contributions for this book come from various authors of various backgrounds, who themselves are experienced in their own right, they are responsible towards the contents of their work. Any questions, however, may be directed to the editor to be forwarded to the respective authors.

Finally, all of these chapters are presented as to share the knowledge and research findings with the readers. The editor hopes that this proceeding serves its purpose in disseminating knowledge and creating enthusiasm among the readers in the area of Social and Behavioral Sciences.

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Universiti Teknologi Malaysia

Fudhail Abdul Munir
Universiti Teknikal Malaysia Melaka, Malaysia
Contextual Examination of TQM Practices and Competitive Advantage in the Malaysian Manufacturing Sectors

Firend Al. R.
International Business Scholl (IBS) Universiti Teknologi Malaysia
firend@ibs.utm.my

Abstract - This paper examines TQM managerial practices in number of Malaysian manufacturing sectors. The outcome of this study helps actuate the future level of potential competitive advantages and economic implications. The objectives of the paper is to assess the implementation of quality measures used by a Malaysian manufacturers including managing quality in production, training, quality improvement, and quality assurance. A qualitative approach was applied in this research. Findings suggest that TQM concepts are of minimal concern to frontline workers, which impacts overall quality of production. Labor shortage, and lack of sufficient training amongst reasons attributed to lack of effective TQM implementation. This research also finds that China is taking away manufacturing grounds from Malaysian as well as India and Indonesia as future manufacturing hubs.

Key words: Malaysian manufacturing, TQM, quality, production.

1.0 INTRODUCTION

As a byproduct of globalization, the competitive landscape is causing hypertension in much of the globalized manufacturing sectors. As companies focus on customer satisfaction to ensure long-term survival, modern manufacturers are expected to go beyond customer satisfaction by focusing on customer loyalty [1]. In order for companies to achieve customer loyalty they are expected to constantly provide higher value, efficient cost reduction and highly degree of innovation to compete in future marketplace [1]. Although Total Quality Management (TQM) takes many shapes, forms and names, TQM implementation as an agent of competitive advantage is not always successful in all cases. That is because TQM implementation requires different approaches, which differ according to industries and cultures. Small and medium sized enterprises (SMEs) in Malaysia, for example, have been slow in adopting TQM when compared to large companies. Their involvement has focused primarily on ISO 9000 certification, and very few had advanced beyond that [2]. Consequently, it’s imperative for manufacturers to identify critical success factors associated with TQM implementation and contribute to their long-term competitive advantage. The importance of this research is to determine the degree of TQM implementation in the Malaysian manufacturing sector as an agent of competitive advantage.
The scope of this study is limited to furniture, automotive, tools and machinery, fabrication, plastic injection molding, sub assembly, final assembly and electronics. It was out of the scope of this study to examine foreign subsidiaries of companies such as Intel, and other multinationals since they are not necessarily considered as Malaysian manufacturers. The aim was to examine Malaysian small and mid-size manufacturers.

1.1 Problem Statement

The productivity of manufacturers as a critical sector of the Malaysian economy is measured via the output of aggregate production. As production teams tend to set target output to complete their line based on customer requirement; and each models target output differ according to the complexity of the model, the output of each model is counted based on hourly basis and later on will total up as shift output. Eventually this will be combined and calculated as daily output. The major challenge to production department was observed by [3-6] is the lack awareness of quality amongst workers in the Malaysian manufacturing sector.

As interruption in manufacturing or line down is a common phenomenon. Line down is a situation in which the assembly line is not fully utilized due to some uninvited issues such as insufficient part to run the line, which impacts the quality of final product. Shortage of labor is another contributing factor. Lack of quality awareness or measures amongst Malaysian manufacturers is contributing to the problem. It was also observed by the researchers that new workers are being employed without adequate training or specialization. Hence, an examination of the extent of TQM awareness and implementation was needed to determine the state of competitiveness of Malaysian manufacturers.

1.2 Research Questions

RQ1. What is the degree of TQM implementation amongst Malaysian manufacturers?
RQ2. How important is the concept of quality amongst Malaysian frontline workers?
RQ3. What are the qualities related issues facing Malaysian manufacturers?

1.3 Literature Review

Various aspects of Malaysian manufacturing practices have been investigated. Jafartayari & Rahmandoust [7] examined sustainability practices and manufacturing awareness. They concluded that little emphases are put on issues of sustainability in Malaysian manufacturing. Onn [8] was describing the growing manufacturing sector of the Malaysian economy and challenges facing the growth of manufacturing as future pillar of the Malaysian economy. Onn further highlighted the shift from labor-intensive manufacturing in Malaysia to capital-intensive sectors. With lack of competitive advantage against Chinese manufacturing, Malaysian and other Southeast Asian countries are constantly loosing their manufacturing ground. Ishak [9] argues that emphases in Malaysia are geared towards oil and gas industries at the expense of other industries. Mahadevan [10] predicted that the Malaysian manufacturing sector will remain a second-tier and will loose ground to other more economic production countries. Wong [11] concur to the notion that the agriculture sector of palm oil and rubber is the leading sector of the economy. Agus & Abdullah [12] asserts that most TQM practices in Malaysian manufacturing sector is concerned with ISO certification rather than advanced implementation of TQM concepts. Karia et al. [13] further assert the notion that worker-related attitude hinders TQM practices in Malaysian manufacturing sector.
2.0 METHODOLOGY

To evaluate the TQM implementation in the Malaysian manufacturing sector, the researchers observed production lines and interviewed workers at 32 manufacturers in Johor Bahry and Kuala Lumpur and Klang Valley. The industrial sectors examined are furniture, automotive, tools and machinery, fabrication, plastic injection molding, sub assembly, final assembly and electronics. Researchers examined manufacturers and studied their current problems they face in production, raw materials, delivery, order fulfillment and customer relationship management. Qualitative analyses included open-ended questions through interviews with frontline workers and line-managers. A classification of issues facing manufacturers were outlined and led to further interviews. A total 193 frontline workers and line-managers were interviewed across 32 manufacturers. Subsequent interviews with 6 owners, general managers, or directors followed the qualitative analyses to compare findings. Qualitative analyses consisted of classification of issues facing production, workers, TQM implementation, training and other quality issues. Problems facing manufacturers were investigated to determine what approach is incorporated to solve or deal with such issues. A total of 35 workers and line-managers were interviewed at ATA group of companies in Johor Bahru, Malaysia as one of the fastest growing contract manufacturing (CM) companies. Under this group, there are 5 subsidiary companies, which are namely, ATA Industrial (Malaysia), ATA Precision (Malaysia), Jabco Filter System (Malaysia), ATA Precision (Shanghai), ATA Industrial (Singapore) and Microtronic Technology (Malaysia). These groups of companies are players in various business lines such as design and engineering solution, molding design and fabrication, plastic injection molding, sub assembly, final assembly and PCBA producers.

3.0 ANALYSES AND FINDINGS

Findings of this research shows that various manufacturers are experimenting with various TQM concepts, however, TQM remains low amongst frontline workers. Shortage of labor is causing meeting deadlines as a priority over quality in the furniture, tools and machinery, fabrication, plastic injection molding, sub assembly, final assembly and electronics industries. Lack of comprehension of the English language is causing lack of communications and lack of training. Training programs were found to take second place to meeting deadline.

Frontlines managers and workers were found to lack the ability to make risky decisions. This is attributed to fear of consequences as primary reason. 72% of interviewed workers expressed lack of connection with top management. 61% of interviewed workers expressed lack of understanding by top management of problems they face on daily bases. 42% of workers were found to lack training in technical skills related to the job. 67% of frontline workers indicated that no training related to quality was conducted within the past 12 months. 87% of owners and managing directors indicated that China is dominating the manufacturing landscape and they are loosing ground and market share to Chinese manufacturers.

It is also the finding of this research that the agriculture sector of palm oil and rubber will continue to dominate other sectors of the Malaysian economy. This research further predicts that Malaysia will continue to loose its ground as a manufacturing hub to other Southeast Asian countries such as India, and Indonesia. This research also confirms Karia et al. [13] that worker’s attitude hinders effective implementation of TQM concepts. This is primarily because of lack of knowledge, awareness, and importance of quality to the individual worker. This research also finds

ISO standards are still of primary importance and concern to Malaysian manufacturers and the most sought after principle as far as TQM is concerned amongst Malaysian manufacturers.
REFERENCES


A Review of Integrated Management System in the Offshore Oil and Gas Industry

Azah Abdul Kadir*, Shamsul Sarip, Nik Hasnaa Nik Mahmood, Sha’ri Mohd Yusof, Mohamad Zaki Hassan, Mohd Yusof Md. Daud and Sa’ardin Abdul Aziz

UTM Razak School of Engineering and Advanced Technology, 54100, Jalan Sultan Yahya Petra, Kuala Lumpur Malaysia
*azah.abdkadir@gmail.com, shamsul.kl@utm.my, nikhasnaa.kl@utm.my, shari@utm.my, mzaki.kl@utm.my, yusof.kl@utm.my, saas.kl@utm.my

Abstract – This paper presents a review of the Integrated Management System (IMS) in the oil and gas industry. Literature reviews were carried out to identify the available current studies of IMS in the oil and gas industry. The majority of the papers on the IMS in the oil and gas industry focus on Integrated Health, Safety and Environmental Management System based on OHSAS 18001 and ISO 14001 requirements due to the involvement of highly risk activities. The IMS papers in the oil and gas industry are mainly on historical case studies on companies where actual experiences and best practices were shared. The evolution of the IMS can be seen from the elements being studied or shared. Earlier IMS papers focused on the development, strategies and benefits gained from IMS, whilst the recent ones focused on sustainability, social responsibility and risks. The scope of IMS however remains within the three most popular certifiable standards of ISO 9001, ISO 14001 and OHSAS 18001. Most of the IMS papers were presented in the oil and gas conferences and seminars by Oil & Gas Energy and Production (E&P) Companies. There is lack of IMS papers by Oil and Gas Marine Engineering, Procurement, Construction, and Installation (EPCI) Contractors. The IMS knowledge on the oil and gas companies’ experience in developing and implementing the IMS is limited by the available review of literatures. It may not reflect the latest IMS implementation status of these companies. This paper reviews the integration of management systems on industrial basis (oil and gas industry), which the literature has not been covered widely. As there is lack of literatures on the IMS in Oil and Gas EPCI Marine Contractors, a survey questionnaire will be sent to the contractors that registered with International Marine Contractors Association (IMCA) and have been certified to more than one certification (ISO 9001, ISO 14001, OHSAS 18001 and others). The data from the survey will be analysed to identify the key aspects of IMS design and implementation in the Oil and Gas EPCI Marine Contractors. A case study will be conducted in one of the Oil and Gas Marine Contractors to design and implement the IMS framework suitable for the EPCI projects.

Keywords: integrated management system, framework, oil and gas industry, EPCI, marine contractors
Malaysia Stock Market Integration: The Effect of Leader and Emerging Market

Nur’Asyiqin Ramdhan*,a, Nur Liyana Mohamed Yousopb, Zuraijah Ahmadc, Norhasnizamohd
Hasan Abdullahd, Azri Zulaikha Zabizie

Faculty of Business Management, Universiti Teknologi MARA, Segamat Campus, 85000 Segamat, Johor, Malaysia.
*asyiqin@johor.uitm.edu.my, nurliyana@johor.uitm.edu.my, zuraii692@johor.uitm.edu.my

Abstract - A significant change in Gross Domestic Product (GDP) usually has a significant effect on the stock market. Recently, China, South Korea and Malaysia are listed as the best of emerging markets countries with the average growth of GDP’s of 5% and above (Bloomberg, 2014). For the year 2015 and 2016, India’s GDP is expected to grow roughly 8% to 9%, which is one of the highest growth rates worldwide (Goldman Sachs, 2015). Despite the increasing growth in the emerging countries, however, for the past few years, United States (U.S), Europe and Japan had indeed been recognized as a leader in the global stock market. With the existence of these leaders, it is in fact indirectly gives the idea that the world’s stock markets to some extent are influenced by them. Thus, due to this scenario, this paper aims to shed lights on the real integration and relationship between market leaders with Malaysian stock market. Based on the empirical analysis from 1994 to 2014, results shows that the US stock market (DJIA) and the Indian stock market (BSE) are financially integrated with Malaysian stock market. However, Japan stock market (NIK) and China stock market (SHCI) are not financially integrated with Malaysian stock market (KLCI).

Keyword: co-integration, causality, stock market indices, financial integration
Exploratory Factor Analysis-Key to a Successful Mentoring Relationship

Nur Izzah Jamil *,a, Farrah Nadia Baharuddinb, Tengku Sharifeleani Ratul Maknuc, Tengku Sulaimanc, Alia Nadira Rosled and Ainul Fadzilah Harune

Universiti Teknologi MARA Negeri Sembilan, 72000 Kuala Pilah, Malaysia

*a,nurizzah@ns.uitm.edu.my, bfarrahnadia@ns.uitm.edu.my, cfeleani@ns.uitm.edu.my, daliarosle@ns.uitm.edu.my, eainul@ns.uitm.edu.my

Abstract - Mentoring program in various methods either in formal or informal are reputed to be beneficial for mentees, mentors, and organization. Researches and case studies of successful individuals in their careers indicate that mentoring has a profound influence on professional development. As the increment of the complexities in the workplace, there is a growing recognition that mentoring programs are needed to help individuals to be successful throughout their career development. Besides that, the organization was able to produce peers support group and creates best learning community in transferring knowledge aspect, especially in education background. This paper will examine the determinants of individuals’ advancement among the lecturers participating in mentoring program and help UiTM Negeri Sembilan to encourage academic staff to participate in mentoring systems. Exploratory factor analysis suggests that there are five determinants which account for 77.561% of the total variance with considerably reduce the complexity of the data set by using these components with 22.439% loss of information. Kaiser-Meyer-Olkin value is 0.790 and small values of the significance level of Bartlett’s test of sphericity (0.000) indicate factor analysis is feasible for this data set. Principal Component Analysis with Varimax rotation was performed and five determinants identified as essential ingredients in a successful mentor-mentee relationship denoted as career development, formal mentoring, mentoring relationship, informal mentoring and psychosocial support. Main findings suggest that the resulting of 22-items scale is much more reliable instrument than the initial 35-items scale with Cronbach’s alpha correlation coefficients of 0.913.

Keywords: exploratory factor analysis, Cronbach’s alpha, Kaiser-Meyer-Olkin, Bartlett’s test, Varimax rotation
Sex Education Beyond School: Implications for Practice and Research

Siti Suhaila Ihwani, Adibah Muhtar, Norhafizah Musa, Nik Ahmad Zaim Ab. Rahim, Zetty Nurzuliana Rashed

Faculty of Islamic Civilization, Universiti Teknologi Malaysia 54100, Jalan Semarak, Kuala Lumpur
Kolej Universiti Islam Antarabangsa Selangor
Bandar Seri Putra, 43000, Kajang, Selangor
sitisuhaila@utm.my, adibah_dm@utm.my, Norhafizah.kl@utm.my, Nmzaim.kl@utm.my
zetty@kuis.edu.my

Abstract - The negative consequences of teenage sexual behavior are issues of concern in Malaysia and many other Muslim countries. In Malaysia, sexual health education is taught various subjects namely Islamic Education, Moral Education, Science, Additional Science and Biology. Current Malaysia Government implemented new sexual health education module in primary school on 2014. The aim of this paper is to review the current literature on school sex education and the role social factors play in teenage sexual behavior. This paper argues that school cannot stand alone provide sufficient guidance to change teenage sexual behavior. Cooperative between schools, young people, their families and communities is crucial to enhance the effectiveness of sex education. This information is important to facilitate the comprehensive sexual health education in Malaysian schools.

Keywords: sexual health education, teenage sexual behavior.
The Impact of Tax Knowledge on Tax Compliance
Case Study in Kota Padang, Indonesia

Popi Fauziati a,⁎, Arie Frinola Minovia a, Resti Yulistia Muslim a, Rasidah Nasrah b

a Departement of Accounting, Faculty of Economics, Universitas Bung Hatta
Jl.Sumatera Ulak Karang, Padang 25113, Indonesia
b Departement of Management, Faculty of Economics, Universitas Mahaputra Muhammad Yamin
Solok, Indonesia
popifauziati@bunghatta.ac.id, ariefrinolaminovia@yahoo.com, resti_yulistiam@yahoo.com,
rasidahnasrah82@gmail.com

Abstract - Tax compliance issue is a major problem in revenue generation by government in Kota Padang, Indonesia. This study therefore examines the impact of tax knowledge on tax compliance. The survey research design was used in conducting the investigation. The primary source of data was used and three hundred (300) copies of self-administered questionnaire were distributed. The number of questionnaire completed and returned was two hundred and thirty-seven (237), constituting 79% response rate. The simple linear regression models were used to estimate the relationship between tax knowledge and tax compliance. The t-statistics was used to test the significance of the study variables. It was revealed that; tax knowledge has no impact on tax compliance. It is therefore recommended that efforts be made to improve the taxpayers’ knowledge so as to improve tax compliance and consequently improve government revenue generation.

Keywords: tax knowledge, tax compliance, small medium enterprise (SMEs)
The Voice of the Child in SULH (Mediation) Proceeding

Asmidah Ahmad¹,², Adzidah Yaakob¹, Kamilah Wati Mohd⁴, Noor Aziah Mohd Awal² & Mohd Al Adib Samuri³

¹Faculty of Syariah and Law, Universiti Sains Islam Malaysia (USIM), Bandar Baru Nilai, 71800 Nilai, Negeri Sembilan, Malaysia
²Faculty of Law, Universiti Kebangsaan Malaysia (UKM), 43600 Bangi, Selangor, Malaysia
³Sharia Law Department, Faculty of Islamic Studies, Universiti Kebangsaan Malaysia (UKM), 43600 Bangi, Selangor, Malaysia
asmidah@usim.edu.my

Abstract - The past decade has seen a growing global recognition whereby children have a right to participate in matters affecting their lives. In family legal proceedings, it is a practice to leave it to the judges’ discretion to decide whether the children are heard or otherwise. Interviews have become the most common approach by family court judges in Malaysia to resolve problematic custody disputes. However, many family law practitioners believe that this can be detrimental to the children as the judges are not experts in child psychology and counselling. Hence, this article intends to critique the effectiveness of mediation (Sulh) procedure in resolving custody disputes (hadhanah) in the Syariah courts. Despite the importance of consulting the affected children, their views are rarely sought after nor acknowledged within the judicial setting. Legal fraternity and parents play a significant influence on whether children are heard in courts and Sulh chambers. There is a need for further research to explore the perspectives of legal professionals and parents on children’s active involvement in decision-making. This information can be used to develop guidelines that will assist professionals and parents in facilitating and supporting children’s participation.
The Effect of Personal Factors on Creativity among Research Officers in Malaysia

Siti Aisyah Panatik*,a, Muhd Farihin Katiminb and Roziana Shaaric

Faculty of Management, Universiti Teknologi Malaysia, 81310 Johor Bahru UTM, Johor, Malaysia
*a, saisyah@utm.my, b thefarihin@gmail.com, c rozianas@utm.my

Abstract – The subject of employee creativity has been widely discussed in the field of human resource development. A variety of factors that promote creativity among employees have been presented. This study addresses the issue of the development of employee creativity with special attention to creative works among research officers in Malaysia. This study aims to test the effects of individual factors i.e., openness to experience, creative self-efficacy, intrinsic motivation, and positive affect on the components of creativity i.e., fluency, flexibility, originality, and elaboration. A survey was conducted on 400 research officers working at one of Malaysia’s largest public research institute, with a return of 286 responses. A check on missing data, outliers, and normality analysis was performed. The results of the hierarchical regression analysis confirmed that only a few of the hypotheses developed earlier were supported. Only three out of 16 direct effects of individual factors on creativity were found significant i.e., openness to experience on fluency, openness to experience on elaboration, and creative self-efficacy on originality. It is confirmed that in the Malaysian context, level of creativity is high among research officers, however only certain individual factors found to influence creativity. This suggests that there are several factors based on the Malaysian culture that influence the results which are different from the expected results from the literature. This study also discusses the implication of this study toward understanding the personal factors that affect creativity.

Keywords: creativity, openness to experience, creative self-efficacy, intrinsic motivation, positive affect, research officer
Augmenting Entrepreneurial Learning among Postgraduate Students in Research University

Mohamad Abdillah Bin Royo\textsuperscript{a}, Mohd Khata Bin Jabor\textsuperscript{b}

Faculty of Education, Universiti Teknologi Malaysia, 81310 Skudai, Johor Malaysia
\textsuperscript{a}abdillahroyo@yahoo.com, \textsuperscript{b}khatajabor@gmail.com

Abstract – This paper investigates the level of learning approach among research university (RU) postgraduate students in Universiti Teknologi Malaysia (UTM). It is believed that managing self-efficacy may assist students in choosing deep approach as a preferred learning approach that can help students to adapt with on-going challenges for a research university such as UTM. In specific, this paper aims to firstly determine the level of learning approaches adopted by postgraduate students, and to identify the level of self-efficacy and measure the effect of self-efficacy in learning. The participants included 354 postgraduate students from different faculties in UTM whereas questionnaires were distributed via email and through the designated contact person. The descriptive statistics revealed that the degree of usage in deep and surface-rational is almost equal which was at high level. The self-efficacy levels among participants were also high. The result proved that the usage of deep learning will be enhanced when self-efficacy is increased. Our investigation concludes that deep approach to learning should be included in their academics, however the suggestion is tailored based on two factors: firstly the tasks given to students and secondly teaching methods used by lecturers.
The Relationship between Teaching Supervision with Teachers’ Motivation in Secondary Schools

Ahmad Kamal Ariffin*,a, Abd. Rahman Idrisb and Zuraidah Abdullah c

Department of Education, University of Malaya, Malaysia

*a, *ahmadkamal_cimex@yahoo.com, bariidris48@yahoo.com.uk, czuraidah@um.edu.my

Abstract – This article discusses the relationship between teaching supervision and teachers’ motivation. In the context of this study, the elements of the quality of teaching supervision is supported by three factors, namely, the factor of knowledge, interpersonal skills, and technical skills. Past studies have shown that all three of these factors play an important role in determining the effectiveness of supervision carried out in an effort to help raise the level of teacher motivation. Therefore, correlation test has been conducted to determine the relationship between the two variables. The study conducted on 261 secondary school teachers showed a significant relationship between the teaching supervision and teachers’ motivation. Moreover, the analysis also found that there was a significant difference in the teachers’ motivation on teaching supervision according to gender. In addition, there are also significant differences in the teachers’ motivation on teaching supervision according to teacher’s position (school administrator and teachers)

Keywords: motivation factor, learning supervision
English Language Teachers’ Perceived Difficulty of English Skills Faced by ESL Learners

Faizah Mohamad Nor, Mohamad Hafizuddin Mazlan and Azizah Rajab

Language Academy, Universiti Teknologi Malaysia, 81300, Skudai, Johor, Malaysia
m-faizah@utm.my, cikguapizutm@gmail.com, azizah@utm.my

Abstract – Many ESL (English as a Second Language) learners are aware of the importance of having good English language proficiency. Yet, many have not had much success learning the language. Why do learners fail to master the language? What skills do they find difficult to master? The purpose of this study is to investigate the difficulties that hinder ESL learners from mastering the main language skills which are speaking, writing, reading and listening skills. The respondents for this study are 27 English subject teachers from five different secondary schools. The English teachers were selected as respondents as the teachers knew best how their students were performing and what problems they faced with English language learning. The questionnaire which is the main research instrument in the study was used to collect data on the views of the English teachers on the skills that their ESL learners lacked and the challenges they faced with language learning. The findings revealed that the learners’ biggest difficulty with the Speaking skill, the Reading skill and also the Listening skill, was with vocabulary and expressions. With the Writing skill, the learners have most difficulties with using grammatically correct sentences in addition to problems with vocabulary. Thus, this indicates that vocabulary is the biggest difficulty for ESL learners, and grammar too is a challenge when they write in English. Thus, new English language teaching and learning methods should be implemented to help solve ESL learners’ problems with English language learning.

Keywords: ESL; language learning, language skills, vocabulary
The Importance of Workplace Disclosure: Perspectives of Management and Employees

Yusniyati Yusri¹, Azlan Amran²

¹ Faculty of Economics and Management, Universiti Putra Malaysia, Serdang Selangor Malaysia
² Graduate School of Business, Universiti Sains Malaysia, Pulau Pinang Malaysia

atiyy@upm.edu.my, azlan_amran@usm.my

Abstract - This paper explores management and employees perspective on the importance to disclose workplace and human resource information in annual report. Workplace disclosure is one of the four components of Corporate Social Reporting (CSR). Thirteen managers from 5 GLC and 5 non GLCs and 22 employees were interviewed to gain their awareness and perceptions on the importance to disclose workplace and human resource disclosure in annual report. The findings from the interview analysis showed that there were less significant differences between the management and employees concerning their understanding with respect to CSR and workplace disclosure. The findings revealed that although the interviewees were aware about the CSR concept, their understanding was limited to the company’s responsibility towards the community and the environment. Little significant difference in the opinion was also discovered concerning certain issues comprising the importance of workplace information and the reason for disclosure. The interviewees from employees group perceived that disclosure of workplace information is important and gives advantages to the company but too much disclosure can create a competitive threat to the company.

Keywords: workplace disclosure, corporate social responsibility, management perspectives
Assessment of Patient Safety Culture in Malaysia Hospital Using Hospital Survey on Patient Safety Culture (HSOPSC) Survey

*Lukman Hakim Ismail* and *Jasmy Yunus*

Faculty of Biosciences and Medical Engineering, Universiti Teknologi Malaysia, 81310 Johor Bahru, Malaysia

*lukman@biomedical.utm.my, jasmy@utm.my*

Abstract - Patient safety culture assessments are the basic component in the patient safety improvement programs. The aim of this study is to evaluate the psychometric properties of Malay version of Hospital Survey on Patient Safety Culture (HSOPSC) and its suitability for Malaysian environment. A number of 723 clinical and non-clinical staff was involved from three general hospitals in southern region of Peninsular Malaysia. Principal component analysis and confirmatory factor analysis were used to study the psychometric properties of the translated HSOPSC, while internal consistency of 12-factor (42 items) model was examined by calculating the Cronbach $\alpha$ score. The principal component analysis revealed that an 11-factor model with 40 items was suitable for Malaysian sample. However, a Satorra-Bentler scaled $\chi^2$ difference test showed that the original 12-factor model significantly fitted the Malaysian data better than the 11-factor model. The internal consistency was at an acceptable level. Although there were 8 strong relationships among the 12 dimensions of patient safety culture, the relationship was found negative between all the 12 dimensions and patient safety grade. The hospital staff surveyed in Malaysia was practicing a positive working attitude towards the patient safety culture.

Keywords: safety climate, psychometric analysis, patient safety culture
Accounting Students Perception on Online Homework Software (OHS)

Haslinah Muhamad\textsuperscript{a}, Mohammad Noor Hisham Bin Osman \textsuperscript{b}, Hasri Mustafa\textsuperscript{c}, Abdul Razif bin Abdul Razak \textsuperscript{d}

Faculty of Economics and Management, University Putra Malaysia, 43400 Serdang, Selangor, Malaysia
\textsuperscript{a}hasm@upm.edu.my, \textsuperscript{b}mhisham@upm.edu.my, \textsuperscript{c}hasyie@upm.edu.my, \textsuperscript{d}razifrzk92@gmail.com

Abstract - Recent technologies provide variety of tools for educators in all field including accounting. One of these tools is Online Homework Software (OHS). This study collects survey data from accounting students at Universiti Putra Malaysia to explore their perception of OHS in accounting courses. Analysis of the survey data indicated several differences between OHS users and nonusers. There are a positive correlation between short term performance and the hours spent of revision to the use of OHS. The ANOVA analysis show no significant difference in current CGPA (long term performance) between OHS users and nonusers. The users of OHS have reveal that the educators using OHS for assigned graded homework and the quizzes but not using OHS for formal exam. The user of OHS agree that OHS will give benefit in accounting course and able to reduce time spent in revision. Respondents also belief that OHS is a cost effective learning tool. However, the strongest concern express by the respondents is whether the use of OHS really improves their learning. The data collected is important in promoting dialog concerning OHS usage and developing recommendations for continued improvements in the software.

Keyword: accounting education, online homework software
The Mediation Effect of Burnout and Moderation Effect of Social Support on Work-Family Conflict-Turnover Intention Relationship among Malaysian Woman Engineers: A Proposed Framework and Methodology

R. A. Hamid⁷,a and U. N. Ungku Ahmad

Faculty of Management, Universiti Teknologi Malaysia, Skudai, Johor, Malaysia

Abstract – An increasing number of women participate in the work force due to socio-economic development result a big impact to work and family institution. Failure to meet demand for both work and family lead to work-family conflict that may give negative consequences on work and family. An example of major work-related outcome is burnout which can lead to turnover intention. Social support has been identified as an important resources that can reduce work-family conflict and burnout. This paper aims to identify the relationship between work-family conflict and turnover intention and also the mediation effect of burnout on work-family conflict and turnover intention relationship. It is proposed that there will be a positive relationship between work-family conflict and turnover intention and there is an indirect relationship between work-family conflict and turnover intention through the mediation effect of burnout. Social support from work and family is proposed to moderate the relationship between work-family conflict and burnout. Furthermore it is proposed that the strength of relationship between work-family conflict and turnover intention depends on the mediation effect of burnout and moderating effect of social support.

Keywords: work-family conflict, turnover intention, burnout, social support
The Effect of Work-Family Conflict and Work-Family Enrichment on the Affective Organizational Commitment among Faculty Clerical Staff in UTM Skudai

R. A. Hamid* and U. N. Ungku Ahmad
Faculty of Management, Universiti Teknologi Malaysia, Skudai, Johor, Malaysia
*ahrozanti@gmail.com

Abstract - The aims of this study is to identify the level of work-family conflict and work-family enrichment among faculty clerical staff in UTM Skudai. Furthermore the relationship between work-family conflict and affective organizational commitment and also between work-family enrichment and affective organizational commitment are also been determined. This research was conducted among faculty clerical staff grade N17, N22 and N26 of 13 faculties in UTM Skudai. Techniques of data analysis that has been used in this study including means and pearson analysis. The finding shows that the level of work-family conflict and work-family enrichment among the faculty clerical staff in UTM is moderate where the mean score are 3.05 and 3.60 respectively. In addition based on pearson correlation work family conflict significant and positively related to affective organizational commitment. Meanwhile the result also shows positive correlation between work-family enrichment and affective organizational commitment but the strength of the relationship is week.

Keywords: work-family conflict, work-family enrichment, affective organizational commitment
Antecedents of Knowledge Sharing Behavior among Nurses

Ayesha Abdul Mannan*, a, Roziana Shaari b and Norhani Bakri c

Faculty of Management, Universiti Teknologi Malaysia, UTM 81310 Skudai, Johor Malaysia

a,* ayesha.abdmannan@gmail.com

Abstract - This study examined whether presenteeism, altruism and perceived usefulness of social network are the main antecedents to facilitate knowledge sharing behavior (KSB) among nurses. A systematic review technique is adopted to formulate a conceptual framework that integrates the Theory of Research Action and Technology Acceptance Model. Presenteeism in this study is generated by positive attitude to implement tasks by nurses. Indeed, their essence of knowledge and caring has led this study to propose altruism and perceived usefulness of social network (facebook) as factors that can influence KSB. A quantitative research method was employed utilizing survey method. Research data was collected from a sample of 386 Malaysian nurses. Structural Equation Modeling was carried out to examine the predictive behavior of the proposed factors of the research model. It was discovered from the study that the presenteeism, altruism and perceived usefulness of social network are important factors for predicting a nurse’s knowledge sharing behavior.

Keywords: knowledge sharing behaviour, presenteeism, altruism, perceived usefulness of social network
Rhetoric Value Based Model for Malaysian Special Vocational Education Secondary Schools’ Teachers

M. F. Lee *,a, and C. S. Lai b

Faculty of Technical and Vocational Education, Universiti Tun Hussein Onn Malaysia, 86400 Parit Raja, Batu Pahat, Johor, Malaysia
*a, mflee@uthm.edu.my, b, lcsern@ uthm.edu.my

Abstract – Special Education in Malaysia is an ongoing effort to create a better skilled, visionary, faithful, independent, and capable of designing and managing daily life and realize the potential of selfaligned with the National Education Philosophy. Technical and vocational education are not exempt students who have special needs. Therefore, special education teachers should have the skills to teach a special character of this group of students. However, there is still not a standard model for special vocational education teachers. Thus, this study aims to develop a new standard model suitable for special vocational education teachers based on rhetoric value, which comprises three elements, namely Ethos, Pathos and Logos. The design of this study is a survey by using a set of questionnaires as research instrument. The items in the questionnaire was adapted by the results of the meta-analysis and in-depth interviews with experts. The sample consisted of 298 students in all secondary schools Special Education (SMPK) in Malaysia. Results showed that the majority of students thought that their teacher had adopted the rhetoric of the various approaches that generate an effective teaching and learning session. For the application of ethos, the students thought the teacher has a good practical skills. Student welfare are taken care of by the teacher through the teacher's concern for the health and financial assistance. In addition, the teacher shows passion to educate special education students. For pathos approach, teachers have shown their warmth, patience, and respect for the students through storytelling methods in the process of learning. For the implementation of the logos, the students thought the teacher had adopted this value through knowledge. The standard model of special vocational education teachers has been developed based on the rhetoric from the perspective of students. This model can be used as a reference for teachers to master the rhetoric in order to help students to explore knowledge effectively and to have a positive impact on student achievement.

Keywords: special education, special vocational education secondary schools, rhetoric value; standard characteristics, special education teacher
Knowledge Management Capabilities (KMCs): Tools to Support Development and Sustainability of Social Enterprise

Norasiken Abdul Rahman a, Mohamed Fauzi Othman *,b and Ahmad Jusoh c

Faculty of Management, Universiti Teknologi Malaysia, 81310, Skudai, Johor, Malaysia

*a norasiken9291@gmail.com, *b m-fauzi@utm.my, c ahmadj@management.utm.my

Abstract - Knowledge and its management are recognized as a strategic asset that provides organizations with a competitive edge. Prior research demonstrates that knowledge management capabilities (KMCs) are crucial because it helps organizations promote best practice, facilitate knowledge creation and enhance innovation and organization sustainability. Although there is a growing realization that KMCs is critical to knowledge creation, there is still an emerging area of inquiry whose essential component, relationships and how KMC can support the development and sustainability of social enterprise, especially in Malaysia. In this paper, the key concept of knowledge management and organizational capability are reviewed. This paper would be of attention to readers who would like to understand more about how KMCs can become a valuable tool to support the development of social enterprises.

Keywords: knowledge management, organization capabilities, organizational performance, social enterprises review
A Study on Collection of Personal Data by Banking Industry in Malaysia

N. A. Mohamed Yusof\textsuperscript{a}, N. A. Ahmad\textsuperscript{b} and Z. Mohamed\textsuperscript{c}

UTM Perdana School of Science, Technology And Innovation Policy, Universiti Teknologi Malaysia Kuala Lumpur, Jalan Semarak, 54100 Kuala Lumpur, Malaysia
\textsuperscript{a}ashikin.kl@utm.my, \textsuperscript{b}nurulain@iium.my, \textsuperscript{c}zamrimohamed@utm.my

Abstract – Personal data is supposed to remain private to the person concern and only known to his close family and friends. The advancement of technology and invention of internet and information technology alter the balance between privacy and disclosure. Many personal data are surprisingly easily available, changing hands from one to another almost freely and are use in daily transaction without much control nowadays so much so personal data has become a commodity and tradeable asset. Data thefts, data breach, unlawful use of personal data as well as data trades off are among the examples of new problems stem from exchange of personal data. Banks are one of the industries that commonly ask customers for their personal details for official purposes before any transaction could be processed. The study examines the practice of banking industries in obtaining personal data, whether they comply with the legal provisions, whether customers given their consent freely and voluntarily free from any undue influence or duress.

Keywords: personal data, privacy, data sharing, consent, PDPA 2010
A Study on Relationship between Organizational Justice and Turnover Intentions in Malaysian Manufacturing Industries

Nor Anisa Azami and Choi Sang Long

Faculty of Management, University Technology Malaysia, Skudai, Malaysia
noranisaazami@gmail.com

Abstract - This paper provides insight into the relationship between organizational justice and turnover intentions. Employees own attitudes and behaviors at work will be influenced by the organization's behavior, decision and actions. If the organization failing to manage all the function and activities properly, possibility of employee intend to leave the organization is high. Therefore, this paper discusses the concepts and previous studies that relate to the above issues.

Keywords: organizational justice, distributive justice, procedural justice, informational justice, interpersonal justice, turnover intentions
Adopting Factors of Bring Your Own Device (BYOD) at the Selected Private Higher Learning Institution in Malaysia

J. Vejayon1,a, G. N. Samy*a,1,b, N. Maarop1,c, N. Megat1,d, B. Shanmugam2,e and P. Magalingam1,f

1Advanced Informatics School, Universiti Teknologi Malaysia, Kuala Lumpur, Malaysia
2Charles Darwin University, Ellengowan Drive, Casuarina Campus, Australia

a jayaseelan.vejayon@qiup.edu.my, b ganthan.kl@utm.my, c nurazean.kl@utm.my, d norziha.kl@utm.my,
e Bharanidharan.Shammugam@cdu.edu.au, f mpritheega.kl@utm.my

Abstract – Bring Your Own Device (BYOD) is a term used for the new trend where employees bring personally-owned mobile devices into their workplace. This new trend is witnessed by the organizations to bring several advantages, including competitive advantage, reduction of cost, higher employee productivity and flexibility. The concerns or issues should be addressed so that the benefits of this trend can be achieved. Higher learning institutions are seen as organizations that have to adopt this trend as the new generation of students is computer-literate and technically-savvy. The objectives of this study are to identify factors those influence the adoption of BYOD and to identify the factors thus contribute to the success of BYOD in a selected higher learning institution in Malaysia. The factors are Security, Infrastructure, Cost, Policy, Privacy, Education and Applications. Surveys were conducted at the institution to gather data from students and staffs. The total number of 67 staffs and 202 students responded to the questionnaires. The collected data was then analysed to identify the factors that are deemed to have relevance and influence in the adoption of BYOD at the selected private higher learning institution. The results of the analysis show that there is a high percentage of mobile device ownership among staffs and students at the institution, and there are concerns identified relating to all the seven factors mentioned.

Keywords: bring your own device (BYOD), security, infrastructure, cost, policy, privacy, education, applications, private higher learning institution
Participating Elements in Real Estate Investment Trusts: A Review

M. Suhana *,1,a, and A. A. Melati2,b

1Dept. of Finance, Faculty of Business Management, Universiti Teknologi MARA Cawangan Johor Kampus Pasir Gudang, Jalan Purnama, Bandar Seri Alam, 81750 Masai, Johor, Malaysia
2Faculty of Management, Universiti Teknologi Malaysia, 81200 Skudai, Johor, Malaysia

a*, suhan291@johor.uitm.edu.my, b m-melati@utm.my

Abstract - The study on behavioral finance have increased among academicians. However, the topic related to investors’ behavioral especially in the area of understanding the decision-making process pertaining to investment is still lacked to be found. Decision making processes involve factors that influence investor’s behavior to invest. Various topics and areas have been discussed to further understand the behavior of investors. To date, only a few researches have actually been conducted in the area of behavioral finance resulting in a lack of conclusive findings. Findings gained thus far are insufficient to specifically identify investors’ intention to invest in certain investment portfolios. Therefore, the objective of this paper was to identify the factors that influence investor’s behavior to ‘invest in Real Estate Investment Trusts (REITs). This paper reviews literatures on factors that influence investors’ decision-making process and proposes a model of influencing factors. The findings from this paper would aid and facilitate future research on investors’ behavior to invest in REITs. This paper is expected to add to the current literature on behavioral finance of REITs.

Keywords: participating, elements, real estate investment trusts, REITs, behavior
# List of Authors

## A
- Abd. Rahman Idris
- Abdul Razif Abdul Razak
- Adibah Muhtar
- Adzidah Yaakob
- Ahmad Jusoh
- Ahmad Kamal Ariffin
- Ainul Fadzilah Harun
- Alia Nadira Rosle
- Arie Frinola Minovia
- Asmidah Ahmad
- Ayesha Abdul Mannan
- Azah Abdul Kadir
- Azizah Rajab
- Azlan Amran
- Azri Zulaikha Zabizi

## C
- Choi Sang Long

## F
- Faizah Mohamad Nor
- Farrah Nadia Baharuddin
- Firend Al Rasheed

## H
- Haslinah Muhamad
- Hasri Mustafa

## J
- Jasmy Yunus

## K
- Kamilah Wati Mohd

## L
- Lukman Hakim Ismail
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