

CONFERENCE PROCEEDINGS BOOK OF ABSTRACT

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6TH IRC 2022
Responsible Solutions

"DIGITALIZATION FOR SUSTAINABLE ECONOMY,
BUSINESS AND SOCIETY IN EMERGING
ECONOMIES"

6TH INTERNATIONAL RESEARCH CONFERENCE

17-18 AUGUST, 2022

UITM HOTEL, KUALA LUMPUR, MALAYSIA



Akademi
Pembangunan PKS dan
Keusahawanan Malaysia
(MASMED)



Center for
Sustainability Research
and Consultancy

Responsible Solutions for Business and Society



University of the Punjab
Lahore Pakistan



PRME
Principles for Responsible
Management Education



South Punjab Center for
Research and Development
SPCRD

Conference Proceedings

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6th International Research Conference on
Economics, Business and Social Sciences – 6th IRC 2022-MY Chapter
17-18, August, 2022

UiTM Hotel Kuala Lumpur, Malaysia

Theme: Digitalization for sustainable economy, business and society in
emerging economies

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WELCOME SPEECH BY CONFERENCE CHAIR



Assoc. Prof. Dr. TS. Dr. Shukor Sanim
Mohd Fauzi,
Conference Chair
Rector, UiTM Perlis, Malaysia

Assalamualaikum Warahmatullahi Wabarakatuh,

Salam Keluarga UiTM and a very pleasant evening.

Alhamdulillah, all praises are to Allah, the Merciful, the All-Beneficent, by whose Grace and Blessings we are able to gather here today after almost two years of coping and socialising with each other behind the screen of our monitor, confined within our own safe space. Finally free, we must grasp all present opportunities to sprint ahead, catching up with all the lost time.

Ladies and gentlemen,

The collaboration between UiTM and CRSC for the 6th International Research Conference on Economics, Business and Social Sciences is a first between the two institutions and definitely will not be the last.

Therefore, allow me to express my upmost appreciation to **YBhg. Professor Datuk Ts. Dr Hajah Roziah Mohd Janor, Vice-Chancellor, Universiti Teknologi MARA (UiTM)** for your support.

My deepest gratitude goes to Prof. Dr. Hayat Muhammad Awan, the President of Center for Sustainability Research and Consultancy Pakistan and Ts. Dr. Rohana Zur, the Director of the Entrepreneurship Development Center (MASMED) for your guidance, and the IRC 2022 committee members who have given their all in making the 6th IRC 2022 possible.



Ladies and gentlemen,

The 6th IRC 2022 is not just meant to be collaborative gesture to strengthen the relationship between two institutions between two brotherly countries but is concrete evidence of our effort

in placing and sharing our concerns, expertise, and experience in facing the challenges of emerging economies to a higher pedestal. After all, a stable economic growth is crucial in moving the world to the direction many would hope for.

However, as educators, one might say we do not have our hand directly on the steering wheel of the economic train, but instead what we have could have helped to build and hold the train and the track itself. It is our responsibility to ensure that our contribution could help fulfil everything relevant under the shared Global Goals of for Sustainable Development.

Thus, starting from this moment, I hope that everyone would not hold back and lay out everything we have. From our personal experience to significance research findings, share all and help each other to understand further and open the doors of opportunities for everyone to grow together. I believe this will be beyond beneficial for both parties as through the 6th IRC 2022, together we shall be able to achieve the vision, mission, and objectives of our respective institutions and countries.

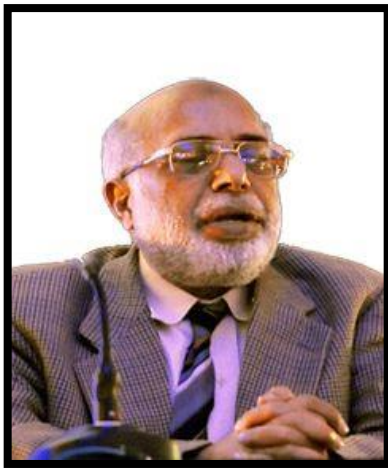
My deepest gratitude again to everyone for making our collaboration a reality and to our collaborators, welcome to Malaysia, welcome to UiTM may you have a pleasant stay and enjoy the programme

Thank you and have a pleasant day.

Wabillahi taufik wal hidayah wassalamualaikum warahmatullahi wabarakatuh.



MESSAGE FROM CONFERENCE PATRON & PRESIDENT OF CSRC PAKISTAN



Prof. Dr. Hayat Muhammad Awan,
President,
Center for Sustainability Research and
Consultancy, Pakistan
Rector, Institute of Southern Punjab,
Multan, Pakistan

Assalamualaikum Warahmatullahi Wabarakatuh, Salam from CSRC Pakistan and a very pleasant morning.

I am pleased to welcome you all to the 6th IRC 2022 Malaysia chapter today August 17, 2022 at UiTM Hotel Shah Alam Malaysia.

Ladies and gentlemen,

The collaboration among CSRC Pakistan, UiTM Malaysia, and University of the Punjab Lahore Pakistan to co-host 6th IRC 2022-Malaysia chapter is going to set foundations of the academic relationship between the two countries while providing a friendly and safe platform for researchers and educators to present, share, and discuss their research work on sustainability issues and challenges in emerging economies. During pandemic, digitalization has proven a way out for businesses and society to mitigate the negative effects of closing down. Yet this has opened up avenues to utilize digital technologies to organize our work, learning and social living from anywhere in a way to reduce burden on physical infrastructure. Thus digitalization has vast potential for developing countries to reshape their economy,



businesses and society for minimal carbon effect or use of natural resources. To uncup this potential, the research scholars and practitioners need to come up with role of digitalization as a solution to sustainability issues in work, learning and living in emerging economies. Digital technologies have also potential to contribute to social sustainability by enabling an inclusive, equitable and diverse workplace, learning and social living as envisioned by UN Sustainable Development Goals. CSRC will continue its efforts for sensitizing and capacity building for sustainable economy, business and society in emerging economies. I really believe that this conference will inspire and motivate all of you to take a step forward and make a difference in this world. Your actions, big or small, could promote social change, help solve climate problems and empower people to help enhance their well-being.

CSRC is working since 2015 for the inter university linkages among the emerging and developing countries especially between Malaysia and Pakistan. So these conferences are not just the venue for the discussion of sustainability challenges and issued faced by the developing economies but it is also forum that enables educational tourism to provide academic opportunities for the academia of both sides. This conference is a forum where the academicians mix-up both through formal and informal social events to discuss future collaboration among their respective universities. I appreciate the teamwork of scientific and organizing committee from the CSRC Pakistan, UiTM Perlis and Shah Alam Malaysia and University of the Punjab Lahore Pakistan for the exemplary teamwork to make this conference a success.

In addition to thanking the leadership of UiTM Malaysia and University of Punjab Pakistan, I want to specially appreciate the effort by the Conference Secretary Dr. Atifah Najwani and Conference Convener from PU Pakistan, Dr Ghulam Fatima and Dr Sulaman Hafeez Siddiqui, Dr Rabia Rasheed, Dr. Noraini, Ms. Sadia Zulfiqar for this collaboration and hard work to make this beautiful event happen today.

I look forward to welcome the delegates from UiTM Perlis and Shah Alam to attend the 6th IRC 2022-Pakistan chapter to be held on December 7-8, 2022 at University of the Punjab Lahore Pakistan. It will be pleasure and honor to extend our warm hospitality during your stay.

With that, I thank you and all the best.

وَمَا عَلَيْنَا إِلَّا الْبَلَّغُ الْمُبِينُ

Wassalamualaikum Warahmatullahi Wabarakatuh.



CLOSING REMARKS BY VICE CHANCELLOR



YBhg. Professor Datuk Ts. Dr
Hajah Roziah Mohd Janor
Vice-Chancellor
Universiti Teknologi MARA
(UiTM)

Assalamualaikum Warahmatullahi Wabarakatuh,

Salam UiTM and a very pleasant evening.

Standing here today, this evening, I am pleased to welcome the delegates from the office of Center for Sustainability Research and Consultancy Pakistan and University of the Punjab Lahore Pakistan to Universiti Teknologi Mara Shah Alam, Malaysia.

May your stay have been pleasant so far.

Ladies and gentlemen,

The collaboration between CSRC Pakistan and UiTM Malaysia to co-host 6th International Research Conference on Economics, Business and Social Sciences is set to serve as another bridge to further strengthened the academic relationship between the two countries while providing a friendly and engaging platform for researchers and educators to present, share, and discuss their perspectives, experiences and expertise on sustainability issues and challenges in emerging economies.



Organising a programme such as IRC 2022 is a professional responsibility to fulfil any parts of relevance under the Global Goals for Sustainable Development and for UiTM personally, we too aim to uphold our vow in becoming a Globally Renowned University by 2025.

The obstacles that come throughout these few years have placed the world economic issues onto another level, pushing many to strip down and reconstruct their existing economic plan to stay afloat. From another perspective, these can be seen as constructive challenges depending how we manoeuvre the situation, a preparation to any future possibilities, or even a historical guide for the next generation to dissect and refer to strengthen their foothold in the emerging economies.

Digitalization has opened up avenues of opportunity for the emerging and developing economies to tackle sustainability issues. Work from home, shop from home and learn from home are new horizons of opportunities that can help reduce burden on natural resources and make our cities cleaner and greener. Digitalization of work, living and learning can also ensure social sustainability via diversity, equity and inclusion that are greatly possible at digital workplace and at online learning platforms.

I commend the efforts of Dr. Ghulam Fatima from University of the Punjab Lahore Pakistan, Dr. Sulaman Hafeez Siddiqui from Center for Sustainability Research and Consultancy Pakistan, Dr. Athifah Najwani from UiTM Perlis, Dr. Rohana Zur from UiTM Shah Alam for their diligence and efforts in making this learned event a success.

Ladies and gentlemen,

With the social and networking events along with the variety of intellectual discourse and innovative platform that the IRC 2022 Organising Committee has provided during the programme, I believe that the participants will leave the event with not only better informed with constructive new ideas, but also with new and stronger networks to continuously exchange and share information and ideas in the effort to contribute and be a part in sustaining the need of emerging economies for both countries and the world.

With that, I thank you and all the best.

Wabillahittaufiq Walhidayah Wassalamualaikum Warahmatullahi Wabarakatuh.



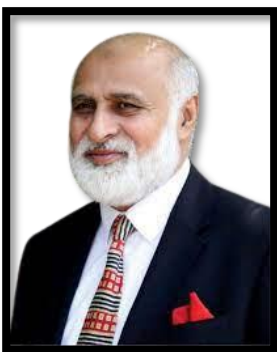
CONFERENCE PATRONS



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Center for Sustainability Research and
Consultancy, Pakistan
Pro-Rector, Institute of Southern
Punjab, Multan, Pakistan



YBhg. Professor Datuk Ts. Dr Hajah
Roziyah Mohd Janor
Vice-Chancellor
Universiti Teknologi MARA (UiTM)



Vice Chancellor
University of the Punjab, Lahore,
Pakistan

CONFERENCE LEADERSHIP



Assoc. Prof. Dr. TS. Dr. Shukor Sanim
Mohd Fauzi,
Conference Chair
Rector, UiTM Perlis, Malaysia



Prof. Dr. Abdol Samad Nawi,
Conference Co-Chair (Economics)
Assistant Vice Chancellor, UiTM Shah
Alam, Malaysia



Prof. Dr. S. Vishwanathan,
Conference Co-Chair (Business)
Director, Center for Business
Sustainability, Nanyang Business School,
NTU, Singapore



Assoc. Prof. Dr. Ahmed Usman,
Conference Co-Chair (Social Sciences)
Director, Center for Research on SDGs,
University of the Punjab Lahore,
Pakistan



Prof. Dr. Rosna Awang Hashim,
Conference Co-Chair (Education)
Former Deputy Vice Chancellor
(Academic and International), Universiti
Utara Malaysia



Prof. Dr. S. Vishwanathan,
Keynote Speaker
Director, Center for Business
Sustainability, Nanyang Business School,
NTU, Singapore



Assoc. Prof. Dr. Sulaman Hafeez Siddiqui,
Moderator
The Islamia University of Bahawalpur,
Pakistan



Prof. Dr. Kuperan Viswanathan,
Panel Discussant
OYA Graduate School of Business, Universiti
Utara Malaysia



Assoc. Prof. Dr. Haswan Yunaz MM, MSI
Panel Discussant
Rector, Institut Bisnis & Information,
Jakarta, Indonesia



Mohamad Zulkurnain Bin Abdul Rehman
Panel Discussant
Managing Director, ZEM Holdings Sdn.
Bhd. Group MD, ZEM Groups of
Companies, Malaysia



TS. Dr. Rohana Zur
Conference Coordinator
Malaysian Academy of SME &
Entrepreneurship Development, UiTM,
Malaysia



Prof. Dr. Abdul Halim Abdul Majid
Conference Convener
School of Business Management, Universiti
Utara Malaysia



Dr. Atifah Najwani Shahidan
Conference Secretary
School of Business Management, UiTM
Perlis, Malaysia





CONFERENCE PROGRAM

“Digitalization for Sustainable Business and Society in Emerging Economies”

CONFERENCE BRIEF

Venue: Main Hall, UiTM Hotel Shah Alam, Kuala Lumpur, Malaysia

WEDNESDAY, AUGUST 17 (DAY 1)

REGISTRATION AND ARRIVAL OF GUESTS: **8.00am – 9:00am**
PIC: MASMED-3 persons front desk outside conference hall to deliver conference goodies and handle on check entry tickets

PLENARY SESSION: **9:00am – 1:00pm**

National Anthems of Malaysia and Pakistan	9:00am – 9:10am
Recitation of Doa	9:10am – 9:15am
Welcome Note and Briefing by Vice President, CSRC	9:15am – 9:30am
Prof. Dr. Abdul Halim Abdul Majid, Universiti Utara Malaysia	
Video Message by President of CSRC	9:30am – 9:45am
Prof. Dr. Hayat Muhammad Awan, Rector Institue of Southern Punjab Multan Pakistan	
Speech by Assoc. Prof. Dr. Ghulam Fatima, Convener from University of the Punjab Lahore Pakistan	9:45am – 10:00am
Inaugural and Keynote Speech by Conference Chair	10:00am – 10:15am
Assoc. Prof. Ts. Dr. Shukor Sanim Mohd Fauzi, Rector, Universiti Teknologi MARA (UiTM) Perlis Branch Malaysia.	
Keynote Address	10:15am – 10:45am
Prof. Dr. S. Viswanathan Director, Center for Business Sustainability, Nanyang Technology University Singapore.	
MoU Signing between UiTM Shah Alam Malaysia and CSRC Pakistan	10:45am – 11:00am
Souvenirs Distribution and Photo Session	11:00am – 11:15am
Closing Remarks by the Convener, Dr Rohana Zur	11:15am – 11:30am

PIC: Dr Athifah as MC+ 3 persons from MASMED to handle IT and audio system and make seating arrangement for MoU signing +photographer



NETWORKING & TEA BREAK
PIC: MASMED

11:30am – 11:45am

Panel Discussion: The Great Debate 2022

11:45am – 12:30pm

Academia-Industry Linkages for Sustainable Business and Society in Emerging Economies

Venue: Main Hall, UiTM Hotel Shah Alam, Kuala Lumpur, Malaysia.

Discussants:

Prof. Dr. Kuperan Viswanathan, UN Principles of Responsible Management Education (UN PRiME) – ASEAN Chapter

Assoc. Prof. Dr. Haswan Yunaz MM , MSi, Rector, Institut Bisnis & Information Jakarta Indonesia

Dr. Sekar Gopal, Muhibbah Engineering (M) Bhd

Mr. ET Lau, General Manager, Muhibbah Engineering (M) Bhd

Moderator: Assoc. Prof. Dr. Sulaman Hafeez Siddiqui, The Islamia University of Bahawalpur Pakistan

Vote of Thanks by the Conference Coordinator, Ts. Dr. Rohana Zur

12:30pm – 01:00pm

PIC: 2 persons from MASMED to handle seating arrangement for Panel discussion during tea break

LUNCH & PRAYER BREAK
PIC: MASMED

01:10pm – 2:30pm



PARALLEL SESSIONS (DAY 1)-PIC: MASMED for 2 persons deployed in each room

PARALLEL SESSION I

2:30pm – 4:00pm

Parallel Session 1.01: Room 1
Parallel Session 1.02: Room 2
Parallel Session 1.03: Room 3
Parallel Session 1.04: Room 4 (Online)

NETWORKING & TEA BREAK

4:00pm – 4:30pm

PARALLEL SESSION II

4:30pm – 6:00pm

Parallel Session 2.01: Room 1
Parallel Session 2.02: Room 2
Parallel Session 2.03: Room 3
Parallel Session 2.04: Room 4

UiTM PERLIS RECTOR'S DINNER FOR SCIENTIFIC AND ORGANIZING COMMITTEE

7:30pm – 9:00pm

**SPECIAL ADDRESS: PROF. TS. DR. HAJAH ROZIAH MOHD JANOR, VICE CHANCELLOR,
UiTM MALAYSIA
PIC: MASMED**

THURSDAY, AUGUST 18 (DAY 2)

**WORKSHOP ON ISSUES AND CHALLENGES IN
COMMUNICATING SCHOLARLY WORK**

09.00am – 10:30am

Moderator: Prof. Dr. Rosna Awang Hashim, School of Education, Universiti Utara Malaysia.

Venue: Main Hall, UiTM Hotel

PIC: MASMED for hall arrangements

JOURNAL EDITORIAL AND ADVISORY BOARD MEETING

Journal of Business and Social Review in Emerging Economies

09.30am – 10:30am

Chaired by: Chief Editor, Assoc. Prof. Dr. Abdul Halim Abdul Majid

Venue: Room 1

PIC: MASMED: for room arrangements

NETWORKING & TEA BREAK

10:30am – 11:00am

PIC: MASMED

CITY TOUR (Departure from PBS and Return to UiTM Hotel)

11:00am – 02:00pm

PIC: MASMED



ABSTRACTS

Using ClassKick Application to Promote Constructive Feedback in Writing Lessons

Farhana Haji Shukor, Universiti Teknologi MARA Cawangan Selangor, Malaysia*

Abstract:

As there is a drastic change in the nature of written literacy, both tertiary level students and educators are expected to maximize the opportunities offered by digital tools like Classkick application when giving and receiving constructive feedback about their language lessons. The methods used were an adapted questionnaire named Student Learning and Satisfaction in Online Learning Environments Instrument (SLS-OLE) questionnaire and two semi-formal interview questions. 96 students from the Law Faculty at Universiti Teknologi MARA (UiTM) Kampus Dengkil located in Malaysia were chosen as an informant group. The results indicate that the most common condition concerning students' readiness in getting constructive feedback is that students get to interact with others using this application in order for them to be engaged with the lecturer's presence so that it will lead to students' satisfaction in enabling the construction of their own perceived learning in online classrooms. The main conclusion was that more constructive feedback received by the students will lead to more motivating factors to learn writing digitally.

Keywords: Writing, Classkick, SLS-OLE questionnaire, feedback

Corresponding author's email: * farhana.shukor@uitm.edu.my

Paper ID: MYSC27

Effects of Digital Customer Experience on Malaysian Millennials' E-Loyalty: Examining the Premium Fashion Brands' Online Stores

Nurul Aida Abd Rahim, Universiti Teknologi Malaysia*

Abstract:

Worldwide, millennials are taking over the online shopping for apparel since the first lockdown and the post-pandemic has made changes in customer experience in the retail industry. Based on the stimulus-organism-response (SOR) approach, the purpose of this study is to investigate the effect of experiential state (e.g., cognitive experiential state, affective experiential state) through attitudinal state (e.g., e-trust, e-satisfaction) to behavioural state (e.g., e-loyalty). A self-administered questionnaire (SAQ) survey is conducted using convenience sampling. This descriptive study is including the Malaysian millennials (i.e., age between 25 to 40 years old) who are residing in Klang Valley area and have at least one-time online shopping experience via the premium fashion brands' mobile application (e.g., Zalora, Uniqlo, H&M, Adidas, Charles & Keith, Monki, etc). The structural equation modeling sampling formula are used to determine sample size and 250 e-questionnaires are collected. To data analysis and test the research hypotheses, SPSS 22.0 and Smart PLS 2.0 software are used. Lastly, the findings offer guidelines on how to utilize digitalization to leverage customer experiences and the relevant suggestions are provided. This paper offers contribution both for the academia and the industry and discusses theoretical contributions and managerial implications.

Keywords: Online customer experience; SOR model; fashion retailing; Malaysian millennial

Corresponding author's email: * nurulaidaabd.rahim@gmail.com

Paper ID: MYMA30

Human Resource Practice and Knowledge Management Capability in SMEs

Ahmad Nizam Mohd yusof, Univercity Teknologi Mara, Cawangan Selangor Malaysia*

Abstract:

Managers today recognise the value of knowledge as an intangible asset that fosters organisational creativity. Few studies, on the other hand, examine the role of human resource management in fostering knowledge competency, which leads to improved corporate innovation. As a result, this paper investigates the implications of human resource management policies and practises on the relationship between knowledge management competency and creativity. The study is empirically based on primary data collected from 200 SMEs in Malaysia's Klang Valley's ICT sector. A quantitative technique is employed to achieve the study's aims. A survey technique is used to poll owners, Chief Executive Officers (CEOs), and management of ICT SMEs. A total of 200 responses were collected and analysed. The research models and hypotheses were evaluated using the Partial Least Squares (PLS) technique. Both identifying the elements and mediation mechanisms in the link between human resource management (HRM) and innovation, as well as the interaction between HRM and knowledge management in the context of innovation, are study gaps. According to the research, Human Resource Management (HRM) Capabilities are positively related to Knowledge.

Keywords: knowledge management Innovation human resource management

Corresponding author's email: * anizammy69@gmail.com

Paper ID: MYMA31

Effect of Cyber Bullying on the Behaviour and Wellbeing of University Students during Covid-19

Misbah Malik, University of the Punjab, Lahore, Pakistan*

Abstract:

The purpose of this mix method research was to find the effect of Cyber Bullying on student's well-being and behavior at university level during Covid-19. Multistage random sampling method was used to select total 200 students from two public sector universities situated in Lahore. A questionnaire was developed on the basis of factors identified through semi structured interviews by three randomly selected university students. Questionnaire was piloted and showed an acceptable Cronbach's alpha coefficient of reliability (0.821). The data were analyzed using descriptive and inferential statistics. Result shows that majority of the students were not aware of the different forms of cyberbullying they have been facing during online learning amid Covid-19. They used to ignore cyberbullying activities to get rid of them. However, cyber bullying activities has more effected well-being of female students as compare to male students. Moreover, there are also significant effects of cyber bullying on students well-being and behavior in the basis of their area/location, age group and socio economic status. It is recommended to create awareness among students to avoid cyber bullying activities and to report such activities instead of getting worried.

Keywords: Cyber bullying; Wellbeing; and Behavior of University Students

Corresponding author's email: * misbah.ier@pu.edu.pk

Paper ID: MYSC33

Risk Perception and Acceptance of Farmers towards the Unmanned Aerial Vehicle (UAV): A Case Study in Alor Setar

Samihah Mustaffha, Universiti Teknologi Mara, Malaysia

Muhammad Hanif Yazis, Universiti Teknologi Mara, Malaysia

Nur Aziera Ruslan, Universiti Teknologi Mara, Malaysia

Darius El Pebrian, Siti Mariam Shamsi, Universiti Teknologi Mara, Malaysia

Mohd Khairy Zahari, Universiti Teknologi Mara, Malaysia*

Abstract:

Unmanned aerial vehicles (UAVs) or drones are rapidly being implemented in agricultural fields. They are used to help the operations in the field to monitor crop growth and increase crop production. The society is more aware about the risk to be accepted when implementing new technology. Therefore, this study is designed to investigate whether the farmers perceived the drones to be riskier than conventional methods in paddy field operation, whether the terminology used to describe the technology influences farmers perception and to determine the most dominant factors that influence farmers acceptance of the technology. The study was conducted in Alor Setar, Kedah, Malaysia where farmers received Muda Agricultural Development Authority (MADA) support. The study was employed stratified random sampling as a method. The study was employed Modified Economic-Social-Perceived Risk (ESP) and TAM Modified Conceptual Framework. A total of 67 farmers has been involved. After the data has been analysed, it was found that there is a significant relationship between farmers acceptance toward UAV with all the factors; social factor, economic factor, perceived risk and technology acceptance.

Keywords: Unmanned Aerial Vehicle, Drone, Acceptance of farmer, social factor, economic factor, perceived risk, Technology Acceptance Model

Corresponding author's email: * khairyzahari@uitm.edu.my

Paper ID: MYMA36

Students' Perspectives about the Effectiveness of Technical and Vocational Education and Training Program of Punjab

Ghulam Fatima, University of the Punjab, Lahore, Pakistan*

Dur e Nayab, University of the Punjab, Lahore, Pakistan

Misbah Malik, University of the Punjab, Lahore, Pakistan

Abstract:

Technical and Vocational Education and Training (TVET), has a great strength to face severe challenges like reducing poverty and unemployment. The main purpose of the study was to understand the perspective of the students related to the effectiveness and usefulness of the Technical and Vocational Education and Training (TVET) program of Punjab. The population of the study consisted of all the students who were enrolled in Vocational Training Institutes (VTIs) after doing matriculation. The sample of the study was 860 students who were selected randomly from different vocational institutes of Punjab. A self-developed and validated questionnaire was used for data collection, having reliability of 0.87(Cronbach Alpha). ANOVA and Independent sample t-test was used to see the differences in the opinions of respondents. The results of the study indicated that the students have high expectations and hopes from TVET programs. The results of the study may help the organizational authorities of TVET and the Punjab Vocational and Training Council in defining the best ways to revisit the Technical and Vocational Education and Training program through removing gaps in the TVET program and providing adequate facilities to the students.

Keywords: Technical and Vocational education and Training, Perspectives, Effectiveness, Students

Corresponding author's email: * fatima.dse@pu.edu.pk

Paper ID: MYSC48

Parental Involvement in Academic Affairs of Children with Vision Impairment Enrolled at Primary Level in Government Special Education Institutions of Punjab: An Evaluative Investigation.

Muhammad Jahanzaib, University of the Punjab, Lahore, Pakistan*

Ghulam Fatima, University of the Punjab, Lahore, Pakistan

Abstract:

The current study is an effort to identify the nature and level of parental involvement in academic affairs of children with vision impairment enrolled at primary level in government special education institutions of Punjab Pakistan. It was descriptive mixed method research. Data were collected by survey and qualitative interviews. Multistage sampling technique was applied to obtain data from randomly selected 31 parents, 127 special education teachers and 53 CWVI studying in fifth grade. Researcher filled the questionnaires by teachers and CWVI personally while parental interviews were taken by telephonic conversation with consent of school management. Research instruments were validated by panel of five experts. The reliability of questionnaires was determined by Chronbach alpha with turnout as follows; (.840) for teacher's questionnaire and (.792) about questionnaire for children with vision impairment. Quantitative data were analyzed by SPSS. Mean scores, percentages and frequency distribution were carried out whereas t-test and ANOVA were applied to see the differences. Thematic analysis was done to analyze the data taken by interviews. Study reported that Parents cannot provide their CWVI the desired support due to certain reasons. Study recommended that the individualized family service plan should be initiated for financial and educational rehabilitation of parents.

Keywords: Children with vision impairment; academic affairs; level of parental involvement

Corresponding author's email: * m.zaib92@gmail.com

Paper ID: MYSC49

Research on Women Issues: A Review of Dissertations Submitted at Institute of Islamic Studies, University of the Punjab Lahore

Shaista Jabeen, University of the Punjab, Lahore, Pakistan*

Abstract:

Women are the integral part of the society. Women can play a greater role in the development of nation. God has bestowed them with all capabilities and their role in any sphere whether it is social, economic, political, cultural or educational cannot be ignored. The status of Women in Pakistan varies considerably across classes, regions and the rural/urban divide due to the uneven socioeconomic development and the impact of tribal and feudal social formations on women lives. Religious groups and institutions are increasingly denouncing violence against women. Institute of Islamic Studies, being the pioneer institute in the subject of Islamic Studies in Pakistani universities, has a deep interest among women's problems and their solutions according to the teachings of Islam. This article with deal with its contribution towards research on women issues.

Keywords: Women, status, issues, solutions, Islamic Perspective, teachings

Corresponding author's email: * Shaista.sadhana@gmail.com

Paper ID: MYSC73

Mismatching of New-Collar Worker: The Signal from Human Resources Roles and Labor Market Conditions

Zuria Akmal Saad, Universiti Teknologi Mara, Malaysia*

Abstract:

This study aims to identify the level of job mismatch in Malaysia by identifying the demand for new collar jobs offered in online job advertisements. As previous studies mentioned, there is a possibility of HR inefficiency in creating job requirements, leading to job mismatch. The strategy of hiring and recruitment of HR roles will be highlighted. Two methods will be used in this study, which is content analysis and quantitative analysis. A content analysis will be conducted on the job advertisement from an online government portal. Meanwhile, a set of questionnaires will be explored to look at the HR strategy of recruiting and hiring. The main finding of this study is expected to contribute to solving the issue of skill mismatch in the Malaysian context as there is no conclusive study to figure out the real causes. Hopefully, this study will shed light on the importance of parties in the labor market being more prepared for future labor market conditions as this will determine the country's economic development.

Keywords: Mismatching, New Collar Worker, Job Advertisement, Human Resource Management, Online Job Portal, Recruitment & Hiring Strategies

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Paper ID: MYMA75

Education System in Pakistan: In Pandemic Perspective

Shoeb Ahmed, Hamdard University, Karachi, Pakistan*

Abstract:

This particular research study aims to scrutinize the outlooks and approaches of the Pakistani University Students headed for enforced online classes and distance learning developments in the pandemic of Coronavirus (COVID-19). A total of 200 students from the institution of higher education (Specifically enrolled in Masters and bachelors program) have been targeted and plotted to find their perceptions for the online education progress in the Universities of Pakistan. This study intended to fetch the inside of the participated students and explored that the students' responses towards online classes are uncomfortable and not satisfactory. The study concluded that online education's current development is not yielding desirable goals in developing countries like Pakistan, where the country's infrastructure is not stable. The students face ambiguity as most of the students have not stable access to an online education plan's mandatory technical requirements, i.e. stable and cheap internet connection, laptops or Android cellphones, electricity, etc. The study has also discussed the numbers of factors like the course instructor's physical interaction, an uncertain taken response time of the written communication, mobility, classroom discussions and socialization, practical implementation, etc. The university students have highlighted those factors which are causing hurdles in understanding online education.

Keywords: Perception; Corona virus; response; mandatory

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Paper ID: MYSC76

Impacts of Covid-19 on Global Inflation and Unemployment

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Fareeha Maqbool, University of Strathclyde, Glasgow, Scotland

Hina Maqbool; University of Punjab, Pakistan

Abstract:

The COVID-19 virus disrupted the international system and trade patterns, resulting in panic and public health crises throughout the globe. The COVID-19 epidemic sparked a financial catastrophe with far-reaching consequences that outstripped the global financial crisis. The goal of this research is to see how the changes brought on by the COVID-19 epidemic affect global inflation and the jobs of individuals causing unemployment. This article is divided into two sections, considering inflation and unemployment the COVID-19 globally. The methodology adopted for this study is empirical documentary research selecting first-hand research produced by the international governmental and non-governmental organizations, newspapers, research articles of all categories as well as research published in scholarly journals available at online databases such as Taylor and Francis and JSTOR. The analysis has been done applying the technique of content analysis. According to estimates, the virus slowed global economic growth in 2020 to roughly -3.2 per cent on an annualised basis, with a recovery of 5.9 percent expected in 2021. According to consensus projections, the economic slump in 2020 will be less severe than previously anticipated, thanks in part to the fiscal and monetary policies implemented by governments in 2020.

Keywords: Covid-19; Inflation; Unemployment; Economic Crisis, Global North; Global South

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Paper ID: MYMA80

The Impact of Social Media Influencer to Promote Healthy Lifestyle Behaviour: a Systematic Literature from Self-determination Approach

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Abstract:

Malaysia as a rapidly developing country, is now immersed in the current of technology that makes people less active due to the use of modern equipment such as machines, remote controls and push -button technology. NCDs threaten the progress towards the 2030 agenda for sustainable development. The trend of social media influencers such as celebrities, fitness coach, health professional as agents of healthy lifestyle showed positive impacts. Online opinion leaders are considered social media influencers when they can influence their followers to change behavior through the content they create, sharing knowledge and skills to lead a healthy lifestyle. This study is conducted to identify the impact of social media influencers in promoting healthy lifestyle and wellness programs among social media users. The conceptual framework was developed based on Self-Determination Theory (SDT) to predict individual's health behaviors and attraction to follow social media influencers in the social media networking. Thus, the study examined whether SDT concepts (the basic psychological needs and autonomous motivation) were associated with engagement in healthy lifestyle behaviors among social media users.

Keywords: Social media influence, healthy lifestyle, Self-determination theory, behavioral change

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Paper ID: MYMA82

Level of Awareness and Understanding towards Money Mule among Malaysian Citizens

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Abstract:

Money mule is a bank account used by another person unknowingly or voluntarily by the owner of the account to obtain a reward or by fraudulent means for illegal or illegal financial transactions. Syndicates usually get these mule accounts (also known as surrogate accounts) by deceiving those who need extra income and have a low level of financial literacy. Among the frequent victims include housewives, unemployed, students and senior citizens. To enable the criminals, maintain anonymity and non-visible to the detection of law enforcement, money mules are positioned in the money laundering chain between actual criminal and illicit funds. Money mules are characters recruited by criminal networks to perform fund transfers by utilizing their accounts. Recruitment is done by offering a job with simple recruitment criteria and attractive income and rewards. This study will determine the level of awareness towards money mule and understanding towards the dangerous of money mule. In this research, both quantitative and qualitative approaches will be employed with surveys and interviews.

Keywords: Money mule, Malaysian, fraudulent

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Paper ID: MYMA83

Barriers in Adopting Green Technology in Malaysia's Agricultural Industry: Study on FGV Berhad

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Abstract:

The purposes of this research are to study the current situation of adopting green technology in Malaysia's agriculture industry and also to identify the barriers on the adoption of green technology in the agriculture business, using FGV Berhad as a case study. In order to achieve these goals, an interview and questionnaires has been distributed to 150 employees of FGV Berhad's Biogas Utilization and Sustainability department. The study's findings show that all elements of knowledge management, government regulation, and cost have become barriers to FGV Berhad's green technology adoption. The results also indicate that the most significant barriers are cost-related and government policy-related barriers, emphasizing the government's role in promoting green technology adoption in Malaysia's agriculture sector. These findings can help government agencies, researchers, and professionals develop guidelines and solutions for implementing measures.

Keywords: Sustainability, Green Technology, Barriers, Adoption, Knowledge Management, Technology Cost, Government Policy, Agriculture Industry

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Paper ID: MYMA85

Causes and Effect of Domestic Violence against Women in Pakistan: An Analytical Study.

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Abstract:

The aim of the study is to point out what are the causes and effects of Domestic Violence (DV) .The Pakistani scenario has been described and theoretical babes are presented. In Pakistan Domestic violence considered a private matter as it occurs in the family and there for not an appropriate focus for assessment, interventions or policy changes. According to the studies. In Pakistan, there are some major causes of domestic violence like women's low education, low empowerment, misconception about Islamic thoughts, traditional norms, poverty dowry system, give birth to a baby girl, infertility, use of drugs. due to these reasons women are physically, verbally and emotionally, psychologically, sexually abused and women may also undergo abuse which cannot be placed into any category. Slapping, beating, kicking against women cause physical problem. Emotional abuse leaves deeper scars and more lasting effects than physical violence. Research proves that the risk of attempting suicide is four times more in the victim of domestic violence and they are likely to develop stress, depression, and drug dependency. Study reveals that a large number of women suffer with domestic violence in Pakistan and the causes identified are preventable.

Keywords: Pakistani women, domestic violence, causes, effects, preventions

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Paper ID: MYMA86

Learning Styles, Brain Dominance and Teaching Techniques: A Case Study Approach

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Abstract:

The Pandemic Covid 19 has changed the learning and teaching activities where effective teaching styles are being explored to enhance the transfer of learning. The aim of this case study is to focus on students understanding level to capture and store contents learned in their memory specifically on the university's code subject, the Fundamentals of Entrepreneurship. The Mnemonic keywords approach was applied in the classroom teaching amongst the engineering students. The application of the Mnemonic Keyword Method in the teaching and learning activities is to increase students' retention of information shared and assisting them in dealing with an excessive information. The keyword approach is an effective strategy for memorising and retaining knowledge. It encodes the information so that it can be more easily retrieved where the sentences are transformed into catchy and simple formulas. It was then validated by the assessments of the Student Feedback Online (SUFO) data.

Keywords: learning styles, brain dominance, mnemonic keywords method

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Paper ID: MYSC89

Modern Trends of Prophetic Seerah Writings on Gender Issues

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Abstract:

The modern Seerah literature is in the process of paradigm shift and issues of discussions are changing entirely. The agreed and established things are being reconsidered in the light of Prophetic seerah. Women's financial and social independence, liberty, interfaith marriages and many other topics are being highlighted and deliberated in different dimensions. This is matter of fact that not only these themes have become the part of seerah book but many books have been aimed specifically to elaborate these topics in seerah perspective.

Keywords: Women, Seerah, Trends, Women Independents, Women Rights

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Paper ID: MYSC91

Impact of Cyber Bullying on the Psychological Well Being of Undergraduate Students of University of the Punjab, Pakistan

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Abstract:

Cyberbullying or cyberharassment is a form of bullying or harassment using electronic means. Cyberbullying and cyberharassment are also known as online bullying. It has become increasingly common, especially among teenagers, as the digital sphere has expanded and technology has advanced. It is difficult to counter the effects of cyberbullying as none can shield himself against the fear of this very particular harassment because no external medium is found which can be blocked by the help of other persons. This study will investigate the influence of [cyberbullying](#) on the academic, social, and emotional development of undergraduate students of University of the Punjab, Pakistan. Its objective is to provide additional data and understanding of the influence of cyberbullying on various variables affecting undergraduate students. The sample size will consist of 100 students of different domains of social sciences. The data will be collected using Survey through interview and questionnaire. The mixed method, qualitative and quantitative will be used to analyze the data.

Keywords: Cyberbullying; cyber harassment; psychological well-being; external medium

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Paper ID: MYSC92

Forestry and Governance as Two Pillars of Sustainable Development: Empirical Verification

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Abstract:

Sustainable development has been a concern for all the countries for more than two decades. Good governance of forestry can help in implementing policies for sustainable development. This paper is an attempt to explore the link among the three variables. Empirical investigation is undertaken by using data of forest area, sustainable development index and governance indicator for 15 years' time period from 2005-2019 of 128 countries. Human Development Index and Environmental Performance Index are used to develop the Sustainable Development Index. For inferential analysis, we employed system generalized method of moments (SYS-GMM) under the dynamic panel data model. In case of dynamic panel data model, while using the short-panel, system GMM estimates overcomes the issue of endogeneity as well. Estimates are done using Developed countries, Developing countries and both. This allows for the comparison of the three samples. Results show that forestry and effective governance contribute to sustainable development. Recommendations are made on the basis of findings.

Keywords: Forestry, Sustainable Development, Governance, HDI

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Paper ID: MYSI93

Estimation and Validation of Adapted Household Food Insecurity Access Scale in Lahore – Pakistan

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Abstract:

Food security is not only the problem of all developing countries but developed countries are also facing this problem especially after COVID 19. Household Food Insecurity Access Scale (HFIAS) developed by USAID is a tool for measuring prevalence of food insecurity. HFIAS treats food insecurity as a condition that can be identified and measured by experiences and behavioral responses. Current study is meant for the estimation and validation of HFIAS in the context of Pakistan, and to look for the relationship between food insecurity and socio-economic characteristics of the community. A dedicated survey was conducted from January to February, 2022. Responses from three hundred sixteen households were recorded on a structured questionnaire. Result showed that 30.2% of the households were food secure whereas 22.3% were mildly food-insecure, 40.2% were moderately food-insecure and 7.3% were severely food-insecure. Food security, as measured by HFIAS, was positively associated with household head education, household income and negatively associated with household family size. The food insecurity scale was found to have good internal consistency (Cronbach's alpha = 0.684). Household Food Insecurity Access Scale (HFIAS) is a valid tool to measure the food accessibility within the household.

Keywords: Food insecurity; food accessibility; HIAS; Pakistan

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Paper ID: MYMA96

Street Food Culinary and Dining Experience on Tourist Gratification in Kuala Lumpur

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Abstract:

Culinary as well as dining experience and tourist gratification are debatably the two basic subject areas that organizational researchers and tourism industry looks into in order to appreciate tourist decision towards revisit intention. This study focused on tourists' gratification with their street food culinary as well as dining experience in Malaysia. Regression analysis indicated that culinary experience is more important than dining experience which significantly determined tourists' overall gratification. Overall, the finding of the hypotheses in this research showed that culinary experience does have the highest standardized beta coefficient value ($\beta=.292$, $p<.05$) and had been determined as the most positive effect to tourists gratification as compared to dining experience ($\beta=.158$, $p<.05$). This research therefore adds a new dimension to tourist gratification and revisit intention, especially in the area of tourism industry.

Keywords: culinary experience; dining experience; tourist gratification

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Paper ID: MYMA97

Sequencing Antitrust Response for a Sustainable Digital Economy 2030

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Abstract:

This paper focuses endogenous conditions of antitrust policy to ensure market players and society welfare in a digital economy. Digital economy best feature is borderless and not subject to geographical allocation . A digital economy helped to speed up the exchange information flows which spurred transformation Malaysia business model platforms. Consequentially, impacted on the creation of new forms of business and socio- economic interactions. This is evident in banking and finance; hospitality and services are very much influenced by the advancement of the digital economy that include sharing economy or Blockchain technology and its related application. This article present antitrust response to a sustainable digital economy. Part 1 will highlight Malaysia 12th Malaysia, Malaysia digital economy transformation and the 4IR policy blueprint launched in 2021. The problem statement in this study is the lack of enforcement framework to Mydigital 2030 policy. The examination on the competition policy response to digitalisation, digital markets. Market power and abuse of dominants practices are issues among big data companies in digital market. Part 3 highlights a workable enforcement framework 2030 recommendations. This paper will adopt thematic and qualitative analysis to investigate the features warranted to sustain emerging economy digital economy.

Keywords: Digital economy. sustainability, business, emerging economy, Antitrust

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Paper ID: MYMA101

Knowledge Management Capability and Innovation Capability Moderating Market Sensing

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Abstract:

Small and medium-sized enterprises (SMEs) in Malaysia are examined in this article to see how market-sensing capabilities and knowledge management capabilities are linked to innovation. The data was collected from (n = 200) Klang Valley-based SMEs ICT and analyzed using structural equation modelling (SEM). Knowledge management capability and incremental and radical innovation capability were unaffected by market sense in this study. This could have explained how the ability to innovate in incremental or radical ways is unaffected by market sense. Sensing ability motivates a company to put forth effort to gather market information, to operate under varying conditions in order to outman oeuvre competitors, to build and maintain cordial relationships with employees and customers, and to utilize internal strengths in accordance with external environments (Desarbo et al., 2018). There was no significant impact on incremental and radical innovation capability from using market sense as a moderator in this study

Keywords: knowledge management; Innovation; human resource management

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Paper ID: MYMA103

Assessing the Impact of Tableware and its Influence on the Fine Dining Experience

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Abstract:

One of the goals in designing high quality ceramic tableware is to fulfill the market demand particularly for those of discerning taste who require perfection. For the owners of fine dining restaurants, it is crucial to choose high quality ceramic tableware as it will provide the ultimate fine dining experience and increase the satisfaction of the diners as it is the current trend nowadays to dine at places that offer the ideal dining experience. The experience of fine dining will not only increase the physical health but also the mental state of the diners. When dining together in the company of good friends and loved ones, positive feelings will be evoked whereby food will be savored at leisure and enjoyed thoroughly. This is the result of the ambience created by fine dining as the senses takes in the tranquil surroundings and exquisite tableware used. The tableware used will present the food being served in its most wonderful form and will only elevate the dining experience in the end. According to the three phases of design theory it include the emotional visceral phase, the behavioral phase and the reflective phase which will stimulate the senses, interact and present a narrative of a positive dining experience. The aesthetical values of fine tableware are able to heighten the excitement of fine dining experience as well as the perception of value and quality. This research aims to study the influence of ceramic tableware in the fine dining industry and the experience of diners towards the design of the product. The final stage plays an important role in evaluating the emotional responses of diners towards the aesthetical values of the product which will be measured based on the user's experience (UX). UX is crucial in determining the success or failure of a product in the market. Therefore, the UX factor will determine the level of success of a product in the market.

Keywords: Design Elements, Ceramic Tableware Products, User Experience

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Paper ID: MYMA106

Enhancing the Dining Experience Through Emotional Tableware Design

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Abstract:

In the modern era, it has become a current trend to create a memorable fine dining experience especially for the elite during their luxurious vacation. This evidently shows that the fine dining experience has been elevated to a whole new level and has become a significant part of daily life. Without a doubt, the state of physical as well as mental health of people and social relationships have since become even more important. The dining experience has gradually expanded to a different yet interesting experience as each cuisine being presented conveys an unexpected message which stimulates the senses. At present, the tableware used represents the image of the restaurant as it is able to create a visual attraction or known as 'visual synchronisation' with food. Emotions play a significant role in helping individuals comprehend the world and how they learn new things in life. Emotional tableware design is able to influence the behaviour of people through the dining experience. This is due to the attractive visual design of the tableware which will have an indirect influence on the aroma and taste of the cuisine being presented as well as the surrounding ambience. The three levels of design theory which include visceral, behavioural and reflective play a significant role in providing an impact or having a great influence on the fine dining experience. Consequently, amplifying the integration of senses, interaction and response towards emotions.

Keywords: Emotional design, tableware and dining experience

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Paper ID: MYMA107

Influence of Teaching Strategies on Students' Persuasive English Writing Skills at Secondary School Certificate and Ordinary Level

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Abstract:

Teaching strategies have effect on students' English writing skills at secondary level (Secondary School Certificate and Ordinary level). This study was based upon common intended learning outcomes of persuasive writing from curriculum of SSC and O level in the subject of English. Causal comparative research design was used in this study. Purposive sampling technique was used to select the sample. Sample of the study consisted of all the schools of Lahore offering SSC and O level concurrently. Data were collected through test and questionnaire. Test based upon common intended learning outcomes was developed and administered to students of both streams to know their achievement level. Rubric was also developed for reliable scoring of essay type question. Questionnaire was developed and administered to teachers for the teaching strategies used by them. Findings revealed that there is significant difference in the achievement of students of SSC and O level having similar intended learning outcome. Teacher of SSC used teacher centered whereas O level teachers preferred student centered teaching approaches. It is suggested that rubrics should be used for assessment of essay type question for reliable scoring for both levels.

Keywords: Teaching strategies, Persuasive writing, Secondary School Certificate

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Paper ID: MYSC109

Radicalisation Among Students With Disabilities: Different Ways Government Can Support Schools and Teachers in Preventing Violence and Extremism

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Sajida Parveen, Karachi Institute of Economics and Technology, Karachi, Pakistan

Abstract:

This research was an effort to address radicalisation among students with disabilities: Different ways government can support school and teachers in preventing violence and extremism. The population of study included all special education teachers working with children with disabilities. A Sample of 100 teachers was selected by using simple random sampling technique. Instrument was a self-structured questionnaire consisting of two parts, the first part of questionnaire addressed the demographics of special education teachers and second part consisted of statements on five points Likert type scale (Strongly Agree to Strongly Disagree) on risk factors of violence and extremism and possible recommendations to prevent violence and extremism. The validity and reliability of questionnaire was ensured. The data was collected from special education teachers, through email, social media and in person. The acquired data was analyzed in terms of frequencies and percentages through descriptive and inferential statistics. The major findings showed that lower self-esteem, mental health issues, traumatic events, childhood abuse and family rejection etc. were the risk factors of radicalisation among students with disabilities and recommendations for prevention of violence and extremism were given.

Keywords: Radicalisation; Disability; Violence; Extremism; Risk factors

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Paper ID: MYSC114

Determining the Influential Parameters Affecting the Ability Level of Visually Impaired Children in Mathematics at Secondary Schools of Punjab

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Abstract:

The knowledge of spatial notions and directional concepts in children with visual impairment is more difficult to grasp. It makes sense that many children with Visual impairment receive less opportunities than sighted children to practice using mathematical ideas in conversation. This study looked into the factors that may have an impact on how well-versed in math visually impaired youngsters are. This study sought to comprehend these factors and create a plan for teaching maths to children with visual impairments using appropriate instruments and approaches. The data were collected from 100 students with visual impairment enrolled in special schools. After collection of data, answers to the questions were analyzed using descriptive and inferential statistics. Major findings were reported. Conclusions were drawn and recommendations were made.

Keywords: Influential parameters; Ability level; Visually impaired children; Mathematics: Secondary level

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Paper ID: MYSC115

Investigation of Blind Spatial Cognition and Understanding of Spaces to Navigate Without Vision

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Abstract:

Finding the way through built environments and understanding of spaces is like a challenge faced by persons with visual impairment. They overcome this challenge with the acquisition of spatial concepts and representations by using their intact senses. This study is aimed to report the perspective of people with visual impairment about their use of spatial representation (cognitive maps) for determining the support level and applicability of cognitive maps while traveling on real routes. This research utilized the methodology of qualitative research in the form of semi structured interviews in order to obtain insights of persons having visual impairment about their navigation in different environments. The interviews were conducted with 20 persons having visual impairment working in different fields of life. The data analysis was done through thematic analysis approach. The study suggested the strong need to assess the way in which persons having visual impairments develop cognitive maps of their environment because it is of considerable theoretical and practical importance and throws light on the role of sensory modalities in the development of mental mapping skills which can in turn recommend how spatial developments might be nourished.

Keywords: Spatial representations; Cognitive maps, Persons with visual impairment; Navigation

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Paper ID: MYSC116

Post-Pandemic Research Trends on Challenges and Outcomes in Education: A Case-study of HEC Recognized Journals of Education 2020-2021

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Abstract:

The purpose of the present study is to explore the post pandemic research trends on challenges and outcomes in education. The researcher has conducted a content analysis of HEC recognized journals of education published in post pandemic period that is 2020-2021. The study has adopted qualitative approach following case-study design. The population of the study is comprised of each of 2 issues of 14 journals of education recognised by higher education commission of Pakistan. The sample was selected using purposive sampling technique. The sample size was 21 articles discussing the post COVID context of teaching-learning process. The content analysis revealed that COVID-19 has increased the scope of online education by showing an increasing trend of Hybrid model in education. The research has highlighted the effect of COVID-19 on teachers and learners particularly and the system of education generally. This study recommends that to overcome such issues and challenges there should be provision of professional development programs for the teachers to prepare them for future circumstances.

Keywords: Covid-19, Post Pandemic, Trend, Teaching, Learning

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Paper ID: MYSC120

Learning Braille at Higher Education Level: Exploring the Perception of Prospective Special Education Teachers

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Abstract:

Braille learning is important for teaching students with visual impaired. This study intended to seek the perception of pre-service teachers who obtain a degree of special education with compulsory course of Braille literacy. This study was qualitative and exploratory. Sample of study included 21 prospective teachers from higher education levels. Convenient sampling technique was used to collect data for this study. The tool for data collection was self-developed semi-structured interview on base of Braille learning standards complied at international level. The validity of instrument was assured by the expert opinion (N=03). The reliability of questionnaire was confirmed through an extensive literature review. Data were analyzed through coding and thematic analysis. There were four major themes appeared in data analysis; challenges of learning Braille, reading techniques, Braille from a writing perspective, and Braille Rules. The findings of study revealed that majority of study participants experienced more difficulty in reading Braille than in Braille writing. Additionally, there is no such haptic sense sharpness training in higher education institutes where students of special education degree program are studying. The study recommended increasing the quality of braille teaching at higher education level.

Keywords: Perception, prospective teachers, Braille, Higher Education, Students with visual impairment.

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Paper ID: MYSC122

An Evaluation of the Impact of Social Action Projects (SAP) on the Entrepreneurial Skills of Pakistani University Undergraduate Students

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Abstract:

The present research aims to develop entrepreneurial skills in university students through higher education so that they can develop leadership skills and make them useful citizens not only for themselves and their families but also for society. Through this research, the Social Action Project (SAP), which has been running as an assignment for 2 years in the Department of Education, University of Karachi, has been seen as a model. This study explores the relationship between the SAP program and the university education curriculum in particular, and its potential for collaboration. The study also considered the factors that promote entrepreneurial attitudes among students. The researcher has also explored the impact of social action projects on university students. A descriptive strategy has been adopted for this research and a mixed methodology was used to investigate the above research. The population of this study consists of more than 600 students of the Faculty of Social Sciences and Faculty of Education, University of Karachi, who did this project in their first and second years. A convenience sampling method was used for sampling. In addition, input from curriculum and business experts was incorporated into the research to enhance its credibility. Questionnaires, interviews and students' social action plans (through document analysis) were used as research tools. Reliability was improved through pilot testing of the research process. Interviews were conducted with curriculum and business experts for in-depth study. Quantitative data was analyzed using SPSS descriptive and inferential statistics and qualitative data was analyzed using the content analysis method. The study concluded that SAP can be extended to students in all fields of social sciences and education in universities. This research proved that the university social action project improved the leadership skills of university students and their communication skills, and they got the opportunity to know their abilities and most of them developed entrepreneurship skills. Many students even got job offers while doing SAP. The majority of the students agreed that an individual can start their own business through SAP and likewise positive feedback and suggestions were received regarding the inclusion of SAP in the curriculum.

Keywords: Education, Skills Development, Social Action Project - SAP

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Paper ID: MYMA124

Operators and Socio-Economic Objectives during the Pandemic of Covid-19: Issues and Challenges

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Abstract:

Takaful operations in Malaysia have proven their credibility through the remarkable achievement in market structure and net contribution income. As a financial product, takaful serves as one of the key tools in wealth protection. Despite its importance, the penetration of takaful for overall Malaysians are still less than fifty percent. As dedicated institutions which are authorized to operate in providing Shariah compliant protection coverage to community, Takaful Operators are subject to relevant laws as besides the compliance to Shariah requirements. Another perspective which also contributes to socio-economic issues is from the institution of Takaful operation itself. Discovering on how both perspectives are integrated in deriving the desired outcome for overall Malaysian community is obviously interesting. This research paper discusses on the issues and challenges faced by Malaysian Takaful Operators in contributing for the socio-economic objectives during the pandemic of Covid-19. In complementing this study, ten respondents from takaful industry will be interviewed in gathering their insight over the subject matter. This study is in line with the VBIT framework which have been introduced to achieve inclusive protection for the underserved or unserved segments of the society and to address relevant socio-economic issues.

Keywords: Takaful Operators;Socio-Economic;VBIT

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Paper ID: MYMA125

Addressing Social Issues Using Humours in Mayat (1978) Dramatic Text by Hatta Azad Khan

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Abstract:

In the dramatic world, humour has been part of releasing tension for readers. Hatta Azad Khan is a renowned Malaysian dramatist who always addresses social issues in his writings. *Mayat* (1978) is one of his prominent writings that uses this technique by questioning capitalisms and people, innuendo and money, and distrust using humour in dramatic text. Post 1969 Sino-Malay sectarian violence or also known as the 13 May incident in Malaysia has made arts presented in different ways compared to early Malaysia independence. Most writings in the post 13 May incident are using symbolisms and did not address issues literally. This also applies to Hatta's writings. The sensitivity of the racial tension has to be addressed properly since it has resulted in a declaration of Malaysia national emergency in the same year. Therefore, writing issues has to be done in some discreet inquiries. This qualitative research will be an analysis of dramatic text and using *Mayat* (1978) as a subject study. Techniques used by the dramatist in addressing issues and humour will be explored in order to learn the writer's thoughts about social studies using drama and theatre as a medium.

Keywords: Malaysian Theatre; Hatta Azad Khan; 13 May Incident; Social Issues in Arts; Humour

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Paper ID: MYSC126

Factors Associated With the Participation of Children with Autism Spectrum Disorder in Leisure Activities

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Muhammad Hamza, University of the Punjab, Lahore, Pakistan

Abstract:

The present research aims to know the factors associated with the participation of children with autism spectrum disorder in leisure activities. The present study was descriptive in nature and use quantitative methods to analyze the data. Parents and teachers working in private and public schools for students with autism spectrum disorder from Lahore division including its 4 districts; Lahore, Kasur, Sheikhpura and Nankana Sahib were the population of the study. A sample of 88 parents of children with autism spectrum disorder and 85 teachers participated in this study. Researchers used two self-developed and validated Likert type questionnaires. After raw data collection, the data was coded in coding scheme by using statistical package of social sciences (SPSS) and tabulated to show the frequency distribution of responses of each item along with the percentage and cumulative percentage of the responses. The findings obtained in this study suggest that children with autism spectrum disorder were willing to participate in leisure activities, but their participation in leisure activities differed by activity types. It was observed that personal factors, such as age, gender, job responsibilities, family pressure, health issues, as well as the socioeconomic status of the family, affect participation in leisure activities.

Keywords: Leisure activities, Participation, Autism Spectrum Disorders

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Paper ID: MYSC127

Forecasting Malaysia's Economic Growth: an ARDL Model Approach

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Abstract:

This study aims to forecast Malaysia's Gross Domestic Product (GDP) based on the ARDL model. In this study, yearly data from 1969 until 2020 of the Gross Domestic Product (GDP) and the economic indicators of the interest rate, the inflation rate, the foreign direct investment and the net export, are used to estimate the Malaysia's economic growth. Through ARDL (1,2,0,0,1) model, results suggested that there exists significant positive relationship between net export on Malaysia's economic growth while and negative relationship between inflation rate and the interest rate with the GDP in its long run term. And lastly, the ARDL 1 (1,2,0,0,1) of one-year ahead forecast predicted that there will be 3.94% increment of Malaysia's GDP in 2021

Keywords: ARDL, gross domestic product, interest rate, inflation rate, foreign direct investment, net export

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Paper ID: MYMA134

Job Price Compensable Factors and Parameters: The Framework of the Job Evaluation System'

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Abstract:

This paper reviews how organizations establish the remuneration system by focusing on the job evaluation methods. The goal of these article reviews is to identify the internal and external compensable factors in order to create a win-win situation for both the employer and the employee and to address any inconveniences that may arise regarding wage or pay consistency and equity. The primary instrument used to construct the pay structure is job evaluation. However, measurement inaccuracy exists in job evaluations as a result of the system's inability to correctly identify the internal and external compensating elements. These compensable factors are typically linked to the organization's financial capacity and pay policy, the SKAOs held by job holders, the job tasks, and environmental factors like the local economy, geographic location, rules and regulations (such as the minimum wage system), market pricing and more. These compensable factors are essential for figuring out the "appropriate pay" or "right pricing" for specific jobs. This review's main objective is to pinpoint the compensable elements that go into building an equitable and practical framework for job evaluation.

Keywords: Job pricing system, compensable factors, Job incumbent's SKAOs, equity pay system and job evaluation method

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Paper ID: MYMA136

Fiscal Policy Post Covid-19 Economic Recovery and it's Sustainability: Malaysia's Experience

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Abstract:

Government spending that is larger may be less effective as a whole. This runs counter to the existing fiscal strategy in Malaysia, which seeks to mitigate the economic effects of the COVID-19 outbreak by allocating substantial funds across the board, from individual income to foreign trade. The purpose of this study is threefold. First, to present an outline of Malaysia's fiscal stimulus amid COVID-19 recovery, to investigate the effects of fiscal stimulus on the economy's parameters post-recovery; and to determine the viability of the Malaysian government's actions to implement the recovery policy. To demonstrate the veracity, this study cites a variety of published data and secondary sources, including scholarly articles and journals, newspapers, and data from the actual online directory. The findings were strengthened by connecting those initiatives to fiscal policy sustainability following COVID-19. Empirically, the study indicates that Malaysia employs fiscal policy in order to stimulate the economy and re-energize some selected macroeconomic indicators such as GDP growth and unemployment, which demonstrate some attainable sustainability in the short run, but the long run recovery and growth, particularly inflation and interest rates, may reflect the contrary and may require more time of policy adjustment with incumbent economic and political stability.

Keywords: COVID-19; Fiscal stimulus; GDP; Unemployment; Sustainability

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Paper ID: MYSI142

Perceptions of Hearing Impaired Students on the Role of Social Media for their Inclusion into Mainstream Society

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Abstract:

The use of social media has facilitated communication and social networking among students with hearing impairment (SWHI). They have been using email, Facebook, Instagram, What Sapp, Twitter, etc., for interaction among the hearing and hearing impaired community. So, this study tried to identify the use of social media for social inclusion of students with hearing impairment studying at colleges and universities level. This research will focus on students' perspectives because this perspective has been underrepresented in the existing literature of our local research. A cross-section survey design was followed to gather data. The population of the research was the SWHI enrolled in graduation and their teachers in Lahore city. A sample of 85 SWHI and 20 teachers was selected as a sample. Purposive sampling was used for the selection of the sample. Two structured questionnaires were developed; one for SWHI and the second for teachers of SWHI. Both questionnaires were divided into two parts. Experts validated the instrument concerning content and construct validity. Using the SPSS program, the acquired data were analyzed using descriptive and inferential statistics. The study revealed that social media has added great value in integrating SWHI with mainstream society.

Keywords: Social media, Inclusion, Mainstream, Perceptions

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Paper ID: MYSC143

Challenges Limiting the Role of Deaf Parents in academics of their Children with Normal Hearing

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Rukhsana Bashir, University of the Punjab, Lahore, Pakistan

Abstract:

The purpose of this study was to explore the challenges deaf parents in academics of their children with normal hearing. The nature of the study was case study under qualitative paradigm. The population of the study was deaf parents of children with normal hearing. The sample consists of 14 deaf couples from two divisions, Lahore and Gujranwala. Self-developed with open ended interview schedule was used to collect data. Data was analyzed by using qualitative technique of thematic analysis. Disability of parents, communication gap, attitudinal encounters and community misconceptions were the major challenges deaf parents have to face which restricting their role in academics of their children with normal hearing. It was recommended to different stakeholders that they should have to play their contributing roles in diminishing the factors limiting the role of parents in academics of their children from basic to broad level on regular basis.

Keywords: Challenges; Deaf Parents; Academics; Children with Hearing Impairment

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Paper ID: MYSC148

Social Identity Issues in Children With Hearing Impairment During Transition From Secondary to Higher Secondary Level in Punjab

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Abstract:

This study was conducted to answer the questions of: 1) Does social comparison contribute to the social identity issues in children with hearing impairment? 2) Does self-esteem play any role in social identity issues in children with hearing impairment? 3) Does the linguistically diverse society create social identity issues among children with hearing impairment? 4) Does lack of appropriate career counseling relate to social identity issues among hearing impaired children? Population of the study was children with hearing impairment at higher secondary level in special education institutes. Sample of 100 hearing impaired students (male:59, female:41) was taken randomly from the Govt Special Education Institutes of Punjab. Data was collected through a google form survey questionnaire where teachers and parents acted as representative/interpreter of hearing-impaired students. Instrument was a self-structured five-points Likert type scale containing 4 frames and 20 statements (Cronbach Alpha.864). Collected data was coded for analysis. Descriptive and inferential statistics were run. Major findings included major role of linguistic differences in social identity issues of students with hearing impaired at higher secondary level. Females were reported more likely to be facing social identity issues. Conclusions were drawn and recommendations to Punjab Special Education Department were made.

Keywords: social identity, career counseling, social comparison, social influence

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Paper ID: MYSC150

Problems Faced by Master Trainer in Sign Language Skill Acquisition during In-service Training of Special Education Teachers at District Level in Punjab

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Abstract:

The study explored the problems faced by master trainers during imparting training to special education teachers and to understand administrative issues faced by master trainers. The present study was descriptive in nature. The data was collected from 100 teachers of students with hearing impairment (male 31; female 69) working in special education institutes located in five divisions of the Punjab. of Punjab through a self-constructed and validated questionnaire (Cronbach Alpha .876) comprising 32 statements. Data was coded and analyzed using descriptive and inferential statistics. Major findings revealed that it was need of the hour to develop such techniques and material to meet the needs of the special education teacher during training. It further adds that teachers training delivery is a complex, multi-layered task and needs to be appropriately planned, implemented, and critically evaluated against intended outcomes. Conclusions were drawn and recommendations to management of department of special education were made.

Keywords: Sign Language, Skill Acquisition, Special Education Teacher, Training.

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Paper ID: MYSC151

Awareness of Persons with Disabilities about their Rights as Citizens of Pakistan: A Survey with Reference to “ICT Rights of PWDs Act 2020”

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Abstract:

The purpose of this study was to explore awareness of persons with disabilities about their rights as citizens of Pakistan. A sample of 50 persons with disabilities of age eighteen and above from Punjab were chosen through random sampling technique. A questionnaire of 24 statements was designed regarding ICT Rights of Person with Disabilities Act, 2020 (Cronbach Alpha .87). Data was collected online and personally. The descriptive and inferential statistics were employed to analyze collected data including frequencies, t-test, and ANOVA on basis of age, gender, employment status and disability. Major findings revealed that participants of age 27 and above and who were employed, were aware of most of the rights while participants who were below age 27 or students were unaware or partially aware of most of the rights. Seminars should be conducted for the awareness of rights of persons with disabilities, and for parents of children with disabilities.

Keywords: Rights, persons with disabilities, awareness

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Paper ID: MYSC152

The Sustainability of Malay Traditional Silverware Industry in the East Coast Region of Malaysia

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Abstract:

The traditional Malay silverware industries in Malaysia that have existed for more than 200 years began to deteriorate from time to time. Silverware is a craft field with its uniqueness and almost extinction hereditary since 1948 on the East Coast of Malaysia. In this context, innovation and sustainability play a vital role in the design and product development. This study is to investigate and identify the current development of Malay traditional silverware and its relation to Sustainable Design Goals parallel with the Shared Prosperity Vision 2030. The silverware industry growth is significant among the local community to sustain for gloomy future.

Keywords: Sustainability, Malay traditional craft, Silverware

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Paper ID: MYSI154

Strategic Indicators for Strategic Intervention in Sports Facilities Management Performance in Malaysia

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Abstract:

The sports facilities provided are not fully utilized, misused, unprotected, and not maintained by the responsible parties. Most studies indicate sports facilities face numerous facilities management (FM) issues owing to weakness of current operating systems such as financial factor, lack of qualify staff, efficient and quality management operations, optimisation of operation, and safety issues. The purpose of this paper is to examine the strategic indicators for strategic intervention for improving the performance of sports facilities management in Malaysia by initially identifying what the critical considerations. The data for this preliminary study was obtained from random samples of 44 respondents involving FM representative from various stadium in Malaysia. The data will initially analysed using SPSS statistical software for factor analysis. The reliability and validity data of the instruments were assessed by experts from academia and the industry. The reliability and validity data of the instruments were assessed by experts from academia and the industry. Finally, in order to develop strategic intervention conceptual model toward sports facilities management performance will to be involved in all the strategy phases of the organisation.

Keywords: Facilities Management, Sports Facilities Management, Strategic Facilities Management, factor analysis

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Paper ID: MYMA155

Peer Relations and Positive Development in Students with Visual Impairment_x

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Abstract:

Peer relations play an essential role in social development of students. Peer relations are important for promoting social, emotional and educational competencies. Peers facilitate positive development in each other's personality. The purpose of this study was to explore the relationship between peer relations and positive development in students with visual impairment. As students with visual impairment need more supportive peers to adjust in their classroom, school and social environment. It was hypothesized that there was a positive relationship between peer relation and positive development in students with visual impairment. It was a correlational study. The population of this study consisted on students with visual impairment with age range of 15 to 30 years. The purposive sampling technique was used to select sample. A sample of 80 students was selected from different educational institutions of Punjab province. Data was analyzed by using descriptive as well as inferential analyses techniques.

Keywords: Peer relations; Positive Development; Students with Visual Impairment

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Paper ID: MYSC157

Effective Communication and Virtual Learning Environment in Asian Perspectives

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Abstract:

Public Universities in Malaysia and Thailand are having many programs offered to their students and use e-learning or virtual learning environment (VLE) as their platform, which is mostly enrolled by distant learning students. The aim of the study was to explore the relationship between effective communication and virtual learning. This study is a quantitative type of research, which seeks to explain relationships among variables between effective communication and virtual learning. The study used statistical analysis of PLS-SEM. This study focused on looking at variables at a specific point in one time in the process of data collection. The findings of this study indicated Effective Communication (EC) and the Virtual Learning Environment (VLE) have a positive significant relationship. It is important for higher education and policymakers in Malaysia and Thailand to understand exactly how and under which conditions virtual learning environment is used, where student interactions with learning are varied in nature and include both face-to-face and online activities, that levels of engagement with the virtual learning environment vary depending on the course and discipline, the student is studying.

Keywords: Effective Communication, Virtual Learning Environment, Public Universities, Asian

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Paper ID: MYMA160

Factors Influencing the Intention for Early Retirement: A Case Study among Teachers at Secondary Cluster Schools in Dungun, Terengganu

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Abstract:

Teachers' roles in delivering classroom instructions and executing lessons in this 21st century is much bigger than assumed by many who are not in the teaching field. Some people perceived teaching is a stressful job and those who do not have the passion would give up after a certain number of years. Many have opted for early retirement and this number has increased year by year. Thus, this study aims to analyze the factors (health, school management and workload) that influence teachers' intention towards early retirement. 152 teachers were chosen from four cluster schools in Dungun, Terengganu and online questionnaires were distributed among them using Stratified Random Sampling Method. The data was analyzed using SPSS. The results show only teachers' health influences them towards early retirement intention. Meanwhile, the other factors are viewed as a challenge in the teaching world and would not influence them to opt for early retirement. This finding will assist the Ministry of Education in taking actions, to circumvent teachers from leaving their profession before reaching the compulsory retirement age. As a result, the school's management will focus on improved alternatives in managing the teachers' welfare and controlling the factors of early retirement among teachers.

Keywords: Early retirement, Teachers' health, School management, Teachers' workload, SPSS

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Paper ID: MYSC163

A Comparative Study on Communication Skills of Out of School and School Going Children with Intellectual and Developmental Disabilities

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Abstract:

Communication skills are indispensable for any group of population to interact with the community. Coordination of cognitive, motor, linguistic and social skills help for meaningful communication. Any delay to cognitive, motor, linguistic and social skills caused by genetic or environmental factors leads to language and communication problems. This comparative study intends to find out the level of communication skills of children with Intellectual and developmental disability at home and school. This study is descriptive in nature. A sample of 120 children with intellectual disability from which 60 attending regular special school settings and 60 at home, was selected from Punjab District of Pakistan. The communication skills of these children were rated by their parents and teachers. Overall communication skills development of children in regular school settings is improved and better than children at homes. Best suited environment suggested by the researcher for the development of communication skills, including receptive and expressive language skills, is school.

Keywords: Communication Skills, Communication delays, receptive language, expressive language, intellectual and developmental delays

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Paper ID: MYSC164

Pandemic Covid 19: The Challenges of Online Learning among UiTMS' Students

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Abstract:

In 2020, the emergence of Corona Virus Disease (COVID-19) has led Malaysia to an unprecedented public health crisis. Due to this, all universities in Malaysia are forced to shut down any physical activities by the Government. Hence, Universiti Teknologi MARA (UiTM) had conducted an Online Distance Learning (ODL) starting on 13th April 2020 due to the spread of the Covid-19 virus. As a result, the government had to implement the Movement Control Order (MCO) to control the spread of the disease among the community. In attending online classes, a lot of challenges are faced by the students. Therefore, this study reveals out a few challenges: time management, family support and financial crisis during online learning. The sample of the study is 100 of UiTM students throughout Malaysia and the researchers set a form of questionnaires, distributed via google form to the respondents using convenience sampling. SPSS is used in analyzing the data and the result shows that all independent variables (time management, family support, financial crisis) are challenges towards online learning. Thus, this study will benefit the Ministry of Education, universities and students in managing and controlling their challenges while attending online classes during Pandemic Covid 19.

Keywords: Challenges, time management, family support, financial crisis, SPSS

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Paper ID: MYSC166

Impact of Internal Factors of Organizational Change on Performance of Nepali Tourist Standard Hotels With Mediation Effect of Leadership

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Abstract:

The main objective of this study is to examine the impact of internal factors (strategy and people) of organizational change on organizational performance in tourist standard hotels of Nepal. The study also examines the mediating role of leadership in the relationship between internal factors of organizational change and organizational performance. This study used exploratory research design using purposive sampling technique. The population of the study comprises the employee's working in the tourist standard hotel across the country Nepal. The five-point Likert scale questionnaire were distributed to 500 employee's working in 112 different tourist standard hotels out of them 412 data were utilized for analysis. Partial Least Square Path Modeling (PLSPM) using R was used to examine the hypothesized relationships and the results confirmed the hypotheses of the survey. This study will stand first research using PLSPM in Nepalese hospitality research. The study found that the internal factors of organizational changes have a significant relationship with organizational performance and organizational performance has significant relationship with Leadership charisma. Finally, Leadership charisma also mediated the relationship between Internal factors of organizational change and organizational performance.

Keywords: leadership; organizational change; organizational performance; PLSPM; strategy; tourist standard hotel

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Paper ID: MYMA167

Instructional Practices Applied By Special Education Teachers to Teach Students with Visual Impairment Enrolled In Government Special Education Institutions of Punjab at Primary Level: An Evaluative Investigation

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Abstract:

This study is an effort to explore the instructional practices applied by special education teachers to teach the children with vision impairment at primary in government special education institutions of Punjab. It was descriptive quantitative study by nature. Survey method was carried out to fill the self-developed validated likert type questionnaire by 132 special education teachers (JSETs and SSETs) including 54 males and 78 females working with CWVI in the government special education institutions of four zones in all over the Punjab. Instrument had reliability, index 0.89 by (Chronbech alpha). Questionnaires were filled personally and by phone calls. Data from some districts were collected by telephonic conversation due to corona lock down. Data were analyzed by descriptive and inferential statistics, t-tests and ANOVA were also applied to see the differences among responses of teachers. Study revealed that most of the teachers were female in VI field and they had waste experience. Majority of them claimed best instructional practices but their many colleges denied it. Detailed conclusions were drawn and recommendations were purposed for special education department to improve the situation.

Keywords: Evaluation; Instructional practices; children with vision impairment; primary level

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Paper ID: MYSC168

Symbioses between the 'Green Market' Endorsement and 'Sustainability' Benefit Exemption under the Competition Law Policy in Malaysia

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Abstract:

The Malaysian Competition Act 2010 (MCA 2010) strictly prohibits anti-competitive practices in the absence of any redeeming virtue that promotes economic efficiency or social benefits and it's the detrimental effect on competition is proportionate to the benefits provided. The 'green market' (GM) indorses 'green goods' as a part environmental sustainability policy. The progress GM is subjected to fierce competition from cheaper non-green products, experimental research and development that focus at every level on attaining sustainable environmental policy. The universal war against global warming and environmental protection has developed a reason to incorporate broader non-economic environmental-related policy goals into the anti-competitive exemption policy to resonate the United Nations (UN) Sustainable Development Goals (SDGs) under the Competition Law. Henceforth GM societal benefits and sustainability objective arguably outweighing its countervailing anticompetitive effects. Therefore, the author is resolute an endorsement for GM for 'sustainability benefit' exemption would give a fair competitive advantage for the development of GM in Malaysia. The discussion firstly highlights green marketing legitimacy and inroad within the MCA2010. Secondly proposes a 'sustainability exemption' policy option for GM concerning specific mergers, horizontal agreements, and state aid exclusion policy under CA2010.

Keywords: green-market; Competition Law; sustainability; exemption; sustainable environment

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Paper ID: MYSI169

The Effectiveness of eQIU Learning Management System (LMS) on University Students' Satisfaction

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Abstract:

Initiating an LMS is an educational change that may seem technically simple yet socially complex. This study aimed to explore students' satisfaction with the university's eQIU LMS and their perception of eQIU LMS's effectiveness impact on their academic achievement. A qualitative interpretive methodology was employed by interviewing six students with semi-structured interviews. The study findings were analyzed based on a modified theoretical framework of the Delone and McLean Information System Success (D&M) Model. The findings revealed that students were mostly satisfied with eQIU LMS; however, they perceived that eQIU's effectiveness had a moderate impact on their academic achievement. For an effective LMS implementation, the study emphasizes empowering students to voice their needs and participating in the decision-making process of developing eQIU LMS. Finally, more investigation should be done on students' engagement with LMS technology and the role of LMS technology in inclusive education.

Keywords: E-learning, Learning Management System (LMS), eQIU, Students' Satisfaction, D&M Model

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Paper ID: MYSC170

The Use of Islamic Brand Slogans: Is It Necessary for Attracting Consumers?

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Abstract:

Islamic branding is currently a growing branding strategy and today, it has received much attention from academics and business companies throughout the world. Realizing this, the present study was conducted, and it involves collecting data from 100 young Muslim consumers recruited from the population of a university's students on their perception towards Islamic brand slogans being effective to make Muslim consumers more confident in buying products, being suitable for Muslim consumers, and representing product purity. This research aims at addressing the issue of Islamic branding being claimed as a relatively new concept and has not been explored extensively as argued by many scholars. With regard to brand slogan, as it is one of the elements of brand identity, brand slogan is infrequently studied as an exclusive component of product marketing and rarely studied with a specific feature such as Islamic representation. Thus, the present research intends to fill this void with quantitative data and it was revealed by the majority of the respondents that they believe that Islamic slogans can influence Muslim customers' trust in purchasing goods on the market for a variety of reasons, including religious piety, a product's conformity to religious doctrine, and the slogan's use of semantically acceptable words.

Keywords: Islamic marketing, brand slogan, Islamic brand slogan

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Paper ID: MYMA171

A Conceptual Framework of Continuance Intention of e-Wallet Usage by Rural Youth in Malaysia

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Abstract:

The purpose of this paper is to develop a conceptual framework of continuance intention of e-wallet by rural youth in Malaysia. On the basis of knowledge induced from literature, a conceptual framework for continuance intention of e-wallet usage by rural youth in Malaysia has been developed. The proposed framework is demonstrated using an integrated Unified Theory of Acceptance and Use of Technology (UTAUT). The framework provided detailed guidance for the development of a continuance intention of e-wallet usage by rural youth in Malaysia. Findings of this study suggest that social influence, perceived trust, and perceived security have significant impact on continuance intention of e-wallet usage among rural youths. Gender acts as a capable moderating role in the relationship between social influence, perceived trust, and perceived security, and continuance intention of e-wallet usage among rural youths. This framework describes the significance of social influence, perceived trust, and perceived security with gender act as moderating variable towards the continuance intention of e-wallet usage among rural youth. The study is particularly useful for practitioners by identifying advantages from suitable factors that can enhance the continuance intention among rural youths to use e-wallet and lead to a success of cashless society in Malaysia.

Keywords: Social Influence, Perceived Trust, Perceived Risk, Continuance Intention, e-Wallet, Rural Youth

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Paper ID: MYMA174

Agropreneurship Intention Among Undergraduates Students from Non-Agropreneurship Courses: A Study of UiTM Students

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Abstract:

Entrepreneurship has become a major topic of discussion on a global scale, and regardless of history or discipline, it is critical for the future, and all efforts must be increased to help the country achieve a strong and secure economic level. Malaysia is endowed with natural resources, and the agricultural sector has been the primary contributor to GDP, leading to an increase in the production of high-value diversified products. However, based on the statement in The Star dated 21 September 2021, agricultural sector is considered dangerous, difficult, not glamorous and low paying and does not promise a bright future. This is also supported by Edge Market research from 2018, the average age of those involved in agriculture is 60 years or older, with less than 30% of the Malaysian population working in this field. Clearly, the agriculture industry is not a preferred career path for the younger generation, particularly university graduates. Malaysian graduates grew to 5.29 million in 2019 which is up to 6.9% from 4.94 million from the previous year (DOSM, 2018). Therefore, the purpose of this study is to look into the factors that contribute to the intentions of university students to pursue a career in agropreneurship.

Keywords: agropreneurship, entrepreneurship, university graduate

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Paper ID: MYSC177

A Synthesis of the Antecedents of Unethical Leadership: Why Leaders Go Astray?

Abderrahmane Benlahcene, Houcine Meddour, Universiti Utara Malaysia, Malaysia*

Abstract:

Global political and financial entities have witnessed many scandals linked with immoral and unethical behaviours of leaders. Previous research suggests that the susceptibility of leaders to act in unethical way finds its roots in many individual, organizational, and social factors. The purpose of this paper is to synthesize the various antecedents of unethical leadership behaviour in previous academic works. This paper reveals that the causes of unethical leadership behaviour are complex and entangled. The analysis of previous studies suggests that the main antecedents of leaders' unethical behaviour are related to four main factors: the leader, the followers, the organizational environment, and the social environment. This paper contributes to ongoing research efforts that seek to identify and minimize the causes of unethical behaviours of leaders across sectors and disciplines. The paper provides insights into the construct of unethical leadership and how individual, organizational, and social factors predict the unethical behaviour of leaders.

Keywords: Leadership, Unethical Leadership, Unethical Behaviour, Ethics

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Paper ID: MYMA181

The Nexus of Foreign Direct Investment, Domestic Investment, and Trade on Economic Growth: A Cointegration Analysis

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Abstract:

Malaysia aims to become one of the high-income countries by 2028. However, the decline trend in investment growth from both foreign and domestic sources, as well as trade are not in line with Malaysia's growth aspirations. Hence, this paper examines the nexus between FDI, domestic investment, trade, and economic growth for the Malaysia case by using time-series data from 1979 to 2019. ADF and Phillips-Perron test results suggest all variables were stationary at first differences and one co-integrating equation was found based on the JJ co-integration results. Also, VECM findings suggest FDI is negatively impact on economic growth, whilst domestic investment has positive influence on GDP in the long run. But trade has no influence on economic growth in the long run. The VECM causality results indicate no long-run causality between FDI, domestic investment, trade, and economic growth. However, there is a unidirectional causality from FDI to GDP in the short run. Malaysia should learn from Singapore, France, and Japan to take advantage of FDI. The policymakers also should be attentive to its macroeconomic policies, specifically to regulate trade policies, migration policies, and monetary policies.

Keywords: FDI, Domestic Investment, Economic Growth, Cointegration Analysis, VECM

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Paper ID: MYMA183

Sustainable Higher Education Institutions: Role of Green Ecosystems

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Abstract:

According to Global Climate Risk Index, Pakistan is on the 10th spot on the list of countries most vulnerable to climate change in its annual report for 2021, which was released by the think-tank German watch. Any change in climate would eventually disturb whole proceedings of natural ecosystem. So, it becomes crucial to adopt Clean and Green Ecosystem (CGE) practices at such a scale so that the disturbing impact of climate change on different ecosystem could be minimized. Universities at the forefront of scientific explanation of climate risk are also expected to become environmentally sustainable. Adapting and building resilience to climate change means improving natural ecosystems by different measures such as plantation, reducing air pollution, reducing the ways by which greenhouse gas emissions can be minimized. A number of strategies can be adopted to achieve sustainable long terms measures which leads to minimize the impacts of changing climate on universities/higher education institutions. Present study seeks to conceptualize the role of green ecosystems in higher education institutions (HEIs) for becoming environmentally sustainable. HEIs need adaptive measures to climate change that have impact on ecosystem, health, agriculture, and all aspects of society and living things/organisms on this planet.

Keywords: Higher Education Institutions (HEIs), green ecosystems, environment sustainability

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Paper ID: MYSI185

Growth and Development of Islamic Banking: A Global Review

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Abstract:

The paper evaluates the global growth of Islamic banking initiative in major regions of the world including Middle East, Asia, Africa, Europe, Australia and North America. The paper appraises the growth and development of Islamic banking sector internationally in various parts of the world covering several countries from across the globe, including Saudi Arabia, Iran, Bahrain, Kuwait, UAE, Qatar, Jordan, Egypt, Oman, Turkey, Malaysia, Pakistan, Bangladesh, Indonesia, Singapore, Philippines, Sudan, Nigeria, Algeria, and Kenya. Islamic banking domains in the western and European regions were also part of the discussion involving the following countries: Australia, UK, Luxembourg, Germany, Italy, France, USA and Canada. The paper employs qualitative research approach in evaluating the progress of Islamic banking initiative throughout various countries of the globe by fetching data from the central banking as well as from the financial regulatory bodies of different countries.

Keywords: Islamic Banking, Islamic Finance, Growth, Development, Shariah-Compliant Banking

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Paper ID: MYMA186

Talent Management Analysis of Student Performance and Soft Skills as Moderating Variables in Certified Internship and Independent Study Program (MSIB) At the Ministry of Education and Culture

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Abstract:

The success of the selection of certified independent internship and study programs (MSIB) organized by the Ministry of Education and Culture (Kemendikbud) is largely determined by student performance, with the hope that students will have the opportunity to work and study directly in projects in the business and industrial world. The purpose of this study was to analyze the effect of talent management on student performance and soft skills as a moderating variable, for students of the Kosgoro Institute of Business and Informatics 1957 (IBIK57) who had participated in MSIB. The sample in this study was IBIK57 students who had the criteria for having participated in the selection (MSIB) batch one, with 73 students as the sample. The sampling method used is the saturated census, the primary data collection uses a questionnaire and the Analysis Method uses the Moderated Regression Analysis (MRA), while the secondary data collection from various literatures. The results of this analysis show that talent management has a positive and significant effect, as evidenced by the results of statistical hypothesis testing on talent management on student performance.

Keywords: Talent management, soft skills, student

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Paper ID: MYSC189

Digitalization in the Field of Agribusiness PT. CPO

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Abstract:

Aim of this paper was to find out how to manage and control the daily routines in plantations and manufacturing to produce superior quality crude palm oil. The use of digital-based applications designed to support productivity through remote control and monitoring capabilities can support business decision-making faster and precisely so that business uncertainties can be handled by implementing accurate strategies according to the field's needs. There are things that are important to check and important to be evaluated on the shop floor to reduce production variations directly by the director so that business continuity is under control from the early process. With the application of management control and management work, deviations can be eliminated. Several indicators that need to be controlled in plantations and factories, namely daily reports for all departments involved in business processes, then reports on the use of machine parameters and other settings that are directly or indirectly related, then monitoring the use of standard operating procedures in accordance with applications in the shop floor, and the last equipment is maintenance application that supports the process running well. By controlling every unit of the creation of superior quality crude palm oil, business continuity was on hand.

Keywords: Digitalization; Business; Agribusiness

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Paper ID: MYMA190

Trust as a Mediating Variable Between Electronic Word of Mouth (E-WOM), Influencer on Consumer Buying Interest on Instagram @kokobuncit Account in the Covid-19 Pandemic

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Abstract:

The purpose of this study is to find out the trust variable as an intervening variable between the influence of electronic word of mouth (E-WOM), influencers on buying interest on the Instagram account @kokobuncit Surabaya. This research method uses a quantitative method through a path analysis model with the help of SPSS V.20. The results of this study are that E-WOM and influencers have a direct significant effect on trust, E-WOM has a direct significant effect on buying interest, while influencers have no direct significant effect on buying interest. Trust mediates the effect of E-WOM, influencer on consumer buying interest. Trust; Electronic Word Of Mouth; Influencer and Buying Interest ruswiati@gmail.com 191 The purpose of this study is to find out the trust variable as an intervening variable between the influence of electronic word of mouth (E-WOM), influencers on buying interest on the Instagram account @kokobuncit Surabaya. This research method uses a quantitative method through a path analysis model with the help of SPSS V.20. The results of this study are that E-WOM and influencers have a direct significant effect on trust, E-WOM has a direct significant effect on buying interest, while influencers have no direct significant effect on buying interest. Trust mediates the effect of E-WOM, influencer on consumer buying interest.

Keywords: Trust; Electronic Word Of Mouth; Influencer and Buying Interest

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Paper ID: MYMA191

Role of Innovativeness and Transformational Leadership in determining Sustainable Competitive Advantage of SMEs

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Abstract:

A significant percentage of the country's economic growth can be attributed to the contribution of small and medium-sized enterprises to that growth and to the sustainable development of that country. Currently, the issue of sustaining SMEs performance continues to be of relevance and is still of interest to many researchers; today, the issue is still relevant due to the growing global competitive environment and the importance of sustainable growth in developing countries. Innovativeness of SMEs is considered as prime factor of sustainable competitiveness among SMEs. However, little empirical knowledge is found on how transformational leadership and innovativeness has affect the sustainable competitive advantage of SMEs in Malaysia. This study, therefore, intends to fill the gap by proposing a research model for the nexus between Innovativeness, transformational leadership and sustainable competitive advantage of SMEs. A quantitative research design will be employed to analyze data received from self-administrative survey. Findings of this study will be useful for practitioners and academicians to consider innovativeness and transformational leadership as one of the critical success factors for the SMEs. The findings of the particular study will also add value in literature and also for Government in policy making concerns.

Keywords: SMEs; Emerging Economies; Innovation; Sustainable Competitive Advantage; Transformational leadership

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Paper ID: MYSI192

The Moderating Role of Ambidextrous Leadership on the relationship between Complexity Attributes and Project Complexity on Australia's Project Success

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Abstract:

Due to frequent changes and quick technological improvements, today's business climate is extremely competitive and frequently turbulent. In this situation ambidextrous leadership, particularly in connection to project success. Moreover, in Australia, a number of projects have been suffering due to a major problem i.e., high demand and inadequate supply of funds. Hence, a wide range of project has failed to acquire the necessary funds for their business requirements. This issue has complex attributes and project complexity Australia's project success. The study makes a significant addition by providing a complete model that incorporates both complexity attributes and project complexity on project success, as well as the significance of ambidextrous leadership as a mediator. As a result, this research is an investigation of Australia's project's success to get a better understanding of projects. There are several factors and relationships in this research. Therefore, this study analyzed, for the first time, the relationship between complexity attributes and project complexity on Australia's project success and investigated how ambidextrous leadership affects project success. First, ambidextrous leadership is hypothesized to be significantly related to project success. The Moderating Role of Ambidextrous Leadership on the relationship between Complexity Attributes and Project Complexity on Australia's Project Success.

Keywords: Ambiextrous; leadership; complexity

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Paper ID: MYMA193

The Influence of Customer Relation Management, Service Quality on Customer Trust

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Abstract:

Technological developments and increasing living standards make people aware of the importance of a service. The development of Small and Medium Industries is closely related to the Ministry of Industry, especially business licenses. The Ministry of Industry as a public service should always improve the services provided to the community. This research was carried out in Small and Medium Industries as users of the Ministry of Industry's Public Center Service Unit. The purpose of the study is to determine the effect of customer relationship management, service quality and trust in Small and Medium Industries partially, simultaneously and its implications on customer trust in the Central Public Service Unit of the Ministry of Industry. The problem is formulated in 3 hypotheses and tested by Structural Equation Modeling (LISREL 8.30) with 350 respondents, it is concluded that Hypothesis one (H1) Customer Relationship Management has a positive effect on customer trust, has a value of $t > 2$ ($3.57 > 2$). The influence of Customer Relationship Management on customer trust is 0.39.

Keywords: Customer Relationship Management; Service Quality; Customer Trust

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Paper ID: MYMA194

What makes smartphone users to continuously purchase same brand smartphone?

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Abstract:

In today's digital era, the smartphone plays an integral role in every human life, and the smartphone industry has notably evolved in recent years. The rapid growth of the smartphone industry has led manufacturers to introduce the latest models regularly, subsequently leading smartphone users to switch from one brand to another in their next smartphone purchase. Thus, smartphone manufacturers face difficulties in retaining their existing customers. In order to address the issue, the current study has investigated the smartphone users repurchase intention towards the same brand smartphone by using the Expectation Confirmation Model (ECM). This study proposed a theoretical model integrating ECM variables (confirmation, satisfaction and perceived usefulness) with brand love and lock-in. The study was conducted among private university students in Klang Valley as the university students are the primary smartphone users. The data were collected using a questionnaire-based survey of 384 respondents, and the SPSS software was used to analyze the data. The data has passed through normality test, common method variance, multicollinearity test, reliability analysis, and multivariate outlier test. Then, multiple regression analyses were chosen as data analysis techniques. The results of the analysis show that there is a significant relationship between all the hypothesized relationships.

Keywords: smartphones, Expectation Confirmation Model (ECM), brands

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Paper ID: MYMA196

Nexus between Job Reorganization, Job Motivation, Workplace Environment and Affective Commitment: Mediating Role of Work Engagement

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Abstract:

Drawing upon social exchange theory, the purpose of the present study is to investigate the impact of job recognition, job motivation, and workplace environment on affective commitment in the banking sector of Pakistan. The present study also investigated the mediating role of work engagement. The present study was conducted in the banking sector of Pakistan and data was collected from bankers working in the banking sector of Pakistan across the country. A sample of 425 bankers was selected through a stratified random sampling technique from the top five commercial banks. The authors used Structural Equational Modeling (SEM) technique through Mplus to test the hypotheses. The results of the present study reveal that there is a significant impact of job recognition, job motivation, and workplace environment on affective commitment in the banking sector of Pakistan. In addition, work engagement showed a partial mediation. Higher management of the banking sector should focus on job recognition, job motivation, and workplace environment as these practices are directly involved in the positive work-related attitude of the employees. Consequently, positive work-related behaviour will lead to the productivity of the staff as well as overall organizational productivity.

Keywords: Job Motivation; Job Recognition; Work Engagement; Affective Commitment; Banking Sector of Pakistan

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Paper ID: MYMA197

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For Your
Participation**