



# 7<sup>th</sup> INTERNATIONAL BORNEO BUSINESS CONFERENCE

*Conquering New Height in Business and Economics*



## CONFERENCE BOOKLET

7 - 8 SEPTEMBER, 2016

**Universiti Malaysia Sabah, Sabah, MALAYSIA**

**Jointly Organised By:**



**UMS**  
UNIVERSITI MALAYSIA SABAH



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## MESSAGE

**PROF. DATUK DR.  
MOHD HARUN ABDULLAH**  
VICE CHANCELLOR  
UNIVERSITI MALAYSIA SABAH

*Assalamualaikum warahmatullahi wabarakaatuh and Salam Sejahtera.*

It is my great pleasure to welcome all of you to the 7<sup>th</sup> International Borneo Business Conference (IBBC 2016), organised by the Faculty of Business, Economics and Accountancy (FBEA), Universiti Malaysia Sabah (UMS) and the Faculty of Economics and Business (FEB), Universiti Malaysia Sarawak (UNIMAS).

My utmost thanks to all panellists, entrepreneurs, academics, participants and sponsors for the support they have given us in making this conference a reality. My sincere appreciation goes to YBhg. Datuk Dr Mohd Yaakub Hj Johari Chief Executive/President of Sabah Economic Development and Investment Authority (SEDIA), for being our keynote speaker in this conference.

It is most timely that industry players, scholars and decision makers from public and private sectors in Malaysia and Borneo region have come together to share their insights on business opportunities and challenges in the new economic environment.

We are now experiencing a phase of modest growth in the global and local economy, in an environment that is characterised by heightened uncertainty and volatile financial markets, therefore, I am certainly believe that business players and scholars have diverse experiences and opinions to share in relating to strategies and avenue to ensure greater economic sustainability.

Finally, I would like to congratulate the Executive Committee of IBBC 2016, who have devoted their utmost cooperation for the success of the event today.

I wish all of you a successful conference!

Thank you.



## MESSAGE

**ASSOC. PROF. DR. RAMAN NOORDIN**  
DEAN

FACULTY OF BUSINESS, ECONOMICS &  
ACCOUNTANCY

UNIVERSITI MALAYSIA SABAH

*Assalamualaikum warahmatullahi wabarakaatuh and Salam Sejahtera.*

A very warm welcome to all participants of the 7<sup>th</sup> International Borneo Business Conference (IBBC 2016), organised by the Faculty of Business, Economics and Accountancy (FBEA), Universiti Malaysia Sabah (UMS) and the Faculty of Economics and Business (FEB), Universiti Malaysia Sarawak (UNIMAS).

The theme “*Conquering New Heights in Business and Economics*” is very much in line with the growing challenges faced by business today, and across economies around the world. I certainly believe that entrepreneurs and industry players with the support from the government and private agencies have taken necessary steps and strategies at tackling the underlying problems and thus survive in the future.

By sharing experiences from the influential business players as well as scholarly insights from the academics and researchers, it is hoped that this conference would provide opportunities and avenue for industry players to move forward in this new challenging environment.

Finally, I would like to congratulate the IBBC 2016 committee for their commitment and dedication in organising this conference. My hope is that each and everyone will benefit from this conference.

Thank you.



## MESSAGE

**ASSOCIATE PROFESSOR DR ROHAYA  
MOHD NOR**  
DEAN  
FACULTY OF ECONOMICS AND BUSINESS  
UNIVERSITI MALAYSIA SARAWAK

*Assalamualaikum and Salam Sejahtera.*

I am delighted to welcome all distinguished guests and delegates of the 7<sup>th</sup> International Borneo Business Conference 2016 jointly organized by the Faculty of Business, Economics and Accountancy, Universiti Malaysia Sabah and Faculty of Economics and Business, Universiti Malaysia Sarawak.

The chosen theme for this year's conference "**Conquering New Heights in Business and Economics**" responds well to the dynamics of current global economy. Increased economic uncertainty has substantially affected the business environment, and contributes to market condition to become more competitive and unpredictable. Firms in particular, in order to sustain business growth, must quickly adapt and embrace innovation because this is the way forward to remain competitive and agile. Also, as problems on issues affecting countries and firms now becoming more complex and challenging to deal with, key players particularly decision makers have to be bold and creative in formulating viable and effective solutions.

This conference can serve as a platform for thought-provoking discussion on many issues arising from this changing business and economic climate. Through the cross-disciplinary discourse and discussion among academic-practitioners, ideas generated will enable us to be innovative and creative in thinking to jointly contribute, not just to advance the academic literature, but also to provide pragmatic directions towards formulation effective solutions that can be meaningful for business sectors.

On this note, I would like to congratulate the organizing committee for their successful effort in organizing this conference for this year.

I wish all the participants a fruitful conference, and enjoy your stay in Borneo.

Thank you. Wassalam.

Conference Programme Day 1

- 7.30 a.m – 8.30 a.m : Registration of Participants/Invited Guests  
8.40 a.m : Arrival of Invited VIPs  
8.50 a.m : **Arrival of YBhg. Prof. Datuk Dr. Mohd Harun Abdullah**  
Vice Chancellor of Universiti Malaysia Sabah  
8.55 a.m : Recitation of Doa  
9.00 a.m : **Welcoming Address by Assoc. Prof. Dr. Raman Noordin**  
Dean, Faculty of Business, Economics and Accountancy, Universiti  
Malaysia Sabah  
9.20 a.m : **Welcoming Speech by YBhg. Prof Datuk Dr. Mohd Harun Abdullah**  
Vice Chancellor of Universiti Malaysia Sabah  
9.40 a.m : Montage and Video Presentation  
10.00 a.m : Photo Session and Coffee Break  
10.30 a.m : **Keynote Address by YBhg. Datuk Dr Mohd Yaakub Hj Johari**  
**Chief Executive/President of Sabah Economic Development and**  
**Investment Authority (SEDIA)**  
*“Conquering New Heights in the Challenging Economy”*  
11.30 a.m : **Panel Discussion:**  
*“Business Opportunities in Challenging Environment”*

**Panellists:**

- 1) **YBhg. Datuk Dr Mohd Yaakub Hj Johari**  
Chief Executive of SEDIA
- 2) **YBhg. Datuk Mohd Hasnol Mohd Datuk Ayub**  
CEO of Institute of Development Studies (IDS) Sabah
- 3) **YBhg. Prof. Dr. Syed Azizi Wafa Syed Khaled Wafa**  
Professor, Faculty of Business, Economics and Accountancy, UMS

**Moderator: Dr. Rafiq Idris, Senior Lecturer, UMS**

Q&A Session

- 12.30 p.m : Lunch and Networking  
2.00 p.m – 4.00 p.m : **Concurrent Session 1**  
6.30 p.m : Welcoming Dinner @Banquet Hall, UMS

## Conference Welcoming Dinner

**Date** : 7th September 2016 (Wednesday)  
**Time** : 7.00 p.m – 9.30 p.m  
**Venue** : Banquet Hall, Chancellor Hall, Universiti Malaysia Sabah

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- 7.00 p.m : Arrival of Participants and Invited Guests
- 7.15 p.m : **Arrival of YBrs. Assoc. Prof. Dr. Raman Noordin**  
**Dean of Faculty of Business, Economics and Accountancy**  
**Universiti Malaysia Sabah**
- Arrival of YBhg. Prof Datuk Dr. Mohd Harun Abdullah**  
**Vice Chancellor of Universiti Malaysia Sabah**
- 7.30 p.m : Recitation of Doa
- 7.35 p.m : **Welcoming Address by the Conference Chair of IBBC 2016**  
**Assoc. Prof. Dr. Raman Noordin**  
**Dean of Faculty of Business, Economics and Accountancy, UMS**
- 7.45 p.m : Dinner Course
- 8.00 p.m : Cultural Performance
- 8.30 p.m : **Presentation of Best Paper Awards**
- 9.30 p.m : Photo Session and Adjourned

## Conference Programme Day 2

**Date** : 8th September 2016 (Wednesday)

**Time** : 8.00 a.m

**Venue** : Banquet Hall, Chancellor Hall, Universiti Malaysia Sabah

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- 8.00 a.m – 8.30 a.m : Arrival of presenters and participants
- 8.30 a.m – 10.30 a.m : **Concurrent Session 2**
- 10.30 a.m : Coffee Break
- 11.00 a.m – 1.00 p.m : **Concurrent Session 3**
- 1.00 p.m : Lunch Break
- 2.00 p.m – 3.30 pm : **Concurrent Session 4**
- 3.30 p.m : Campus Tour
- 5.00 p.m : End of Programme



### Concurrent Session Chairperson

CHAIRPERSON	PAPER TRACK	SESSION	TIME
<b>DAY 1: Wednesday</b>		<b>7 September</b>	
<b>Amer Azlan Abdul Jamal</b>	Accounting/Finance/Banking	I (A)	<b>1400</b>
<b>Assoc. Prof. Dr. Mohani Abdul</b>	Marketing	I (B)	<b>1400</b>
<b>Dr Kabiru Maitama Kura</b>	Management	I (C)	<b>1400</b>
<b>Dr. James Alin</b>	Economics	I (D)	<b>1400</b>
<b>Day 2: Thursday</b>		<b>8 September</b>	
<b>Dr. Noor Fzlinda Fabeil</b>	Entrepreneurship	II (A)	<b>0830</b>
<b>Dr. Lau Chee Kwong</b>	Management	II (B)	<b>0830</b>
<b>Dr. Lee Hock Ann</b>	Economics	II (B)	<b>0830</b>
<b>Dr Athula Gnanapala</b>	Tourism	II(D)	<b>0830</b>
<b>Dr. Rahat Ullah</b>	Marketing	III (A)	<b>1100</b>
<b>Dr. Mohd. Rahimie Abdul Karim</b>	Accounting / Finance / Banking	III (B)	<b>1100</b>
<b>Dr. Tini Maizura Mohtar</b>	Tourism	III (C)	<b>1400</b>
<b>Assoc. Prof. Dr Farid Sufian Shuib</b>	Marketing & Entrepreneurship	IV (A)	<b>1400</b>
<b>Dr. Zaiton Osman</b>	Accounting/Finance/Economics	IV (B)	<b>1400</b>

**Concurrent Session I (A)****DAY 1****Wednesday, 7 September 2016****Time: 1400 – 1600****Paper Track: Accounting/Finance/Banking****Session Chairperson: Amer Azlan Abdul Jamal****Paper Title and Author(s)**

<b>PAPER TITLE</b>	<b>AUTHOR(S)</b>
<b>Pemilikan Keluarga Dan Kualiti Pelaporan Kewangan : Pengaruh Kepakaran Kewangan Dan Perundangan Jawatankuasa Audit</b>	<b>Wan Norazah Binti Mamat @ Wan Mahmud Romlah Binti Jaafar</b>
<b>Influential Factors Towards Audit Retention In Sabah</b>	<b>Zubaidah Mohd Ali Rasid Mail</b>
<b>Intellectual Capital Disclosure And Information Asymmetry: Recent Evidence From Nigerian Economy</b>	<b>Mutalib Anifowose Hafiz Abd Majdi @Abdrasid Hairul Azlan Bin Annuar</b>
<b>Does Firm's Corporate Capital Structure Change Have An Impact On Its Corporate Performance?</b>	<b>Josephine Yau Audrey Liwan Janifer Lunyai Jerome Kueh Teoh Ker Li</b>
<b>The Mediating Effect Of Financial Attitude On Financial Literacy And Students' Savings Behavior: The Case Of Universiti Malaysia Sabah</b>	<b>Amer Azlan Abdul Jamal Wijaya Kamal Ramlan Mohd Rahimie Abdul Karim Rosle Mohidin Zaiton Osman</b>

**DAY 1****Wednesday, 7 September 2016****Time: 1400 – 1600****Paper Track:****Marketing****Session Chairperson:****Assoc. Prof. Dr. Mohani Abdul****Paper Title and Author(s)**

<b>PAPER TITLE</b>	<b>AUTHOR(S)</b>
<b>The Perception of Malaysian Consumers on the Importance of Halal Logo in their Purchasing Decision</b>	<b>Mohani Abdul Mastora Yahya Siti Aiesya Kamarulzaman</b>
<b>Attitudes Toward Advertising – A Critical Review</b>	<b>Muhammad Talha Salam Nazlida Binti Muhamad Vai Shiem Leong</b>
<b>Measurement Development Process Of Normalization For The Quantitative Perspective In Smartphone Green Practice (Energy Conservation)</b>	<b>Wong Ling Chai Oswald Aisat Igau Stephen L. Sondoh Jr.</b>
<b>Faktor Yang Mempengaruhi Harga Kediaman Di Keningau, Sabah</b>	<b>Hardiman Jaslan Aliakbar Bin Gulasan Surianshah Bin Kadir</b>
<b>Complaint Behaviour by Generations: A Qualitative Inquiry From Mother-Daughter Perspectives</b>	<b>Ernest Cyril de Run Hiram Ting Hai-Ee Tan Huat Wei Huang</b>

# Concurrent Session I (C)

DAY 1

Wednesday, 7 September 2016

Time: 1400 – 1600

**Paper Track:** Management

**Session Chairperson:** Dr Kabiru Maitama Kura

## Paper Title and Author(s)

PAPER TITLE	AUTHOR(S)
The Effectiveness of Knowledge Management towards Organisational Performance of Internet Business in Malaysia	Sabrinah Adam Batiah Mahadi
Impact Of Organizational Culture And Job Attitude On Employee Performance (A Case Of A Sri Lankan Apparel Firm)	I.A. Ekanayake R.V.C.L. Rajapaksha
Non-Financial Factors Of Employee Engagement Outcomes In SME Business In Malaysia: A Qualitative Inquiry Among Top Managers	Safiah Rashid Mohd Amy Azhar Mohd Harif
Theory of Planned Behaviour as a Model of Dishonest Academic Behaviours among Students of Federal Polytechnic Kaura Namoda, Nigeria: A Pilot Study	Kabiru Maitama Kura
The Mediating Effect Of Financial Attitude On Financial Literacy And Students' Savings Behavior: The Case Of Universiti Malaysia Sabah	Amer Azlan Abdul Jamal Wijaya Kamal Ramlan Mohd Rahimie Abdul Karim Rosle Mohidin Zaiton Osman

# Concurrent Session I (D)

DAY 1

Wednesday, 7 September 2016

Time: 1400 – 1600

**Paper Track:**

**Economics**

**Session Chairperson:**

**Assoc. Prof. Dr. Evan Lau**

## Paper Title and Author(s)

PAPER TITLE	AUTHOR(S)
<b>Barriers in the Incorporation and Implementation of Sustainable Development in Malaysia</b>	<b>Nadzirah Zainordin</b>
<b>The Nexus between Financial Development and Environmental Degradation in ASEAN-5</b>	<b>Rossazana Ab-Rahim Muhd Asraf Abdullah Sang Sook-Fah</b>
<b>Twin Deficits and Debt in ASEAN-5 Countries: Panel Data Analysis</b>	<b>Jerome Kueh, Muhammad Asraf Abdullah Josephine Yau Audrey Liwan</b>
<b>The Effect Of Valued-Added Tax on Income Inequality: The Moderating Role of Country Governance</b>	<b>Sok-Gee Chan, Zulkufly Ramly</b>
<b>Fiscal Reaction Function: Empirical Evidence from Malaysia, Thailand And The Philippines</b>	<b>Evan Lau Alvina Lee Syn-Yee</b>

**Concurrent Session II (A)****DAY 2****Thursday, 8 September 2016****Time: 0830 – 1030****Paper Track:****Entrepreneurship****Session Chairperson:****Dr. Noor Fzlinda Fabeil****Paper Title and Author(s)**

<b>PAPER TITLE</b>	<b>AUTHOR(S)</b>
<b>The Effect of Industry Structure on Small and Medium Enterprises' Market Orientation</b>	<b>Jeen Wei Ong Hishamuddin Ismail Peik Foong Yeap</b>
<b>Corporate Social Entrepreneurship: A Mechanism for Greater Social Value Creation</b>	<b>Jeen Wei Ong</b>
<b>Kota Kinabalu's Street Food Vendors: An Exploratory Study Of Informal Sector Entrepreneurs</b>	<b>Sorayah Nasip Rini Suryati Sulong</b>
<b>The Mandate, Entrepreneurship Education Matching Order: to promote and enhance entrepreneurial intention among Tertiary students in Nigeria</b>	<b>Adima Julius Osaremen Ramraini Ali Hassan</b>
<b>Exploring Factors for Small Business Start-up and Commercialisation: Qualitative Evidence from Handicraft Entrepreneurs in Sabah, Malaysia</b>	<b>Noor Fzlinda Fabeil Kamarul Mizal Marzuki Iklima Husna Abdul Rahim Khairul Hanim Pazim Juliana Langgat</b>

**Concurrent Session II (B)****DAY 2****Thursday, 8 September 2016****Time: 0830 – 1030**

**Paper Track:** Management  
**Session Chairperson:** Dr. Lau Chee Kwong

**Paper Title and Author(s)**

<b>PAPER TITLE</b>	<b>AUTHOR(S)</b>
<b>Managing Knowledge Workers In MSC Status Companies in Malaysia</b>	<b>Kasuma Nurhazwani Mohd Hatta</b>
<b>Effects Of CEO Power On Firm Performance In Malaysia</b>	<b>Yin Theng Wong Chee-Wooi Hooy</b>
<b>Challenges of Knowledge Transfer in Business Succession for Heritage Businesses</b>	<b>Jeen Wei Ong Gerald Guan Gan Goh Ezan Suhaila Ismail</b>
<b>Stakeholder Engagement and Stakeholders' Decision-Making – A Quantitative Study among Organisations in Malaysia</b>	<b>Lau Chee Kwong Lee Ling Kim</b>
<b>Fiscal Reaction Function: Empirical Evidence from Malaysia, Thailand And The Philippines</b>	<b>Evan Lau Alvina Lee Syn-Yee</b>

# Concurrent Session II (C)

DAY 2

Thursday, 8 September 2016

Time: 0830 – 1030

**Paper Track:** Economics  
**Session Chairperson:** Dr. Lee Hock Ann

## Paper Title and Author(s)

PAPER TITLE	AUTHOR(S)
The Sea Gypsies of Omdal Island, Semporna Sabah	James M. Alin Datu Razali Datuk D. Eranza
U.S. Monetary Expectations and Malaysian Macroeconomic Performance	Hock Ann, Lee Mei Syuen, Phang Hock Tsen, Wong
Examining The Influences Of Governance And Economic Development Level On Happiness: Case Of High Income Asia And Europe	Cathrine Chan Bao Hui, Muhammad Asraf Abdullah Jerome Kueh Audrey Liwan Rosita Hamdan
Tahap Kefahaman Dan Pengamalan Pembangunan Modal Insan Mengikut Perspektif Islam Dalam Kalangan Pensyarah Muda Di Universiti Malaysia Sabah	Kasim Mansur AmirulHamzah B Abdullah Dayangku Aslinah Abd. Rahim
Faktor Penglibatan Wanita Islam dalam Pasaran Buruh dan Implikasi Ekonomi: Kajian Kes di Pahang, Malaysia	Dayangku Aslinah Abd. Rahim Khairul Hanim Pazim Roslinah Mahmud



**Paper Track:****Tourism****Session Chairperson:****Dr Athula Gnanapala****Paper Title and Author(s)**

<b>PAPER TITLE</b>	<b>AUTHOR(S)</b>
<b>Nutrition Knowledge And Perception For Quality Improvement Of Food Served In Kafeteria Sihat Among Customers In Kota Kinabalu Public Healthcare</b>	<b>÷ Aizul Azri Azizan ÷ DG Khairunisa Ahmad Sapawi ÷ Cheah Yuen Kuan</b>
<b>Application of Work-Based Learning (WBL) in Hotel Industry</b>	<b>Naisah Ujin Tshin Lip Vui</b>
<b>Travel Motives, Perception and Satisfaction of Millennial Travellers: A Study in East Coast of Sri Lanka</b>	<b>W.K.A.C. Gnanapala A.M.J.A. Dharmasiri J.A.R.C. Sandaruwani</b>
<b>Motivation of Tourists towards Leisure Cycling Activities in George Town Heritage Sites</b>	<b>Erica Teng Hoi Chi Irhanida Abdul Kadir</b>
<b>Small Coastal Tourism Business Profiles And Preparedness Measures For Crisis In Samporna, Sabah</b>	<b>Izyanti Awang Razli Jennifer Kim Lian Chan Noor Fzlinda Fabeil</b>

# Concurrent Session III (A)

DAY 2

Thursday, 8 September 2016

Time: 1100 – 1300

**Paper Track:** Marketing  
**Session Chairperson:** Dr. Rahat Ullah

## Paper Title and Author(s)

PAPER TITLE	AUTHOR(S)
Trust, Perceived Value, Customer Satisfaction and Their Relation to Brand Loyalty	Wajiran Sinun Abdul Wahid Bin Mohd Kassim Oswald Igau Amran Harun Sulaiman Tahajudin
Consumers' Use Of Nutrition Labels On Foods Product's Package	Janifer Lunyai Josephine Yau Audrey Liwan Lee Liang Chiat
Non-traditional Teaching cases: Options and opportunities	Muhammad Talha Salam
The Relationship between Emotional Intelligence, Spiritual Intelligence, Burnout and Service Quality of Flight Attendants in Malaysia	Tan Pei Kian Pui Hwei Yoong Cedric Choong Ee Chun
Mining Emotions from Customer Reviews for Box Office Movies	Rahat Ullah Azaze @ Azizi Abdul Adis Mohd Rizwan Abdul Majid

## Concurrent Session III (B)

DAY 2

Thursday, 8 September 2016

Time: 1100 – 1300

**Paper Track:** Accounting/Finance/Banking  
**Session Chairperson:** Dr. Mohd. Rahimie Abdul Karim

### Paper Title and Author(s)

PAPER TITLE	AUTHOR(S)
Effect of Ownership Structure on Sukuk Rating	Mohamed Abulgasem Elhaj Nathasa Mazna Ramli Nurul Aini Muhamed
Local Investors' Trading and the Aggregate Liquidity of Malaysian Stock Market	Ping-Xin Liew Kian-Ping Lim Kim-Leng Goh
Sources and management of funds for Islamic Deposit Insurance System (IDIS): An evaluation of the existing models and proposal for new structures	Ahcene Lahsasna
Kerelevanan Nilai Maklumat Rizab Penyamaan Keuntungan Dalam Sektor Kewangan Islam Di Malaysia	Temson Tunick Norman Bin Mohd. Saleh
Factors Influencing The Customers' Satisfaction In Using The Online Banking Service Amongst Bank Customers In Kota Kinabalu	Mohd Rahimie Abd Karim Rukidah binti Ruddin Rosle Mohidin Amer Azlan Abdul Jamal Azmi Abd Majid

# Concurrent Session III (C)

DAY 2

Thursday, 8 September 2016

Time: 1400 – 1530

**Paper Track:** Tourism

**Session Chairperson:** Dr. Tini Maizura Mohtar

## Paper Title and Author(s)

PAPER TITLE	AUTHOR(S)
Community tourism development: Propositions based on empirical evidence from Sri Lanka	Iraj Ratnayake Azilah Hashim
A Preliminary Study on Meal Provision at Mantanani Island Homestay Programme	Yuzainy Janin Arif @ Kamisan Pusiran Kamarul Mizal Marzuki
An Insight into Gen-Y's Career Preference Towards Hospitality Service Industry	Jakaria Dasan Jennifer Chan Kim Lian Sharija Che Shaari
Indigenous Entrepreneurs And Ecotourism Product: Success Or Collapse?	A.M Dyg Affizzah Nadzira M.T Salbiah E A.B Nor Afiza
Tourism Business Preparedness Towards Crisis in Sabah Coastal Destination: A Preliminary Study	Tini Maizura Mohtar Arif @ Kamisan Pusiran Kamarul Mizal Marzuki Yuzainy Janin

# Concurrent Session IV (A)

DAY 2

Thursday, 8 September 2016

Time: 1400 – 1530

**Paper Track:** Marketing & Entrepreneurship  
**Session Chairperson:** Assoc. Prof. Farid Sufian Shuaib

## Paper Title and Author(s)

PAPER TITLE	AUTHOR(S)
Social Media Adoption In Agriculture Organization In Malaysia: A B2B Approach	Ming Fook, Lim Stephen Laison Sondoh Jr Oswald Aisat Igau
The Contribution Of Normalization Theory In Strengthening The Predictive Power Of Theory Planned Behavior Toward The Actual Behavior Of Smartphone's Green Practice	Wong Ling Chai Oswald Aisat Igau Stephen Laison Sondoh Jr
Kajian Awalan Perhubungan Diantara Kemajuan Kerjaya Dan Kepuasan Kerja: Kajian Terhadap Skim Perkhidmatan Tertutup' Di Sektor Awam Malaysia	Mohammad Chin Prof. Dr Syed Azizi Wafa Dr. Ramraini Ali Hassan
Views On Film Censorship By Films Practitioners In Malaysia And Bangladesh: Some Preliminary Findings	Farid Sufian Shuaib Md Zahidul Islam
Keusahawanan Melayu Pada Suku Akhir Abad Ke-18: Sorotan Kajian Berdasarkan Koleksi Surat Menyurat Francis Light	Ibrahim Ahmad

# Concurrent Session IV (B)

DAY 2

Thursday, 8 September 2016

Time: 1400 – 1530

**Paper Track:** Accounting/Finance/Economics

**Session Chairperson:** Dr. Zaiton Osman

## Paper Title and Author(s)

PAPER TITLE	AUTHOR(S)
Motivation Factors in Engaging into Bridge Employment: A Preliminary Study	Zaiton Osman Grace Phang Ing Izyanti Awang Razali
The Effect of Board Structure on Local Bank Performance. Does Board Commitment Matters?	Ng Wei Chien Hooy Chee-Wooi
The Convergence of Malaysia Banking Sector	A.M. Dyg Affizzah Rossazana Ab. Rahim Muzafar Shah Habibullah
Partial Liberalization of Cabotage Policy- What's in it for the Sabahan?	James, M. Alin
Kecekapan Faktor Menyeluruh Dalam Sektor Pembuatan Di Negeri Sabah	Roslan Gimba Wong Hock Tsen Mori Kogid

## **ABSTRACTS IN ORDER OF PRESENTATION**

**PEMILIKAN KELUARGA DAN KUALITI PELAPORAN KEWANGAN : PENGARUH  
KEPAKARAN KEWANGAN DAN PERUNDANGAN JAWATANKUASA AUDIT**

**Wan Norazah Binti Mamat @ Wan Mahmud<sup>1</sup>, Romlah Binti Jaafar<sup>2</sup>**

<sup>1</sup>*Politeknik Kota Kinabalu*

<sup>2</sup>*Universiti Kebangsaan Malaysia*

**ABSTRAK**

Kajian ini mengkaji pengaruh kepakaran kewangan dan perundangan jawatankuasa audit ke atas hubungan pemilikan keluarga dengan kualiti pelaporan kewangan. Berdasarkan kepada 242 buah firma yang tersenarai di papan utama Bursa Malaysia pada tahun 2013, firma pemilikan keluarga menunjukkan hubungan tidak linear dengan akruan boleh pilih hanya apabila jawatankuasa audit mempunyai kepakaran kewangan. Kepakaran perundangan didapati tidak memberi kesan yang signifikan ke atas hubungan pemilikan keluarga dengan akruan boleh pilih. Dapatan kajian ini mencadangkan dalam pemilikan keluarga rendah, jawatankuasa audit yang mempunyai kepakaran kewangan dapat melaksanakan fungsi pemantauan dengan lebih efektif. Namun, pemilikan keluarga tinggi mewujudkan kesan *entrenchment* akibat dominasi pemegang saham keluarga, yang menyebabkan kepakaran jawatankuasa audit bukan faktor yang efektif untuk menghalang aktiviti pengurusan perolehan. Bilangan kepakaran perundangan dalam jawatankuasa audit yang rendah dalam firma Malaysia berkemungkinan merupakan faktor yang mendorong kepada ketidaksignifikan interaksi kepakaran perundangan jawatankuasa audit dan pemilikan keluarga dengan akruan boleh pilih.

**Kata Kunci:** *Pemilikan Keluarga, Tadbir Urus, Akruan Boleh Pilih, Jawatankuasa Audit*



# INFLUENTIAL FACTORS TOWARDS AUDIT RETENTION IN SABAH

Zubaidah Mohd Ali & Rasid Mail

Universiti Malaysia Sabah

## ABSTRACT

Audit process is an important part of an organizational management. Its organizational roles are clearly stipulated in regulatory structure at the institutional and organizational level, in the form of acts, procedures, code of conduct, ethics and many other forms. It is in line with the importance of audit process in corporate governance, quality assurance, risk management and other aspect of organization management. As such the appointment, retention and switching of external auditor have always been an issue among practitioners and researchers. It is due to their related cost and consequences to the organization in particular and repercussion to the discipline in particular. For example, audit retention has always been debated in relation to the audit performance, efficiency of organizational management, agency problems, auditor and profession reputation and many others. Therefore related issues such as factors those influential to the decision to retain external auditor have becoming subject of interest of many for years. They are deemed to be important as the auditor, the managers, stakeholders, and public at large might interested to know as to correlate them to the expected quality of auditors and their services. Many influential factors have been put forward by researchers around the world. However, in the context of this research evidence to support such a claim in Sabah is hardly available despite the fact that auditors' role in Sabah is becoming more and more important as the industrial and commercial activities are growing faster in the State. In relation to that, this research presents a conceptual framework of an investigation process to examine the influential factors that contribute to the decision to retain auditor among industrial players in Sabah. It aims at informing researchers and practitioners about the factors that the industrial players considered in making decision to retain their respective auditors.

**Keywords:** *Audit, Audit Retention*

## INTELLECTUAL CAPITAL DISCLOSURE AND INFORMATION ASYMMETRY: RECENT EVIDENCE FROM NIGERIAN ECONOMY

Mutalib Anifowose, Hafiz Abd Majdi @Abdrasid & Hairul Azlan Bin Annuar International Islamic University Malaysia

## ABSTRACT

The aim of this study is to examine the value relevance of intellectual capital by analyzing the relationship between intellectual capital (IC) disclosure and information asymmetry of listed firms on main board of Nigerian Stock Exchange. This study applies the signalling theory in formulating hypothesis that guides the results analysis. By employing a two-step dynamic system generalized method of moments, and controlling for the possible endogeneity effect on the parameters estimated for a sample of 91 listed firms, this study examines the relationship between quality of IC disclosure and information asymmetry using data over the period of 2010 to 2014 financial years. The results show a significant negative association between overall IC disclosure and information asymmetry. This study recommends that management should be concerned with the adequate disclosure of IC related information as it affects the capital market activities and investors investment decisions. The study is first to consider the IC disclosure study across all sectors in the Nigerian economy using two-step system generalized method of moment.

**Key Words:** *Intellectual Capital, Disclosure, Information Asymmetry, Share Price Volatility, Emerging Economy, Nigeria*

## DOES FIRMS' CORPORATE CAPITAL STRUCTURE CHANGE HAVE AN IMPACT ON ITS CORPORATE PERFORMANCE?

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### ABSTRACT

This study aims to examine the relationship between corporate financial structure change and the effect towards firm performance of the selected 505 public listed firms in Malaysia. It is tested in overall and also different economic period mainly the crisis period by using change of total debt, change of long term-debt, change of short-term debt and change of total equity as the proxy for corporate financial structure. Results show that changes in total equity had a consistent positive significant relationship with corporate performance except for the crisis period, whereas no significant relationship was found between all kinds of changes in debts with the corporate performance. We conclude that the relationship between changes in total equity with corporate performance is consistent with the Market Timing Theory and the insignificant results for changes in debt financing towards corporate performance is in line with MM theorem.

*Keywords: Capital Structure Change, Corporate Performance, Capital Structure Theories*

## THE MEDIATING EFFECT OF FINANCIAL ATTITUDE ON FINANCIAL LITERACY AND STUDENTS' SAVINGS BEHAVIOR: THE CASE OF UNIVERSITI MALAYSIA SABAH

Amer Azlan Abdul Jamal, Wijaya Kamal Ramlan, Mohd Rahimie Abdul Karim,  
Rosle Mohidin, Zaiton Osman  
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### ABSTRACT

Most economists believe that an increase in savings will flourish the growth of economic activities and further strengthening the economy of that particular nation. However, recent news report stated that household debts in Malaysia have gradually risen to 86.8% of its GDP, making it the most highly levered households in Asia. As a result, total household savings remained insufficient and they are mostly under prepared for retirement. What is more worrying is the young adults are reported to be the main group trapped into this financial complexity. This issue has raised concern on the needs to educate the young adults the fundamental value of supplementing their savings in order to ensure sufficiency of their future retirement income. With regard to savings behaviour, the needs of savings amongst individuals differ from one to another as a result of different mind-set, behaviour, knowledge, and social environment. The research intends to (i) investigate the determinants of savings behaviour of UMS students; and to (ii) examine the mediating effect of attitude towards the relationship between financial literacy and saving behaviour. Structured questionnaires were distributed to 630 UMS undergraduate using convenient sampling technique. Structural equation modelling was applied using the SMART-PLS software v.2.0 to execute the analyses. Results revealed that family involvement, peer influence, self-control and financial literacy plays an important role in nurturing students' savings behaviour. In addition, students are said to have more favourable financial attitude when they are financially literate. Financial attitude however, does not have the mediation effect on the relationship between financial literacy and savings behaviour.

*Keywords: Financial Literacy, Saving Behaviour and Personal Financial Planning*

**THE PERCEPTION OF MALAYSIAN CONSUMERS ON THE IMPORTANCE OF HALAL LOGO IN THEIR PURCHASING DECISION**

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<sup>1</sup>*Universiti Putra Malaysia*

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**ABSTRACT**

Often the perceptions of Muslim consumers are taken for granted by the Muslim producers and they assume the product will be acceptable among Muslims. Hence, this paper looks into the perception of Muslim consumers in Malaysia on how important has the presence of *halal* logo on the packaging of food and beverages (F&B). Further, this study investigates how these consumers' perceptions affects their purchasing decision. A total of 1000 sets of self-administered questionnaires were randomly distributed among consumers throughout Malaysia. To achieve the stipulated objectives, the simple mean analysis and factor analysis were performed. The findings revealed that indeed the respondents were very concerned on the halal status of their food, exemplified through the presence of halal logo on the packaging and they were willing to spend more as long as the food are assured halal.

**Keywords:** *Perceptions, Halal Logo, Halal Branding, Malaysian Muslim Consumers*

**ATTITUDES TOWARD ADVERTISING – A CRITICAL REVIEW**

**Muhammad Talha Salam, Nazlida Binti Muhamad, Vai Shiem Leong**

*Universiti Brunei Darussalam*

**ABSTRACT**

The research on Attitudes toward Advertising has gained momentum within the field of consumer behavior amid a rapid evolution of media. This construct, Attitudes toward Advertising, has been researched from diverse approaches and in a variety of contexts. Although every new study quintessentially conducts literature review to identify gaps, there is no purposeful consolidation of literature on Attitudes toward Advertising. This qualitative paper is based on a critical review of existing literature on Attitudes toward Advertising and makes three distinct contributions. First, it shows that there is inadequate research on Asian markets compared to the Western markets on Attitudes toward Advertising. Secondly, it finds that the cultural differences have not been profoundly investigated in the existing research on Attitudes toward Advertising. Finally, it critically investigates suitability of one particular model for future research. Pollay and Mittal (1993) has been identified as a robust framework for future research in Attitudes toward Advertising.

**Keywords:** *Advertising, Attitudes toward Advertising, Culture, Literature Review*

# MEASUREMENT DEVELOPMENT PROCESS OF NORMALIZATION FOR THE QUANTITATIVE PERSPECTIVE IN SMARTPHONE GREEN PRACTICE (ENERGY CONSERVATION)

Wong Ling Chai, Oswald Aisat Igau, Stephen L. Sondoh Jr.  
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## ABSTRACT

This paper intends to give a case for building up an estimation scale by utilizing Smartphone's Green Practice (Energy conservation) as a case. In order to fulfill the aim, both qualitative and quantitative methods are employed in 8 fundamental stages recommended by Churchill (1979). At least 30 in-depth interviews which produced 35 items that described user perceptions. Next, a quantitative study was embraced to purify the scale items, examine dimensionality, reliability, factor structure and validity. SPSS version 21<sup>st</sup> will be applied for Exploratory Factor Analysis and Confirmatory Factory Analysis. After the detail statistical analysis, 16-itemed scale with six factors emerged. The final section of this paper will end by discussion and limitations.

**Keywords:** *Measurements Development, Smartphone Green Practice, Normalization*

## FAKTOR YANG MEMPENGARUHI HARGA KEDIAMAN DI KENINGAU, SABAH

Hardiman Jaslan, Aliakbar Bin Gulasan, Surianshah Bin Kadir  
*Universiti Malaysia Sabah*

## ABSTRAK

Di Negara Malaysia pembangunan yang pesat telah memberikan pengaruh yang besar terhadap harga kediaman di sabah. Kajian ini bertujuan untuk mengetahui faktor makro dan faktor mikro yang memberikan kesan besar terhadap harga kediaman di keningau sabah. Oleh itu, untuk mengetahui faktor tersebut kajian ini menggunakan kaedah analisis kuantitatif. Dengan mengedarkan borang soal selidik kepada beberapa pihak pemaju dan kontraktor perumahan di keningau sabah. Ini kerana kedua-dua pihak merupakan pemain utama dalam projek pembinaan kediaman. Data kajian akan di analisis menggunakan *Statistical Package For Social Science* (SPSS). Bagi mengkaji faktor utama yang mempengaruhi harga kediaman di keningau, penggunaan analisis kekerapan,peratusan dan min akan digunakan dalam kajian ini yang bertujuan mengenal pasti faktor utama sama ada makro atau mikro berdasarkan kepada skor min. Dapatan kajian mendapati faktor makro iaitu harga bahan binaan merupakan punca utama kepada peningkatan harga kediaman di Bandar keningau, sabah manakala faktor mikro ialah faktor lokasi kediaman yang mempengaruhi harga kediaman. Namun kedua-dua faktor makro dan mikro ini boleh berubah-ubah berdasarkan kepada ketidaktentuan pasaran dan faktor permintaan terhadap kediaman. Secara keseluruhannya terdapat pelbagai faktor utama yang mampu mempengaruhi harga kediaman di keningau,sabah. Namun kesemua faktor ini bukannya faktor kekal. Oleh itu peranan kerajaan penting dalam memastikan keperluan terhadap kediaman bagi rakyat Malaysia dapat direalisasikan.

**Katakunci:** *Keningau, Makro Dan Mikro, Harga Rumah*

# COMPLAINT BEHAVIOUR BY GENERATIONS: A QUALITATIVE INQUIRY FROM MOTHER-DAUGHTER PERSPECTIVES

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## ABSTRACT

Despite the abundance of marketing literature on consumer complaint behaviour, little is done to explicate such behaviour from generational perspectives. How the older and younger groups complain, and whether the latter learn or inherit behavioural values from the former through observation remain unknown. Using theories pertinent to complaint behaviour and social learning theory as the basis, the present study aims to look into complaint behaviour between two generations, namely the mothers and the daughters. A qualitative approach using dyad interview was employed in Sarawak to gain insights not only about their respective complaint behaviour but also its similarities and differences simultaneously. Subsequently, five pairs of mothers and daughters were interviewed. All interviews were transcribed and analyzed using content analysis. The findings show that while the mothers would most likely seek redress in person, complain to others verbally and take no action, the daughters tend to seek redress and tell others about it using electronic media. The study thus serves as a precursor to future investigation on complaint behaviour by different family members and the potential transmission of behavioural values between generations. Practical implication is provided.

**Keywords:** *Generation, Transmission, Complaint Behaviour, Qualitative, Dyad Interview*

**THE EFFECTIVENESS OF KNOWLEDGE MANAGEMENT TOWARDS  
ORGANISATIONAL PERFORMANCE OF INTERNET BUSINESS IN MALAYSIA**

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*Universiti Teknologi Malaysia*

**ABSTRACT**

In today's digital economy, rapid access to knowledge is critical to the success of many organisations. The Internet is a form of information and communication technology that is combined with other network technologies and services, which constructs a digital environment that consistently creates new knowledge, quickly disseminates it, and applies it to organisations. Thus, due to this characteristic, the Internet is profoundly changing knowledge management (KM), and the World Wide Web has promoted KM from a trend to the Internet business reality. KM is known as a tool that seems to gain a more relevant role as managing knowledge and information has become increasingly critical to all companies. The implementation of KM within organisations is among the key factors in ensuring organisational success and providing benefits such as improved efficiency, improved competency, and better decision-making, particularly in the Internet-based context in local organisations. The assumption underlying the use of virtual KM is that by locating and sharing useful knowledge, organisational performance will improve, particularly in the digital environment. Several researchers suggest the important role of KM in Internet business. However, the extent of KM contribution to the performance of Internet business is yet to be established due to lack of empirical evidence. Furthermore, KM effectiveness can only be conceived as the effectiveness of an organisation in managing the knowledge acquired, shared, and applied by the Internet entrepreneurs. Based on this issue, this paper aims to bridge the gap between KM and Internet business performance literature by providing a conceptual framework for KM effectiveness specific for Internet business. Therefore, the objectives of this paper are to develop a conceptual framework related to KM effectiveness and to identify the relationship between KM effectiveness and performance achievements in Internet-based context. The expected result of this research will provide potential benefits to Internet entrepreneurs and enhance the performance of Internet business accordingly. This could be achieved by implementing the effective KM and reinforce its importance as an integrated Internet business tool.

**Keywords:** *Knowledge Management, Knowledge Acquisition, Knowledge Sharing, Knowledge Application, Organisational Performance, Internet Business*

## **IMPACT OF ORGANIZATIONAL CULTURE AND JOB ATTITUDE ON EMPLOYEE PERFORMANCE (A CASE OF A SRI LANKAN APPAREL FIRM)**

**I.A. Ekanayake & R.V.C.L. Rajapaksha**  
*Sabaragamuwa University of Sri Lanka*

### **ABSTRACT**

The apparel industry has been the largest portion of Sri Lanka's economy for decades and has uplifted the country into a middle-income country while utilizing the talented labour force. Therefore, labour intensive apparel industry highly depends on the performance of their employees. This study was aimed to examine the effect of the organizational culture and job attitude on Employee Performance (EP) of machine operators of apparel industry. 218 machine operators were taken as the sample of research study. The data were collected by a survey questionnaire distributed to the production lines. Hypotheses were simultaneously tested on the sample after running a multiple regression model. The regression analysis provided empirical evidence in support of the two hypotheses. The study reveals that only organization culture has significant positive impact on employee performance. Hence higher managerial level should enhance cohesiveness, collaboration and commitment by admiring employees' ideas and innovativeness.

**Keywords:** *Employee empowerment, Employee performance, Job Attitude, Organizational Culture*

## **NON-FINANCIAL FACTORS OF EMPLOYEE ENGAGEMENT OUTCOMES IN SME BUSINESS IN MALAYSIA: A QUALITATIVE INQUIRY AMONG TOP MANAGERS**

**Safiah Rashid & Mohd Amy Azhar bin Mohd Harif**  
*Universiti Utara Malaysia*

### **ABSTRACT**

Employee engagement has been recognized to have positive consequences in all facets of any business of any sizes including organizational success. Engaged employees within an organization provide a competitive advantage to organizations. Higher level of employee engagement are associated with various desirable organizational outcomes. This study attempts to unlock important organizational level outcomes of employee engagement from the perspective of SMEs top managers in Malaysia. A sample of ten respondents participated in this study using snowball sampling technique. Five non-financial factors were identified from the literature. Data were gathered using converging interviewing technique through a series of interviews. A content analysis method was used to interpret and analyze the findings. Findings on the non-financial factors were consistent with the literature. Nevertheless, findings on the most important non-financial factors to SMEs has reveal that customer satisfaction instead of employee retention is the most important non-financial factor to SMEs.

**Keywords:** *Employee Engagement, Non-Financial Factors, SMEs, Qualitative Research, Malaysia*

# THEORY OF PLANNED BEHAVIOUR AS A MODEL OF DISHONEST ACADEMIC BEHAVIOURS AMONG STUDENTS OF FEDERAL POLYTECHNIC KAURA NAMODA, NIGERIA: A PILOT STUDY

**Kabiru Maitama Kura**

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## ABSTRACT

High incidence of dishonest academic behaviours, such as cheating, plagiarism, and exchange of sex for better grades has become a major concern for stakeholders of the higher education system in Nigeria. This problem has reached a point where public confidence in the integrity and quality of graduates may be eroded. Research shows that understanding the underlying antecedents of dishonest academic behaviours among students has become imperative to the survival of every educational institution. This pilot study examined the relationships among attitude, subjective norms, perceived behavioural control, and dishonest academic behaviours among 100 students of Federal Polytechnic Kaura Namoda, Nigeria. Results showed that attitude and perceived behavioural control were related to dishonest academic behaviours. On the contrary, Subjective norms were not found to be significantly related to dishonest academic behaviours. Practical implications of these findings and suggestions for future research are discussed.

**Keywords:** *Dishonest Academic Behaviours, Federal Polytechnic, Kaura Namoda, Theory of Planned Behaviour, Tetfund IBR*



DAY 1

Wednesday, 7 September 2016

Time: 1400 – 1600

Paper Track: Economics

**BARRIERS IN THE INCORPORATION AND IMPLEMENTATION OF SUSTAINABLE DEVELOPMENT IN MALAYSIA**

**Nadzirah Zainordin**

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**ABSTRACT**

Nowadays, as the world population growths increase significantly, the needs of more haven, buildings, and other infrastructure become major agenda for Malaysian as developing country. As continues developing country, Malaysia is the one adopting sustainable development as one of the national agenda. One of the most important aspects that play an important role in achieving sustainable development country is implementing sustainable construction and design practices into Malaysian construction industry. This study concerns the essential elements of sustainable development adopting in Malaysia and after that, the barrier in the incorporation and implementation in Malaysian - practitioner, time and cost perspective in construction industry has been discussed. The element identification process was collected through intensive literature study. This study involved all the expertise who has strong background in sustainable development. The research conducted via questionnaire and direct interview, which is to obtain their response through these issues. From the data collection and analysis, as conclusion, a number of strategies and policies need to developed and tight in the current policies in order to achieve the sustainable construction. From this research as well, other relevant issue such as economic and social issue also has been discuss together to make sure our construction industry can adopt new technology implementation without compromising with quality and standard of building itself.

**Keywords:** *Sustainable Development, Building element, Constraint factor*

# THE NEXUS BETWEEN FINANCIAL DEVELOPMENT AND ENVIRONMENTAL DEGRADATION IN ASEAN-5

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## ABSTRACT

This study investigates the relationship between financial development and environmental degradation in ASEAN-5 countries namely Indonesia, Malaysia, Philippines, Singapore, and Thailand over the period of 2000 to 2012. The Panel Unit Root test, Panel Cointegration test, Vector Error Correction Model (VECM) Granger Causality, and Fully Modified Ordinary Least Square (FMOLS) are used in this study to examine the short-run and the long-run as well as the causality relationship among the variables. Variables employed in this study are carbon dioxide emissions, foreign direct investment, domestic credit, and market capitalization. The empirical findings show that all the variables are stationary at order  $I(1)$  and there is a cointegration relationship among the variables. The results show that there is a bidirectional causality relationship between the  $LCO_2$  and FDI. Meanwhile, there is a unidirectional causality running from  $LCO_2$  to DC, MC to FDI, and MC to DC respectively. The strong policy and institution structures are suggested to improve environmental degradation through new technologies and financial development and financial reforms play a role in protecting the environment.

**Keywords:** *Financial development, Environmental Degradation, ASEAN*

## TWIN DEFICITS AND DEBT IN ASEAN-5 COUNTRIES: PANEL DATA ANALYSIS

Jerome Kueh<sup>1</sup>, Muhammad Asraf Abdullah<sup>1</sup>, Josephine Yau<sup>1</sup>, Audrey Liwan<sup>1</sup>, Sze-Wei Yong<sup>2</sup>

<sup>1</sup>*Universiti Malaysia Sarawak*

<sup>2</sup>*Universiti Teknologi MARA Malaysia, Sarawak Campus*

## ABSTRACT

In view of the globalization, current account deficit and fiscal deficit remain the concern among the policy makers. This is due to the importance of the fiscal policy in governing the current account deficit of a country. This study aims to investigate the Twin Deficits phenomenon in ASEAN-5 countries (Indonesia, Malaysia, Philippines, Singapore and Thailand). In addition, the interaction between Twin Deficits and public debt also included in this study to examine the effects of the fiscal policy on current account deficit when considering the different levels of public debt. Panel data analysis is adopted and the sample period covers from 2000-2014 using annually data. Empirical findings indicate that evidence of Twin Deficits can be observed in the ASEAN-5 countries. In terms of the public debt levels, existence of positive association between current account deficits and fiscal deficits only can be observed when the public debt level is considered high.

**Keywords:** *Twin Deficits, Public Debt, Panel Data*

# THE EFFECT OF VALUED-ADDED TAX ON INCOME INEQUALITY: THE MODERATING ROLE OF COUNTRY GOVERNANCE

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<sup>2</sup>International Islamic University Malaysia

## ABSTRACT

This study aims to examine the effect of Value-Added Tax (VAT) on income inequality. The study also investigates the roles of country governance as moderating variables between VAT on income inequality. The sample of study consists of 105 countries that have implemented the VAT system for the period of 1984-2014. Using System Generalized Method of Moments (GMM) the results suggest that higher VAT revenue reduce income inequality in countries with higher quality governance in terms of bureaucracy quality, democratic accountability, government stability, law and order, political risk rating and socioeconomic conditions. Therefore, our findings highlight that the redistributive effect of the VAT is contingent upon the quality of a country's governance structure otherwise the VAT is regressive and widens income inequality.

**Keywords:** *Value-Added Tax, Economic Efficiency, Institutional Quality, System-GMM, Panel Data*

# FISCAL REACTION FUNCTION: EMPIRICAL EVIDENCE FROM MALAYSIA, THAILAND AND THE PHILIPPINES

Evan Lau & Alvina Lee Syn-Yee

*Universiti Malaysia Sarawak*

## ABSTRACT

As with most of the East and Southeast Asian economies, the impact of 2008/09 global financial crisis has brought massive impacts for the world economy. The debt/GDP ratios in most of the economies rose significantly, thus putting the spotlight again on fiscal sustainability. This article aims to distinguish the reaction of the primary balance/GDP to changes in the debt/GDP to assess the fiscal sustainability in Malaysia, Thailand and the Philippines. In investigating how the respective governments react to the accumulation of debt, the article estimates fiscal reaction function which initiated by Bohn (1998) using Ordinary Least Square (OLS) and Vector Autoregression (VAR). The empirical analysis finds that based on past behaviour, fiscal policy in Malaysia, Thailand and the Philippines remain sustainable.

**Keywords:** *Fiscal Reaction Functions; Fiscal Sustainability; Malaysia; Thailand; Philippines*

**THE EFFECT OF INDUSTRY STRUCTURE ON SMALL AND MEDIUM ENTERPRISES' MARKET ORIENTATION**

Jeen Wei Ong<sup>1</sup>

Hishamuddin Ismail<sup>1</sup>

Peik Foong Yeap<sup>2</sup>

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**ABSTRACT**

Following our previous study's conclusion of a possible effect of strong buyers on SMEs' market orientation, this study aims to validate and expand the conclusion through examining the effect of five competitive industry forces on market orientation of SMEs. This study collects quantitative data from questionnaire survey. The measurement items for all variables are validated through a three-round content validity and a pilot study. In terms of data analysis, multiple linear regression analysis is used to test the effect of five competitive industry forces on three dimensions of market orientation. Statistical results show that the five competitive industry forces do affect market orientation. Threat of new entrants affects all three dimensions of market orientation, intensity of rivalry affects customer orientation and competitor orientation, supplier bargaining power affects interfunctional coordination and buyer bargaining power affects competitor orientation. Threat of substitute products does not have impact on market orientation.

**Keywords:** *Market orientation, Competitive Industry Forces, Small and Medium Enterprises, Malaysia*

**CORPORATE SOCIAL ENTREPRENEURSHIP: A MECHANISM FOR GREATER SOCIAL VALUE CREATION**

Jeen Wei Ong

Malaysia Multimedia University

**ABSTRACT**

This study argues that corporate social entrepreneurship is a more effective form of social entrepreneurship. Corporate social entrepreneurship is derived from combination of corporate entrepreneurship and social entrepreneurship. It denotes a broad idea of an existing corporation engage in innovation, business venturing and renewal to broaden the scope of corporation through inclusion of a social enterprise in its business portfolio. This study suggests that a social enterprise attached to a corporation creates higher value, operate with lower enterprise cost and needs to capture lower value to sustain its operation. These benefits are mainly derived from sharing of resources, capabilities and core competence with other businesses in corporation. Nonetheless, these benefits can only be realised when the social enterprise is related to core competence of corporation, top management of corporation is supportive to the social enterprise and existence of a systematic mechanism to facilitate sharing effectively and efficiently.

**Keywords:** *Corporate Social Entrepreneurship, Value Creation and Value Capture, Corporate Entrepreneurship, Social Entrepreneurship*

## KOTA KINABALU'S STREET FOOD VENDORS: AN EXPLORATORY STUDY OF INFORMAL SECTOR ENTREPRENEURS

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### ABSTRACT

Street vendors can be regarded as entrepreneurs that sell goods and/or services, usually from a non-permanent built-up structure. In most developing countries, street vendors can play an important role as the central actors in the growth of a country's informal sector. This qualitative study was conducted with the aim of observing and analysing real world experiences of entrepreneurs in the informal sector. Particularly, this preliminary case study of street food vendors in the Kota Kinabalu area focused on exploring entrepreneurial motivations as well as the issues faced by businesses in this sector. Using a case study approach and qualitative design, this study was conducted via in-depth interviews and on-site observation. Our study found that the majority of the entrepreneurs was motivated by pull-factors and consciously chose to be involved in this type of business activity. Nevertheless, they are faced with limited finance and opportunities in terms of skills development, as well as location issues. Therefore, we believe that this knowledge can be used towards developing relevant outreach and training programs for entrepreneurs involved in business in the informal sector. This is particularly important because a robust informal sector can supply jobs, boost entrepreneurial activity and assist in alleviating poverty that contributes to the overall economic development of a country.

**Keywords:** *Informal Sector; Street Food Vendors; Entrepreneurial Motivation, Entrepreneur*

## THE MANDATE, ENTREPRENEURSHIP EDUCATION MATCHING ORDER: TO PROMOTE AND ENHANCE ENTREPRENEURIAL INTENTION AMONG TERTIARY STUDENTS IN NIGERIA

Adima Julius Osaremen & Ramraini Ali Hassan  
*Universiti Malaysia Sabah*

### ABSTRACT

This present study aims to investigate the influence of two independent variables in promoting entrepreneurial intention among tertiary students in Nigeria, by examining the impacts the risk-taking propensity and pedagogical teaching method with the view to showcase the quantum of impact they have on the entrepreneurial intention. And to examine perceived importance of favorable business environment moderation effect, on the relationship between entrepreneurship education teaching variables and entrepreneurial intention among tertiary students. The respondent of this study constitutes 642 students from universities and polytechnics taking entrepreneurship studies in Nigeria. Structured questionnaire instrument is used in six tertiary institutions stratified into three strata. The Partial Least Square Structural Equation Modeling (PLS-SEM 3.2.4 version) (comprising the measurement model and the structural models) as a statistical tool used to analyzed the data. The result revealed active support for risk-taking propensity and pedagogical teaching method on the entrepreneurial intention among students of tertiary institutions in Nigeria. And interestingly, the moderating effect of perceived importance of favorable business environment was reported to have a favorable impact on the relationship between the risk-taking propensity and student entrepreneurial intention. Haven showcased the direct effect of the bound variables and the moderating influence as well, the implications and conclusions are drawn, and recommendations offered towards the ends of this investigation.

**Keywords:** *Entrepreneurship Education, Entrepreneurial intention, Favorable business environment, Job Creator, Job seekers, Unemployment, Mandate*

# EXPLORING FACTORS FOR SMALL BUSINESS START-UP AND COMMERCIALISATION: QUALITATIVE EVIDENCE FROM HANDICRAFT ENTREPRENEURS IN SABAH, MALAYSIA

Noor Fzlinda Fabeil, Kamarul Mizal Marzuki, Iklima Husna Abdul Rahim,  
Khairul Hanim Pazim, Juliana Langgat  
*Universiti Malaysia Sabah*

## ABSTRACT

This paper aims to understand in-depth, from the handicraft entrepreneurs' perspective how they first get involved in handicraft production, and how they make decisions about to move (or not) to formal commercialisation. The Malaysian Handicraft Development Corporation (MHDC Census, 2014) revealed that vast majority of handicraft entrepreneurs are operating as modest production, i.e. home-based and mainly part-time, which has always been regarded as low performance. The in-depth interviews therefore were conducted with 16 handicraft entrepreneurs in Kota Belud, Sabah to explore why this modest kind of production is so favoured among handicraft entrepreneurs in Malaysia, regardless of its perceived disadvantageous, and why some entrepreneurs commit to full-time production. The selection of the samples was based on two main performance criteria, which were assumed likely to provide different responses on the topic under investigation: (1) premises location (home-based and workshop-based) and (2) production status (part-time and full-time). The analysis of data was guided by initial conceptual framework relating to concept and theories on small business performance which allows similar data to be labelled under similar codes and categories. Overall, the in-depth interviews together with insights from the literature led to the identification of five sets of factors that may influence the start-up and factors that stimulated or inhibited the entrepreneurs to move to a greater level of commercialisation, namely personal background, personality traits, motivations, personal skills and support contexts. The findings of this qualitative fieldwork served as a basis for the development of a questionnaire for the large-scale survey in the future.

**Keywords:** *Small Business Start-up, Commercialisation, Performance, Handicraft Entrepreneurs*

**MANAGING KNOWLEDGE WORKERS IN MSC STATUS COMPANIES IN MALAYSIA**

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**ABSTRACT**

The emergence of knowledge economy has led to the development of organizations that leverage on specific knowledge to gain competitiveness in global business environment. Unlike traditional manufacturing and service organizations that focus mostly in utilizing tangible resources, e.g. money, material, machine, etc. to gain competitiveness, knowledge based organizations can only achieve in depth performance by effectively generating and applying useful knowledge through the collaboration of their employees. However, brain drain hinges the competitiveness, thus motivation of employees to retain them is vital. This talented and knowledgeable Malaysian workforce should be the backbone, but are not, contributing to the growth of Malaysia. Past research mainly discuss ways of attracting and wooing the knowledge workers abroad by updating the organization policy, improving education system in the country, offering incentives, as well as giving attractive benefits. This study fills the gap in the current literature by providing insights in terms of motivating and retaining knowledge workers based on Victor Vroom's Expectancy Theory. A motivated person depends on the degree that his or her expectancy of effort will lead to performance, performance will be rewarded, and the value of the rewards. Meeting employees' needs promotes motivation and therefore yields the best performance of the knowledge workers and consequently retaining them.

**Keywords:** *Knowledge Workers, Knowledge Management, Knowledge Workers Retention, Knowledge Workers Motivation*

**EFFECTS OF CEO POWER ON FIRM PERFORMANCE IN MALAYSIA**

**Yin Theng Wong & Chee-Wooi Hooy**  
*Universiti Sains Malaysia*

**ABSTRACT**

The main objective of this study is to investigate the effect of CEO power on firm performance. Firm performance is measured using Tobin Q and ROA. CEO power is proxied by using three different variables which are founder dummy, duality dummy and ownership variable. The sample study involves public listed companies in Malaysia ranging from year 2001 until year 2012. The regression results prove that only two CEO power proxies show negative and significant effect on Tobin Q. This is consistent with our hypothesis which suggests that when a company with CEO that possess high power, the firm performance will become deteriorate. All four control variables, which are firm size, firm age, leverage and number of segment show significant effects on Tobin Q. All the regression models in this study are robust to heteroskedasticity and multicollinearity problems. All CEO power proxies become insignificant towards ROA when ROA is used as alternative measure of firm performance. However, two of the proxies, which are founder dummy and ownership variables remain significant when financial crisis is controlled by using crisis dummy.

**Keywords:** *CEO Power, Firm Performance, Tobin Q, Malaysia*

## CHALLENGES OF KNOWLEDGE TRANSFER IN BUSINESS SUCCESSION FOR HERITAGE BUSINESSES

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### ABSTRACT

This article discusses challenges of knowledge transfer in the context of business succession among heritage businesses. Heritage businesses are important to ensure completeness of intangible cultural heritage for a community. Nonetheless, limited academic research has paid attention on this issue. Transfer of knowledge is important to business succession of heritage businesses as they based their operation heavily on craftsmanship. This article argues that the craftsmanship is mainly owned by the incumbent owners of the heritage businesses in the form of tacit knowledge. Thus, the strength of relationship between the incumbent owner and potential successor of the business and their desirability for business succession play important roles in deciding effectiveness of knowledge transfer. Lastly, this article acknowledges that the discussion in the article is mainly based on hypothetical nature. Scientific evidence from research is required to verify the arguments in this article.

*Keywords: Business Succession, Heritage Businesses, Knowledge Transfer, Craftsmanship*

## STAKEHOLDER ENGAGEMENT AND STAKEHOLDERS' DECISION-MAKING – A QUANTITATIVE STUDY AMONG ORGANISATIONS IN MALAYSIA

**Lau Chee Kwong & Lee Ling Kim**  
The University of Nottingham Malaysia Campus

### ABSTRACT

The role of stakeholders have become increasingly important nowadays, essentially with the occurrence of several events which have caused organisations to be accountable to more persons as compared to the past, when shareholders represent the centre focus of their businesses (van-Marrewijk, 2003). In recent years, we have witnessed how country leaders and international organisations have been actively propagating stakeholder engagement, citing that several benefits can be generated by doing so, for instance in Malaysia, Bursa Malaysia's action in repositioning their CSR Framework to include stakeholder value creation is one such example (The Malaysian Insider, 2015). Additionally, Bursa Malaysia has also been encouraging Malaysian organisations to practice transparency and prepare sustainability reports to facilitate their stakeholders' decision-making processes. As such, this study aims to uncover two questions, the first being whether benefits associated with stakeholder engagement will motivate Malaysian organisations to engage them and the second would be as stakeholders, are BSI and ethical practices part of their decision-making considerations. In short, we have found that several Malaysian organisations will engage their stakeholders because they are aware of the benefits and ethical practice in business does constitute part of their decision-making considerations.

*Keywords: Business Sustainability Initiatives, Stakeholder Engagement*



**THE SEA GYPSIES OF OMADAL ISLAND, SEMPORNA SABAH**

**James M. Alin & Datu Razali Datuk D. Eranza**

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**ABSTRACT**

Introduction Sea Gypsies are being displaced across borders, unable to practice indigenous nomadic way of life, while their ancestors' domain were enclosed by marine parks and replaced by tourism. Over the decades, some of fifty households of Sea Gypsies took refuge in Omadal Island, Semporna- the site of my population sampling. Existing literature are mostly on Statelessness (Malaysia and Indonesia is not a signatory to UN Conventions Relating to Status of Stateless Persons 1954 and on Reduction of Stateless 1966) of Sea Gypsies, arbitrary detention by the State and discriminations by "Others". This paper highlighted on why and how (semi) nomadic Sea Gypsies establish more reciprocal relationship with the Panglima rather than with the Outsiders. Methodology and Data Analysis –Fifty Nakura Luma (Head of household) including five Panglima (who abandoned nomadic life) were interviewed using structured questionnaire asking individual allocation of time for wage-work, household work or leisure; duration and nature of business dealing between the Panglima and Sea Gypsies. Descriptive statistics were explained using Patron-Client Game and Game of Cheating. Results –Sea Gypsies sell highly demanded sea cucumber, seaweed, abalone, rock lobsters below market price to the Panglima in return for a political patronage. Panglima use his political clout to stop eviction order (stilt houses of the Sea Gypsies is a squatters). Wealthier Panglima bribe the Security forces with "Kepala Raja" to release his arrested Client. Sea Gypsy need his Patron to act as intermediary in trading with Outsiders. Stateless and illiterate Sea Gypsies have no recourse to justice (court of laws) to enforce trading informal contracts.

**Keywords:** *Sea Gypsies, Omadal Island, Stateless, Panglima, Others, Patron-Client, Game of Cheating, Kepala Raja, Intermediary*

**U.S. MONETARY EXPECTATIONS AND MACROECONOMIC FLUCTUATIONS IN MALAYSIA**

**Hock-Ann Lee, Phang Mei Syuen & Wong Hock Tsen**

*Universiti Malaysia Sabah*

**ABSTRACT**

After the December 2015 interest rate hike for the first time in nearly a decade, the U.S. Federal Reserve is expected to further raise its interest rates gradually in the near term. Given the rate hike will likely take place against the backdrop of an ongoing U.S. recovery and highly accommodative monetary policies by other major central banks such as European Central Bank (ECB) and Bank of Japan (BoJ), a series of the U.S. rate hike is likely to transmit external shocks to Malaysia. This study aims to examine the effects of the expectations of the U.S. monetary policy on macroeconomic fluctuations in a small open economy, Malaysia. Using a structural VAR and monthly data for the period January 2000 – February 2016, this study suggests that Malaysian ringgit and industrial production are mostly affected by the U.S. financial market variables. In comparison, Malaysian's inflation is relatively less affected by the U.S. shocks as compared to oil price shocks. This study also finds that the exchange rate appears to be the main absorber of the U.S. shocks.

**Keywords:** *U.S. Monetary Expectations, External Shocks, Macroeconomic Fluctuations & Malaysia*

# EXAMINING THE INFLUENCES OF GOVERNANCE AND ECONOMIC DEVELOPMENT LEVEL ON HAPPINESS: CASE OF HIGH INCOME ASIA AND EUROPE

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## ABSTRACT

This study examines the association between governance and human development index with happiness using panel data fixed effect and random effect estimation approach. The findings from the study stresses the importance of good governance in influencing the increase in life satisfaction. It can be interpreted that good governance stimulates happiness in a positive manner. It is worth mentioning that good governance is crucial if the objective of the government is to raise life satisfaction of its citizens. The government in developed Asia and Europe can increase happiness and promote inequality through enhancement in the quality of governance. This can be done by ensuring good practices in managing the economy and resources of the country. However, the relationship between Human Development Index as a proxy for socio-economic achievement and happiness is inconclusive and not significant. This finding is not as expected because past studies have supported the significance of health and social connectedness on happiness for example Easterlin (2003). Nevertheless, control variables such as inflation and unemployment show negative associations with happiness which are in line with past literature for example Clark and Oswald (1994); Winkelmann and Winkelmann (1998); and Agan, Sevinc and Orhan (2009).

*Keywords: Governance, Human Development index, Happiness, Subjective Wellbeing*

## TAHAP KEFAHAMAN DAN PENGAMALAN PEMBANGUNAN MODAL INSAN MENGIKUT PERSPEKTIF ISLAM DALAM KALANGAN PENSYARAH MUDA DI UNIVERSITI MALAYSIA SABAH

Kasim Mansur, Amirul Hamzah B Abdullah, Dayangku Aslinah Abd. Rahim  
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## ABSTRAK

Kajian ini mengenal pasti perbezaan tahap kefahaman dan pengamalan Pembangunan Modal Insan (PMI) mengikut perspektif Islam berdasarkan faktor demografi dan faktor pekerjaan. Di samping itu, kajian ini juga cuba mengkaji hubungan dan pengaruh antara elemen pembangunan modal insan dengan kefahaman dan pengamalan pembangunan modal insan mengikut perspektif Islam di kalangan responden. Jumlah keseluruhan pensyarah muda (gred DS45) daripada bidang sains sosial di Universiti Malaysia Sabah (UMS) ialah seramai 93 orang. Daripada jumlah tersebut, seramai 31 orang atau 33 peratus telah memberi respons kepada soal selidik untuk kajian ini. Kajian ini menggunakan kaedah soal selidik yang mengandungi 44 soalan untuk mengukur semua elemen PMI mengikut perspektif Islam. Hasil kajian mendapati tiada perbezaan tahap kefahaman dan pengamalan PMI mengikut Islam berdasarkan faktor demografi dan pekerjaan kecuali bidang pengkhususan dan tahap pendidikan responden. Keputusan kajian dalam hubungan dan pengaruh elemen PMI dengan tahap kefahaman dan pengamalan PMI mengikut perspektif Islam menunjukkan hanya etika kerja Islam dan konsep buruh dalam Islam yang tidak mempunyai hubungan dan pengaruh dalam perkara ini. Kajian ini amat signifikan sebagai medium untuk menilai sejauh mana tahap kefahaman dan pengamalan PMI mengikut perspektif Islam di kalangan pensyarah berdasarkan apa yang telah mereka praktikkan. Elemen-elemen PMI mengikut Islam mampu mempengaruhi pembangunan sistem pendidikan Islam secara positif dan ini dapat memberi rangsangan dalam merealisasikan misi melahirkan modal insan kelas pertama.

*Katakunci: Modal Insan, Islam, PMI*

# FAKTOR PENGLIBATAN WANITA ISLAM DALAM PASARAN BURUH DAN IMPLIKASI EKONOMI: KAJIAN KES DI PAHANG, MALAYSIA

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## ABSTRAK

Kajian ini bertujuan untuk mengenalpasti faktor-faktor penglibatan wanita Islam dalam pasaran buruh di Malaysia. Selain lelaki, penglibatan wanita juga sangat penting dalam pembangunan dan perkembangan sosio-ekonomi negara. Di Malaysia, penyertaan wanita dalam pasaran buruh bukanlah satu perkara baru. Kadar penyertaan tenaga buruh wanita di Malaysia telah meningkat sebanyak 0.4% kepada 54.1% pada tahun 2015 daripada jumlah populasi wanita (15 tahun dan ke atas) di seluruh negara dan mencapai 58.0% dalam kategori umur utama (*prime age*), di antara 25 hingga 54 tahun (Jabatan Perangkaan Malaysia, 2015). Ini menunjukkan bahawa wanita juga menjadi sebahagian daripada tulang belakang negara dan sentiasa bekerjasama serta berganding bahu dalam menaiktaraf ekonomi Malaysia. Kajian ini merupakan satu kajian kes di Pahang, Malaysia. Seramai 94 orang responden wanita Islam daripada Felda Lurah Bilut, Bentong telah dipilih. Hasil kajian mendapati bahawa faktor-faktor seperti pendapatan isi rumah, pendidikan, bilangan anak dan jumlah tanggungan telah mempengaruhi keputusan wanita dalam menyertai pasaran buruh. Namun demikian, hanya bilangan anak sahaja yang mempunyai hubungan yang positif dan signifikan dengan penyertaan wanita dalam pasaran buruh. Seterusnya, dapatan kajian ini diharap dapat membantu pihak berwajib dalam merangka strategi dan pelan tindakan yang optimum untuk meningkatkan lagi kadar penyertaan wanita dalam pasaran buruh dan menggariskan langkah-langkah yang bersesuaian bagi membantu dan meringankan beban pihak wanita yang bekerjaya dan mempunyai anak yang masih dalam tanggungan.

**Katakunci:** *Wanita, Islam, Pasaran Buruh*

**NUTRITION KNOWLEDGE AND CUSTOMERS PERCEPTION TOWARDS *KAFETERIA SIHAT* PROGRAM IN KOTA KINABALU PUBLIC HEALTHCARE FOODSERVICE**

**Aizul Azri Azizan, DG Khairunisa Ahmad Sapawi & Cheah Yuen Kuan**  
*Universiti Malaysia Sabah*

**ABSTRACT**

Ministry of Health has launched *Kafeteria Sihat* (Healthy Cafeteria) in all Malaysia's public hospital to educate people and intervention of health promotion. This research focuses on nutrition knowledge of customers and their perception towards *Kafeteria Sihat* on the aspects of food and drinks quality. Using convenience sampling, 4 public healthcare institution were choose and identified as nutrition knowledge and perceptions among customers as predictors of *Kafeteria Sihat* efficiency for its purpose of establishment. Customer's perception on healthy food categories showed the way of serving food with gravy separately and food prepared with low-fat milk were the most preferred (45.9%). However, customers have responded neutral about the level of salty foods (38.8%), the diversity of healthy drinks (39.9%) and healthy (39.9%) were sold in the *Kafeteria Sihat* and beverages made with low-fat dairy such as teh tarik (39.3%). However, the result reveals on healthy quality categories, the "food seem less oily" (36.9%) which gives an indication that the perception on food sold were oily and fatty foods. Most customers agree that the nutrition information should be provided in the *Kafeteria Sihat* (52.5%) and it gives awareness to the style of eating healthy (54.6%) while the poster gives information to the customers on nutrition (54.9%). Calorie labeling on food is considered as a good reference source (54.9%) and nutritional information displayed on *Kafeteria Sihat* is easy to understand (54.4%). Nutritional knowledge of customers *Kafeteria Sihat* considered being very good. The findings of this research could be useful for the public healthcare authorities to consider the efficiency of the implementation of *Kafeteria Sihat* and improve the intervention program for health promotion.

**Keywords:** Kafeteria Sihat, Nutrion Knowledge, Healthy Food, Public Healthcare Foodservice

## APPLICATION OF WORK-BASED LEARNING (WBL) IN HOTEL INDUSTRY

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### ABSTRACT

Work-Based Learning (WBL) is an approach that has been introduced widely and gaining popularity in the field of technical training and vocational education at all levels. WBL approach has begun introduced by the Department of Polytechnic and Community College in 2007 for the diploma program. One of the objectives of WBL in polytechnics is to increase the graduate employability rate among students in Diploma in Hotel Management. In this study, the researchers focused on the level of preparedness of students, lecturers and industry on the implementation of the WBL in Kota Kinabalu Polytechnic. The findings indicate that most students agree with the implementation of WBL as it can help them get a job. From the perspective of the lecturers, the majority agreed that the implementation of WBL is compatible with current learning methods in order to expose students to the real working environment. However, for the industry, there is a question about the ability of the students who will undergo WBL since the implementation period is one year.

**Keywords:** Work-Based Learning (WBL), Diploma in Hotel Management (DHM), Politeknik Kota Kinabalu (PKK), hotel industry

## TRAVEL MOTIVES, PERCEPTION AND SATISFACTION OF MILLENNIAL TRAVELLERS: A STUDY IN EAST COAST OF SRI LANKA

W.K.A.C. Gnanapala, A.M.J.A. Dharmasiri & J.A.R.C. Sandaruwani  
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### ABSTRACT

The explores the travel motives, perception, satisfaction and other behavioural characteristics of millennial travellers who visited the East coast of Sri Lanka. The primary data collect from 300 millennial travellers and descriptive statistics, correlation and regression analysis were mainly utilized to analyze the data. The push factors such as refresh mentally and physically, explore new destinations, enjoy in a comfortable and hot climate etc. and pull motives i.e. diversity of attractions, friendly local community, sandy beaches etc. are motivated the millennial travellers to visit East cast of Sri Lanka. The accommodation, infrastructure, service quality and tourist attractions are positively influenced for the tourists satisfaction. However, the tourists are dissatisfied with more other destination related factors, which are more important to have a sustainable tourism destination. These findings can be used by the Sri Lankan travel and tourism sector to target the millennial generation in future tourism product planning successfully.

**Keywords:** *Millennial Travellers, Travel Motives, Perception and Satisfaction, Sri Lanka*

## MOTIVATION OF TOURISTS TOWARDS LEISURE CYCLING ACTIVITIES IN GEORGE TOWN HERITAGE SITES

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### ABSTRACT

Being an environmental friendly state in Malaysia, cycling activities in Penang have been largely promoted throughout the years. The objective of this research is to analyze the tourist motivations towards leisure cycling activities by using quantitative research method. The motivation of tourists towards leisure cycling activities in relation to their gender and age group has been studied. This research assessed the reliability of Cycling Motivation Instrument (CMI) model among tourists who participated in cycling activities around George Town heritage sites in Penang, Malaysia. Tourists' behavioural intention towards cycling activities has been studied in this research as well. This research was carried out by using exploratory research, a sampling size of 200 tourists who have participated in cycling activities around George Town Heritage sites within 12 months were selected by using convenient sampling. Questionnaires were designed and distributed to the selected sample at the research area. Descriptive analysis was carried out to investigate the cycling motives, where T-test, ANOVA and correlation analysis were used to study the relationship and differences between variables. The finding of this research would contribute to the Penang State Government which may help them to develop better promotion strategies and planning in cycling activities around George Town heritage sites.

**Keywords:** *Cycling Motivation Instrument (CMI), Leisure Cycling, Motivating Factors, Behavioural Intention*

## SMALL COASTAL TOURISM BUSINESS PROFILES AND PREPAREDNESS MEASURES FOR CRISIS IN SEMPORNA, SABAH

**Izyanti Awang Razli, Jennifer Kim Lian Chan & Noor Fzlinda Fabeil**  
*Universiti Malaysia Sabah*

### ABSTRACT

The paper presents the preliminary findings that highlight the characteristics of small coastal tourism business profiles, the types of crises and tourism business preparedness measures undertaken by the small coastal tourism business in Semporna, Sabah. The findings show that the crises faced are mainly due to manmade and natural disaster. Limited efforts are taken by the small coastal tourism business operators in term of level of preparedness of measures in dealing with crisis faced. Although these small coastal tourism business operators have experienced crisis events, majority of them do not have crisis management plan. Therefore, it is suggested that more attention should be given on the crisis preparedness and relevant innovative measures and they should be part of the business operations. These findings are part of the findings from a bigger research project on assessing tourism businesses preparedness and resilience to crisis in Sabah coastal destinations.

**Keywords:** *Tourism Business, Business Preparedness, Crises, Sabah East Coast*

**TRUST, PERCEIVED VALUE, CUSTOMER SATISFACTION AND THEIR RELATION TO BRAND LOYALTY**

**Wajiran Sinun, Abdul Wahid Bin Mohd Kassim, Oswald A. Igau, Amran Bin Harun  
& Sulaiman Tahajuddin**  
*Universiti Malaysia Sabah*

**ABSTRACT**

Rapid changes of customers' preference pose greater challenges to marketers especially when come to the issues related to product trust, customer satisfaction and loyalty. New knowledge on those issues offers benefits to various parties include practitioners, academicians, and policy makers and consumers group. This paper examined the relationship between trust element, perceived value, customer satisfaction and brand loyalty. Data collected from working people who postulated have purchasing power. SmartPLS version 2.0 M3 (beta) software was employed for data analysis. The current findings found that customer satisfaction and trust on a specific mobile phone were found to have a significant positive impact on brand loyalty. However, the current study did not found a significant relationship between perceived value and brand loyalty. In this paper includes the implication and conclusion.

*Keywords: Trust, Perceived Value, Customer Satisfaction, Brand Loyalty, Mobile Phones*

**CONSUMERS' USE OF NUTRITION LABELS ON FOODS PRODUCT'S PACKAGE**

**Janifer Lunyai, Josephine Yau, Audrey Liwan & Lee Liang Chiat**  
*Universiti Malaysia Sarawak*

**ABSTRACT**

This research investigates the usage level of nutrition labels on food products packaging and why consumers choose or refused to use the nutrition labels on food products packaging. 250 questionnaires were used and the data collected were analyzed using frequency, mean and factor analysis. The findings confirmed that most of the respondents read nutrition labels to find information of sugars and the least of them are looking for sodium. Consumers refers to nutritional labels because they are health counscious and they refused to because the nutrition label design is unattractive. Findings of this study benefits business in providing clear understanding on consumers' behaviour towards the usage of nutritional label. It is suggested that future research should be focusing on the impact design of the nutritional label towards consumer behavior.

*Keywords: Consumer Behavior, Packaging, Nutritional Labels, Food Products*

## NON-TRADITIONAL TEACHING CASES: OPTIONS AND OPPORTUNITIES

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### ABSTRACT

Case-based learning in business academia has gained traction across the globe. Cases developed in the North American and European academia have proven to be excellent resources championing the complete pedagogy. However, there are alternative case materials and approaches as well. These are less in vogue but can be equally interesting especially in Asian context. This viewpoint paper, reflective of author's personal experience posits three types of 'non-traditional teaching cases'. Characteristics and advantages of these approaches are discussed at length with examples from different sources.

**Keywords:** *Case Method, Marketing, Live Cases, Case Writing*

## THE RELATIONSHIP BETWEEN EMOTIONAL INTELLIGENCE, SPIRITUAL INTELLIGENCE, BURNOUT AND SERVICE QUALITY OF FLIGHT ATTENDANTS IN MALAYSIA

**Tan Pei Kian<sup>1</sup>, Pui Hwei Yoong and Cedric Choong Ee Chun**  
*Malaysia Multimedia University*

### ABSTRACT

In reality, flight attendant is a challenging job. They are required to have high Emotional Intelligence in order to manage their emotions well when they are on duty. There are not many previous study on the impact of Emotional Intelligence, Spiritual Intelligence and Burnout towards flight attendants, thus indicating their service quality. Hence, this study proposed a model that involve the said variables and elements to understand the link between them. The objective of this study is to examine the relationship of the four variables, Emotional Intelligence, Spiritual Intelligence, and burnout as well as, service quality among the flight attendants in Malaysia. This study collected data from two types of respondents, flight attendants and passengers of one of the well-known low cost carriers in Malaysia. The data collected for this study was done via a questionnaire, with samples selected via convenience sampling method. While for passengers, the questionnaires are to measure the service quality of the said airline. Most of the instruments in this research were measured using 5 points Likert scale.

**Keywords:** *Emotional Intelligence, Spiritual Intelligence, Burnout, Service Quality*

## MINING EMOTIONS FROM CUSTOMER REVIEWS FOR BOX OFFICE MOVIES

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*Universiti Malaysia Sabah*

### ABSTRACT

Online word-of-mouth, most commonly encountered in the form of online customer reviews, has received considerable attention recently by both academics and practitioners alike. Previous works studied the impact of product reviews on sales by measuring the volume and numerical ratings of reviews. We argue that product reviews are multifaceted, and hence the textual contents of product reviews are important determinants of consumers' choices over and above the valence and volume of the reviews. An important antecedent for the generation of word-of-mouth is a strong emotional response, which triggers the consumer to post a review online. In this paper, we examined emotional contents in the distribution of movie reviews. Our results suggest that the overall fraction of positive emotions is greater than negative emotions and there is more positive emotional content toward positive extreme ratings than negative toward negative extreme ratings. We also find that there is more emotional content in movie reviews in the opening weeks compared to the pre-release week. Finally, there is more negative emotional content in movie reviews in the later weeks compared to prerelease and release week.

**Keywords:** *Customer Reviews, Emotional Content, Natural Language Processing, Word of Mouth*



**EFFECT OF OWNERSHIP STRUCTURE ON SUKUK RATING**

**Mohamed Abulgasem Elhaj<sup>1</sup>, Nathasa Mazna Ramli<sup>1</sup>, Nurul Aini Muhamed<sup>1</sup> & Nor Balkish Zakaria<sup>2</sup>**

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*<sup>2</sup>Universiti Teknologi MARA, Cawangan Johor, Segamat*

**ABSTRACT**

This study examines the effect of ownership structure as one of the corporate governance monitoring mechanism to sukuk rating. Sukuk rating represents the credit risk assessment made by local rating agencies, RAM and MARC. This study is based in Malaysia for the period of 2008-2013. The results of this study showed that institutional investors have a non-significant effect to sukuk rating with a mix positive and negative directions. When this variable was tested alone together with the control variables of financial characteristics —leverage, profit and size, the results showed a positive and non-significant effect to sukuk rating. However, the direction changed when the variable was tested with the appearance of insider investors to proxy ownership and the non-significant effect remains. Insider investors showed a significant and negative effect to sukuk rating across tested models.

*Keywords: Ownership, Sukuk, Credit Rating, Yield*

**LOCAL INVESTORS' TRADING AND THE AGGREGATE LIQUIDITY OF MALAYSIAN STOCK MARKET**

**Ping-Xin Liew, Kian-Ping Lim and Kim-Leng Goh**

*University of Malaya*

**ABSTRACT**

This study examines the interaction between local investors' trading and aggregate liquidity in the Malaysian stock market. First, we estimate vector autoregressions using weekly net trading data obtained from Bursa Malaysia and the value-weighted closing bid-ask spread, a proxy for Malaysian stock market aggregate liquidity, over the period from October 2009 to September 2015. The relationships between local investors' trading at both, aggregated and disaggregated levels, and liquidity are then examined through Granger non-causality test and generalized impulse response functions. We find that the trading of total local investors leads to an improvement in market liquidity. At the disaggregated level, the liquidity supplying role is mainly played by local institutional investors and proprietary day traders, whereas trading activities of local retail investors and nominees have no effect on market liquidity. For proprietary day traders, we also find causality running from liquidity to trading.

*Keywords: Aggregate Liquidity; Granger Non-Causality; Local Trading; Malaysian Stock Market; Vector Autoregression*

# SOURCES AND MANAGEMENT OF FUNDS FOR ISLAMIC DEPOSIT INSURANCE SYSTEM (IDIS): AN EVALUATION OF THE EXISTING MODELS AND PROPOSAL FOR NEW STRUCTURES

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## ABSTRACT

The main purpose of the present research is to discuss the sources of funds for the Islamic Deposit Insurance System (IDIS) which is meant to maintain financial stability by protecting the financial system against bank runs caused by doubts about the ability of a bank to honour its deposit liabilities. In fact, a well-managed fund is important for providing assurance to the depositors about the safety of their monies. In the context of Islamic finance Islamic, Islamic deposit insurance is an arrangement (financial contract) to protect insured depositors against the loss of their insured Shariah-compliant deposits placed with Islamic banking institutions (IBIs) in the event of an IBI's failure. Thus, the main concern of this research is to discuss the Shariah requirements for sources and management of funds for IDIS. Currently, there are two models used for the sources of fund based on the underlying *Shari'ah* contract including *kafala* (guarantee) and *takaful*. Each models has its own features. The research also investigates deposit insurance funding methods which include ex ante, ex post, and hybrid method along with their *Shari'ah* concerns. Additionally, there are other important *Shari'ah* requirements pertaining to sources of funds for IDIS to be observed in order to maintain its *Shari'ah* compliance discussed in this research. The research also elaborates the *Shari'ah* requirements for management of funds for IDIS as part of its structure which is mainly divided into two aspects: the administration of the fund and investment of the fund along with their *Shari'ah* highlights. As a contribution to innovation and product development, the paper proposes some additional sources of fund to complement the existing ones to expand the scope of funding and provide a wider scope for the safety net of the Islamic financial institution

**Keywords:** *Sources of fund, investment, Islamic Deposit Insurance System (IDIS), Deposit*

## KERELEVANAN NILAI MAKLUMAT RIZAB PENYAMAAN KEUNTUNGAN DALAM SEKTOR KEWANGAN ISLAM DI MALAYSIA

Temson Tunick & Norman Bin Mohd. Saleh *Universiti Kebangsaan Malaysia*

### ABSTRAK

Kajian ini menguji kerelevanan nilai maklumat kewangan rizab penyamaan keuntungan (RPK) serta pemakaian garis panduan baru pelaksanaan RPK oleh Bank Negara Malaysia (BNM) pada tahun 2011 kepada pelabur sektor kewangan Islam di Malaysia. Berdasarkan hipotesis kecekapan pasaran (EMH), nilai harga pasaran saham mengandungi nilai-nilai yang bersifat intrinsif yang diberikan berdasarkan kepada potensi firma untuk membuat keuntungan. Menurut teori pengisyaratan pula, pihak pengurusan boleh menggunakan RPK untuk mempengaruhi isyarat yang diberikan kepada pelabur melalui kaedah pengurusan perolehan. Dapatan menunjukkan hanya sebahagian maklumat RPK sahaja relevan terhadap harga saham. Berikutan dengan pemakaian garis panduan baru 2011, didapati maklumat RPK yang diperuntukan mempunyai kesan yang lebih signifikan terhadap harga saham dan maklumat kewangan pendapatan bersih per saham (PPS) lebih relevan berbanding nilai buku ekuiti (NBE). Ini mencadangkan bahawa penggunaan RPK masih dianggap sebagai sesuatu yang negatif dalam kalangan pelabur walaupun pelaksanaannya mampu memberikan manfaat pada pelabur dalam jangka masa panjang.

**Katakunci:** *Kerelevanan Nilai, Rizab Penyamaan Keuntungan, Sektor Kewangan Islam*

# FACTORS INFLUENCING THE CUSTOMERS' SATISFACTION IN USING THE ONLINE BANKING SERVICE AMONGST BANK CUSTOMERS IN KOTA KINABALU

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## ABSTRACT

As the banking industry becoming more globalised and competition becoming more intense, banks are turning into the online banking service such as the Internet or mobile banking to provide their customers greater access to their banking products and services. Indeed, the use of technology would benefit both the banks and their clients significantly. The banks will be able to offer their banking services more efficiently and at relatively cheaper costs whilst the customers will be able to enjoy longer banking hour, easy access to their bank products and services regardless of their location, and the convenient in undertaking their banking transactions. Despite the advantages of the electronic banking however, there are certain issues that affect the customers' acceptance towards the online banking. This study examined the factors influencing the customers' satisfaction in using the Interbank GIRO (IBG) service amongst bank customers in Kota Kinabalu. The study revealed that customers' satisfaction is primarily affected by their perception of the usefulness of the electronic payment service, the convenient of using the IBG and the simplicity of the online payment system. Security issue appeared to be relatively less of a concern to the customers indicating that they are generally satisfied with the safety and confidentiality of the IBG payment system. The study also found that fear over the security of the online banking transaction and the lack of knowledge are the two main factors that prevent customers from using the online payment service. Hence, greater effort is required to enhance the awareness of bank customers on the benefits and safety of the online banking transactions.

**Keywords:** *Online banking, Internet banking, IBG, Customer Satisfaction*

**COMMUNITY TOURISM DEVELOPMENT:  
PROPOSITIONS BASED ON EMPIRICAL EVIDENCE FROM SRI LANKA**

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**ABSTRACT**

Reaching the goals of socio-economic development is an important aspect for any country that largely depends on the stock of resources available as well as efficiency and effectiveness of managing those resources. This study critically views on the area of development that necessarily to be inclusive of community participation and especially draws its attention to the context of alternative livelihood development and participatory resource management. The study follows the qualitative approach and multiple case study design where empirical evidence gathered from in-depth interviews. Based on the analysis, three major propositions have been developed. The discussion takes a critical reflection on community tourism experience of Sri Lanka with the support of propositions. Further, theoretical and managerial implications have also been surfaced in order to characterises Sri Lankan perspective on Community Environmental and Tourism Initiatives (CETIs).

**Keywords:** *Livelihood Development, Community Tourism, Participatory Resource Management, Sri Lanka*

**A PRELIMINARY STUDY ON MEAL PROVISION AT MANTANANI ISLAND HOMESTAY PROGRAMME**

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**ABSTRACT**

Apart from providing overnight stay and local activities, the provision of food and beverage is an important aspect in homestay business. Besides merely filling a hungry stomach, food and beverage aspect of homestay has the potential of being a crucial contributing factor towards guest experience whilst ensuring monetary return is at optimal for homestay operators. This paper present findings of meal offerings provided by four homestay operators at Mantanani Island, an island off the Kota Belud coast. Discussions are pinned towards rationalising the differences in meal offerings among operators and how it may implicate the operator's profit margin. Finally, recommendations for improvement on meal plans are proposed to enhance the economic benefits of these operators without compromising guests' experience.

**Keywords:** *Homestay, Mantanani Island, Menu, Meal, Guests Experience*

## AN INSIGHT INTO GEN-Y'S CAREER PREFERENCE TOWARDS HOSPITALITY SERVICE INDUSTRY

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### ABSTRACT

Individuals of Generation Y become the immediate human resources to vibrate the hospitality service industry which becomes the backbone of tourism. To keep up with the pace of development that this industry is experiencing, attraction and retention factors need to be identified and developed into a sustainable human resource management and practices. In addition to that, it is timely for the recruitment strategies to undergo some revisions that may serve the purpose of hiring the quality one. Hundred and forty eight hotel employees of Generation Y, consisted of managers, supervisors and operation staff in 5-Star, 4-star and 3-star rated hotels in Kota Kinabalu and Sandakan, Sabah had participated in this qualitative study. Findings show that six major attraction factors; namely, training and personal development, remuneration, brand, teamwork, working environment and welfare have attracted people to pursue this career. In addition, meeting new people and visitors, career development and promotion, and gaining working experience may give weight to the attraction factors. Meanwhile, employees stay loyal if five of the major attraction factors except brand were maintained. Brand, and career development and promotion, however, could also make people stay. Noteworthy, word-of-mouth and college internship topple other recruitment methods that these mechanisms could reach the high quality front liners to serve the vibrant hospitality service industry.

*Keywords: Gen-Y; Attraction; Retention; Recruitment; Hospitality Service Industry*

## INDIGENOUS ENTREPRENEURS AND ECOTOURISM PRODUCT: SUCCESS OR COLLAPSE?

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### ABSTRACT

Sarawak consists of various indigenous groups that in return promotes vast diversity in culture ethnicity and enriched the tourism industry of Sarawak. Nonetheless, the interdependency of these groups with the nature has create an opportunity to established themselves as a distinguish entrepreneur, utilizing the ecotourism as their source of income. The study identify the awareness of ecotourism within these groups in realizing the importance of business opportunities related to ecotourism, factors that influenced indigenous to become an entrepreneur, and also the factors that affect their income. Descriptive and factor analysis was used to identify the awareness, plus the influenced factors of the entrepreneur. The study found that most of them realized that ecotourism offered a platform for them to market their products, and the main reason why they become an entrepreneur is their own interest and self-realization in sustaining the nature. The study has created a platform for this indigenous group to identify their strength and weakness and so does the society in appreciating the ecotourism products.

*Keywords: Ecotourism, Entrepreneur, Income, Indigenous*

# TOURISM BUSINESS PREPAREDNESS TOWARDS CRISIS IN SABAH COASTAL DESTINATION: A PRELIMINARY STUDY

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## ABSTRACT

This paper outlines the preliminary findings that highlight an approach to assist coastal tourism businesses that faces crisis management in the tourism industry. The study focused on Weston and Klias River in Beaufort, notes on how crisis management is of growing importance issues in the particular area where the nature of crises being identified. A structured interviewed being conducted with the local tourism business operators. Although the impact of crises cannot be ended but what these operators can do is to reduce the impact of the crises by government and private sectors. The findings conclude that storm, earthquake, sea level rising, technological failure (aircraft crashes, power blackout, computer irregularity), and environmental degradation / pollution (mangrove, coral reef, water resources), and were most discussed by the local tourism business operators. Even though such incidents caused pressures but at the same time this situations helps the local tourism business operators to have a better understanding on such phenomena. This research will be contributed to the knowledge and awareness on disaster preparedness of the tourism industry since the industry is a large and unique collection of industry sectors with special needs in disaster planning and recovery.

**Keywords:** *Crisis Management, Coastal Tourism Business, West Coast Sabah*

**SOCIAL MEDIA ADOPTION INTENTION IN AGRICULTURE SECTOR IN MALAYSIA: A B2B APPROACH**

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**ABSTRACT**

In the past few years, the way of communication between human is keep changing. As a new tool of marketing communication, the pop up of Web 2.0 or social media which has been bringing the convenience and low-cost promotional tools among the business practitioners, especially for agribusiness entrepreneurs and organization. The agriculture sector is one of the foundations in Malaysia's economics development. With the collaboration, information sharing, and knowledge sharing, adoption of social media like Facebook, Instagram, WhatsApp and so on could bring benefit to both internal and external agriculture sector. Thus, in line with 11th Malaysia Plan (2015-2020) which suggest that agriculture sector is encouraged to adopt modern technology and information communication and technology (ICT) in order to increase their productivity levels, this conceptual paper aims to investigate the factor of intention to adopt social media among agro-entrepreneurs in Malaysia. The research framework will be based on TOE framework and Diffusion of Innovation model. The variables will include technological context (cost, compatibility, and trialability), organizational context (top management support and organizational readiness), environmental context (government support and expectation of market trends), collaboration and networking.

**Keywords:** *Social Media Adoption, Agriculture, TOE Framework, Diffusion of Innovation, Collaboration, Networking*

# THE CONTRIBUTION OF NORMALIZATION IN THEORY OF PLANNED BEHAVIOR TOWARDS THE ACTUAL BEHAVIOR OF SMARTPHONE'S GREEN PRACTICE

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## ABSTRACT

This paper aims to conceptualize the contribution of normalization in theory of planned behavior. Previous studies emphasized that, current green marketing has failed to predict the actual green practice. Actual green practice can only be achieved through positioning the green practice as normal. Normalization was suggested being integrated with the theory of planned behavior to ensure the actual behavior in green practice can be achieved. Therefore, this paper will illustrate the integration of Normalization with the theory of planned behavior quantitative way. Next, extended Theory of Planned Behavior will be employed in this study. For data collection, a total of 750 self-administered questionnaires will be distributed among smartphone users, based in Kota Kinabalu, Kuching, and Selangor via snowball sampling technique.

**Keywords:** *Normalization; Theory of Planned Behavior; Smartphone's Green Practice*

## KAJIAN AWALAN PERHUBUNGAN DI ANTARA KEMAJUAN KERJAYA DAN KEPUASAN KERJA: KAJIAN TERHADAP 'SKIM PERKHIDMATAN TERTUTUP' DI SEKTOR AWAM MALAYSIA

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## ABSTRAK

Kajian awalan ini mengkaji perhubungan di antara kemajuan kerjaya dan kepuasan kerja di kalangan kakitangan awam persekutuan yang dilantik di bawah 'Skim Perkhidmatan Tertutup' di jabatan dan agensi persekutuan di Malaysia. Kaedah kuantitatif telah digunakan sepenuhnya di dalam kajian awalan ini. Sebanyak 60 borang soalan kaji selidik telah diedarkan di kalangan penjawat awam persekutuan terdiri dari gred 41-54 yang dilantik dibawah 'Skim Perkhidmatan Tertutup'. Sebanyak 36 borang soal selidik telah dikembalikan untuk tujuan analisis dalam kajian ini. Borang soalan kaji selidik yang telah diedarkan kepada kesemua responden menggunakan kaedah persampelan mudah. Hasil kajian ini mendapati terdapat perhubungan yang negatif namun signifikan di antara matlamat kerjaya dan kepuasan kerja tetapi tidak ada hubungan yang signifikan di antara sistem saraan dan gambaran serta pembangunan kemahiran profesional. Kajian ini akan menyumbang pengetahuan melalui bukti empirikal yang diperolehi daripada kajian ini dan seterusnya pemahaman yang lebih baik mengenai hubungan di antara matlamat kerjaya dan kepuasan kerja di kalangan pejawat awam di Malaysia. Dari segi perspektif praktikal, hasil daripada kajian ini boleh digunakan oleh pembuat dasar, pengurus dan penyelidik yang berminat untuk meningkatkan prestasi perkhidmatan awam dan pengurusan sumber manusia di sektor awam.

**Katakunci:** *Matlamat Kerjaya, Kepuasan Kerja, 'Skim Perkhidmatan Tertutup'*



**VIEWS ON FILM CENSORSHIP BY REGULATORS AND INDUSTRY PLAYERS IN  
MALAYSIA  
AND BANGLADESH: SOME PRELIMINARY FINDINGS**

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**ABSTRACT**

Malaysia and Bangladesh employ a system of film censorship govern by a Film Censorship Board established under legislations. Malaysia provides three ratings namely U, PG-13, 18 and Bangladesh provides two types of film rating namely U and A. Apart from providing rating designed to categorise film with regard to suitability for audiences in term of issues such as sex, violence, substance abuse, profanity or other types of mature content, the Boards also provides guidelines on the do's and don'ts in film content.. These guidelines could be regarded as restrictions and a form of censorship. The purpose of this paper is to share views of parties involved in film productions such as producers and directors regarding film censorship and the film censors themselves in each country. The research found that there are some contradicting views regarding film censorship between the censors and the film industry players.

*Keywords: Censorship, Film, Film Censorship*

**KEUSAHAWANAN MELAYU PADA SUKU AKHIR ABAD KE-18: SOROTAN KAJIAN  
BERDASARKAN KOLEKSI SURAT-MENYURAT FRANCIS LIGHT**

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**ABSTRAK**

Keusahawanan merupakan bidang strategik yang sentiasa mendapat perhatian dari semasa ke semasa tanpa mengira bangsa. Kedatangan kuasa-kuasa Barat mulai abad ke-16 menyebabkan taraf keusahawanan Melayu semakin menurun dan lama-kelamaan kegiatan ini menjadi terasing dalam kalangan masyarakat Melayu menjelang awal abad ke-19. Sehubungan itu, kertas kerja ini akan menyoroti kembali saat-saat akhir dunia keusahawanan orang Melayu di sekitar suku akhir abad ke-18. Koleksi Surat-surat Francis Light akan menjadi sumber utama dalam meneliti situasi tersebut. Hal ini disebabkan kebanyakan isi kandungan koleksi surat-surat ini masih banyak memperihalkan hal ehwal perdagangan orang Melayu seperti golongan yang terlibat, perjawatan, barang dagangan, dan sistem perniagaan yang digunapakai semasa menjalankan urusan jual beli. Beberapa pucuk surat antara sultan, pembesar, dan peniaga persendirian dengan Francis Light yang menjadi 'Gurnadur' di Pulau Pinang pada masa itu akan diteliti untuk mengetahui pelbagai aspek keusahawanan pada masa itu. Antaranya ialah surat daripada Sultan Kedah, Saudagar Raja Kedah, Sultan Ibrahim Selangor, pembesar Batu Bahara, Sumatera dan surat peniaga persendirian yang dihantar kepada Francis Light. Tuntasnya, koleksi ini merupakan sumber sejarah bertulis yang penting dalam usaha mengenali kegiatan keusahawanan Melayu sebelum jatuhnya beberapa buah negeri Melayu ke tangan penjajah British.

*Kata Kunci: Keusahawanan, Melayu, Koleksi Surat-Menyurat Francis Light, Perdagangan, Barangan, Sistem Jual Beli*

**MOTIVATION FACTORS IN ENGAGING INTO BRIDGE EMPLOYMENT: A  
PRELIMINARY STUDY**

**Zaiton Osman, Grace Phang & Izyanti Awg Razli**  
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**ABSTRACT**

Bridge employment is an act to work by older worker after official retirement age begins and before engaging in full-retirement. Past researches have recognized that bridge employment has an important value to organization as they provide a pool of experienced, knowledgeable and well-trained work force to the organization. At the same time, it also provides an additional pool of funds for older workers to support their life in retirement. The decision to either retire or continue working is never a simple decision, so it is crucial to understand factors influencing retirees' decision to engage in bridge employment. This study is a pioneer investigation in determining the key factors in influencing engagement of bridge employment among working professionals in Malaysia via an in-depth interview with successful and unsuccessful retirees. Two key successful retirees or known as "Tokoh Pesara Malaysia" in Malay language, and the President of Persatuan Persara were the main samples for this preliminary study. The findings of this research served as a basis for questionnaire development with regards to key factors influencing bridge employment adoption in Malaysia.

*Keywords: Motivation Factors, Bridge Employment, Retirement Planning*

**THE EFFECT OF BOARD STRUCTURE ON LOCAL BANK PERFORMANCE.  
DOES BOARD COMMITMENT MATTERS?**

**Ng Wei Chien & Hooy Chee-Wooi**  
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**ABSTRACT**

The increased scrutiny of corporate governance in financial institutions has motivates us to have in-depth investigation about the impact of board on the performance. However, board structure alone does not enough to maximize the firm performance. Therefore, this research is aim to investigate the effects of board commitment towards the impact of board structure on local bank performance in Malaysia This study consists of a full sample of 8 local banks in Malaysia from 2003 to 2012. The board commitment is represented by board meeting frequency and director's attendance while board structure is represented by the board size and independence directors. The results reveal positive relationship between board independence and bank performance. The panel regression analysis of subsamples found that board meeting frequency is significantly affecting the impact of independence directors on bank performance. Finally, the directors' attendance has significant effect on the impact of independence directors towards bank performance.

*Keywords: Corporate Governance, Independence, Commitment, Malaysia*

## THE CONVERGENCE OF MALAYSIA BANKING SECTOR

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### ABSTRACT

With regard to structural reform in the Asian banking industry, it would be crucial to investigate the efficiency performances, and their relationship within the developing economies context. Structural reorganization in banking has enormous promise for benefits. But it remains to be seen at which level of efficiency the bank has achieved.. In this study, specifically, two measures of efficiency are constructed, cost and profit efficiency. The study, then further disaggregate the cost efficiency into its component, mainly technical, pure and scale efficiency. Yet for this study, the technical efficiency is adopted .Being among the fast growing emerging countries and resilience in its domestic demand, Malaysia's banking sector is explored. Despite the number of banks being reduced due to banking reform, this study aims to analyse the banking efficiency of Malaysian banks using non-parametric method, data envelopment analysis (DEA). In the next step, the competitiveness within the sector itself is explored by using the algorithm of non linear time varying factor analysis. The results obtained, generally shows that the banking system in Malaysia has converged into two clubs. Yet, there are few banks that diverge from the rest of the groups. Thus it is crucial to ensure that each bank serve as the important intermediaries in increasing the connectivity within the country itself, especially among ASEAN members and supporting the financial integration in the region.

**Keywords:** *Efficiency, Convergence, Technical Efficiency, Non Linear Time Varying Factor Analysis, DEA*

## PARTIAL LIBERALIZATION OF CABOTAGE POLICY- WHAT'S IN IT FOR THE SABAHAN?

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### ABSTRACT

The Cabotage Policy stated that “No ship other than a Malaysian ship may engage in domestic shipping” have been suspected to causing higher prices of goods and inputs of production in Sabah as compared to Peninsular Malaysia. In 2009, the Federal government decided to partially liberalize it by allowing non-Malaysian ships to transports a containerized (transshipment cargo) between Port of Sepangar (in Sabah) and Port Klang or Tanjung Pelepas (in Peninsular Malaysia). We answered the following questions; was inflation rate higher in Sabah than Peninsular Malaysia after Cabotage Policy was enforced in 1980? What about after Partial Liberalization -2009? To what extent restrictions on carriage of goods between our domestic ports harmful to the economy of Sabah? The years before and after Partial Liberalization was compared by examining the following indicators; Consumer Price Index, Imports-Exports, Cargo throughput at the ports in Sabah, jobs creation, and revenue of domestic shipping. We observed the following (i) Opening up of SBCP was not translated into lower CPI in Sabah. After 2009 onwards, CPI in Sabah was lower than Peninsular Malaysia in 4 observation years and slight higher only in 2012 and 2013; (ii) Inflation rates was weakly correlated with the inherent inefficiencies in CP. Ipso facto, CP is a blunt instrument to use for solving price disparity between East and West Malaysia; (iii) The loss in efficiency resulting from Cabotage Policy were affecting Sabahan consumers; (iv) Opening up those routes did not reduce the dead weight loss of CP substantially because only a small portion of Sabah total EXIM went through SBCP; (v) Sabahan consumers and producers did not gained as much as the State (revenues from Terminal Handling charges etc.); (vi) The “rent” from domestic shipping including from transshipments were not captured by the most efficient shipping companies; (vii) The cost of EXIM through SBCP were higher than through the other not liberalized ports in Sabah; (viii) In 2013-2014, most vessels arrived at SBCP was almost full but empty on their way back to port of origin.

## KECEKAPAN FAKTOR MENYELURUH DALAM SEKTOR PEMBUATAN DI NEGERI SABAH

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### ABSTRAK

Kecekapan Faktor Menyeluruh (TFP) adalah pengukuran kecekapan yang amat penting dan merupakan indikasi utama kepada pembuat dasar. Kajian ini memeriksa pertumbuhan TFP 18 sub industri pembuatan di negeri Sabah untuk tempoh 1985-1997 dan 2000-2010. Kajian ini menggunakan kaedah ujian Data Envelopment Analysis (DEA) Indeks Malmquist untuk menilai secara empirikal produktiviti dan kecekapan. Hasil kajian ini mendapati perubahan kecekapan teknikal adalah penyumbang utama kepada pertumbuhan TFP sektor pembuatan di negeri Sabah.

**Katakunci:** *Perubahan Kecekapan, Perubahan Kecekapan Teknikal, Produktiviti Faktor Menyeluruh*

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