

**25** years  
1996 - 2021

FACULTY OF  
ECONOMICS AND BUSINESS

# RESEARCH BULLETIN

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**RESEARCH BULLETIN**  
**FACULTY OF ECONOMICS AND BUSINESS**  
**Vol. 1 2021**

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## UNIMAS Vision

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for a sustainable future

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To enhance the social and economic  
impacts on the global community  
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in teaching, research, and strategic  
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# DEAN FOREWORD

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This research bulletin is a collaborative contribution of everyone in the faculty that detailed updates on conferences, grants, lunch hour talks, workshops, and publications by the dedicated academicians in FEB. The year 2021 has witnessed the continuous effort of our faculty members in sustaining research excellence for the past 25 years.

Over the years, the government and the university have aided in funding research grants at various levels. In addition, the university has also sponsored valuable seminars and workshops that brought together talented and promising researchers in the field of economics and business. The faculty is proud of the role it has played in developing and shaping the

researchers, novice or not, but we need your help to continue the fight. With your gift to our research interest and collective bargaining, I sincerely believe that more research grants, collaborations, seminars and alike will take place and benefits both our students and academicians.

I would like to take this opportunity to congratulate all members of the faculty who were involved in the research activities and events as well as publications in 2020 and 2021! All of this is the result of a broad collaboration between an incredibly talented, dedicated, and insightful group of individuals here in the faculty.

My appreciation goes to everyone who is involved in making this Research Bulletin a reading piece that our entire faculty can be proud of.

**Professor Dr. Rossazana Bt Ab Rahim**

*Dean*

Faculty of Economics and Business

# EDITOR'S NOTE

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The year 2021 is the “silver jubilee” of the Faculty of Economics and Business, UNIMAS. This volume of Research Bulletin is dedicated to highlight most of the achievements, especially in research-related activities by the faculty members as well as the students. This issue features not only the faculty members research achievement by also student and researchers whose passion for discovery takes them to another level of scholar and human capital.

Thanks.

## **Research Bulletin 2021 Faculty of Economics and Business**

### *Chief Editor*

Assoc. Prof Dr. Mohammad Affendy Arip

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Nurul Izza binti Abd. Malek

Ahmad Syubaili bin Mohamed

## **EDITORIAL TEAM**







# Sharing by Dr Rosita:

## the recipients of the RISE@UNIMAS Young Researchers Awards

First of all, I would like to thank UNIMAS for awarding me the Anugerah Ahli Akademik Harapan UNIMAS and the Young Researcher Research Award (RISE) in Majlis Anugerah Gemilang UNIMAS on the 17<sup>th</sup> of March 2021. I would like to thank the Management Members and staffs of the Faculty of Economics and Business, UNIMAS, who provided support and encouragement that brings toward this achievement. Thank you also to the editors of the FEB Research Bulletin for giving me the opportunity to share my stories in conjunction with the award.

### How did my research journey begin?

15 years back, I never thought I would be an academician and like other young graduates, I have ambitions to work in a private firm. When I was at USM for my degree, I was surrounded by academics from various fields as well as seniors who emphasize on the importance of knowledge and nurture me to be willing to learn, teach and be taught. In silence, I keep the dream that one day I will study up to PhD level and with that intention, everything begins.

With God's permission, I started my career as an academic when I was accepted to join FEB as a tutor. Lacking of knowledge and experience, I do not fully understand how to start doing a research because I have no experience running a final year project in my undergraduate studies. I didn't even know how to publish an article. It all started when I pursued my Master's degree at the University of Malaya.

God's plan is so beautiful, I met with an excellent and sincere mentor who shaped me as an academic. It started when I met Prof. Dr Hajah Fatimah Kari and she found out that I was a tutor. Besides the lectures I attended, Prof. always ensured me to participate in

various faculty and university colloquiums, seminars, and training although that was not the requirement of my master's studies. Her purpose was to give exposure to me about science and the art of research. Slowly I digested, understood, and tried to learn those skills. In addition, I was met with a very kind master project supervisor, Dr Azmah Othman. From there, I was always invited to participate together in the preparation of conference papers, writing chapters in books and together make presentations in seminars and so on until I continue my PhD studies under the supervision of Prof. Dr Hajah Fatimah Kari. She trained me to go down to the field as she said I'm not a true environmental economist if I do not go to the ground and collect data from the people. She has always reminded me of manners and humbleness as pillars in seeking knowledge. While in my PhD studies with the support of supervisors and faculty at the University of Malaya, I began attending research training programs in and outside the country including Korea, Cambodia and the Philippines which were organized by international research organizations. Those experiences further expanded my knowledge of research.

I did not graduate on time for my PhD study but the twists and turns while finishing the PhD taught me a lot to keep learning and working until something works out in research. On my return to UNIMAS, I met with a team of researchers from



the other UNIMAS faculties when I was the coordinator of TITAS at FEB and they invited me to be involved in applied research, contract research, and several external consultancy projects. The experience was compounded by the support and ideas from my friends in FEB have inspired me to conduct research with outside parties. From there we conduct joint research through external research grants with CRAUN in matters related to the economy and sago production in Sarawak.

These awards are not the culmination or pride of my efforts over the years but it is the encouragement, enthusiasm and starting point for me to continue moving forward and carry out more researches in the future. I hope to serve and continue to help the community out there especially in Sarawak through my

research. My infinite thanks also goes to my late mother, my father, all my family members whom have given me a lot of support, my supervisors and lecturers at the University of Malaya, my friends and acquaintances who inspired me to strive to be better in what I'm involved in. Especially the two most significant people, my mentors, Prof. Dr Hajah Fatimah Kari and Dr Azmah Othman who gave a lot of encouragement and inspiration to continue in the field of research. I will always remember Prof's message to me while receiving these awards "Do everything for God's sake. Our knowledge is for the nation and the country. Knowledgeable people will always be humble and race to seek and invite goodness. Insha-Allah, may you always in grace and love of Ya Rabb".





## “Sayonara” from Dr Rayenda

### Lesson Learned in 7 years

Frankly, UNIMAS was not my priority during the job market. There were several offers from various universities, and UNIMAS was the one that came late. I still remember that the submission for UNIMAS was in March 2013 after my Viva Voce, and the good news arrived in November 2013. The interview session was also memorable. It was conducted in the Chancellery office, and it forced me to fly from

Medan Indonesia to Kuching Sarawak only for the interview.

Wait, why not via skype? Because HR did not allow it. It made me upset, and I felt like want to turn down the interview session. “I have four offers in hand, why should I spend money for the interview?”. That was my dilemma until my mother told me to respect my Ph.D. supervisor (Prof Hooy

Chee Wooi), who helped me find this vacancy. So, I purchased the ticket, traveled to Sarawak, joined the interview session, then the rest is history.

Few people know that I made three promises to the dean (at the time, it was AP Dr Affendy) during the interview: (1) have to help other lecturers who ask you about econometrics, (2) have to share knowledge by conducting a workshop, and (3) have to support any leftover jobs. My first task was to arrange a meeting with universities in Bandung. Then, we made a meeting with Telkom University and Universitas Padjadjaran for a meeting.

Here I am now. Resigning after seven years. Arguably a wonderful period. With bumpy roads. What do I learn from that years?

### Being an asset

“I have to be an asset”. It is my philosophy throughout the years in UNIMAS. A good asset will receive a reputation. Reputation increases the value. Selling-off/retrench a good asset will damage an organization. Only distress organization divests their good asset. Therefore, “I have to be a good asset”.

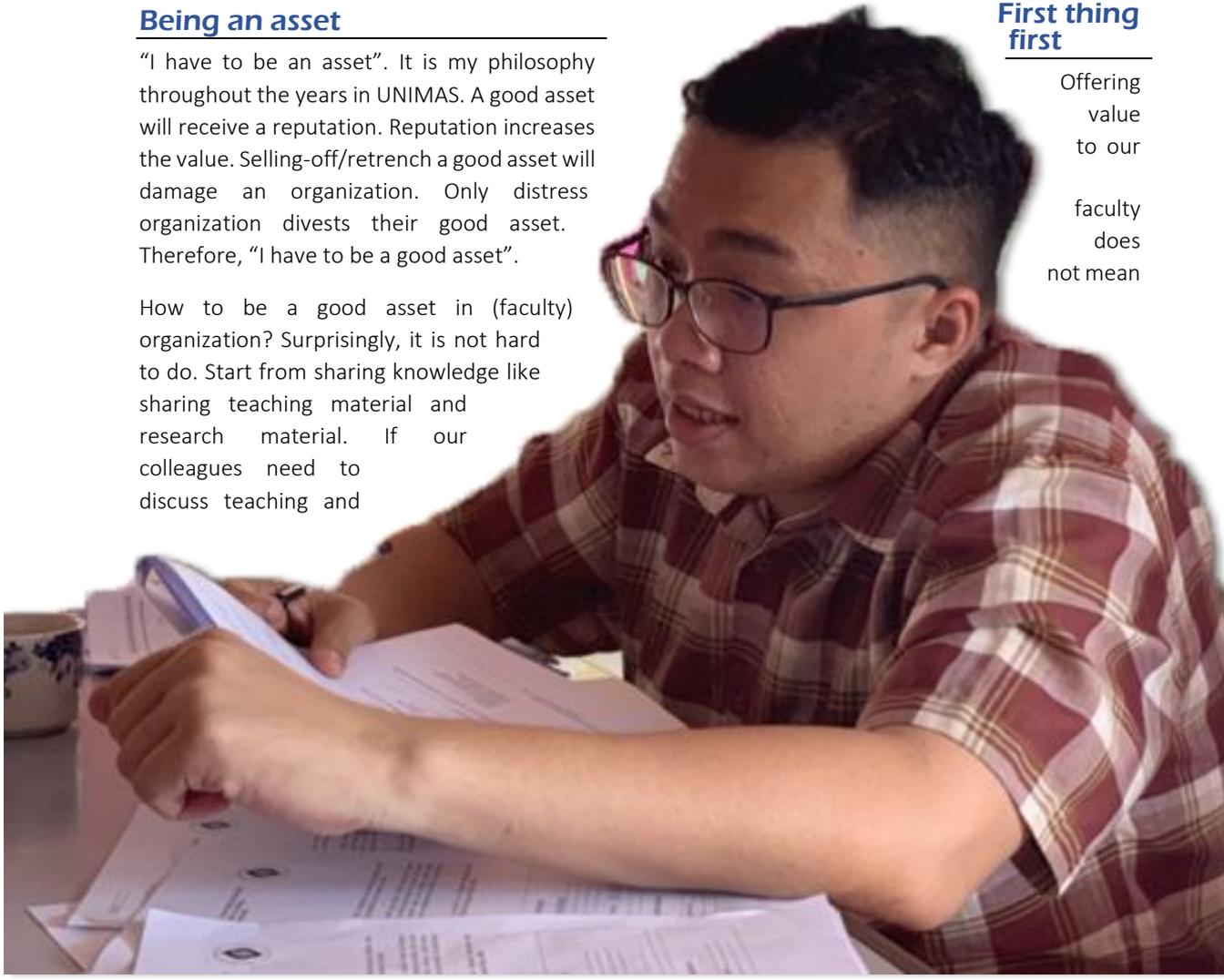
How to be a good asset in (faculty) organization? Surprisingly, it is not hard to do. Start from sharing knowledge like sharing teaching material and research material. If our colleagues need to discuss teaching and

research, open our door and share our knowledge. Indeed, keep our virtue for ourselves, and no need to brag or disseminate it to others. Treat everyone with respect.

What else? Use the best effort for a task or assignment given. This is the tricky part. Say yes when you think you can achieve it. Say no when you think you can't achieve it. It is much better than take it and leave it (or take credit for it). Without optimum effort in each task/assignment, we will become a liability. I experienced this from my service in UNIMAS, from handling the MoU-MoA activities, chairperson of BBRC, up to editorial member for IJBS. When it is overloaded, the additional tasks/assignments have to be rejected. Luckily, top management in the faculty always understands my situation whenever I kindly reject additional extra-jobs.

### First thing first

Offering value to our faculty does not mean



sacrificing our top priority. My top priority is always family. Whenever I am on leave, most likely, I put jobs behind. This explains why I usually late reply to any job-related question during my leave. Whether I will achieve the task/assignment or not by doing so, let the output-outcome be the evidence.

In my working time management, teaching will always come first. Preparing the material, conducting class, and up to submitting the grade are the first priority. The research comes second. I rarely use teaching as an excuse for not having research. Note that I usually teach 11-14 credit hours per semester. So how to schedule it?

Given that we have 40 working-hour per week (5 days' x 8 hours), we usually use 15 hours. The detail is as follows 6-hour class preparation (2 hours x 3 courses), 9 hours class (3 credit x 3 courses). We have another 25 working-hour per week. This 25 working-hour is our allocation for research, supervision, administration, consultation, and community service. Taking more research means taking more allocation from 25 working hour. The same goes for an administration job. Taking more administration jobs means taking more allocation. If we take too many tasks/assignments, we need to add our working hours per week. However, taking more working-hour per week means we take more quality time of our life. So yeah, I learned from UNIMAS to be smart in time allocation.

Staying at the office late is not equal to productivity

Nothing wrong with staying late in the office. For me, staying late in the office because we need to increase our working-hour allocation

time. However, it does not mean I am productive.

Productivity can be measured through the outputs. Staying up to 9 or 10 pm, but the output is the same with staying up to 4 pm, implies the working inefficiency-ineffective. I still remember that during my first two years in UNIMAS, I stayed at the office until 10 pm. Then, I reviewed my time allocation and found out the flaw. After that, I usually stay at the office until 6 pm with similar outputs. Of course, I sometimes still stay late if there is an additional task/assignment.

## **Friends for Mental health**

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The one that I will miss at most is my friends in UNIMAS. No more lunch, badminton, hiking together, marathon, "tea-time," and many other social activities with my friends. Given that Sarawak's culture is really similar to Indonesian culture, it is easier to find a friend in Sarawak.

Having a good friend makes me mentally healthy. When I feel stressed with the workload, there is always a friend to share with. When you need help, there is always a friend to ask. I learn that no matter who you are, what you are, where you are, and how you are, a true friend will help your difficulties selflessness without ulterior motives.

In short, I have learned a lot from my seven years at UNIMAS. It makes me what I am today. If I chose other universities seven years ago, I believe it will be a different Rayenda. It could not be as wonderful as what I received from UNIMAS. Thank you, FEB UNIMAS, for the magnificent seven years.

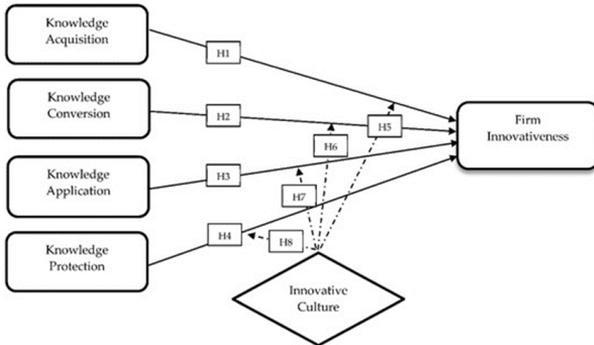
An aerial photograph of a cable-stayed bridge spanning a large body of water. The bridge has two tall white pylons with multiple stay cables. In the background, there is a modern building with a green roof and several circular structures. The sky is filled with dramatic, dark clouds, suggesting a sunset or sunrise. The overall scene is a mix of natural and architectural elements.

# **FEATURED ARTICLES (Abstract)**

# Sustainable Knowledge Management and Firm Innovativeness: The Contingent Role of Innovative Culture

Mohamad, A. A., Ramayah, T., Lo, M. C.

Sustainability, 12(17), 6910



This study presents the moderating effect of innovative culture on the relationship between knowledge management and firm innovativeness. The consequences of organisations that do not practice innovative culture would result in their inability to respond and react effectively to changes in the dynamic nature of the business environment and henceforth unable to achieve superior performance. In attempting to answer the research questions, a total of 202 MSC Malaysia

organisations took part in the survey. To assess the developed model, WarpPLS (version 7.0) was applied based on path modelling and then bootstrapping. The results highlighted that three of the four dimensions of knowledge management, namely knowledge acquisition, knowledge application and knowledge protection were positively and significantly related to firm innovativeness. On the other hand, innovative culture was found to moderate the relationships between knowledge acquisition and firm innovativeness; and knowledge application and firm innovativeness.

## Macroeconomic perspective on constructing financial vulnerability indicator in China

Kuek, T.H., Puah, C.H., Arip, M.A.

Journal of Business Economics and Management

This paper attempts to develop a financial vulnerability indicator for China as a barometer for the state of financial vulnerability in the Chinese financial market, possibly for real-time application. Twelve variables from different sectors are utilised to extract a common vulnerability component using a dynamic approximate factor model. Through the implementation of a

Markovswitching Bayesian vector autoregression (MSBVAR) model, the empirical results indicate that a high-vulnerability episode is associated with substantially lower economic activity, but a low-vulnerability episode does not incur substantial changes in economic activity. Notably, the constructed indicator can serve as a real-time early warning system to signify vulnerabilities in the Chinese financial market.

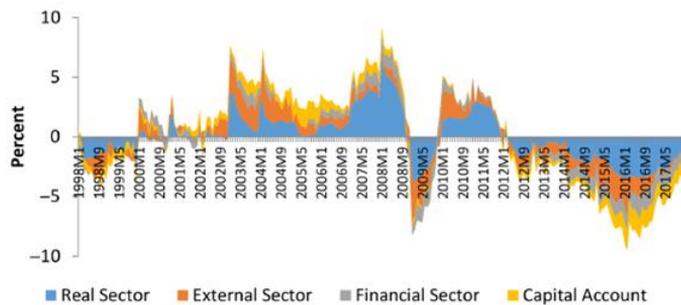


Figure 2. Contribution of indicator sub-groups

# Does reputation matter for firm risk in developing country?

Brahmana, R.K., You, H-W., Lau, E.  
*International Journal of Finance and Economics*

This research examines the effect of corporate reputation for firm risk in a developing country for a sample of 256 Indonesia firms for the period 2011–2015. Using two-step generalized method of moments approach, this research documents five important findings: (a) firm with higher reputation exhibits lower total risk (stock return volatility) and lower tail risk, yet, no significant effect on default risk; (b) Firms with high leverage use reputation effect for less total risk, tail risk, and default risk; (c) Firms with low leverage only enjoy the reputation effect on less total risk, but no reputation effect on tail risk and default risk; (d) Firms with high profitability utilize reputation to reduce the tail risk and default risk; and (f) firm with low profitability has less tail risk when their reputation is high. This evidence contributes to the literature by uncovering important and previously unidentified determinants of risk, namely, reputation. It offers an insight to stakeholders that reputation does matter.

# The Dynamic Impact of Crude Oil Price and Real Estate Growth on Stock Market Performance

Yau, J.T.H. Awang Omar D.S.S. Khan, M.A. Liwan, A. Kueh, J.S.H..  
*Journal of Contemporary Issues in Business and Government*, 27(2), 2828-2843.

This paper examines the effect of crude oil price and real estate growth on Malaysian stock market performance by examining the monthly data from 1999-2016 using both linear and non-linear tests. These tests examine the long-run and short-run relationship among variables. Granger causality test is used to measure the short-run adjustments towards the long-run relationship among the variables. The results of Granger causality test indicate that a bidirectional relationship exists between stock market performance, crude oil price, real estate. In other words, there is a dynamic relationship among the stock market performance, crude oil and real estate.

### 3.2 Estimation models

This section presents the estimation models which are used to measure the impact of crude oil price and real estate on stock market performance. The following estimation models are used in this study.

$$SMP_t = \alpha + \beta_1 CO_t + \varepsilon \quad (1)$$

$$SMP_t = \alpha + \beta_1 PI_t + \varepsilon \quad (2)$$

$$SMP_t = \alpha + \beta_1 CO_t + \beta_2 PI_t + \varepsilon \quad (3)$$

$$SMP_t = \alpha + \beta_1 CO_t + \beta_2 PI_t + \beta_3 CV_t + \varepsilon \quad (4)$$

Whereas SMP represents the stock market performance at time t, CO and PI measure the crude oil price and real estate property index at time t. CV represents control variables used in this study i.e. Exchange rate, lending rate and money supply.



# **JOURNAL PUBLICATION**

**2020 – Sept 2021**

## **Energy efficiency and company performance in Japanese listed companies**

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**Brahmana R.K., Ono H. (2020)**

International Journal of Energy Technology and Policy, 16, 1, 24-40

This research empirically investigates the relationship between energy efficiency and company performance for a pooled sample of 177 listed companies in Japan over 2005-2014. We find that energy efficiency plays a significant role in company performance in Japan, thereby debunking the energy efficiency paradox. Our research further indicates that this energy efficiency not only affects the market-based performance (Tobin's Q), but it also significantly impacts the accounting-book performance (return on assets). The findings present significant contributions to both the academic body of knowledge and the industry. The findings can also provide a basis for the Japanese Government to encourage companies to enact more energy efficient practices.

## **Proposing an integrated multi-criteria decision making approach to evaluate total quality management best practices in Malaysia hotel industry**

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**Sin K.Y., Jusoh M.S., Mardani A. (2020)**

Journal of Physics: Conference Series, 1432, 1, n.a-n.a

Although numerous studies have focused on significant role of total quality management (TQM) in literature, little attention has been paid to using the multi-criteria decision making (MCDM) approach for analysis of TQM practices especially in the context of hospitality. The purpose of this study is to identify, prioritize and evaluate the TQM best practices in hotel industry by integrating the DEMATEL and ANP approaches. DEMATEL is employed to determine the interrelationships among the main practices and sub-practices while ANP is employed to examine the weights of main practices and sub-practices. The results of this study indicated that employee management had the first rank among other practices whereas the second and third rank encompass customer relationship

management and leadership respectively. The findings of this study has shown guidance to practitioners to implement proper TQM in their organizations, effectively by using the suggested set of identified TQM best practices.

## **The mediating effect of personal values on the relationships between attitudes, subjective norms, perceived behavioral control and intention to use**

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**Dalila, Latif H., Jaafar N., Aziz I., Afthanorhan A. (2020)**

Management Science Letters, 10, 1, 153-162

In recent years, the issue of food packaging waste has become a vital environmental concern in the society which revolves around waste management practices particularly among food hawkers. The problem has been highlighted by many researchers and numerous suggestions have been made in order to improve sustainability with regard to green environment. Food packaging waste ranks the highest contributor to waste. Thus, environmentally friendly food packaging (EFFP) has been introduced in the market to ensure good management practices could be promoted among food hawkers so that environmental pollution can be reduced. However, even though many environmental programs have been implemented, the usage of EFFP among food hawkers has not improved. Hence, this paper aims to propose a specific actual behavior model to determine the usage of EFFP among food hawkers with personal value as a mediator. The development of the model used data that were collected from local food hawkers. Structural equation modeling was used to test related hypotheses. The findings indicated that personal values were a suitable mediator construct. Furthermore, attitudes, subjective norm, and perceived behavioral were all found to have had significant effects on the intention to use and the actual behavior. Finally, this paper also discusses the limitations of the present study and the contribution it has made.

## **What constitutes student-university brand relationship? Malaysian students' perspective**

**Hashim S., Mohd Yasin N., Yaakob S.A. (2020)**  
Journal of Marketing for Higher Education, 30, 2, 180-202

The concept of customer-brand relationship (CBR) is becoming increasingly important. However, the description of what constitutes student–university brand relationship is relatively limited. Underpinned by social exchange theory, this study proposes student–university brand relationship formation that comprises of utility (UV), hedonic (HV) and relational values (RV) as the antecedents, brand relationship quality (BRQ), as the mediator, and brand resonance (BR) as the consequence of CBR. With a set of usable data from 701 samples of Malaysian postgraduate students, the structural equation modelling (PLS) was utilized. The results reveal the mediating effect of BRQ in the relationships between customer values (UV, HV and RV) and BR. Therefore, considering student’s psychological ties as the focus in brand relationship strategy can help the university to understand how to create a greater bonding and favourable university’s brand relationship response.

## **Blockholder Ownership as Governance Mechanism on Firm Performance: Evidence From Malaysia**

**Ibrahimy, A. I. & Ahmad, R. (2020)**  
International Journal of Business Administration, 11, 1, 27-34

We examined the relationship between blockholder ownership and firm performance in the context of high concentrated ownership in Malaysia coupled with weak regulatory framework. Blockholder ownership is used as monitoring device to verify the significant role in managerial decisions accordance with maximizing shareholders’ wealth. Consequently, blockholders may have personal incentive to the expropriation of minority shareholders’ wealth by exercising their corporate control. We found a positive significant relationship with small effect of beta coefficients by both market and accounting based measurements. The positive relationship of blockholders as institutions is

the conformity of monitoring hypothesis. The results indicate a very weak monitoring impact of blockholders on executives’ decisions that improve the firm performance by reducing the agency costs. Additionally, the significant low positive effect of profit volatility is representing the efficacy of blockholders until a certain level.

## **Information and Communication Technology (ICT) and Income Inequality in ASEAN-5 Countries**

**Jing, A. H. Y., Ab-Rahim, R., & Baharuddin, N.N. (2020)**

International Journal of Academic Research in Business and Social Sciences, 10, 1, 209-223

Digital economy basically refers to an economy that is based on digital technologies. Embrace of digital economy transforms the economic growth of a nation. Countries that are blessed with a successful digitalization can boost its economic performance; however, it might trigger the income inequality of a country. On this note, income inequality in ASEAN country is relatively higher than other countries. Hence the aim of this study is to examine the relationship between ICT and income inequality in ASEAN-5 countries over the study period of 2009 to 2018. Employing static and dynamic panel data estimation method, the results show mobile-cellular telephone subscription to have the strongest effect on income inequality among the ICT indicators. The findings suggest countries to focus on the innovation of ICT especially on the mobile-cellular telephone subscription, fixed broadband subscription and fixed telephone subscription to achieve economic growth and hence reduce income inequality. Investments in ICT infrastructure promote ICT technology cooperation as well as the advancement of ICT especially on the rise in employment in ICT sector, transformation of government services into digital form to confront with the income inequality.

## The Effects of ASEAN Economic Community (AEC) Blueprint Adoption on Intra-ASEAN Trade on Manufacturing Products

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Wong, C. K. K., Liew, V. K.-S., & Arip, M. A. (2020)

International Journal of Academic Research in Business and Social Sciences, 10, 2, 680-690

This paper seeks to explore the effects of ASEAN Economic Community (AEC) Blueprint adoption since 20 November 2007 on the bilateral manufacturing trade between the ASEAN member countries and their trading partners. Ten ASEAN member countries and their 39 trading partners are considered in this study. A panel with model with AEC dummy variables is estimated on a set of panel data over the sample period of 1995 to 2014. Overall, it is found that AEC has created substantial trade creation effects for the exports of tobacco & manufactured tobacco substitutes, and limestone materials for manufacture of lime. On the other hand, there are substantial trade diversion effects for the exports of the fur-skins & artificial fur manufactures, manufactures of plaiting material & basketwork, miscellaneous manufactured articles, as well as the machines & apparatus.

## Trade and Child Labor: A Review of Literature

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Tariq, B. & Ab-Rahim, R. (2020)

Journal of public administration & Governance, 10, 1, 17-40

Employed child or working child is known as child labor in literature. The child labor is an important issue for economic analysts, governments and social groups. The awareness of the exploitation of children, in much of the developing world, has brought the issue of child labor to the forefront of debate within governments and social groups. The purpose of this study is to organize the past literature on trade and child labor. Additionally, this paper presents the conceptual and empirical discussion with some recent estimates of the magnitude of the problem. The review of past studies presents the child laborers' effect on an economy as well as the debate on the effectiveness of various policies related to trade and economic growth.

## Trade Openness and Environmental Degradation in Asean-5 Countries

---

Ling, T. Y., Ab-Rahim, R., & Mohd-Kamal, K.-A. (2020)

International Journal of Academic Research in Business and Social Sciences, 10, 2, 691-707

This study investigates the relationship between trade openness and carbon dioxide (CO<sub>2</sub>) emissions among ASEAN-5 countries (Indonesia, Malaysia, Philippines, Singapore, and Thailand) during the period from 1995 to 2014. The variables used are trade openness, carbon dioxide emissions, gross domestic product, energy consumption, and foreign direct investment. Methodologies applied in this study are Panel Unit Root test, Pedroni Co-integration test, and Panel Granger Causality. The results of this study show there is a long-run relationship between the variables in ASEAN-5 countries. The results further show there is a bidirectional causal relationship between carbon dioxide, economic growth, and energy consumption in the short-run. The results of this study imply that ASEAN policy makers should focus on the implementation of carbon tariff and promote the energy efficiency usage.

## Financial Integration and Economic Growth: Should Asia Emulate Europe?

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Selvarajan, S.K. & Ab-Rahim, R. (2020)

Journal of Economic Integration 2020 March;35(1):191-213., 36, 1, 191-213

The Asian financial crisis of 1997~1998 was the catalyst for the movement toward regional cooperation between Asian countries, having triggered the common interests and vulnerabilities among the affected nations. As a result, policymakers have resorted to financial integration to unleash their potentials. Nevertheless, this approach is still in its infancy, largely underpinned by the heterogeneity in institutional and structural characteristics of the financial systems between countries. The authorities are cautious, as there is a trade-off between liquidity of capital markets and financial/economic stability. Considering these scenarios, the present study attempts to

examine the dynamic relationship between financial integration and growth in Asian regions. Specifically, this study aims to investigate the financial-growth nexus pre-crisis (1980~1995) and post-crisis (1998~2015) as well as throughout the study period (1980~2015). The results of this study show a significant financial-growth relationship pre-crisis, but the impact wanes in the post-crisis and overall time periods. The results indicate to policymakers the heterogeneous characteristics of each country and to what extent financial integration should be emulated from their European counterparts.

### **Narcissistic CEOs and their earnings management**

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**Kontesa M., Brahmna R., Tong A.H.H. (2020)**  
Journal of Management and Governance, 25, 1, 223-249

This study investigates the role narcissism in corporate leadership has on the earnings management for a sample of 514 listed companies in Bursa Malaysia between year 2009 and 2015. Using the unobtrusive method and robust panel regression, we find that the narcissistic CEO has positive association with the earnings management. It means that a narcissistic CEO has a tendency to manage corporate earnings to fulfil their ego, which brings a new perspective to agency theory. For shareholders, the number of CEO photographs in the annual report may be an early warning sign of self-centric earnings management.

### **Corruption and Growth in ASEAN Countries: A Non-Linear Investigation**

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**Haw, T. J., Kueh, J., & Ling, S. W. S (2020)**  
International Journal of Academic Research in Business and Social Sciences, 10, 3, 347-369

This paper examined the nexus between corruption and economic growth of the Association of Southeast Asian Nations (ASEAN) countries covering the period from 1996 to 2018. Most of the ASEAN countries experiencing high level of corruption associated with robust economic growth performance. This phenomenon is opposite against the prevalent proposition of negative linkage between corruption and economic

growth. Therefore, a non-linearity analysis has been incorporated to cover the changes in the effect of corruption on economic growth. This finding revealed there is a significant U-shaped relationship between control of corruption and economic growth of ASEAN countries. In other words, corruption may indirectly facilitate the growth until certain threshold level, ultimately, corruption is substantially reducing growth as corruption level under control. Empirical results indicate that the threshold level of corruption is approximately 1.84 on a 5-point scale of corruption control. This shows that corruption will be detrimental to growth when the corruption level is beyond the threshold level. The speed of adjustment implies that ASEAN countries was vulnerable to the variations as it takes longer time to adjust to long-run equilibrium, particularly on economic growth, trade openness, and inflation. The granger causality test denotes the causality between control of corruption and other variables are mutually complementary.

### **Event Tourism Demand And Selected Macroeconomic Variables: An Econometrics View Of The Long-Run And Short-Run Relationships**

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**Yap, Sally Ann Yu-Ing; Ayob, Norazirah; Puah, Chin-Hong (2020)**  
INTERNATIONAL JOURNAL OF BUSINESS AND SOCIETY, 21, 1, 183-196

Assessing the substantial economic benefits of event tourism will provide insight into the effectiveness of tourism event in Malaysia. The significance of the tourism event sector has the potential to boost Malaysia's economic growth, increase the arrival of international tourists, increase tourist expenditure and further job creations. This study empirically investigates determinants of event tourism demand in Malaysia during the period of 1991Q1 to 2016Q4. The Autoregressive Distributed Lag (ARDL) technique is used to find the long-run cointegration relationships of the model. The model is further tested by employing diagnostic tests (Normality test, Serial Autocorrelation, Heteroscedasticity and Ramsey's RESET test) and stability tests (CUSUM and CUSUMSQ). The empirical analysis of the bound test indicates that there is a long-run cointegration among the variables

under study. Besides that, the ARDL model produces reliable results, as all of the computed coefficients of the independent variables are statistically significant with the expected signs. The findings are consistent with economic theory and the model passed all of the diagnostic tests. The findings of this study imply that event demand can be improved significantly when government spending, the exchange rate and tourist receipts increase and the crude oil price decreases. Hence, government authorities and the private sector should create an integrated plan to enhance the profit gained through the Malaysian economy from event tourism.

### **Vertical intra-industry trade and economic size: The case of Malaysia**

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**Chin, Mui-Yin; Ong, Sheue-Li; Wai, Chew-Keong; et al. (2020)**

Journal of International Trade and Economic Development, 29, 4, 440-454

The manufacturing sector has become increasingly important as the engine of growth in the external trade landscape in Malaysia. Meanwhile, most of the manufactured products are involved in intra-industry trade (IIT) and the past studies have documented that vertical intra-industry trade (VIIT) dominates IIT. Thus, using the panel autoregression (VAR) model, this study aims to shed light on the dynamic relationship between VIIT and economic size during 1988–2016 for the case of Malaysia and her top trading partners. The empirical results reveal positive bidirectional causality between VIIT and the economic size of the countries under study. This finding provides evidence that VIIT serves as the new strand of trades lending support to the trade-led growth hypothesis. Therefore, VIIT can act as an engine of growth for Malaysia in the short run. In addition, the findings imply that a shock to VIIT does not create chaos in Malaysia's economy. On the other hand, a positive shock to Malaysia's gross domestic product (GDP) increases the VIIT instantly and significantly. Overall, the empirical results suggest that Malaysia's policy makers should continue to focus on stimulating the growth of VIIT.

### **Emigration Intentions Among Educated Youths in Malaysia**

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**Chua Ser Chien & Kartinah Ayupp (2020)**

Youth Voice Journal, 10, May, 1-23

This research was conducted to study the factors that influence the intention of educated Malaysian youths to emigrate. The phenomenon of the emigration of highly skilled Malaysians has become a hot topic among policy makers, private and public industry players. This is because as a developing country that is aiming to achieve the status of a developed country, the retention of its educated youths is one of the key factors that can assist the country in reaching this goal. Furthermore, with the decrease in the birth rate and an aging population, Malaysia's supply of young local talent is badly needed. Thus, the main objectives of the research are to identify the primary factors that influence the young talent to "brain drain", that is determining what are the factors that affect the decision of the young talents to stay or work abroad. A total of 300 usable questionnaires were collected from the final year students of public universities in Sarawak, East Malaysia. The results show that both push and pull factors play crucial roles in influencing the brain drain activities among the young talent, while career prospects are the dominant factor that causes the diaspora of the skilled people to emigrate. This study is beneficial because, by understanding the intention behind the aspiration to emigrate among this demographic, this can lead to better understanding on policies to reduce the brain drain phenomena in Malaysia.

### **Loss Aversion Bias in Working Capital Management and Performance of Small and Medium Enterprises (SMEs): The perspectives of Ghanaian SME Managers**

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**Jeff Lamptey, Asri Bin Marsidi (2020)**

International Journal of Academic Research in Business and Social Sciences, 10, 5, 127-141

We examine Loss aversion bias in working capital management and performance of Small and medium-sized enterprises (SMEs) in Accra, Ghana. Our study adopts a qualitative case study approach and in-depth interviews to

obtain data from thirty-five (35) Owner-managers. This research shows that SME managers(owners) are loss aversion as they evaluate financial outcomes by thinking about loss and profits and use profits in most financial decision thereby prone to fear of loss. Moreover, SMEs managers (owners) subjected to enormous fear tend to be highly loss averse over loss (uncertain gain) and risk averse. While managers(owners) with less fear are low loss averse over profits and risk seeking. By implication, low loss averse SME managers(owners) tend to perform better than highly loss averse managers who underinvest in working capital in inventory, resulting in decreased profit margins. Thus, we conclude SMEs manager's loss aversion matters in working capital management and performance.

### **Anchoring and Adjustment Bias in Working Capital Management and Performance of Small and Medium Enterprises (SMEs): The perspectives of Ghanaian SMEs Managers**

**Jeff Lamptey, Asri Bin Marsidi (2020)**

International Journal of Academic Research in Business and Social Sciences, 10, 5, 143-156

This paper explored Anchoring and Adjustment in working capital management and performance of small and medium-sized enterprises (SMEs) in Accra, Ghana. We adopted a qualitative case study design and employed in-depth interviews to obtain data from thirty-five (35) managers drawn from trading manufacturing sectors. We found that SME managers(owners) primarily rely on self-generated and provided anchor. More specifically, managers anchor on customer's trust, price list and quotation, current and past sales trends which results to overinvestment and underinvestment in working capital and higher or lower performance. Therefore, we conclude that anchoring and adjustment in working capital management and performance matter.

### **Capital Structure and Commercial Banks Performance in Nigeria**

**Akindele Jamiu Adeniyi, Asri Marsidi, Adedeji Samuel Babatunji (2020)**

International Journal of Academic Research in Accounting, Finance and Management Sciences, 10, 1, 239-249

Decision relating to capital structure is of great important to an organization as capital performs several indispensable functions in the operations of banks, among which are to mitigate against risk and fragility, maintenance of public confidence as well as enhancing deposits mobilization and efficiency. It is imperative for managers to choose an appropriate financing mix which is a key decision for the growth and going concern of any financial institutions. This study used profit after tax and earnings per share as a measure of performance and employed panel regression technique to analyse data collected from a sample of fourteen quoted commercial banks between 2009 to 2016. The result shows a significant relationship between debt and profitability of commercial banks in Nigeria. The study concludes that debt can be significantly influenced by liquidity and shareholders' wealth. Consequently, the study recommend that commercial bank managers should not depend on debt capital as a source of financing the organization capital structure but rather use retained earnings of the business and consider debt as the least alternatives.

### **Intention to use e-ticketing and the theory of planned behaviour (TPB): An empirical study from a developing country**

**Ramayah T., Lo M.-C., Samad S., Ahmad N.H., Halim H.A., Qureshi M.I. (2020)**

International Journal of Advanced Science and Technology, 29, 8 Special Issue, 1682-1694

Electronic commerce facilitated by the Internet has been rapidly adopted by various industries across the globe because it offers many benefits to both business and consumers. In particular, the travel industry has been actively utilising the Internet to improve various aspects of business aspects including offering e-ticketing services. Developing countries, however, generally lag

developed countries in the use of online services. This paper explores the drivers for the use of e-ticketing by a new emerging segment of the air travel market in Malaysia as an example of an emerging user segment in a developing country. The Theory of Planned Behaviour was used to model the intention to use e-ticketing services. Based on 553 survey respondents, the study finding demonstrates that the attitude towards e-ticketing services and perceived behavioural control drives the intention to use the services in the Malaysian context. Surprisingly, subjective norm was not a significant predictor of intention. This study offers some important implications to both theory and practice.

### **Moderating role of youth empowerment towards small and medium enterprises and multidimensional poverty index**

**Mohammed M., Ab-Rahim R. (2020)**

International Journal of Advanced Science and Technology, 29, 10 Special Issue, 53-64

The aim of this study is to investigate the moderating effect of youth empowerment on the nexus between small medium enterprises (SMEs) and multidimensional poverty index (MPI) in Niger State, Nigeria. Statistical Package for Social Science is employed for descriptive analysis whereas Partial Least Square-Structural Equation Modelling (PLS-SEM) is used for hypotheses inference. Theoretically, participation of youth in SMEs activities if well harness; will foster economic, social and political values of a society. Hence, youth empowerment was employed as the moderator on the relationship between SMEs owners and MPI. The results show the moderating effect of youth empowerment denotes a positive effect on the relationship between SMEs and MPI; hence, it implies an increase in the empowerment of youth hampers poverty in Niger State and Nigeria at large.

### **Predicting mobile network operators users m-payment intention**

**Leong, C.-M., Tan, K.-L., Puah, C.-H. and Chong, S.-M. (2020)**

European Business Review, 12, 1, 2020-23

**Purpose:** This study aims to investigate the intention of using mobile payment (m-payment) services in Sarawak, Malaysia.

**Design/methodology/approach:** A total of 194 online payment users were selected to respond to the structured questionnaire. The partial least squares-structural equation modelling (PLS-SEM) was used to analyse the data by assessing the measurement and model.

**Findings:** Perceived usefulness (PU) and perceived ease of use mediated the relationship between perceived compatibility (PC) and the intention to use the mobile payment for mobile network operators' services.

**Research limitations/implications:** The analysis provides insights that PC is considered as a significant determinant for mobile payment of mobile network operators' services.

**Practical implications:** The operators can consider factors such as PC in the design of their mobile applications and the potential to expand the m-payment services to others e-wallet such as Sarawak e-wallet. The model possesses medium prediction power, which suggests that other variables such as perceived security and personal innovativeness also can be used to predict the usage behaviour of mobile payment for the mobile network services.

**Originality/value:** The present study contributes to the m-payment users' behaviour intention literature by investigating the mobile-based predictors of using m-payment technology in an emerging digital economy state in Sarawak, Malaysia. This study also extends the knowledge of technology acceptance model by introducing the mediation effect of PU and ease of use between the mobile-based predictors and m-payment intention.

## **The Impact of CSR Dimensions on Customer Participation Behaviour in Banking**

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**Muhammad Mubushar, Norizan Bt Jaafar, Rossazana Bt Ab Rahim, Hasnain Manzoor and Muhammad Imtiaz Haider (2020)**

International Journal of Psychosocial Rehabilitation, 24, 4, 5815-5826

This paper examines the impact of Customer dimension of CSR, local community dimension of CSR, employee dimension of CSR, supplier dimension of CSR on customer participation behaviour. Data was collected from 453 banking customers of Pakistan. Smart PLS was used to test the measurement model and structural equation modelling technique was run to test the hypotheses. The study found that all corporate social responsibility initiatives have positive impact on customer participation behaviour. The customer dimension of CSR has more influence to for active participation of customers followed by the local community dimension of CSR, employee dimension of CSR and supplier dimension of CSR. This study covered all primary stakeholders under the head of stakeholders' theory and highlighted the importance of supplier-oriented corporate social responsibility for customer participation behaviour due to end-users. This study also sheds the light that customers have been changing their role from passive participation to active participation.

## **An Augmented Measurement of the Housing Affordability Cycles in Malaysia**

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**VOON, Zhi-Cheng; HOOY, Chee-Wooi; PUAH, Chin-Hong. (2020)**

Malaysian Journal of Economic Studies, 57, 1, 133-145

Malaysia's property market has been going through a difficult phase as the supply of property stocks are excessive with the demand unable to catch up, and hence, many unsold units remaining on the market. The primary aim of this paper is to develop an index-based housing affordability indicator known as the housing affordability leading index (HALI), which is based on the indicator compilation approach founded by the National Bureau of Economic Research (NBER). The time-varying Markov switching (TVMS) model is then

employed to assess the transition probabilities of the constructed housing affordability indicator. The transition probabilities estimate the prospects of the housing affordability condition and how long it will stay in that particular condition before having any major turnover. As the data employed was monthly data from year 2000 to year 2015, the constructed HALI successfully reflects the prior movements of the non-index housing affordability indicator price to income ratios (PIR). The empirical results show that the HALI has an average leading period of 9.5 months when taking the PIR as a benchmark of coincidence indicator for housing affordability movement.

## **A Review Of Legal Problems In Malaysian Strict Product Liability Law – Maqasid Syariah As A Way Forward**

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**Mohd Shukri, M. H., Markom, R., & Ismail, R.**

Journal of Nusantara Studies, 5, 2, 239-260

**Background and Purpose:** Consumers who suffer from injury or property damage due to the existence of a defect in a given product is entitled to bring a legal action in court based on product liability law provisions in Malaysia. This study aims to analyse the legal problems of strict civil liability in product liability law in Malaysia based on the Consumer Protection Act 1999 (Act 599) (hereinafter "CPA 1999"). **Methodology:** By applying a doctrinal approach based on qualitative methodology of legal research, this study involved a thorough analysis of the CPA 1999 as well as previous court cases. The findings of this study were analysed using content analysis and critical analysis methods in order to record the similarities and differences which exist, as well as to draw conclusions on the meaning and application of the said law.

**Findings:** The findings prove that there are several weaknesses in the existing strict civil product liability provisions in Malaysia, which are still unresolved in terms of the meaning of product defect and proof of causation.

**Contribution:** This paper recommends that any improvements on the legal provisions for strict civil liability under product liability law in Malaysia to be evaluated from a different perspective based on Islamic principles of

product liability and the theory of Maqasid Syariah, which has rarely been analysed.

## Factors influencing tourist's satisfaction, loyalty and word of mouth in selection of local foods in Pakistan

Ali, Muhammad; Puah, Chin-Hong; Ayob, Norazirah; Raza, Syed Ali (2020)

BRITISH FOOD JOURNAL, 122, 6, 2021-2043

**Purpose** Local foods from the perspective of tourism play a significant role to attract tourists. Surprisingly, empirical evidence on food tourism is quite scarce. The purpose of this paper is to develop and investigate a conceptual framework on tourist satisfaction, loyalty and word of mouth (WOM) to select local foods in Pakistan.

**Design/methodology/approach** The study uses a quantitative approach while convenience (non-probability) sampling is used to collect a sample of 286 final responses using a survey-based questionnaire. The study employed exploratory factor analysis and confirmatory factor analysis to stabilize the factor structure. The conceptual model is then tested under the assumptions of structural equation modeling.

**Findings** The findings indicate that food quality, perceived environmental quality, perceived value and service quality has a significant impact on the tourist's satisfaction. However, interpersonal interaction quality shows an insignificant influence on satisfaction. Moreover, satisfaction has a significant impact on loyalty while loyalty further shows a significant effect on tourist WOM. Overall, the authors found satisfaction and loyalty are the major contributors to the hypothesized model.

**Practical implications** The conceptual framework and study findings will support practitioners and researchers to understand the factors that influence a tourist's selection of local foods. Additionally, the study provides a useful policy to gain long-term economic benefits for the tourism sector in Pakistan.

**Originality/value** To the authors' best knowledge, this study is the first attempt to explore WOM behavior in tourism research focusing on the critical role of satisfaction and loyalty. The authors are certain that the findings will contribute significantly to the existing body of knowledge.

## Malaysia and RCEP Countries: Gain Or Pain?

Awang Marikan D., Arip M., Khan J. and Hamzah H. (0)

Journal of Asian Scientific Research, 10, 3, 213-221

The study analyses the determinants of Malaysia's export to RCEP (Regional Comprehensive Economic Partnership) using panel data of 15 countries for the period 1997-2018. The analysis shows that the Malaysia's GDP and trade openness will increase as export increases. On the other hand, exchange rates have an inverse relationship with export. Remoteness, however, is found to be insignificant to affect the export. Thus, by joining RCEP, Malaysia can look forward to see the growth in its economies as well as attracting more foreign investors into the countries as the economies expanded and become more open. The economic benefit gain from the inverse relationship between export and exchange rate will further place Malaysia to become more competitive in international markets. In the long run, the lower exchange rate will reduce imports and raise exports to compensate for the increase in the cost of exports.

## Information and Communication Technology and Economic Growth in ASEAN 5 Countries

Huong Y.J. & Ab-Rahim, R.

Journal of Public Administration and Governance, 10, 2, 20-33

Digital economy generally refers to a digital technology-based economy. The embrace of digital economy is transforming a nation's economic growth. Countries blessed with successful digitisation will improve their economic performance; hence, it could increase country's GDP growth. In this respect, ASEAN-5 countries becoming a major economic force driver in Asia as well as to the global growth. The goal of this research is therefore to investigate the relationship between ICT and economic growth in the ASEAN-5 countries over the 2003 to 2018 study period. Using static and dynamic panel data estimation, results show that fixed telephone line subscription has the greatest

impact on ICT on economic growth. The findings suggest countries shall focus on the innovation of ICT especially on the mobile-cellular telephone subscription and fixed telephone line subscription to achieve economic growth. Investments in ICT infrastructure foster co-operation in ICT technology as well as advancing ICT particularly on the rise in jobs in the ICT sector, transforming government services into digital form to enhance economic growth in the country.

### **Energy Consumption and Economic Growth Nexus in China: Autoregressive Distributed Lag (ARDL)**

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**Yong, W.L., Jerome Kueh, Yong, S.W. & Tiang, J.H. (0)**

Journal of Public Administration and Governance, 10, 2, 194-212

This paper intends to investigate the nexus between energy consumption, carbon dioxide emission, total export and economic growth of China from 1971 to 2014. This study adopted Autoregressive Distributed Lag (ARDL) bounds test to examine the existence of short-run and long-run relationships among the variables. Empirical findings indicated that energy consumption contribute to economic growth while carbon dioxide emission is impeding the growth. There is a positive long-run relationship between both energy consumption and total export with economic growth of China. However, a negative relationship is observed between carbon dioxide emissions and economic growth. Hence, in terms of policy recommendation, policymakers can implement a balance environment-economic policy; reduce the carbon dioxide emission by imposing carbon tax; promote renewable energy among the industries and households and promoting reserves forest policy is needed for aspiration of sustainable growth for both environmental and economic.

### **Overconfidence Bias in Working Capital Management and Performance of Small and Medium Enterprises**

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**Jeff Lamptey, Asri Bin Marsidi, Bilyaminu Usman, Ashemi Baba Ali, Wasilu Suleiman (2020)**

International Journal of Academic Research in Business and Social Sciences, 10, 6, 751-765

Although managerial overconfidence is receiving substantial attention in economic analysis, explanations so far mostly focused on corporate executives and corporate investment and financing decisions. This study investigates SME managers (owners) overconfidence behavioral bias in working capital management and performance. A qualitative case study was employed to explore the perspectives of 35 SMEs managers from trading and manufacturing firms. Data were obtained through Semi-structured interviews. Based on the thematic analysis, the study found superior financial ability, perfect industry knowledge and optimism in business success to be SMEs overconfidence behaviors and their influence on working capital management and performance resulted in aggressive working capital investment and financing and expected higher performance. Specifically, overconfident SME managers is more likely to overinvest in working capital inventory for expected higher profits if they have access to sufficient internal capital. However, they are less likely to invest more in firms with substantial working capital investment in inventories if expected sales revenue are below expectation. We argued that, overconfident matters so it is not enough to study working capital management and performance of SMEs without considering manager's biases.

### **Western Corporate Credibility: Is it applicable in Malaysia?**

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**Soetrisno, F., Affizzah, A. M. D., & Yusuf, I. Y. (2020)**

International Journal of Academic Research in Business and Social Sciences, 10, 7, 1-16

Credibility is an essential element for corporate to hold individual trust and confidence towards the corporate. Despite many elements that may influence the credibility of a corporate, less researches concentrate on factors

that may affect corporate credibility as a whole in different dethronement particularly in Malaysian perspective. Thus, the study focuses on element derived from Western corporate credibility index and adding factors that may affect corporate credibility from Malaysian perspectives. The finding of the study indicates that factors that affect corporate credibility from Malaysian perspectives are Honesty, Customer Focus, Celebrity Engagement and Innovation. The results of the study can be an important inspiration to implement suitable strategies to enhance corporate credibility particularly in Malaysia.

### **Willingness to Pay to Conserve Tenukosa toli (Terubok)**

**Bakeri, N. A., Affizzah, A. M. D., Abdullah, A. M., & Ashraf-Roszopor, R. (2020)**

International Journal of Academic Research in Business and Social Sciences, 10(14), 61–69, 10, 14, 61-69

Over the year, the population of local terubok (Tenukosa toli) is being threatened due to over-exploitation. Terubok is one of the famous and important commercially fish in Malaysia which only found in Sarawak rivers. Nowadays, the landing of local terubok are very limited and difficult to obtain since 1980s. Environmental goods like terubok has a value to society, however, it is difficult to obtain and express these economic values in monetary terms. One of the methods that commonly used to evaluate non-market valuation which is Contingent valuation method (CVM) was used in this study to estimate the willingness-to-pay (WTP) of local communities to conserve terubok. A dichotomous choice contingent valuation method (DC-CVM) in single bound formulation was employed in this study. The general objective of this study is to examine the monetary value that local people are willing to pay to conserve terubok in Sarawak. The result shows that WTP of Yes decreases as the price of the offer increases. Result indicates that respondents are willing to pay at an average of RM31 per annum for sustainability of Terubok.

### **Corporate Credibility Assessment: The Perception of Chinese Malaysian**

**Yusoff, I. Y. M., Soetrisno, F., Affizzah, M. D., & A., H. L. K. (2020)**

International Journal of Academic Research in Business and Social Sciences, 10, 7, 17-27

The purpose of this research is to examine the perception of Chinese Malaysian towards corporate credibility. Online questionnaire was created and distributed to collect primary data from the target respondents who are Malaysian with Chinese descendant residing in Penang. 250 online questionnaires were collected and analysed through the use of Statistical Package for Social Sciences (SPSS) for the tabulation of respondents' demographic profile and Structural Equation Modelling – Partial Least Square (SEM – PLS) to analyse the relationship between the variables. Based on the

hypothesis testing, the results show that customer focus, product quality, expertise and trustworthiness has significant influence on the perception towards organization credibility, while transparency has no significant influence on the perception of Penang Malaysian Chinese towards organization credibility.

### **Impact of covid-19: Evidence from Malaysian stock market**

**Lee K.Y.-M., Jais M., Chan C.-W. (2020)**

International Journal of Business and Society, 21, 2, 607-628

Since the first case was reported at the end of 2019, COVID-19 has spread throughout the world resulting in more than 2 million confirmed cases. The World Health Organization (WHO) also declared the COVID-19 disease as pandemic on 11 March 2020. The COVID-19 pandemic has also affected the global financial market, which includes Malaysia. This study aims to investigate the impact of the COVID-19 outbreak on the Malaysian stock market. The dependent variables used in this study were the Kuala Lumpur Composite Index (KLCI) and 13 other sectorial indices. The independent variables were (i) the number of COVID-19 cases in Malaysia, China, and USA; (ii) the number of deaths due to COVID-19 in Malaysia, China,

and USA; (iii) the volatility index, and (iv) the Brent oil price. The sample period of this study covered from 31st December 2019 to 18th April 2020. The findings showed that higher numbers of COVID-19 cases in Malaysia tended to adversely affect the performance of the KLCI index and all sectorial indices, except for the Real Estate Investment Fund (REIT) index. The results also showed that the Brent oil price and the volatility index tended to affect the Malaysian stock market performance. The results of this study can help investors understand the impact of COVID-19 on different sectors in Malaysia.

### **Economic Uncertainty and the Demand for Broad Money in South Africa**

**Wen-Hsien Tan, Chin-Hong Puah, Shirly Siew-Ling Wong, Mei-Teing Chong (2020)**

Business and Economic Research, 10, 2, 123-133

This paper scrutinised the impact of economic uncertainty on the broad money demand in South Africa using quarterly data from 2001 to 2018. Generalized Autoregressive Conditional Heteroscedasticity (GARCH) model is employed to capture the volatilities of selected components in order to construct an economic uncertainty index (EUI) for South Africa. The constructed index is then used as a regressor along with real income, interest rate and exchange rate in determining South African demand for broad money. The empirical finding using the Autoregressive Distributed Lag approach notably shows that the EUI is negatively affecting South Africa's demand for broad money in the long term. This reveals that economic agents tend to hold real or safer assets than riskier assets, thus reduce broad money demand during times of heightened economy in South Africa. The model is cointegrated in the long-run and stable with the inclusion of EUI in the broad money demand function for South Africa. The findings are able to assist policy makers in using suitable determinants as stabilisation tools and targeting a more effective monetary policy framework refined by appropriate monetary aggregates in South Africa.

### **Daily new COVID-19 cases, the movement control order, and Malaysian stock market**

**Chia R.C.-J., Liew V.K.-S., Rowland R. (2020)**

International Journal of Business and Society, 21, 2, 553-568



The Movement Control Order (MCO) not only restricts movement of human being, it also reduces firms' financial profits and brings significant impact to stock returns. The objective of this study is to examine the relation between Malaysian stock market returns and variables related to the novel Coronavirus (COVID-19) pandemic outbreak. The FTSE Bursa Malaysia KLCI Index and eight selected main indices from 2 January 2020 to April 30, 2020, which includes the first three MCOs, are considered in this study. The results show that daily new confirmed COVID-19 cases and deaths had negative but insignificant impact on the returns on indices. Interestingly, MCO had significant and positive impact on all the indices' returns while overseas financial risks had negative impact on these returns. Furthermore, it is found that the degree of impacts of MCO and overseas financial risks varied positively with the firm size of the indices' constituent companies. China's decision on unchanged loan prime rate on the 20 February 2020 was a favorable news to the Malaysia stock markets as indicated by the positive returns on all the indices. Similarly, the degree of impact of the China interest policy also varied positively with the firms' characteristics. These findings are useful for investors in the Bursa Malaysia to manage their investment portfolios based on their appetites for risk.



## **Legal Issues in Relation to Product Liability Defences in Malaysia under the Consumer Protection Act 1999**

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**Muhammad Hafiz Mohd Shukria\*, Rahmah Ismailb, Ruzian Markomc (2020)**

International Journal of Innovation, Creativity and Change, 13, 8, 505-515-515

Under product liability law in Malaysia, a manufacturer, producer, or seller can be held liable for any injury or property damage suffered by the consumer or third party as a result of a defective product. However, strict civil liability under product liability laws and its defences have been a subject for debate due to its legal impact on consumers. This study aims to analyse the types of defences available in law that can be applied by the defendant in product liability cases. This doctrinal study focuses on the legal provisions available in consumer law pertaining to strict civil liability. The data was gathered and analysed by way of content analysis and critical analysis of legal sources. The findings, mainly based on a study of the relevant statutory provisions and court cases, indicate that there are several contentious legal issues regarding the application of defences under product liability law. It is proposed that better defence alternatives under product liability laws should be formulated and this can be an area for future research in order to provide solutions to the problematic issues that currently exist in this area of law.

## **Stock Split in Insider Trading: Lessons from Malaysia**

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**Jakpar, S. Tinggi, M., Yu, T. Z. Samsudin, N. (2020)**

International Journal of Academic Research in Accounting, Finance and Management Sciences, 10, 2, 184-194

Average daily cumulative abnormal volume turnover (ACAVT) is an interesting indicator for research purposes to determine the existence of possibly insider trading. The objective of this paper is to examine the existence of the possibly insider trading prior stock split announcement by using ACAVT. A sample of 79 public listed companies in Bursa Malaysia which did stock split within the period of 2013 to 2017 is analyzed. This paper also studies sample with positive ACAVT to determine the

relationship between insider trading and independent variables which are market capitalization and major shareholder. One Sample T-Test and Multiple Regression Analysis are used in the study. The results indicate that there is 36.71% or 29 of studies sample involved in suspicious of insider trading. However, the negative value of ACAVT's mean indicates that there is no existence of possibly insider trading prior stock split announcement. Market capitalization and major shareholder are insignificant negatively associated with possibly insider trading.

## **Ownership Structure and Firms' Performance: Evidence from Finance Sector in Malaysia**

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**Siti Mariam Binti Ismail, Nazaria Binti Md. Aris, Ahmad Syubaili, Mohamed, Suzila Mohamed Yusof, Nurul Syuhada Bt. Zaidi(2020)**

International Journal of Academic Research in Business and Social Sciences, 10, 7, 319-329

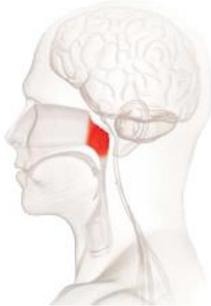
Corporate governance is an internal control system that is essential for sustainable growth and continuous improvements to cater the needs of all parties involved, including investors, employees, customers and shareholders. The study of significance of ownership structure to the firms' performance in Malaysia is not done extensively in Malaysia. This study gives a better understanding on the issue to strengthen such structures. The corporate governance have been used to address the issue of ownership structure. It is stated that corporate governance can reduce the conflict of interest among shareholder and management. This paper examines the relationship between ownership structure variables and firms' performance using a sample of 14 firms that listed in Bursa Malaysia in finance sector from 2010 to 2014. Firms' performance is measured using return on assets (ROA) while managerial ownership (MO) and foreign ownership (FO) represents ownership structure variables. The results from random effects model reveal that the variables are insignificant but they have the positive relationship. From these findings, it revealed that managerial ownership has a positive impact on performance supported by numerous research that had been done.

## Treatment costs for nasopharyngeal cancer by stages: Patients' experience in sarawak general hospital

Yeoh C.-Y., Puah C.-H., Brahmna R.K., Wong S.S.-L., Entebang H. (2020)

Research in World Economy, 11, 3, 26-35

The study investigates an average direct and indirect costs incurred by Nasopharyngeal Cancer (NPC) patients who received diagnosis, treatment and follow up in the Sarawak General Hospital, Kuch Malaysia. A total of 29 NPC patients were randomly selected using a primary data collection approach from the Sarawak General Hospital between November 2018-March 2019. Information related to the average direct and indirect costs incurred by NPC patients at various stages and the sources of their financial assistance throughout the treatment periods were assorted. The study reveals that the total average cost of 169 or 56.52% of the NPC patients who received various treatment services in the public hospital is RM13,165 against RM78,860 on 130 or 43.48% of the patients received the same services in both public and private healthcare. Major sources of funding come from patients' savings, family members, medical insurances, non-profit organization or charity, company healthcare benefits, employees' provident fund (EPF) as well as subsidy from the government: This study suggests that the treatment cost for cancer patient is high and hence, there is a need to establish a mechanism that can provide a free screening test for NPC as a forward step to cancer prevention, while for policy makers to develop a more supportive initiative to address the needs of the poor patients.



Purpose: This paper aims to provide swift feedback to readers and investors on the early effect of novel coronavirus (COVID-19) pandemic outbreak on tourism industry.

Design/methodology/approach: Three leading consolidators of hotel accommodations, airline tickets and travel services in the tourism industry around the globe, namely, Booking Holdings Inc., Expedia Group and Trip.com Group Ltd. are chosen in this study. First, numerical description is performed on their shares prices and a set of control variables to compare their performances before and during the lockdown because of COVID-19 outbreak. Next, this paper estimates ordinary least squares models with and without exponential generalized autoregressive conditional heteroskedastic specification to establish the nature, significance and magnitude of the pandemic's early effect on the shares performance of these online travel companies (OTCs).

Findings: This paper discovers a rapid decline in the performance of tourism industry amid the pandemic outbreak, from the perspective of three leading OTCs, which derive their profits from tourists by providing them online hotel reservation, air-ticketing and packaged-tour business services around the globe. These significant adverse direct and indirect effects testify that tourism-related businesses are extensively locked down by the pandemic outbreak.

Research limitations/implications: Future studies are encouraged to examine each of the tourism sectors for individual effects.

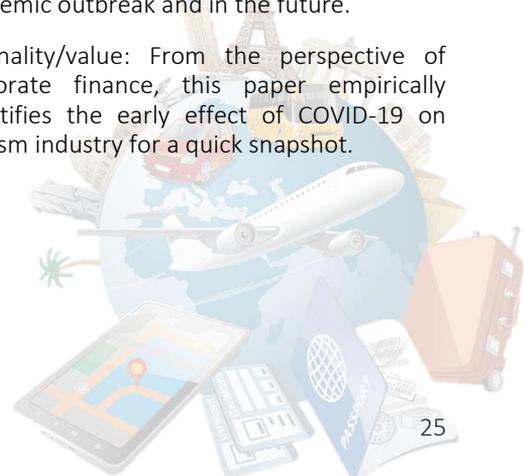
Practical implications: This paper provides implications for investors to protect their wealth, and for policymakers to ensure sustainability of tourism industry in the pandemic outbreak and in the future.

Originality/value: From the perspective of corporate finance, this paper empirically quantifies the early effect of COVID-19 on tourism industry for a quick snapshot.

## The effect of novel coronavirus pandemic on tourism share prices

Venus Khim-Sen Liew (2020)

Journal of Tourism Futures. Early Cite, August, 1- 16., Early Cite, Aug, 1-16



## **Perception Level of Visitors towards Shopping's Motivation Factors at the Cross-border Informal Market of Serikin, Sarawak**

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**Amar, S. N., Djafar, F., Arip, M. A., Hassan, M. K. H., & Ubaidillah, N. Z. (2020)**

International Journal of Academic Research in Business and Social Sciences, 10, 7, 460-473

Perception level of the visitors towards shopping motivation factors at the informal cross-border market of Serikin, Sarawak will be examined by using descriptive analysis. There are nine items that are quality of the products, variety of the products, preferences of the products, cheaper price, price and quality of product is consistent, cheaper price due to the cheaper in labor force, bargain hunting, closer, and condition of road. Majority of the visitor's perception towards shopping motivation factors at the informal cross-border market of Serikin, Sarawak are at the neutral level. This is attested by the higher frequency of respondents that give neutral level towards shopping motivation factors. This finding shows that Serikin needs more improvement and development in terms of products, sale's services and environment of shopping to encourage visitors to shop.

## **Shopping's Behaviour of Visitors at the Cross-Border Informal Market of Serikin, Sarawak**

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**Amar, S. N., Djafar, F., Arip, M. A., & Hassan, M. K. H. (2020)**

International Journal of Academic Research in Business and Social Sciences, 10, 7, 474-486

Cross-border activity especially in border towns is becoming increasingly important. There have been few studies of cross-border shopping and yet most of them have focused on macroeconomic effects rather on discovering the motivation, behavior and personal characteristics of cross-border shoppers who purchased abroad. This study aims to look the purchasing pattern of visitors at the cross-border informal market of Serikin, Sarawak according to the shopping's behavior of the visitors. By using descriptive analysis, this study found that, the main purpose visitors come to Serikin once per month with friends by using their own cars and spend less than 4 hours is for shopping. On average, they

spend less than RM 499 on other cost (transportation, foods & beverages and others) and there are only five items frequently buy by the visitors at Serikin that are clothes, vegetables, foods, electrical tools, and handicrafts. It is obvious that visitors come to Serikin for shopping. Although visitors come to Serikin with large quantity of money for shopping, but their expenditure will determine by their income.

## **Authentic Learning though Role Play in Learning Financial Reporting: Malaysian Undergraduate Perspective**

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**Lee, D., Cheuk, S., & Nichol, E. (2020)**

International Journal of Academic Research in Business and Social Sciences, 10, 8, 42-68

This paper examines whether role-playing provides student with learning opportunities in financial reporting and motivates student to reflect the practical financial reporting issues. The research is conducted in Advance Financial Reporting class under an undergraduate accounting program in a public university during semester two in 2019. The participants were divided into two roles within the context of an audit firm, audit associate and audit supervisor in preparing and reviewing the consolidation of financial statements audit working paper (financial reporting). The results of the study show that role-playing allowed students to improve their knowledge and increase their confidence in preparing consolidated financial statements. It also motivates student to reflect the practical financial reporting issues. Hence, the results suggest that role-play model can be applied to other accounting learning activities with inter-related subjects within accounting.

## **Innovativeness Orientation Behaviors and Delinquent Behavioral Change : A Case Study of Ex-Juvenile Entrepreneurial Orientation in Katsina State, Nigeria**

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**Usman, Bilyaminu and Sharizal, Hashim and Lamptey, Jeff and Ashemi, Baba Ali and Wasilu, Suleiman and Aisha, Yusuf Bilyaminu (2020)**

International Journal of Academic Research in Business & Social Sciences, 10, 6, 718-737

Modern Entrepreneurship argument discovered the importance and the positive influence of innovativeness orientation behaviors as one of the Entrepreneurial orientations (EO) towards organizational performance and profitability. However, discussion of innovativeness orientation behaviors in the context of individuals such as entrepreneurs behavioral change influence still silent, specifically ex-juvenile entrepreneurs' context that can give an understanding into the Entrepreneurship framework of knowledge. Therefore, the purposes of the research are to understand the role of innovation orientation as one of the Individual Entrepreneurial Orientations (IEO) towards the delinquent behavioral change of ex-juvenile entrepreneurs. The study employed qualitative methods and in-depth interview to 10 research participants of ex-juvenile entrepreneurs that operate entrepreneurial activities in Katsina state, Nigeria. The study used thematic analysis and NVivo 12 Pro to organize and analyze the data. The study found that ex-juvenile entrepreneurs are innovators and more importantly innovation orientation behaviors has a positive influence on ex-juvenile entrepreneurs' delinquent behavioral change. This finding provides a fresh knowledge about the IEO innovativeness orientation potentiality in the entrepreneurs' self-development and perception into the entrepreneurship policymakers.

### **New Zealand's Residential Price Dynamics: Do capability to consume and government policies matter?**

**Fennee Chong and Venus Khim-Sen Liew, (2020)**

Economics Bulletin, 40, 3, 2262-2274

The objectives of this paper are to provide empirical evidences on whether i) government policies represented by mortgage rate and loan-to-value ratio are associated with the dynamics of the New Zealand Residential Price Index, ii) macroeconomic factors such as house price to income ratio and inflation rate that proxy capability to consume, as well as population growth rate are the driving forces of housing market dynamics of the country. After testing a battery of statistical

assumptions, this study adopts the Autoregressive Distributed Lag (ARDL) cointegration method to examine data from Quarter 1, 2009 to Quarter 2, 2019 for the short and long-run relationships among the variables. Findings show that mortgage rate, loan-to-value ratio, and inflation rate have negative long-run relationship with Residential Price Index. On the other hand, population growth rate and house price to income ratio are shown to have positive long-run impact on housing price. Results obtained from Error Correction Model reveal that whenever there is a short-run shock in the residential price dynamics, the Residential Price Index will take about three quarters to fully restore back to its long-run equilibrium. Additionally, mortgage rate, population growth rate, loan-to-value ratio and house price to income ratio are found to significantly Granger-cause New Zealand's residential price dynamics during the study period.

### **Autonomous Orientation and Delinquent Behavioral Change : A Case Study of Ex-Juvenile Entrepreneurs in Katsina State, Nigeria**

**Bilyaminu U. and Hashim S. (2020)**

International Journal of Academic Research in Business & Social Sciences, 10, 6, 164-183

Contemporary Entrepreneurship discussion revealed the importance and the positive influence of autonomous orientation as one of the Entrepreneurial orientations (EO) towards organization performance and profitability. However, discussion of autonomous in the context of individuals such as entrepreneur behavioral change impact still silent, especially in the context of ex-juvenile entrepreneurs that can give an understanding into the Entrepreneurship body of knowledge. Therefore, the purposes of the research are to understand the role of autonomous orientation as one of the Individual Entrepreneurial Orientations (IEO) towards the delinquent behavioral change of ex-juvenile entrepreneurs. The study employed qualitative methods and in-depth interview to 10 research informants of ex-juvenile entrepreneurs that operate entrepreneurial activities in Katsina state, Nigeria. The study used thematic and NVivo 12 Pro to organize

and analyze the data. The study found that ex-juvenile entrepreneurs are autonomous and more importantly autonomous orientation has a positive influence on ex-juvenile entrepreneurs' delinquent behavioral change. This finding provides a fresh knowledge about the IEO potential in the entrepreneur self-development and insight into the entrepreneurship policymakers.

### **Sustainable knowledge management and firm innovativeness: The contingent role of innovative culture**

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**Mohamad, A. A., Ramayah, T., & Lo, M. C. (2020)**

sustainability, 12, 17, 1-15

This study presents the moderating effect of innovative culture on the relationship between knowledge management and firm innovativeness. The consequences of organisations that do not practice innovative culture would result in their inability to respond and react effectively to changes in the dynamic nature of the business environment and henceforth unable to achieve superior performance. In attempting to answer the research questions, a total of 202 MSC Malaysia organisations took part in the survey. To assess the developed model, WarpPLS (version 7.0) was applied based on path modelling and then bootstrapping. The results highlighted that three of the four dimensions of knowledge management, namely knowledge acquisition, knowledge application and knowledge protection were positively and significantly related to firm innovativeness. On the other hand, innovative culture was found to moderate the relationships between knowledge acquisition and firm innovativeness; and knowledge application and firm innovativeness.

### **Market Competition, Managerial Incentives and Agency Cost.**

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**Brahmana, R. K., San Loh, H., & Kontesa, M. (2020). Market Competition, Managerial Incentives and Agency Cost. Global Business Review, 21(4), 937-955. (2020)**

Global Business Review, 21, 4, 937-955

This study investigates the determinants of board of director compensation from the view

of strategic management. Specifically, this study examines the association between product market competition and directors' compensation for a sample of 524 listed firms in Malaysia from 2010 to 2014. We find that there is a positive relationship between a competitive firm and its compensation to its directors. Our research indicates that managerial incentives reflect more of talent appreciation, rather than purely for acknowledging better performance or a bigger size firm. This research contests the use of agency theory and managerialism in explaining directors' compensation, especially for the developing country context of Malaysia. Our findings also imply that firms may pay higher compensation in a competitive market.

### **Market Structure And Efficiency Performance Of Asean Banks**

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**Rossazana Ab-Rahim, Vimal Prakash Rao Subramaniam and Sonia Kumari Selvarajan (2020)**

ASIA-PACIFIC MANAGEMENT ACCOUNTING JOURNAL., 15, 2, 1-1

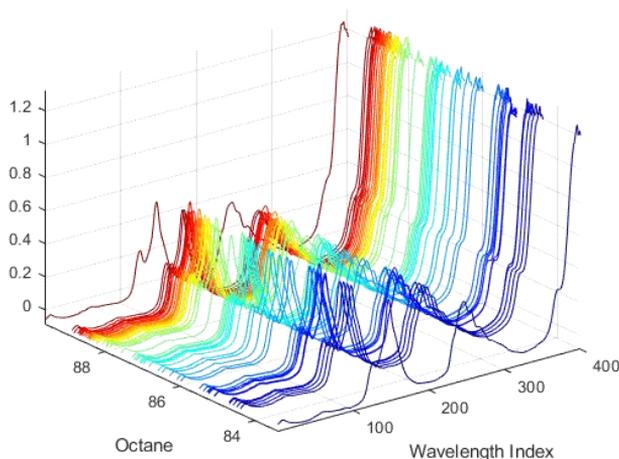
The aim of this study was to investigate market structure and efficiency performance of the ASEAN banking market during the study period of 2011 - 2016. In order to assess the market structure of commercial banks in ASEAN, the Herfindahl-Hirschman index (HHI) was used while the efficiency performance which consists of technical efficiency, pure technical efficiency and scale efficiency were measured using Data Envelopment Analysis (DEA). The results showed that the banking sector in Malaysia, Thailand and Philippines are moderately concentrated while the market structure of Singapore is highly concentrated, and the least concentrated banking market is Indonesia. On this note, the HHI results indicated that banks in Malaysia, Thailand and Philippines are operating in a monopolistic market and oligopolistic in the Singapore banking market. Generally, the most efficient banks were found in Thailand, Malaysia and Singapore with regard to technical efficiency scores. In the context of the sources of efficiency, the results of the study suggest that ASEAN banks are more scale efficient than pure technical efficiency. The findings imply that the bank management should target to utilize the banks inputs at the optimum level in

order to keep their performance at the efficiency frontier.

## Resources Confirmation for Tourism Destinations Marketing Efforts Using PLS-MGA: The Moderating Impact of Semirural and Rural Tourism Destination

Chee Hua Chin, May Chiun Lo, Zaidi bin Razak, Pooria Pasbakhsh and Abang Azlan Mohamad (2020)

Sustainability, 12, 6787, 1-23



This study presents a framework to empirically validate the relationship between the tangible and intangible measures on tourism destination marketing efforts. Uniquely, a case study was developed involving two different nature of tourism destinations (semirural and rural) and is incorporated into the framework to assess its moderating effect on the relationships among the predictors and destination marketing efforts. Two hundred and ninety-three usable responses were collected using a questionnaire survey. Partial least squares structural equation modelling was utilized to perform latent variable and multi-group analyses (MGA). The findings revealed that destination appeal was found to be the biggest concern among tourists visiting semirural and rural tourism destinations in Sarawak. For intangible components, both service quality and destination image were found to be significantly related to destination marketing efforts at a semirural tourism destination. Interestingly, for MGA results, it was worthwhile to learn that the relationship

between service quality and destination marketing efforts happened to have a stronger impact on semirural than rural tourism destination. Hence, the proposed framework and research findings from this case study have provided significant insights that help various tourism stakeholders to better strategize and position semirural and rural tourism, particularly in the scenario of Sarawak, Malaysia. Future studies can examine this framework and test at other tourism destinations in Malaysia or in some other countries.

## Does reputation matter for firm risk in developing country?

Brahmana, R.K., You, H-W., and Lau, E. (2020)

International Journal of Finance and Economics, 25, 4, 1-14

This research examines the effect of corporate reputation for firm risk in a developing country for a sample of 256 Indonesia firms for the period 2011–2015. Using two-step generalized method of moments approach, this research documents five important findings: (a) firm with higher reputation exhibits lower total risk (stock return volatility) and lower tail risk, yet, no significant effect on default risk; (b) Firms with high leverage use reputation effect for less total risk, tail risk, and default risk; (c) Firms with low leverage only enjoy the reputation effect on less total risk, but no reputation effect on tail risk and default risk; (d) Firms with high profitability utilize reputation to reduce the tail risk and default risk; and (f) firm with low profitability has less tail risk when their reputation is high. This evidence contributes to the literature by uncovering important and previously unidentified determinants of risk, namely, reputation. It offers an insight to stakeholders that reputation does matter.

## **The Moderating Effect of Government Ownership on the Relationship between Cash Flow and Firm's Performance for Construction Industry in Malaysia**

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**Nazaria Md. Aris<sup>1</sup>, Nurhidayah Sokat<sup>2</sup>, Salawati Sahari<sup>3</sup> (2020)**

International Journal of Academic Research in Accounting, Finance and Management Sciences, 10, 3, 52-63

This study attempts to measure the circumference of the cash utilization activities from operations activity, investment activity, and financing activity towards firms' performance of the construction industry in Malaysia by using Government Ownership as the moderating variable. This study essentially using a secondary data that obtain from the annual report for the year 2014 to 2018. The data of the cash flow variable and firms' performance was originally keep recorded in a monetary value whilst data for Government Ownership was obtained through a content analysis. The findings revealed that there is negative relationship with Net Cash Flow towards the Return on Assets. The results demonstrated that the Net Cash Flow in Operating activity is the most influenced by Government Ownership. The Net Cash Flow in Investing activity is significantly affected, while the Net Cash Flow in Financing is the least affected by Government Ownership. In other words, although the government has an authority to influence the economic activity in the market, the government interfere in their capital structure does not effectively affect the firms' performance of construction sector in Malaysia.

## **Macroeconomic determinants of FDI inflows in Cambodia, Laos, Myanmar and Vietnam: Panel data analysis**

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**Soo X.-L., Kueh J. (2020)**

Thailand and the World Economy, 38, 1, 54-72

The main objective of this study is to examine the macroeconomics determinants of FDI inflows in Cambodia, Laos, Myanmar, and Vietnam. There are many factors obstruct the ability in attracting investments into developing countries. The selected macroeconomics determinants are market

size, inflation rate, openness, real effective exchange rate and labor force. This study covered from 2000 to 2016 using annually data. The methods adopted are panel unit root tests, panel cointegration tests, Fully-Modified Ordinary Least Square (FMOLS) and panel Granger causality. The study findings indicate that all the exogenous variables are cointegrated and significant in influencing FDI inflow. However, in the short run, there is only unidirectional causal relationship.

## **Abnormal returns on tourism shares in the Chinese stock exchanges amid the COVID-19 pandemic**

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**Liew V.K.-S. (2020)**

International Journal of Economics and Management, 14, 2, 247-262

This study finds significant immediate adverse impact of the novel coronavirus (COVID-19) pandemic on tourism shares listed in the Shanghai and Shenzhen stock exchanges, in terms of breadth and depth. Overall, prices of these shares plunged by 20% in three consecutive days in response to pandemic fears, before technical rebound set in. Significant negative cumulative abnormal returns after the Wuhan lockdown are identified in 18 out of 21 tourism shares traded in the Chinese stock exchanges. These findings could serve as references for the China Security Regulatory Commission to monitor the market in future pandemic management. Investors are advised to avoid tourism shares the moment there is any suspicious development of virus outbreak in the future. Instead, they could look for opportunity to buy dip after massive market decline at the appropriate timing.

## **Tourism forecasting and tackling fluctuating patterns: A composite leading indicator approach**

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**Soh, A.N., Puah, C.H., and Arip, M.A. (2020)**

Studies in Business and Economics, 15, 2, 192-204

A growing interest is surfacing toward the non-linearities in tourism demand forecasting. This paper aims to construct a tourism composite

indicator to anticipate the cyclical movement for the tourism demand in Fiji. The time duration tackled in the current study is under the span of approximately two decades from 2000 to 2017. Apart from an indicator construction approach and turning point dating algorithm, we proposed a two regime Markov switching model to analyse the Fijian tourism cycle. The empirical results revealed the composite leading indicator accorded a signalling approach for Fijian tourism demand with an average lead time of 2.75 months. Furthermore, the prior-recognition of the tourism economic transition with adequate dating evaluation of the tourism cycle is obtained from the filtered probabilities through the Markov switching models.

### The Effects of Gender Diversity in The Boardroom on Firm Performance among top 50 Listed Companies in Malaysia

Ahmad Sabri A., Mohamed A. and Sahari S. (2020)

International Journal of Academic Research in Business and Social Sciences, 10, 8, 1044-1054

Gender diversity is an important factor in boards because it can contribute to the functioning boards which could potentially positively influence corporate performance. This paper aims to examine the effect of gender diversity on board members on corporate performance and provide guidance to management for increasing the proportion of women in the boards. This study performs an OLS regression model on the sample of top 50 corporations in Malaysia from 2010 to 2018. Corporate performance is measured using return on assets while the percentage of female directors represents gender diversity. The results from the OLS regression model reveal that gender diversity is positively related to corporate performance. From these findings, the higher proportion of females in boards can have a substantial impact on the performance of the corporation.

### Non-Linearity Effect of Energy Consumption on Economic Growth: Panel ASEAN-4 Countries

Kueh, J., Yau, J., Liwan, A., & Wei, Y. S. (2020)

International Journal of Academic Research in Business and Social Sciences, 10, 8, 862-871

The aim of the study is to investigate the impact of energy consumption on economic growth in ASEAN-4 countries as a whole. In addition, the effect of the non-linearity of the relationship between energy consumption and growth is examined using Threshold Analysis method for the period of 1980 to 2014. Empirical findings indicate that energy consumption has significant positive impact on economic growth in ASEAN-4 countries in the long-run. Furthermore, the non-linearity results show that the impact of the

energy consumption on growth is greater when the energy consumption is above the threshold level. This implies that more usage of energy may contribute to the economic growth.



### A Conceptual Approach on the Effects of Psychological Contract Breach in Pakistan: The Mediating Role of Organizational

Ihsan, Norizan Yusoff, Bilyaminu

Usman (2020)

International Journal of Academic Research in Business and Social Sciences., 10, 3, 150-159

Psychological contract breach (PCB), which is an unmet expectations-based contract between an employee and an employer, leads to negative attitudes and behaviours. PCB may be avoided by a number of ways. This paper argues that perceived organisational support (POS) may be used to mitigate the negative

effects of PCB towards turnover intention (TI), job dissatisfaction (JS) and counterproductive work behaviours (CWB). This study proposes that PCB may be investigated using different samples so that results may be compared within and outside Pakistan. This paper is also presented as a proposed conceptual framework for future research based on theoretical triangulation from previous seminal studies in the international, the Asian and the Pakistani context.

### **Does CEO power matter for the performance of retrenchment strategy?**

**Brahmana, Rayenda Khresna and You, Hui Wei and Kontesa, Maria (2020)**

Journal of Strategy and Management, 13, 4, 1-18

Purpose: This research aims to examine the moderating role of CEO power on the relationship between retrenchment strategy and firm performance by framing the relationship under an agency theory, and power circulation theory. Design/methodology/approach: This study focuses on a sample of 319 non-financial public listed companies in Malaysia from the year 2011–2016 and estimates the model under two-step GMM panel regression to eliminate the endogeneity issue. Findings: The results show that the retrenchment strategy increased firm performance. Meanwhile, greater CEO power changes that retrenchment effect into increased performance. This study also indicates the CEO power strengthens the relationship between firm performance and retrenchment. However, CEO power does not have any effect on the performance of low retrenchment, and the performance of big firm size. Research limitations/implications: The findings show that the higher CEO power cause higher firm performance and higher retrenchment. This research suggests that CEO power can make retrenchment strategy works and the decision made can affect the firm performance significantly. Originality/value: This study examines the effect of CEO power on the performance of retrenchment strategy implementation by contesting agency theory, power circulation theory, and resource-based view theory within the emerging country context.

### **Divestiture strategy, CEO power and firm performance**

**Brahmana R.K., You H.-W. and Yong X.-R. (2020)**

Management Research Review, 1, 1, 1-6

Purpose: This study aims to examine the moderating role of chief executive officer (CEO) power on the relationship between divestiture strategy and firm performance by framing the relationship under the agency and power circulation theories. Design/methodology/approach: This study focuses on a sample of 319 non-financial public-listed companies in Malaysia from the year 2012–2016 and estimates the model under two-step generalized method of moments panel regression to eliminate the endogeneity issue. Findings: The results show that divestiture strategy decreased the firm performance. Meanwhile, greater CEO power changed that divestiture effect but still failed to increase the performance. This study also indicates the CEO power strengthens the relationship between firm performance and divestiture. Research limitations/implications: The overall findings show that the positive moderating role of CEO power on the relationship between divestiture and performance. This research confirmed the agency and power circulation theories by showing that CEO power can make divestiture strategy works. However, the moderating plot tells different. CEO power may strengthen the relationship between divestiture and performance; it fails to boost up the performance in overall. Therefore, this study is about CEO power on the strategic decision and gives a good implication for corporate governance concerning the impact of CEO power on the organization's alignment process. Originality/value: This study examines the effect of CEO power on the performance of divestiture strategy implementation by contesting the agency and power circulation theories within an emerging country context.

## **Antecedents of destination image in natural protected area: The moderating role of perceived value**

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**Ying-Sin CHIN, Abang Azlan MOHAMAD, May-Chiun LO, Wan Hashim Wan IBRAHIM, Shiaw-Tong HA (2020)**

GeoJournal of Tourism and Geosites, 32, 4, 1222-1228

Ecotourism is a nature-oriented tourism idea that is flourishing and with promising outlook. The present study attempts to explore the importance of local communities' attitude, carrying capacity and destination attractiveness & resources towards destination image by adopting perceived value as a moderator on examining the antecedents on destination image. Data were collected from 146 tourists who have visited Bako National Park, Sarawak. The research employs WarpPLS 6.0 and the results revealed that local communities' attitude, carrying capacity and destination attractiveness & resources have impact on destination image. Perceived value has moderating effect between destination attractiveness & resources and destination image.

## **Endowed and Created Resources Towards Ecotourism Competitiveness: Natural Protected Areas in Sarawak**

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**Mohamad A., Jun Zhou T. and May-Chiun L. (2020)**

GeoJournal of Tourism and Geosites, 32, 4, 1252-1258

The richness of natural areas in Malaysia leads ecotourism to become one of the rapidly growing industries within the nation. The present study aims to discover the impacts of endowed and created resources on ecotourism competitiveness from both domestic and international tourists' perspectives. 189 respondents had completed the questionnaire and WarpPLS 6.0 was used to test the model created. The results revealed that endowed resources (e.g. natural resources and cultural heritage attraction) are positively and significantly correlated to ecotourism competitiveness. Surprisingly, created resources (e.g. tourism infrastructure and range of activities) were observed to have

no significant relationship with ecotourism competitiveness.

## **Board capital and bank efficiency: Insight from vietnam**

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**Kontesa M., Nichol E.O., Bong J.-S. and Brahmana R.K. (2020)**

Business: Theory and Practice, 21, 2, 483-493

This study investigates the role of board capital on bank's efficiency for a sample of 45 banks in Vietnam over 2011–2015. Using robust panel regression, we find board capital is important in making Vietnamese bank efficient even after controlling its endogeneity issue. This study further documents that networking capital and experience capital are the important factors, but not education for bank efficiency. The findings of this research contribute to the entrenchment hypothesis in agency theory, where networking and experience can be the bargaining power for manager (agent) in securing their compensation. It also contributes to human capital theory and resource base view theory where it shows networking and experience are strategic human capital resources for bank efficiency. The findings imply that shareholders should consider the networking and experience of board members during board elections. Future research may engage with the intervention of corporate governance monitoring or test it in other developing countries context.

## **Assessing the Relationship between Socio-demographic, Clinical Profile and Financial Toxicity: Evidence from Cancer Survivors in Sarawak**

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**Shee-Ling Yap; Shirly Siew-Ling Wong; Keng-Sheng Chew; Jerome Swee-Hui Kueh; Ke-Lin Siew (2020)**

Asian Pacific Journal of Cancer Prevention, 21, 10, 3077-3083

Background: Patient's financial ability is always the most critical imputes to treatment choice and adherence; as it translates into health outcomes such as survival rate and quality of life. Cancer care is likely to affect the patient's financial well-being, putting huge financial pressure to the families. Therefore, it is imperative to understand the confounding

factors of financial toxicity among cancer survivors along the course of survivorship. Methods: This study was designed in the form of cross-sectional analysis, in which, cancer survivors were recruited from the Sarawak General Hospital, the largest tertiary and referral public hospital in Sarawak. To capture the financial toxicity of the cancer survivors, the Comprehensive Score for Financial Toxicity (COST) instrument in its validated form was adopted. Multivariable logistic regression analysis was applied to determine the relationship between financial toxicity (FT) and its predictors. Results: The median age of the 461 cancer survivors was 56 while the median score of COST was 22.0. Besides, finding from multivariable logistic regression revealed that low income households (OR: 6.893, 95% CI, 3.109-15.281) were susceptible to higher risk of financial toxicity, while elderly survivors above 50 years old reported a lower risk in financial toxicity. Also, survivors with secondary schooling (OR:0.240; 95%CI, 0.110-0.519) and above [College or university (OR: 0.242; 95% CI, 0.090-0.646)] suffer a lower risk of FT. Conclusion: Financial toxicity was found to be associated with survivors age, household income and educational level. In the context of cancer treatment within public health facility, younger survivors, households from B40 group and individual with educational attainment below the first level schooling in the Malaysian system of education are prone to greater financial toxicity. Therefore, it is crucial for healthcare policymakers and clinicians to deliberate the plausible risk of financial toxicity borne by the patient amidst the treatment process.

## **Does Information and Communications Technology (ICT) Development Foster Economic Growth of ASEAN5 +3 Countries?**

**Wong Ee Syuen, Rossazana Ab-Rahim (2020)**

Asian Journal of Empirical Research, 10, 10, 223-230

Globally, digital technologies affect lifestyles, norms and business restructuring models. Correspondingly, it plays a significant role in fostering the economic growth of Association of South East Asian Nations (ASEAN) as well as Asian countries at large. This study aims to investigate the impact of ICT development on

the economic growth of the ASEAN5 +3 nations over the period of 2011 to 2018. ASEAN5+3 comprises of eight nations namely Malaysia, Singapore, Philippines, Thailand, Indonesia, China, South Korea and Japan. The methodologies applied in this study include panel data regression analysis and several diagnostic tests such as the Hausman test and the Breusch-Pagan Lagrange multiplier (BPLM) test. The empirical results suggest there is a positive significant relationship between ICT development and economic growth among the ASEAN5 +3 countries. This relationship can be further strengthened through various policy implementations such as governmental investments. The results of this study imply that these Asian countries are growing in consistence with information technology (IT)-led development.

## **Structural Productivity Convergence of RCEP**

**Dyg Affizzah, A. M. and Awgku Alizra, A. A. and Ting, Mee Sing (2020)**

International Journal of Academic Research in Bussiness & Social Sciences, 10, 9, 1111-1125

This study aimed is to test the convergence on value added share of four major sectors namely manufacturing, services, agriculture and construction within a group of selected Regional Comprehensive Economic Partnership (RCEP) referring to Malaysia, Brunei Darussalam, Singapore, Thailand, Indonesia, Philippines, Japan, South Korea, China, India, Australia and New Zealand. From the finding it shows that there is no panel structural convergence found in all four sectors for all the countries. However, it does not indicate that there is no possibility of convergence because a country might cluster with another country. Among the four major sectors, agricultural sector shows the most diverse formation of convergence indicating vast gap in its agricultural sector development among the RCEP countries. Yet manufacturing sectors shows more similarities and common characters shared by countries in the study. In other words, RCEP countries are more similar in its development in term of its manufacturing performance. Structural convergence is indeed essential to strengthen the integration of economics in order to achieve the objective of RCEP Based on the results, a country ought to build regional linkages with another country

as well as examine their own similarities with other regions. When the countries happen to share similar structural economy, any form of external shocks will result in symmetric but depending on the areas.

## **Economic Distress and Suicide**

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**Dyg Affizzah, A.M. and Nur Shafiena, Sidik (2020)**

International Journal of Academic Research in Business and Social Sciences, 10, 9, 1100-1110

This research aimed to study the nexus between the economic crises and commit suicide of the G7 countries by using a panel data approach. In this study, the variables collected are the number of suicides (SUICIDE), Gross Domestic Product per capita (PCGDP), the number of unemployed (UNEMP), the alcohol consumption per capita (ALC) and the fertility rate (FERT) were collected. This research adopted various tests such as the Ordinary Least Square (OLS) Regression model, Random-Effects model, Fixed-Effects model, Breusch-Godfrey Lagrange multiplier and Hausman test to analyse the data collected. The results of the analysis show that the UNEMP is positively correlated to the number of suicides while the FERT is negatively correlated to the number of suicides. On the other hand, the PCGDP and ALC do not affect the number of suicides significantly which implied that the PCGDP and ALC have a mix relationship with the number of suicides. In short, the UNEMP and FERT are the leading factors that affect the number of suicides in the G7 countries.

## **Factor Affecting Adoption of E-Wallet in Sarawak**

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**Kelvin Yong Ming L., Jais M., Chia Wen C. and Zaidi N. (2020)**

International Journal of Academic Research in Accounting, Finance and Management Sciences, 10, 2, 244-266

E-wallet was an innovative payment instrument that arises under financial technology. E-wallet helps to ease the user's daily life, in which users can make their daily transactions without using the notes or coins. Indirectly, E-wallet also helps to reduce the risk of cash being stolen. Undeniably, E-wallet

brings more benefits than disadvantages. The primary aim of this study is to examine the factors affecting the adoption of E-wallet services in Sarawak. The questionnaire, which consisted of 26 questions were distributed to the respondents and successfully collected 450 feedbacks. Firstly, this study applied factor analysis to construct all the variables. Also, Cronbach's  $\alpha$  coefficient was computed to determine internal consistency reliabilities. Then, this study used regression analysis to test the relationship between the variables. The results of the regression analysis showed that the users would adopt E-wallet when they perceive that the E-wallet is useful and easy to be used. Meanwhile, the findings of this study also showed that rewards tend to attract users to use E-wallet. Besides that, this study also found that higher perceived risk may act as a barrier to stop users from using E-wallet. These results help the E-wallet service providers to identify the significant factors that influence the user's intention to use E-wallet services. Lastly, this study recommended the E-wallet service providers to take the security systems and rewards into consideration for the enhancement of their payment system.

## **Corporate Governance and Bond Ratings in Malaysia**

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**Yau, J. T. H., Liwan, A., Kueh, J. S. H., Ubaidillah, N. Z., Hamdan, R., Yessica. (2020)**

International Journal of Academic Research in Accounting, Finance and Management Sciences, 10, 2, 295-303

This paper examines the effects of corporate governance mechanisms on bond ratings of banking firms in Malaysia. This study scrutinises the link between institutional ownership, and independent directorship with bond ratings of Malaysian local banks, while holding the debt to equity and size of the firm as control variables. Our sample consists of Malaysian local banks from 2005 to 2017. This study employed the panel ordered logistic regression and found that independent directors and blockholders show an insignificant relationship with bond ratings. Leveraging debt to equity ratio also showed an insignificant relationship with bond ratings. However, a significant positive relationship has been found between firm size and bond ratings. Our insignificant result for corporate

governance mechanism and bond ratings may be due to banking firms work closely with rating agencies as they are also part of the key underwriters of debt securities issuing and Sukuk for other cooperations; hence their bond ratings may be less influenced by their independent directors and blockholders. The study from this paper can be used as a guideline for bank management, current and potential investors, and policymakers in Malaysia by providing additional evidence of bond ratings in the Malaysian market.

### **The Conflicts of Law in Islamic Banking Based on The Contracts Act 1950 and Evidence Act 1950 : Malaysian Position**

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**Muhammad Hafiz Mohd Shukria\*, Rahmah Ismailb, Ruzian Markomc (2020)**

International Journal of Academic Research in Business and Social Sciences, 10, 8, 907-916

In order to maintain and uphold the institution of Islamic banking for future generations, it is vital to resolve potential conflicts that are faced by the Islamic banking sector. Malaysia is currently facing legislative conflicts between Islamic law and civil law, even after more than 30 years since the establishment of Islamic banking. Several court cases have proven that there are many conflicting issues in the Malaysian Islamic banking sector, which have posed a challenge to the Islamic financial system in Malaysia. This article aims to construct a harmonized legal framework between Islamic law and civil law in regulating the industry of Islamic banking, particularly through the enforcement of the Contracts Act 1950 and the Evidence Act 1950. The type of research carried out for the purpose of this paper is doctrinal legal research. The data sources were gathered and analysed using content analysis and critical analysis methods. The results showed that there are some statutory provisions in the abovementioned statutes which are not compatible with the principles of Islamic banking. As such, several recommendations have been suggested in order to harmonize the legal conflicts as they occur in the statutory provisions. Lastly, the outcomes of this research are expected to assist the harmonization process of legislation together with the intention of facilitating the development of the Islamic banking industry in Malaysia.

### **Assessing the Productivity of Countries in the Asia Pacific**

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**Nur Syiqim Mohd Syafiq Felix, Muhammad Asraf Abdullah, Jerome Kueh Swee Hui (2020)**

International Journal of Academic Research in Business and Social Sciences, 10, 7, 245-264

The main objective of this paper is to evaluate and discuss the productivity growth of post-global financial crisis of 2008 for 16 countries in the Asia Pacific region. The productivity growth is measured by the total factor productivity (TFP) growth and is estimated using the Malmquist Productivity Index (MPI) technique based on the Data Envelopment Analysis (DEA) approach over the period of 2010-2017. The TFP indices of 16 countries were estimated using the DEAP 2.1 software. Overall, the Asia Pacific region shows the productivity growth of -0.6% throughout a period from 2010 to 2016. The results convey that Asia Pacific region experienced the highest and positive growth of TFP in year 2013, 2010 followed by 2014. Meanwhile, year 2016 recorded negative and lowest TFP growth followed by year 2011, 2015 and 2012. The DEA-MPI result also revealed that the TFP growth for most of the countries in Asia Pacific region for the period of this study is driven by efficiency change rather than technological change due to low investment in innovative technology.

### **Determinants of Bursa Malaysia Stock Market Returns amid the Fourteenth General Election**

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**Venus Khim-Sen Liew, Racquel Rowland (2020)**

International Journal of Academic Research in Accounting, Finance and Management Sciences,, 10, 3, 74-80

This study attempts to examine the effect of the Fourteenth General Election on the market returns in Malaysia. It is found that the election effect lasted for 30 days of trading window and the stock market managed to price-in the election news since then. Secondly, market volatility which represents political uncertainty continued to play significant role in determining stock market return, as were in the previous two general elections.

Nonetheless, market volatility had adverse effect, and as such Bursa Malaysia might not fulfil the appetite of those investors who demand higher return for higher risks amid election year. In addition, this study for the first time reveals fairly low but significant market integration between Malaysia and US stock market around the general election year. This signifies that apart from domestic political issues and macroeconomic performances amid general election event, investors in Bursa Malaysia need to closely monitor global issues that would affect the US stock market and hence the performance of Bursa Malaysia.

### **Engaging Loyal Customer in Art Gallery: An Entrepreneurial Strategy in Malaysia**

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**Nordiana, Ahmad Nordin and Mohd Fahmi, Yahaya (2020)**

Academy of Entrepreneurship Journal, 26, Sp. 3, 1-5

Exhibition engagement is a burgeoning yet still under-examined concept. Due to this fact, many small and medium enterprises in arts gallery are struggling especially during this ongoing pandemic of coronavirus disease (COVID-19). This study attempts to measure the outcome of exhibition engagement in the case of digital visual arts. The research, involved 110 respondents, employed hierarchical regression as the main method of data analysis. Exhibition engagement were measured through cognitive, affective, behavioral and social whereas the outcomes were measured through loyalty towards the exhibition. The results of this study revealed that only affective and behavioral engagement effect loyalty while cognitive and social engagement found to be not significant. This finding provides art galleries owner an insight into entrepreneurial strategy focusing on customer relationship. The relationship is through managing engagement by forming a strategy that focusing on increasing customer engagement.

### **Just War Theory: Accounting Jus Post Bellum**

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**Mohd Rizal Yaakop, Sharifah Aluya Ali and Sharifah Sabrina Ali, Iing Nurdin, Farhatul Mustamirah, Ahmad Ali Seman, Ahmad Redzuan Mohamad and Mohd Azmi Mohd Razif (2020)**

International Journal of Academic Research in Business and Social Sciences, 10, 8, 962-978

A Just War Theory is a moral doctrine about the use of force. It underlines certain basic principles of waging war, starting from the intention to wage war until the conduct of soldiers during war, known to be jus ad bellum ( the resort to war), jus in bello ( the actual conduct of war), and the most recent development jus post bellum ( justice after war). As propagated, Just War Theory legitimized the use of force as long as all the requirements of its principles has been fulfilled; first is the principle of jus ad bellum lays the justifying requirements for why war is waged, namely just cause, legitimate authority, right intention, proportionality, probability of success and war as the last resort. Second is the principle of jus in bello, the justifying principle governing the conduct within war, namely proportionality, right intention as well as the issue of noncombatant immunity.

### **Service Learning in a Malaysian Undergraduate Tax Class**

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**Sharon Cheuk, Esmie Nichol, Asri Marsidi, Sharifah Sabrina Syed Ali, Salawati Sahari, Shaharudin Jakpar, Michael Tinggi, Suzila Mohamed Yusof, Ahmad Syubaili Mohamed, Damien Lee and Joanne Janang (2020)**

International Journal of Academic Research in Progressive Education and Development, 9, 2, 661-673

Accounting programmes in Malaysian public universities have long been encouraged to utilise service-based learning as an educational tool to translate theory learnt in the classroom to practical application into a real-life scenario. This paper describes a service learning project that was adopted in a Malaysian undergraduate tax class, which involved the preparation of tax computation and the giving of tax advice to the clients derived from the local community. Students would document the details of the process in a report, and submit reflection journals on their experience.

Student evaluation of this project is obtained via a survey; qualitative evaluation is obtained via reflection journals. Student perceptions of this project were largely positive, and the project was seen to contribute towards the course learning outcomes. Students also cited the following as outcomes experienced after the project: better appreciation of the real-world business setting, attainment of better communication, knowledge management and time management skills, better understanding of course content, increased confidence level, experience of a sense of responsibility to the community and the possibility of adopting the tax field as a future career choice.

### **The Oil Resource Wealth: Accounting Political Relations in Sudan**

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**Mohd Rizal Mohd Yaakop, Elnazeer Eltom Shaaeldin, Sharifah Aluya Ali, Sharifah Sabrina Ali, Ahmad Ali Seman, Iing Nurdin, Mohd Azmi Mohd Razif, Ahmad Redzuan Mohamad (2020)**

International Journal of Academic Research in Business and Social Sciences, 10, 8, 979-999

This paper challenges to identify the origins behind the weakness of the relationship between the centre and regions in Sudan, through examining the major principles of resource governance mainly during federal system and interim period following the signing of the Comprehensive Peace Agreement in 2005. It demonstrates that, within the country, successive constitutions and their relevant laws have empowered the centre over resource governance and weakened lower units and thus, they fuel contestation between the centre and regions. The main objectives of this paper are to categorize allocation of power over resource between different tiers of government, and to clarify institutional capacity of revenue distributive among regions as well. Content analysis is used to analyze a body of data that contains document, reports, articles and interviews. The paper shows that centralized nature of the government influences tailoring of equitable allocation of power over resource. Wealth sharing' institutions emergent during interim period of peace such as Fiscal, Finance, Allocation and Monitoring Commission were found weak, consequently, were impeded shortly after peace collapsed in 2011, as well as the absence of adequate, fair criteria

challenges appropriate allocation of wealth among regions. The paper also finds that presence of authorized devolution system is only the way to secure reasonable distribution of power between the centre and regions, adequate distribution of revenue among regions and normalize the relationship between different tiers of government. This work contributes to knowledge as it deepens the understanding and advance current debate on the contesting relationship between the centre and regions in Sudan.

### **Evaluating the Impact of Customer Relationship Management (CRM) Strategies on Customer Retention (A Study of Fast Food Chains in Pakistan)**

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**Rao Tahir Anees, Nordiana Ahmad Nordin, Temoor Anjum, Luigi Pio Leonardo Cavaliere, Petra Heidler (2020)**

Business Management and Strategy, 11, 2, 117-133

Customer focus is a concept that academics and professionals have been discussing in recent years. These are deeply ingrained ideas and standards that make customer relationships a top priority within the organization. The main objective of this research is to determine the impact of the CRM strategy on customer retention. The total sample of this study is 220, and the questionnaire includes 15 items. This research is based on exploratory and quantitative nature. Use survey methods to collect data from respondents through questionnaires. Calculate SmartPLS-SEM-3.0 to study the hypothesis of this investigation. The findings of this research show that Customer Orientation and Service Quality have an impact on Customer Retention. Additionally, the sale of a company can increase if they are maintaining the quality of the food, and there will be significantly less Customer Retention.

### **The Impact of Corporate Reputation on Organizational Performance**

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**Roy Setiawan, Vijay D. Kulkarni, Mahmoud Al-Odeh, Nordiana Ahmad Nordin, S.Sam Santhose, Ismail Raisal, Girish Bagale and S. Suman Rajest (2020)**

Productivity Management, 25, 1S, 668-681

The empirical study is carried out in Enterprises. The data was collected using a questionnaire distributed among 100 of the employees. The questionnaire is intended to measure the bank's perceived credibility on building and developing the business correlations with the clientele. Regarding the hypothesis's validation, Multiple Regression Linear statistics were performed using the SPSS software. The research findings revealed a direct interrelation between the independent variables (reputation, image, and culture) and the dependent variable. The higher the organization's importance is, the better its performance.

### **The influence of corporate social responsibility activities on customer value co-creation: the mediating role of relationship marketing orientation**

**Muhammad Mubushar, Norizan Bt Jaafar and Rossazana Ab Rahim (2020)**

Spanish Journal of Marketing-ESIC, 24, 3, 309-330

**Purpose:** This paper aims to investigate the impact of external stakeholders-related corporate social responsibility (CSR) activities (local community and suppliers) on customer value co-creation behavior. This study also aims to examine the mediating role of relationship marketing orientation (RMO) on the relationship of CSR activities and customer value co-creation behavior. **Design/methodology/approach:** The main problem of dichotomy between customers and the management was existing in banking sector so that's why through purposive sampling, banking customers were selected for data collection through a self-administered questionnaire. Structural equation modeling was used to test the proposed hypotheses. **Findings:** The present study found that both local community-related and supplier-related CSR activities have a positive impact on customer value co-creation behavior. Relationship marketing orientation mediates between the link of CSR activities and customer value co-creation behavior. The strength of RMO in CSR supplier and customer value co-creation behavior is found to be more dominant. **Research limitations/implications:** This study is restricted to one country under-

investigation; therefore, it can be replicated with a larger and more geographically diverse sample. **Practical implications:** This study offers insights to the banking sector that local community-related CSR activities contribute to the value co-creation behavior and minimize the social problems of Pakistan. **Originality/value:** The findings of this study highlight that top management of banks can enhance the customer's participation in services by using valuable CSR activities. The results imply the importance of interactions between the recipient of services and service providers. Stakeholder theory has previously been applied to examine stakeholders' value maximization; this study uses stakeholder theory to examine shareholders' value co-creation.

### **The Moderating Impact of Local Communities' Attitudes on Tourism Attributes towards Destination Competitiveness of Cat Museum in Kuching**

**Jason L., May Chiun L., Abang Azlan M. and Bin Wan Ibrahim W. (2020)**

International Journal of Academic Research in Accounting, Finance and Management Sciences, 10, 3, 418-437

Tourism attributes such as destination image, tourists' satisfaction and tourists' perceived values are nothing new in the research study on destination competitiveness. These are considered as factors that affect the competitiveness of a destination, however local communities' attitudes (LCA) have yet to be tested whether it has an influence on the relationships on all these three attributes against competitiveness. Hence, Cat Museum in Kuching has been selected as a research site to be tested on, as this site carries its own unique selling proposition and believed to be able to satisfy tourists and given an utmost distinguished value in their travel. This study has introduced the local communities' attitudes into the framework as moderator to test out whether local communities have an influence on these attributes that eventually affect destination competitiveness. For this study, 150 sets of questionnaires in total were collected. Both Statistical Package for Social Science (SPSS) version 23.0 and Smart PLS (version 3.2.7) were used for analyzing the

data collected. The findings revealed that destination image, tourists' satisfaction and tourists' perceived values were significantly impacting on destination competitiveness and were proven as positively affecting the destination competitiveness. The implications of the study were further discussed.

## **What does currency order flow tell about spot exchange rates of Asian emerging markets?**

**Aftab M., Abolaji Daniel A., Evan L. and Ismail I. (2020)**

Borsa Istanbul Review, 20, 3, 1-10

This study investigates the role of currency order flow in explaining the emerging Asian markets' exchange rates relying on linear and nonlinear modeling. The daily currency order flow of the US dollar relative to the nine important Asian currencies is constituted and explored with the respective exchange rates. First, we find that order flow affects the spot exchange rate positively for the sampled Asian currencies which indicates that the buying pressure of the US dollar depreciates Asian currencies. Second, the effect of order flow is asymmetric which explains that a surge and a fall in order flow have different effects on the exchange rate. This study unlocks the contribution of the market microstructure research where the asymmetries improve the power to explicate exchange rates. The nonlinear model forecasting performance validates this stance.

## **A study of car demand and its interdependency in Sarawak**

**Ubaidillah N.Z. (2020)**

International Journal of Business and Society, 21, 3, 997-1011

Several developing Asian countries recorded a high level of private based motorisation, specifically car and motorcycle ownership. Continuous rise in the level of private motorisations may lead to issues such as traffic congestions, high fuel consumption and pollutions. For that reason, there is a need to investigate the determinant of car ownership and the interdependency between car and motorcycle ownership in Sarawak, Malaysia. This study used time series annual data using vector error correction model (VECM) from

1980 to 2018. Based on the analysis, it is found that gross domestic product, fuel price and population density are significant determinants of car ownership. The findings revealed that as the standard of living rises, car demand increases. At the state aggregate level, it is found that there is a substitution relationship between both modes. This indicates that people are highly likely to shift from motorcycle ownership to car ownership in the long run. Based on the findings, the policy recommendations in the study include encouraging shifts to alternative modes of transport through public transport reforms as well as improving facilities for a more sustainable mode of transportation in Sarawak.

## **Development and performance of the pepper industry in Malaysia: A critical review**

**Entebang H., Wong S.-K., Mercer Z.J.A. (2020)**

International Journal of Business and Society, 21, 3, 1402-1423

The National Commodity Policy 2011-2020 was developed to increase the national income by harnessing the potential of commodity export revenues. Despite continuous efforts implemented by various related agencies, the overall performance of major commodities, particularly pepper, remains unsatisfactory. Regarded as a sought-after 'king of spices', pepper has become one of the most prized and important commodities traded globally. This paper highlights the development and performance of the pepper industry in Malaysia and discusses practical strategies and recommendations to transform the pepper industry. Besides conducting interviews with the industry experts to gain first-hand information, content and thematic analysis was employed based on secondary data research in this study. The findings of the study show that even though pepper is mostly used in food-related industries, its potential in pharmaceutical and cosmeceutical sectors remains underexplored. Globally, the overall supply and demand of pepper continue to increase, though the demand has recently exceeded supply. However, continuous new planting and farm expansion initiatives by major producers caused the total global pepper supply to exceed consumption in 2018. In fact, pepper prices have declined more than

70% since 2015, which affected the overall household income of the rural community engaged in pepper farming. While experiencing low prices, smallholder pepper farmers and the industry continue to struggle with low domestic consumption, low production, higher cost of farm inputs, lack of extension services, low impact of research, development and innovation, ageing farming population, intense competition from other producing countries, low prices for quality pepper, limited subsidy to support continuous farming, pepper-related diseases, lack of new technology, and poor investment in downstream activities. Given this, the performance of the Malaysian pepper industry has fallen below expectations.

### **Does market competition motivate corporate social responsibility? insight from malaysia**

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**Kontesa M., Brahmana R.K., Memarista G. (2020)**

Jurnal Ekonomi Malaysia, 54, 1, 167-179

This study aims to examine the role of product market competition on Corporate Social Responsibility (CSR) by engaging altruism and utilitarianism views. Using dynamic Generalized Method of Moment panel regression for 524 Malaysian non-financial industry listed companies from 2010 to 2016, we find that firms in a more competitive environments increase their CSR activities. We interpret these results as evidence that CSR is strategically chosen by firms not for the societal benefits, but more on business as usual; a support for utilitarianism view, i.e profit maximizations. It explains the rationale that CSR activities are less employed in a more monopolistic or oligarchic industry. Practically, this study suggests that the CSR activities are forced by market competition. Firms in a more competitive market need CSR as their non-market strategies.

### **Factors influencing e-commerce adoption: Evaluation using structural equation modelling (SEM)**

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**Sin K.-Y., Sin M.-C. (2020)**

International Journal of Business and Society, 21, 3, 1192-1202

Electronic commerce (e-commerce) has become a rapidly growing phenomenon to date. A peep into the exponential growth of the main players in this industry reveals a large reservoir of market potential for e-commerce. Nevertheless, the prevalence of e-commerce adoption has attracted attention from the government, retailers, and academicians to place specific focus on this area. As such, this study determined the correlation between Chief Executive Officer's (CEO's) technology knowledge, relative advantages, and competitive pressure through the lens of Tornatzky and Fleischer's (1990) Organisational, Technological, and Environmental (OTE) model in order to probe into the adoption of e-commerce. CEOs and managers of Small and Medium Enterprises (SMEs) established in the Northern states of Malaysia were selected as the subject of analysis. A total of 283 out of 364 questionnaires distributed were valid for analysing and testing the hypotheses. Next, the gathered data were analysed using Statistical Package for the Social Sciences (SPSS) version 18.0 and Analysis of a Moment Structures (AMOS) version 16.0. The Structural Equation Modelling (SEM) was employed to assess model fit and to test hypotheses. As a conclusion, CEO's technology knowledge and relative advantage displayed significantly positive influence upon adoption of e-commerce, whereas competitive pressure exhibited insignificant impact upon adoption of e-commerce. In precise, the insignificant influence of competitive pressure on e-commerce implementation appeared to be driven by other unseen variables worthy to be discovered. For future research, a comparison study can be conducted by selecting samples both from employers and employees, as well as other multiple variables associated with e-commerce adoption, so as to keep sampling bias at a minimum level.

## **Financial literacy: The impact on the profitability of the smes in kuching**

**Rahim S., Balan V.R. (2020)**

International Journal of Business and Society, 21, 3, 1172-1191

This study aims at investigating the financial knowledge, financial behaviour and the attitude towards finance amongst on small medium entrepreneurs (SMEs) in Kuching. More specifically on how these powerful factors affect the profitability on fast growing business enterprises in largest city in the Borneo Island over the last decade. The research takes a descriptive approach fitting its underlying pursue and draws interesting conclusions with over 75% response rate. Analysis of the data collected clearly reveals that the knowledge of finance in general relates significantly stronger to the bottom line of these business entities relative to the owners' financial attitude and their ensuing behaviour towards financial decision making. Therefore, small medium entrepreneurs are highly recommended to participate in financial education on a regular basis to keep them well informed and equipped with the latest ways of managing the finances of their businesses to ensure better financial planning, execution and monitoring of enterprises that inevitably will lead to increased and sustainable earnings.

## **How social factor determine individual taxpayers' tax compliance behaviour in Malaysia?**

**Sritharan N., Salawati S., Cheuk S.C.-S. (2020)**

International Journal of Business and Society, 21, 3, 1444-1463

The aim of this study is to clarify the role of social factors on individual taxpayers' tax compliance behaviour in Malaysia. Studies with similar topics express the fact that there still exists a gap in the developing countries that impact the decision making on tax compliance. Malaysia is a multi-racial and cultural country with social factors to impact on tax compliance. Some of the factors impacting are cultural impact, political affiliation, and religiosity, which are considered to be playing an important role in individual tax compliance behaviour. The researcher used a survey method of research

design. For that the population targeted was the individual taxpayers across Malaysia. A sample of 419 respondents had been taken for this study, using a convenient sampling method. Pearson correlation and multiple regression analysis had been employed to analyse the data. The outcome of the study reveals that changes in government policies, referral groups, the role of LHDN, and political affiliation are the main important variables that determine individual taxpayers' tax compliance behaviour. This paper studied social factor variables, which finally fills the gap that existed in the literature and helps tax administration to develop effective compliance risk treatment.

## **Innovativeness, environment and performance of small and medium-sized enterprises in manufacturing sector in Malaysia**

**Man M.M.K., Chiun L.M. (2020)**

International Journal of Intelligent Enterprise, 7, 4, 444-460

This study examines innovativeness and environmental factors that can influence the performance of small and medium-sized enterprises (SMEs) in the Malaysian manufacturing sector. Previous research have focused mainly on technological innovation rather than innovativeness in administration process and innovation culture. The present study examines the fundamental nature of innovativeness and relates these various elements of innovativeness to SMEs performance. The present study includes the role of the government. Firstly, in the Malaysian context, the government interferes in the market through new business policies, increasing or decreasing the interest rate, controlling money supply and implementing competition policy law. Secondly, the role of government has been neglected in most previous research in measuring the environment influences on business in spite of their importance in determining the environment indicators, such as, environmental uncertainty and intensity of competition. The present study shows that the innovativeness and environmental factors have significant impact on SMEs performance.

## **Modelling tourism demand: An augmented gravity model**

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**Jong M.-C., Puah C.-H., Arip M.A. (2020)**  
Jurnal Ekonomi Malaysia, 54, 2, -

This paper aims to investigate the factors affecting tourism demand in Sabah using an augmented gravity model. In modelling tourism demand, a balanced panel data set of ten countries over 2010-2016 is analyzed using the static panel data approach. The income levels in tourist origin countries and the income level in Sabah are positively affecting Sabah tourism demand. Meanwhile, transportation costs and tourism prices adversely influence tourism demand in Sabah.

## **Willingness to accept of adopting sustainable terubok fisheries in Sarawak by using contingent valuation method**

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**Ghanie N.S.A., Marikan D.A.A., Bakar N.A.A. (2020)**

International Journal of Business and Society, 21, 3, 1322-1332

Sarawak is well known with its Terubok which is scientifically known as Tropical shad *Tenualosa*. In Sarawak, there are two types of *Tenualosa* that found namely *Tenualosa toli* and *Tenualosa macura*. However, due to the overexploitation and heavy fishing of terubok, the total catch landing has been declining. Therefore, the main objective of this study is to investigate the potential of establishing sustainable terubok fisheries in order to sustain the population of terubok and livelihoods of Sarawak fisherman. This study is conducted in the core terubok area which are Batang Lupar, Batang Lassa and Batang Sadong. This study employed Contingent Valuation Method (CVM) to estimate the willingness to accept (WTA) of the fisherman to conserve terubok. This study found out that the bidding amount, race which is Malay and Melanau, size of household and the fisherman experience may affect the WTA of the fishers. Besides, RM 301.08 is the average amount of compensation that will be given to the Terubok fisherman in order to conserve the Terubok populations. This study also recommends that the Terubok fisherman should be more educated and educational training for the fisherman should be provided so that they may realize the importance of conserving Terubok.

## **A critical review of literature in the rising tide of social media towards promoting tourism**

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**Sin K.-Y., Mohamad A.A., Lo M.-C. (2020)**  
Enlightening Tourism, 10, 2, 270-305

Information and Communications Technology (ICT) has been the focus of the tourism industry in recent decades, specifically for the travel and hospitality sector. The increase of usage and dependency on the Internet has escalated the growth of multiple forms and types of social channels, which have also transformed travel business for agencies and companies to communicate and market their services to the targeted demographics. Consumers would utilise the unlimited information from social media in deciding on potential destinations and leisure activities, which dramatically influences tourism marketing. Nonetheless, the interdisciplinary applications of digital platforms in the tourism industry have resulted in various studies that are found to be fragmented, resulting in gaps when translated into practice. Thus, a critical review of prior social media research is needed to interpret the precipitation and outcomes. Hence, this study had identified and synthesised 45 articles during 2012 to 2019 using extensive literature search within social media area of research interest within the field of tourism and hospitality Information System (IS). Contingent on a content analysis on the synthesised articles from both the individuals' and firms' perspectives, significant motivations, limitations, and conditional parameters of social media use were identified and categorised to develop a conceptual model holistically.

## **Students' Perception of the Use of Technology in Education**

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**Ubaidillah, Nur Zaimah; Baharuddin, Nur Nadhira; Kasil, Nurizwani; Ismail, Farhana (2020)**

ENVIRONMENT-BEHAVIOUR PROCEEDINGS JOURNAL, 5, 15, 1-6

The changes that happen in technology recently have brought about significant changes in the field of education where it can improve the quality of knowledge with the invention of technology is creative, unique,

and of course, it is beneficial to us especially among students. There is a growing number of interests in how these technological platforms are perceived by the users (students) and the effectiveness of these platforms. For this reason, it is essential to investigate the easiness and usefulness of such technology being currently used by students. To further understand the issue, the role of students' perception plays an essential role in the use of technology in education. Therefore, this study focuses on the students' understanding of the use of technology in learning among students at the University Malaysia Sarawak (UNIMAS) by applying the Technology Acceptance Model (TAM). Besides, this is an exploratory study on the impact of TAM on students' perception. An online questionnaire has been distributed, and a total of 113 respondents were collected, which aims to gather insight on the use of technology in the learning system at UNIMAS. Moreover, this study has used various analysis methods such as descriptive analysis, reliability test, factor analysis, and Pearson correlation coefficient and Partial Least Square Structural Equation Model (PLS-SEM) to investigate the role of perceived ease of use and perceived usefulness in determining the usage of technology in the higher learning institution. The findings in this study revealed that there is a positive relationship from perceived ease of use towards the use of technology among students. The outcome of the study identifies that there is a satisfactory level of technology usage among the respondents. The results also suggest that policymakers should ensure the innovation of technology to consider the ease of use and usefulness of technology (via training and providing mobile-friendly applications) to assist students' learning in the higher learning institution. The limitations of this study are that the sample is collected at the undergraduate level. It is recommended for future research to include respondents from postgraduate levels to see any difference in their perception of technology.

## **Information and Communication Technology (ICT) and Economic Growth in Malaysia**

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**Jee Sau-Rong, Nur Nadhira Baharuddin, Rossazana Ab-Rahim, Fouzi Saleh Farag (2020)**

International Journal of Academic Research in Business and Social Sciences, 10, 10, 237-243

This study aims to examine the impact of information and communication technology (ICT) on economic growth in Malaysia. The motivation of this study is to estimate the impact of ICT advancement towards the performance of the Gross Domestic Product (GDP) in Malaysia. The domestic GDP is selected as the dependent variables while the labour force participation, the contribution of ICT, the mobile cellular subscriptions and the individual usage of internet are utilised as the independent variables for this study. The time-series data collected for this study is for the period of 25 years, which is from the year 1994 until year 2018. The data set is then being further tested by using the unit root test which include the Augmented Dickey-Fuller (ADF) test and the Kwiatkowski-Philip-Schmidt-Shin (KPSS) test. Meanwhile, estimating the cointegration and relationship between the variables will be tested using the Johansen and Juselius (J&J) Cointegration Test, the Vector Error Correlation Model (VECM) and the Granger Causality test. Based on the result of this study, the mobile cellular subscriptions and individual usage of internet are estimated to have a significant and positive relationship with the Gross Domestic Product (GDP) in Malaysia. The findings of this study show that the contribution of Information and Communication Technologies (ICT) assist to enhance the Gross Domestic Product (GDP) of Malaysia. The estimations from this study hopefully will support the active role played by the government in creating the network society by prioritizing the policies that will become the enablers in the advancement of ICT environment in the country and eventually support the economic growth of Malaysia.

## **Determinants of Wheat Production in Libya**

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**Fouzi Salih Faraj, Farhana Ismail & Rossazana Ab-Rahim (2020)**

International Journal of Academic Research in Business and Social Sciences, 10, 12, 178-191

Agriculture has an important place in Libyan economy since it is a major source and necessary to maintain this sector to ensure food and food security. The purpose of this study is to examine the effect of the cultivated of wheat, rainfall and temperature range on wheat production. Time-series data were employed and analysed by using the ARDL

bounds test approach of cointegration. The results of estimated coefficients in long run relationship indicate that cultivated of wheat has a positive effect on wheat production and highly significant influence at 1% probability level. Likewise, rainfall is found to be a positive sign related to wheat production but not significant. Meanwhile, the effect of temperature is negatively associated with wheat and non-significant at probability levels.

### **Determinants of Waste Management Among Malaysian Food Hawkers Business: A Qualitative Framework**

**Latif, H. A. , Mat Yusoff , N.D. , Jaafar, N. (2020)**  
Solid State Technology, 12, 63, 6-

The purpose of this paper is to review the existing literature on determinants that influence food hawkers' behaviour and to develop a framework that could be beneficial for waste management practice. This paper uses a systematic review of articles on the factors that influence waste management behaviour of food hawkers. The purpose of this systematic review is to collect and summarize all empirical evidence from literature that fits the context of this study. The findings of the study have been weaved together in a proposed qualitative framework for the role of cognitive, emotional, and social factors that in turn influence intention, reaction, and integral factors (i.e., attitudes, subjective norm, perceived behavioral control) associated with the intention to use eco-friendly food packaging (EFFP). There are few research-based studies on the determinants of hawkers' behaviour towards waste management via the usage of EFFP. This paper has identified key variables that play a significant role in helping business practitioners and policy makers perform effectively.

### **The Effects of Psychological Contract Breach on Job Satisfaction Among University Employees in Pakistan: Moderating Role of Perceived Organisational Support**

**Rana Humayun Ihsan, Norizan Jaafar, Kartinah Ayupp, Bilyaminu Usman (2020)**

International Journal of Academic Research in Business and Social Sciences, 10, 12, 1015-1028

This paper investigated the relationship between psychological contract breach (PCB) and job satisfaction (JS) having perceived organisational support (POS) as a moderator. This study employed social exchange theory and organisational support theory to examine PCB, JS and POS relationship. Data collection was made with the help of a self-administered questionnaire from five public sector universities across Pakistan. A sample of 1230 was used for this research study. About 739 valid respondents participated in this research. Structural equation modelling and IBM AMOS was used to carry out analysis. Results showed that PCB led to job dissatisfaction; however, POS did not moderate this relationship. Limitation of this research was its being cross-sectional. A longitudinal study is proposed. Researchers, practitioners are urged to understand PCB, JS and POS relationship in order to have a good employee-employer relationship much needed for the high performance work systems (HPWS).

### **Environmental Knowledge and Politics in Sarawak**

**Mohd Rizal Yaakop, Ahmad Redzuan Mohamad, Mohd Azmi Mohd Razif, Ing Nurdin, Ahmad Ali Seman, Sharifah Aluya Ali , Sharifah Sabrina Ali (2020)**

International Journal of Academic Research in Business and Social Sciences, 10, 11, 839-846

The objective of this study is to examine environmental knowledge and awareness amongst the students of Higher education in Malaysia and to understand their views on environmental security issues. The main method of collecting data is by Questionnaires that involved 948 respondents randomly selected. The data was then analyzed using Statistical Package for Social Sciences (SPSS). The results show that the respondent are

well informed, knowledgeable and aware of environmental security issues as the pattern is fairly consistent by sex, age, and ethnic grouping. Findings from this study provide insight into the importance of awareness in generating environmental consciousness and public response towards policy and practices related to the environment. Furthermore, the study captures what it means by environmental security for the respondents. It is important for future analyses to look into this question and to enhance more study related to understanding of environmental security.

### **Gender Differences in Children's Non-Leisure Activities: A Decomposition Analysis**

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**Abang Ali D., Hamdan R., Liwan A. and Yau JTH. (2020)**

Economics and Finance in Indonesia, 66, 1, 64-76

The prevalence of son preference indicates that girls will have less leisure time compared to boys. This study aims to examine gender differences in weekly hours in schooling, housework, and working among children in Indonesia using Tobit Model and decomposition model of Bauer & Sinning (2005), to test whether son preference explains the differences. The dataset was drawn from the fourth wave of Indonesia Family Life Survey (IFLS) in 2007. The results show significant gender differences in housework and working for children aged 5–14 years and insignificant gender gap in schooling for both age groups. These results confirm the existence of gender differences among

younger children compared to older children in their time allocation.

### **Determinants of Residential Electricity Demand: Empirical Evidence from Pakistan**

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**Muhammad Hassan Akhtar, Nasir Iqbal, Bilal Tariq and Rossazana AbRahim (2020)**

International Journal of Academic Research in Business and Social Sciences, 10, 12, 162-177

This study is based on the estimation of residential demand of electricity for Pakistan with major focus on the income elasticities and the luxury appliances impact over the demand. The monthly electricity unit consumption is used as dependent variable that is constructed through backward induction method from monthly electricity expenditure that help to find clear dimensions of the demand. For estimation of demand Two Stage Least Square method of estimation has used with the five explanatory variables; household monthly income, household size, dwelling size, appliances and luxury appliances. The empirical analysis is conducted by using Two Stage Least Square methods. The empirical findings represent the positive significant income elasticities that are almost the same across the different income groups in various regions. The household demand for electricity has strong response to the luxury appliances. The household size revealed negative significant response to the residential demand for electricity. The dwelling size and appliances have shown positive significant or insignificant impact over the residential electricity demand.



# **Research Grant**

**(Active)**

Grant Title / Ref / Date / Team Member	Funder	Amount
<b>Monetary Policy Transmission through the Bank Lending Channel in Malaysia</b> <b>EXT INTL</b> 29-09-2021 until 28-09-2023 (In Process/Active) A.P. Dr. Rossazana Bt Ab Rahim (PL) A.P. Dr. Liew Khim Sen (CR) Dr Jerome Kueh Swee Hui (CR) Prof Dr Jamal Wiwowo, M.Hum (CR) Dr Irwan Trinugroho, M.Sc (CR) Dr Putra Pamungkas, M. Rech (CR)	Fintech Center, Universitas Sebelas Maret, Indonesia	RM8,000.00
<b>Role of Digital Capabilities on the Relationships between Entrepreneurial Orientation and SME Business Sustainability: Lesson from Cross-border Economy</b> <b>IMRG</b> 01-09-2021 until 31-08-2023 (In Process/Active) Cik Audrey Liwan (PL) Dr Jerome Kueh Swee Hui (CR) Dr Josephine Yau Tan Hwang (CR) Adi Mursalin, S.E., M.M. (CR) Endang Kristiawati, S.E., M.Si., Ak (CR) Dina Octaviani SE.MM (CR) Renny Wulandari, S.E., M.Si., Ak., CA (CR), Risal, S.E., M.Si., AK., CA (CR)	Faculty of Economics, Universitas Panca Bhakti	RM5,000.00
<b>Coronavirus Pandemic: Economic Impact, Challenges and Opportunity</b> <b>IMRG</b> 19-05-2021 until 18-05-2023 (In Process/Active) A.P. Dr. Evan Lau Poh Hock (PL) A.P. Dr. Liew Khim Sen (CR) A.P. Dr. Dayang Affizzah binti Awang Marikan (CR) Dr. Taufiq Arifin, M.Sc, Ak (CR) Prof Dr Jamal Wiwowo, M.Hum (CR) Dr Irwan Trinugroho, M.Sc (CR) Dr Putra Pamungkas, M. Rech (CR)	Fintech Center, Universitas Sebelas Maret, Indonesia	RM8,197.00
<b>Ibn Khaldun - Socio Economic Profile of Sarawakian Muslim</b> <b>GI</b> 24-05-2021 until 01-09-2022 (In Process/Active) A.P. Dr. Dayang Affizzah binti Awang Marikan (PL) A.P. Dr. Mohammad Affendy bin Arip (CR) Prof Dr. Tarmiji Bin Masron (CR) Ts. Syahrul Nizam bin Junaini (CR) Prof Dr. Mohamad bin Jais (CR) Dr Nor Afiza binti Abu Bakar (CR)	Harakah Islamiah (HIKMAH)	RM354,750.00

Grant Title / Ref / Date / Team Member	Funder	Amount
<p>Dr Norizan bt Jaafar (CR)            Awangku Alizra Awg Ahmad (CR)            Nur Syamina Abd Ghani (CR)            Nur Shafiene Sidik (CR), Azry            Mustafa (CR), Asmah Seruja (CR)            Asyraf Roszofor (CR)</p>		
<p><b>Developing the demand model for Autonomous Rail Transit (ART) in Malaysia</b> <b>IMPACT</b></p> <p>01-09-2021 until 31-08-2023 (In Process/Active)</p> <p>Dr Nur Zaimah binti Ubaidillah (PL)            Dr Rosita bt. Hamdan (CR)            Cik Farhana binti Ismail (CR)            Cik Nur Nadhira binti Baharuddin (CR)            A.P. Dr. Rossazana Bt Ab Rahim (CR)            Christina Ng (CR)</p>	UNIMAS	RM10,000.00
<p><b>Developing Tourism Branding and Image in Samarahan Tourism Destinations</b> <b>UHSB</b></p> <p>01-01-2021 until 31-12-2021 (In Process/Active)</p> <p>Prof Dr. Lo May Chiun (PL)            Dr Abang Azlan Mohamad (CR)            A.P. Dr. Rossazana Bt Ab Rahim (CR)            Dr Sin Kit Yeng (CR), Cik Joanne Shaza Janang (CR)</p>	UiTM	RM45,000.00
<p><b>Sustainable Development on Samarahan Tourism Products and Innovation</b> <b>UHSB</b></p> <p>01-01-2021 until 31-12-2021 (In Process/Active)</p> <p>Dr Abang Azlan Mohamad (PL)            Ir Dr Khairul Fikri bin Tamrin (CR)</p>	UiTM	RM45,000.00
<p><b>Effect of Innovation, Market Knowledge and Social Capital on Dayak Women Entrepreneurship in Kuching, Samarahan and Serian Divisions of Sarawak</b> <b>EXT NTL</b></p> <p>01-10-2020 until 30-09-2022 (In Process/Active)</p> <p>Dr Norizan bt Jaafar (PL)            Rowena Anak Clifton (CR)</p>	Universiti Putra Malaysia - Geran Tan Sri Empiang Jabu	RM8,000.00

Grant Title / Ref / Date / Team Member	Funder	Amount
<b>Digital Economy and its potential towards economic growth in South East Asian countries</b> <b>GRADUATES</b> 01-06-2021 until 31-05-2024 (In Process/Active) A.P. Dr. Evan Lau Poh Hock (PL) Dr Shafinah Begum binti Abdul Rahim (CR) Lerry Mehoi (CR)	UNIMAS	RM5,000.00
<b>Social and economics determinants of mother(s) and children health in underprivileged households in Sarawak</b> <b>RISE</b> 01-10-2021 until 30-09-2023 (In Process/Active) Dr Rosita bt. Hamdan (PL) Dr Nur Zaimah binti Ubaidillah (CR) Cik Nur Nadhira binti Baharuddin (CR) Dr Shazrina binti Ahmad Razali (CR) Dr Farah binti Zaini (CR)	UNIMAS	RM10,000.00
<b>The Analysis Influence of Global Mindset and halal brand trust to Halal Entrepreneurship Performance and the moderating effect of Online Go Food Delivery in Kalimantan Barat, Indonesia</b> <b>GRADUATES</b> 01-05-2021 until 30-04-2024 (In Process/Active) Dr Norizan bt Jaafar (PL) Marvello Yang (CR) Dr Sin Kit Yeng (CR)	UNIMAS	RM5,000.00
<b>Application of the Blue Ocean Strategy (BOS) in Micro, Small and Medium Enterprises (MSME) in Malaysia</b> <b>GRADUATES</b> 01-05-2021 until 30-04-2024 (In Process/Active) Dr Norizan bt Jaafar (PL) Remington Ling Churn (CR) Dr Sin Kit Yeng (CR)	UNIMAS	RM5,000.00

Grant Title / Ref / Date / Team Member	Funder	Amount
<b>Sago wastewater treatment plant initiative towards sustainable sago production</b> GRADUATES 01-05-2021 until 30-04-2024 (In Process/Active) Dr Rosita bt. Hamdan (PL) Dr Jerome Kueh Swee Hui (CR) Dr Nur Zaimah binti Ubaidillah (CR) Shamsul bin Arsad (CR)	UNIMAS	RM5,000.00
<b>An Investigation on the Impact of COVID-19 towards A-share Market in China</b> GRADUATES 01-04-2021 until 31-03-2024 (In Process/Active) Dr Jerome Kueh Swee Hui (PL) A.P. Dr. Puah Chin Hong @ Puah Chin Fang (CR) Dr Josephine Yau Tan Hwang (CR) Li Cheng (CR)	UNIMAS	RM5,000.00
<b>Strategies For Homeownership, Productivity and Economic Development In Indonesian Rural And Urban Areas</b> GRADUATES 01-08-2021 until 31-07-2024 (In Process/Active) Dr Nur Zaimah binti Ubaidillah (PL) A.P. Dr. Rossazana Bt Ab Rahim (CR) Dr Rosita bt. Hamdan (CR) Mulyadi (CR)	UNIMAS	RM4,000.00
<b>Export Competitiveness of Oil Exporter Countries</b> GRADUATES 01-09-2021 until 31-08-2024 (In Process/Active) A.P. Dr. Rossazana Bt Ab Rahim (PL) Dr Jerome Kueh Swee Hui (CR) Dr Shirley Wong Siew Ling (CR) ABDUL HAYY HAZIQ B MOHAMAD (CR)	UNIMAS	RM5,000.00
<b>Demand and Supply Analysis of Bushmeat Industry in Malaysia</b> PGRG 01-02-2021 until 29-02-2024 (In Process/Active) A.P. Dr. Rossazana Bt Ab Rahim (PL) Dr Rosita bt. Hamdan (CR)	UNIMAS	RM5,000.00

Grant Title / Ref / Date / Team Member	Funder	Amount
<p>Dr Nur Zaimah binti Ubaidillah (CR) Ong Wei Ling (CR)</p>		
<p><b>Budget, Current Account Deficit and Economic Growth: Case of Myanmar</b> PGRG</p> <p>01-02-2021 until 31-01-2024 (In Process/Active)</p> <p>A.P. Dr. Evan Lau Poh Hock (PL) Dr Muhammad Asraf bin Abdullah (CR) Mu Mu Theint (CR)</p>	UNIMAS	RM5,000.00
<p><b>Constructing a Comprehensive Corporate Governance Scorecard to Measure the Effectiveness of Corporate Governance Practices in Malaysia</b> FRGS</p> <p>01-11-2020 until 31-10-2022 (In Process/Active)</p> <p>Funded by:</p> <p>A.P. Dr. Harry ak Entebang (PL) Prof Dr. Mohamad bin Jais (CR) Dr Damien Lee lung Yau (CR)</p>	Kementerian Pengajian Tinggi (KPT)	RM60,020.00
<p><b>Modelling the Agriculture and Food Industry in Malaysia: A Social Accounting Matrix (SAM) Framework</b> FRGS</p> <p>01-11-2020 until 31-10-2022 (In Process/Active)</p> <p>Dr Mohd Khairul Hisyam bin Hassan (PL) A.P. Dr Mukaramah Harun (CR) Dr Nur Zaimah binti Ubaidillah (CR) A.P. Dr. Mohammad Affendy bin Arip (CR) A.P. Dr. Rossazana Bt Ab Rahim (CR)</p>	Kementerian Pengajian Tinggi (KPT)	RM66,200.00
<p><b>Developing the demand model for land public transport in Malaysia</b> FRGS</p> <p>01-11-2020 until 31-10-2023 (In Process/Active)</p> <p>Dr Muhammad Asraf bin Abdullah (PL) Dr Nur Zaimah binti Ubaidillah (CR) A.P. Dr. Rossazana Bt Ab Rahim (CR) Dr Abang Azlan Mohamad (CR) Puan Farah Dipah binti Khalid (CR) Dr. Nurulhuda binti Mohd Satar (CR)</p>	Kementerian Pengajian Tinggi (KPT)	RM77,000.00

Grant Title / Ref / Date / Team Member	Funder	Amount
<b>Financial Reporting Disclosure Index to Measure Sustainability Development of Real Estate Industry in Malaysia</b> <b>FRGS</b> 01-11-2020 until 31-10-2022 (In Process/Active) Puan Suzila binti Mohamed Yusof (CR) Dr Sharon Cheuk Choy Sheung (CR) Dr Salawati binti Sahari (PL) Encik Ahmad Syubaili bin Mohamed (CR)	Kementerian Pengajian Tinggi (KPT)	RM71,556.00
<b>The relationship between green effort and financial performance in the era of the digital revolution: Empirical evidence from Malaysia conglomerates</b> <b>PGRG</b> 01-02-2021 until 29-02-2024 (In Process/Active) Dr Sin Kit Yeng (PL) A.P. Dr. Rossazana Bt Ab Rahim (CR) GERALD LAI MUK YOONG (CR)	UNIMAS	RM5,000.00
<b>Impact Assessment of Sago Waste Management in Mukah Division, Sarawak</b> <b>EXT NTL</b> 01-01-2020 until 31-12-2021 (In Process/Active) Dr Rosita bt. Hamdan (PL) Dr Josephine Yau Tan Hwang (CR) Dr Nur Zaimah binti Ubaidillah (CR) Cik Audrey Liwan (CR) Dr Rayenda Khresna Brahmana (CR) Dr Jerome Kueh Swee Hui (CR) Dr Muhammad Asraf bin Abdullah (CR)	CRAUN Research Sdn Bhd	RM85,000.00
<b>Academicians well-being through self determination and organizational identification</b> <b>PGRG</b> 01-12-2020 until 30-11-2023 (In Process/Active) Dr Irma Yazreen binti Md Yusoff (PL) A.P. Dr. Kartinah binti Ayupp (CR) Quratulain Memon (CR)	UNIMAS	RM5,000.00

Grant Title / Ref / Date / Team Member	Funder	Amount
<b>The Impact of Work Life Balance on Job Burnout and organizational commitment of IT technicians Pakistan</b> <b>PGRG</b> 01-11-2020 until 30-10-2023 (In Process/Active) Dr Irma Yazreen binti Md Yusoff (PL) Dr Norizan bt Jaafar (CR) Faiza Akhtar (CR)	UNIMAS	RM5,000.00
<b>The Muslim Women Involvement in Micro Business Activities in Rural of Sarawak</b> <b>PGRG</b> 01-05-2020 until 01-05-2023 (In Process/Active) A.P. Dr. Dayang Affizzah binti Awang Marikan (PL) A.P. Dr. Mohammad Affendy bin Arip (CR) Dyg Hummida Abd Rahman (CR)	UNIMAS	RM5,000.00
<b>The Nexus Between Innovation and Performance of Islamic Banks in Malaysia</b> <b>SGS</b> 01-01-2021 until 31-12-2022 (In Process/Active) Cik Nur Nadhira binti Baharuddin (PL) A.P. Dr. Rossazana Bt Ab Rahim (CR) Puan Farah Dipah binti Khalid (CR)	UNIMAS	RM8,500.00
<b>Development of Economic Impact Assessment Model in the Case of Event Tourism</b> <b>PGRG</b> 01-08-2020 until 31-07-2023 (In Process/Active) Funded by: Dr Norazirah Bt Hj Ayob (PL) Sally Ann Yap Yu Ing (CR) A.P. Dr. Puah Chin Hong @ Puah Chin Fang (CR)	UNIMAS	RM5,000.00
<b>Accounting for Biological Assets: Measurement practices of Sago Plantation in Sarawak Malaysia</b> 01-04-2021 until 31-03-2023 (In Process/Active) Puan Nazaria binti Md. Aris (PL) Razman Bin Anuar (CR)	Kursi Tun Openg	RM10,030.00

Grant Title / Ref / Date / Team Member	Funder	Amount
<b>An Investigation on Expectancy Value of International Training on University Academics</b> <b>PGRG</b> 01-01-2021 until 31-12-2023 (In Process/Active) Dr Norizan bt Jaafar (PL) Dr Sin Kit Yeng (CR) Chen Jun Hao (CR)	UNIMAS	RM5,000.00
<b>Constructing Tourism Sustainable Competitiveness Performance Indicator for ASEAN Countries</b> <b>PGRG</b> 01-11-2020 until 30-10-2023 (In Process/Active) Funded by: A.P. Dr. Puah Chin Hong @ Puah Chin Fang (PL) A.P. Dr. Mohammad Affendy bin Arip (CR) Soh Ann Ni (CR)	UNIMAS	RM5,000.00
<b>Convergence of Asian Islamic Banking Efficiency: Non Linear Approaches</b> <b>PGRG</b> 01-09-2019 until 01-10-2022 (In Process/Active) A.P. Dr. Dayang Affizzah binti Awang Marikan (PL) Awg Alizra Ahmad Abidin (CR)	UNIMAS	RM5,000.00
<b>Islamic Microfinance and Poverty Alleviation in Indonesia</b> <b>PGRG</b> 01-04-2020 until 31-03-2023 (In Process/Active) A.P. Dr. Rossazana Bt Ab Rahim (PL) Dr Nor Afiza binti Abu Bakar (CR) Dr Rosita bt. Hamdan (CR) Arif Rahman Hakim (CR)	UNIMAS	RM5,000.00
<b>Society Disclosure and Corporate Governance: Evidence After The Implementation of Malaysian Code of Corporate Governance 2017</b> <b>SGS</b> 01-09-2020 until 31-08-2022 (In Process/Active)	UNIMAS	RM10,000.00

Grant Title / Ref / Date / Team Member	Funder	Amount
<p>Cik Joanne Shaza Janang (PL)  Dr Sin Kit Yeng (CR)  Dr Damien Lee lung Yau (CR)  Associate Professor Dr Corina Joseph (CR)</p>		
<p><b>Eetnoarkeologi, Arkeologi, Sosiologi dan Antropologi Orang Kanaq</b> <b>EXT NTL</b></p> <p>30-01-2020 until 31-10-2021 (In Process/Active)</p> <p>A.P. Dr. Kartinah binti Ayupp (PL)  A.P. Dr. Yakup bin Mohd Rafee (CR)  Dr Norizan bt Jaafar (CR)  Dr Nicholas anak Gani (CR)  Encik Mohamad Zamhari bin Abol Hassan (CR)</p>	<p>Universiti Teknologi Malaysia (Matching Grant KSU)</p>	<p>RM20,000.00</p>
<p><b>Do Audit Partner Tenure and Provision of Non-Audit Services by External Auditor Reduce Audit Report Lags: Malaysian Perspective</b> <b>SGS</b></p> <p>01-07-2020 until 30-06-2022 (In Process/Active)</p> <p>Dr Damien Lee lung Yau (PL)  Cik Joanne Shaza Janang (CR)  Dr Sharon Cheuk Choy Sheung (CR)  Dr Sin Kit Yeng (CR)</p>	<p>UNIMAS</p>	<p>RM10,000.00</p>
<p><b>The Impact of Hard and Soft Destination Image in Revisit Intention: The Role of Social Media Exposure</b> <b>SGS</b></p> <p>01-01-2020 until 31-12-2021 (In Process/Active)</p> <p>Dr Sin Kit Yeng (PL)  Dr Abang Azlan Mohamad (CR)</p>	<p>UNIMAS</p>	<p>RM9,880.00</p>
<p><b>Credit Rating Process Reforms In Resolving Rating Issues</b> <b>PGRG</b></p> <p>01-12-2018 until 30-11-2021 (In Process/Active)</p> <p>Dr Salawati binti Sahari (PL)  Khalid Hafeez (CR)  Dr Asri bin Marsidi (CR)</p>	<p>UNIMAS</p>	<p>RM5,000.00</p>

Grant Title / Ref / Date / Team Member	Funder	Amount
<b>Possibility of RCEP Monetary Union</b> <b>PGRG</b> 01-12-2019 until 30-11-2022 (In Process/Active) Prof Dato' Dr. Shazali bin Abu Mansor (PL) A.P. Dr. Dayang Affizzah binti Awang Marikan (CR) Md Mahbubur Rahman (CR)	UNIMAS	RM5,000.00
<b>Constructing A Novel Tourism Climate Indicator for Malaysia</b> <b>PGRG</b> 01-10-2019 until 30-09-2022 (In Process/Active) A.P. Dr. Puah Chin Hong @ Puah Chin Fang (PL) A.P. Dr. Mohammad Affendy bin Arip (CR) Jong Meng Chang (GRA)	UNIMAS - Dana Gabungan	RM5,000.00
<b>Brand Resonance in Higher Education Institutions</b> <b>PGRG</b> 01-12-2019 until 30-11-2022 (In Process/Active) Dr Sharizal bin Hashim (PL) Dr Irma Yazreen binti Md Yusoff (CR) Urooj Ahmed (GRA)	UNIMAS	RM5,000.00
<b>The Asymmetric Response of Manufacturing Sector and Macroeconomic Indicators to Oil Price Shocks in Yemen</b> <b>PGRG</b> 01-10-2019 until 30-09-2022 (In Process/Active) A.P. Dr. Liew Khim Sen (PL) Dr Jerome Kueh Swee Hui (CR) Dr Nor Afiza binti Abu Bakar (CR) Dhaif Allah Musaeed Dhifallah Al-Hamdhi (CR)	UNIMAS - Dana Gabungan	RM5,000.00
<b>Role of Financial Inclusion on Financial Stability. Comparison between Pakistan and Malaysia by effect of Terrorism</b> <b>PGRG</b> 25-10-2019 until 24-10-2022 (In Process/Active) Prof Dr. Abu Hassan Bin Md Isa (CR) Arsalan Haneef (CR)	UNIMAS - Dana Gabungan	RM5,000.00

Grant Title / Ref / Date / Team Member	Funder	Amount
<p>Dr Shafinah Begum binti Abdul Rahim (CR) Prof Dr. Mohamad bin Jais (PL)</p>		
<p><b>Customer Brand Relationship in Halal market and the role of religiosity</b> <b>PGRG</b></p> <p>01-10-2019 until 30-09-2022 (In Process/Active)</p> <p>Dr Sharizal bin Hashim (PL) Dr Mohd Khairul Hisyam bin Hassan (CR) Mussadiq Ali Khan (GRA)</p>	UNIMAS - Dana Gabungan	RM5,000.00
<p><b>Medical Tourism In Sarawak</b> <b>PGRG</b></p> <p>01-10-2019 until 30-09-2022 (In Process/Active)</p> <p>Dr Norazirah Bt Hj Ayob (PL) Yap Chu Chang (GRA) Dr Sin Kit Yeng (CR)</p>	UNIMAS - Dana Gabungan	RM5,000.00
<p><b>The impact of Corporate risk disclosure on firm's Investment efficiency</b> <b>PGRG</b></p> <p>01-10-2019 until 30-09-2022 (In Process/Active)</p> <p>Dr Josephine Yau Tan Hwang (PL) Dr Asri bin Marsidi (CR) Mubashir Ali Khan (GRA)</p>	UNIMAS - Dana Gabungan	RM5,000.00
<p><b>The relationship between corporate social responsibilities towards enhancing organizational competitive advantage through employee engagement: Integrating the role of individual personality traits</b> <b>PGRG</b></p> <p>01-10-2019 until 30-09-2022 (In Process/Active)</p> <p>A.P. Dr. Kartinah binti Ayupp (PL) Dr Khairil Annuar bin Mohd Kamal (CR) Asma Syed (GRA)</p>	UNIMAS - Dana Gabungan	RM5,000.00

# **Workshop & Lunch Hour Talk Series**



# Workshop Calm

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Workshop Calm	Title	Date & Time
AP Dr Evan Lau Poh Hock	Publishing in Citation Index Journals: Hands-on	August 26, 2020 10am-12 noon
Prof T. Ramayah	Moderating Analysis Using PLS-SEM	September 2, 2020 10am-12noon
Dr Mohd Zulkifli Mustafa	Writing and Publishing Academic Book	September 9, 2020 10am-12noon
Prof T. Ramayah	Moderating Analysis Using PLS-SEM: Hands-on	October 14, 2020 9am-5pm

# Lunch Hour Talk Series 2020

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No.	Speaker	Topic	Date & Time
1.	Prof. Chandana Gunathilaka (University of Sri Jayewadenepura)	21 <sup>st</sup> Century Education Pedagogies Assessments and Evaluations	18 February, 2020 11.30 am – 12.30 pm
2.	Dr Khairil Annuar Mohd Kamal (UNIMAS)	Research Ethics in the University - Some Comments	11 March, 2020 12 pm – 1 pm
3.	Dr Rayenda Khresna Brahmana (UNIMAS)	Navigating Your Research in Uncertainty Era	10 June, 2020 2 pm – 3 pm
4.	AP Dr Evan Lau Poh Hock (UNIMAS)	Publication: New Normal and Way Forward	8 July, 2020 2 pm – 3 pm
5.	AP Dr Kartinah Ayupp (UNIMAS)	Designing & Conducting Mixed Methods Research	29 July, 2020 10 am – 11 am
6.	AP Dr Harry Entabang (UNIMAS)	How to Turn your Expertise into Relevant Training Modules	September 7, 2020 9am – 10am
7.	AP Dr Harry Entabang (UNIMAS)	An Introduction to Value Investing	September 16, 2020 10.15am – 11.15am
8.	AP Dr Liew Khim Shen (UNIMAS)	Studying the Effect of COVID-19 on Stock Market Performance	September 16, 2020 10 am – 11 am
9.	Prof. Dr Mohamad Jais (UNIMAS)	An Introduction to Candlestick Charting	September 23, 2020 10 am – 11 am



# **Postgraduate Viva-Voce**

**Yap Shee Ling** passed her MSc viva thesis on 22 January 2020. She was blessed to have Dr. Shirley Wong Siew Ling as the main supervisor. A special thank goes out to Associate Professor Dr. Evan Lau as chairperson of Viva, Dr. Muhammad Asraf Abdullah as the internal examiner, and Associate Professor Dr. Poon Wai Ching (Monash University, Malaysia) as the external examiner.



**Tan Toh Hao** who has passed his MSc viva thesis under the supervision of Dr. Shirley Wong Siew Ling and co-supervisor Associate Professor Dr. Puan Chin Hong. A special thank goes out to Professor Dr. Rossazana bt Ab Rahim as chairperson of Viva, Dr. Jerome Kueh Swee Hui as the internal examiner, and Associate Professor Dr. Tan Siow Hooi (Multimedia University, Malaysia) as the external examiner.

**Elderea Grace ak Chali** passed her MSc viva thesis on 22 January 2020. She was blessed to have Dr. Norizan Jaafar as the main supervisor. A special thank goes out to Associate Professor Dr. Dayang Affizah Awang Marikan as chairperson of Viva, Dr. Hamrila binti Abdul Latip as the internal examiner, and Dr. Noorshella Che Nawi (Universiti Malaysia Kelantan) as the external examiner.



**Zeeshan Khan Khattak** who has passed his Ph.D. viva thesis on 1 March 2020 under the supervision of Dr. Shirley Wong Siew Ling as the main supervisor & Professor Dato' Dr. Shazali Abu Mansor as co-supervisor. A special thank goes out to Professor Dr. Abu Hassan Md Isa. as chairperson of Viva, Associate Professor Dr. Evan Lau Poh Hock as the internal examiner, and both Associate Professor Dr. Shafinar Binti Ismail (UiTM, Alor Gajah) and Associate Professor Dr. Fumitaka Furoka (Universiti of Malaya) as external examiners.

Congratulations to **Mr. Faizul Ayupp Dino** who has passed his MSc viva thesis on 29 January 2020 under the supervision of Dr. Norizan Jaafar. Huge gratitude to Associate Professor Dr. Rossazana Ab. Rahim as chairperson, Dr. Irma Yazreen binti Md Yusoff as the internal examiner, and Dr. Gluma anak Saban (UiTM).





# Fully Online Viva-voce

Sim Chong Yang (5 <sup>th</sup> June 2020)		<i>Supervisor</i>	Prof Dato' Dr. Shazali Abu Mansor Prof Madya Dr. Puah Chin Hong
PhD	<i>Internal examiner</i>	Prof Madya Dr. Liew Khim Sen	
	<i>External examiner</i>	Prof Madya Dr. Poon Wai Ching- Monash University Malaysia	

Muhammad Mubushar (9 <sup>th</sup> June 2020)		<i>Supervisor</i>	Dr. Norizan Jaafar Assoc Prof Dr. Rossazana Ab Rahim
PhD	<i>Internal examiner</i>	Dr. Hamrila binti Abdul Latip	
	<i>External examiner</i>	Prof Ts Dr. Hjh Norazah Mohd Suki- UUM Assoc Prof Dr. Nek Kamal Yeop Yunus (UPSI)	
	<i>Chairperson</i>	Prof Dr. Mohamad bin Jais	

Nur Syiqim bt Mohd Shafiq (3 <sup>rd</sup> July 2020)		<i>Supervisor</i>	Dr. Muhammad Asraf Abdullah Dr Jerome Kueh Swee Hui
MSc	<i>Internal examiner</i>	Assoc Prof Dr. Rossazana bt Abd Rahim	
	<i>External examiner</i>	Dr. Nurul Huda bt Mohd Satar (Universiti Malaya)	
	<i>Chairperson</i>	Assoc Prof Dr Dayang Affizah bt Awang Marikan	

Yeoh Choi Yean (15 <sup>th</sup> July 2020)		The Moderating Role of Complementary and Alternative Medicine: Nasopharyngeal Cancer Cases in Malaysia	
MSc	<i>Supervisor</i>	Assoc Prof Dr Puah Chin Hong Dr Shirly Wong Siew Ling	
	<i>Internal examiner</i>	Dr Muhammad Asraf Abdullah	
	<i>External examiner</i>	Assoc Prof. Dr Poon Wai Ching – Monash University Malaysia	
	<i>Chairperson</i>	Assoc Prof. Dr Affizah bt Awang Marikan	

Tiang Jang Haw (16 <sup>th</sup> July 2020)		Corruption and Economic Growth: Evidence from Southeast Asia Countries
MSc	<i>Supervisor</i>	Dr Jerome Swee Hui Dr Shirly Wong Swe Ling
	<i>Internal examiner</i>	Dr Rosita bt Hamdan
	<i>External examiner</i>	Prof Dr Law Siong Hook (UPM)
	<i>Chairperson</i>	Assoc Prof. Dr Evan Lau Poh Hock

Amy Huang Yong Jing (17 <sup>th</sup> July 2020)		Information and Communication Technology (ICT), Income Inequality and Economic Growth in ASEAN-5 Countries
MSc	<i>Supervisor</i>	Assoc Prof Rossazana Ab Rahim Professor Dr Mohamad Jais
	<i>Internal examiner</i>	Dr Mohd Khairul Hisyam bin Hassan
	<i>External examiner</i>	Assoc Prof. Dr Suhal Kusairi (UMT)
	<i>Chairperson</i>	Assoc Prof. Dr Mohammad Affendy bin Arip

Kelvin Lee Yong Ming		Constructing Stock Market Performance Index and Its Determinants
PhD	<i>Supervisor</i>	Professor Dr Mohamad Jais Assoc Prof Dr Rossazana Ab Rahim
	<i>Internal examiner</i>	Dr Sophee Sulong Balia
	<i>External examiner</i>	Assoc Prof Dr Zamri Ahmad-USM
	<i>Chairperson</i>	Professor Dr Abu Hassan Md Isa



# **APMMC & CoCiAF**

# 7th Asia Pacific Marketing and Management Conference 2021 and 3rd International Conference on Contemporary Issues in Accounting and Finance (CoCiAF)

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Every year the Faculty of Economics and Business host conferences for academicians, students, researchers as well as practitioners to discuss important issues in business & economics with the primary objective of providing stimulating and constructive feedback and dialogue. As we are celebrating our 25th Anniversary, despite the various challenge we face due to the pandemic, the faculty decided to conduct 2 of our flagship conferences simultaneously online for the first time.

The 7th Asia Pacific Marketing and Management Conference 2021 and 3rd International Conference on Contemporary Issues in Accounting and Finance (CoCiAF) was held successfully and safely on the 2nd and 3rd of September 2021. The joint conference theme, "Sustainable Solution for Corporate Risks & Challenges", couldn't be more accurate to best reflect the current situation faced globally. The Covid-19 pandemic has transformed the way we do business globally. On one side it has caused devastation amongst service industries while on the other hand flourishes online businesses. It thought us to think creatively and innovatively on how we should use our resources efficiently and yet be sustainable. Hence, this conference has brought us all together to exchange ideas and discusses the solutions for ensuring a better sustainable world.

77 papers coming from 7 countries were accepted after a double-blind review. 3 prominent speakers were invited to give their keynote speeches and as a bonus, we also included 3 special workshops for the participants given by research experts. Overall, 25 awards were granted to participants. 12 for best paper awards for each track and 13 best presenter awards of each parallel session were announced at the end of the conference.

All the committee members have worked hard together to ensure the smooth sailing of the conference whilst maintaining the new norm SOP. It was a rewarding challenge for us all. A special thanks to those who have given their full support for this joint conference and made it a success, including all our keynote speakers, workshop speakers and collaborating partners for the opportunities and expertise towards making this conference successful.

Best wishes,

The 7th APMMC Chairperson  
**Dr Irma Yazreen Md Yusoff**

The 3rd CoCiAF Chairperson  
**Dr Salawati Sahari**



## Activities Under MoU/MoA (January – June 2021)

Establishment of collaboration with either international and domestic institutions remain as an essential effort by FEB during the Covid19 pandemic time. Offline signing of the MoU/MoA has become the approach adopted since physical signing ceremony may not be appropriate at his time. FEB had concluded two MoU with Universitas Brawijaya and Universitas Indonesia between January 2021 to June 2021. The area of cooperation covers research and development activities on areas of mutual interests, participation in conferences, seminars, teaching, training, and outreach activities; staff and student exchange, research and student mobility program and any other areas of cooperation to be mutually agreed upon by both universities.

FEB also involve in the collaboration of research via MoA of International Matching Research Grant with Universitas Sebelas Maret. The topic of the matching grant is Coronavirus Pandemic: Economic Impact, Challenges and Opportunity led by Associate Professor Dr Evan Lau.

There are several MoU and MoA, which are in progress with other international universities/institutions such as with universities from, India, Indonesia, Italy, Myanmar, Pakistan and United Kingdom.

Under the MoUs, there are several activities organized between UNIMAS and university partner. The list of activities is listed as below:

Institutions	Activities	Date
Phuket Rajabhat University & Universitas Sebelas Maret	Webinar Sharing: Education Challenges and Opportunities During The Pandemic	5 May 2021
STIESIA & Universitas Malikussaleh	Borneo Business Research Colloquium 2021	25-26 May 2021
STESIA	Motivation Booster Tricks during Online Learning with STESIA	29 May 2021
UNTAN	Cross Cultural Interactive Program (CCIP) 2021	4-6 June 2021
Universitas Sebelas Maret	Global Classroom: Econometric Lecture	9 June 2021
STIESIA	Global Classroom: International Guest Lecture	26 June 2021





**Research is to see what  
everybody else has seen,  
and to think what nobody  
else has thought.**

Albert Szent-Györgyi

**If we knew what is was we  
were doing, it would not be  
call research, would it?**

Albert Einstein