

The EkoBiz

FEB Newsletter

Faculty of Economics and Business

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Jan-June 2005

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REFLECTIVE THOUGHT

The only true knowledge, consists in knowing, that we know nothing
[Socrates]

You can teach a student a lesson for a day; but if you can teach him to learn by creating curiosity, he will continue the learning process as long as he lives.
[Clay P. Bedford]

The ink of the scholar is more sacred than the blood of the martyr.
[Mohammed]

I find four great classes of students: The dumb who stay dumb. The dumb who become wise. The wise who go dumb. The wise who remain wise.
[Martin H. Fischer]

Source:
<http://www.quote garden.com>



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Rohaya Mohd Nor
Norazirah Hj Ayob
Masita Hassan
Kartimah Ayupp
Dayang Affizzah Awang Marikan

Advisor

Assoc. Prof Dr Rujhan Mustafa

Editorial Team Leader

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Editorial Note

Starting 2005, Eko Biz bulletin will only be published biannually. The Editorial team is really delighted to receive an unconditional and tremendous support from all members of staff for their contribution.

There are/were so many things and changes happened and still to happen in FEB but life must go on. The most important thing for sure, we are a family and we are proud to instill that value whether it be for academic concern or social contribution.

Last but not least, many thanks to the Editorial team for their hard work in making this bulletin a reality.

Mahani B.M.A Shakur
Editorial Team Leader



Asia
Pacific
Marketing
Conference

Call For Paper

Deadline
Paper submission :
30th Sep 2005

For details :
<http://www.unimas.my/apmc2005/>

The banner features a background image of a hand holding a globe. The text is arranged in a vertical column on the left, and the call for paper information is in a dark grey box on the right.

Dean's Message



First of all, allow me to welcome all of you to the 2005/2006 academic session. Accepting new students might be routine to lecturers and staff, but every new student brings with them their own problems and challenges. Thus it's our job to provide guidance and to ensure that the learning process takes its path in this Faculty. It's our responsibility not to see student registration as a yearly event or routine but rather looking to them as new subject matter that require us to learn about them.

As an academician, we should play the role of a mentor in guiding students throughout their life in the campus. It is crucial for us to know what our mentee's are encountering during their stay with us. It is truly a challenge and a cumbersome effort, but we face it together, and in sharing the knowledge and experience of others, we will soon get used to this practice. In fact, I believe that we will find it exciting and become part of our learning process in our beloved profession. Therefore, to comprehend this, we need to be vigilant and observant of the current situation in order to help our mentee's. Whether we like it or not, the situation has changed from our time and the situation will keep on changing

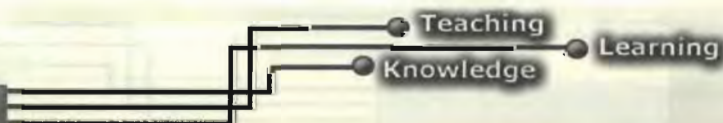
along with the invention of new technologies, modernization as well as globalization.

Things are different and will continue to be different. For that reason, we need to be equipped and find a new approach to meet the current needs of the students. It is undeniable that, in this digital era, less and less of the human component is incorporated in our daily activities, thus mentoring activities would help to fill the gap of the 'human touch' in nurturing mentee's soft skills.

An academician's priority and foremost role is not only teaching-learning but also research. Unlike other academic disciplines, natural social science area particularly economics and business faces identity challenges ahead in the era of globalization. Consequently, we need to be focused on research and publication. Strategic research area will be promoted along with producing research end products, which will be in the form of various types of publications. This will add to the quality of the faculty in accordance with our vision and mission.

Furthermore, everyone should also be aware that the academic quality of the faculty would be audited soon. We should look at it positively, to gauge where we stand. Improving and learning from what we have done are important ingredient.

Assoc. Prof. Dr. Shazali Abu Mansor
Dean

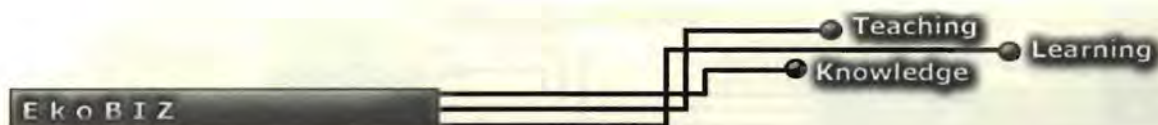


LUNCH HOUR SEMINAR

2004

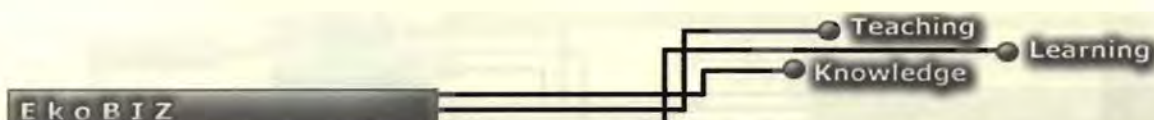
Date/Time/ Venue	Presenter	Title	Remarks
24 Julai 04 (Saturday) 11am-12pm FEP Meeting Room	Fathan Soetrisno	An Investigation of Downward Influence Tactics : A Test of Congruence Hypotheses	Short term grant (with Lo May Chiun)
	Dr. Ernest Cyril De Run & Prof. Madya Dr. Shazali Abu Mansor	The Foochow Entrepreneurial Characteristics : Comparison Between Generations	Short term grant
	Dr. Ernest Cyril De Run	Unintended Effects of Ethnically Targeted Advertising in Malaysia	Short term grant
	Puah Chin Hong (presented by Lo May Chiun on his behalf)	Causal Relations Among Stock Returns and Macroeconomics Activities	Short term grant
18 Ogos 04 (Wednesday) 12pm FEP Meeting Room	Marilyn Ong Siew Ai	Malaysia Incorporated : The Triple Bottom Line, Progression or Regression	Conference Paper Asian Forum on Corporate Social Responsibility
	Mahani Mohammad Abdu Shakur	Empirical Study on Internet Banking in Kuching : The Potential of Adoption by Kuching Consumer and Their Perception	Conference Proceeding of MFA 6 th Annual Symposium in Langkawi, 5 th May 2004
	Masita Hassan	Perceived Conception of Ethical Business Conduct by Businesses	Conference paper to be presented at the National Conference of Accounting and Finance, Putra Jaya, 23 August 2004
27 Ogos 04 (Friday) 10am Senate Meeting Room	Prof. Hideki Uehara Prof. Haruo Katoka Hayato Nakata Sadatsugu Nishiura	1. Talk on Analysis On Investment Behavior After the Economic Crisis in Indonesia Q & A Session 2. Talk on Asian Center for Environmental Research (ACER) Q & A Session	Japanese Delegation

2 Sept. 04 (Thursday) 12pm FEP Meeting Room	Fathan Soetrisno	Effects of Globalization on Migration	Conference Paper
	Puah Chin Hong	On The Long- Run Monetary Neutrality : Evidence from the SEACEN Countries	Conference Paper
	Dayang Affizah Awang Marikan	Modelling For Convergence and Economic Growth Across ASIAN ; A Panel Look	Conference Paper
	Lo May Chiun	Bases of Power and Influence Strategies : The Impact of Leader- Member Exchange	Conference Paper
15 Sept. 04 (Wednesday) 12pm FEP Meeting Room	Harry Entebang	Credit Management Policies and Practices and Its Implications on Firms' Cash Flow and Profitability	Conference Paper
	Rohaya Mohd Nor	Software and Innovation : Analysis of The Task-Technology Fit Theory and Small Business as End User of Accounting Software Application	Conference Paper
		Qualitative Methodology : Scenario- Based Technique and Analysis on Software Innovation	Conference Paper
		Protecting Businesses : The Ignorance Towards Businesses Insurance	Conference Paper
	Masita Hassan	Empirical Study on Demand Determinants of Life Insurance : A Case Study in Kuching	Conference Paper
		Malaysian Intra-Industry Trade	Research Report
	Hamri Tuah	Kaldor's Growth Laws in South East Asia	Research Report
		An Analysis of Sarawak's Manufacturing Productivity	Conference Paper
4 Okt. 04 (Monday) Senate Meeting Room	Prof. Madya Dr. Rujhan Mustafa	Globalisasi Ekonomi ke atas Liberalisasi Perdagangan di Asia Pasifik	Research Grant
	Dr. Ernest Cyril De Run	An Exploratory Study of Malaysian Firms Internationalization Strategi : Market Selection, Market Entry Mode and Risk Analysis	Conference Paper





Date/Time/ Venue	Presenter	Title	Remarks
8 Mac 05 (Tuesday) 10am FEP Meeting Room	Rossazana Ab. Rahim	Sektor Informal di Malaysia : Kajian ke atas Perniagaan Pasar Wanita	Research Grant
	Masita Hassan	Tax Payers Acceptance and Compliance Cost on Self Assessment Individual Income Tax	Research Grant
	Prof. Madya Dr. Rosni Bakar	Pendidikan dan Agihan Pendapatan di Malaysia	Research Grant
	Hamri Tuah	Macro-Econometric Models (MEM) of the Malaysian Economy	Research Grant
	Dyg Affizah Awg Marikan	Foreign Direct Investment	Research Grant
6 Mei 05 (Friday) 10am FEP Meeting Room	Dr. Evan Lau Poh Hock	Reassessment on the Determinants of Current Account in ASEAN-5 Countries	Research Grant
	Rossazana Ab. Rahim	Production Efficiency of Small Medium Industries in Malaysia's Manufacturing Sector	Research Grant
	Ghazali Ahmad	Winning Criteria : Tourism and Hospitality Firms' Manager Perspectives	Research Grant



CAN PACIFIC ISLAND COUNTRIES FORM A CURRENCY UNION WITH AUSTRALIA?

*Author: Puah Chin Hong
Research Summary*



Introduction

A suggestion to adopt the Australian dollar as a common currency amongst Pacific island countries (PICs) was mooted by Australia in August 2003 during the Annual Meeting of the Pacific Forum Leaders in Auckland. The meeting is an annual affair and is attended by the prime ministers and presidents of 14 PICs and prime ministers of Australia and New Zealand, the region's two advanced countries, all of which constitute the Pacific Forum, a regional organization established in 1971. The 14 PICs, among others include: Cook Islands, Fiji, Kiribati, Republic of Marshall Islands, Federated States of Micronesia, Nauru, Niue, Palau, Papua New Guinea (PNG), Samoa, Solomon Islands, Tonga, Tuvalu, and Vanuatu. A major reason behind a single currency policy is to promote greater fiscal and monetary disciplines in PICs.

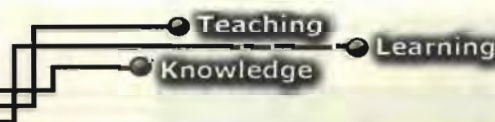
A common currency entails a single set of economic, monetary and fiscal policies to influence the balance of payments of the region. However, such a policy can be justified only when there is a high degree of synchronization of business cycles for all prospective member countries, which would be reflected in growth rates of their domestic outputs. According to Mundell's (1961) optimum currency area (OCA) conditions, countries experiencing common external shocks would be better suited to form a currency union because it permits

the use of union-wide policies to correct any macroeconomic imbalances. Further, as Collier (1991) pointed out, a common central bank with greater independence and autonomy with powers to control expansionary policies, is expected to bring about greater fiscal and monetary disciplines, thereby acting as "an agency of restraint" to wayward island governments.

One of the pre-requirements for currency union by way of adopting the Australian dollar as a common currency in the PICs is a high degree of economic interdependence, which could be represented by the synchronization movements in the real GDP of the candidate member countries. However, there is no such detailed study in this area. The present study seeks to fill the gap by presenting preliminary results of an empirical investigation.

Methodology and Findings

Most of the PICs became independent in the 1980s. Further, many of their economic databases suffer from inadequacies due to weak human resources. Thus, our analysis is therefore confined, besides Australia and New Zealand, only to four major PICs: Fiji, PNG, Samoa and Solomon Islands. Annual data of real GDP growth rates were used and the sample period covered from 1970-2003.





A simple correlation analysis was conducted before we proceed to investigate the economic interdependence in term of causality of the real GDP growth rates. The results are presented in Table 1. Out of the 15 correlation coefficients, only those coefficients of correlation with positive sign are relevant. Among the positive 12 coefficients, only four are significant at the 5% level. It is rather clear that there is no coherent pattern of association amongst the candidate countries, indicating weak economic interdependence. We further proceed to a more rigorous methodology to examine the economic interdependence using Toda and Yamamoto's (1995) Granger non-causality test. The Toda-Yamamoto test has been labeled as the long-run causality test and the estimation procedure requires that the variables be in levels. This test has an asymptotic c_2 distribution when a VAR(k+dmax) is estimated, where dmax is the maximum order of integration suspected to occur in the system, and k is the optimal number of lag length in the VAR system. Therefore, to perform this test, it is required to determine the dmax and k, in order to estimate (k+dmax) order of VAR formulated in levels.

We utilized three alternative unit root tests, namely ADF, PP and KPSS to identify the order of integration of the data. All the tests results unambiguously indicate that the data are I(0), implying that the dmax=0. For the optimal lag length, AIC criterion showed that k=3. Therefore, we use VAR(3) model

in our analysis as the k+dmax=3. Results from the Toda-Yamamoto test imply that the bi-directional causal relationships of the real GDP for the candidate countries are not pronounced. The inference is that the Australia and the island economies are not interdependent to the extent one would require for pushing the currency union idea at this stage.

Conclusion

This paper examines the feasibility of formation of a currency union by PICs with Australia using the Granger non-causality test proposed by Toda-Yamamoto (1995) to investigate the presence of a key OCA condition that the prospective members of a currency union should experience synchronized movements in growth rates so that shocks hitting them are less asymmetric.

Our findings are that PICs do not have such synchronized movements and therefore, the time is not yet ripe for supporting the suggestion of adopting the Australian dollar as a regional common currency.

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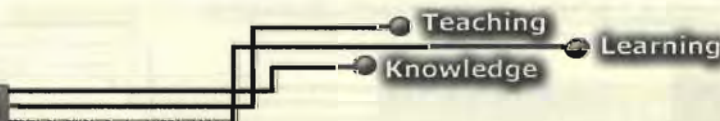
This article is a summary of the paper presented at the International Conference in Economics and Finance 2005, 26-27 May 2005, organized by Labuan International Campus, Universiti Malaysia Sabah. It is a work co-authored with Prof. Dr. T.K. Jayaraman from Economics Department, the University of South Pacific, Suva, Fiji Islands.

Table 1: Correlation Matrix of Variables

Countries	Australia	Fiji	New Zealand	Papua New Guinea	Samoa	Solomon Islands
Australia	1.0000	0.4409**	0.3668	-0.1144	0.5183**	0.3806**
Fiji		1.0000	0.2571	0.0326	0.2867	0.3938**
New Zealand			1.0000	-0.0197	0.2226	-0.0080
Papua New Guinea				1.0000	0.0070	0.1956
Samoa					1.0000	0.1296
Solomon Islands						1.0000

Note: Asterisk (**) indicates level of significance at 5% level.

Puah Chin Hong is specializing in Financial Economics. He can be contacted at chpuah@feb.unimas.my.





MALAYSIAN CONSUMERS' EVALUATION OF FICTITIOUS BRAND EXTENSION

Author: Dr. Ernest Cyril De Run and Ms. Khadijah Mohd Tuah



Research Summary

The value of a brand to a company has been demonstrated as an important factor for the success of firms in increasing and broadening its business. Brand extensions represent the prospect available for a company to use the equity developed in the names of existing brands in order to enhance their product line and marketing efforts.

Despite the increasing importance and use of branding in Malaysia, there has been relatively little published on the views of consumers towards brands. Brand equity has been defined as the added value which a brand endows a product. This view is extended to include both assets and liabilities associated with a given brand that add or subtract value or a set of brand assets and liabilities linked to a brand, its name and symbol, that add or subtract from the value provided by the product/service to a company and the company's customers.

Studies have shown that consumers evaluate product brand extensions before making a purchase decision. Their evaluation is based on whether the extension is a substitute or complement of the original product, the ease of transferability, difficulty, and the original brand quality. This article replicates portions of Aaker & Keller (1990) article in a Malaysian consumers' context, noting choice and evaluation of fictitious extensions. Pre-test were carried out to determine recognized Malaysian brand names and brand associations. Perceptions and evaluations of a set of eight actual product and service company brand names and sixteen hypothetical brand extensions (two for each actual brand name; one being

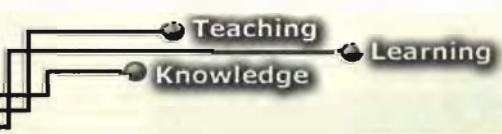
perceived positive extension while the other negative based on the pre-test) were gathered from 602 respondents. The perceived quality (Quality) of the original brand was assessed as well as three fit measures, Substitute, Complement and Transfer (Substitute, Complement, Transfer). How difficult (Difficult) the extension product or service to produce was also measured as was the dependent variable of attitude (Attitude) toward the extension. A 7 point Likert Scale (1 = strongly disagree, 7 = strongly agree) was used for each question.

It is concluded that consumers acceptance of a proposed extension is based on two factors, a mix of Quality/Fit variables and Difficulty. The means, regression model, and principal component analysis findings indicate Quality has both a strong and significant effect on attitude towards the fictitious brand extension. Attitude towards a brand extension seems to be mitigated by the perceived quality of the parent brand and whether there is perceived fit between the parent and extension brand. Out of the three fit variables, Transfer has the biggest effect on the consumer attitude towards the extension, followed by Complement and Substitute Difficulty is another factor that needs to be taken into account in consumer's evaluation of brand extension.

Acknowledgement

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This paper was accepted for publication at Sarawak Development Journal in 2005





Dr Ernest is specializing in marketing. He can be contacted at dernest@feb.unimas.my. Ms Khadijah is a lecturer at the Faculty of Social Sciences, UNIMAS. She can be contacted at mtejah@fss.unimas.my

THE TOURIST GAZE GOES ONLINE- ROJAK (HYBRID) RECEPTION THEORY STRUCTURE OF LUDIC LOOKING AT / FROM MALAYSIA

*Authors: Tony Wilson (UTAR) and Raja Mazhatul Yasmin Suraya (UNIMAS)
Publication: SAGE publication 2004*



Abstract

Writing from within the analytic horizons of media reception studies, the article argues that the structuring moments of the ‘tourist gaze’ (Urry, 1995) are exemplified in client ludic looking on-line at the tourism information, marketing and purchasing screens authored by industry and state. Hermeneutic philosophers foreground the processes of understanding, of arriving at a text’s interpretation. In cognitive play, they assert, significance is created on screen or read elsewhere. Using the Internet instantiates processes of comprehension resulting in cultural varieties of understanding content. Articulating (ten) moments or aspects of ‘play’, the article explores the multiple ways in which tourists constitute themselves as viewers, their cognitive, pleasurable, political and even physical behaviour in response to the screen’s mediated meaning. Ludic, they go on-line.

Raja Mazhatul Yasmin Suraya is specializing in E-Business and Online Traveling . She can be contacted at ramrmyasmin@feb.unimas.my . Associate Professor Dr. Tony Wilson is an Associate Professor at Universiti Tun Razak



Software Adoption and Small Business Entrepreneur Development: Opportunity For Innovations Based on Process Needs

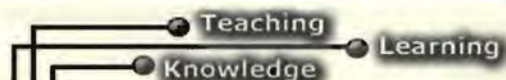
Author: Rohaya Mohd Nor



Research Summary

Entrepreneurship development of a small business is always a challenging and an exciting subject for a research study. Although, small business have always been acknowledged to contain simple structures, to understand their behavior in managing business is still problematic. Related issues that contribute to the differences of their behavior as compared to the medium and large business may include the factors such as the economics and financial structure in addition to the influence of culture and personality traits that strongly plays part in shaping the attitudes and strategies of the small business entrepreneurs in managing their business (see Watson et al, 1998; Glancey et al, 1998; Culkin and Smith, 2000 etc). As part of the global business community, small business must reform the traditional ways of doing business to increase their business sustainability in the midst of global competition. According to Srinivas (1995) the change of mindset is critical because globalization itself “shall not refer to the specific transactions of a globalize phase of business but to the process of businesses moving in the direction of globalization and operating in an environment where more and more organizations are moving towards becoming global business”. Effective transformation of the conventional practices and out of date mentality must take place to cultivate innovation in doing business. Innovation is a key to be successful to compete in the global market, and contributes to the business sustainability and growth.

An important initiative towards this is through effective adoption and usage of information communication technology (ICT). Smits (2002) has argued that the role of science and technology-based innovations such as the ICT sector has directly contributed to the structural changes in the economics system because of the growing intensity of knowledge needs and usage. This paper attempts to address the small business innovation from the context of software adoption and usage. The ultimate objective of this study is to raise the importance of the software adoptions by the small business as an initiative to cultivate innovation in the business practice. This study emphasizes on recognizing opportunity for innovations based on the process needs such as suggested by Drucker (1985). Drucker (1985) based on an extensive research works elucidated the direct association of innovation in the entrepreneurship process. Specifically, he argued that innovation is a mechanism for resource creation and thus innovation is a central component within the culture of the entrepreneurship. Further, he proposed the need for the entrepreneurs to practice systematic innovation. Systematic innovation “consists in the purposeful and organized search for changes, and in the systematic analysis of the opportunities, such changes might offer for economic and social innovation” (Drucker, 1985:31). Seven sources for innovative opportunity thus must be observed by the entrepreneurs as part of the systematic innovation practice (Drucker, 1985). Out of the seven sources for innovative opportunity





(the unexpected; the incongruity; innovation based on process need; changes in industry structure or market structure that catch everyone unawares; demographics; changes in perception, mood and meaning; new knowledge, both scientific and nonscientific), the innovation based on the process needs is inarguably contemplating well within the argument of this research that the software innovation through effective usage and adoption will be able to contribute to small business's ability to innovate.

"...process need, unlike the other sources of innovation, does not start out with an event in the environment whether internal or external. It starts out with the job to be done. It is task-focused rather than situation-focused. It perfects a process that already exists, replaces a link that is weak, redesigns an existing old process around newly available knowledge. Sometimes it makes possible a process by supplying the missing link..." (Drucker, 1985:62).

Drucker (1985:66) further explained that in order to have successful innovations, the following criteria must be tested against the identified process needs. The criteria are: a self-contained process; one weak or missing link, a clear definition of the objective; that the specifications for the solution can be defined clearly; widespread realization that there ought to be a better way, that is, high receptivity'. Further according to Drucker (1985:66-67), the process need opportunity has to be tested against the following constraints:

1. The need must be understood. It is not enough for it to be 'felt'. Otherwise, one cannot define the specifications for the solution.

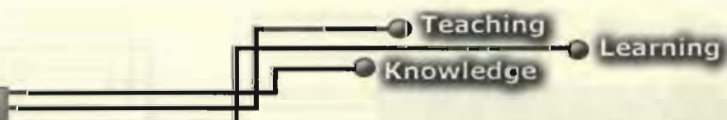
2. We may even understand a process and still not have the knowledge to do the job.
3. The solution must fit the way people do the work and want to do it.

Further, this study attempts to suggest that if effective adoption and utilization of the software is taking place in the small business, possibilities to uncover new and better ways of handling business help to identify the process needs. The process needs are the source of opportunity for small business innovation and thus can be an initial stepping stone to reform the out to date mentality of the small business. This study conceptualizes three dimensions of software ability towards the opportunity for small business to innovate based on process needs. The three dimensions are: (1) Generic software automation for business process improvement; (2) Software systems capability for generating value added to business process; (3) Embedded software design for business task efficiency.

Acknowledgement

This research is a partial work of a research project approved under the Unimas Short Term Grant (Account No: 3(28)/395/2003(132)).

Note: Rohaya is specializing Management Information System. She can be contacted at mnrohaya@feb.unimas.my.





EPISODIC OF MALAYSIA'S EXTERNAL IMBALANCES: ARE THERE REASONS FOR CONCERN?

Author: Evan Lau
Research Summary



Introduction

The sustainability of current account deficits has been the concern of policy-makers and economists in maintain the macroeconomic stability.

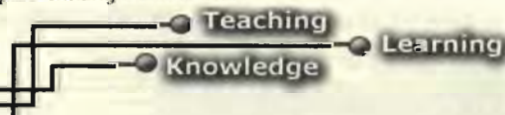
The resurgence of interest on this issue has arise from three important developments in the global economy: (1) the widespread of debt servicing problems experiences mainly in developing countries in the 1980s; (2) the large and persistent external imbalances faced by three major industrial countries-United States, Germany and Japan; and (3) currency and economic crisis of the 1997/98 that not only contagiously spread over East Asia countries but also put the global financial system under stress. This turbulence and crises had rekindled the interest of both academic economists and policymakers on the size of the external current account deficit as an indicator which could serve as potential "early warning" signals triggering the countries vulnerability. The literature encompasses many definitions of sustainability genre on the current account position. Under the least restrictive interpretation, the current account deficit is said to be sustainable if the country is solvent in the sense that its present value of intertemporal budget constraint is satisfied. This means that the country must able to generate sufficient trade surplus in the future to repay its national debts. Also, the current account has to be sustainable not only at a particular point in time but rather the whole trajectory of the current account had to be considered.

The purpose of this note is to assess the size and path of current account imbalances in

Malaysia for the past four decades. Specifically, the question is whether the current account deficit is becoming so large that it is inconsistent with a sustainable current account process. To tackle the objective, this note relied on Mann's (1999) sustainability benchmark condition that emphasized on the ratio of current account imbalances to gross domestic product (CA/GDP). She obtained the sustainability benchmark and argued that the current account imbalances greater than 4.2 percent of GDP is consider on an unsustainable path.

To show whether the current account imbalances coincide with major events in the region as well as the world, the percentage average of current account to GDP for each decade had also been calculated. Furthermore, several major economic events that have contributed to the dynamism behavior of the current account in Malaysia (see Figure 1) also being identified. First, the 1973-74 and 1979-80 oil shocks and their aftermath. Second, the collapse of the Bretton-Woods exchange rate system. Third, the commodity crisis and the 1985 Plaza Accord that pushed up the yen; and fourth, the pre-crisis period 1988-1997 due to the surge of capital inflows mainly from Japan and Taiwan. Finally, during the Asian financial crisis the current account swings from deficit to large surplus primarily due to the sharp depreciation of the Ringgit.

Dr. Evan Lau is specializing International Business. He can be contacted at lphevan@feb.unimas.



CURRENT LEADERSHIP TRENDS IN MANUFACTURING COMPANIES



Author: Lo May Chiun

Research Summary

Many manufacturing companies in Malaysia have either downsized, right sized, or have made other adjustments in response to the economic pressures of the last decade. Thus, the ability to influence subordinates within organizations has become a requisite competency and may be more critical to job-related success for many managers.

Leadership is a process of interaction between leaders and subordinates where a leader attempts to influence the behavior of his or her subordinates to accomplish organizational goals. According to Yukl (2002), numerous studies on the theory of leadership can be summarized in five broad theories, namely, trait, behavioral, contingency or situational approach, contemporary integrative approach, and power and influence approach.

Manufacturing companies in Malaysia nowadays are multifunctional teams moving along a horizontal structure where it is vital to fully understand the employees' perceptions of supervisors' power. These companies have reengineered themselves to be more efficient and therefore no longer practice the traditional corporate hierarchy, thus pushing more decision making to lower level management. As noted by Cartwright (1959), power is an attribute of a relationship between people rather than an attribute of a single individual; therefore it seems reasonable to suggest that individuals could exert mutual power over each other.

All of these workplace trends underline the importance of developing and expanding the roles of followers in the leadership of organization. These trends also rationalized the willingness of leaders to embrace the notion of sharing power with subordinates.

Subordinates have been given considerable autonomy to set goals and evaluate output, which used to be the traditional role of supervisors.

More and more organizations have restructured themselves to become more efficient, and have instead empowered lower status workers with more power, meaning that lower status workers are now having power that are typically reserved for managers. Therefore, the involvement of the subordinates in the relationship gives them certain amount of power over their supervisors.

In view of this, most of the supervisors in manufacturing companies are now playing the role of co-coordinators, facilitators, and mentors rather than carrying out the traditional role of planning, organizing leading, and controlling. According to Yagil (2002), subordinates' ability, experience, and knowledge will reduce the impact of instrumental leadership, as some subordinates are able to set their own goals and sometimes further defining and reaching the goals.

Hence, human resource management nowadays faces challenges of bringing better fitted workers into the organizations and meeting the workers' needs and expectations. This is an important issue since the process of influence will determine how managers motivate subordinates, bring about commitment and extra effort, and assist decision making in an organization.

Note:

Lo May Chiun is specializing in Management and currently is on study leave. She can be contacted at mclo@feb.unimas.my

THE UTILIZATION OF INFORMATION COMMUNICATION TECHNOLOGY (ICT) AND BUSINESS INTELLIGENCE APPLICATIONS IN HIGHER EDUCATION IN KUCHING SARAWAK

Author: Hamrila Abdul Latip



Research Summary

The utilization of ICT and business intelligence applications in the process of knowledge delivery in Malaysian higher education had been increasingly become a prevalent research concern. The level of ICT usage was found to be quite low despite the fact that all higher education institutions are well-equipped with ICT infrastructure and facilities.

This study was undertaken to investigate the utilization level of information communication technology (ICT) and business intelligence (BI) applications in higher learning institutions in Kuching Sarawak. It also analyzed any significant relationship of ICT and BI utilization with independent variables like philosophical, managerial, educational and technological factors.

Specifically, the objective of this study is to determine the relationship of philosophical, managerial, educational and technological factors with ICT and BI utilization. The study also scrutinized the difference of utilization level between public and private institutions, and between engineering and business management courses.

The questionnaire by Bernhardt (1995) is adapted to analyze the philosophical factor affecting ICT and BI utilization. Meanwhile, to analyze the three other factors, the questionnaire was developed by

adapting works of Tinio (2002). The statistical procedure of multiple linear regression analysis was used to determine major predictors of the utilization of business intelligence applications in higher learning institutions.

The findings of the study were obtained using the responses from 124 respondents. Major findings of the study revealed that the level of ICT utilization was moderate, whilst the utilization level of BI applications was low. Moreover, 38 respondents do not use BI applications at all.

The correlation showed that philosophical factor had low, positive relationship with the utilization of ICT and BI applications. The educational factor had low, positive relationship with the utilization of BI applications only. The correlation between managerial and technological variables were not significantly related to the utilization of ICT and BI applications.

The utilization level of ICT was higher in public higher institutions than private higher institutions, at the same time also higher in engineering course stream rather than business management. The mean level of BI utilization in public education institutions was higher than private education institutions' mean level, whilst higher in engineering course rather than business management.



The management of higher institutions need to be aware that they can enhance the utilization level of ICT and BI applications in teaching and learning by giving more training in BI applications, encourage ICT usage and put efforts in reshaping the mind-set of the institution of getting fully advantage from ICT in teaching and learning processes. It is recommended that management should concentrate on BI training as having basic knowledge and exposure to the helpful intelligence technology applications can lead to high level of BI utilization in teaching and learning.

A few strategies can also be adopted by the management like conducting ICT campaign in teaching and learning basis, provide channel for technical assistance, provide continuous programs of ICT and BI

competencies and make ICT utilization rate as advance points among the lecturers.

Practically, the study benefits the higher education management, academicians and interested business parties in understanding in detail the issues of ICT utilization in teaching and learning and as a basis for strategizing their business and professions. In addition, this study may contribute to the body of knowledge especially in management field of education business in improving the utilization level of ICT and English applications among higher learning society.

Note

Hamrila is specializing in project management,. She can be contacted at alhamrila@feb.unimas.my

GRADUATES OF PRIVATE HIGHER EDUCATION INSTITUTIONS (PHEIS) WHO ARE THEY?

Introduction

Despite the adverse global economic situation, in particular the Asian economic crisis of 1997, the Malaysian economy continued to grow though at slower rate but with low inflation and unemployment. It was recorded during the Eighth Malaysia Plan (8MP) review period of 2001 – 2003, the Malaysian economy grew at an average of 3.0% per annum, with inflation rate remained stable averaging at 2% and unemployment rate at 3.5%. The labour force increased at an average rate of 3.2% per annum from 9.6 million in 2000 to 10.5 million in 2003 (8MP).

The overall labour force participation rate (LFPR) improved from 65.7% in 2000 to 66.9% in 2003. However, due to an increase number of individuals pursuing education at higher level, as reflected by the total number of enrollment at tertiary level, the proportion of the labour force in the age group of 15 – 24 had declined from 49.4% in 2000 to 48.4% in 2003.

The results of the Labour Force Survey conducted by the Department of Statistics (DOS) revealed that the proportion of the labour



Author: Rosni Bakar





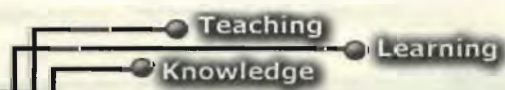
force with tertiary education increased from 13.9% in 2000 to 17.1% in 2003. The increase number of graduates in the labour force had also increased the number of job seekers with tertiary qualification in the market. However, with sluggish demand for labour in the face of a faster growth in supply of graduates from higher learning institutions, 59.3% of these job seekers remained unemployed for the last six months when the survey was carried out. This calculation suggested that, from a total of 32,924 first degree holders of public higher institutions in 2001, only 19,524 found their jobs in the labour market. This figure alone did not include the number of those who graduated from private higher institutions which could easily inflate the number. It was also recorded that the number of unemployed graduates were about 20,000 in year 2002. This somewhat supports the argument that unemployment rates among the university graduates have risen alarmingly in recent years not only in Malaysia but also worldwide. The issue of graduates unemployment became a great concern and have caught the attention of many including the public, policy makers, universities administrators as well as media commentators.

The Economic Crisis and the Supply of Private Higher Education Institutions (PHEIs)

The economic crisis that hit Malaysia in 1997, had left its education industry with many challenges. Prior to the crisis, the educational system in Malaysia had been very much dependent on the tertiary education of English-speaking countries to fulfil its tertiary needs. Owing to limitations on the availability of places in public higher institutions and with limited courses offered especially in the areas of science, medicine, engineering and various fields of technology, some students were sent overseas for their higher education. Many of these students were sent to United Kingdom,

United States of America, Canada, Australia and to some other western countries for their specialised degree programmes or trainings. During the period of the crisis, it was estimated that the number of Malaysian students studying abroad was about 50,000. The crisis which had weakened the Malaysia currency had made the cost of studying overseas become more expensive and unaffordable to many (either privately funding individuals or government funding students). One drastic measure undertaken by the government to cut down the outflow of foreign exchange was by reducing the number of students sending overseas. The government has since overhauled its policy of sending students abroad and instead emphasize the need for students to enroll in local institutions of higher learning in order to reduce imports and help improve the balance of payments (Sulaiman Mahbob, 1998). This has somewhat forced the Malaysian government as well private individuals to look for alternatives local degrees.

It has been realised even long before the crisis that the demand for higher education has far exceeded the capacity of the public higher education system. The demand further fueled by substantial growth in secondary enrollments that prepare prospective students for their tertiary education every year. With limited number of public higher institutions in Malaysia, the government are faced with limited spaces to accommodate the “eligible” local students as well as to accommodate those who originally planned to pursue their higher education overseas either through scholarships or privately funded. Since public universities are highly subsidised by the government, they become more attractive and affordable to many. The result was a sudden increase in demand for local public universities and they were over-flooded with students regardless of the strict entry requirements. The spaces somehow, have to be created to accommodate the qualified candidates.



Furthermore, the pledge made by the government under the New Economy Policy (NEP), that is to provide greater opportunity to access at higher level of education must also be carried out. However, regardless of the pledge made in the NEP, the public higher institutions simply could not cope with this rising demand for higher education.

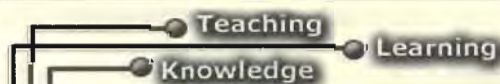
In response to the needs of the nation to give a greater access of education to its people as well as to meet the demand, the government welcomed the involvement of large corporations in the delivery of higher education. The establishment of private higher institutions by these corporations are either singly or in collaboration or cooperation with local or foreign partners. In 1996, the Malaysian Parliament passed the Private Higher Educational Institution Act (PHEIA) to allow the private sector to enter the higher education market that opened the floodgates to the business sector (Ahmad Mahdzan, 1999). Some established foreign universities took advantage of this privilege in expanding their universities by having branch campuses set up in Malaysia. Examples are the Monash University and Curtin University of Technology from Australia and the Nottingham University from UK.

The roles of private higher education institutions in Malaysia was given much attention and priority especially after the graduation of the NEP in 1990. Since then, private higher education institutions have shown increased in size and numbers from 156 in 1992 to 707 in 2002 and experienced enrollment growth from about 15,000 students in 1985 to about 295,000 students in 2002. The presence of private higher institutions not only increased access and giving diversity education options for students but also reduced the outflow of funds to finance education abroad. The private institutions also indirectly involved in creating a large pool of educated labour force in the market. Private institutions somewhat have become a major influence in the formation of labour forces (www.futuresproject.org).

Questions to ponder

1. It is said that majority of PHEIs offered programmes that are financially lucrative especially in the areas of IT, business and commerce. The curriculum, therefore, is heavily biased towards business and technological subjects (Ahmad Mahdzan, 1999). The expensive and/or unattracted programmes are left to the burden of public universities. In relations to types of programmes offered by PHEIs, what sort of labour force created by the private higher education intitutions?
2. Are products of private higher institutions more marketable than the products of public higher institutions? If so, then by how much?
3. Who goes to PHEIs? What sort of socio-economic background of students who enter PHEIs? Are PHEIs just for students from well-to-do families and deny access from the poor? It was recorded that 95% of enrolment in private institutions is made up of non-bumiputras and most of them are reported to come from the high income strata. Young and Ng (1992) listed three types of students who go to private institutions for their higher education; i) students who did get a place in the public universities, ii) students who were offered places in the public institutions of higher learning, but not in courses of their choice, and iii) children of affluent parents who are prepared to pay far more by sending them to private colleges.
4. It was revealed that majority of the graduates from public higher education institutes found their jobs in the public sector. Where did the graduates from PHEIs go?
5. Do graduates from PHEIs experience the underemployment problem at work?

Note: *regardless of the strict entry requirements. The spaces somehow, have to be created to accommodate the qualified candidates.*



FAMILY VALUES – WHY IT’S MORE IMPORTANT THAN MONEY

Author: Kartinah Ayupp



We have much to be grateful for here in Malaysia, not only unique natural riches of the country and the spirit of the people but also the fact we haven't lost something so many countries seem to be losing. Not all countries but many Western countries are losing something very precious, valuable beyond conventional measure.

The lack of this important thing can bring devastating consequences. Symptoms of a country with a deficit of this prized asset include increased rates of crime, especially violent crime, high levels of illegal drug use, poor school results, huge economic burdens, reduced productivity and historically the complete destruction of society. It is arguably the most important thing a country can have; even countries without religious faith can survive if they have this, though Mohammed, peace be upon him, stressed strongly the importance of this thing and it is very much a part of Islam.

In 1934 British anthropologist J. D. Unwin wrote a book detailing the historical decline of 86 different cultures throughout history. Every one of them had collapsed or crashed within a single generation of losing this asset. Throughout the Western world there have been literally hundreds of studies proving beyond doubt the damage caused when this thing is missing; its effects override all the usual causes of crime, drugs, anti-social behavior and violence. The effect is stronger than the effect of poverty,

unemployment and even stronger than the connection between racial identification, urban or rural location, education and even all of those things combined. If this thing is missing it is by far the most significant pointer to crime. American studies show a well-educated white man living in a wealthy suburban area is more likely to commit crime than a black poorly educated and unemployed man living in an inner city if this special thing is missing.

If you have not guessed by now this thing is the family, most notably the father. Rohner and his colleague Robert A. Veneziano (2001) reviewed almost 100 US and European studies between 1949 and 2000 investigating the effects of parenting on the psychology and behavior of children as they grew older. The researchers report that the degree of acceptance or rejection a child receives--and perceives--from his or her father appears to affect his or her development as deeply as the presence or absence of a mother's love, the results were equal. In fact the more serious issues were higher impacted by the father's love than the mother's.

The importance of mothers is already well understood and as a well-educated professional woman I can be grateful to the ideology of feminism for the opportunities I have had and continue to enjoy. I love my work and watching the students learning but I am even more grateful that here in Malaysia,

we have retained the family as the most important thing in society. In Western countries the push to give women freedom has gone so far as to deny men fatherhood, to dismiss the importance of the family, even to demonize men. Their society is paying the price for this and after spending some time in the UK I am glad to be back in

Malaysia, where men are loved as brothers, colleagues and most importantly, as fathers.

Note

Kartinah Ayupp is specializing in strategic management, HRM, entrepreneurship and business studies. She can be contacted at akartinah@feb.unimas.my

MISCONCEPTION IN DEFINING PRODUCT, CUSTOMER AND CUSTOMER SERVICES IN PUBLIC FUNDED UNIVERSITIES.

Author: Masita Hassan



Many of government servants are not well versed with the definition of product or customer and services especially in public funded university. In fact, recently, a colleague of mine told me that he learnt those definitions in one of the courses he attended. However, it is quite surprising to know that as the facilitator explained, in public funded universities, students are the product; customers are outsiders who use the university's services and customers' services are the service that the university provides.

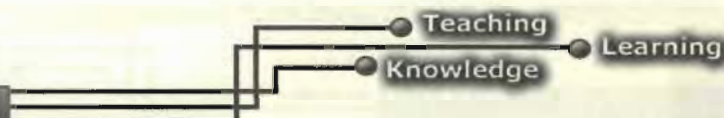
It is quite confusing to anyone who learned and well versed with marketing or management discipline. The definitions given above are misinform all who serve in public funded universities. Consequently, decisions made using this misleading information will be ineffective. It is clearly explains why students (undergraduate and postgraduate) are regularly complaining on their unsatisfactory treatment during their life in campus.

In any marketing book product is similarly defined as goods, service or ideas consisting of tangible and intangible features that satisfy customers and is received in exchange for money or some other unit of value (Kerin,

Hartley & Rudelius, 2004). On the other hand, a customer is commonly defined as an individual or non-individual who buys goods or services or ideas (defined above as "product") from shops or the producer of the product. Further, customer service is the ability of management to satisfy customers in terms of time, dependability, communication and convenience (Kerin, Hartley & Rudelius, 2004).

Given that definitions, it is clear that a student is definitely not a product for a public funded university. The student (undergraduate or postgraduate) is the customer since he/she pays his/her program using their own money or scholarship funds or students loan. The majority of undergraduates use PTPTN loan which they have to pay back with 4% interest once they have graduated.

It is concluded that the programs that students enrolled are the university's products. Take for example a commercial bank. It offers many range of products such as saving accounts, current account, investments and credit cards. Customers will choose which product they are interested to use depending on their needs and also affected by creativity marketing strategy by the bank.



Therefore, a University offers many programs. Potential students will then choose programs that suit their needs and indirectly affected by university's creative marketing strategy.

The customer service definition is very

important. Students (undergrads and post grads) will be satisfied if all faculties, units, centers and departments in public funded university give timely and dependable information and support, effective communication to them and offers convenience facilities to them.

A Strategic Planning Workshop For JKR Sarawak

Contributor: Harry Entebang



Harry Entebang was invited to be a speaker of a Strategic Planning Workshop for JKR Sarawak. Here are his opinion towards the needs of such workshop:

A constantly changing in terms of consumers' preferences, technologies, rules, regulations and policies have forced organizations to rethink how they produce and deliver their products and services. Public sector organizations such as JKR is not far exempted from such phenomenon.

As early as 1902, jabatan kerja raya (JKR) sarawak or better known as public works department (PWD) had started to become one of the main driving forces of infrastructure development in the state.

In response to unending and rapid changes in terms of economy, political and social developments, the department has underwent few major reorganizations since 1958 with a purpose of improving organization's

performance and to become a major change agent as far as infrastructure development and public project management are concerned. In this respect, a three days strategic planning workshop was successfully held from 21st -23rd of February this year. The workshop was organised by the centre for modern management (CMM) a training arm of the state government of Sarawak and attended by senior officers of the department.

The ultimate goal of the recent workshop is to restructure the whole of the organization so as to position itself in line with the priorities of the federal as well as the state governments. Other critical issues affecting the strategic and future growth as well as development of the department. were also proposed and discussed in the workshop.

A JOURNEY OF SIX YEARS AND PLUS.....

Author: Rossazana Abdul Rahim



Have you ever woken up and suddenly felt an intense rush of panic that forces you to sit bolt upright and ask the question 'what am I doing with my life'?... Yes, I have.. The journey of life can be hampered with uncertainty; confusion and indecisiveness or can be in the tremendous the other way round. My journey of 6 years and plus at UNIMAS has changed me to be who I am now, a lecturer, a researcher, an employee, a wife, a mother, a daughter, a sister and friend or may be an opponent to someone? (even though I didn't request for it). In other words, I'm a little bit of everything and all rolled into one.

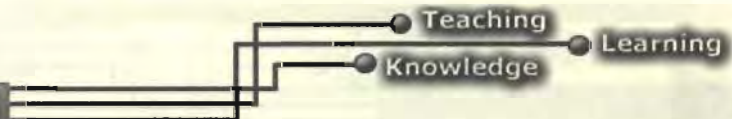
All those years has taught me almost everything of my life which has painted almost colorful paint on my canvas of life... it has taught me how to be a good employee even though not the best; to be an excellent and a charismatic lecturer but still struggling to be good researcher (of which I doubt I am); to be a good colleague though sometimes I may disappoint a few of them; to be a good friend at least to a few of them. Sorry to all but I'm only human, along the way I shall stumble and fall but I know you and you will always support me either direct or indirectly, in a positive ways. Yet, the most one thing I've learned, I cannot afford to attend to all. Let me share the story of one frog (familiar?)

One frog on a race with the other frogs, raced to the top of a high tower...the race

began, in reality it seemed impossible for a frog to reach the top tower ... all phrases like "what a pain"..."they'll never make it" can be heard everywhere... the frogs began to quit, except for one... who kept climbing and did it... The other frogs were dying to know, they were so eager to ask the frog how he (or she) do it only to find out that he's deaf... moral of the story?

6 years and plus here has change my life tremendously...I started out as 'Cik' [which I still miss ;-)] and now ... a wife of someone who is sometimes disobedient (sorry dear)... a mother of two who sometimes loses patience and turns into become a mummy monster ... a daughter of two who is sometimes hard to advise ... a good sister that I should be, a favorite 'in law' that I should become, a kind neighbor that I should act.. sorry all...I'm only human, along the way I shall grow up to become a better person...I'm still in the learning process...

Most of all, 6 years and plus have made me to be a humble servant which I still pray for, forgive me God Al-Mighty ...6 years and plus before, I'm no one... So here I am, 6 years and plus...thank God for me myself, my colleagues, my friends, my students, my family...Lastly, thank God for honoring me with the enormous life in Sarawak.. May my journey here will still go on...or...?...6 years and plus after, I wonder what I would be?...where I would be...



My Precious and Priceless Personal Experience With IBBC

Contributor: Dayang Affizzah Awang Marikan



It seems like just recently that we've attended our faculty conference, The International Borneo Business Conference (IBBC), though it was far 6 months back dated. The tension was still lingering, haunting me not to mention, the relief too. Having a conference, an international one was really a wonderful experience. At first, I was not confident with my own capability to carry such heavy task. But towards the end, I am very grateful and thankful to be able to experience such precious lessons. My deepest thanks to those who believe in me. It was really worth the handwork, endurance and tense. Though it was one-year work (more than that actually), seems like a lengthy and long-winded process yet the outcome was to be judged in three days and two nights. Of course, to err is human, we definitely want the best out of everything we do, yet in some unforeseen circumstances, it was out of our control. I believe, as long as we've done our best, the rest is God's will.

The inner strength that makes things beyond possible happens for the conference was reliable teammates. We've learnt a lot about commitment, patience, understanding and most of all the strength of group work. My greatest thanks and appreciation to the committee. You guys really make it happen. Also for those who were there to support and participate in the conference, and those who were "on call" for any emergencies..... thanks you so much.

Handling the conference has opened up my eyes to a wider perspective of the academicians world.

Besides having papers presented and included in the proceeding, exposing our self to a wider networking does matters. We are honored to have many foreign scholars and academicians, namely from Brunei, Indonesia, Iran, Sudan, Papua New Guinea, Fiji, Japan, U.S, UK, Australia etc. It was a good opportunity to bring our self out of the ordinary. It was such an intriguing moment to meet those participants in which I'd been emailing for a year. Such conference can be a platform for academicians to brainstorm and amalgamate ideas, which can lead to cooperation and research collaboration. We've received 137 papers and based on the numbers of participants, I would say that we have a successful conference indeed.

We hope that, in the next conference, there will be more and more papers especially from faculty members and Unimas in general. Thus to make a second IBBC 2006 that shall be held in Kuching a greater success, we should have 'market, promote and sell' IBBC now. Start the planning. Help each other. The success of the 2nd IBBC06 depends on us.

A Letter To My Colleagues

Contributor: Marilyn Ong Siew Ai (Malin Naqiyah)



Dear colleagues,

The first quarter of the year has been academically eventful! I was invited to present a paper at the **INTERNATIONAL CONFERENCE ON GOVERNING FOR SUSTAINABILITY IN THE ASIA-PACIFIC** on 12th-14th April, 2005 at the Marriot Hotel, Putrajaya.

Below an excerpt from my paper entitled **“Stakeholder Management, Triple Bottom Line And Sustainability Report : Their Relevance To Sustainable Business Competitiveness & Economic Sustainability In The Asia-Pacific,”** for those of you interested to know what has corporate social responsibility to do with economics and business. A mouthful, I must admit. But necessary, with the coalescing of several ideas in one paper.

“.....Stakeholder Management is an alternative strategic ethical management model arising from the ethical concept of corporate social responsibility, a sub-branch of organisational ethics. Its corporate focus encompasses shareholders as well as other stakeholders and emphasises the triple bottom line (financial, society, environment) which is ¹ Organised by Institute for Environment and Development, UKM, Ministry of Natural Resources and Environment, Economic Planning Unit, Prime Ministers Department, Academy of Sciences of Malaysia.

² Also known as Corporate Social Responsibility Report, Triple Bottom Line Report, Social & Environmental Audit, etc. assessed by an annual sustainability report

(social and environmental audit). The term “stakeholder” appears to have been invented in the early 1960s as a deliberate play on the word “stockholder” to signify that there are other parties having a “stake” in the decision-making of the modern, publicly - held corporation in addition to those holding equity positions (Goodpaster: 1998). The term has been defined as “any group or individual who can affect or is affected by the achievement of the organization’s objectives (Freeman:1984). The term also refers to those who have made 'relationship-specific investments' in the firm (Blair:1995). The term also embraces certain corporate "constituencies," including, at the core, shareholders and employees, but also extending to certain customers, supplier and lenders (Cook & Deakin:1999). ‘Stakeholders’ has also been defined to include "those whose relations to the enterprise cannot be completely contracted for, but upon whose cooperation and creativity it depends for its survival and prosperity" (Slinger & Deakin:1999). This definition stresses the importance of stakeholders for long-term cooperation and innovation. It is observed that it also implies the importance of non-financial performance and the shift from the financial performance to the triple bottom line (financial, social, environment). ‘Stakeholders’ may also be described as those who have a “moral interest” or “stake” in the existence and activities of a corporation (Donaldson & Preston: 1995). The writer observes that this definition implies the existence of non-fiduciary stakeholders or stakeholders beyond stockholders.”

At the end of the Conference, an international group sat to formulate the **PUTRAJAYA SUSTAINABILITY STRATEGY** with the discussion chaired by Prof. Datuk Dr. Mazian Othman, Director-General, National Space Agency, Malaysia. The Conference ended with an unprecedented action plan, the **PUTRAJAYA SUSTAINABILITY DECLARATION**. UNIMAS should be proud to know that the last word were actually on my recommendation! It replaced the word STRATEGY on the first draft! Legal drafting experience proved invaluable, alhamdulillah.

The Declaration is divided under the following headings:

- ❖ Sustainable Governance
- ❖ Sustainable Science

- ❖ Sustainable Natural Resource Utilisation and Environmental Integrity
- ❖ Trade and Economic Equity
- ❖ Social and Cultural Resilience.

Those of you who wish to read the Declaration for the purpose of further research or to adopt, integrate and implement the strategies in the said Declaration to help achieve Malaysia's goals for sustainable development, kindly contact me at omarilyn@feb.unimas.my.

Was-salam & Sincerely



(Marilyn Ong Siew Ai
a.k.a. Malin Naqiyah Abdullah)

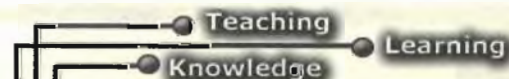
A Mountain Call : Mount Kinabalu and Me

Contributor: Mahani BMA Shakur

It's not a dream anymore, it was a reality. Finally, I arrived safely, in one piece at Laban Rata Resort on the 9th March 2005. Even though I can say that I was the slowest climber but I proudly force my big and heavy body up over the sky. Thanks Allah, with your bless I finally reached the amazingly 3272.7 metres above the sea level. All the painstakingly seven and a half hours journey from Timpohon Gate seems worth the effort and paid off. My motto was "Slowly but surely" seems to fit the purpose.

I know that I was a little bit crazy when I decided to fill up an empty space to climb the Kinabalu Mountain. The expedition was actually initiated by my hubby as one of his office recreational club's activities. I just threw him the idea but he seems to be interested and finally his proposal to be one of the club's activities was accepted. I was

not in the picture or even have a dream to join the expedition in the first place. But lucky me and of course God will, I joined the other 9 members. I knew then that I had to strive to climb the mountain because I didn't really have much time to get fit and do some "training" as the other members did. I have to mentally prepared that I can't afford to surrender in the middle of the expedition. It was the time to test my self endurance and to increase my level of motivation. Frankly, there were so many difficulties that I faced along the way up e.g. don't have enough sleep the night before, migraine suddenly attacking me, felt the dizziness as the altitude change, slippery path due to a little bit of rain, "bringing up" my big and fat body, pain in my left sole, and on top of the list, and believe it or not, I am in fact acrophobia (afraid of height)!!.



Even though the climbing path is widely open but we have to go through different kind of mountain surfaces and vegetation. Yeah... good for foot reflexology, I supposed. Another great thing happened to me was, everybody that I met, whether making their way up or down will encourage one another. Honestly, this situation is hardly be found in our daily life.

Then again, I can assure everybody that the surrounding view along the way up is breathtakingly beautiful and everybody will appreciate the freshness of the air.

I was also stunned by a group of Golden age Japanese climbers. Most of them aged more than 50 years old to 75 years old. And look at me, I am only 34, and I suppose to be far more energetic than them but the truth was, they were much faster than me. What ashamed but the good thing was I didn't feel humiliated.

Another fascinating moment was witnessing the most beautiful sunset I've ever seen at Laban Rata that I do not know how to describe it in words. Although the temperature at that moment was only around 14 Celsius degree but people seems to be amazed with the scenery more than the freeze. Due to dry season and limited water supply, we didn't take our bath but still, we had a very good night sleep after a very nice dinner.

Ironically, only three out of the ten troop members managed to climb up the low's peak the following morning but we share the cheerios moments together when they arrived safely at Laban Rata. I was a little bit disappointed because I was advised by our troop Mountain Guide, Rahili, not to climb the peak due to my sole injury. He honestly told me that I am too heavy (too

fat actually) that my sole cannot support me with that long and tiring journey. Phew,...What an honest statement but I really appreciate it. Even though it's only another 822.5 metres to reach the mountain peak but an average person can reach there only after 3-4 hours journey. I cannot imagine myself if I were to join them. May be it will double the time!!! Horrible isn't it.

I didn't really face much difficulties along the way down to Timpohon Gate but still I won't blame for my sole injury for everything. Another great findings was, I find the truth about myself, my strength and weaknesses.

Much more to share about the expedition but another truth is "everybody can climb a mountain but how many wants to do it? Even though every body wants to do it, but how many has the opportunity to do so?". It's a true reflection almost in every aspect of our life.



EXPERIENCE AS A RESEARCH ASSISTANT AT UNIMAS

Contributor: Wan Hipni Wan Mohamad

I am proud to announce that I am a graduate from the Faculty of Business and Economics, UNIMAS. I started working as a research assistant in June 2003 that is before I even attended my graduation day. My first "boss" is En Jamal Abdul Nassir. Since then, I assisted variety of research under the supervision of several lecturers, especially from the Faculty of Business and Economics and Faculty of Social Science. To name few, Pn. Mahani, Pn. Siti Hasnah, Pn. Siti Zanraiah, Pn Norazirah and Pn. Salbiah. It is indeed a challenging task but I am really comfortable with it. Every task that was given to me has rewarded me with precious knowledge and experience that is very useful for me.

The scope of the job does not only require one to be an expert in analyzing data and statistics, it also needs someone with effective communication skills. Being a research assistant has also taught me to handle pressures and to organize systematically the task that was given to me. Moreover, any given task must be completed accordingly and thoroughly arranged. I need to do proper planning for example; I must identify which task should be completed first in order to comply with the due date. This is to avoid the postponement of the other tasks.

At the beginning stage of the research, I need to identify the types of information that is needed. The data gathering process will take some time and it depends on the numbers of required respondents. At this stage, as a research assistant, I often work with particular people to locate and to gather data for the research.

Most of research assistant will have direct contact with the respondents. This gathering data process must meet the term that has been set so that it will not bewilder both parties. The next is data entry process using a computer software, and typically, Statistical Package for Social Science (SPSS). This software is used to analyze data for varied types of analysis. Lastly, the objective of the research and the findings can be accomplished.

Even though I am fully aware that being a research assistant is not a true profession but it provides an opportunity for graduates in obtaining further knowledge and is vital to face challenges in the near future career prospect. Honestly, all the experience gathered as being a research assistant does not only improve my self-quality, but also generated more self-confidence to leap into other fields, especially in the academic related field.

Note:

Wan Hipni is also a part time tutor in the faculty of Economics and Business since 2004. He will join Sarawak State Planning Unit as an Enforcement Officer starting August 2005.

Students' Activities

"FEB's 1st Car-Boot Market" Reported By: Norazirah Ayob

The FEB's Car-Boot Market was a great sensation in UNIMAS last semester, specifically on Saturday, 12 March 2005. It was the first ever held in UNIMAS and modestly staged, yet it was a "hit" throughout the operation time from 8am till 1pm at the car parks in front of the UNIMAS Chancellery. Many UNIMAS staff and students were attracted to visit the market. The open car-boots contained range of second-hand goods belonged, such as used clothing, electronics, children's toys, computer parts, CDs, textbooks, comic books and many more. The prices were considerably cheap and affordable even to the students although, significant amount of hard bargaining was observed at the market. As the aim of the event was to provide a ground where staff and students of UNIMAS could have the opportunity to sell their used items and low cost goods in turn earning some money back out of it. It was also a good

chance especially for the FEB's students to experience a simple business entrepreneurship without involving high expenditure. On top of that, the staff and students were socializing and intermingling with each other building a better and healthier UNIMAS community and organizational culture.

This event was organized as one of the student's projects for EBT 3073 - Festivals and Specials Events Management course. The students that had organized this event were Rayner Bin James, Babita Patbun, Safrizan Suhaini, Bong Lee Kian, Yeap Hui Cheng, Kang Min Jeong and Chang Chew Seng. Since comments and reviews from the staff and students who participated in the event were positive and most encouraging, the car-boot market might be staged again in the future.



“Cat Food Donation and Adoption Campaign” in UNIMAS Reported By: Norazirah Ayob

“Cat Food Donation and Adoption Campaign” was successfully organized by a group of FEB’s students from 7th till 12th March 2005. This event was held mainly at the UNIMAS Student Lounge from 9am to 4am everyday for the whole week. The dean, Assoc. Prof. Dr Shazali Mansor officiated the opening of the campaign. Also attending opening were representatives from SSPCA, DKSH Marketing Services Sdn. Bhd., lecturers, staff, students and also a group of young children from the UNIMAS kindergarten kids.

This campaign received advantageous supports and sponsors from Whiskas, one of the major brands of food for cats in Malaysia and The Society for the Prevention of Cruelty to Animals (SSPCA). SSPCA is a well known non-profitable animal welfare organization in Sarawak that relies heavily on public support and donations to continue with the daily activities of animal care including medical treatment, food and other well being activities.

The main purpose of this campaign was to instill a caring attitude towards animals within the UNIMAS community and public. In addition, the campaign was to raise funds for the SSPCA for its daily financial needs to run the shelter. Specific highlighted activities during the event included:

- 1) Cat-food donation
- 2) Cat Adoption
- 3) SSPCA’s car sticker and M&M products selling for donation
- 4) Membership Drive for SSPCA
- 5) Neutering Scheme
- 6) Responsible Pet Ownership, particularly on cats

- 7) Responds to public complains on animal cruelty and rescue, sick or injured animals from the road sides

The organizing committee of the campaign, namely Alan Jong Kok Ming, Audrey Ngiaw Tai Li, Firna Azura Ekaputri, Goh Poi Chiaw, Khatijah Ismail, Ting Siaw Chiew and Tiong Siu Eng, reported that overall the campaign had profitably reported that overall the campaign had profitably surpassed its entire target. More than 1,000 visitors attended the campaign throughout the week. Eight cats had been adopted from the SSPCA. And ultimately, the total monetary collection of cat’s food, car stickers, M&M products, and cash donation had reached to RM3,144.80. The students also proudly informed that SSPCA had congratulated them of the success and further maintained that their event was an exemplary student activity to other educational institutions and schools, as a few primary schools and secondary schools have come forward seeking permission from SSPCA to carry out similar event.



FEB Amazing Race 2005

Reported By: Norazirah Ayob

On Saturday 12th March 2005, a group of tourism students had organized a race duplicating the popular traveling race program “the Amazing Race”. This race was opened to all FEB students and staffs for a small fee for a two-person group. This three-hour event was initially attended as a fun and involving program where students can have their fun even though at the end of the semester and to release their tension or stress towards their final exams. Beside that, the race was also to test their physical stamina, teamwork, responsiveness, and knowledge on our faculty and the UNIMAS.

Instead of traveling around the world, the participants would be traveling around the UNIMAS campus, from in front of the chancellery to all corners of UNIMAS campus including the student’s colleges – Kenari, Kancil and TAZ, sport complex, faculty building, lecturers’ offices and the lakes. Throughout the race, the participants were required to complete a number of tasks given to them in order to finish the race.

Conditions like “Detour”, “Roadblock” and “Fast Forward” were borrowed from the actual TV program. On the other hand, the tasks created for the participants were all related to our locality and original. Want to know what they are? These were several choices of our local delicacies – Kuih Pulut Pedas, buah Asampayak, fresh eggs and the infamous Ulat Mulong. Which one do you prefer?

The contestants of the race were very enthusiastic and animated from the start until the end of the race. Altogether there were 10 groups in the race, consisting of 1st year, 2nd year and 3rd year students, and two of FEB’s own staff, Mr. Neil and Mr. Nasir! Four remarkable young ladies voted to join in the adventure. Despite a few miscalculations on the part of the organizing team, the participants were cheerful and sporting. In the end, group “Flame II”, two final year students, Rayner and Mohd Muaz won the first prize, huge hamper and RM70 cash money. Anyway, Congratulations to all the participants!





“Aku Tak Pedulis’ma”: Sembang Siswa Bersama Waheeda Reported By: Raja Mazhatul Yasmin Suraya

Tanggal 3 Mac, 2005, Fakulti Ekonomi dan Perniagaan dengan kerjasama Majlis Perwakilan Pelajar telah menganjurkan sebuah program amal bagi mengutip derma untuk tabung kanak-kanak pesakit kronik. Artis popular tanahair, Waheeda, telah diterbangkan khas ke Universiti Malaysia Sarawak untuk menjayakan program tersebut.

Tema Program “Aku Tidak Pedulis’ma,” telah berjaya menarik ramai penonton dan peminat pada malam tersebut untuk sama-sama berbincang dan memikirkan tentang gejala sosial yang semakin berleluasa di kalangan remaja sekarang ini.

Malam Sembang Siswa dimulakan dengan bacaan doa dan disusuli dengan ucapan oleh pengarah projek, Timbalan Naib Canselor bahagian HEP dan Dekan PPP. Montaj rekaan pelajar tahun akhir program Sistem Maklumat Pengurusan Perniagaan dipancarkan sebagai tanda perasmian majlis. Penonton kemudiannya dikejutkan dengan beberapa persembahan termasuk sketsa bertajuk “Samseng,” yang dipersembahkan khas oleh pelajar-pelajar dari Fakulti Ekonomi dan Perniagaan, Fakulti Sains Sosial dan Fakulti Seni Gunaan dan Kreatif, dikir barat, persembahan nyanyian oleh En. Fathan Soetrisno dan sebuah lagu bertajuk Nani oleh Waheeda sendiri.

Program berunsur forum perbincangan ini terbahagi kepada dua sesi yang dihoskan oleh Waheeda. Setiap sesi diwakili oleh 4 orang ahli panel yang masing-masingnya terdiri daripada para pelajar, kanselor dan ibubapa. Sesi pertama membincangkan tajuk “Infrastruktur Kelas Pertama,

Mentaliti Kelas Ketiga,” manakala sesi yang kedua pula mengupas isu-isu yang berkaitan dengan tajuk “Biar Mati Anak,



Jangan Mati Adat Atau Sebaliknya?”

Penyerahan cek telah disampaikan oleh Prof. Hj. Sulaiman sendiri dan diiringi oleh penasihat projek, Pn. Raja Mazhatul Yasmin Suraya kepada dua orang kanak-kanak pesakit kronik iaitu; adik Nurul Farisha Amiera dan adik Jeremy anak Sikad.

Program amal ini telah berjaya meraih kutipan hasil jualan tiket dan sumbangan sebanyak RM8301.72. Beberapa organisasi juga turut menyumbang termasuk; Warong 2000, Nestle, Hilton, Pohonmas, Lee Miing Press Sdn. Bhd., Koperasi Unimas Bhd., Speed Laundry, myBookStore, dan RHB Bank.



Industrial Training at FEB: Our Experience (Shoranline, Silin and Nurul Izza)



[Shoranline] Our training here in UNIMAS was an enjoyable experience with the friendly and helpful staff. We did gain much and new knowledge beside memorable experiences. In my opinion beside preparing me for the working environment, industrial Training is indeed a good way to decide what our future ambitions are.

[Silin] Tugas-tugas tersebut telah memberikan pendedahan kepada saya tentang amalan dan permasalahan yang ada di Fakulti Ekonomi dan Perniagaan. Antara lain, ia juga telah berjaya membentuk sikap yang positif terhadap diri saya. Ia sedikit sebanyak memberikan pengalaman kepada saya tentang teknik menyelesaikan masalah yang dihadapi semasa bekerja dan saya bangga kerana mampu menghulurkan sedikit buah fikiran kepada organisasi ini.



FEB had received three students from the Business Management and Information Systems Program to do their industrial training program at the faculty. They are: Nurul Izza Binti Abd Malek (10805), Silin Anak Ahniaw (10989) and Shoranline A Anthony (10983).

The students were put under the supervision of Puan Alifah and Puan Rohaya, with the assistance from other staffs, in particular En. Ghazali and En. Dabif. The following are some comment from them.

[Nurul Izza] Secara keseluruhannya saya merasa amat bertuah kerana diterima untuk melaksanakan tempoh Latihan Industri di Fakulti Ekonomi dan Perniagaan. Pelbagai ilmu dan pengalaman diterima sepanjang tempoh kursus. Disamping itu kerjasama yang diberikan oleh staf-staf fakulti amat baik dan tiada diskriminasi berlaku. Mereka tidak lokek dalam memberikan tunjuk ajar mengenai tugas seharian. Tambahan pula, sebahagian ilmu yang diperolehi tidak diajar didalam sesi kuliah tetapi amat bermanfaat didalam alam pekerjaan. Oleh itu saya ingin mengucapkan ribuan terima kasih kepada semua yang terlibat dalam menyelia kami sepanjang tempoh kursus dan diharap penempatan pelajar di fakulti untuk menyempurnakan latihan industri pada masa akan datang akan diteruskan.

SHARING MY BEST EXPERIENCE IN UNIMAS

*By: Camille Borocco
French Exchange Student*

My opinion: Going abroad for a semester or a training period is the best experience you can ever have.

Firstly, let me introduce myself. My name is BAROCCO Camille. I am French. I am twenty-one years old and I am an exchange student from Graduate School of Management, ESC TROYES. Actually I am in second year as an art student. Duration of my study is three years. At the end of my study I will receive a specific diploma and I would like to specialize in marketing. I found it is difficult to translate my level of studies in English because the educational French system is totally different of the English system.

I arrived at University Malaysia Sarawak on 10th August 2004 and I left UNIMAS on 10th January 2005. I am here to improve my knowledge in marketing and management. I took five courses the first semester (management, human resource management, strategic management, tourism economics, and international marketing) and four courses in the second semester (tourism planning and development, human resource management, services marketing, information technology and business transformation, and management.)

Why I chose Malaysia?

I chose Malaysia because it is all different for me. I think that we could learn more things, live new experience when things are different what we are used to. In fact, during my stay in UNIMAS I found that:

- **The culture is different.** I mean the way of life.
- **The language is different.** I tried to learn Bahasa Malaysia but it is quite difficult learning it by myself. I only know some words like 'makan' and 'minum'. It is just because I want to survive!
- **The landscape is different.** The trees in the jungle seem so big!
- **The food is different.** It is good but sometimes too spicy for European people like me. If I compare the food, I could say that, for instance, rice is for you but bread is for me.
- **The weather is not the same.** Rain and warm is usual in Malaysia but there are four seasons in France. I came back during winter. It is only ten (or less) degrees. It is scary!
- **The religion is different.** Malaysia is a Muslim country and there are other religion practiced such as Christian, Buddhist and Hindu. In Contrast, France is a Christian country.
- **People are different.** Malays are very friendly and they always greet me 'Hello mem!' It is quite easy to communicate because they can speak English. In France, English is the second language. We speak French. If you are lost in my country and you do not speak French, it will be very difficult for you to find your direction because people will answer you back in French! I can say that international tourists are in a good luck if they are traveling here, in Malaysia!

Despite the difficulties and differences, I am very interested about Asia. In fact, I learnt Chinese language in my school and my dream is to find a job in Asia. My experience in UNIMAS is very interesting and nice but unfortunately it is too short (only five months) I think at least one year is the minimum for you to go study abroad to gain better experience.

I also would like to take this opportunity to express my sincere thanks to UNIMAS who helped me to be well integrated. I am grateful to all of the people I met during my stay and those who help me in any way especially the lecturers and UNIMAS' students. Thanks to all Malaysian for your smile and hospitality.



Administration News

NEW APPOINTMENT	Evan Lau has been appointed as one of our new faculty lecturer on the 1 st April 2005. Econometric is his academic specialization
	Associate Professor Dr. Rosni Bakar as our Associate Professor at the faculty since Dec 2004. She was formerly an Associate Professor at University Utara Malaysia
	Mohd Nazaruddin has been appointed as our new faculty tutor.
	Mohd Wan Huraizul newly appointed as FEB support staff
	Ghazali Ahmad newly appointed as Juru Teknik Komputer
	Dabif Jack Shaw as OMPD
WELCOME BACK	Abas Said, Kartinah Ayupp, Ghazali Ahmad and Rabaah Tudin after few years being away for their PhD study leave.
	Hamrila Abdul Latif and Mohd Asri Marsidi after few years being away for their Masters degree study leave
THANK YOU FOR SERVING FEB	Dayang Hajjiah leave for Chancellery
	Imor Langgu for CALM
	Shaik Azahar for IEAS
WELCOME TO FEB	Juliana Pon from Internal Audit Unit
	Mohd. Nasir bin Dan from HRM
	Norasmah bte Bujang from BPPS
	Seroji New from FSKTM
	Norhanyeza from FSGK
	Alifah Adnan from HEP
STUDY LEAVE	Loh May Chiun for her PhD at USM since May 2005
FEB "EXTENDED FAMILY MEMBERS"	Harry Entebang for his 3 rd baby, Clarissa Beele Harry (DOB 23 Nov 2004)
	Dayang Affizah for her 2 nd baby, Azryan Haziq b. Zulman (DOB 18 Jan 2005)
	Ratina Hassan for her 2 nd baby, Darlin Batrisya (DOB 27 April 2005)

Seminar On Achieving Excellence In Work
Presenter: Dr. Mohd Shukri
Reported by: Masita Hassan



On 19th April 2005, FEB organize a half-day seminar called “Achieving Excellence in Work”. FEB is lucky to be able to ‘snatch’ Dr Mohd Shukri, who actively gives motivation talk to many Malaysian governmental departments, in allocating his limited time for the talk. Almost all FEB staff including our support staff attended this seminar that conducted in Belian Room. Even though the talk starts at 2 pm, Dr Mohd Shukri presented his talk in lively manner, which create an environment for us to really enjoy ourselves.

The key ingredient in this seminar is to grabs the concept of lifelong learning process. He said that any individual who

want to adopt this must be willing to learn, unlearn and relearn. Along the way, he stressed that when we are working, we actually have signed a contract with our employer (in our case, UNIMAS). In the contract, we are indirectly promise our employer to give up our time to serve our employer. Therefore, if we use our working time to do our personal task, we are actually had “breach the contract”.

In the end of talk, we were told that, in order to be outstanding in working, we must:

- 1) enjoy our work
- 2) have the skill to improve our tasks
- 3) willing to learn, unlearn and relearn

“REMEMBER! DON’T BREACH OUR CONTRACT”

FEB Seminar On Research and Publication
Presenter: Prof. Dr. Rajah Rasiah (UM)
Reported by: Masita Hassan

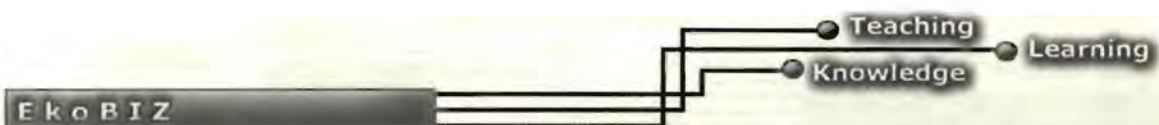


Prof Rajah Rasiah was once served as FEB's Dean. He is a well-known scholar and economists. His research and publication background is remarkable. He is also an editor for many economics journals. On 13th June, he was invited by FEB to share his knowledge and experience in a-day seminar on research and publication. The talk conducted in Multimedia Theater Unimas.

In the morning session, we were given tips on how to do and organizing research and

research planning. The tips are very valuable for many FEB's academic staffs that are inexperienced young lecturers.

After lunch, we were given tips on how to publish our research. Prof Rajah encouraged us to identify and target which journal to publish and browse through their past editions in order to get a better view what are the editors' of those journal looking for. Overall, the seminar is worthy for FEB's academic staffs and hope that Prof Rajah will be able to guide us again in the future.



**“Kursus Kenegaraan Melanjutkan Pelajaran Ke Luar Negara”
(Masters and PhD)**

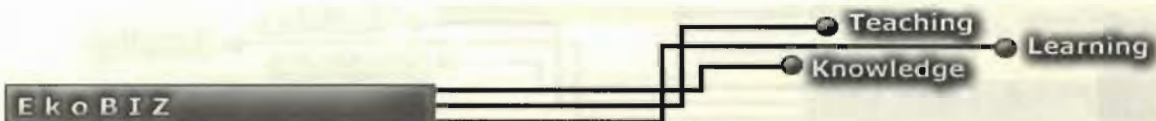
**Organiser: Biro Tata Negara, Jabatan Perdana Menteri,
Location: Kem Bina Negara Tanjung Rhu, Sepang, Selangor
Reported by: Mahani BMA Shakur**

The 5 day course was held from 12th – 16th May 2005 to fulfill one of the requirement imposed by Jabatan Perkhidmatan Awam (JPA) for any government officials especially the academics in order to be granted for study leave.

A total of 124 academics from public universities as well as government officials attended the course. 20 of them were from UNIMAS including Pn. Rohaya and Pn. Mahani from FEB. The sessions comprises of talk and dialogues, group works and presentations. Talks and dialogues titles includes Islam Hadhari, Patriotism,

National Security, Malaysia Economics and Education and Issues. Participants were also required to sit for an exam and must at least pass the exam in order to proceed with their study. Despite the tense, all the participants enjoyed the slot called “Kembara”, or expedition across the tapioca farm, muddy path, beaches, palm estates, bushes, and mangroves.

By now, everybody suppose to be happy after receiving their exam result to fulfill their part and parcel of the process in proceeding with their study leave.



Advanced Qualitative Research Method (AQRM)
Organiser: Qualitative Research Method Unit,
Faculty of Medicine and Health Sciences, UNIMAS
Reported by: Mahani BMA Shakur

The AQRM was held just recently on the 21-23rd June 2005 at the Conference Room, Faculty of Medicine and Health Sciences, UNIMAS.

Two FEB staff, Pn. Rohaya and Pn. Mahani attended the seminar to enrich their knowledge on qualitative research method.

The seminar was facilitated by three experienced qualitative researchers, Mr. Kelvin Egay John, Dr Oei Hong Lim and Dr. Chang Kam Hock. Mr Kelvin and Dr Oei are the lecturers at the Faculty of Social Sciences, UNIMAS. Whilst Dr. Chang is the lecturer at the faculty of Medicine and Health Sciences, UNIMAS, cum Coordinator of the seminar.

The organizer was actually overwhelmed by the 54 participation from various faculties

in UNIMAS as well as a number of government official medical doctors with different academics and research experience background.

The participants were exposed to three main theme: Theme 1: Introduction to Qualitative Research Design, Proposals, Strategies and Ethics. Theme 2: Phenomenology approach including underlying philosophies, data collection, management, analysis, transcription process and coding. Theme 3: Participatory Research Approaches including types and methods of the approaches. Participants were also actively involved in group work and group exercises to at least gain on hand experience on how to code the phenomenology approach and exposed on how to conducted the participatory research approach.

Special Briefing To FEB Staff

Presenter: Pn. Salbiah Edman, Dr. Gabriel Tonga and Kartinah Ayupp
Reported by: Masita Hassan

The special briefing for FEB staff conducted on 24th Jun 2005 in Multimedia Theater UNIMAS. It was divided into three sessions. The early morning session that was 8.30am to 10am, was a briefing mainly for academic staffs. In this session, Pn Salbiah, our Undergraduate and Student Development Deputy Dean, explains academic rules and regulation. The briefing is important for academic staff to mentoring their "mentees".

The second session, after a short tea break, all FEB's staff including the support staff were briefed on Academic Quality Assurance by Dr Gabriel Tonga, Deputy Dean of Academic Quality Assurance Unit. The briefing was essential for preparing the staff to cope with the Audit Quality Team who is planning to audit FEB in the very near future.

In the afternoon session, FEB's staff (academic staff and related support staff) were briefed on New Students Welcoming Week and on Mentor-Mentee activities. The briefing on New Students Welcoming Week is important so that staff will actively involve and adhere to the scheduled timetable. On the other hand, the briefing on Mentor-Mentee activities is vital in order to ensure

the Mentor-mentee program is progressing all the way through the year until they graduated. The mentors were also briefed on their responsibilities towards their "mentees".

"KEEP UP THE GOOD AND HARD WORK"

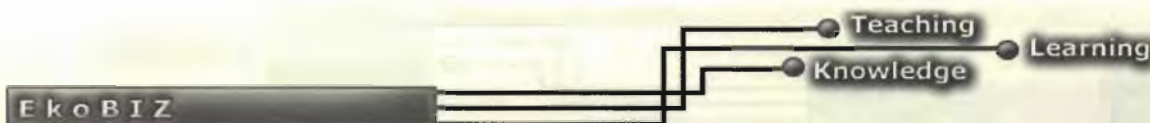
International Borneo Business Conference (IBBC 2004) Reported by: Asleena Helmi



The 1st International Borneo Business Conference (IBBC) 2004 was held for two and a half day session on the 9th to 11th December 2004 at the Sutera Harbour Resort and Spa, Kota Kinabalu, Sabah. The Faculty of Economics and Business, University Malaysia Sarawak and School of Business and Economics, University Malaysia Sabah organized the conference in collaboration with University of Brunei and University of TanjungPura of Indonesia. The event was officiated by the Minister of Domestic Trade and Consumer Affairs Malaysia, Datuk Hj Mohd Shafie bin Hj. Apdal. Also present were Vice Chancellor of UMS, Y.Bhg. Prof. Datuk Seri Panglima Dr. Abu Hassan Othman and Deputy Vice Chancellor of UNIMAS, Professor Khairuddin Abdul Hamid. Being the first conference of its kind in the Borneo region, Associate Prof. Dr. Shazali

Abu Mansor, Dean of the Faculty of Economics and Business, conveyed appreciation and involvement to the organizing committees in realizing the event. The conference received a total of 137 research papers presented by both the local and foreign delegates. A total of 29 tracks covering various interest in business and economic environment such as Human Resource Management, ICT, Marketing and other regional interest.

On the whole, the conference was a success for the faculty as it shows the high commitment and teamwork spirit of all parties involved particularly the tireless effort of the conference committees led by the co-chairperson, Puan Dayang Affizah Awang Marikan.



Muhsin Apong

“Saya juga ingin mengucapkan jutaan terima kasih kepada dekan, timbalan-timbalan dekan, pensyarah-pensyarah, penolong pendaftar dan staf-staf sokongan yang pernah bekerja bersama-sama saya selama saya berada di FEB. selama saya bertugas di FEB saya amat gembira sekali. Sudah hukum dunia satu masa bersama tiba saat berpisah. Walau ditakdir tak dapat lagi bersama namun kenangan terus membara di lubuk jiwa. Sepanjang saya bertugas di FEB mungkin ada salah dan silap dalam melakukan tugas-tugas dan juga dalam pergaulan seharian yang bukannya sengaja untuk saya timbulkan masalah. Namun apa saya pinta agar di hati kalian tak akan menyimpan dendam dan benci. Halalkan makan,minum dan apa-apa saja yang pernah saya lakukan semasa di FEB. Panjang umur kita akan bersama lagi tapi berbeza. The past is the past I'm here for my future. Sekian terima kasih.”

Dayang Nor Hajjah Hj Awang Daud

FEP umpama sebuah pulau kecil yang sangat indah dan berharga tetapi tidak mudah dinilai hanya dengan pandangan kasar. Keindahan itu akan dapat difahami dan dirasakan sebenar-benarnya jika anda menyelami ke dasar lautannya. Alhamdulillah....saya telah menjumpai keindahan itu. Kenangan manis dan pengalaman berharga di FEP tidak akan dapat saya lupakan sampai bila-bila.

TERIMA KASIH Dekan, Timbalan Dekan, staf sokongan, pensyarah, tutor dan pelajar FEP. Salam sayang selalu untuk anda semua. Saya Rindu FEP.....

Noorliza Dan

" Disini saya ingin mengambil kesempatan untuk mengucapkan berbilang terima kasih kepada semua staf-staf Fakulti Ekonomi dan Perniagaan yang telah membantu saya dalam menjalankan tugas selama saya berada di FEB. Berada di FEB adalah satu kenangan yang paling manis buat diri saya dimana saya telah mengenali erti persahabatan yang tidak mengenal pangkat dan pendidikan seseorang. Disini juga saya ingin menyusun sepuluh jari memohon maaf sekiranya saya pernah terkasar

atau tersalah bahasa sepanjang saya berkhidmat di FEB.

Siti Huzaimah Abdurrashid

Dengan ini saya berterima kasih diatas segala kerjasama yang diberikan semasa Emot bertugas bersama warga Feb, tak lupa juga tunjuk ajar yang banyak memberi pengetahuan dan pengalaman kepada Emot bagi menjalankan tugas harian. Walaupun tugas yang Emot lakukan dulu tidak banyak membantu namun saya rasa bangga kerana dapat bersama-sama warga Unimas melicinkan pengurusan kerja. Disini juga Emot ingin mengambil peluang yang ada untuk memohon maaf seandainya kata-kata dan tingkahlaku Emot semasa di Feb menyakitkan hati dan terkasar bahasa harap di maafkan. Serangkap pantun tersebut.

Khairunnisa Abdullah

13 Julai 1995 – hari pertama mendaftar sebagai staf sokongan di Unimas ditempatkan di Fakulti Ekonomi dan Perniagaan. Dari pengalaman yang kosong memang sukar bagi saya yang terpaksa meminta tunjuk ajar daripada rakan-rakan di pejabat lain memandangkan saya merupakan staf sokongan pertama di FEP sehingga rasminya pelaksanaan FEP di Unimas pada 18 Disember 1995.

Tempoh hampir 9 tahun bersama FEP banyak pengalaman pahit dan manis untuk dijadikan pengalaman dan kenangan. TERIMA KASIH buat FEP serta semua pensyarah dan tutor kerana memberi peluang dan kepercayaan kepada saya untuk menimba pengalaman selama bersama FEP. Walaupun kini tidak bersama, FEP tetap menjadi kenangan.

Imor Langgu

Saya mengucapkan ribuan terima kasih kepada semua warga FEP kerana bantuan serta sokongan mereka selama saya berada di FEP. Saya juga ingin memohon maaf atas segala kesilapan, terlanjur kata, terlanjur gurau sepanjang saya berada di sana. Akhir kata, semoga berjaya semua dan sekiranya perlu apa-apa bantuan, saya sedia membantu, sekiranya dapat. Saya sentiasa merindui gurau senda serta kemesraan semua.



*Bersamamu FEP,
Meski kini ku tiada lagi disisi,
Namun kenangan bersamamu sentiasa dilihat,
tawa, airmata, pahit, dan manis,
Mengiringi pertalian yang abadi,
Antara semua staf di FEP,*

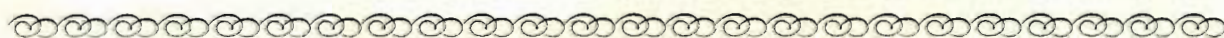
*Bersamamu FEP,
Tiada dapat ditukar ganti,
Walaupun bergadai janji,
Kalian tetap setia mencurahkan bakti,
Melahirkan insan yang hakiki,
Dalam menyahut cabaran Perdana Menteri,*



*Bersamamu FEP,
Wang ringgit tak mampuku beri,
Sebagai balasan atas segala memori,
Hanya sekalung terima kasih dan sekalung budi,
Atas persahabatan, pengalaman, dan kenangan
manis.....*

Ketika bersamamu FEP

*Nukilan rasa;
Zalilahwati binti Lapabicharah (FSTS)*



THANK YOU

Editorial Members Behind The Scene



Dayang Affizzah



Kartinah Ayupp



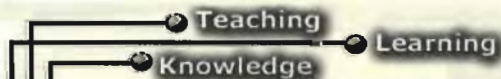
*Rohaya Mohd.
Nor*



Masita Hassan



Norazirah Ayob



**FACULTY OF ECONOMICS AND BUSINESS UNDERGRADUATE
STUDENTS ECONOMICS PROGRAMME**

INTERNATIONAL ECONOMICS

- 1 MARGARET AK. SANDI
- 2 MARIATUN KHABITAH BT MOHD IKMAL HISHAM
- 3 MIMI MAZRAH BINTI MAJIDI
- 4 MADZAN BIN LAUDIN
- 5 CHA W TEE YIN
- 6 SU CHAI SIENG
- 7 TAN MEI CHIN
- 8 CHAI SIEW SIEW
- 9 LEE SOOK FOON
- 10 SIA PIK KA
- 11 NOOR AZURA BINTI KAMAL
- 12 YONG SIEW WAN
- 13 CONNIE SUPANG MATIUS
- 14 DEBIE AK FRANCIS NAJUR
- 15 LEONG CHOI MENG
- 16 LIM LIH HUI
- 17 LING HUI FANG
- 18 LIM CHUI YUNG
- 19 TANG HUONG HUONG
- 20 SYLVIA CHOO AI CHEW
- 21 MASHITOH BINTI AHMAD
- 22 DYG NURUL AINI AWG AHMAD DAWI
- 23 LILY TIONG
- 24 AIDILIA BINTI MOHAMAD
- 25 CHOO CHUAN KUI
- 26 SARAH AZREENMUHAMAD
- 27 SHAFIZA BINTI JAAFAR
- 28 KUANG HUI CHIEN
- 29 TONY SAMUEL
- 30 SIAW PEI EE
- 31 FIONA SIM SIU TZE
- 32 CHAM CHING YIK
- 33 CHAI MIN CHIAT
- 34 TEOW MEI HSIANG
- 35 NURUL 'AINN BINTI WAHAB
- 36 PUI SIAW LING
- 37 CHEN WAYE HOWE
- 38 KHO GEOK LING
- 39 JONG HO HOCK
- 40 TERESA YONG LEE LIAN
- 41 WENDY GOHENG
- 42 MARGARET AK. SAHAT
- 43 MANJU A/P KRISHNAN
- 44 CHAN FAI CHOO
- 45 AUDREY LAU LING LING
- 46 DIANA BINTI KUWA @ MATILEE
- 47 HO HON CHIN

- 48 NOORMALINA BINTI MATUSIN
- 49 MAGDALEN BONG CHUI NYUK
- 50 HO SIEW CHAN
- 51 RONATKINSON BIN NUJOL
- 52 SHARIZA BINTI ARIFFIN
- 53 TAN KIM LEE
- 54 TENG WAN LING
- 55 TEO MEE HUA
- 56 TIONG KIM MUONG
- 57 TOH TENG PING

INDUSTRIAL ECONOMICS

- 1 MARK LESTER ANAK GURANSIN BUDIN
- 2 MUHAMMAD ILHAM FIKRI B. MOHD AZHARI
- 3 MOHD MUADZ BIN MOHD SANI
- 4 ADILA BINTI SAHAT
- 5 ZALINA BINTI MUDA
- 6 MOHD FAIZAL BIN ROSLEY
- 7 MONICA ASONG LIAN
- 8 ODELIA BINTI ABDUL AZIZ
- 9 MINDA IPON
- 10 ANNA BINTI DARIMI
- 11 AWANG FAUZI BIN TAHA
- 12 MELLISSA XYSTUS JOCK
- 13 RUNNY AK. SABA
- 14 ELICE BINTI ALBERT
- 15 MUHARABIAH BT HASSAN
- 16 JAMILAH BINTI HAJEMI
- 17 CAROLINA BALAN
- 18 ZALEHA BINTI ARIP
- 19 HAMSI AH BINTI MOHD SANUSI
- 20 NOR ASMAH BINTI HATA
- 21 BIBI ROSMANIZA BINTI MAT GHANI
- 22 WAN SUZI BIN ABD RAHMAN
- 23 NORLIZA BINTI BOJECT
- 24 ENNY BINTI RIUS
- 25 JULIANA SHARIDA BT ABDULLAH
- 26 JIKILIN CHONG AY MEEI
- 27 HANIFAH SUIDI
- 28 HASLINDA BINTI MOHAMAD
- 29 NORMAZIDAH BT MOHD. LOJIN
- 30 NOOR FADHILAH ZAINAL ABIDIN
- 31 LIM KING YAP
- 32 ANNETTE JEYNE WOOD
- 33 CASTIE AK GABEL
- 34 CHIN LEE MIN
- 35 MARINA BINTI OSMAN



**FACULTY OF ECONOMICS AND BUSINESS UNDERGRADUATE
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TOURISM

- 1 PRISCILLA AK. MICHEAL MANIN
- 2 SITI BAIZURA BINTI JOH ZAKARIA
- 3 GEOGIANNA LAING
- 4 THEVATHI A/PVARAHW
- 5 ANDRIANA AK. JONATHAN UGEK
- 6 KENNY LAU YEW SENG
- 7 JUBIN AK. RIMONG
- 8 MARINA BINTI SOLEH
- 9 MOHD ZARIR BIN MOHAMED SALLEH
- 10 AISHAH BINTI BEDU
- 11 NORIEDAYU BT NORHASHIM
- 12 YEAP HUI CHENG
- 13 SEDIAH NYAYA
- 14 BABITA AK. PATBUN
- 15 BONG LEE KIAN
- 16 RAYNER BIN JAMES
- 17 SAFRIZAN BIN SUHAINI
- 18 KHATIJAH BINTI ISMAIL
- 19 DYG NORSHIDA BTE ABG SUHAILI
- 20 IRMA YULIANTI BT SALAMAT
- 21 WAN RUZANNA BINTI SAMAD
- 22 NORHAYATI BINTI KAMIS

MARKETING

- 1 AISAH BINTI ALI
- 2 NANCY AK ALI
- 3 TING SIAW CHIEW
- 4 AUDREY NGIAW TAI LI
- 5 TIONG SIU ENG
- 6 K'NG YEE HOAY
- 7 LING HANG KIAN
- 8 ROHAIZA BINTI MOHD NOR
- 9 YEE AI JIAN
- 10 AKOI ANAK EJAU
- 11 LEE KIM LOONG
- 12 SALEHA BINTI JAMADA
- 13 ALAN JONG KOK MING
- 14 ANNE TAY PEK SEE
- 15 CHANG CHEW SENG
- 16 CHIN SIEN FAH
- 17 FIRNA AZURA EKAPUTRI BINTI MARZUKI
- 18 GOH POI CHIAW
- 19 SIM SWEE LIANG
- 20 HASLIZAWATI BT HUSSAIN
- 21 KOH PEI CHING
- 22 RODZITA BT RA'ALI
- 23 LAW BOON KEE
- 24 SITI SHAHRINA BINTI TUAH

BUSINESS MANAGEMENT INFORMATION SYSTEMS

- 1 ANDRETTA SENDIE AK. PAGON
- 2 CHIN SU WEN
- 3 LIONG YAN RONG
- 4 CHAI SIN HWEI
- 5 MOHD REZA BIN TAUF EK
- 6 SUZIE LIEW SU CHIN
- 7 THIAN LAN JIN
- 8 CHAI SAY MAN
- 9 LUK TZE CHIN
- 10 LEE PIT YENG
- 11 PERTIWI BINTI HASIMI
- 12 ERIC JOSEPH
- 13 ZAMLIA BINTI HAMDAN
- 14 SITY NOR UMISHLIZA BT SHAHIDAN
- 15 SALIZA BINTI MUSA
- 16 JOSEPH AK ELO
- 17 S.MEERA DEVI A/P SHANMUGAM
- 18 NOORHAZLINA BINTI RAZALI
- 19 ARMILLA BT AB WAHAB
- 20 CHOW LEE WAH
- 21 ABD AZIZ BIN MOHAMAD SANUSI
- 22 ANGELA ANAK URAS
- 23 JONG LI SIAN
- 24 KHIEW LI LEE
- 25 LAU PEI SEE
- 26 LIEW SZE JIN
- 27 SYLVESTIAN SULING
- 28 THEN JING CHIN
- 29 DEVAN A/L RAMAKRISHNAN
- 30 HARIS FADILLAH BIN MOHAMAD
- 31 NIK HASMAINI BINTI ABDULLAH
- 32 NORLINA BINTI HAJI KADRI
- 33 NURUL ASHIQIN BT ABDUL RAZAK



**FACULTY OF ECONOMICS AND BUSINESS POSTGRADUATE
STUDENTS CORPORATE MASTERS OF BUSINESS
ADMINISTRATION**

- 1 ANDREW AK SIJA
- 2 CHEN CHIEW YAN
- 3 GLORIA NANANG
- 4 KAMAL ARIFFIN EDRUS
- 5 LIZA ALI
- 6 YAP HOCK ANN
- 7 ANTHONY TEO YIP PING
- 8 SUZIE ADEE ANAK STEPHEN ADEE
- 9 PANG SWEE NAH
- 10 LIAW SUNG GUAN
- 11 FLORENCE THANG CHIN YIN
- 12 DZULZALANI BIN EDEN
- 13 RASHID BIN BAKAR
- 14 SUHAILI BIN MOKHTAR
- 15 YONG CHEE JOON
- 16 LEWIS LIEW TEO PIAW
- 17 MOHD ROSLI BIN MAJID
- 18 LAW SUK MEE
- 19 WONG SHON KWANG
20. LIEW NYEK YIA
21. TETTEH STEPHEN TEKPER
22. NG MEE KON
23. HON SHAW SING
24. AZLAN BIN YAHAYA
25. WINSTON NANANG @ IMRAN NANANG ABDULLAH
26. NELSON BIN LAJUNI
27. JOYCE KHO JUN BIAN
28. MARIANNA WONG CHING FEN
29. TEA MING MING
30. CHONG LI LI
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Published by Faculty of Economics and Business,
Universiti Malaysia Sarawak,
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Tel: +60 82 671000 Fax: +60 82 671794