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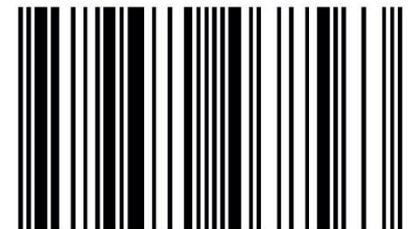
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**TRACK BUSINESS AND ENTREPRENEURSHIP**

PAPER ID: 1874

## COMPARISON BETWEEN MULTIPLE LINEAR REGRESSION MODEL AND NEURAL NETWORK TO ESTIMATE TRADE BALANCE

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### Abstract

Sabah has a very open economy, and it is heavily dependent on external trade. Export earnings and import expenditure are relatively large portion of its gross domestic product (GDP). The state government should always ensure a surplus trade balance to generate sufficient income to cover all of the expenses in export and import sector. Therefore, external trade activities can be run more efficiently. This study investigates the potential of using neural network to estimate trade balance, as compared to the traditional regression model. The study aims to evaluate and compare the performance of the two methods with a goal to find the best tool in estimating trade balance, and hence the important variables in determining the trade balance can be identified. Performance of both methods is measured by mean absolute error, standard deviation and Pearson correlation at the validation stage. The results show that neural network built by prune method is the best model for the trade balance estimation. The model produces a high value of model estimated accuracy (94.04%), mean absolute error (0.197), standard deviation (0.302), and linear correlation (0.858). Meanwhile, the linear regression model built by stepwise solution method produces a moderate value of model estimated accuracy (76.10%), mean absolute error (0.257), standard deviation (0.308), and linear correlation (0.851). The final neural network model is set up with nine inputs, one hidden layer of two neurons and one output (trade balance). Nine factors including exports of palm oil, exports of crude petroleum, imports of petroleum products, imports of tubes, pipes and fittings of iron or steel, exports of plywood plain, imports of rice, imports of motor cars (completely built-up), exports of cocoa beans, and exports of sawn timber give a significant contribution to the model. The study concludes that neural network is the best forecasting model for trade balance estimation.

**Keywords:** Trade balance, Export and Import Totals, Multiple Linear Regression Model, Neural Network

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**ROLE OVERLOAD, ROLE AMBIGUITY AND JOB PERFORMANCE:  
THE MODERATING EFFECT OF TRAINING**

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**Abstract**

This paper seeks to explore the relationship between job stress that are role overload and role ambiguity and job performance among banking employees in Malaysia. The objectives of this study are twofold which are i) to investigate the positive relationship between role stress and job performance, and ii) to investigate the moderating effect of role training on role stress and job performance. The research instruments were distributed to 300 employees working in banking industry and have been done in Kota Kinabalu and Kuala Lumpur. Then, data conducted using Smart PLS 2.0 to test the hypotheses that comprised all variables and subsequently bootstrapping will be conducted to investigate the standard error of the estimate and t-values. Implications of the results will be discussed and avenues for future research will be offered.

**Keywords:** *Role Ambiguity; Role Overload; Role Stress; Job Performance; Banking Industry*

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## CURRENT PERFORMANCE MEASUREMENT SYSTEMS ARE NOT EFFECTIVE FOR SMALLER BUSINESS

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### Abstract

This paper is based on a literature review of recent publications in the field of performance measurement implemented in the organization with regards to evaluate the activities, leading or developmental aspects of organizations. Performance Measurement System (PMS) has been recognized as an important tool for continuous improvement and competitiveness. It can also help SMEs to improve their operational and financial performances. However, a performance measurement system (PMS) has been identified by different authors, which over 20 years ago failed to satisfy the requirement of Business Process (BP) measurement due to PMS is used generally and not specific in SMEs. SME is not only an organization, but business entity which profit is main objective. The literature shows there are lack of research discussing performance measurement in the context of business process in Small and Medium Enterprises (SMEs) and there is little discussed about the business performance measurement system (BPMS) customized to SME characteristics. In this study, findings from the literatures and the knowledge gap have been identified and discussed. Key findings from this review confirmed that this is an under-developed area of research and that most practitioner approaches are focused on large organization and none of them are related with business process. Thus, there is a significant need to extend theoretical and practical aspects of evaluating performance in SMEs by developing a new BPMS that engaged in the process of business activities in Malaysia with regards to the novel concept of Malaysian SMEs characteristics as a possible means of achieving increased accurate measurement and innovative transformation in organizational change.

**Keywords:** *Performance Measurement System (PMS), Business Performance Measurement System (BPMS), Small And Medium Enterprises (Smes), Smes Strategic Activitie*

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## PERCEPTIONS OF EMPLOYEES ON WOMEN LEADERSHIP: A CASE OF PUBLIC HIGHER LEARNING INSTITUTION IN MALAYSIA

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### Abstract

Leader is someone who leads an organization meanwhile employee is a person employed in certain organization that works according to leader's command. Globally, the number of woman who becomes a leader still lag behind man. The perceptions of employees are varies towards woman leadership moreover this has not adequately been explored in the research papers. Therefore, the objectives of this study are to identify perceptions of male and female employees in having woman as their leader and to indicate how does different perceptions of male and female employees toward women leaders can be overcome. This study used qualitative method and employed in-depth interview technique with six employees' males and females of a higher learning institution in Malaysia. Employees' perceptions and views on women leadership style, discrimination on women leaders, gender stereotypes and gender inequality issue were discovered. It can be concluded that women leaders' feminine traits should be deemed in a positive way. Women should prove that they are capable and competent enough to be in the same level or even better than some men as a leader. Besides, individual party such as government, employers, employees and family should play their role in uplifting and encouraging more women leaders in our society.

**Keywords:** *Women Leaders, Leadership, Gender Differences*

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## ADOPTION OF PRIVATE RETIREMENT SCHEME (PRS) AMONG ENTREPRENEUR AND SELF-EMPLOYED INDIVIDUAL

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### Abstract

Private retirement planning scheme (PRS) was first introduced in 2012 in support to private sector employee stop prepare for their retirement. The PRS, is a retirement scheme introduced by the Private Pension Administrator (PPA) in addressing the in a adequacy of retiree's savings in meeting their retirement needs to accommodate their increasing life expectancy and rising living standards and insufficient fund to support life after retirement. This study aim to gauge the level of adoption among entrepreneur and self-employed individual on PRS scheme. A total 340 respondents involved in the study in which data was gathered through questionnaires. The study found that level of adoption on PRS was relatively mediocre. Respondent knowledge financial planning was cited as the main factors influencing the adoption. Other factor influencing the adoption were PRS product itself. Economic condition was found less influenced on PRS adoption

**Keywords:** *Adoption, Entrepreneur, Employees Provident Fund, Private Retirement Scheme, Private Sectors Employee, Self-Employed*

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**PAPER ID: 1980**

**HOSPITAL SCHEDULING ANALYSIS: A CONTEMPORARY REVIEW  
AND PROPOSED SCHEMATIC UNDERSTANDING**

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**Abstract**

Hospital scheduling presents huge challenges for the healthcare industry. Various studies have been conducted in many different countries with a focus on both elective and non-elective surgeries. There are important variables and factors that need to be taken into considerations. Different methods and approaches have also been used to examine hospital scheduling. Notwithstanding the continuous changes in modern healthcare services and, in particular, hospital operations, consistent reviews and further studies are still required. The importance of hospital scheduling, particularly, has become more critical as the trade-off between limited resources and overwhelming demand is becoming more and more evident. Hence, this study was carried out to identify and review previous works in relation to hospital scheduling. The aims were twofold: (1) to determine contemporary research as well as trends in hospital scheduling, and (2) to identify potential gaps for future study. The study focused on important components that included nursing, the operations room, and emergency and outpatient departments. A schematic diagram was then proposed to depict the general flow of hospital scheduling. The study concluded with the identification of potential research gaps for future study. This study is expected to contribute towards a better understanding of the key scheduling operations of hospitals and further undertakings of the relevant administrators.

PAPER ID: 2008

## RAILWAY DEVELOPMENT AND THE IMPACT TO MALAYSIAN ECONOMY

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### Abstract

The development of railway system in Malaysia is no longer seen to fit a needs of land transportation system only. The development currently is more to be a method to improve the existing service, making public transportation system more widespread and effective. It is also an alternative method to solving traffic congestion in the city. In recent decade, development of rail system in Malaysia is not only focused to the city center, but also the provision and construction of several routes connecting the Kuala Lumpur city center to the surrounding areas which allow residents of outside the city working in Kuala Lumpur without having to live in the city. In addition, a construction of two-way rail system to replace an existing one-way rail made aggressively across the country as an effort to make the rail transportation system more efficient and faster for services. Therefore, the system will become a preferred mode of transport in the near future compared to the road transport system.

In the recent years, the Government is giving more attention to the rail transportation system and has approved another two new projects to build a new route from Klang Valley to Tumpat, Kelantan and also the construction of the Kuala Lumpur – Singapore high speed train network. The transport sector is currently an important infrastructure in enhancing the economic development of Malaysia at the global level. Advanced pullback of a country can be seen and measured by its public transport system. These two new projects, upgrading the existing rail routes and added by the rapid development of rail transportation system in Klang Valley are believed to give an impact to the economy of the country as a whole.

**Keywords:** Rail Transportation System, Economy Impacts

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PAPER ID: 2012

## **INFLUENCING, MODERATING, OR MEDIATING? GUILT APPEAL IN ENVIRONMENTAL MARKETING; ASYSTEMATIC REVIEW**

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### **Abstract:**

Guilt as an appeal have been extensively utilized in marketing and advertising under different context and research areas. In the current wake of environmental marketing, guilt appeal has been linked to studies concerning consumer attitude, and behaviour towards environment and green marketing and advertising. However, a periodic review on its relative role and applicability in environmental context role is lacking. This paper addresses this gap through a pioneer investigation of this appeal using systematic review to assess its role in environmental marketing and green marketing research. The systematic review findings reveal its relatively high direct and mediating influences on environmental communication and consumer choice but comparatively negligible utilization as a mediating variable.

**Keywords:** *Environmental Marketing; Message Appeal; Guilt Appeal; Green Marketing; Systematic Review; Consumer Choice*

PAPER ID: 2054

## FINANCING PREFERENCES AND CAPITAL STRUCTURE AMONG MALAYSIAN SMALL AND MEDIUM ENTERPRISES

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### Abstract

Increasing importance of economic contributions of small and medium sized enterprises (SMEs) around the world particularly in developing countries necessitates better understanding of financial practices among SMEs. This research investigates the financial practices among SMEs in Malaysia among SMEs within the list of Enterprise 50 award winners from 1998 to 2010, focuses on SMEs managers' level of financing preferences towards available sources of financing, and firm's capital structure. Electronic surveys were conducted with a response rate of 29.5%. SMEs managers are found to have a higher preference towards debt financing from banking institutions. Results also show that the average debt-to-equity ratio among these SMEs is 57 to 43. Factors affecting manager's financing preferences and firm's capital structure are investigated through selected manager's and firm's characteristics. Focuses are on the possible association between these characteristics with managers' level of financing preferences and firm's capital structure, respectively. The analysis revealed that manager's business ownership status and level of education have a statistically significant association with their level of financing preferences. Non-debt tax shields, tangibility of assets and firm's level of liquidity, on the other hand were found to have a statistically significant relationship with firm's capital structure. This research enhances the existing body of knowledge of financial practices of SMEs, particularly within the context Malaysian SMEs by providing the information on manager's level of financing preferences and firm's capital structure.

**Keywords:** *Financing Preferences; Capital Structure; Smes, Malaysia*

PAPER ID: 2055

## THE RELEVANCE OF ISLAMIC MICROFINANCE IN IMPROVING HUMAN WELL-BEING IN MALAYSIA: A STRUCTURAL EQUATION MODELLING APPROACH

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### Abstract

Microfinance has been a proven tool and means in alleviating society's economic capability and quality of life. However, the use of charities for improving well-being of the poor has been found inadequate for lack of productive capacity. Islamic microfinance is designed to offer opportunities to the less privileged in the society to generate income, accumulate assets and protect themselves against unexpected adverse events. The main objective of this paper is to examine the relationship between Islamic microfinance services and the well-being of its clients in Malaysia. The methodology of this study is quantitative research approach that seeks responses from the service provider, namely AmanahIkhtiar Malaysia. A sample of 291 staff of AmanahIkhtiar Malaysia (AIM) was selected from Kelantan, Pahang and Terengganu states in Malaysia. The statistical procedure used to analyse the data was by applying Structural Equation Modelling (SEM) technique, via AMOS. Three (3) hypotheses (H1, H2 and H3) were formulated to test the significance of micro-credit, micro-saving and charity and welfare fund on clients' well-being respectively. The results showed that H1 and H3 were rejected indicating that micro-credit and charity and welfare fund do not lead to improvements in clients' well-being. H2 was supported which indicates that micro-saving leads to improvement in clients' well-being. The implication of the results indicates that both micro-credit and charity and welfare fund are short term palliatives that do not significantly improve well-being of the clients. However, micro-saving that is designed towards assets building is found to have significant effect in improving well-being. There is an evidence to suggest that, the Islamic microfinance approach in Malaysia has demonstrated the power and success in reaching the poor people especially in the rural areas and has accelerated entrepreneurial growth. The finding in this study has suggested the importance of capital accumulation as a necessary and sufficient condition for growth and development.

**Keywords:** *Islamic Microfinance, Amanah Ikhtiar Malaysia, Well-Being.*

PAPER ID: E1013

## MACROECONOMIC VARIABLES AND THE PREDICTION OF FINANCIAL DISTRESS COMPANIES IN THE NON-MANUFACTURING SECTOR IN MALAYSIA

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### Abstract

This study attempts to predict financial distress companies in the non-manufacturing sector in Malaysia using PN4 and PN17 companies as the dependent variable and accruals-based ratios and macroeconomic variables as the independent variables. Logit Analysis was used as the analysis procedure because accruals-based ratios do not have to be normal if it is used. It is also suitable when the dependent variable is binary in nature. Furthermore, it can also provide the probability of a company being financially distressed. Last but not least, it can also provide us with the sign of the independent variable(s). This study found that the independent variables that can be used to predict financial distress companies in the non-manufacturing sector in Malaysia were debt ratio, working capital ratio, net income to total assets ratio and money supply (M2). The findings from the internal validation showed that the prediction model provided a more than 50% chance that the model is accurate. In addition, the findings from the external validation also showed that the model might be able to be used outside the time period that the model was estimated because the overall percentage accuracy were more than 50% for five years before distress. This study not only provide the prediction model of financial distress companies in the non-manufacturing sector in Malaysia but it also validate the findings internally and externally. Internal and external validations were seldom conducted in previous studies on the prediction of financial distress in Malaysia due to lack of data.

**Keywords:** *Macroeconomic Variables, Financial Distress, Non-Manufacturing Sector, Malaysia*

PAPER ID: 2076

## **DETERMINANTS OF FINANCING PREFERENCE AMONG MALAYSIAN MICRO-SIZED ENTERPRISES**

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### **Abstract**

Micro enterprises play an important role for building and maintaining the sustainability of social culture, environment and economic development of communities. A study into the financing preference of micro enterprises is still scarce. Hence, this study seeks to explore types of financing preference and to investigate the determinants of financing preference among micro enterprises. Six selected variables; level of education, information on external fund, level of own fund, loan documentation and procedures; willingness on debt commitment and enterprises growth plan were examined to understand the nature of financing preference of micro enterprises. In this study, the Malaysian owner/manager of micro enterprise were conveniently selected to complete the questionnaire. Based on 164 valid replies the findings show that, most responding owner/managers prefer internal funding as opposed to external funding which is generally consistent with the findings in the previous survey. While retained profit and owners' own saving are the main sources of internal fund; bank loan is the major external source of funding among respondents. Additionally the findings reveal that education level, loan documentation and procedures, willingness on debt commitment; enterprise growth plan; and level of own fund are significantly related with owner/managers financing preference. However information on external fund and all control variables (gender, size and business cycle) are not significantly correlated to financing preference. This study provides an in-depth investigation on financing preference among micro enterprise in Malaysia and significantly contributes to the body of knowledge in the area of financing preference from the context of micro financing.

**Keywords:** *Financing preferences, Small and medium enterprises, Micro enterprise, capital structure*

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PAPER ID: 2090

## **NEXUS GENERATION JOB CREATORS : A REVIEW OF GENERATIONAL ATTRIBUTES AND OPPORTUNITIES**

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### **Abstract**

The development of modern business technology gives an opportunity for future virtual entrepreneur start-up a product, build their very own empire with a very low cost and no borders interactivity with the consumer because the information easily accessible. The best choices to empower the future virtual entrepreneur is the Nexus generation. This paper aims to present the reviews on Nexus generation behaviour and analyse the reasons why the Nexus generation is suitable to become virtual entrepreneurs. Today is the era of technological advancement. Many researchers in the Social Sciences claim that Nexus are the first generation of this era of technological growth. They are well educated, confident, achieving, take advantage of opportunities, and are digital superstars. The problem is the unemployment rate among the Nexus generation and their opportunities to become entrepreneurs. Therefore, the purpose of this study is to investigate the entrepreneurial potential of the present Nexus generation graduate and to understand the qualities which contribute to them becoming virtual entrepreneurs. The significance in this study is that it will contribute to the development of Malaysia's growth in line with National Strategic 2015 set by the Government.

**Keywords:** *Nexus Generation, Virtual Entrepreneur, Graduates, Malaysia.*

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PAPER ID: 2104

## ENTREPRENEURIAL ORIENTATION AND SMALL AND MEDIUM ENTERPRISES PERFORMANCE IN SOMALIA

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### Abstract

In the globalization era, all businesses face competition and cannot be avoided, as happened to small and medium sized companies in Somalia. Globalization will lead to the environment becomes increasingly complex and changing. To cope with the ever-changing environment changes, so SMEs need to increase the Entrepreneurial Orientation (EO) to improve firm performance.

The paper focuses on the impact of entrepreneurial orientation (EO) which is represented by five dimensions on small and medium firm performance in Somalia. A simple random sampling technique was adopted in which two hundred and five (205) SMEs in Somalia responded to the survey questionnaire. Descriptive statistical tool was used to analyze the data and regression analysis to test research hypothesis. Moreover; Pearson product moment correlation analysis was employed.

The results indicate that the significant positive relationship between predictors (innovation, pro activeness, risk taking, competitive aggressiveness and autonomy) and dependent variables.

**Keywords:** *Entrepreneurial Orientation, Somalia SMEs, performance Innovativeness, Pro activeness, Risk-taking.*

PAPER ID: E1019

## PACKAGING DESIGNS AND RECURRING PURCHASE INTENTION OF BABY MILK POWDER

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### Abstract

Packaging retains the freshness and quality of food product. The visual and verbal characteristics of the package designs communicate the product's message, nutritional facts, allergy warnings and other related information that convey the manufacturer's commitment of products that are appealing to their consumers to positively influence purchase decisions. Previous studies found that the relationship between the characteristics of baby milk powder packaging with consumers purchasing intention is inconsistent and it needs further study. This study was thus conducted to investigate the relationship between the characteristics of visual and verbal packaging of infant milk powder with buyers or parents recurring purchase intention. The respondents are the buyers or parents who went to a hypermarket located in Batu Pahat town, Malaysia to buy baby milk powder for their baby aged between 0-6 years of age. Quantitative methodology using survey questionnaire has been used to collect the data through convenient purposive sampling. A total of 217 set of data collected were analyzed by regression analysis. It was found that the visual and verbal packaging characteristics are positively related with buyer recurring purchase intention of baby milk powder for their baby. It explains as much as 23.2% at  $p < 0.001$  in affecting buyer recurring purchase intention. Manufacturers should focus on the characteristics of the packaging both visually and verbally to attract their customers who buy baby milk powder.

**Keywords:** *Packaging, Recurring Purchase Intention, Visual Attention Theory*

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PAPER ID: 2019

**CHIEF EXECUTIVE OFFICER (CEO) CHARACTERISTICS AND  
CORPORATE SOCIAL RESPONSIBILITY DISCLOSURE AMONG  
NONFINANCIAL LISTED FIRMS IN MALAYSIA**

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**Abstract**

The purpose of this research is to examine the link between Chief Executive Officer's (CEO) characteristics and Corporate Social Responsibility (CSR) disclosure. The sample data used in this research comprises of 201 non-financial firms listed on the Bursa Malaysia for the period 2013- 2015. CEO's characteristics that have been examined in this study are CEO's gender, working experience, and educational background. All non-financial data were collected from annual reports and financial data were collected from Data stream. This study proves that CEOs with humanity or social sciences educational background such as law, accounting, and business are more likely to engage in CSR disclosure by taking into account stakeholders' interests. CEOs in the field of science are also tend to engage more in CSR disclosure. Besides that, we also found that larger firms tend to have higher disclosure of their CSR activities.

**Keyword:** *CEO Gender, Working Experience, Educational background, Corporate Social Responsibility Disclosure*

PAPER ID: 2125

## THE EVALUATION OF THIRD PARTY HOTEL BOOKING WEBSITE PERFORMANCE USING ANALYTIC HIERARCHY PROCESS (AHP)

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### Abstract

Internet has become the best source for the travellers for searching the lowest rates of hotel rooms and they are more preferred to use third party hotel booking websites to book hotel rather than using the hotel websites. This is due to third party hotel booking website can provide price and hotel's condition comparison across multiple hotel for the customers. Since the issues of website's quality are critical in designing commercial websites, this research is to evaluate the third party hotel booking website that provides the important criteria and has best performance. Various web diagnostic tools are used in order to collect the primary data based on the identified criteria. The Analytic Hierarchy Process (AHP) approach is used to rank the results, based on the score achieved. It shows that the criterion of design optimization is important in developing website and Booking.com is the best performance among third party hotel booking website. Thus, the website developer of third party hotel booking agent should more focus on the criterion of design optimization when create their business website.

**Keywords:** *Analytic Hierarchy Process (AHP), Hotel Tourism, Third Party Hotel Booking Website, Internet, Website Evaluation Tools, Website Quality Standard.*

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PAPER ID: 2034

## THE RISK MANAGEMENT PRACTICES BETWEEN ISLAMIC AND CONVENTIONAL BANKING INSTITUTIONS IN MALAYSIA

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### Abstract

The objective of this study is to provide an overview of the differences in risk management practices between Islamic banking institutions and conventional banking institutions in Malaysia. This paper only covers full-fledged Islamic banking and conventional banking which only local area. There are several studies that have been conducted in this area, but this study only focused on the full-fledged Islamic banking institutions only. The semi – structured interview was carried out in order to be more focused as well as two way communications for mutual giving and receiving information. The interview data are transcript and using thematic technique to analysis. The findings indicate that there are almost similar of risk management practices between the Islamic and conventional banking institutions in Malaysia.

**Keywords:** *Risk Management, Risk Management Practices, Full-Fledged Islamic Banks, Conventional Banks*

**TRACK MANAGEMENT AND TECHNOLOGY INNOVATION**

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PAPER ID: 1867

**THE RELATIONSHIP BETWEEN ISLAMIC MULTIPLE  
INTELLIGENCE AND ISLAMIC LEADERSHIP TRAITS: A  
CONCEPTUAL FRAMEWORK**

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**Abstract**

This paper discusses on the relationship between multiple intelligence and leadership. To date, little empirical research has been done on the relationship between both topics. However, this research is keen to focus more on multiple intelligence and leadership from Islamic perspectives. Therefore, this research objective is to identify the relationship between Islamic Multiple Intelligence and Islamic Leadership. To achieve the objective, a psychometric test will be developed based on the conceptual framework.

**Keywords:** *Multiple Intelligence, Leadership, Islamic Multiple Intelligence, Islamic Leadership*

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PAPER ID : 1916

## AN ANALYTICAL HIERARCHY PROCESS BASED EVALUATION OF GLOBAL FACILITY LOCATION METHODOLOGIES

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### Abstract

The decision makers normally have to face two types of scenarios while selecting a country for a global facility location (GFL): the factors affecting the location decisions and selection of an appropriate methodology. These methodologies have been addressed in this paper based on their effectiveness for GFL problem. The complex nature of GFL problem demands some non-conventional and hybrid combinations of methodologies which may inherently handle the broader spectrum of influencing factors necessary for the global analysis. In this study the shortlisted methodologies are considered as alternatives to be selected by the Analytical Hierarchy Process (AHP). The selected parameters are prioritized by a panel of experts. Sensitivity analysis is performed in respective software to check the response of methodologies for different hypothetical scenarios. The paper concludes with rankings of the methodologies and is a unique contribution for the global decision makers to reinforce their decisions on the basis of mathematically computed results.

**Keywords:** *Global Facility Location, Analytical Hierarchy Process, Optimization Techniques*

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PAPER ID : 2017

## KNOWLEDGE TRANSFER ISSUES IN LEAN MANAGEMENT

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### Abstract

Lean management are popular applies in successful manufacturing companies. The goals of lean management is focus on value add activities and reduced waste. The purpose of this paper is to identify the issues of knowledge transfer in lean management. The paper based has reviewed lean management as an approach of knowledge transfer process. This paper also suggest that, to be successful in lean management, organization should be attention to issues of knowledge transfer in lean management such as content of knowledge, communication, resources, consultant and trainer, and unwillingness to sharing information to another people in an organization. This review will further expand the develop model of knowledge transfer to help organization as a guideline to implement lean management.

**Keywords:** *Lean Management, Knowledge Transfer, Knowledge Transfer Process*

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**PAPER ID : E1010**

**THE DIMENSIONALITY OF ORGANIZATIONAL JUSTICE AND ITS  
RELATIONSHIP WITH ORGANIZATIONAL CITIZENSHIP  
BEHAVIOR IN THE MALAYSIAN CONTEXT**

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**Abstract**

This conceptual paper provides insight into the relationship between organizational justice and organizational citizenship behavior. This paper proposed to include the new dimensions of organizational justice, which are Temporal Justice and Spatial Justice to examine their effects on the employees' behavior. Employees' perception on organizations' justice affects their behavior utmost, however, organizational justice has received limited attention in literature. Therefore, this conceptual paper discusses the concepts and previous studies that relate to the above issues. Recommendations for future research is suggested.

**Keywords:** *Organizational Justice, Organizational Citizenship Behavior, Conceptual Paper*

PAPER ID : 2025

**THE EFFECT OF TRANSFORMATIONAL LEADERSHIP ON  
EMPLOYEES' JOB PERFORMANCE IN TELECOM SECTOR OF  
PAKISTAN.**

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**Abstract**

This paper aims to examine the effect of transformational leadership on the employees' job performance in telecom sector of Pakistan. The data was collected from the employees of PTCL (Pakistan Telecommunications Company Limited) head quarter, Islamabad through questionnaire using purposive sampling technique. 120 questionnaires were distributed among the employees of PTCL but 100 questionnaires were returned observing response rate as 84%. It was hypothesized that positive relationship was found between transformational leadership and employees' job performance. Data was analyzed using correlation and regression analysis. Results of the study indicate that majority of the PTCL employees agree that transformational leadership style has significant positive impact on employees job performance. In the light of the findings of this research it is recommended for PTCL management to adopt transformational leadership style to cope with today's fast changing environment.

**Keywords:** *Transformational Leadership, Employee Job Performance, Telecom Sector Pakistan*

PAPER ID : 2024

**EFFECT OF PERFORMANCE APPRAISAL ON EMPLOYEES’  
SATISFACTION: A CASE STUDY OF UNIVERSITY OF PESHAWAR  
KHYBER PAKHTUNKHWA, PAKISTAN**

Muhammad Asad Khan<sup>1</sup>, Dr. Rosman Md Yusoff<sup>2</sup>, Dr. Fadillah Binti Ismail<sup>3</sup>, Altaf Hussain<sup>4</sup>

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**Abstract**

The aim of this study is to identify the effect of performance appraisal on employees’ satisfaction in university of Peshawar Khyber Pakhtunkhwa, Pakistan. The data was collected from 100 respondents of university of Peshawar using survey questionnaire. A sum of 150 questionnaires was distributed among the employees of university of Peshawar out of which 100 were returned back so the response rate was 66%. Findings of this study reveal that there is significant and positive relationship of performance appraisal with employee satisfaction in university of Peshawar Khyber Pakhtunkhwa. It was concluded from this study that when performance appraisal is fair and accurate then employees will be satisfied from performance appraisal and it will positively affect the efficiency and effectiveness of employees as well as organization. In the line with the findings of this study it is recommended for top management of higher education of Pakistan to design such a performance appraisal system which is in accordance with the new challenges and developmental aspects of employees within different universities or organizations.

**Keywords:** *Performance Appraisal, Employee Satisfaction, University Employees*

PAPER ID : E1011

**MEDIATING EFFECT OF ORGANIZATIONAL CLIMATE ON  
TRANSFORMATIONAL LEADERSHIP AND INNOVATIVE WORK  
BEHAVIOR: R&D AGRICULTURE FIRMS**

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**Abstract**

Agriculture sector has remained one of the most significant National Key Economic Area (NKEA) for Malaysia's future economic sustainability. In conjunction, this sector faces numerous issues that impede its progress and it is claimed that Research and Development (R&D) activities is to be one of its possible solutions. Thus, the scientists' innovative behaviour in mobilizing the innovation activities at the R&D centres is to be the focal point of this study. In relation, this study examined the mediating effect of organizational climate towards transformational leadership and innovative work behaviour among scientists at the agriculture R&D centres. Respond from 150 scientists at the R & D centres that involved a sampling frame of 339 with return rate of 44%. The transformational leadership was measured using Kouzes and Posner LPI (2005), organizational climate was measured via KEYS Amabile (2009), and Innovative work behaviours was gauged by instrument developed by De Jong and Den Hartog (2008). The Stepwise Regression analysis was employed to test Baron and Kenny's four mediation conditions. The results showed that organizational climate and transformational leadership were found to have significant effect on innovative behaviour, thus organizational climate was also found to mediate the relationship between transformational leadership and innovative work behaviour. This highlights the importance of transformational leadership in creating conducive organizational climate for innovation activities and to encourage more innovative work behaviours among scientists. The absence of sound leadership in the managing talents (a.k.a scientists) needs immediate attention

**Keywords:** *Innovative Work Behaviour, Organizational Climate and Transformation Leadership*

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PAPER ID : 2032

## HUMAN RESOURCE PRACTICES IN SERVICE INNOVATION

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### Abstract

Rapid change of new market development in nation due to technology advancements enable employees can work everywhere throughout the world. These progressions can make new open doors for organization, yet they additionally require an alternate sort of management. HR experts and HR divisions should address these difficulties that go up against contemporary organization. Along these lines, HR experts must accomplish more than exclusively oversee employee and concentrate on terms and states of work, rather more key commitment is predictable. Along these lines, even though exploration has been done in the field of HRM, development and management independently, there is small comprehension of how these ideas identify with each other. Considering this, the objective of this study is to investigate how HRM fortifies innovation in service organization. This investigation thusly endeavors to pick up a first understanding in how these connections are develop.

**Keywords:** *Human Resource Roles, Service Innovation, Competitive Advantage Management*

PAPER ID : 2027

**THE INFLUENCE OF COMPENSATION AND BENEFITS AND  
EMPLOYEE'S INVOLVEMENT ON EMPLOYEE'S OUTCOMES-  
EVIDENCE FROM PTCL**

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**Abstract**

This study aimed to investigate the relationship among compensation and benefits, employee's involvement and employees outcomes. To date, the relationship between compensation and benefits, employees involvement and employee outcomes have been statistically investigated. The study hypotheses were based on the effect of compensation and benefits and employees involvement on employee outcomes. For this purpose, the study questionnaire was distributed among 500 employees of Pakistan telecom limited (PTCL). But we got response from 400 respondents in random areas of PTCL (response rate is 80%). Statistical analysis, correlation, regression and ANOVA were used for investigation. The results show that there is positive relationship between compensation and benefits, employee's involvement and employee outcomes. The result of regression analysis shows that compensation and benefits and employees involvement have positive impact on employee outcomes at PTCL.

**Keywords:** *PTCL, Compensation And Benefits, Employee's Involvement, Expectancy Theory, Employee Outcomes*

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PAPER ID : 2052

## **RELATIONSHIP OF SERVANT LEADERSHIP WITH EMPLOYEE IN-ROLE AND EXTRA-ROLE PERFORMANCE IN GLC'S OF MALAYSIA**

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### **Abstract**

This research aims to study the relationship of servant leadership with employee performance of in-role and extra role performance. Servant leadership, and its relationship with employee OCB and task performance are discussed to start with. Though some literature is available on links of servant leadership with employee task performance or Organizational Citizenship Behaviors, but how these two behaviors interact is not explained much. This paper explains that servant leadership has positive relationship with OCB. Though, other leadership approaches are different from servant leadership as its focus is on personal integrity and lasting relationships with employees.

**Keywords:** *Servant Leadership, OCB, Employee In-Role And Extra-Role Performance*

PAPER ID : 2022

**IMPACT OF INFORMATION AND COMMUNICATION  
TECHNOLOGIES (ICTS) ON INNOVATION WITH A MEDIATING ROLE  
OF EMPLOYEE CREATIVITY. A STUDY ON FMCG COMPANIES IN  
PAKISTAN.**

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**Abstract**

Firms face challenges to stay competitive in emerging markets so the study aims at presenting panacea for firms through innovation by allowing employee creativity in the process. The role of ICTs is also crucial as presenting Hi-Tech solutions is only possible through technology and solutions must be based on market needs and trends and for this ICTs play a vital role to gauge market needs and trends and then offer viable solutions.

The study was conducted under positivist paradigm, deductive approach and quantitative method. A sample of 360 employees from various organizations dealing with Fast Moving Consumer Goods (FMCG) through stratified random sampling. A questionnaire was developed containing 19 items to test the proposed model. Various statistical tests like descriptive and inferential were applied to gauge the collected data. Results reveal that employee creativity plays a positive and key role in innovation at organization. Therefore, all hypotheses were accepted. This research is significant for practitioners to devise the operational policies at workplace, policy makers to make policies that enable creativity and innovation based environment and new dimensions of research for other researchers. As per the best of author's knowledge, this the only study in Pakistan that has addressed the ignored role of information and communication technologies in innovation through employee creativity.

**Keywords:** *Information And Communication Technologies, Innovation, And Employee Creativity, Fast Moving Consumer Goods*

PAPER ID : 2059

## **E-GOVERNMENTSERVICES AND CITIZENS' SATISFACTION IN THE UNITED ARAB EMIRATES: A RESEARCH AGENDA**

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### **Abstract**

This paper attempts to identify factors effecting the relationships between the e-government services, namely DeG Synergetic Services, and citizens' satisfaction in the United Arab Emirates (UAE). Evaluation of UAE e-government services is very crucial; nevertheless, theory on assessment of e-government is still nascent in terms of development and execution. Previous studies demonstrate that the objective sought by United Arab Emirates is to achieve utilization of ICT to empower the services to enhance accountability and profitability. Adoption and uptake of e-government initiatives will definitely contribute to the impact of e-government on the target population and bring the intended benefits including cost savings to both government agencies and citizens' satisfaction. Hence, analysing the effect of e-government and particularly from the citizen's satisfaction perspective is crucial in justifying investment in e-government projects and therefore help in addressing the e-government mismatched budgetary constraints. This evaluation will furthermore help in uncovering the effectiveness of the current e-government initiatives in the UAE. Hence, the problem researcher deals in this study comprises in assessing relevant factors affecting the citizens' satisfaction with a variety of e-Government services in the United Arab Emirates, namely DeG synergetic services (DeG). An extensive review of literature has been conducted and a theoretical framework is proposed. Consequently, this study will be utilizing a quantitative survey design as .the basis of analysis is the beliefs of citizens about e-Government services as the assessment their satisfaction.

**Keywords:** *E-Government, Citizens' Satisfaction, United Arab Emirates*

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PAPER ID: 2060

**LINKS OF ABU DHABI SMART CITY INITIATIVE AND E-GOVERNMENT IN IMPROVING SERVICES QUALITY IN THE UNITED ARAB EMIRATES PUBLIC INSTITUTIONS**

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**Abstract**

The main focus of this paper is to present the conceptual framework of the relationship between Abu Dhabi Smart City Initiative, e-government initiative and services quality in the United Arab Emirates (UAE) public institutions. The study signifies the several practical and theoretical importance namely the results of the study are expected to provide a framework and process that will assist the practice of smart cities initiative and e-government in Abu Dhabi public institutions as well as its impact on services quality. This is important considering the importance of services in the UAE public institutions. The study will also help smart cities innovators and e-government practitioners to link theoretical and practical contexts of how their practice affects the services quality in organizations. Also, its theoretical significance centres in addressing the lack of studies and research on the role of smart city initiative, e-government and its impact on improving services quality in the Abu Dhabi public institutions, in their quest for organizational efficiency and performance excellence. Several relevant theories are discussed. Based on an extensive literature review, three research hypotheses and a conceptual framework and three research hypotheses have been proposed. Furthermore, a research design and data analysis plan have been outlined consequently.

**Keywords:** *Smart City, E-Government, Services Quality, Abu Dhabi*

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PAPER ID: 2075

**THE IMPACT OF SOCIAL MEDIA NETWORKS ON ENHANCEMENT  
OF THE UNITED ARAB EMIRATES SECURITY SYSTEM: A CASE  
STUDY IN ABU DHABI**

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**Abstract**

This paper discusses the conceptual framework to evaluate the impact of social media network on the enhancement of Abu Dhabi police security system in the United Arab Emirates. The importance of the theoretical side of the study lies in the lack of studies and research on the impact of social media sites in strengthening the security system. The importance of the study lies in the practical aspect of Abu Dhabi Police in strengthening security system. The results of the study are expected to provide a practical framework that helps the police force to be cognizant of the impact social media sites in enhancing security, developing social responsibility among the citizens by instilling, developing the values and social norms in them and developing them positively. Also, the researcher tries to identify some aspects and important points of social communication media applications, and their relation to security responsibility. The scope of the study is limited to users of social media sites in Abu Dhabi and the role of the Abu Dhabi Police in using social media applications to enhance security. The research will also identify the relationship between social Media applications and their role in strengthening the security system in Abu Dhabi. An extensive review of literature is conducted and a conceptual framework and set of hypotheses have been proposed. Also, research design and data analysis plan are outlined.

**Keywords:** *Social Media Network, Police, Security System, Abu Dhabi*

PAPER ID: 2094

## USAGE INTENTION OF MOBILE KNOWLEDGE MANAGEMENT SYSTEMS (MKMS) IN MALAYSIAN SEMICONDUCTOR INDUSTRY: A PILOT STUDY

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### Abstract

Two of the main challenges faced by today's organizations in managing knowledge assets effectively are the rising of knowledge and workforce mobility. Addressing the aforementioned issues, the study aims to determine the factors to explain workers' intention in using Mobile Knowledge Management Systems (MKMS). A survey-based research approach is employed for this study. The results from this pilot study portray that a great majority of the workers owned smart phones, but their responses to MKMS usage intention is marginally above average. Workers have strong support from their management but they lacked of mobile technologies usage exposure.

**Keywords:** *Mobile Knowledge Management Systems, Mkms, Organizational Culture, Strategic Leadership, Information Quality, Knowledge Quality*

**TRACK CONSTRUCTION MANAGEMENT & SUSTAINABLE  
DEVELOPMENT**

PAPER ID: 1876

## THE ORGANIZATION OF MAINTENANCE FOR PRIVATE SECTOR: A CASE STUDY OF MEDICAL CENTER

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### Abstract

The building is a place that can ensure the safety and also allow the occupants to carry out the daily activity indoor. However, this will not last forever because the building will begin to deteriorate as the time pass. Therefore, as the prevention of this, maintenance work of the building must be implemented. Even though the action of repair was carried out, it was still has no significant improvement and the failure keeps repeating. These situations happen because of the organization that provides maintenance for the building. The inadequate method, poor maintenance service, and several factors that made this happen. Therefore, the objective of this research is to investigate the current practice of organization maintenance, the problem faced and also the possible solution for the problem. The findings from the literature review of previous studies are used to develop the questionnaire for respondents. The interview also conducted for every selected medical center to study the current practice of the organization. A total of 50 respondents consist of technical staff, top management, human resources and some medical staff has answered the questionnaire. The collected data are analyzed by using the average mean index and correlation which adapted from SPSS statistics. According to the result from data analysis, it can be concluded that the management is the vital issue toward the organization of maintenance.

**Keywords:** *Building Maintenance, Organization, Private Medical Center*

PAPER ID: E1002

## IMPACT OF ENTERPRISE RISK MANAGEMENT ON ORGANIZATIONAL PERFORMANCE

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### Abstract

The housing property sector is among those industries exposed to many predictable and unpredictable risks that may have a great impact on the performance of the organization. Enterprise Risk Management (ERM) has been identified as an organized and systematic way of managing risk throughout an organization and recent research results have shown ERM implementation has positive significance on the companies' financial and non-financial performance. However, little research has been done to measure the performance of ERM studies, especially in Malaysia which has made potential users reluctant to use ERM. This paper presents a critical review of the Enterprise Risk Management in the construction industry, with a special focus on the performance of the organization in Malaysian housing property sector. The strengths and weakness of the existing structures are investigated and it suggests a firm groundwork for an in-depth future study to gain detail insights on how ERM actually works in practise in Malaysian organizations to provide a better basis for decision-making at strategic level, tactical and operational levels of potential risk profiles.

**Keywords:** *Construction Industry, Enterprise Risk Management, Organizational Performance, Housing Property*

**PAPER ID: E1003**

## **MANAGEMENT OF BUILDING FIRE SAFETY FOR MALAYSIAN PUBLIC UNIVERSITIES: PROBLEM AND ISSUES**

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### **Abstract**

Recently, there had been reduction in annual budgetary allocations to public universities in Malaysia due to some economic tensions. This situation had left many institutions in question with the options of scaling down their expenses as well as sourcing for other means of meeting up with the shortfalls in allocated funds. This paper is an attempt to look at the possibility of reducing incidents that could lead to expending unbudgeted fund to rehabilitating property unfortunately destroyed by fire on campus, in addition to limiting risk to life and interruption of academic and business activities. Several research had been conducted on FSM, nevertheless very few consider Higher Education Institutions (HEI)s holistically, hence this research. This study was conducted through an extensive review of relevant literature on FSM within the context of Malaysian public universities. The paper identifies the need for investigation into the implementation of FSM with a view of developing effective FSM framework to assist facilities managers and other stakeholders in preserving the university buildings against fire risks.

**Keywords:** *FSM, Problem Definition, Public Universities, Malaysia*

PAPER ID: E1005

## THE EFFECT OF PRODUCT MODULARITY ON SUPPLY CHAIN MANAGEMENT PERFORMANCE IN THE MALAYSIAN FURNITURE INDUSTRY

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### Abstract

This paper is focused on the effect of modularity of furniture products on supply chain management performance (SCMP) in the Malaysian furniture industry. Based on content analysis of previous literature, 4 factors, namely: cost, delivery, flexibility and responsiveness were identified as being key measures of SCMP and it is hypothesized to be influenced by product modularity (PM), acting as the independent variable. The research data was collected from 57 furniture companies based on a questionnaire survey addressing the research objectives that were formulated as 4 hypotheses. Partial least structural equation modeling (PLS-SEM) analysis was used to assess the measurement and the structural models of the data and to test research hypothesis. The results proved that the relationship between PM and SCMP is significant, as product modularity was found to positively affect the four constructs of SCMP in a significant manner. The findings of this research can help to improve the supply chain performance in the furniture industry that is moving towards high product modularity for mass furniture production. This can allow Malaysian furniture manufacturers and suppliers to compete with the more competitively priced imported furniture from China and Vietnam.

**Keywords:** *Product Modularity, Supply Chain Management Performance, Furniture Industry*

**PAPER ID: E1006**

## **WORK STRESS FACTOR WITHIN MALAYSIAN CONSTRUCTION INDUSTRY**

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### **Abstract**

Work pressure is not a new thing in carrier life. In fact, work stress is considered as common phenomena happened in any of the parties and organizations within various sectors. Therefore, it is not surprisingly, if it does exist in the construction industry. Besides, the orientation and nature of the job itself leads toward work pressure such as; organization factors, work demand factors, job roles and challenging work environment. Previous studies in vary fields proved that uncontrollable of work pressure also led positively towards accident in work place. However, this issue had lack of support and consensuses among the parties itself. Therefore, this study is being carried out to explore the issue work stress in Malaysian construction industry. The aim of this study is to identify the major contributor among the listed factors. The study was conducted within 78 individuals that involved from G7 class of contractors in Malacca. This research is statistically descriptive orientation and questionnaire is being used as research instrument. Data were analyzed by using the Statistical Package for the Social Sciences 20.0 software. Based on the results, it showed that work demand is the main factors contributing to the high-pressure jobs. Meanwhile social support is considered as the best way to control the pressures experienced by contractors working on construction industry. Therefore, based on the results, all parties; DOSH, CIDB, contractors and others should take this issue as important matter as construction industry bring huge impact on national economic. The related parties also need to work together in order to control work stress issue as it considers as an alternative to reduce the number of accidence in construction sites as well as improving performance of the industry.

**Keywords:** *Contractors, Construction Industry, Malaysia, SPSS, Work pressure*

PAPER ID: 2091

## FACTORS THAT IMPACT QUALITY MANAGEMENT IN MANUFACTURING COMPANIES IN MALAYSIA: STUDENTS' PERCEPTION

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### Abstract

Quality is considered as one of the competitive advantages to improve the business performance in international market (Gurnani, 1999). As stated in Tenth Malaysia Plan, Malaysian government is looking for “high productivity-led growth and innovation” nation. These impose of high quality manufacturing development especially on products innovation, materials, and management, logistic and so forth. However, there was cases reported in newspaper that consumer suffered from injuries due to faulty of products and this phenomenon has significantly impacts the manufacturers. Therefore, the study of quality in Malaysia manufacturing industry should be implemented as limited research has been done in this area. Moreover, according to Ahmad and Elhuni (2014), quality management should focus on different level of management hierarchy and should not be in same categories. Hence, the objective of this study is to examine the factors from four different management areas, particularly top management commitment, customer focus, supplier management and employee participation, that impact quality management in manufacturing companies in Malaysia. The data was gathered from 150 students from one of the private university in Malaysia. The regression result showed that all the four independent variables have positive relationship with quality management.

**Keywords:** *Quality Management, Manufacturing Companies, Management Commitment, Customer Focus Supplier Management, Employee Participation*

**PAPER ID: E1015**

## **DISCOVER THE CONSTRUCTION WASTE GENERATION FACTORS FROM CONSTRUCTION ACTIVITIES IN PONTIAN AND SKUDAI**

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### **Abstract**

Construction sector in Malaysia is one of the sectors that contributed to the country's economic growth. A growing number of construction projects, indirectly boost the amount of construction wastes generated. The largest amount of construction waste generated by construction of residential buildings. This study is aimed to discover the factor of waste generation during the construction stage. A questionnaire survey was used in order to obtain data from 42 respondents (clients, consultant and contractors). The collected data are analyses using Average Index (AI) to reveal which factors are often occurring at the site. It found that the effect of weather (AI=3.7), poor workmanship (AI= 3.5) and last minute client requirements (AI = 3.5) are the most often occurred factor of construction waste generation. Therefore, the construction practitioners need to pay attention of these three factors at construction sites.

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**PAPER ID: E1016**

**A REVIEW OF CONSTRUCTION MANAGEMENT PRACTICES IN  
MINIMIZING ON-SITE CONSTRUCTION WASTE**

Ahmad Faizul Mohd Zain<sup>1</sup>, MF Hasmori<sup>2</sup>, Sasitharan Nagapan<sup>3</sup>, Abd Halid Abdullah<sup>4</sup>, Riduan Yunus<sup>5</sup>

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**Abstract**

The increasing of construction project has led to the increasing of the construction waste in Malaysia nowadays. The conventional method in handling construction waste such as disposing the waste to the landfills will no longer applicable for the future. Meanwhile, the implementation of the IBS technology is not practical since many contractors tends to execute the construction phase using conventional method. Hence, the strategic managements to handle construction waste should be highlighted in order to reduce the construction waste effectively. As the result of increasing recognition of an effective site management as the strategic approach for achieving the required performance in construction projects, this paper seeks to identify the waste management practices that are suitable to minimize on-site construction waste. Thus, the available management practices that influencing on-site waste minimization in construction project will be highlighted. Discoveries of this paper will contribute the construction industry practitioners such as site managers and other site operatives to mitigate waste production in construction projects.

PAPER ID: E1017

## SIGNIFICANT FACTORS OF CONSTRUCTION DELAYS AMONG CONTRACTORS IN KLANG VALLEY AND ITS MITIGATION ACTION

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### Abstract

Construction industry has become one of the greatest income providers as it has contributed to the Gross Domestic Product (GDP) toward Malaysia. However, construction sector has been affected much by unexpected situation such as delays. Delays in construction industry are one of the common problems that happened to most construction projects. By considering all viewpoint from various parties that involves in construction matter such as contractors, client, consultant and others, this research identified the major factor that contributes to delays in Klang Valley. Questionnaires were distributed among respondents that involved in construction project in Klang Valley. The process of data analysis was conducted by using descriptive statistic that ranked the mean value of factors that contributes to delays. By using the ranking method, financial difficulties were recognized as the most contributed factor that caused delays. Thus, by using the same method, some mitigation action has been proposed in order to avoid time overrun in construction industry namely effective site management and supervision.

**Keywords:** *Delays, Klang Valley's Construction Projects, Descriptive Statistics, Mean Ranking*

**PAPER ID: E1018**

## **IMPROVEMENT OF THE RELATIONSHIP BETWEEN MAIN CONTRACTOR AND SUBCONTRACTOR FOR SUCCESSFUL CONSTRUCTION PROJECT IMPLEMENTATION**

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### **Abstract**

Cooperation between the main contractor and subcontractor to deliver the construction project within the time, quality and cost are important in the construction industry. The success of the construction project depends on the subcontractors because they are the party that execute the technical and the operation of the works. The main contractor needs to possess the ability to effectively coordinate and manages the sub-contractors. Despite to this importance, there are relationship issues between the main contractor and the subcontractor that required to be reviewed. The objectives of this study were to determine the factors leading to relationship problems between the main contractors and subcontractors in a construction project and to propose recommendations to improve the main contractor and subcontractor relationship for a successful project implementation. A qualitative method was chosen and face to face semi-structure interview was conducted by having the discussion with six respondents from both main contractors and subcontractors. The scope of this research is the housing development project in Johor Bahru. The data collected was analysed using content analysis. The outcome of this research concluded the relatives to this issues, the factors leading to relationship problems between the main contractor and subcontractor are time and cost overrun factor, delay, trust, lack of quality, lack of communication, lack of safety, shortage of construction material and shortage of skill labors. On the other hand, the recommendation to improve the relationship between both parties are skill, integrity, trust, responsibility and communication application which is mutual in a contractual relationship between both parties. In conclusion, the finding can assist in the improvement of the main contractor and subcontractor relationship for successful construction project implementation.

**Keywords:** *Improvement, Main Contractor, Relationship, Sub-Contractor*

**PAPER ID: 2101**

## **CRITICAL SUCCESS FACTORS (CSF) ON TIME MANAGEMENT IMPROVEMENT FOR INDUSTRIALISED BUILDING SYSTEM (IBS) UTILISATION**

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### **Abstract**

Malaysian construction industry has been emphasising on the problems of delay construction project because this issues have been occur prevalently in local construction industry. In order to cope with the issues of construction delays in construction sector and to improve overall performance of the industry, the Malaysian construction industry has been urged to use Industrialised Building System (IBS) in building works. The Malaysian construction industry was encouraged to change from using a conventional method to IBS to attain better construction quality and productivity, reduce risks related to occupational safety and health and achieve the ultimate goal of reducing the overall project duration. The objectives of this research was to identify the current practices and critical success factors (CSFs) of IBS utilisation to improve time management aspect in construction project. Quantitative approach was used for this research and questionnaires were distributed among G7 IBS contractors in Selangor. Statistical Package for Social Sciences (SPSS) software was used as an analysis tool to interpret data in the research. The findings revealed that steel formwork systems was the most commonly type of IBS used by the contractors. In addition, the top critical success factor for an effective IBS were extensive planning and logistics with just-in-time delivery concept. Based on the research conducted, it is hoping that the findings in this research will help the practitioners in implementing IBS by identifying the factors which is critical to the success in their venture in IBS.

**Keywords:** *Critical Success Factors, Industrialised Building System, Time Management Improvement*

PAPER ID: E1020

## RECYCLING PRACTICES OF CONSTRUCTION AND DEMOLITION (C&D) WASTE IN CONSTRUCTION INDUSTRY

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### Abstract

Construction industry plays a vital role in the development of a country. It brings negative impacts on the environment due to its huge generation of construction waste. Moreover, the excessive construction waste is dumped illegally in mangroves swamp and roadside by irresponsible contractors. Greatly, there are some responsible contractors carried out recycling practices in the construction industry to reduce the amount of waste send to landfills. Therefore, this study is aimed to discover recycling practices execute among contractors in the construction industry. This study is using document analysis technique by tabulate recycling practices from thirty six (36) research articles. It has determined that eighty two (82) recycling practices worldwide, which is categorized into nine (9) groups such as Timber, Glass, Aggregates, Packaging materials, Metal, Concrete, Bricks, Asphalts and Soil. The study finds out that the most frequent recycling practice carried out in construction industry is Glass (Fq=47). It is followed by the Timber (Fq=33), Concrete (Fq=25), Metal (Fq=23), Aggregates (Fq=22), Packaging Materials (Fq=13), Bricks (Fq=13), Asphalts (Fq=8) and finally Soil (Fq=1). Hence, all contractors are urged to practice recycling activities from the generated construction waste for their project. These practices will give benefits in reducing the demand upon the new resources, lessen the impact on environment and it also will contribute in giving marks for green building certification.

**Keywords:** *Recycling Practices, Construction And Demolition Waste, Construction Industry, Landfills, Environment.*

PAPER ID: E1023

## FACTORS AFFECTING THE READINESS OF HOUSING DEVELOPERS IN CONSTRUCTING GREEN BUILDINGS

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### Abstract

The importance of having a sustainability agenda has stimulated greater interest for green construction. However, Malaysia is still moving at a slow pace in green building developments as compared to other Asia Pacific countries such as Japan, Singapore and Australia. This paper focuses on investigating stakeholder readiness with regards to the implementation of the green building concept with respect to the housing sector. This paper focuses on three important aspects to contextualize the level of readiness. The first, being the readiness of construction industry to implement green building specifications; the second, being the factors affecting client's and developer's decision to procure green buildings; and finally, the relevant competencies of designers in designing green building projects. Using a quantitative methodology, a questionnaire survey was conducted with the target respondents being 'housing developers' for the first and second objective and 'consultants and architects' for the third objective. It was found that the level of readiness of the housing developers to implement green specifications is at a medium level. Whilst the key factors affecting clients' decisions to procure green buildings are: clients' experience on green buildings; clients' knowledge on green buildings; commitment of client organizations to provide finance for green buildings; reliability and quality of specifications, and leadership skills and responsibility of constructor. Additionally, the important competencies of the design team in designing green buildings were identified as: knowledge relevant to green design; attention to green design and construction details and offering suggestions to improve green design. Finally, the commitment level of the architect to produce green design was confirmed to be of utmost importance. This investigation of the readiness of housing developers for the implementation of green buildings provides a consistent and reliable data source that is insightful to key stakeholders in moving forward to a higher level of readiness.

**Keywords:** *Sustainability, Green Building Procurement, Key Stakeholder Commitment, Key Stakeholder Competencies*

**PAPER ID: E1024**

## **AN INITIAL INVESTIGATION OF THE RELATIONSHIP BETWEEN CAPITAL STRUCTURE AND FIRM PERFORMANCE AMONG LARGE (G7) CONSTRUCTION COMPANIES: A CONCEPTUAL FRAMEWORK**

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### **Abstract**

Capital structure decision plays a vital role in examining firm performance. The relationship between capital structure and firm performance is one that has received considerable attention in the previous literature. In Malaysia, a substantial amount of research on the relationship between capital structure and firm performance solely focused on companies that are listed in main market of Bursa Malaysia mainly in plantation, and rarely focused on construction firms. Furthermore, as for to date, limited study explores on large construction companies in regards to technology, consumer product, finance, industrial products and trading or services. By considering this drawback, this study aims to investigate the relationship between capital structure and firm performance among construction companies in Malaysia. The first objective of this study is to examine the relationship between capital structure and firm performance of the companies listed on the Bursa Malaysia. The second objective of this study is to assess the direction of the relationship between capital structure and construction firm performance. To achieve the objectives, this study will analyse the data that gathered from 100 companies listed on Bursa Malaysia. Correlation coefficient analysis will be used to evaluate the relationship between capital structure and performance of the companies. Furthermore, multiple regression analysis will be applied to evaluate the direction of the relationship between capital structure and firm performance. The results will show the differences of the relationship among sectors and it also will determine the direction of the relationship between variables. This study will make several important contributions to the existing studies of capital structure by providing basic knowledge on the relationships capital structure and their firm performance in which increasing their competitiveness in the market and future business opportunities.

**Keywords:** *Capital Structure, Firm Performance, Large Construction Companie*

**TRACK REAL ESTATE AND FACILITIES MANAGEMENT**

**PAPER ID: 1904**

## **SOCIAL FACTOR AS AN INDICATOR FOR SERVICE EXCELLENCE IN FM SERVICES**

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### **Abstract**

Local council are faced with challenges of how to satisfy the local populace with efficient services. General environmental cleanliness and waste collection is part of the responsibilities of the local council. Pontian Municipal Council is a local council whose function cut across this domain. Due to incessant complaints on by the service users on the need for these services to be improved provides an avenue for empirical paper to investigate the nature of the problem. The social background of the service providers is an important element assessed and it is relationship with service delivery. This paper focuses on social factor and its contribution to excellent service delivery at Pontion Municipal Council. The objective of the research is to identify values to be gained by better designing the service around the true needs of the service user. The research found out a significant relationship between social factor and service delivery. The research discovered that customer loyalty, commitment and readiness to comply with local council regulations are part of values to be gained by the municipal council if it provides training and development, knowledge and skill. The limitation of this research is that it is only focused on the service provider assessment whether they provide an excellent service. Therefore, another area of research need to be carried out on the service user, to assess their complaints in relation to their background and services delivered in their area.

**Keywords:** *Service Delivery, Service Excellence, FM Services, Social Factor, Environmental Cleanliness.*

PAPER ID: 1931

## COMMUNITY PARTICIPATION AS MEDIATING VARIABLE FOR ENHANCEMENT OF CITIZEN SATISFACTION IN MALAYSIAN MUNICIPAL COUNCILS. BATU PAHAT MUNICIPAL COUNCIL IN PERSPECTIVE

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### Abstract

This study highlighted the important of community participation as mediating variable in municipal council service delivery and enhancing citizen satisfaction, it was also investigated the level of satisfaction of citizen in the study area. The important and effects of quality municipal service, municipal awareness, community participation was also highlighted. The study was conducted in *Batu Pahat* Municipal Council, so the item of measure of the variables has been tested and confirmed their reliability and consistence of the survey instrument. Some hypothesis was postulated using the research variables. Vivid explanation of variables and their relationship. The study provides a structural model for enhancing citizen satisfaction. Questionnaires was developed and administered using simple random sampling. The respondents for this research was 401,921, the samples size was 383 but it was rounded to 400 respondents. The study employed some hypotheses in order to guide the research in achieving the overall aim of the research as well as testing the stated hypotheses and the diagrammatic representation was presented and also the factor analysis was conducted to measure the reliability of the research constructs, multivariate was conducted by using SPSS IBM version 23 and Structural Equation Modelling (SEM). The findings of the study reveal that community participation, municipal awareness and quality municipal services are the major drivers of citizen satisfaction in study area. In addition, using community participation as mediating variable will enhance citizen satisfaction, the study also found a strong empirical evidence for enhancing citizen satisfaction. The study concluded that citizen satisfaction can be enhance through adding community participation as mediating factors, municipal awareness also should be inculcated to makes the local people enlighten about the process of municipal service delivery.

**Keywords:** *Municipal Service Delivery, Community Participation, Municipal Council*

PAPER ID: E1004

## **A FRAMEWORK TO EVALUATE SERVICE USER EXPERIENCE AS A TOOL TO ACHIEVE SERVICE EXCELLENCE IN MALAYSIAN LOCAL GOVERNMENTS**

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### **Abstract**

The quest to achieve Service excellence is a global phenomenon, it cut across various range of public services. Within the three tiers of the government, local governments are charged with the responsibility of taking care of the environment part of which is its cleanliness and collection of garbage. The contribution of this paper is highlighted in the methodological steps followed in research framework development. The main objective is to provide a blueprint for the development of research framework which guides the entire research process. The research involves both deductive and inductive approach. This implies that the paper dwelt on theoretical and conceptual framework since it is built based on existing body of knowledge and pilot study are applied in the paper to assist in developing a suitable research framework to evaluate service user experience as tool to achieve service excellence (SERVEXCEL) in Malaysian LG's. The framework will provide a procedure to establish the critical areas for enhancing service delivery towards developing a service user centred design.

**Keywords:** *Research Framework, Service Excellence, Service Delivery*

PAPER ID: 1981

## **THEORETICAL REVIEW OF FACILITIES KEY PERFORMANCE INDICATOR WITH RELAPSE DRUG ADDICT SELF-EFFICACY IN MALAYSIA REHAB CENTER**

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### **Abstract**

Key performance indicator is defined as a simple an effective measurement system in helping organizations to define and manage the progress of services to customers, in line with the vision and mission of the organization. This is no exception for Drug Rehabilitation Center especially to its diverse facilities. Some of the countries in Asia that support compulsory drug detention centres (CDDC) to cease operations in light of the ineffectiveness of these centres in treating drug dependence for example , Vietnam. However, Drug Rehabilitation Center in Malaysia is still continues to operate. However, the lack of research on the relationship between the facilities key performance indicators with self-efficacy, causing the facility manager cannot determine the actual level of service provided to relapse addicts in drug rehabilitation centers in Malaysia. Therefore, to ensure a Drug Rehabilitation Center continues to operate, the measurement of key performance indicators need to be conducted in order to determine the actual performance of facilities provided affected in behavioral changes of drug addicts. The aim of this theoretical review is to understand the relationships and the indicators used from the previous studies on the facilities key performance indicator with the self-efficacy. The results from this review will help researchers in the field of facility management in giving a true picture of the relationship between the key performance indicators facility in changing one's behavior, particularly in the context of drug addicts. It also will be the basis of further exploration in the recovery process of drug addicts' behavior.

**Keywords:** *Facilities, Key Performance Indicator, Space, Self-Efficacy, Relapse Drug Addict*

**PAPER ID: 2018**

**USING INSTAGRAM AS COMMUNICATION PLATFORM FOR REAL  
ESTATE MARKETING AND BRANDING PURPOSE: SUNWAY  
ISKANDAR JOHOR**

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**Abstract**

Social media has been an effective communication platform for various industries including real estate industry. One of the most established social media is Instagram. As a mobile photo-sharing application based on picture and video sharing that comes with multiple features, for real estate marketing that relies a lot on pictures, Instagram is the most suitable social media for this purpose. This research was objectively conducted to identify the function of Instagram in marketing and branding of Sunway Iskandar. This research was also conducted to determine the effects of using Instagram in marketing and branding of Sunway Iskandar. Sunway Iskandar was chosen as the research case study as it is a large and new urban development project in Iskandar Johor and also one of the earliest property development firms in Malaysia that utilizes Instagram for marketing and branding purposes.

**Keywords:** *Communication, Marketing, Branding, Property, Instagram*

PAPER ID: E1009

## MEASURING THE INFLUENCE OF OPPORTUNITY IN RESIDENTIAL NEIGHBOURHOOD CRIME

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### Abstract

Residential property (housing) is unique among other classes of real estate because of its ability to provide living accommodation as well as source of investment. However, urban housing is often bedeviled by neighbourhood crime in the forms of burglary, robbery, street incivility and violent crimes. The effect of crime on housing investment and sustainability can be devastating. The role of opportunity in committing crime has also been attributed to be immensely contributing to the soaring trend. This paper attempts to measure the influence of opportunity in residential neighbourhood crime with a view to improving housing sustainability and investment. Purposive and snow-ball sampling techniques were adopted to administer Four Hundred (400) sets of questionnaire out of which Two Hundred and Eighty-Eight (288) were considered usable for the analysis after data screening. SPSS and Structural Equation Modeling (SEM)- Analysis of Movement Structures (AMOS) were the key analytical tools used to conduct the reliability test, normality test, cumulative mean, exploratory factor analysis, confirmatory factor analysis, measurement and structural model. The results of the analysis show that the P-values of the various forms of opportunity concepts of crime were statistically significant: routine activity- 0.002; situational crime- 0.040; crime pattern- 0.001; rational choice- 0.008 and lifestyle- 0.013. The practical implication of this research is that a careful consideration of the influence of opportunity on residential neighbourhood crime can drastically reduce, if not eliminate the menace thereby improving housing sustainability and investment.

**Keywords:** *Housing; Influence; Opportunity; Residential Neighbourhood Crime, SEM-AMOS*

PAPER ID: E2022

## FACILITIES PERFORMANCE AUDIT ON PUBLIC BUILDINGS

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### Abstract

Facilities management is an important element in a business organization. These facilities have direct and indirect impact to the main business operation. However, business owners are faced with problems after more than 3 years of operation. This unexpected facility failure disturbs business operation thus facilities performance audit is seen as one of the solution. In order to conduct the facilities performance audit, the list of facilities needed to be identified. This paper seeks to identify the facilities provided at the Faculty of Technology Management and Business, Universiti Tun Hussein Onn Malaysia, which is the case study chosen. A focus group discussion was held with the facilities management department and the building's user/first-line manager. The focus group has identified the various facilities throughout the building which is listed for audit purposes. The findings are important in order to conduct performance audit on the building and determine the facilities performance of the building.

**Keywords:** *Performance Audit, Facilities Management, Facilities Audit, Public Buildings, Universiti Tun Hussein Onn Malaysia*

**PAPER ID: 2073**

## **CHALLENGES IN DEVELOPING RIVERFRONT PROPERTY DEVELOPMENT – THEORITICAL OVERVIEW**

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### **Abstract**

Rivers and its landscapes are significantly important to urban and regional development as they represent an attractive settlement area with a wide variety of economic, cultural and ecological potential. Riverfront property development in Malaysia started as early pre civilization period and became more urbanized and commercialized since 1990s after redevelopment of Kuching Riverfront in Sarawak for river rehabilitation and beautification purposes. Only recently, interest in developing riverfront property is booming in Malaysia particularly in historical city Malacca. In fact, property developers have begun to take an opportunity to turn water into gold by developing riverfront property with the breath taking river view. This paper aims to explain riverfront development in Malaysia; to identify the principles for sustainable riverfront development as well as the challenges behind the successful of riverfront development projects in Malaysia and internationally. A literature study is done on various riverfront development projects around the world and the principles, characteristics and challenges for sustainable riverfront development. This paper will highlighted the successful experience of riverfront development projects throughout the world, the principles contributed to the successful riverfront development and the challenges behind the successful implementation of riverfront projects.

**Keywords:** *Principles, Riverfront Development, Challenges*

PAPER ID: E1014

## OVERVIEW OF THE OPERATIONAL SERVICE QUALITY IN UAE GOVERNMENT

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### Abstract

Government service providers now play a growing important role in the general economy of some countries. The purpose of this study is to determine the operational service quality in United Arab Emirates (UAE) government. Fundamentally, there is a need to identify the issues of impact of government operational service quality towards service quality in the UAE. The most popular model used among general instruments for evaluation of service quality is SERVQUAL, which is being the most effective and mostly used model in service quality evaluation. Service quality is a sort of dimensions that reflects several things, such as reliability, responsiveness, assurance, empathy, tangible etc. In order to understand the research phenomenon of the operational service quality in UAE government service, this research basically emphasizes on the precedent literatures. Since this is a conceptual paper, this study establishes the need the operational service quality in UAE government service by empirically and theoretically. In depth findings show that, effective measurement of service quality and excellence for various dimensions of Government service could be very useful in the segmentation of customers and the allocation of resources. Government sectors could focus on different customer needs and the service quality dimensions, which are crucial in achieving operational service quality.

**Keywords:** Service Quality, Operational Service Quality, SERVQUAL, Government, United Arab Emirates (UAE)

PAPER ID: 1880

## THE CONCEPT OF SUSTAINABLE BUSINESS LOCATION: PRELIMINARY STUDY ON PURPOSE-BUILT OFFICE IN MALAYSIA

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### Abstract

In Malaysia, purpose-built office (PBO) market has shown positive developments. Yet, every property had its own locational characteristics, including PBO. Location of PBO is the specific consideration for commercial property market participants to meet their needs within the best available option at different decision making levels. Hence, locational characteristics of PBO affects the investment decision made by stakeholders. Sustainable concept has emerged in urban design and planning of PBO. The aim of this paper is to identify the characteristics of sustainable business location for PBO in Malaysia. In order to achieve this purpose, sustainable business location characteristics of PBO will be reviewed and discussed in a global and local context to provide a better understanding of importance of locational criteria of PBO in a comprehensive way. As a result, characteristics of sustainable business location framework of PBO in Malaysia will be identified and used as the variables that need to be considered in location decisions. Thus, combining Analytic Network Process (ANP) and Geographic Information System (GIS) will consider the physical as well as the non-physical characteristics of PBO in term of sustainable business location.

**Keywords:** *Purpose-Built Office, Sustainable Business Location, Analytic Network Process, Geographic Information System*

PAPER ID: 2031

## FACTORS AFFECTING THE TRANSFER OF FACILITY MANAGEMENT KNOWLEDGE TO NEW STUDENTS' RESIDENTIAL COLLEGE IN UTHM MALAYSIA

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### Abstract

The facility management (FM) knowledge has already been established to be important because it learns from the use and operation of existing buildings and gains beneficial knowledge that will help in the design and construction of new buildings. Existing literature however revealed that despite the advantages of the inclusion of FM knowledge, the construction industry has rarely take such knowledge into consideration. This study seeks to understand the factors that affect the transfer of FM knowledge to new students' residential colleges in Universiti Tun Hussein Onn Malaysia (UTHM). The study employed the case study design and used made use of qualitative data like semi structured interviews. The major conclusion drawn from the study is that although there is a full understanding of the importance of FM knowledge, there is no process set to transfer it to new buildings.

**Keywords:** *Knowledge Transfer, Facility Management Knowledge, Students' Residential College, Transfer Barriers.*

PAPER ID: E1021

## ELEMENT OF DEVELOPERS BRANDING THAT INFLUENCES BUYERS IN HOUSE PURCHASING DECISIONS

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### Abstract

Developer's branding is able to give confidence to buyers of residential and exerts a positive effect on the properties that sell under the developer's brands. However, when there is rapid development of housing, there are developers who ignore the elements of branding and compromised on the quality of the developed houses. In fact, residential products also experienced a lot of defects. Furthermore, lesser known developers will cause buyers hesitant to choose their brand. Therefore, this paper attempts to discuss the key elements that influence the developers branding in the selection of purchasers of residential properties and review the elements used by developers to improve the quality of their brand in the housing sector. Malacca has been identified as a state of study with regard to the advantages available to it compared with other states in Malaysia. In addition, the sample was designed to reflect the actual situation of the target population have been identified. A total of 200 respondents in the Malacca which represents the sample size and sampling techniques applied in this study. The instruments used are questionnaires and interviews. The feedback questionnaire results were analyzed using descriptive statistical analysis. Interviews were conducted on 3 developers in the area of Malacca. The results showed that the quality of products is the key of developers branding who are able to influence buyers and reputable developers as well as an effective marketing strategy to improve the quality of the developers branding. Overall, the results of this study can help developers in making analysis of the key elements that should be emphasized in the housing industry to upgrade their quality in branding in line with the brand's prestigious developers in residential real estate industry.

**Keywords :** *Element Of Developers Branding, Quality Of Branding, Residential.*

**TRACK ENGINEERING AND KNOWLEDGE MANAGEMENT**

PAPER ID : E1008

## MODIFIED GROUP CHAIN SAMPLING PLAN FOR PARETO DISTRIBUTION OF THE 2<sup>ND</sup> KIND BASED ON NON-SYMMETRICAL DATA

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### Abstract

In circumstances where testing is damaging or costly, small sample acceptance sampling plans such as the chain sampling plan are used. Chain sampling plan introduced by Dodge (1955) and recognized as the ChSP-1 plan, demands for the use of preceding lot inspection results when the current sample is free from defective products. In this paper, we consider a modified group chain sampling plan (MGChSP) for Pareto distribution of the 2<sup>nd</sup> kind based on non-symmetrical data. The performance of the proposed plan, designated as MGChSP is then evaluated by comparing it with the Mughal and Aslam (2011) plan.

**Keywords:** *Group Sampling, Chain Sampling, Non-Symmetrical, Consumer's Risk, Producer's Risk*

PAPER ID : 2056

## THE CORRELATION RELATIONSHIP BETWEEN CHARACTERISTICS OF CONDITION-BASED MAINTENANCE AND COST OF MAINTENANCE IN MANUFACTURING INDUSTRIES

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### Abstract

Abstract- In this era fierce of market competitiveness, maintenance strategic has become a competitive advantage to other competitors. The purpose of this research is to identify the correlation relationship between characteristics of condition-based maintenance and cost of maintenance as well as the characteristics of condition-based maintenance towards cost of maintenance in manufacturing industries in Muar. The characteristics of condition-based maintenance including skilled technician, monitoring equipment and technique, acquisition of maintenance data and information, and monitoring and inspection is identified. This research was conducted in manufacturing industries in Muar, Johor. Random sampling method was used and a survey was done by distributing questionnaires to 169 manufacturing industries. This research is important for manufacturing sector especially for the industries which using the machine to operate and manufacture the product. Besides that, this research also important for the machine operator, technician and maintenance department when doing decision making for the machine because the correlation relationship and characteristics for condition-based maintenance and cost of maintenance have clear identified by using Statistical Package for Social Science (SPSS). The findings from this research showed that there is a positive relationship between Skilled Technician and Cost of Maintenance (correlation coefficient value = 0.249), a positive correlation relationship between Monitoring Equipment and Technique and Cost of Maintenance (correlation coefficient value = 0.235), a positive relationship between Acquisition of Data and Information and Cost of Maintenance (correlation coefficient value = 0.346) and lastly, a positive relationship between Monitoring and Inspection and Cost of Maintenance (correlation coefficient value = 0.238).

**Keywords:** *Condition-Based Maintenance, Cost Of Maintenance, Manufacturing Industry*

**TRACK EDUCATION AND TRAINING**

PAPER ID : 1869

**HOW MUCH DO UNDERGRADUATE MANAGEMENT STUDENTS  
KNOW ABOUT SUSTAINABILITY? A PILOT SURVEY EXPERIENCE  
FROM THE FACULTY OF BUSINESS, ECONOMICS AND  
ACCOUNTANCY, UNIVERSITI MALAYSIA SABAH**

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**Abstract**

The institution of higher education is a place to gain knowledge and education is vital, in which the Malaysian Government is serious about. While acknowledging that education can produce useful human capital for future, the concept of sustainability is very much ideal to be embedded into each and every student in order to balance the social needs alongside economic growth and environmental uprightness. Sustainability is not an end result merely but a continuous improvement and it is what we aspire. Knowledge of sustainability is a very important resource in this era and higher education institute is very much responsible to nurture the concept of sustainability from awareness right to practice. The objective of this paper imparts a survey which aims to determine the level of knowledge and understanding of management students about sustainability. The data is derived from a survey completed by management students of Universiti Malaysia Sabah from the Faculty of Business, Economics and Accountancy. This paper examines the level of sustainable development (SD) knowledge among management students. A total of 241 participated in the survey and the results from the survey show that management students' knowledge on sustainability is unsatisfactory. The majority of the participants fail to acknowledge the complexity of the concept and focus only on issues on sustainable development. Their knowledge of policy, tools and principles relevant to SD and the social aspect of sustainability is poor. Result from this survey suggest that in order to nurture fundamentals of SD into students, the elements of teaching and learning should encompass SD teaching curricula as well as research into the establishment of every higher education institution core foundation.

**Keywords:** *Management Education, Sustainability, Sustainable Development*

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**A CONCEPTUAL REVIEW OF THE ROLE OF TEACHING AND  
LEARNING OF SECOND LANGUAGE THROUGH LITERATURE  
AND COMMUNICATIVE APPROACH**

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**Abstract**

The paper reviews the role of teaching second language (SL) by using Communicative Approach. The main purpose of this paper is to analyze the importance of using literature and Communicative Approach for teaching and learning SL. The review of previous literature indicates that teachers normally prefer to teach L2 through Grammar Translation Method (GTM), which requires little efforts and few resources to teach ([1]). Many studies have found that GTM is not an effective method of teaching SL. In order to critically understand at a deeper level the role of literature and Communicative Approach in teaching SL, this paper explores thoroughly the existing literature and analyzes various works done on the importance of using Literature and Communicative Approach to teach SL. The current study found that teaching of SL through literature and Communicative Approach is more effective than through GTM. It is, therefore, recommended on the basis of this paper that teachers of L2 should adopt Communicative Approach and literature for teaching second language.

**Keywords:** *Communicative Approach, Literature Review, Second Language*

