RICES 2019

RESEARCH INNOVATION COMMERCIALISATION & ENTREPRENEURSHIP SHOWCASE

SOCIAL SCIENCES

CONTENT

FOREWORD

VICE PRESIDENT RESEARCH AND INNOVATION

The e-Research, Innovation, Commercialization, Entrepreneurship Showcase (eRICES) publication is one of the numerous publications, including journals that MMU Press takes pride in. I am truly pleased that Assoc Prof Dr Madhubala, the first Director of MMU University Press, and her team have embarked on the initiative to publish the inaugural eRICES 2019.

The eRICES 2019 will be the first compilation of MMU's researchers and entrepreneurs' fascinating insights on research ventures and idea creation for commercialising research output as well entrepreneurship.

RICES is an excellent platform for MMU to interact with internal and external stakeholders. These interactions enable researchers to realise potentials for collaborations, IP exploitations, commercialisation and further research. It allows for industrial related viable research and feasible output. This eRICES publication extends the present interactions even further, allowing for post-event interactions to materialise beyond the existing valued stakeholders.

RICES 2019 is evidence of the excellent effort RICES organisers and MMU University Press. Their commitment and dedication have paid out with another hallmark achievement reflecting my Research and Innovation (R&I) Division to synergise the development of Research-Innovation-Commercialisation-Entrepreneurship (R-I-C-) nexus in all research activities. I look forward to RICES 2020 exhibition and its publication.

Thank you

Prof Ir. Dr. Hairul Azhar bin Abdul Rashid
Vice President Research & Innovation
Multimedia University

MULTIMEDIA UNIVERSITY PRESS

I take pride in setting up among others, the Effective
Teaching Methodology Unit, the Learning Institute for
Empowerment, the Faculty of Applied Communication
and the latest, the MMU University Press in MMU. This
would not have been possible if not for the support of
Prof Hairul Azhar Abdul Rashid, Vice President
(Research & Innovation), the 2018 steering committee
and the current Press Board Members.
A BIG THANK YOU to the team.

Within a year in 2019, some of the steering committee members took upon
themselves the task in setting up international journals: Asian Journal of Law
and Policy (AJLP), International Journal on Robotics, Automation and Sciences
(IJORAS), Journal of Engineering Technology and Applied Physics (JETAP),
Issues and Perspectives in Business and Social Sciences (IPBSS), International
Journal of Management, Finance and Accounting (IJOMFA), International Journal
of Creative Multimedia (IJCM) and Journal of Science and Social Science (JSSS).
These are MMU's first seven international journals since it's inception in 1997. It
is heart-warming to see some journals have had their very first publications in
the same year.

This year in 2020, MMU Press embarks on publishing other forms of publications
and eRICES is among the first. These four eRices Publications showcase
research, ICT, multimedia, entrepreneurship and social innovation projects. They
showcase researchers' innovative and creative ideas, expertise and their use of
technology to provide solutions to address, among others, social, health and
wellbeing, economic, educational, environmental and industrial challenges as
well as propagate technological developments.

THANK YOU to the Chief Editors, the Reviewers and the Editorial / Design Team.

Assoc Prof Dr Madhubala A/P Bava Harji
Director MMU University Press
Multimedia University

Research, Innovation, Commercialization, Entrepreneurship Showcase (RICES)

Assalamualaikum warahmatullahi wabarakatuh and very good day!

Research, Innovation, Commercialization, Entrepreneurship Showcase (RICES) is an annual event organized by MMU that showcases research projects, innovations, commercialisations and entrepreneurship. Driving Digital Innovation is the tagline selected this year to highlight the importance of having the right tools, technologies and strategies for a digitally transformed organization, community and nation. This year we organised it on 7 November 2019. A total of 167 research projects, 25 start-ups, spin offs and ventures, 26 research centres and 7 research institutes participated in the showcase.

Apart from the exhibitions, we had pitching sessions as well as talks by representatives from the industry.

Both local and international judges who evaluated the showcases had used the judging criteria which is similar to criteria that are set for international exhibitions, such as International Conference and Exposition on Inventions by Institutions of Higher Learning (PECIPTA) and International Invention, Innovation & Technology Exhibition (ITEX).

I would like to take this opportunity to thank the organising committee and everyone who had directly or indirectly attributed to the success of RICES 2019.

Ts. Dr. Junaidi Abdullah
Director of RICES 2019
Deputy Director, Research Management Centre
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SOCIAL SCIENCE

A Framework for a Youth Knowledge Workers' Talent and Career Path Management Portal for Malaysia

DR. YVONNE LEE, MS. HAZRINA JOHARI, CHUAH CHENG ZHI (FACULTY OF MANAGEMENT, MMU) & LAU CHAO CHIANG

Introduction

Background

- The Graduate Tracer Study (Ministry of Higher Education Malaysia, 2018a) - employability rate of graduates with their first degree - 73.73% (2017), and for diploma graduates – 82.54% (2017).
- The number of unemployed graduates in 2017: 21,815 graduates from public universities, and 14,104 graduates from private universities.
- Total **cost of education expenditure** of the unemployed graduates, **inclusive of tuition fees and cost of living** incur a total of **RM245.4 million (public university graduates)** and **RM1.1billion** (private university graduates) in 2017.

Problem Statement

- Higher education qualifications do not seem to translate to better career prospects and lead to underemployment, or worse - unemployment in Malaysia. A significant percentage of Malaysian youths are jobless, work in jobs that pay lower-than-expected salaries, or jobs that require lower qualification than they possessed.
- Government – initiatives in skills upgrading, but youth unemployment persisted (Daud, Abidin, Sapuan, & Rajadurai, 2011; Gibbs, Steel, & Kuiper, 2011; Omar, Manaf, Mohd, Kassim, & Aziz, 2012)
- Youths are unable to capture the promise and advantages of the digital economy.

Research Questions

1. Is Knowledge a significant factor that determines Malaysian graduates' employability?
2. Is Skills a significant factor that determines Malaysian graduates' employability?
3. Is Attitude a significant factor that determines Malaysian graduates' employability?
4. Is Personality a significant factor that determines Malaysian graduates' employability?

Literature Review

- Employability skills are defined as "basic skills necessary for getting, keeping, and doing well in a job" (Robinson, 2000).
- Skills and attributes that are considered vital to the employability of Malaysian graduates are command of the English Language, 'soft skills' such as communication, analytical thinking skills, problem solving skills, interpersonal skills; technical skills (Asmaak, Shafie & Nayan, 2010; Chhinzer & Russo, 2018; Ismail, 2011; James, Nabeel, Conaty, Joseph, & To, 1989; Lim, 2014; Omar et al., 2012; Singh & Singh, 2008).
- Four dimensions of a graduates' employability attributes are Knowledge (comprising of both tacit and explicit knowledge (Nonaka, 1994)), Skills, Abilities, and Personality (KSAP) (Daud et al., 2011).
- From the perspective of the employers, professional maturity, soft skills, problem solving skills, willingness to engage in continuous learning, and subject-specific knowledge are vital (Chhinzer & Russo, 2018). The rapid pace of technological change means that technical knowledge needs to be continuously updated through a continuous learning process to enhance employability (Osmani et al., 2015).
- Enhanced collaboration between institutions of higher learning (IHLs) and the industry has been advocated to ensure relevance between university curriculum and employer needs, based on the Alliance Theory (Daud et al., 2011; Gibbs et al., 2011; Omar et al., 2012).

Methodology

- Questionnaire survey of final year students and fresh graduates and
- Qualitative interview of employers.
- Reliability analysis, Principal Component Analysis (PCA), and Logistic Regression.

Data Analysis

58% of the respondents are female

75% of the respondents are from the Arts and Social Sciences

Discussion and Conclusion

- Quantitative Survey (138 students) and Qualitative Interview (two employers), graduates perceive that **Knowledge** and **Ability** as the top two most important indicators of employability.
- **Explicit Knowledge** - lower importance than **Tacit Knowledge** (survey on students).but is still viewed as vital by **employers** (employers' interview).
- **Employers** – the unassailable importance of **soft skills** in today's challenging business environment, but also – it is the employees' responsibility to upgrade themselves in terms of soft skills. Companies still put it upon themselves to ensure that their employees have the requisite hard skills such as product knowledge to carry out their jobs.
- **Employees** ought to reciprocate by ensuring that they **fully utilize training opportunities** to gain the required knowledge to do their best for their company.
- Survey on students – **Intellectual Abilities** and **Psychosocial Abilities** are also ranked highly in terms of important skills for graduates. However, employers' sentiments are that creativity and innovative skills are vital.
- **Job search combined with skills evaluation** (based on potential employers' job skills requirement) **and upgrading portal** (through Massive and Open Online Courses (MOOCs)) – needed for graduate – to find out, and address skills and knowledge gaps in order to improve employability of fresh graduates.
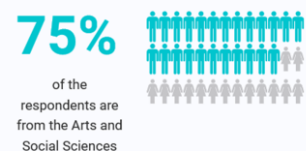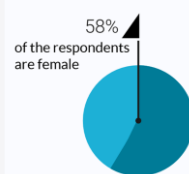
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![MMU Multimedia University logo]

An Employee Retention Framework with Workplace Spirituality for job-hopping prevention amongst the Gen Y.

RESEARCH PROBLEM:

The workforce does not remain the same, they are subject to changes such as **aging, growth and development**. The workers is to be replaced by the younger workforce Millennials, also knowns as Generation Y. Despite that, organizations are **facing high turnover rate** from this generation, regardless they must be recruited, trained and then replaced. This effort is costing the organizations billions of dollars daily. Besides that, **retaining the skilled employees** is needed in order for the organization to survive and be competitive in the business environment that is forever competitive and evolving.

OBJECTIVE OF THE STUDY:

1. To determine the relationship that Workplace Spirituality has on individual outcomes such as Organizational Commitment and the Retention of the Generation Y employees.
2. To investigate the relationship of Organizational Commitment has on the Retention of the Generation Y employee.
3. To determine which type of commitment have a positive relationship with retaining the Generation Y employees.

RESEARCH HYPOTHESIS:

H 1 : There is a significant relationship between Workplace Spirituality with affective commitment.
H 2 : There is a significant relationship between Workplace Spirituality with continuance commitment.
H 3 : There is a significant relationship between Workplace Spirituality with normative commitment.
H 4 : There is a significant relationship between Organization Commitment with Intent to Quit

RESEARCH SAMPLE:

- This study is focused on the **Generation Y group of employees**, who are working in private organizations.
- A total of 200 sets of printed questionnaires were distributed and a total of **150 responses** returned.

RESULTS AND FINDINGS:

H1: Workplace Spirituality dimension **meaningful work (MW)**, will experience an increase of **57.9%** growth in their **affective commitment.**

H2: Workplace Spirituality dimension **sense of community (SOC)** has a significant and positive effect on the Generation Y employees' continuance commitment. there will be an increase of **56.8%** growth in their feeling of **continuance commitment**.

H3: Workplace Spirituality dimension of practice of **alignment with the organization value (AOV)**, feels a growth of **66.18%** within the **normative commitment** sense of feeling that they have chosen to work in the correct organization.

H4: The Organization Commitment has significant influence over the intent to quit of the employees.

Pearson coefficient R					R2				
H1	Affective	Continuance	Normative		**H1**	Affective	Continuance	Normative	
MW	0.794			Highly Significant	MW	0.632			Accepted
SOC	0.872			Highly Significant	SOC	0.579			Accepted
COV	0.144			No Significant	COV	0.022			Not Accepted
H2					**H2**				
MW		0.763		Highly Significant	MW		0.581		Accepted
SOC		0.753		Highly Significant	SOC		0.568		Accepted
COV		0.186		No Significant	COV		0.036		Not Accepted
H3					**H3**				
MW			0.813	Highly Significant	MW			0.661	Accepted
SOC			0.815	Highly Significant	SOC			0.613	Accepted
COV			0.194	No Significant	COV			0.089	Not Accepted
H4	0.774			Highly Significant	**H4**	0.545			Accepted
ITQ		0.655		Highly Significant	ITQ		0.568		Accepted
			0.154	No Significant				0.024	Not Accepted

CONTRIBUTION of STUDY:

Results of the study
1) can assist with the development of more effective retention strategies for Generation Y employees.
2) to propose an improved employee retention framework that may be used by business leaders and human resource practitioners which can have an impact on the organizational environment.

CONFERENCE AND PUBLICATION:

Year 2017
1) Vincent Oh Kim Seng, David Yong Gun Fie, Abdullah Sarwar, Low Jing Hong, Junainah Mohd Mahdee & Gowrie Vinayan (2017*). Workplace Spirituality in enhancing Organization Commitment that leads to improvement in Employee Retention of Generation Y.* In: Proceedings of the 30th International Business Information Management Association Conference (IBIMA), 8 – 9 November, 2017, Madrid, Spain. [Indexed in ISI & SCOPUS].
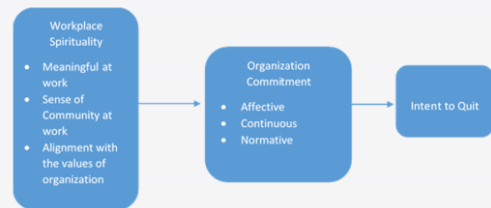**Year 2018**
1) Vincent Oh Kim Seng, David Yong Gun Fie, Abdullah Sarwar, Low Jing Hong, Junainah Mohd Mahdee & Gowrie Vinayan (2018). *Workplace Spirituality practices effects on Organizational Commitment in lowering the turnover intention among the Generation Y employees*. Paper presented at the Melbourne International Business and Social Science Research Conference (MIBSRC), 2018, 27-28 October 2018, Melbourne, Australia [SCOPUS Indexed].
2) Vincent Oh Kim Seng, David Yong Gun Fie, Abdullah Sarwar, Low Jing Hong & Gowrie Vinayan (2018). *Does Workplace Spirituality Decrease the Intention to Job Hop among the Generation Y Employees?* In: Proceedings of the 32nd International Business Information Management Association Conference (pp. 5769-5775), 15-16 Nov, 2017 Seville, Spain [ISI & SCOPUS Indexed].
3) Vincent Oh Kim Seng, David Yong Gun Fie, Abdullah Sarwar, Low Jing Hong & Gowrie Vinayan (2018). *The effects of Workplace Spirituality towards Organizational Commitment: The study on the workforce of the future in Malaysia.*

UNDERLYING THEORY:

The theory on **Workplace Spirituality** is based on the design by **Rego and Cunha (2008).** The design of the questions covers the Workplace spirituality selected dimension, namely the Meaningful Work, Sense of Community and Alignment with Organizational Values.

The theory used in the **Organization Commitment** is based on the study by **Allen and Mayer (1990).** The study looks into the three-dimensional models of organizational commitment, namely the affective, continuance and normative commitment.

RESEARCH FRAMEWORK:

![Research framework diagram: Workplace Spirituality (Meaningful at work, Sense of Community at work, Alignment with the values of organization) → Organization Commitment (Affective, Continuous, Normative) → Intent to Quit]

RESEARCH METHADOLOGY:

The usage of the **questionnaire** is the instrument used to collect the data necessary for this study. The questions used are based on the **existing and established models** that are being modified to suit the study.

The data collected is being analyzed using the **SPSS** to determine the standard descriptive statistics. The **standard descriptive statistics** such as the standard deviation, mean and frequency distribution. Besides that, the data will undergo the **Pearson correlation analysis** and the results obtained will be used to test the hypotheses.

DISCUSSION:

There a significantly weak relationship between the workplace spirituality dimension of organizational values with the three approaches of organizational commitment.
The rationale for the weak relationship - Generation Y employees does not put importance on the aspect of organizational values as this generation of employees possessed better opportunities and luxuries when compared to the previous generation of employees. Thus making the alignment of organization values as least importance.
Despite the weak relationship, the other dimensions relationship are still within the outcome of the study. The working environment where the Generation Y employees that experience Meaningful Work and working as a team enable the Generation Y employees to outperform and to realize their full potential thus resulting in the organization increase in overall performance. With that, the practice of spirituality within an organization contributes to the enhance and increase work quality resulting in lower absenteeism and ultimately reducing the rate of turnover.

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Analysing The Level Of Readiness of Mosque Cooperativeness Sector In Facing The Digital Economy

Haniza Hashim, Dr. Abdullah Sallehhuddin Abdullah Salim, Md Shukor Masuod, Mohd Ariff Mustafa, Siti Nurul Huda Mohd and Hazlaili Hashim

Introduction

- The Government launched the National Policy on Industry 4.0, known as Industry4WRD on October 2019 to assist the private sector towards digital transformation to embrace Industry 4.0 in a systematic way. Digital Economy projection and IR 4.0 are expected to change the current business model and give impact to the mosque cooperativeness.

Objective of the study

- To study the level of readiness of the mosque cooperativeness sector in facing the Digital Economy.

Organization Innovations

Product Innovations

Social Innovations

Level of Readiness of Mosque Cooperativeness Sector in Facing Digital Economy

Problem Statement

- Mosque cooperativeness sector face problems in terms of skills and technology usage especially information communication technology (ICT) among Board of Directors of Mosque and management.

Research Methodology

Interview and focus group

Analysis using Atlas.Ti

Significance of Project to Muslim Community

- Incorporating digital economy elements in designing business model canvas for mosque cooperativeness sector.

- Offering Mosque Cooperativeness as an elective subject or university subject at Masji Al-Irsyad, MMU Melaka and Masjid Al-Hidayah, MMU Cyberjaya.

Koperasi Masjid Al Alami

Koperasi Kariah Masjid Bandar Bukit Puchong

Samples

Koperasi Kariah Masjid Al Falah USJ9

Koperasi Kariah Masjid Hasanah

Moving Forward

Conference : 2020

Identify Mosque Co-operatives

SCOPUS Journal 2020

Generate training and workshop

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4

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Championing Islamic Social Entrepreneurship: MMU Blue Ocean

By Dr. Noor Ashikin Mohd Rom and Nurbani Md. Hassan

Objectives of Islamic Social Entrepreneurship

- Put ethical considerations and community interest above everything else
- Combating intergenerational poverty
- Self reliance, self employment
- Job creation
- Acceleration of economic mobility
- Equitable economic development

Problem Statement

- Skills gap exists due to lack of collaboration between practitioners and academics
- Insufficient guidelines
- Lacking of general business acumen
- Lack of policy structure
- Lack of skills such as impact measurement
- Reducing the quality
- Lack of support to grow
- Lack of Issue identification
- Islamic Social Enterprise to be investment ready

Aims of the Study

- To explore social entrepreneurs' success model
- Example: Clinical Garbage Insurance

Success Model

Financial Value Creation
- Evaluating social entrepreneurs' social value creation

- Citizens to create effective social entrepreneurship initiatives process and support social change

Innovative Islamic Social Entrepreneur Framework

Research Methodology

Qualitative method	Exploration and explanation case study	Observation and interview	
Purposive sampling	Sample size: 5 social entrepreneurs		
1st stage	Issue identification	Impact measurement and management	Business model evaluation of social entrepreneurs
2nd stage	Mapping the findings with the strategic actions	Formulate innovative Islamic Social Entrepreneur Framework	

Contribution of Research

- Proposed framework for MMU stakeholders, lembaga zakat and citizens
- Creating goods and services to fulfil social needs

Ready Social Entrepreneur Framework according to *Shariah* compliance

To fill the gap of social deficiency

Own job creation for MMU students

Fard-al-Kifayah and *Jihad*

- To inculcate societies' independency to generate income

Crafting self-reliance *ummah* Value creation

PEMELIHARAAN AGAMA (حفظ الدين)

PEMELIHARAAN JIWA (حفظ النفس)

PEMELIHARAAN AKAL (حفظ العقل)

PEMELIHARAAN KETURUNAN (حفظ النسل)

PEMELIHARAAN HARTA (حفظ المال)

Maqasid Shariah

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Social Micro Franchising – Nura Food Innovation Enterprise (Malaysia)

■ Nurbani Md. Hassan is a Founder and Micro-franchisor for premix traditional delicacies.

■ Low start-up cost, concepts and operations are easily replicated.

■ Franchising method for low income people (B40) to achieve socially beneficial ends.

■ Enabling people to lift them out from the cycle of poverty by running their own business.

■ Simple steps to run and manage their own business and subsequently generate income.

■ Creating job opportunities.

Types of Social Entrepreneurship:

• Community Project - A community project is a relatively small-scale effort to address an issue within a specific community.
• Non-profit Organization - A privately incorporated groups with a charitable purpose of not profiting from the activities they carry.
• Co-operative (Co-op) - An autonomous association of persons united voluntarily to meet their common economic, social and cultural needs and aspirations through a jointly-owned enterprise".
• Social Enterprise - An organization that applies commercial strategies to maximize improvements in financial, social and environmental.
• Social Purpose Business - An entrepreneurial principles to organize, mobilize and manage a for-profit business that has a social mission at its core and the goals of creating both economic and social value.

Medical / Insurance Social Entrepreneur - Gamal Albinsaid (Indonesia)

■ Garbage Clinical Insurance (GIC) is a health insurance program which uses garbage as financial program.

■ GIC takes its premium in the form of trash that its members collect. Every member must only collect organic or inorganic trash for 1 week until it reaches a premium value of 10 thousand Rupiah.

■ Insurance that's available to GIC members is a primary insurance which includes main medical care, diagnosis, laboratory check-up and medication at the clinic.

■ Cover major illnesses such high blood pressure, diabetes, infections, even heart conditions and mental disorders.

■ GIC is supported by professional doctors and nurses who have also taken part in developing counselling programs, health promotion campaigns, and even prevention and rehabilitation programs as part of a holistic healthcare program.

■ One of which includes telemedicine whereby they provide health counselling through the phone.

Islamic Social Entrepreneurship Framework

Social value creation (*Fardhu Kifayah*)	• increase the economy growth for nation • eradicate poverty communities • to build up the good relationship between entrepreneurs and society
Effective social entrepreneurship (*Jihad* Economy)	• develop a range of products and services with low prices but quality
Support social change (Welfare / Charity)	• help to reduce the social problems among society
Suitable model (Justice and balance)	• business that is significantly influenced by entrepreneur's society's motives instead of being purely economically driven
Ethical Value (based on *Maqasid Shariah*)	• preserve religion, life, intellectual, lineage, and property) in to the real practices in order to achieve *al-Falah*

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RICES 2019
RESEARCH INNOVATION COMMERCIALISATION & ENTREPRENEURSHIP SHOWCASE

Commuters' Acceptance of Mobile Payment System in the Public Transportation of a Smart City

ABSTRACT

This study identifies key factors affecting commuters' acceptance of mobile payment system in the public transportation system of a smart city. This research was conducted based on 300 quantitative survey data collected from public transport commuters in Malaysia. This research was carried out in Klang Valley from 1 November 2018- 30 March 2019.

OBJECTIVES

A novel mobile payment acceptance model was developed, tested and validated.

VALUE ADDED

➤ This research is the pioneer research in Malaysia with constructive recommendations to enhance the effectiveness of mobile payment system in public transport.

COMMERCIALISATION POTENTIAL

➤ Contributes to the enhancement of the payment system in Malaysian public transportation system.

VALIDATION

Face Validation → Convergent and Discriminant Validation → Construct Validation → Result publication

MOBILE PAYMENT MODEL

INTENTION TO RECOMMEND MODEL

MODEL COMPARISON
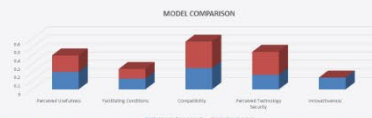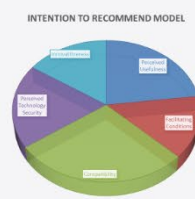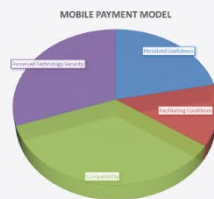
RECOGNITION

➤ 1 conference publication.

ACKNOWLEDGEMENTS

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RICES
RESEARCH INNOVATION COMMERCIALISATION & ENTREPRENEURSHIP SHOWCASE

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C.P.T.E.D. A FRAMEWORK FOR SUSTAINABLE RESIDENTIAL DEVELOPMENT

Wee-Lim Hew, Siok-Hwa Lau, Guan-Gan Goh, and Boon-Yee Low

CRIME AND PROPERTY MARKET

Affordable housing projects have been avoided for crime-stigmatisation

As of 2018, 73% of overhung residential units are affordable units

Developers will not initiate new projects until present projects have takers

OBJECTIVES AND METHODOLOGY

OBJECTIVE: To identify sustainable practices by well-performing housing developers through the CPTED Framework

- Preliminary study by interviewing residents in crime-prone communities
- Interview with developers to identify problems with running business
- Observation at project sites of successful developers to identify best development practices

CAUSES: PRIORITIES MISMATCH

Homebuyer Concerns
The need for a safe and carefree living environment

Developer Concerns
The need to reduce operational costs, offset opportunity costs, and maximise returns

Preliminary interview with residents:
- Many have experienced victimisation
- Intention to move out if Crime escalates
- Will not sacrifice safety for cheaper homes

Interview with developers:
- Rising cost of building materials
- Government regulations
- Land acquisition
- Homebuyer behaviours
- Difficulty in offering crime-proofed Housing owing to balancing costs

SUMMARY OF FINDINGS

Crime Prevention Through Environmental Design (CPTED)

Observations found that successful projects are often by eco-housing developers (who have indirectly employed CPTED practices)

- Target Hardening
- Defensible Space
- Surveillance
- **CPTED**
- Activity Support
- Image and Maintenance
- Access Control

DEFENSIBLE SPACE
Hills, forests, waterways, structural plants serve as natural barriers against unwanted visitors

IMAGE AND MAINTENANCE
Clustered homes costs less, and its spaces are easier to maintain

SURVEILLANCE
Houses face a communal area, in full view of others, enabling residents to keep watch on one another.

IMAGE AND MAINTENANCE
Extensively landscaped public spaces with less dense, low maintenance, moderately-sized plants

ACTIVITY SUPPORT
Green lung serves as a place for residents to congregate. Vibrant resident life discourages criminals from entering

ACCESS CONTROL
ONE WAY ONLY
Minimal points of entry and exit to the neighbourhood serving as "choke points"

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CRAFTING A FIT-TO-ALL WAQF MODEL FOR HIGHER LEARNING INSTITUTIONS AND ASCERTAINING THE REQUIRED SUCCESS FACTORS (FRDGS PROJECT)

1. Members

a. Dr Solarin Sakiru Adebola (PL)
b. Mr. Md Shukor Masuod
c. Mr. Mohd Ariff Mustafa
d. Dr. Yuen Yee Yen
e. Dr. Mohammad Tariqul Islam Khan

2. Problem Statement

The funding for higher education has been declining in recent times, which have financially affected the universities and also limited the funding available to students to pursue their studies. The Ministry of Higher Education's total allocation for 2017 year went down to RM12.13 billion from RM13.38 billion for 2016 (The Malay Mail Online, 2017). Consequently several public universities have increased the fees they charge students

The situation is not limited to the public universities as many private universities have increased the fees that they charge students. The government has reduced the amount of student loan it used to give out to students in public and private institutions, by 5% and 15% respectively. The message from the foregoing developments is that there is a need for the introduction of alternative sources of revenue to the university communities, especially to the students. One way to provide alternative source of revenue is through the institution of Waqf (Abd razak et al. 2016). Waqf model has been used to fund education projects of several countries (Ibrahim, 2014). However, it is observed that Waqf is only present in few universities in Malaysia, which is designed in an adhoc and nonstandardised arrangement. Consequently, only limited money has been collected in the universities through Waqf in the Malaysian universities. Moreover, a cursory look at the literature shows that there is dearth of papers on Waqf for education in Malaysia especially fit-to-all model that is applicable to all institutions in Malaysia. It is also observed that studies on the critical success criteria in managing education Waqf funds are not available.

3. Objectives of the study

a. Identifying the problems in Waqf of the higher education sector

b. Crafting a fit-to-all WAQF model that is applicable for the higher education sector.

4. Methodology of the study

This study will employ interview and distribution of survey. The interview aims to gather the perspective of Islamic finance experts and administrators of Waqf towards the appropriate model Waqf model that will be relevant for the higher education sector.

5. Framework of the study

Figure 1: Tentative Framework
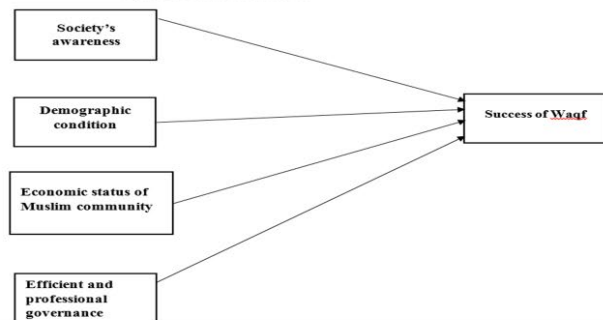
6. Ouptut

Solarin et al. (2020) Crafting a fit-to-all Waqf model for higher learning institutions and ascertaining the required success factors (Paper in press)

7. References

Abdul Razak, D., Che Embi, N. A., Salleh, M. C. M., & Fakhrunnas, F. (2016). A study on sources of waqf funds for higher education in selected countries. *Adam Academy Journal of Social Sciences/Adam Akademi Sosyal Bilimler Dergisi*, 6(1). 113-128

The Malay Mail Online (2017). Budget 2017: Public universities suffer almost 20pc spending cut. Available at http://www.themalaymailonline.com/malaysia/article/budget-2017-public-universities-suffer-almost-20pc-spending-cut

Customer Journey Maps of Muslim Young Agropreneurs

Background

The agricultural sector is important to the Malaysian economy, contributing approximately 9.2 percent to the Gross Domestic Product (GDP), with an average value of more than RM22 billion from 2010 until 2016. Agricultural-related entrepreneurship (agropreneurship) provides opportunities for 2.7 million people to be uplifted to middle-class society. In Budget 2017, RM100 million was set aside for the Young Agropreneur Programme to help increase the income and living standards of Malaysian via agropreneurship activities. However, the current agropreneurship participation rate among Malaysian youth is still very low at only 15 percent.

Figure 1: MARDI Young Agropreneur Progamme Standard Operating Procedure (SOP)
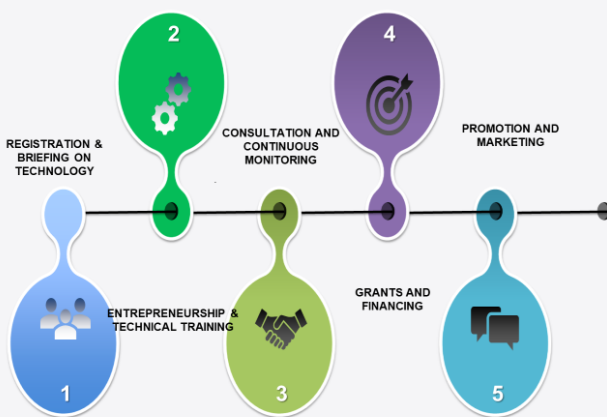
Research Objective

- To investigate the customer journey experience of Muslim Young Agropreneurs under Malaysian Agricultural Research and Development Institute (MARDI).

Research Method

- Qualitative method
- Grant recipients from MARDI
- Age 18-40 years old
- Different regions in Malaysia

Table 1: Number of Interview Respondents

Region	Number
Sabah/Sarawak	4
Northern	3
East Coast	5
Southern	Ongoing
Central	Ongoing

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Developing a Framework for Patients' Choice of Private Dental Care Service in Malaysia
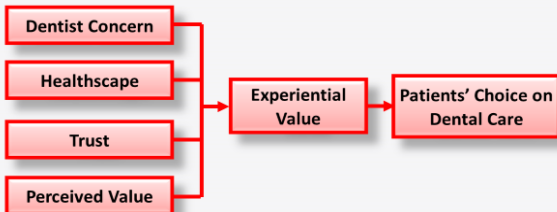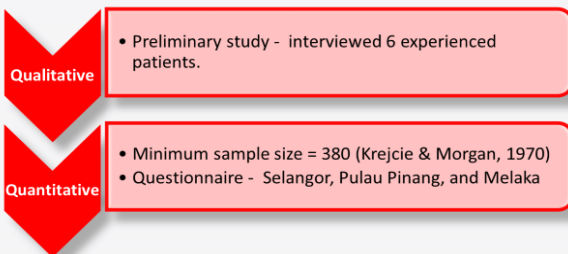
Abstract

- 10.8% considered their oral health poor and had pain related to teeth and gums (MOH,2011).
- Ministry of Health Malaysia (2016) stated that nine in 10 Malaysian adults have experienced periodontal disease and dental caries.
- 7% of adults in Malaysia had lost all their natural teeth and about 30% of Malaysian adults were found to have oral health problems (Bernama, 2016).
- The objective of this study is to examine the factors influencing patients' choice of private dental care service in Malaysia.
- This study is expected to develop a framework that can work holistically to improve the health system delivery to enhance efficiency and effectiveness which will then increase patient's choice of visiting the private dental clinic.

Research Framework

- Dentist Concern
- Healthscape
- Trust
- Perceived Value

→ Experiential Value → Patients' Choice on Dental Care

Methodology

Qualitative
- Preliminary study - interviewed 6 experienced patients.

Quantitative
- Minimum sample size = 380 (Krejcie & Morgan, 1970)
- Questionnaire - Selangor, Pulau Pinang, and Melaka

Researchers

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Assoc. Prof. Dr. Tan Cheng Ling
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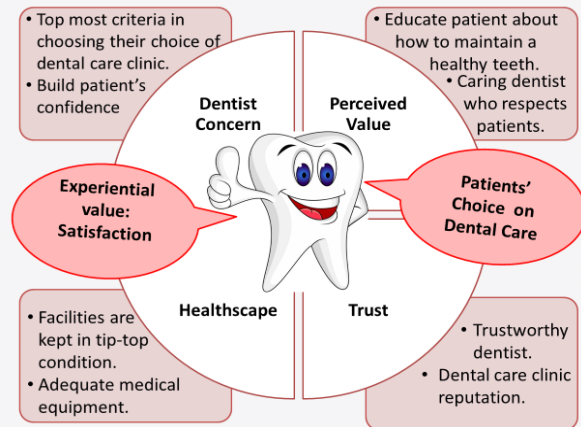Faculty of Business,
Multimedia University,
75450 Melaka.

Lim Kah Boon
Faculty of Business,
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Data Analysis

Quirkos   IBM SPSS   Smart PLS

Findings

- Top most criteria in choosing their choice of dental care clinic.
- Build patient's confidence

Dentist Concern

- Educate patient about how to maintain a healthy teeth.
- Caring dentist who respects patients.

Perceived Value

Experiential value: Satisfaction

Patients' Choice on Dental Care

- Facilities are kept in tip-top condition.
- Adequate medical equipment.

Healthscape

Trust

- Trustworthy dentist.
- Dental care clinic reputation.

Novel theories/New findings/Knowledge

- This research is to develop a theoretical generalization on the Expected Utility Theory (EUT). EUT explains how one make a risky choices involving monetary outcomes, but it is also used to explain how one make risky choices involving health outcomes such as clinical decision analysis.
- Filling the current gaps in the research by incorporating the mediation effect of experiential value on the relationship between the influencing factors and the patients' choice in the private dental care in Malaysia.
- Bridges the academic discipline by incorporating the government thrust that emphasizes the research collaboration effort among industry, institutions and government.

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- Oral Health Division, Ministry of Health Malaysia. Dental Health Report, 2011, Malaysia: Malaysia Ministry of Health.

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DEVELOPING AN ACCOUNTABILITY DISCLOSURE INDEX FOR ISLAMIC-BASED FEDERAL PUBLIC AGENCIES IN MALAYSIA

Norzarina Md Yatim, Dr Abdullah Sallehhuddin Abdullah Salim, Dr Ruzanna Abd Razak,
Dr Abby Ashraff Saprudin, Zakiah Manjanib, Mohd Khairul Izwan Mustafa

INTRODUCTION

The 2019 Budget Speech aims to ensure full disclosure of debts and liabilities, as well as value of assets by adopting accrual basis by 2021 in order to strengthen the fiscal administration. Among the initiatives taken is introducing Strategic Reform Initiative (SRI): Public Finance Reform in New Economic Model (NEM). However, there is a trust-deficit with regard to public services in general and the disclosure of financial information of public services in particular. Therefore, more efforts are needed to improve the disclosure of financial information. With close relatedness of Islamic-based Federal Agencies with delivery of public services, the ascertainment of its disclosure should go beyond the existing identified determinants.

PROBLEM STATEMENT

In Malaysia, as elsewhere, there has been an increased public interest in government transparency, particularly concerning performance and service delivery of public entities such as ministries, government departments, agencies, local authorities and government linked-companies. The public has continued to demand the best standard of services and greater transparency. Islamic-based Federal Agencies are one of the government agencies that have received significant attention from the public. A number of negative cases cases about Islamic-based Federal Agencies were reported in the local media, such as embezzlement of public funds and misconduct inquiries.

RESEARCH OBJECTIVES

(1) to develop an ADI for Islamic-based Federal Agencies;
(2) to measure the ADI of Islamic-based Federal Agencies; and
(3) to evaluate the influence of gender in board composition to ADI of Islamic-based Federal Agencies

RESEARCH METHODOLOGY

1PP/PA3.1

15 Islamic-based Federal Agencies in Malaysia

MOVING FORWARD

1) Potential accountability index workshop with accounting and non-accounting personnel at Islamic-based Federal Agencies
2) Potential accountability index workshop with accounting and non-accounting personnel at other public agencies
3) Potential seminar on managing stakeholders on gender issues at public agencies

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EDUCATING GEN-Z: DEVELOPING A TEACHING & LEARNING ECOSYSTEM IN A 21st CENTURY LEARNING

Abstract

Generation Z (Gen Z) who were born in the 1990's and raised in the 2000s are exposed with the web, internet, smart phones, laptops, freely available networks and digital media (Tulgan & Rain maker Inc.,2013). Gen Z students in universities are generation where they demand for more fun and interactive environment in the teaching and learning process. Therefore, educators and academic sectors alike need to give more attention in designing and delivering instruction that will suit student's personality. With suitable teaching and learning ecosystem in the classroom, it is believed that all components that involved in this process can interact and work together. The ecosystem will ensure educating this generation will be more holistic whilst enabling the learning-centered approach to be used effectively.

There are 3 problem statements that this paper intends to highlight :
1) Characteristics and attitude of Gen Z when it comes to attention and focus.
2) Gen Z facing common problems which is understanding and memorizing and it will lead to skip classes issues.
3) Students' acceptance of the blended learning and activities conducted in class.

Problems stated will be solved by **RICES**. RICES's concept is used to develop the teaching-learning ecosystem.

Method

R I C E S

Relationship and role : Students' satisfaction lead from student and lecturer interaction. Subsequently, with a strong bond between lecturers and students, students will accept any blended learning or activities that is introduced to them, Fredrickson (2012).

Introduction : Successful introduction of activities comes with a few steps which includes defining the activities, explaining the aim, explaining the benefits, where, when and how it will be used, Arthur (2003).

Communication : Educators must be unique in their performance, which includes the subject they teach, their knowledge and personality.

Educate : It is important to stress the purpose of an activity and outline the steps for development and evaluation while guiding students through the process, (Twenge, 2013).

Structure : Teachers in today's classroom must not only be prepared to use technology, they must also know how and when to use (and not use) technology-supported student learning.

Approach

F I S H

Feedback : Educators need to be open for receiving feedback and giving feedback.

Interest : Not only students, educators need to show their interest by showing their effort in all the activities and task given to students.

Support : Continuous support can develop positive behavior toward the subjects and class.

Honor : Educators need to honor every success and failure of their students. It will give positive impact and the class's ecosystem will be stronger.

Impact

Soft skill.

Out of the box thinking.

Understanding the subject.

Positive attitude

DEVELOPING A TEACHING & LEARNING ECOSYSTEM IN A 21st CENTURY LEARNING

Teaching Evaluation
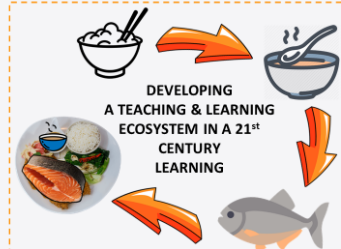
Teaching Evaluation Score
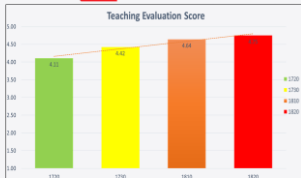
Academic Impact

Average marks

Students attendance

Failure rate

Pictures

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TITLE: ENHANCING ISLAMIC JOURNALISTIC ETHICAL CONDUCT THROUGH PRESS COUNCIL

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Introduction & Problem Statement

It should be noted that the backbone of a Press Council is its journalistic ethical code. According to Safar Hashim and Murad Merican (2002) and Mc Quill (2000) the Code of ethics is a set of principles of professional conducts, adopted and controlled by the press itself.

Even though it is noticeable that there are many Code of Ethics exist in Malaysia, but there is no single codification and enforcement of the Code since there is no dedicated regulatory body over the Press is established, **which in Malaysia case**; a Press Council. Even so, the existing code that existed independently, formulated by separate Journalist unions in Malaysia seems to **give more emphasis on western interpretation of the journalistic code of conduct**.

This lead to a serious neglect of Islamic norms of journalism, despite Malaysia, is a Muslim country. Thus, it is a huge disappointment where **despite many scholarships and interpretations of Islamic media values are available, none of them critically emphasizes on the aspect of unification and execution of such Code of Ethics of Islamic journalism through a dedicated regulatory structure, such as, a Press Council.**

Thus, Islamic journalisms, remains a theory with no clear indication to be enforced as a dedicated code of ethics for the press fraternities.

Research Objectives

➢ To create awareness of the increasingly neglected values of Islamic journalism ethical code of conduct.
➢ To evaluate the perception among the press practitioners on Islamic journalism ethical code, and its implementation.
➢ To **outline** features of a Muslim compliant ethical code of conduct among journalist that is suitable with Malaysian democratic environment and a moderate Muslim country.
➢ To prove that western media values and Islamic press norms are basically compatible.
➢ To raise the standard and dignity of Malaysian journalism by observing Islamic press norms and values.
➢ To prove that a press regulatory body such as a Press Council is needed in Malaysia, and it would be a good enforcement agent to implement such Islamic-compliant journalistic ethical code of conduct.

Methodology

➢ This project adopts qualitative methods as it provides a better insight into the essence of the Islamic ethical code of conduct.
➢ For this purpose, semi-structured interviews will be conducted with selected journalist and scholars for the purpose of getting their **perspectives on the need of an** Islamic compliant press ethical code, as well the need to establish a Press Council.
➢ **In addition**, this project will largely employ the doctrinal-based approach in collecting research data.
➢ The library-based research will be carried out extensively as part of finding relevant primary sources; such as case laws, legal provisions, Quranic text, hadith and such. In addition to that, we will also conduct data collection on secondary sources by using library-based and online research.

Outcomes, Findings and Recommendations

Generally, the West concept of freedom of press and expression is a human right granted by law, while in Islam, freedom of Press and Expression is granted by Allah S.W.T. Thus Islam forbade absolute limitation to be imposed against Freedom of press and expression even though it is allowed like in the West. **Despite differences in interpreting Freedom of Speech, Press and Expression between the West and Islam, they are basically embodied in same universal norms.** For instance, the western press ethics **emphasizes on** Honesty, Empathy, Internationalism, Clause of conscience, Discrimination, Security, Privilege, Loyalty, Violence and Conflicts, Copyright, Decency, Completeness, Avoiding Moonlighting and Scientific Journalism.

This is consistent with the ethical limitations under the Quran, for example; Avoid the publishing of evil (Al-Quran 4:101), Ascertain the truth before talking (Al-Quran 49:6), No concealment of evidence (Al-Quran 2:283), No concealment of the truth (Al-Quran 2:42), Avoiding abuse of anyone (Al-Quran 6:108), True speaking (Al-Quran 33:70) and Fair speaking (Al-Quran 2:83). Thus to have a Shariah compliant Code of Ethics in Malaysia is possible.

In a modern Islamic context, the *Cairo Declaration of Human Rights* defines free speech as to freely express one's opinion freely in a manner that does not contradict the Shariah principles i.e. prohibition of free speech that undermines moral and ethical values, corrupts society, weakens faith etc. There is also a need to establish a dedicated regulatory body in order to enforce a Shariah-Compliant Code of Ethics. It may be enforced by a Press Council.

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Entrepreneurship Intention among Students in Multimedia University

Entrepreneurship is the activity to develop value by combining a unique package of resources to take advantage of opportunity (Ali *et al.,* 2015).

Entrepreneur is an individual who decides to set up a business and is willing to take a financial risk (Ali *et al.,* 2015).

Entrepreneurship intention is based on attitude, subjective norms, and perceived behavioural control (Ajzen, 2002).

Attitude is the personal evaluation of an object, people, or events (Robbins & Judge, 2017).
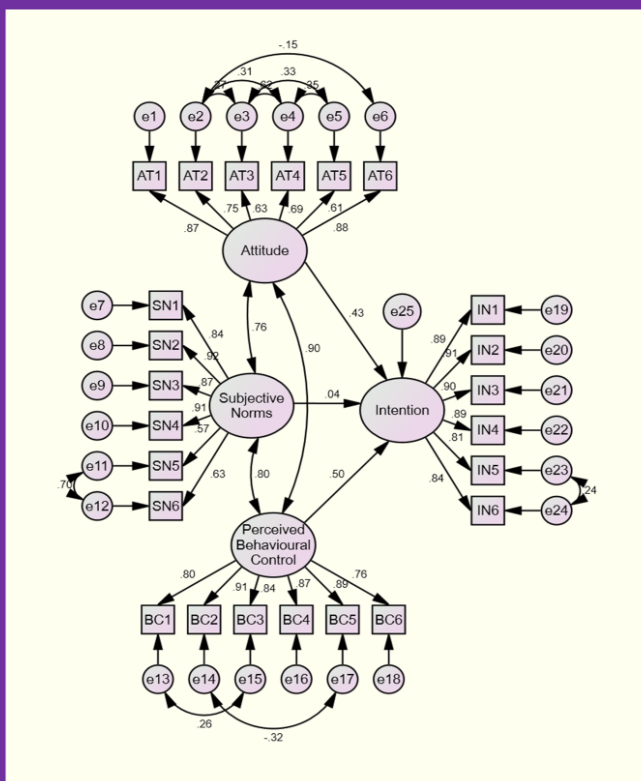
Subjective norms are the expectations of others in society, which may create social pressure (Ajzen, 2002).

Perceived behavioural control is the proxy for real control that influences an individual's intention (Ajzen, 2002).

Research Methodology

Survey questionnaire - 425 data were used for SEM analysis

Structural Equation Modeling

Result

Hypotheses	p-value
H1: There is a significant relationship between attitude and entrepreneurship intention among MMU students.	0.365 (Rejected)
H2: There is a significant relationship between subjective norms and entrepreneurship intention among MMU students.	0.0001 (Supported)
H3: There is a significant relationship between perceived behavioural control and entrepreneurship intention among MMU students.	0.0001 (Supported)
H4: There is a significant relationship between attitude and subjective norms in entrepreneurship intention among MMU students.	0.0001 (Supported)
H5: There is a significant relationship between attitude and perceived behavioural control in entrepreneurship intention among MMU students.	0.0001 (Supported)
H6: There is a significant relationship between subjective norms and perceived behavioural control in entrepreneurship intention among MMU students.	0.0001 (Supported)

Research Findings

- Entrepreneurship encouragement should not focus on shaping the attitude because attitude will not directly persuade youngsters to venture into entrepreneurship.
- Subjective norms and perceived behavioural control are the main pillars to develop an entrepreneurship intention.
- The combination of attitude, subjective norms, and perceived behavioural control may become bonding factors to influence the entrepreneurship intention.

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Muhammad Sabbir Rahman (North South University)
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Melissa Wendy Migin (Multimedia University)

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Financial Literacy Among Gen Y in Malaysia
Tay Lee Ying, Cheryl Chan, Tan Gek Siang

PROBLEMS / ISSUES

60,366
Malaysians declared bankrupt in 2013-2017

67%
of retirees have **≤RM50,000** in their EPF account

75%
Malaysians unable to raise **RM1,000** during emergency

OBJECTIVE

Determining the financial literacy level among Gen Y in Malaysia

MEDIUM OF FINANCIAL INFORMATION

Social Media		65.0%
Official Website		51.8%
Word of Mouth		49.0%
Email		46.8%
Advertisement		39.8%
Printed Media		39.6%

FINDINGS

Average Financial Literacy Score = 45.7%

Savings	Investment	Insurance
47.4%	37.3%	52.1%

Male Students 45.14%
Female Students 46.26%

Non-Business Students 44.16%
Business Students 47.72%
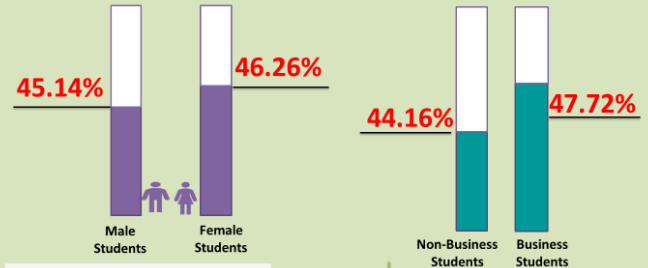
Have you attended any courses related to personal finance management?

✓ Financial scores **46.78%**
✗ Financial scores **45.18%**

Postgraduate	55.56%
Bachelor	47.06%
Foundation	44.49%
Diploma	39.92%

MALAY	CHINESE	INDIAN	OTHERS
45.92%	46.27%	43.76%	45.39%
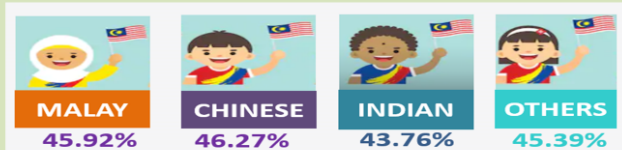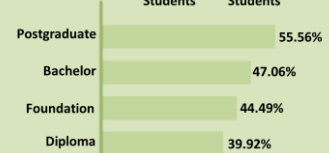
CONCLUSION & IMPLICATION

Formal Education
incorporation of personal finance courses into curriculum

Strategic Collaboration
between educational institution and financial agency

AKPK   MFPC Malaysian Financial Planning Council   FPAM

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Gamification of Malay Heritage Manuscript Through Augmented Reality (AR)
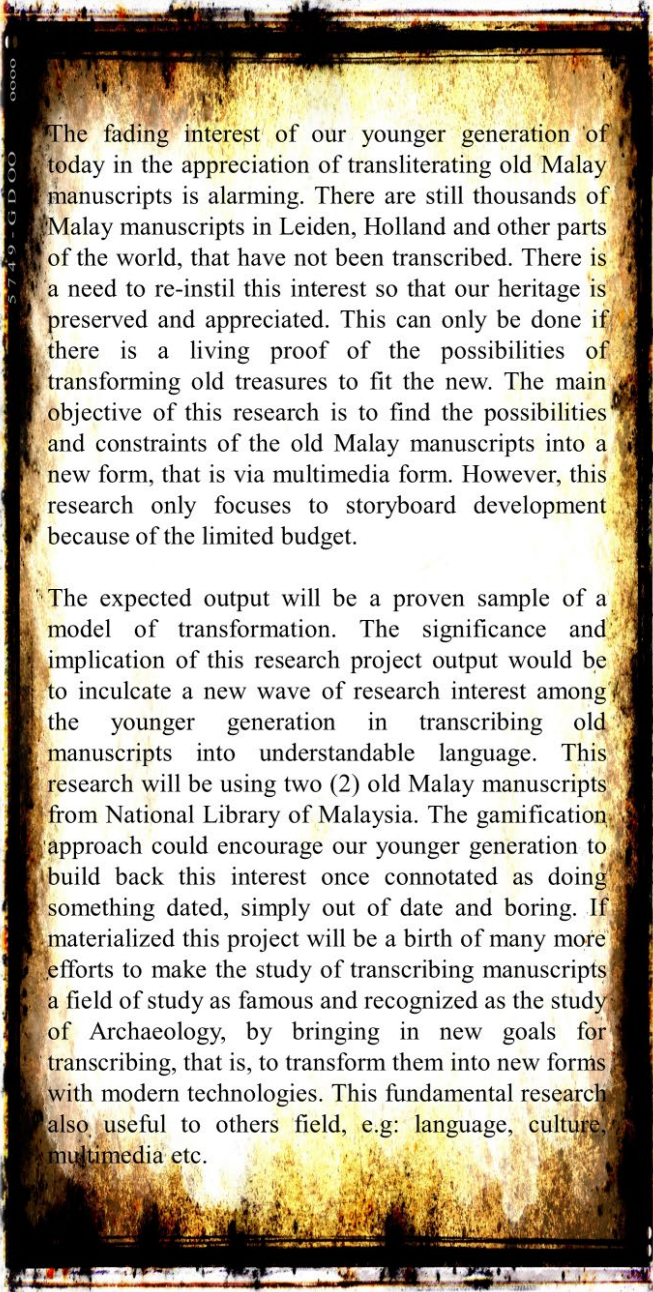
The fading interest of our younger generation of today in the appreciation of transliterating old Malay manuscripts is alarming. There are still thousands of Malay manuscripts in Leiden, Holland and other parts of the world, that have not been transcribed. There is a need to re-instil this interest so that our heritage is preserved and appreciated. This can only be done if there is a living proof of the possibilities of transforming old treasures to fit the new. The main objective of this research is to find the possibilities and constraints of the old Malay manuscripts into a new form, that is via multimedia form. However, this research only focuses to storyboard development because of the limited budget.

The expected output will be a proven sample of a model of transformation. The significance and implication of this research project output would be to inculcate a new wave of research interest among the younger generation in transcribing old manuscripts into understandable language. This research will be using two (2) old Malay manuscripts from National Library of Malaysia. The gamification approach could encourage our younger generation to build back this interest once connoted as doing something dated, simply out of date and boring. If materialized this project will be a birth of many more efforts to make the study of transcribing manuscripts a field of study as famous and recognized as the study of Archaeology, by bringing in new goals for transcribing, that is, to transform them into new forms with modern technologies. This fundamental research also useful to others field, e.g: language, culture, multimedia etc.

Collection of data phase
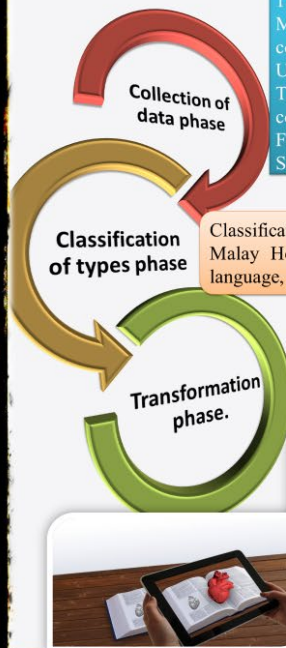
1821, In Malay in Jawi script. Undang-undang Melaka, entitled here Risalat hukum kanun, Malay code of laws. According to Liaw (1976) contains the Undang-undang Melaka and Undang-undang laut. The MS was written in Singapore, and was commenced on 14 Jumadilawal 1236 AH (17 February 1821 AD) (f.1v) and completed on 10 Syawal 1236 AH (11 July 1821 AD) (f.92v)

Classification of types phase

Classification of types are based on the Malay Heritage Manuscript types by language, centuries, culture and religion.

Transformation phase.
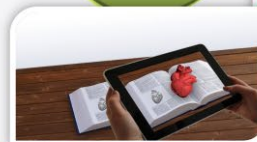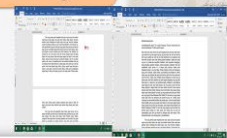
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The objectives of this research are:

1. To collect and classify the Malay Heritage Manuscript types by language, centuries, culture and religion.
2. To identify Malay heritage manuscripts that could be transformed from old treasures to multimedia presentation and Augmented Reality (AR) contents.

Mohd Izwardi Bin Mohd Yusoff — PI

Hazamza'em Bin Husin

Mohd Azman Bin Zaki

Zakiah Binti Manjanib

Nazirah Binti Mat Sin

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Impact of Religiousity, Data Analytics Readiness and Competencies on Muslim External Auditor's Performance: An Enhanced Data Analytics Competencies Model

Affects the Accountants' Work

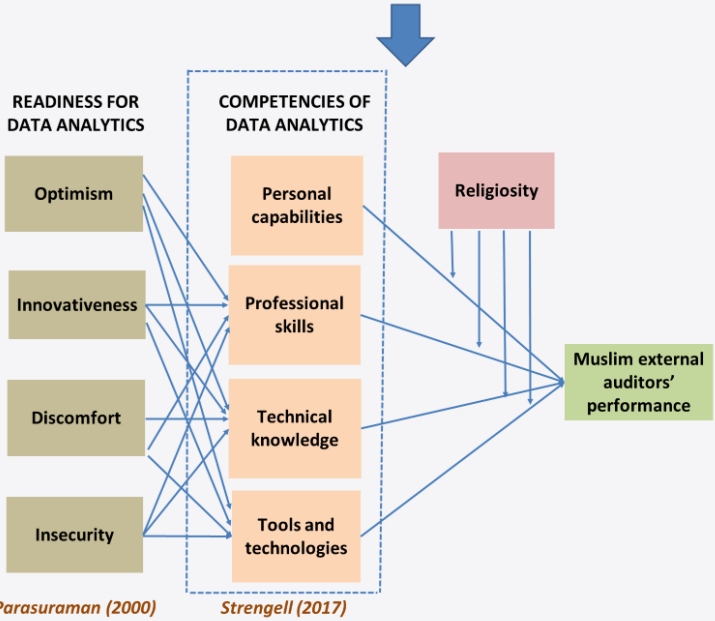BIG DATA → ANALYTICS → DECISIONS

?

Ready? **Competent?**

- Are the Muslim external auditors **ready** for the **data analytics** challenges?
- Are the Muslim external auditors really **competent in data analytics** and what is its impact on their **performance**?
- How does **religiosity** influence the relationship between **data analytics competencies** and Muslim external auditors' **performance**?

- To investigate the effects of **data analytics readiness** on the data analytics competencies of the Muslim external auditors.
- To examine the effects of **data analytics competencies** on the Muslim external auditors' performance.
- To examine the moderating effect of **religiosity** on the relationship between the **data analytics competencies** and the Muslim external auditors' **performance.**

RESEARCH METHOD

Mixed method *(Johnson & Onwuegbuzie 2004)*.
Survey: 300 Muslim external auditors
Interview: 12 Muslim external auditors

Measurement:
Data analytics readiness *(Parasuraman, 2000)(TRI)*
Data analytics competencies *(Strengell, 2017)*
Religiosity *(Mahdzan et al., 2017)*
External auditors' performance (Asare & Cianci,*2009*)

CONTRIBUTIONS

Findings will provide evidence regarding:
- the level of data analytics **readiness and competencies** of the Muslim external auditors;
- the possible impact of data analytics on the Muslim external auditors' **performance**; &
- the needs to **enhance** the Muslim external auditors' **skill in data analytics** to curb with the digital economic needs.

READINESS FOR DATA ANALYTICS
- Optimism
- Innovativeness
- Discomfort
- Insecurity

COMPETENCIES OF DATA ANALYTICS
- Personal capabilities
- Professional skills
- Technical knowledge
- Tools and technologies

Religiosity

Muslim external auditors' performance

Parasuraman (2000)   *Strengell (2017)*

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Islamic Leadership Style, Organisational Commitment and Employees' Performance in Selangor Government linked organisation (GLC)
FUNDED BY THE FISABILILLAH R&D GRANT SCHEME

Project Members:
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Research Background

Islam has paid special attention to the concept of leadership. The religion of Muslims deals with all life matters and human beings" concerns. Islam has both efficiencies in dependency and exemplar of leadership skills (Mohammed, 2016). Leadership make a remarkable difference in employee commitment (Olayide & Kewal, 2017). The styles of leadership have been practically identified as a factor with significant impact on organisational commitment (Yahaya & Ebrahim, 2016).

The importance of organisational commitment for organisations is due to being an excellent indicator of an organisation's objectives and targets, productivity, employees improvement. To date, great attention from various researchers focus on organisational commitment as an important variable (Al-Yami, Galdas & Watson, 2018). Various leadership styles in the perspectives of Islam determined organisational commitment. Islam emphasized on the principle of participation between the leader and his staff in making decisions and setting goals which helps strengthen the institution and enhancing the principle of those staff by sticking to the decisions and goals. Getting employees involved in decision-making encourages creativity and capabilities to utilize talents efficiently (Dong, Liao, Chuang, Zhou, & Campbell, 2015). Studies, sharing the same concern have examined the connection between the styles of leadership and organisational performance (Hurduzeu, 2015) and the connection between the styles related to leadership and organisational commitment (Aina & Verma, 2016). However, not many studies have been conducted to examine the leadership factors from the Islamic perspective, such as participative leadership, knowledgeable leadership, role model leadership and motivational leadership on organisational commitment. Study by Azila et al. (2016), in Malaysia has identified the principles of Islamic leadership and the possibility of applying them in the management of construction project. So far, studies of knowledge, role model, participative and motivation of leadership style based on an Islamic approach on organisational commitment are limited (Bababola, 2016).Hence, this study attempts to answer such research questions to fill up the knowledge gap in the specific context of leadership in the government link organisations from employees' perspectives.

Research Objectives

1. To determine the relationship between participative leadership and organisational commitment in Selangor Government link organisation (GLC).
2. To determine the relationship between knowledgeable leadership and organisational commitment in Selangor Government link organisation (GLC).
3. To determine the relationship between role model leadership and organisational commitment in Selangor Government link organisation (GLC).
4. To determine the relationship between motivational leadership and organisational in Selangor Government link organisation (GLC).
5. To determine the relationship between organisational commitment and employees' performance in Selangor Government link organisation (GLC).

Research Design

The population for the proposed study are employees in the Government Link Organisation in Selangor. Researchers intend to collect data from at least 350 respondents from these organisations. A survey questionnaire will be used to achieve the objectives of this study. The questionnaire consist of few parts such as respondent profile, and measurements on independent and dependence variables. The data will be analysed using a series of statistical analysis including frequency, reliability, and structural equation modelling. For this study, the researcher will visit few selected Government Link organisation in Selangor involving sampling method.

Structural Equation Modelling (SEM) required a minimum sample size of 200 in order for the results to be interpreted with acceptable degree of confidence (Hair et al., 2010). The sample size for the proposed study will be based on the G-Power analysis at a statistical significance of 0.05 and statistical power of rejecting the null hypothesis at 0.95 with four independent variables. In determining the mediation analysis, Structural Equation Modelling (SEM) will be used to assess the direct relationship among variables.

Literature Review

Organisations are always in need of excellent leading figures, especially those organisations that carry humanitarian values and does work on protecting people. However, an organisation needs to have a leadership that have knowledge and can effectively influence organisational commitment through enhancing the concept of involving others. Hurduzeu (2015) postulated that leadership style has been considered as a significant indicator of organisations' performance.

Various leadership styles in the perspectives of Islam determined organisational commitment. Islam emphasized on the principle of participation between the leader and his staff in making decisions and setting goals which helps strengthen the institution and enhancing the principle of those staff by sticking to the decisions and goals (i.e. towards the entire organisation). Getting employees involved in decision-making encourages creativity and capabilities to utilize talents efficiently. Allah Almighty also says, "and whose rule [in all matters of common concern] is consultation among themselves" (Surat Al-Shura: 38).

Knowledgeable leadership has been known as a major significance in shaping the Muslim leader and enhancing his role in society. Knowledgeable leadership is considered as a significant factor of success in order to achieve and sustain the organisation's competitive advantages (Liu & Lan, 2011). Abdul Rahman, (2017) concluded that the knowledgeable leadership has strongly positive relationship with employee's job satisfaction at Transportation Department of Makassar City.

Another factor is the importance of the Muslim role model leader's style lies on the concept that the good role model gets the employees' admiration which encourage the factors of good competition creating strong motives of emulating their leader's sincerity and actions at work. The role model leadership style , with ethics and high morals in work encourages employees' absolute satisfaction that achieve high quality work (Essam Al-Abd, 2010). Alyn (2010) pointed out that directors with a role model are known to have modesty, honest, commitment, and competency which implicates organisation commitment.

Motivation process is also one of the most important pillars of leader-making that contributes to organisational commitment. The more encouraging you are, the easier to obtain your employees" respect, trust, love, loyalty and productivity. According to Iqbal, Anwar, & Haider, 2015). a leader's job centres in getting employees to do their work. Hence, leading others as an essential element in the process of organisational commitment.

Research Framework
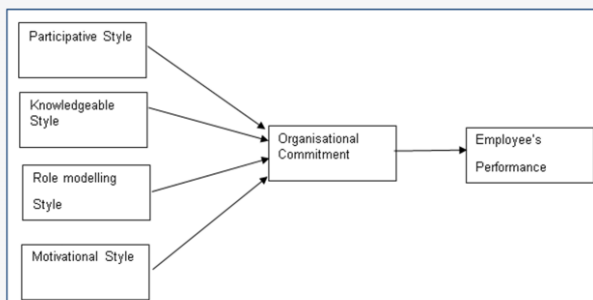
Knowledge Transfer and Significance of Project to Muslim Community

The findings from the proposed study will be used to develop relevant training programmes targeted at enhancing Islamic leadership style in GLC. Recommendations will be offered to the human resource practitioners and leaders to guide them in deploying appropriate leadership styles to enhance managerial competence and deepen organisational commitment among the employees. The elaboration on the Islamic leadership qualities would also be useful as a reference to the community. With the development of this model, the leaders can be a role model by inculcating Islamic leadership qualities in the organisation.

OTHER PROJECT DETAILS
- **Budget Approved: RM11,400**
- **Project Duration: (December 2018 to May 2020)**

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LEVEL OF AWARENESS (ACADEMICIANS AND/OR STUDENTS) TOWARDS ACADEMIC FREEDOM IN THE HIGHER EDUCATIONAL INSTITUTIONS IN MALAYSIA

Hasbollah Bin Mat Saad, Asmida Binti Ahmad & Maizatul Azila Binti Chee Din
Faculty of Law,
Multimedia University

INTRODUCTION

Academic freedom is an important issue, especially for those who involve directly in the education sector. It is one of the important issues in academic development that should be considered by all parties for the academic development in achieving a knowledge society in a democratic country with a strong foundation in every aspect of life. Thoughts and ideas should be given the opportunity to be represented and expressed freely without interruption in order to improve knowledge as long as they adhere to the rule of law in the country. Educational institutions, academics and students should have their own autonomy to make decisions, teach and discuss the scope and nature of the respective subject matter by **complying with** the guidelines approved and provided by the Ministry of Education for the purpose of teaching and learning processes. Matured ideas and freedom of **thoughts** can only be achieved and implemented if they are given the rights and autonomy, and free to discuss the topics in their classroom in an 'open-minded' discussion. Academic freedom will act as the nature of teaching and learning colors. The importance of academic freedom, responsibility and autonomy of educational institutions are closely linked. **Nevertheless**, there are some obstacles in terms of the legal provisions that act as a 'red line' to limit it from being practiced freely.

Research Methodology

The research methodology in this research will be a legal research which is predominantly library based supported by socio-legal research in the form of interviews (academicians and students at the selected higher educational institutions). The scope is limited to the overview the issue(s) of awareness (academicians and students) on academic freedom in the higher educational institutions in Malaysia, i.e., (proposed) Multimedia University (Melaka), Universiti Utara Malaysia (Kedah, and Universiti Kebangsaan Malaysia (Selangor). This research will also use the data from library and other multimedia search that can help the researchers to enhance and shape the research accordingly. A total of 400 respondents (proposed) will be identified to participate in this research.

Research Questions

- How is the level of understanding and awareness of academics and students (higher educational institutions) on academic freedom in Malaysia?
- What are the factors that contribute towards the level of understanding and concern of academics and students on academic freedom in Malaysia?
- What are the interests of academic freedom in producing a knowledgeable society in Malaysia?
- What mechanisms can be used to enhance the understanding and concern of academics and students on academic freedom in Malaysia?

The Objectives of the Research

- To gather, examine and evaluate the level of understanding and awareness of academics and students (higher educational institutions) on academic freedom in Malaysia
- To examine the factors that contribute towards the level of understanding and concern of academics and students (higher educational institutions) on academic freedom in Malaysia.
- To evaluate the interests of academic freedom in producing a knowledgeable society in Malaysia.
- To propose and recommend the relevant mechanisms that can be used in order to enhance the understanding and concern of academics and students (higher educational institutions) on academic freedom in Malaysia.

Significance of the Research

- **This research work can help the faculty to enhance the research and teaching.**
- **Enhancement of knowledge and awareness towards fundamental rights of academic freedom in pursuing their tasks as academicians.**
- **This research also provides a better framework of the application of academic freedom in the university at large.**

FINDINGS OF THE RESEARCH

THE RELATED MAIN STATUTES THAT RESTRICT THE ACADEMIC FREEDOM

- Federal Constitution
- Universities and University Colleges Act 1971
- Sedition Act 1948 / Defamation Act 1957
- Official Secrets Act 1972
- Penal Code

Date	Type	Institution
February 15, 2016	Other	University of Malaya
August 13, 2015	Loss of Position	International Islamic University Malaysia
May 13, 2015	Other	International Islamic University Malaysia
April 29, 2015	Other	International Islamic University Malaysia
March 16, 2015	Prosecution	University of Malaya
December 9, 2014	Loss of Position	University of Malaya
October 1, 2014	Prosecution	University of Selangor
September 2, 2014	Prosecution	University of Malaya
June 30, 2014	Loss of Position	University of Malaya
May 26, 2014	Loss of Position	Universiti Malaysia Sabah Labuan (UMSKAL)
May 8, 2014	Loss of Position	University of Malaya
September 6, 2013	Loss of Position	Universiti Pendidikan Sultan Idris (UPSI)
May 21, 2013	Loss of Position	Universiti Sains Malaysia (USM)
May 18, 2013	Loss of Position	Universiti Pendidikan Sultan Idris (UPSI)
May 9, 2013	Loss of Position	Universiti Sains Malaysia (USM)
February 19, 2013	Other	University of Malaya

Table 1: Academic Freedom's Violation Incidents in Malaysia

CONCLUSION

- Emphasizing the importance and value of knowledge as the highest aspect to the academic staff and related support staff of the academics.
- Creating better learning environment by having professional, intellectual and open-minded discussions in the classes.
- Appreciating the ideas, opinions or new inventions presented by the students or academics. Incentive should be given in order to encourage them to conduct more research their interest areas.
- Restrictions imposed by the law is very subjective and vague that leave broad interpretation on the issues in question and this situation **needs** to be analyzed, reviewed and revised accordingly.
- To enact a new law on academic freedom in Malaysia.

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Leveraging Crowdfunding as a Platform for Death Benevolent Fund ('*Khairat Kematian*')

Project Leader: Mohd Azizie Abd Aziz
Members: Ahmad Fahim Robani, Khairol Nizat Lajis, Badrul Husin

BACKGROUND

- It is very likely that most, if not all villages or mosques have a form of fund called '*khairat kematian*' (death benevolent fund).

- The family members of a deceased who subscribed to this fund will receive financial assistance to pay for the funeral expenses.

- Though the expenses incur for funeral are relatively small, for the poor section of the community, even this small sum could still be burdensome.

ISSUES

· Only members who subscribed to the fund will receive financial assistance.

· Only Financial Institutions are allowed to receive deposits from members of public under the Financial Services Act 2013.

· The fund is not properly administered and invested.

OBJECTIVE

Main objective is to explore the possibility of enhancing and transforming the existing form of *khairat kematian*, in terms of features and functions, by utilizing Islamic crowdfunding platform.

SOCIAL CROWDFUNDING

METHODS

- This research used qualitative method of data collection technique.

- Primary data are gathered through literature, article and news while interviews will be utilized to strengthen the findings.

- It is a mixture of the rational, explorative and intuitive analysis of data.

MODEL
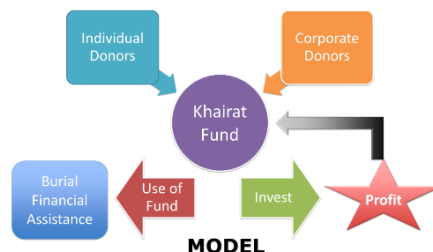
EXPECTED CONTRIBUTIONS

- This research is expected to produce a working paper for the revitalization and transformation of the current form of *khairat kematian* particulary in Melaka.

- The paper will be presented to Melaka Department of Islamic Affair (JAIM) and Mosque/Madrasah Committees such as Al Irsyad MMU Melaka.

PRELIMINARY FINDINGS

- The current *Khairat kematian* practice is similar to community-based crowdfunding.

- Islamic crowdfunding could be a viable tool for *khairat kematian* if the Islamic finance principles are applied appropriately.

- The basis of *khairat kematian* is similar to *takaful* which is based on mutual agreement to help each other and the contribution is based on '*tabaru*' (donation) principle.

- Using tabaru' principle, the donors do not expect anything in return for any fund contribute to the platform.

- GlobalSadaqah.com has been identified as the potential platform for *khairat* crowdfunding.
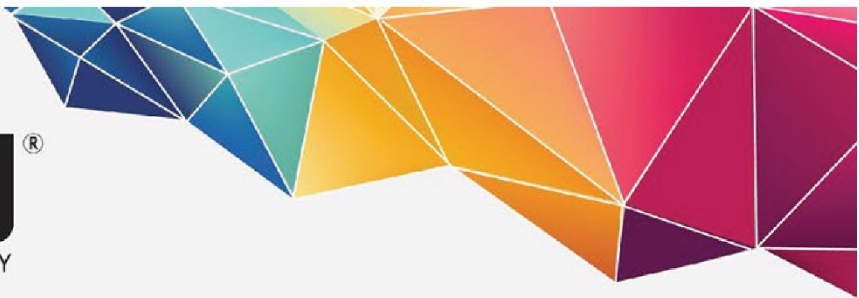
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LIFE SATISFACTION AMONG WORKING WOMEN: A COMPARATIVE ANALYSIS

PROJECT MEMBERS: DR. JAYANTY (LEADER), DR. AJITHA, PROF ANANTHARAMAN, DR. AL MANSOR

Introduction
48.7% -population is women.
Women labor force to increased to 59% by 2020.
LS is positive evaluation of one's life. Mental health is associated with life satisfaction.

Research Problem and Objective of Study
Research gap – mixed results, spouse characteristics- research is limited. The research objective is to determine whether there are any differences in life satisfaction with respect to the demographic characteristics.

Methodology

Respondents – working women
Sampling method -Purposive sampling.
Sample size – 302.
Data collection method- field survey and Google Form
Research instrument - Questionnaire
Analysis – Independent t-test and One way ANOVA

Respondents' demographics

54.6% -Chinese respondents , 87% -40 and below years
53% Bachelor degree, 60.9% married
Occupation- executive (19.6%), clerical (17.2%) teacher/lecturer (11.3%), manager (7.6%) , others (39.2%).
Salary RM 1001-RM3000 (37.2%), RM3001-RM6000 (35.5%), RM6001-RM9000 (15.3%), above RM9000 (8.3%).

Spouse's age 31-40 (44.4%), Spouse's education Bachelor level (44.4%), Spouse's occupation - executive (20.7%), teacher/lecturer (10.3%) government (10.3%), managers (8.6%) private sector jobs (46.6%).
Salary, RM3001-RM6000 is the highest at 42.2.%. RM6001-RM9000 (23.3.%), RM1001-RM3000 (19.8%), Above RM9000 (14.7%).

Most of the respondents have 1-2 children at 44.1% while those with 3-4 children are 33.1%.

Life Satisfaction (LS)

Mean ranges from 3.31-3.56, Cronbach's Alpha-82.5%

Demographic Characteristics (DC)	Results-Comparative Analysis of Life Satisfaction(LS) based on the DC
Ethnicity	no difference
Marital status*	differs (between single and married women)
Age*	differs (between 21-30 with the rest of age range)
Education	no difference
Occupation*	differs (those in clerical and other higher occupation groups, manager and executive, managers and teachers-have higher LS)
Income*	differs (between RM1001-RM3000 and other higher income groups, RM3001-RM6000 and other higher income group)
Spouse's age	no difference
Spouse's education *	differs (secondary level education and bachelor level education)
Spouse's occupation	no difference
Spouse's income*	differs (all income groups with RM9000 and above, RM1001-RM3000 with RM6001-RM9000)
No of Children	no difference

Conclusion

Women - half the population, main part of labor force, dual earners, financially contribute to the family, care for the family. Thus, the role of women, economically and socially is critical.
Study revealed - marriage, age, occupation and income affects life satisfaction. For married women, spouse's education and income also affects their life satisfaction. Thus, having a good job and income will improve life satisfaction. In terms of spouse, a good compatibility is mostly base on education and income.
Thus, the relevant agencies such as such as Ministry of Women, Family and Community Development- need to look into its policies that could assist in the increase of women's life satisfaction in Malaysia.

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Limitation Factors of Whistleblowing Practices among Public Sector Internal Auditors in Malaysia: In-Depth Interview Study

Noridayu Binti Abdullah Sani
Faculty of Business

Dr Abdullah Sallehhuddin Bin Abdullah Salim
Faculty of Management

Asso. Prof Dr Nahariah Binti Jaffar
Faculty of Management
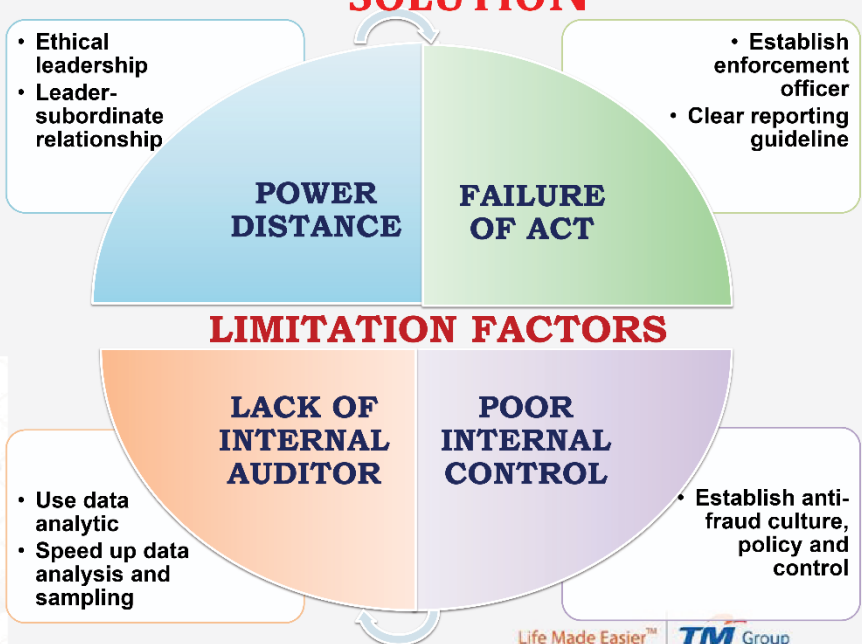
Malaysia Worst Corruption Index 2017
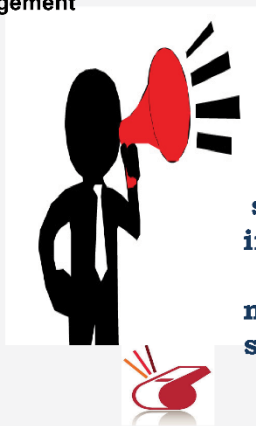
Due to complexity of whistleblowing practice to be explained and analysed, this study decided to conduct a semi-structured interview. The interview was conducted among the internal auditors from ministries, statutory bodies and state government offices during the annual public sector internal auditor conference.

The need to explore the answers in relation to whistleblowing practice, particularly among public sector internal auditors in Malaysia.

What are the limitation factors of whistleblowing?

LIMITATION & SOLUTION

- Ethical leadership
- Leader-subordinate relationship

- Establish enforcement officer
- Clear reporting guideline

POWER DISTANCE

FAILURE OF ACT

LIMITATION FACTORS

LACK OF INTERNAL AUDITOR

POOR INTERNAL CONTROL

- Use data analytic
- Speed up data analysis and sampling

- Establish anti-fraud culture, policy and control

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23

Modelling Social Network based Civic Engagement Solutions for Dengue prevention in Malaysia

Rathimala Kannan (Project Leader)

Research Background

Weekly Dengue Fever Trend 2018 - 2019 (Wk 34)
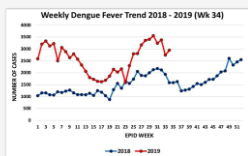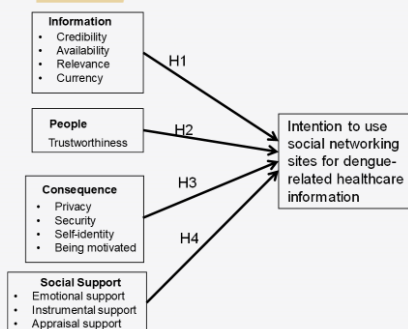
Level of dengue awareness among urban citizen is low

A nationwide survey on Malaysian public, about factors affecting dengue prevention practices found that, households with lower income, unemployed and unskilled workers carried out more dengue prevention practices compared to urban people.

Research Problem

➢ Lack of citizen's awareness of the infectious disease is one of the reasons that hampers effectiveness of dengue preventive activities.
➢ With public's underestimation of susceptibility to dengue infection and lack of concerted community efforts, dengue cases keep on rising.
➢ The need to re-examine and understand how the public at large view the dengue monitoring and prevention efforts.
➢ Social networking sites (SNS), play an important role by facilitating users to communicate and collaborate.
➢ Understanding their strengths and weaknesses as health education tool would be a timely call.

Theoretical Framework

Information
- Credibility
- Availability
- Relevance
- Currency

People
Trustworthiness

Consequence
- Privacy
- Security
- Self-identity
- Being motivated

Social Support
- Emotional support
- Instrumental support
- Appraisal support

H1
H2
H3
H4

Intention to use social networking sites for dengue-related healthcare information

Acknowledgement

QUICK FACTS

Background: Regardless of efforts taken by the government and health authorities, the level of dengue awareness among people is low.

Objective: This study aimed to explore factors influencing public intention to use Social Networking Sites (SNS) for dengue-related healthcare information.

Method: This study highlights the integrated effects of social support theory, technology acceptance model and theory of reasoned behaviour on the intention to use SNS. A survey was conducted among SNS users and structural equation modelling was used to test the hypothesized model.

Results: Among the four independent variables, information quality, consequences and social support are positively related to the intention to use SNS for dengue-related healthcare information.

Findings: Public preferred to use SNS to share and receive dengue-related healthcare information. This result holds true when compared across different age groups and gender.

Conclusion: Government and health authorities could consider SNS as a potential communication tool to create awareness and alert the public regarding dengue spread and its prevention methods.

Data Collection

Target Population	all social networking site users in Malaysia.
Sampling Technique	convenience sampling
Unit of Analysis	social networking site users
Total Respondents	456
content validity	validated by a focus group of representative subjects
Statistical validity	validated using the reliability test

Publications

1. Rathimala Kannan, Kannan Ramakrishanan, Adedapo Oluwaseyi Ojo (2019), Social Networking Sites as Communication Tool for Dengue Related Healthcare and Wellness Information, 2nd International Conference on Software Engineering and Information Management (ICSIM 2019) and its workshop; the 2nd International Conference on Big Data and Smart Computing (ICBDSC 2019), Bali, Indonesia on January 10-13, 2019.
2. Rathimala Kannan, Lay Ki Soon, Menagaeswary Govindasamy, and Kannan Ramakrishanan (2018), Social Media Analytics for Dengue Monitoring in Malaysia, 8th IEEE International Conference on Control System, Computing and Engineering (ICCSCE 2018), 23–25 November 2018, Penang, Malaysia.
3. Rathimala Kannan, Lay Ki Soon, Menagaeswary Govindasamy, (2017), Review on the role of Social Media for Dengue Prevention and Monitoring, The Fourth International Conference on Computational Science and Technology - ICCST2017.
4. Rathimala. K, Menagaeswary. G, Jayashree. S, and Malarvizhi, C.A, (2017), Social Network Based Model for Dengue Prevention, 2017 IEEE 3rd International Conference on Sensing, Signal Processing and Security (ICSSS)

Results
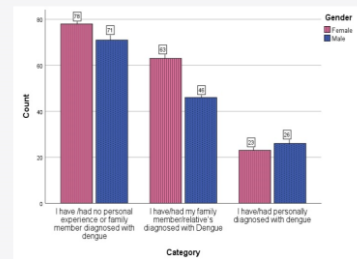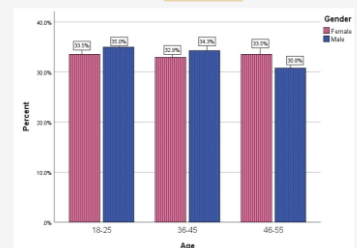
Findings

✓ Information quality, consequences, people's trustworthiness and social support are important factors for the intention to use SNS for dengue related healthcare and wellness information.
✓ The current study results differ with an existing study results who found that using SNS for health and wellness information is not a popular behaviour among college students.
✓ In this current study, one third of the sample population consists college students, in addition, it also included working adults with different age ranges from 26 to 55 years.
✓ The findings show that irrespective of the age differences, participants favoured to use SNS for dengue related healthcare and wellness information.

Conclusion

❖This research studied the intention to use SNS for dengue related healthcare and wellness information.
❖The result shows that Malaysians favoured to use SNS for dengue related healthcare and wellness information.
❖In order to generalize the findings of this current study, further research is needed with increased population size.
❖The outcome from this study will be useful to the country's national dengue vector control program led by the Ministry of Health in prevention and management of dengue outbreak

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ORANG ASLI MUALLAF: A SURVEY OF PROBLEM FACED BY CONVERTS TO ISLAM IN MALAYSIA.

FACULTY OF LAW, MULTIMEDIA UNIVERSITY
Siti Marshita Binti Mahyut (PL)
Hafidz Hakimi Bin Haron
Norazuan Binti Amiruddin
Azwina Wati Binti Abdull Manaf
Jalilah Binti Mohd Ali
Muhammad Ismail Bin Berahim (GRA)

ABSTRACT

- This research was conducted in by reference to JAKIM (Jabatan Kemajuan Islam Malaysia).
- The main purpose is to study the problems faced by Orang Asli converts and the support services given to them.
- 50 respondent were chosen randomly from Selangor, Negeri Sembilan and Melaka as the sample for the research.
- Descriptive design were used in this research. The data were collected through interviews on semi structured questionnaires. Some of the questions were related to individuals, families, societies and support services amongst the converts.

Research Questions

1. What are the factors influence the changing of religion among convert?

2. What are the form of problems faced by the convert with the people around them?

3. What are the forms of support expected by the convert from Muslims community?

4. What form of relationship between the convert and PENGGERAK MASYARAKAT ORANG ASLI (JAKIM)?

5. What are the support services from PENGGERAK MASYARAKAT ORANG ASLI (JAKIM) to the converts?

Method and Design

- The scope limitiation of the research only focused on Orang Asli convert to Islam through JAKIM or under the PMOA (Penggerak Masyarakat Orang Asli) in Selangor, Negeri Sembilan and Melaka.
- The number of selected not based on certain criteria because most of the Orang Asli muallaf refused to be interviewed.

Results

- The findings showed that individuals, their own and spouse families, and societies factor had effects on some of the converts.
- The supports, actuations, and support services were found to be the main contributors towards the practice of Islam among the converts.
- As a conclusion, the converts need more supports, and support services from JAKIM, and the muslim society to be a true muslim.

Acknowledgments

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Privacy & CyberSecurity Rule Violation in IoT-Enabled Bright Society

Problem Statement

"Hackers are using IoT as **launchpad** due to nature of the IoT communication which uses wireless application/devices such as RFID, sensors, near-field communication (NFC)"

23% Organizations ONLY consider cyber security for transformation projects (Jan 2018)

Economic Loss could occur **RM49**bil

46.2mil Oct 2017 – Telco's subscribers data exposed

Digital Citizens in Malaysia (Jan 2018) **110k**

"**Organizations and individuals constantly violate** regulations and rules"

Research Objectives

1. To investigate the vulnerability of IoT-enabled society towards privacy violation and cybercriminals.
2. To investigate the influence of formal and information communication structures towards perceived risk of violating a privacy or security rule, at individual level.
3. To investigate the influence of attitude towards behaviour and subjective norms towards the likelihood of privacy and security rule violation.
4. To formulate an enhanced privacy and cybersecurity violation model for IoT-enabled bright society to create awareness on cybercrime among high risk group youth in Malaysia

Research Design

|	
Theory	1. Selective organizational information privacy and security violations model 2. Theory of Reasoned Behaviour
Population	High-risk Youth in organisations
Sample	336 Survey
Data Collection	Quantitative : Survey using Likert scale
Data Analysis	Smart PLS, NViVO

H	Relationship	Beta	T Statistics	P Values	Decision
H1	PVR -> LCR	0.608	12.270	0.000	Supported, but positive
H2	FIC -> PVR	-0.092	1.676	0.047	Supported, but negative
H3	VCO -> PVR	0.242	3.618	0.000	Supported
H4	ENF -> PVR	0.137	1.836	0.033	Supported
H5	GCR -> PVR	-0.045	0.647	0.259	Not Supported
H6	RCO -> PVR	0.089	1.246	0.106	Not Supported
H7	ATB -> PVR	0.373	5.449	0.000	Supported
H8	SBN -> PVR	0.170	2.333	0.010	Supported
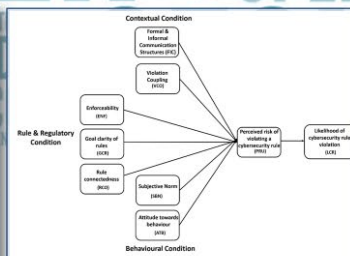
Implications:

- Attitude towards behavior, Subjective norms, Connectedness, Enforceability of rule and regulation are direct determinant of working youth's perceive risk of violating a cybersecurity rule
- Perceived risk of violating a cybersecurity rule has negative influence with the working youth's likelihood of a cybersecurity rule violation in IoT-enabled environment

Do you think Malaysia is safe from privacy and cyber security danger?
- YES 29%
- NO 71%

Do you think attacks on IoT (Internet of Things) devices are more serious than ever?
- No, 17%
- Yes, 83%
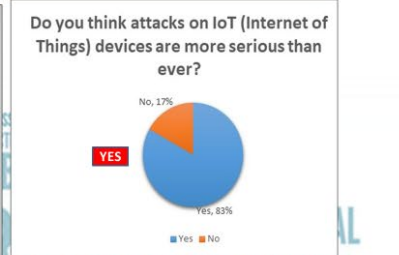
Project Team

Ts Dr. Magiswary Dorasamy (MMU)

Prof. Dr. Murali Raman (MMU)

AP Dr. Maniam Kaliannan (Nottingham University)

Dr. Adedapo Oluwaseyi Ojo (MMU)

Dr. Manimekalai Jambulingam (Taylor's University)

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Psychosocial Work Environment, Emotional Exhaustion and Mental Health Problems Among Nurses in Public Hospitals: the Mediating Role of Emotional Exhaustion.

Cheah Yeh Ying, Goh Guan Gan, Gan Chin Lay, Al Mansor Bin Abu Said

Current Issues

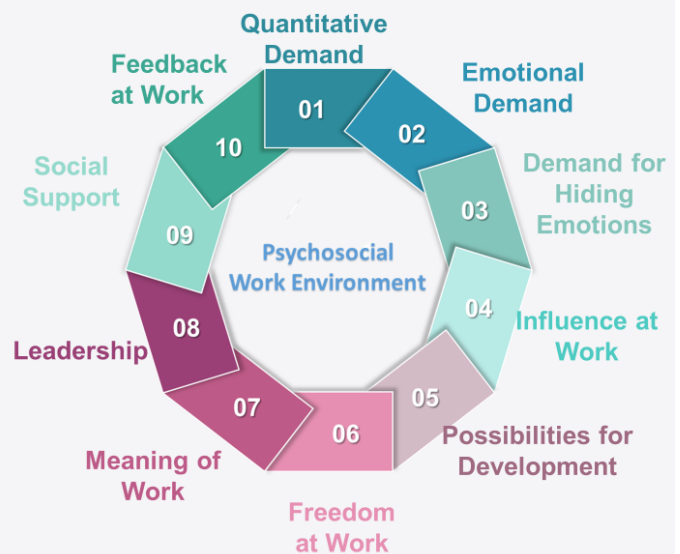Approximately 1 in 3 Malaysian adults have a mental health condition

mental health

11.2% 2006

29.2% 2015

2nd Health Problem by **2020**

World Health Organization Nurse-to-patient ratio of **1:200**

Nurse-to-patient ratio of **1:302**

LAPORAN KETUA AUDIT NEGARA 2018

Emergency & trauma department trained nurses are **understaff** by 17.4%-67.1%.

Objective of Study

This study attempts to investigate the relationship between psychosocial work environment, emotional exhaustion and mental health.

Methodology

This study focuses on public hospitals in Peninsular Malaysia as the source of data collection as government hospitals are the primary health care service provider for most Malaysians. Snowball sampling is adopted in this study.

Psychosocial Work Environment

- 01 Quantitative Demand
- 02 Emotional Demand
- 03 Demand for Hiding Emotions
- 04 Influence at Work
- 05 Possibilities for Development
- 06 Freedom at Work
- 07 Meaning of Work
- 08 Leadership
- 09 Social Support
- 10 Feedback at Work

Findings

The results indicate that quantitative demand, emotional demand and quality of leadership significantly affect mental health of nurses in public hospitals.

The coefficient of determination R^2 shows that 83% of the variance of nurses mental health levels were explained by the variance of quantitative demand, influence of work, possibilities of development, social support, emotional demand and quality of leadership.

Influence at work, emotional demand, demand for hiding emotions and quality of leadership significantly affects nurses.

Conclusion & the Way Forward

This study has conclusively proven to be informative However, this study was conducted only in selected hospitals in Malaysia. Further research with larger samples is needed to provide more impactful information to industry practitioners.

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Student Exchange Program as Instrument for Da'awah

1

By Nurbani Md Hassan & Dr. Noor Ashikin Mohd Rom

INTRODUCTION

Today, the mobility of students exchange program depends significantly on the socio-economic background of students because exchange programs are expensive, labor intensive to organize, but benefits the students in terms of lived experience. and staff is a growing phenomenon in higher education activity around the world. Participation in student

PROBLEM STATEMENT

2

- The university should evaluate the program in terms of the advantages and disadvantages of student mobility, especially in the exchange program.

- Research on study abroad, student and staff mobility, and international student exchange still lack of publication.
- Lack of research on how da'wah plays a role in student activities

3

RESEARCH OBJECTIVES

- To investigate the benefits of students exchange program
- To analyze the suitability of student exchange program as instrument for Da'wah
- To investigate the challenges faced by students in student exchange program

METHODOLOGY

4

- Qualitative Method
- Research Participants: Organizer
- of program and students (inbound
- & Outbound)
- Semi-structured Interview : Focus Group

FRAMEWORK

Disciplinary/Professional competencies

Personal Competencies

Inter cultural competencies

Program management & administration support

DA'WAH

By Example

Way of Life

Awareness
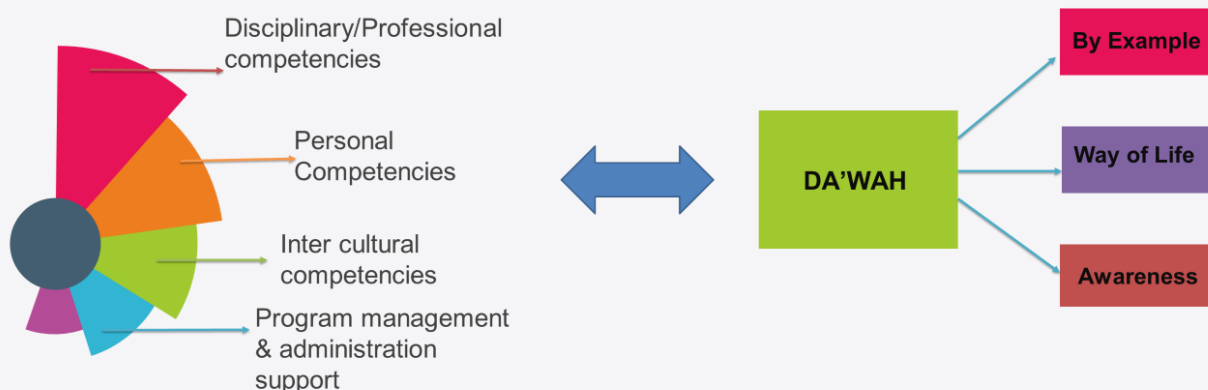
Student Exchange Program as Instrument for Da'awah

STUDENT EXCHANGE PROGRAM (PARTICIPANTS)

EXPECTED FINDINGS

- Da'wah can be embedded in the student exchange program through the way of life and knowledge transfer.
- Student exchange program allow the students to experience the culture of both exchange countries.
- The program provides students with the different life perspectives which could help the students to become more mature.

Experience Culture Life Perspectives

Knowledge Transfer Personal & emotional growth
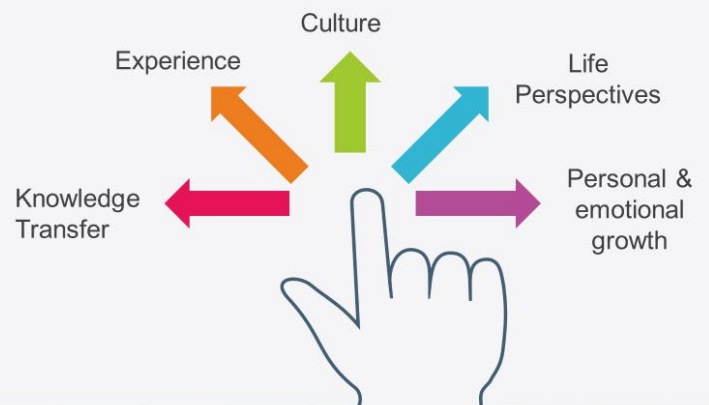
SUCCESSFUL INTELLIGENCE TRAITS OF NASCENT ENTREPRENEURS

Norizaton Azmin Mohd Nordin, Dr Aliza Akmar Omar, Dr Abdul Aziz Ahmad, Norzarina Md Yatim

INTRODUCTION

In recent years, research on entrepreneurs has greatly focused on the environmental characteristics influencing firm-foundings (Aldrich, 2000) and the characteristics of entrepreneurial opportunities (Christiansen, 1997). However, despite providing understanding on the entrepreneurial topics, it ignores the role of human factor (Shane, Locke & Collins, 2012).

Earlier research focus on entrepreneurs fell into one of these two categories: (1) characteristics of entrepreneurs, the abilities to recognise opportunities, the strategies and resource acquisitions, the organizing processes; and (2) external of entrepreneurs business such as industry characteristics and their environment. (Shane, 2003)

However, the more recent focus of the researches has since shifted towards the intelligences of the entrepreneurs.

PROBLEM STATEMENT

Despite support from the government and private sectors towards the emergence of new start-ups, many of these young firms are fragile and subject to high failure rate. About 54 percent of new businesses survive a year and a half. While only 25 percent survived 6 years. Service sector shows the highest failure rate, followed by retail, manufacturing and high-tech sectors respectively (Pena, 2002).

In this digital era, machines play a big role in business decision making. The use of Artificial Intelligence is expected to perform decisions better than humans. However, research by Dellerman, Ebel, Lipusch, Popp & Leimeister (2017) on whether machines are superior to humans, finds that humans are still the "gold standard" for assessing "soft" signals and make use of intuition.

One of the intelligences studied recently with regard to entrepreneurship is successful intelligence. Sternberg (2004) concludes that successful intelligence is needed for entrepreneurial success.

WHAT IS SUCCESSFUL INTELLIGENCE?

Successful entrepreneurship requires a blend of analytical, creative, and practical aspects of intelligence, which, in combination, constitute successful intelligence (Sternberg, 2004). Successful intelligence is the ability to succeed in life, according to one's own conception of success, within one's environmental context.

RESEARCH OBJECTIVES

- To identify what type of intelligence that nascent entrepreneurs possess and whether successful intelligence is part of it
- To study how successful intelligence contributes to the profitability, longevity and vitality of an entrepreneur's business
- To analyse the type of environment and effective supports that contribute to the development of successful intelligence

RESEARCH METHODOLOGY

The preliminary study is of a qualitative design using interviews, observations and discussion to get insights into the mind of nascent entrepreneurs.

MOVING FORWARD

The results of this study are expected to contribute to the new skills required to become a successful start-up entrepreneur. The new knowledge identified will enable new entrepreneurs to improve their business profitability, longevity and vitality. The university can be the training provider to enhance this intelligence. This is consistent with the University's intention to become an entrepreneurial university.

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Shane, S., Locke, E. A., & Collins, C. J. (2012).Entrepreneurial motivation [Electronic version]. Cornell University, ILR School site: http://digitalcommons.ilr.cornell.edu/article s/830

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RICES 2019
RESEARCH INNOVATION COMMERCIALISATION & ENTREPRENEURSHIP SHOWCASE

Sustainable Return to Work Roadmap for Employees with Disabilities in Malaysia

ABSTRACT

This study identifies key factors affecting return to work after severe occupational injury. This research was conducted based on 300 quantitative data collected from participants of Return to Work Programme, PERKESO Malaysia. This research was carried out all over Malaysia from 1 July 2018- 15 February 2019.

OBJECTIVES

A novel sustainable return to work model was developed, tested and validated by the researchers and industry practitioners.
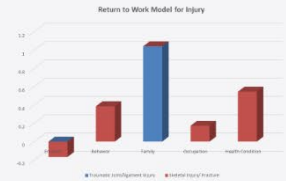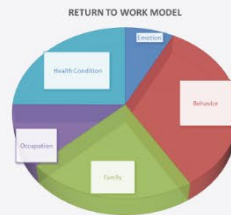
VALUE ADDED

➢ This research is the pioneer research in Malaysia with constructive recommendations and roadmaps provided to enhance the effectiveness of the Return to Work Programme introduced by the Malaysian Government.

COMMERCIALISATION POTENTIAL

➢Contributes to the enhancement of Malaysian government's RTW programme.

➢Enhance the job opportunity of RTW participants.

VALIDATION

Face Validation → Convergent and Discriminant Validation → Construct Validation → Industry Validation

RETURN TO WORK MODEL

Return to Work Model for Injury

Return to Work Model for Gender

RECOGNITION

➢Research collaboration and Knowledge Transfer Programme at PERKESO.

➢3 SCOPUS INDEXED publications.
➢1 Master of Philosophy student.

ACKNOWLEDGEMENTS

➢PERKESO Malaysia

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RICES
RESEARCH INNOVATION COMMERCIALISATION & ENTREPRENEURSHIP SHOWCASE

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Technology : Evaluating the extent of awareness and knowledge among Agriculture and Agro-Based industry smallholders under Asnaf Category

Nur Baiti Shafee, Mohd Ariff Mustafa, Dr. Abdullah Sallehhuddin Abdullah Salim, Md Shukor Masuod, Zuraina Sal Salbila Mohamed, Maria Maiyus

Introduction

Agriculture plays a crucial role in our economy, both for exports and local consumption. Occupying a dominant position in the Malaysian economy, it is the backbone of the country, providing raw material, food, export revenue and employment opportunities.

Problem Statement

- The small-scale producers can be said to be responsible for the future of agriculture. However, many challenges limit their productivity that would effect their income.
- Infrastructural problems such as the absence of R&D innovation, lack of institutional backup, limited financing and small investment from the private sector are some of the factors which affect them significantly.

Objective of the study

- To investigate factors influence the awareness of smallholder farmers under Asnaf category towards the technology innovation.

Research Methodology

Identified selected asnaf with a collaboration with Lembaga Zakat Selangor and Malacca

Interview and focus group

Analysis using Atlas.Ti to finalized specific theme

Knowledge
Government support
Economy
Attitude
Demographic

→ Technology Innovation

Sample

Palm Oil

Natural Rubber

Paddy Field

Moving Forward

Generate training module

Conference and Scopus Journal

Future Collaborative with respective agency

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Project Title : Testing a Model to Promote and Measure Green Packing Practices in Food Industry: A Sustainable Contributor to Achieving Smart Environmental Goals in Malaysia

Dr. C. A. Malarvizhi
Dr. Sreenivasan Jayashree
Dr. Rathimala Kannan
Shamima Raihan Manzoor

- **Research Objectives**

1. To test the TPB factors that influence the 'green purchase intention' towards green food packaging in Malaysia.

2. To test the influence of 'green purchase intention' towards green food packaging buying behaviour in Malaysia.

3. To suggest the green packaging companies on how they can improve their marketing strategies based on the green buying behaviour pattern of the consumers to achieve a smart environmental goal in Malaysia.

. Findings

87% of the respondents mentioned their concern towards food packaging.

Environmental Attitude and Internal Perceived Behavioral control have significant impact on Green Purchase Intention.

Subjective Norm and External Perceived Behavioral Control have significant impact on Green Buying Behavior.

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The Association between Structured Extracurricular Activities (SEAs), Religious Coping, and Psychosocial Well-being among Undergraduates in Malaysian Universities

Project Leader:
Dr. Hawa Rahmat
Members:
Dr. Rohaidah Mashudi, Siti Rasyidah Sanudin, Aimi Hazwani Abdullah, Maizatul Azila Chee Din

Conclusion and limitation:
Pilot study
Field study
Extended to other universities/schools

Stakeholders/collaborators
YUM, STAD, TM scholars

Issue?
Gilman (2001), Argyle & Lu 1990b), Maton (1990), Valois et al. (2004b) , SEA = PWB (Nairn and Merfuzzi 2003; Yoshimoto et al. 2006), (Cigrang et al. 2003), (Dunn and Horgas 2004) (Cotton et al 2006; Jacobson et al 2006; Pargament et al. 2004b) (e.g. Huguelet et al. 2007; Mohr et al. 2007; Pieper 2004) . RC (Ano & Vasconcelles 2005), Harris et al. 2008) Bjorck and Thurman 2007; Koeing and Cohen 1992) RC = PWB

Problem?
Students/parents/academics perception/dilemma

Objective:
1. To investigate type of student who are active in extracurricular activity
2. To formulate a model of SEAs for university students

Project Outcome/Commercialization:
Module SEA for university students

Method:
Mix - 2 phases
1st phase – qualitative
2nd phase – quantitative
Participant – pilot and exploratory study among MMU scholars students

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The importance of Structured Extracurricular Activities (SEAs) among Undergraduates

Project Leader:
Dr. Hawa Rahmat
Members:
Dr. Rohaidah Mashudi, Siti Rasyidah Sanudin, Aimi Hazwani Abdullah, Maizatul Azila Chee Din

Issue

Well-being is a condition of holistic health in all its dimensions: physical, cognitive, emotional, social, physical, and spiritual. Specifically, the term psychosocial well-being or subjective well-being underscores the close connection between psychological aspects of our experience, thoughts, emotions, and behaviour and our wider social experience (Veenhoven, 2015). Research on psychosocial well-being is particularly important among undergraduates because they are continuously faced with stress in campus such as academic challenges, personal issues, relationship concerns, and at the same time have to fit in with social activities in campus, which in turn affect their psychosocial well-being (Veenhoven, 2015). One of the concern associated with students is extracurricular activities that they joined in the campus. Positive links have been shown to exist between youth LS and exercise or physical activity. Studies found that students who either rated themselves higher in social interest, or as participating in greater numbers of structured extracurricular activities (SEAs), also reported significantly higher global LS than those who reported less social interest, and/or minimal or no participation in SEAs (Gilman, 2001; Gilman et.al, 2004). Moreover, research also looking at how being religious could work as coping mechanism among the students while dealing with their daily activity that contribute to their psychosocial well-being (Ano & Vasconcelles 2005; Harris et al. 2008; Bjorck & Thurman 2007; Koenig & Cohen 1992). Multimedia university's (MMU) students are also actively involved in sports and extracurricular activities. It will be significant to study this population. Therefore, the study is meant to examine the association of participation in structured extracurricular activities (SEAs) with psychosocial well-being among MMU students. It also aims to investigate the extent of religious coping as coping mechanism to attain their psychocial well-being among the students. Multimedia university's (MMU) students are also actively involved in sports and extracurricular activities. It will be significant to study this population.Therefore, it is deemed essential to study on factors directly and indirectly that contribute to the psychosocial well-being of MMU students. A module on SEA for students is expected at the end of this research that could be shared through knowledge transfer program or commercialised to a wide range of different population in the society.

Conclusion and limitation:

A module on SEA for students is expected at the end of this research that could be shared through knowledge transfer program or commercialised to a wide range of different population in the society
Limitation: MMU student only.

Stakeholders/collaborators
YUM, STAD, TM scholars

Project Outcome/ Commercialization:
Module SEA for university students

Method:
Mix - 2 phases
1st phase – qualitative
2nd phase – quantitative
Participant – pilot and exploratory study among MMU scholars students

Objective:
Multimedia university's (MMU) students are also actively involved in sports and extracurricular activities. It will be significant to study this population. Therefore, the study is meant to examine the association of participation in structured extracurricular activities (SEAs) with psychosocial well-being among MMU students. It also aims to investigate the extent of religious coping as coping mechanism to attain their psychosocial well-being among the students. Multimedia university's (MMU) students are also actively involved in sports and extracurricular activities. It will be significant to study this population. Therefore, it is deemed essential to study on factors directly and indirectly that contribute to the psychosocial well-being of MMU students.
1. To investigate type of student who are active in extracurricular activity
2. To formulate a model of SEAs for university students

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The Deadly Human Papillomavirus (HPV) Infection: Influencing Factors Towards Cervical Cancer Awareness Among Muslim Youths

Shadia Suhaimi, Dr. Abdullah Sallehhuddin Abdullah Salim, Dr. Yeo Sook Fern, Anushia a/p Chelvarayan, Md Shukor Masuod, Mohd Ariff Mustafa

Introduction

Human Papillomavirus (HPV) is a most common sexually transmitted infection.

Can affects both men and women which are most sexually active people.

Cancer caused by HPV often don't show symptoms until the cancer is in later stages of growth, especially cervical cancer

Objective of the study

To investigates the awareness, attitude and knowledge of Muslimah youths towards cervical cancer.

Focusing at all Higher Educational Institutions in Selangor and Melaka.

Problem Statement

Despite efforts to raise awareness about cervical cancer and the importance of screening, this cancer is still the 3rd most common cancer among Malaysian woman

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Abstract

Ar-riqab, if seen in terms of general definition, means a person that buys or to redeem himself for free from his master gradually. The al-riqab are one of the groups entitled to receive the distribution of zakat. However, the use of the al-riqab interpretation which is more likely to liberation of slaves and prisoners of war is only seen to diminish the scope of the asnaf in the current context until sometimes the provisions for this asnaf will be transferred to the other asnaf. This is because the absence of a perceived individual actually meets the eligibility requirements as a recipient according to the predetermined criteria. The current reality of today's world requires the re-interpretation of the al-riqab concept to ensure that zakat funds are optimally optimized.

Objective

The study of this research aims to evaluate the al-riqab interpretation according to current reality in Malaysia based on the practice of State Islamic Religious Council in distributing zakat provisions. In addition, the distribution model based on the Maqasid al-Syariah principle will also be tried as a guide in the process of distributing the funds

Methodology

The methodology of the study will be conducted qualitatively by using historical research design, and case study design of data analysis using descriptive and comparative methods. A historical design will be chosen as a methodology of this research. Historical design is used to collect qualitative data about events that has happened, and relates it to the current events apply to understand the occurrence of the event (Chua, 2012). As this study examines about the purpose of riqab as a recipient of zakat, earlier scholars' opinion became the basis of study to look into the concept and practice of zakat distribution to the current asnaf riqab in Malaysia. Analysis and comparisons between previous scholar opinions and current scholar opinions in Malaysia will be the basis for the production of the zakat management guidelines of asnaf riqab in Malaysia.

Case study is also chosen as the methodology of this study. By looking into several case studies, the researchers will be able to describe individuals or groups of individuals carefully in order to understand an issue (Chua, 2012). It is also a form of qualitative research in which investigators will investigate in depth; whether it's a program, events, activities or processes involving one or more individuals (Merriam, 2002; Creswell, 2013; Mohd Azhar, 2012). Hence, specifically, this research will be using case study to examine the riqab concept as a recipients of zakat so that it can provides a solid and holistic description of a description.

Result

Definition of Riqab

Selangor- Al-Riqab is someone trapped under someone else power or conditions that does not allow them to live a better life. Expanded distribution.

Malacca –Free the muslims from slavery and colonialism whether it is mentally or physically such as from the jahiliyyah or being controlled by other people.

Assistance Scheme to Riqab

Pusat Zakat Selangor: Undescribed.

Pusat Zakat Melaka: Program purification of the soul [course / training / seminar / community development center asnaf; Donations to shelters / rehabilitation center & Assistance of early marriage.

Fatwa regarding Riqab

Pusat Zakat Selangor: Yes.
Examples:

(1) Misuse of drugs (drug addicts and the former drug addict.

(2) Involved in crimes sharia (alcoholic, gambling, adultery, khalwat, illegitimate childbearing, remove child, incest, copulation, procuress,selling/giving childs to the non muslim, insulting al-Quran & Hadith and others related to enactment of sharia law Enakmen Jenayah Syariah (Negeri Selangor) 1995.

(3) involved in neglecting prayer & fasting, suicide attemptsand living with a prostitute.

(4) involved in songsang lifestyle (prostitute, lesbian, homoseksual, transvestite maknyah atau transsexual, bisexual, pengkid, tomboy, gigolo and cohabitation with non muslim).

(5) involved in juvenile cases (gengster, Crimes involving properties, fights involving injuries, robbery, burglary, rape, weapons related crimes and harassment involving violence); (6) Fettered with chronic diseases (HIV/aids, cancer, tuberculosis and other).

Pusat Zakat Melaka: No rulling made.

Conclusion

There are several conclusions gained from this study such as :

1. The distributions of zakat for asnaf al-Riqab in Malaysia is not standardized. Several zakat institutions distributed zakat funds are bondage new while others maintain the original definition of asnaf.

2. Different zakat riqab definitions in Malaysia has caused a lot of problems considering Malaysia is a small country.

3. Concerted effort to prevent confusions among Muslims need to be taken as soon as possible.

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The Role of Blended Learning Technologies in Enhancing Student Engagement in Theory Dominant Subjects

Abstract

The application of blended learning in education has seen a steady rise over the years. Educators are well aware of the fact that traditional face-to-face teaching is no longer effective, especially among undergraduate and postgraduate students. That being said, educators are now more inclined to select the most appropriate approaches in teaching in order to improve learning among students and to fulfil profession requirements. Furthermore, the selected approaches would have to be able to enhance student engagement towards a particular course. This is deemed to be crucial as student engagement will eventually extend to the students' performance as well.

This research aims to investigate the role of blended learning technologies in enhancing student engagement in theory dominant subjects. The blended learning technologies applied in this study include innovative teaching strategies, gamification of lessons, simplified teaching, sense of belonging and equal opportunities for class involvement. The data attained from respondents were analysed quantitatively and qualitatively. A total of 97 respondents' feedback were analysed using Partial Least Squares (PLS) and a class of 38 students were observed and trained using blended learning technologies. The results revealed that majority of the students in the class tested do have a significant impact in enhancing student engagement. The results of this study will be valuable and useful in the development of various innovative teaching techniques which are able to attract students throughout the learning process, especially in theory dominant subjects. This study was conducted with hopes to encourage more educators to incorporate hybrid teaching methods into their respective courses and to experiment with other blended learning techniques.

Objectives

➢ To examine whether there is a significant positive relationship between innovative teaching strategies and student engagement.

➢ To examine whether there is a significant positive relationship between gamification of lessons and student engagement.

➢ To examine whether there is a significant positive relationship between simplified teaching and student engagement.

➢ To examine whether there is a significant positive relationship between sense of belonging and student engagement.

➢ To examine whether there is a significant positive relationship between equal opportunities for class involvement and student engagement.

Value Added

The study has value added benefits for MMU educators as well as school teachers where this concept was tested and implemented. School that was used as a test background is SK Methodist ACS in Seremban,

Usefulness

- Students will be able to enjoy lessons because learning is now fun!
- Flexibility is present as lessons could be presented in classes or via online components.
- Diverse teaching methods are able to address the needs of different learning styles.
- Personalised learning whereby students produce input based on their own comprehension level.
- Collaborative environment where group works actually work.

Commercialisation Potential

This project could be further developed into a framework that can be used for training teachers/ educators in Malaysia to adopt a more simplified teaching strategy
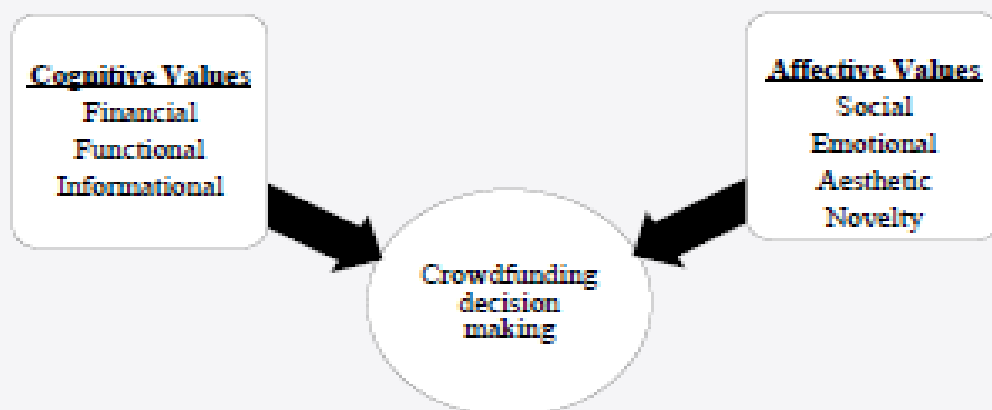
Recognition

This project has been pitched and won an innovation award in the 7th Annual Korea Inventor Award Festival 2018 for the Order of Merit in Education Development.

Project Member details

Dr Sharmini Gopinathan – Project Leader
Prof Dr Murali Raman – Project Member
Ms. Anusuyah Subbarao – Project Member
Ms. Anisha Haveena Kaur – Research Assistant

Innovators photo(s)

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Towards Sustainable Crowdfunding for Investors in Malaysia

Cognitive Values
Financial
Functional
Informational

Affective Values
Social
Emotional
Aesthetic
Novelty

Crowdfunding decision making

Research Framework

Abstract:

Objective: This study intends to examine how cognitive and affective values affect an investor's decision to participate in equity crowdfunding.

Methodology: A survey on 140 responses were gathered and Partial least square modelling was used to perform the data analysis.

Implication: The results show that emotional, aesthetic and novelty values are positively associated with investor's decision to participate in equity crowdfunding. Investors are more influenced by psychological traits when making their investing decision. By understanding the psychology of investors, further steps can be taken to strengthen the regulations pertaining to crowdfunding, thus increasing trust and participation.

Abstract:

Objective: The objective of this study is to examine the gender differences in cognitive values (financial, functional and informational) and affective values (emotional, social, aesthetic and novelty) on investor's decision to participate in equity crowdfunding investment.

Methodology: A survey on 140 responses were gathered. A simple descriptive and mean differences between male and female on factors influencing investors' decision in equity crowdfunding are analyzed.

Implication: Female exhibits higher mean score than male in cognitive values. The findings provide better understanding on the concern on equity crowdfunding investment between male and female investors.

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RICES
RESEARCH INNOVATION COMMERCIALISATION & ENTREPRENEURSHIP SHOWCASE

WAQF AND ENDOWMENT IN EDUCATION : COMPARING THE EFFECTIVENESS OF ITS PRACTICE AND SUSTAINABILITY IN HIGHER LEARNING INSTITUTIONS IN SELANGOR AND MELAKA

Introduction and Problem Statement

Waqf and Endowment in education have some noted similarities in their nature, character and socio-economic implications. The mechanisms, objectives and functions of waqf and endownment have effectively delivered charitable services into a vast number of educational areas including social welfare, research, infrastructure development and general well-being at higher learning institutions.

However, in spite of playing an applaudable role in education institutions, the experience of waqf and endowment in higher learning institutions in Malaysia has been diametrically opposed to the experience in the West.
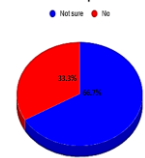
Surveys and Results

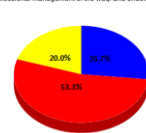Are you aware of the existence of educational Waqf and Endowment in your university?
No, Not sure, Yes — 46.3%, 26.7%, 26.7%
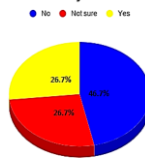
Are you interested to contribute to the Waqf and Endowment in your university?
Yes, Not sure, No — 33.3%, 46.7%, 20.0%
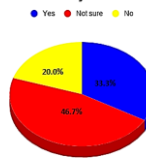
Does the guidelines or SOP been made known publicly to the students or parents?
Not sure, No — 66.7%, 33.3%

In your opinion, what is the most important determinant in determining the effectiveness and efficiency of
High awareness to contribute, Proper allocation of funds for students' benefit, Professional management of the waqf and endowment funds — 26.7%, 53.3%, 20.0%

Research Objectives
To examine awareness, effectiveness and efficiency of existing law and administration in a contemporary Education Waqf and Endowment in order to enhance the development of education system as well as contribute to the development of economy in Malaysia.

Research methodology
Qualitative research i.e. reference of articles and annual reports, interviews with leading Waqf and Endowment bodies at higher learning institutions and survey questionnaires to MMU staff and students from selected higher institutions.

Research Outcome and Recommendations
● Higher learning institutions shall offer more innovative ways of generating income from a multitude of sources for the benefit of teaching and learning communities.
● Review policies and laws to improve and enhance Educational Waqf and Endowment.

Impact
● Enhance knowledge and contribution for a better practice to sustain effective and efficient Educational Waqf and Endowment at higher learning insitutions.
● Enhance awareness among MMU community and other higher learning institutions on the roles and functions Educational Waqf and Endowment .
● Targeted stakeholders will have more interest in giving contribution to educational Waqf and Endowment as their contribution will benefit them economically and socially.

Usefulness
● Assist the policymaker to review policy and regulations in managing Educational Waqf and Endowment
● Give suggestions to higher learning institutions to explore more innovative ways of generating income from a multitude of sources.

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Where is the Qalb?
Exploring Qalb Behavioural Traits Among Muslim Entrepreneurs

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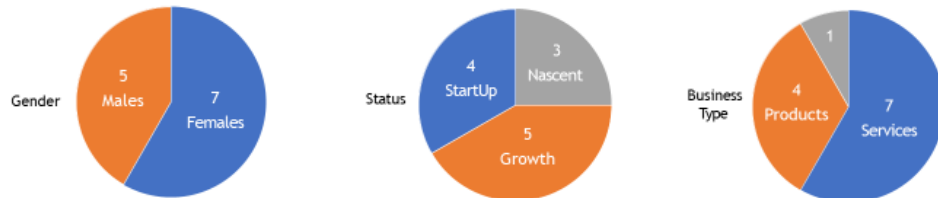
Why?

Mordern muslims stands on such rich heritage of scholarly excellence, producing research and innovation benefitting the ummah and the world at large. However, the recent report indicates a worrying trend. Given the extremely small foot prints the muslims are making in the global research and innovation arena generally, and the large percentage of the community at the bottom of the economic pyramid (BOP) or the B40, one questions what should leading muslim country such as Malaysia do to provide exemplary replicable solutions? What is the outlook for future development of products and services that will improve the quality of life among the muslim ummah specifically and those at the BOP or B40 in general?
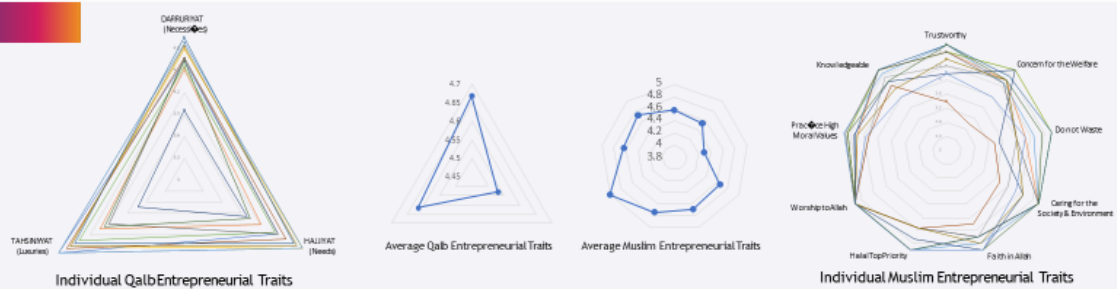
Background:

This study proposes that a key to the situation is to produce more muslim entrepreneurs. But, the next question would be is whats the difference between a muslim entrepreneur and any other entrepreneurs in general? Muslims' daily activities must be focused foremost on pleasing Allah. It is believed that the focus is at the heart or qalb; the central part of human being in the process of the formulation of human thoughts, values, actions, behaviors, feelings and emotions. This includes even when doing business. The word heart holds meaning for a number of different things. To name a few, it could mean the organ that pump blood in human and animals, personality, intellect, compassion, love, affection, courage or the most essential part of something. Some say that the centre of spirituality is the heart. . The word heart in Arabic is often referred to as QALB. Literally, qalb means heart. It is a mudghah; a physiological unit, a lump of flesh, an organ. Prophet Mohammed (SAW) describes it as an organ in the breast of man which if it is well, the entire being is well, and if it is not, the entire being is not. Based on the prophet's indication, the qalb is not just a physical organ but it is something like an electromagnetic field whose centre is the heart. Furthermore, Qalb is also more than mere affection and emotion (Abdul Mutalib, Mohd Jailani and Mahyuddin, 2015). Qalb should be anchored to the 4 principal virtues; justice, wisdom, courage and temperance (Abdul Razak, 2016a). According to Mohd Jailani and Abdul Rahman (2016), Qalb values for leadership are; 1) Right and clear direction, 2) Visionary and foresight, 3) Wisdom and intelligence, 4) Openness and tolerance, 5) Trust and justice, 6) Transparency and integrity, 7) Accountable and responsible, 8) Loving and caring, 9) Transforming and collaborating, and 10) Balanced and sustainable. Researchers at the Centre for Academic Leadership, AKEPT, has developed the Qalb behavioural traits using the Maqasid al-Shariah framework where there are 3 levels namely, necessities (daruriyyat), needs (hajiyat), and luxuries (tahsiniyyat) (Abdul Mutalib et al, 2015). According to Abdul Razak (2016b), Qalb is also applicable beyond the muslim world as Qalb is towards being balanced; justice supported by wisdom, courage and temperance. As leadership is an element of entrepreneurship, thus Qalb is also applicable for entrepreneurship studies.

Demographic:

Gender — Males 5, Females 7
Status — StartUp 4, Nascent 3, Growth 5
Business Type — Products 4, Services 7, 1

Findings:

Individual Qalb Entrepreneurial Traits

Average Qalb Entrepreneurial Traits

Average Muslim Entrepreneurial Traits

Individual Muslim Entrepreneurial Traits

Achievements:

Collaborators:

USIM

Conclusion and Implication

The Qalb behavioral traits, namely, necessities (daruriyyat), needs (hajiyat), and luxuries (tahsiniyyat), where this study determine significant relationships of those traits towards the behavioral intention to become inclusive entrepreneurs among Malaysian Muslim youth. Qalb traits are mapped to the Islamic Entrepreneurial Traits and the findings from the 10 cases, all cases consistently expressed one common major trait they identify highly with, which is "Worship to Allah", then followed by emphasis on having "Faith in Allah" and placing "Halal Top Priority" respectively. Next the cases showed importance of being knowledgeable, also "Concern for the Welfare" which clearly a highly relevant trait towards being inclusive. The case studies help to provide insights to what are the motives towards their inclusive entrepreneurial intention. The Qalb Entrepreneurship training modules that can be offered to muslim youth in order to produce more inclusive entrepreneurs from the Ummah. Furthermore, the training can be a good intervention for the betterment of Asnafs.

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ACKNOWLEDGEMENT

RICES Committee

Units related

Collaboration & Innovation Centre (CIC)

Corporate Communications Unit (CCU)

Digital Cities Research Institute

Digital Connectivity Research Institute

Digital Education Research Institute

Digital Enterprise Research Institute

Digital Lifestyle Research Institute

Digital Security Research Institute

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Entrepreneur Development Centre (EDC)

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