



ORGANIZATIONAL AND INFORMATION SYSTEMS MANAGEMENT INTERNATIONAL CONFERENCE

“EMBRACING THE FUTURE OF WORK”

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FOREWORD

Dean, Faculty of Business and Management, Universiti Teknologi MARA

It is with great pleasure I welcome all foreign and local delegates to our 1st Organizational and Information Systems Management International Conference (OISMIC 2021). On behalf of the Faculty of Business and Management, Universiti Teknologi MARA and its executive committee, we would like to wish you and your families the best in health and safety in this very challenging time. We would also like to take this opportunity to express our highest and sincere gratitude to all our front-liners who have worked tirelessly during this pandemic.



Originally, we were looking forward to hosting all delegates and speakers in our beautiful country, Malaysia, but the current circumstances rendered it impossible. Despite facing the COVID-19 pandemic that is spreading all over the world, we are sure that it will not affect the researchers' spirit and motivation to continue their researches that could be used to benefit the social and economic environment in conquering future trends and challenges in the 4th Industrial Revolution in line with the theme "Embracing the Future of Work". Although OISMIC 2021 is our first conference that is conducted virtually, it is believed that this conference will still be able to provide a platform for researchers to share their ideas, knowledge and to have fruitful and inspiring discussions among them.

This COVID-19 pandemic has caused widespread disruptions in the lives and livelihoods of individuals and families, businesses, and economies. This transformation has affected all industries with no exception. The restriction measures implemented by leaders across nations have accelerated a growing trend in digital trade and e-commerce. This digitalization trend is likely to continue post-pandemic with new norms. Organizations also need to change their activities from the norm of working at the office to working from home (WFH). WFH is a growing trend in today's work environment, in which employees can easily be plugged in from just anywhere they are at. A work from home policy is nothing but an agreement between the employer and the employees who prefer to have work from home privileges. Even though this new norm has affected our lives, I am optimistic that all participants will acquire new skills and knowledge from this conference, particularly the skills related to doing online presentations. I would like to encourage all participants to take an active part in the interesting discussions to be able to embrace the Future of Work in Organisation to sustain the organization and stay competitive and relevant in the 4th Industrial Revolution.

Lastly, I wish to express my sincere gratitude to all sponsors, distinguished speakers, chairpersons and track chairs, paper contributors, members of the organising committee, and all participants for your contribution towards making this conference an outstanding success.

Have a very highly fruitful conference!!!

Professor Dr. Noryati Ahmad
Dean, Faculty of Business and Management
Faculty of Business and Management, Puncak Alam Kampus
Universiti Teknologi MARA, Malaysia

FOREWORD

*Head of Department Supply Chain and Logistics Management
RMIT University, Melbourne, Australia*

It is my great honour to extend a warm welcome to all of you at OISMIC2021, Organizational and Information Systems Management International Conference, being held virtually at Universiti Teknologi MARA, Selangor, Malaysia, in collaboration with RMIT University, Australia.



The key aim of the OISMIC2021 is to provide an International Forum for academics and practitioners to discuss innovative ideas and debate challenges in the field of Organisational and Information Systems Management. The conference offers networking sessions to allow participants to present ideas that may shape workplace structures and industrial practices to tackle increased uncertainty and volatility of the globalised world economy.

I am delighted to present our distinguished keynote speakers, who are among the prominent scholars in the world in their respective areas. Three keynote speakers, Dato' Sri Dr. Irmohizam bin Ibrahim, Executive Director World Trade Centre Kuala Lumpur, Professor Babak Abbasi, Head of Department Information Systems, RMIT University, Australia, and Hana Raja, Managing Director, CISCO Systems Malaysia will set out the agenda for the conference theme "Embracing the future of work". I am deeply grateful to them for their valuable contributions to the conference.

The OISMIC2021 is structured into five well organised tracks to celebrate the multitude and diversity of disciplines: Social Sciences and Humanities; Organisational and Management; Information Systems and Communication Technology; Economics and Business; and Accounting and Taxations. This conference is also designed to facilitate the interaction of research students and early career academics with the more established academics to help create learning networks. Pre-conference workshops on research methodology by Professor T. Ramayah and Professor Steven Eric Krauss present an excellent opportunity for PhD students to receive highly focussed training with real examples.

I hope that this conference program will stimulate further research to serve practitioners with new ideas, better techniques, smarter algorithms and tools for deployment. I feel proud and privileged to provide you this international forum to showcase recent developments in the field through this exciting program.

I appreciate the tremendous efforts and good-will of all those who are involved in organizing this high-quality conference. Last but not the least, I would like to express my thanks to all authors and participants for their contributions.

Professor Prem Chhetri
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FOREWORD

*Coordinator of International Office, Faculty of Administrative Science
Universitas Brawijaya, Indonesia*

It is an honour for the Faculty of Administrative Science, Universitas Brawijaya, Indonesia to be a conference collaborator of the Organizational and Information Systems Management International Conference (OISMIC 2021). The conference has created opportunities for networking, intellectual discussions, and collaborations among academic scholars and industry practitioners across the world.

Collaboration is the key to unlock innovation and innovation is critical for an organization's survival in today's dynamic environment. Organizations often do not have a complete set of skills required for innovation. Through collaborations, organizations can access skills that cannot be provided internally. In addition, collaborations are



needed to realize the potential of science, technology, and innovation to achieve Sustainable Development Goals (SDGs). The global issues that we face today are too big to be tackled by any individual, any one organization, or even any one government. As such, we need to work together to solve these problems by developing, transferring, and disseminating relevant science, technology, and innovation for the SDGs. Hopefully, more collaborative works can be developed to promote innovation and contribute to the achievement of SDGs in the future. Thank you.

Agung N. L. I. Fahrudi, PhD
Coordinator of International Office
Faculty of Administrative Science
Universitas Brawijaya
Indonesia

FOREWORD

Conference Chair, Organising Committee, OISMIC 2021

Assalamualaikum warahmatullahi wabarakatuh. It gives me great pleasure to greet everyone here today for the two-day Organizational Information Systems Management International Conference 2021 (OISMIC 2021). I welcome all of the distinguished speakers and visitors from all walks of life who have come to share their expertise and extensive experience with us. This is the first conference in our faculty's history that has been entirely conducted on a digital platform, in accordance with the social distance rules imposed by the Covid19 epidemic. This two-day international conference's theme is "Embracing the Future of Work."



We are pleased to inform you that this conference is being held in collaboration with RMIT in Australia and Universitas Brawijaya in Indonesia, both of which have pledged significant time and resources to guarantee the event's success. There were numerous knowledge-enhancing activities, as we held three pre-workshop conferences from March to June this year, given by Professor T. Ramayah from Universiti Sains Malaysia and Professor Steven Eric Krauss from Universiti Putra Malaysia. Prior to the conference, a Doctoral Consortium session was successfully organized which was assessed by two Panel of Experts, Professor T. Ramayah (Universiti Sains Malaysia) and Associate Professor Dr. Nor Zairah Ab Rahim (Universiti Teknologi Malaysia).

The major goal of these conferences is to develop a national and international framework for the future of work. The central theme of this conference will be the utilisation of digital technologies such as virtual cooperation, which has grown in popularity since the emergence of the Covid 19 epidemic. I believe that this two-day conference will assist all participants broaden their mental horizons and guide their academic and scientific efforts across the world. I encourage all participants from around the country to make the most of these two days of virtual conference. Thank you very much! I wish you all a very successful and enjoyable conference!

Nur Atiqah Rochin Demong, PhD
Conference Chair, Organising Committee, OISMIC 2021

ORGANISING COMMITTEE

| | |
|----------------------------------|--|
| Conference Advisor | : Prof. Dr. Noryati Ahmad (Dean FBM, UiTM) : Associate Prof. Ts. Dr. Melissa Shahrom (Head of Department TSCMS, FBM, UiTM) : Prof. Dr. Narehan Hassan (UiTM) : Prof. Dr. Prem Chhetri (Visiting Prof. RMIT, Australia) : Dr. Sharon Maleki Far (RMIT, Australia) : Dr. Agung N. F. I. Fahrudi (Universitas Brawijaya, Indonesia) : Dr. Mohammad Iqbal (Universitas Brawijaya, Indonesia) |
| Conference Chair | : Dr. Nur Atiqah Rochin Demong (UiTM) |
| Deputy Conference Chair | : Dr. Sharidatul Akma Abu Seman (UiTM) |
| Secretariat | : Dr. Sri Fatiany Abdul Kader Jailani (UiTM) |
| Treasurer | : Hanitahaiza Hairuddin (Head) (UiTM) : Siti Fatimah Ab Rahman (UiTM) |
| Publication | : Associate Prof. Dr. Erne Suzila Kassim (Head) (UiTM) : Prof. Dr. Prem Chhetri (Visiting Prof. RMIT) |
| Registration/Certificates | : Noor Azzah Said (Head) (UiTM) : Nor Azilah Mohd Asarani (UiTM) : Afiza Abdul Majid (UiTM) |
| Paper Submission/Review | : Dr. Ramita Abdul Rahim (Head) (UiTM) : Sazimah Mohamed Salleh (UiTM) : Nor Afni Md Sari (UiTM) : Noor Zalina Zainal (UiTM) |
| Keynote/Workshops | : Rosintansafinas Munir (Head) (UiTM) : Suryani Che Din (UiTM) : Noorizan Mohamad Mozie (UiTM) : Farah Syazreena Azmi (UiTM) |
| Sponsorship | : Mohd Faizul Hassan (Head) (UiTM) : Dr. Tuan Badrol Hisham Tuan Besar (UiTM) |
| Promotion/Publicity | : Assoc. Prof. Dr. Ariff Ab Malik (Head) (UiTM) : Dr. Ahmad Rais Mohamad Mokhtar (UiTM) : Ibbrahim Zakaria (UiTM) |
| Event Management | : Noor Syahieda Mat Shah (Head) (UiTM) : Nur Farhana Mohd Sah (UiTM) |

CONFERENCE PROGRAM

| DAY 1 22 September 2021 | |
|---------------------------|---|
| 0900-0930 | OPENING CEREMONY Doa recital by Tuan Haji Annurizal Anuar |
| 0930 - 1230 | Keynote Speaker Sessions: Speaker 1: Dato' Sri Dr. Irmohizam bin Ibrahim Executive Director, World Trade Centre, Kuala Lumpur, Malaysia Speaker 2: Professor Babak Abbasi Head of Department Information Systems, RMIT, University, Australia Speaker 3: Ms. Hana Raja Managing Director, CISCO Systems, Malaysia |
| 1230 - 1400 | Lunch and Break |
| 1400 - 1700 | Parallel Session 1 |
| DAY 2 23 September 2021 | |
| 0900 - 1100 | Parallel Session 2 |
| 1100 - 1300 | Parallel Session 3 |
| 1300 - 1400 | Lunch and Break |
| 1400 – 1600 | Parallel Session 4 |
| 1600 - 1630 | CLOSING CEREMONY Closing Speech by Dr. Zarina Denan, Deputy Dean (Academic), FBM, UiTM and Best Presenter Award |

Parallel Session Schedule



Students Activity

Parallel Session 1

PARALLEL SESSION 1

Day 1 | 22 September 2021 | Wednesday | 2:00 pm

VIRTUAL ROOM 1

| | PAPER ID | | NAME | TITLE |
|---|----------------------|--|--------------------------|--|
| 1 | OISMIC 2021: 084-078 | | Azilah Anis | An implementation of Six Sigma in Defect Reduction: A Case in Multinational Trading Company |
| 2 | OISMIC 2021: 086-080 | | Siti Nurfarhana Ab Latif | Content, Context and Process of Digital Transformation. A Preliminary Review |
| 3 | OISMIC 2021: 021-010 | | Ibbrahim Zakaria | Total Quality Management (TQM) Practices and Employees Job Satisfaction Among Middle Level Employees: Moderating Effect of Job Characteristics |
| 4 | OISMIC 2021: 087-082 | | Poh Hwa Eng | An Exploratory Study on Skills Management of the Skilled Blue-Collar Workers in the Automotive Manufacturing Industry in Malaysia |
| 5 | OISMIC 2021: 060-051 | | Nur Syawani Abdullah | A Conceptual Study on Green Management Practices in Banking Industry |
| 6 | OISMIC 2021: 025-058 | | Poh Hwa Eng | Impact of Consumer Privacy Concern and Privacy-Related Defensive Behaviour on the Adoption of Social Media Platform |
| 7 | OISMIC 2021: 029-015 | | Wong Kok Yaw | Managing Service Satisfaction in the Malaysia Airlines |

PARALLEL SESSION 1

Day 1 | 22 September 2021 | Wednesday | 2:00 pm

VIRTUAL ROOM 2

| | PAPER ID | | NAME | TITLE |
|---|----------------------|--|-------------------------------------|---|
| 1 | OISMIC 2021: 050-039 | | Mohammed Ibrahim Mohammed Alblooshi | Examining Citizens Perception of Abu Dhabi Policing e-Service Quality |
| 2 | OISMIC 2021: 103-105 | | Siti Samihah Zaki | The Relationship Between Social Support and Religious Coping Towards Quality of Life of Older People in Malaysia |
| 3 | OISMIC 2021: 105-107 | | Sri Fatiany Abdul Kader Jailani | The Relationship Between Trainees' Characteristics, Training Design and Work Environment with the Application of Knowledge among Teachers at Selected Schools in Malaysia |
| 4 | OISMIC 2021: 046-033 | | Dilla Syadia Ab Latiff | Informational Seeking Behaviour Towards the Decision-Making Experience on Organ Donation Registration: An Interview with Registered Organ Donor |
| 5 | OISMIC 2021: 034-019 | | Lim Liyen | A Study on Online Assessment in Virtual Classroom During Covid-19 Pandemic |
| 6 | OISMIC 2021: 038-025 | | Siti Nur Hajarul Aisyah Mohd Nasir | Factors Affecting Effectiveness of Online Learning During The Covid-19 Pandemic From The Perspective of Higher Institution Lecturers: A Concept Paper |
| 7 | OISMIC 2021: 040-029 | | Norashikin Hussein | Gamification in Learning: A Preliminary Study Among Business Students |

Parallel Session 1

PARALLEL SESSION 1

Day 1 | 22 September 2021 | Wednesday | 2:00 pm

VIRTUAL ROOM 3

| PAPER ID | NAME | TITLE |
|------------------------|-------------------------------|---|
| 1 OISMIC 2021: 027-012 | Azlyn Ahmad Zawawi | The Effects of Team Composition on the Performance of Public Healthcare Workers in Malaysia |
| 2 OISMIC 2021: 027-014 | Azlyn Ahmad Zawawi | Understandings the Roles of Technology and Relational Boundary on the Performance of Rescue Front Liners |
| 3 OISMIC 2021: 012-005 | Eleanor Daniella Lokman | Fish Farming Activities and Spatial Distributio in Sungai Siput, Perak Using Geographic Information System (GIS) and Remote Sensing |
| 4 OISMIC 2021: 026-067 | Tuan Badrol Hisham Tuan Besar | An Intention to Explore Relationship Between Employees Health and Job Performance During and After Covid 19 |
| 5 OISMIC 2021: 022-093 | Narehan Hassan | The Impact of Working Environment Towards Job Performance Among Uniformed Personnel |
| 6 OISMIC 2021: 049-038 | Soo Cheng Chuah | Investigating Users Continuance Intention towards Mobile Payment Usage: A Case of Malaysia |
| 7 OISMIC 2021: 022-091 | Narehan Hassan | The Predictors of Work Stressors towards Work-life Balance among Public School Teachers |

PARALLEL SESSION 1

Day 1 | 22 September 2021 | Wednesday | 2:00 pm

VIRTUAL ROOM 4

| PAPER ID | NAME | TITLE |
|------------------------|-------------------------------|--|
| 1 OISMIC 2021: 079-084 | Zaibunnisa Abdul Haiyee | Management of Strategic Action Plan (SAP) in Supporting the Achievement of the University |
| 2 OISMIC 2021: 102-104 | Noor'ain Mohamad Yunus | The Impact of Perceived Organisational Support, Supervisor Support, and Self-Efficacy of Transfer of Training Among Public Service Officers in Putrajaya |
| 3 OISMIC 2021: 077-069 | Shatina Saad | The Relationship Between Training Methods and Academic Staff Performance at Selected Selangor Public Higher Education Institutions |
| 4 OISMIC 2021: 025-058 | Farah Syazreena Azmi | The Impact of Narcissism, Gratifications Sought, and Big Five Personality Traits Towards Tik Tok Engagement Behaviors in Malaysia |
| 5 OISMIC 2021: 068-059 | Rosintansafinas Munir | Assessing Antecedents of Green Human Resource Management |
| 6 OISMIC 2021: 066-061 | Saiful Anuar Jaafar @ Ibrahim | The Applicable Practice in Hardcopy Map Storage Management: A Practical Criteria and Experience for UiTM PTAR Archive |
| 7 OISMIC 2021: 099-102 | Emi Normalina Omar | The Relationship Between Job Characteristics and Job Outcomes Among The Employees |

Parallel Session 2

PARALLEL SESSION 2

Day 2 | 23 September 2021 | Thursday | 9:00 am

VIRTUAL ROOM 1

| | PAPER ID | | NAME | TITLE |
|---|-------------------------|--|------------------------|---|
| 1 | OISMIC 2021: 097-101 | | Toni Keegan | Building Resilience in the Australian Logistics Industry – Learning From Disaster in 2020 |
| 2 | OISMIC 2021: 104-106 | | Syukrina Alini Mat Ali | The Determinants of Job Stress and Its Relationship With Employee Job Performances in the Public Services |
| 3 | OISMIC 2021: 033-017 | | Shereen Noranee | The Mediating Role of Job Engagement on the Relationship between Work-Life Balance and Turnover Intention among Millennials |
| 4 | OISMIC 2021: 028-023 | | Nor Azilah Husin | The Impact of Retrenchment on Employees Well-Being, Economy, and Social Exclusion During Covid-19 |

PARALLEL SESSION 2

Day 2 | 23 September 2021 | Thursday | 9:00 am

VIRTUAL ROOM 2

| | PAPER ID | | NAME | TITLE |
|---|-------------------------|--|------------------|---|
| 1 | OISMIC 2021: 018-008 | | Norshima Humaidi | User's Satisfaction Towards Course File Information System (CFIS): The Role of Green IT Attitude, Self-Efficacy and CFIS Training |
| 2 | OISMIC 2021: 048-037 | | Shaker Alharthi | An Organisational Perspective of Factors Influencing the Intention to Adopt Blockchain Technology (Work in Progress) |
| 3 | OISMIC 2021: 067-057 | | Riyadi | The Role of Determinant Factors Affecting the Continuation Intention of Using E-learning Systems |
| 4 | OISMIC 2021: 020-009 | | Suryani Che Din | Acceptance of Mobile Open Distance Learning During Covid-19 in Higher Education Learning: An Explorative Study |

Parallel Session 2

PARALLEL SESSION 2

Day 2 | 23 September 2021 | Thursday | 9:00 am

VIRTUAL ROOM 3

| | PAPER ID | NAME | TITLE |
|---|-------------------------|------------------------------|---|
| 1 | OISMIC 2021: 091-088 | Noor Zalina Zainal | Determinant Factors Influence the Intention to Online Purchasing |
| 2 | OISMIC 2021: 045-032 | Sharidatul Akma Abu Seman | Smartwatch Adoption: A Structural Investigation on Behavioural Intention Among Young Adults in Malaysia |
| 3 | OISMIC 2021: 031-085 | Nur Atiqah Rochin Demong | Classification Algorithms for Effects of Personality Traits Towards Students Social Wellbeing In Education 4.0 Using WEKA |
| 4 | OISMIC 2021: 091-089 | Noor Zalina Zainal | Intention to Use Open Government Data Among Academics – Empirical Findings |
| 5 | OISMIC 2021: 082-072 | Rifan Ardianto | Hidden Markov Model of Spatial Temporal Analysis on Urban Residential Fire Risk |

PARALLEL SESSION 2

Day 2 | 23 September 2021 | Thursday | 9:00 am

VIRTUAL ROOM 4

| | PAPER ID | NAME | TITLE |
|---|-------------------------|------------------------------|---|
| 1 | OISMIC 2021: 055-045 | Hairulliza Mohamad Judi | Integrity and Security in Digital Assessment: Experiences and Lesson Learned |
| 2 | OISMIC 2021: 076-066 | Nazura Mohamed Sayuti | Evaluating the Antecedents of E-Government Usage in United Arab Emirates Federal Authority: A Future Direction |
| 3 | OISMIC 2021: 052-041 | Abdul Ismail Hj Mohd Jawi | Recent Development on Information System Capabilities and Sustainable Competitive Advantages: A Review and Directions for Future Research |
| 4 | OISMIC 2021: 053-043 | Norhayatimah Jamil | The Acceptance And Use of Social Media Among Elderly During Covid-19 Pandemic In Malaysia |
| 5 | OISMIC 2021: 041-030 | Turki Bawazir | E-government drivers, Usage and Outcomes: A Case from Saudi Arabia |

Parallel Session 3

PARALLEL SESSION 3

Day 2 | 23 September 2021 | Thursday | 11:00 am

VIRTUAL ROOM 1

| | PAPER ID | NAME | TITLE |
|---|-------------------------|-----------------------|---|
| 1 | OISMIC 2021: 009-004 | Nurfilzah Arham | Moderation of Country Governance on Macroeconomic Cyclical Indicator to NPL Behavior in Emerging Asia |
| 2 | OISMIC 2021: 047-034 | Idaya Husna Mohd | Factors Contributing to Supply Chain Risk Management Practices Among SME Business in Selangor |
| 3 | OISMIC 2021: 019-073 | Mohd Faizul Hassan | A Conceptualization of Financial Well-Being and the Antecedents |
| 4 | OISMIC 2021: 047-035 | Idaya Husna Mohd | The Influence of Job Resources and Personal Resources on Job Engagement among Event Crews at Event Management Companies in Klang Valley |

PARALLEL SESSION 3

Day 2 | 23 September 2021 | Thursday | 11:00 am

VIRTUAL ROOM 2

| | PAPER ID | NAME | TITLE |
|---|-------------------------|--------------------------------------|--|
| 1 | OISMIC 2021: 059-050 | Agung Nugroho Luthfi Imam Fahrudi | A Critical Review on Challenges of Implementing E-Commerce Taxation in Indonesia |
| 2 | OISMIC 2021: 057-048 | Nur Imamah | The First Covid-19 Case Announcement, Abnormal Return and Trading Volume Activity: Evidence From Indonesia |
| 3 | OISMIC 2021: 062-052 | Nila Firdausi Nuzula | How Do Student Entrepreneurs Perceive Financial Technology? |
| 4 | OISMIC 2021: 058-049 | Priandhita Sukowidyanti Asmoro | The Impact of Tax Policy, Financial Access, and Entrepreneurial Intention on Entrepreneurial Behavior Among Generation Z |

Parallel Session 3

PARALLEL SESSION 3

Day 2 | 23 September 2021 | Thursday | 11:00 am

VIRTUAL ROOM 3

| | PAPER ID | NAME | TITLE |
|---|-------------------------|--------------------------|--|
| 1 | OISMIC 2021: 024-024 | Norfadzilah Abd Razak | Challenges of Collaboration between Academia and Industry in Business Innovation |
| 2 | OISMIC 2021: 043-042 | Syadiyah Abdul Shukor | Challenges Faced By Student in e-Learning During Covid-19 Pandemic: Evidence From Malaysia |
| 3 | OISMIC 2021: 063-054 | Sri Sulasmiyati | What Factors Affect Investment Using Financial Technology on Students |
| 4 | OISMIC 2021: 072-064 | Mohd Iqbal | The Effect of Knowledge Management on SMEs Performance Mediated by Market Orientation and Product Innovation |

PARALLEL SESSION 3

Day 2 | 23 September 2021 | Thursday | 11:00 am

VIRTUAL ROOM 4

| | PAPER ID | NAME | TITLE |
|---|-------------------------|--|--|
| 1 | OISMIC 2021: 070-098 | Rosalita Rachma Agusti | The Determinants of Tax Volunteer Performance |
| 2 | OISMIC 2021: 064-100 | Saparila Worokinasih | Tax Avoidance: The Role of Profitability, Sales Growth, Corporate Social Responsibility, Corporate Size and Corporate Age |
| 3 | OISMIC 2021: 061-097 | Dessanti Putri Sekti Ari | Individual Taxpayer Compliance During The Pandemic |
| 4 | OISMIC 2021: 073-065 | Dewi Noor Fatikhah Rokhimakhumullah | Do Tax Incentives in COVID-19 Pandemic Have An Impact on Companies Taxpayers? (Taxpayers Perspectives: Case Study in Indonesian Companies) |

Parallel Session 4

PARALLEL SESSION 4

Day 2 | 23 September 2021 | Thursday | 2:00 pm

VIRTUAL ROOM 1

| | PAPER ID | NAME | TITLE |
|---|-------------------------|-------------------------------|---|
| 1 | OISMIC 2021: 085-079 | Noraziah Abu Bakar | Reforming Mental Health Law and Policy At Work Place: Better Late Than Never |
| 2 | OISMIC 2021: 065-056 | Saiful Rahman Yuniarto Saiful | Analysis of Service Quality Effect Towards Consumer Satisfaction Using Servqual Methods |
| 3 | OISMIC 2021: 106-108 | Siti Noorsuriani Maon | Examining Quality of Life among Caretakers of Person with Autism in Malaysia |
| 4 | OISMIC 2021: 089-087 | Masrur Mohd Khir | Healthy eSports Engagement for eSport Athletes: A Proposal for A Research Framework |

PARALLEL SESSION 4

Day 2 | 23 September 2021 | Thursday | 2:00 pm

VIRTUAL ROOM 2

| | PAPERID | NAME | TITLE |
|---|-------------------------|----------------------------|---|
| 1 | OISMIC 2021: 100-110 | Zarina Binti Abdul Munir | Inter-Organisation Practices For Humanitarian Supply Chain: A Case Study of Flood Disaster in Malaysia |
| 2 | OISMIC 2021: 083-075 | Sazimah Mohamed Salleh | Conceptualizing Instructional Strategies Towards Communication Competence Among UITM Students |
| 3 | OISMIC 2021: 016-011 | Manisah Othman | The Effect of Employee Ethics, Trust and Service Quality to Customer Satisfaction: A Study on Malaysian Telecommunication |
| 4 | OISMIC 2021: 042-031 | Lailatul Faizah Abu Hassan | Exploring the Internet Addiction on Academic Achievement in Public Universities |

PARALLEL SESSION 4

Day 2 | 23 September 2021 | Thursday | 2:00 pm

VIRTUAL ROOM 3

| | PAPERID | NAME | TITLE |
|---|-------------------------|------------------------|---|
| 1 | OISMIC 2021: | Prem Chhetri | Prioritised COVID-19 Two-dosage Vaccination Allocation and Distribution Decision Support System |
| 2 | OISMIC 2021: 071-063 | Noorizan Mohamad Mozie | Exploring Digital Learning Orientation, and E-Learning Self-Efficacy and Support System on Students Innovative Behavior |
| 3 | OISMIC 2021: 038-027 | Aisyah Shamsuddin | An Analysis on the Factors Influencing Workplace Happiness Towards Employee Performance: A Conceptual Paper |
| 4 | OISMIC 2021: 035-074 | Lamphai Trakoonsanti | Modelling the Factors Affecting Port Lapse Time |
| 5 | OISMIC 2021: 081-071 | Najihah Abdul Rahim | Festival Hosting Destination: Investigating the Impact of Place Attachment on Destination Loyalty |



OISMIC 2021

KEYNOTE SPEAKERS



**PPJ KEHORMAT (PA)
DATO' SRI DR. HJ.
IRMOHIZAM IBRAHIM**

Group Executive Director, World Trade
Centre Kuala Lumpur (WTCKL),
Board of Director, Universiti Teknologi
MARA (UiTM)

**FUTURE OF WORK
POST-COVID-19**



PROFESSOR BABAK ABBASI

Head of Department Information
Systems, RMIT University, Australia

**Predicting solutions of large-
scale optimisation problems
via machine learning: A case
study in blood supply chain
management**



HANA RAJA

Managing Director, CISCO
Systems Malaysia

**Future of work: Hybrid,
flexible and inclusive**

KEYNOTE SPEAKER

PPJ KEHORMAT (PA) DATO' SRI DR. HJ. IRMOHIZAM IBRAHIM

**GROUP EXECUTIVE DIRECTOR, WORLD TRADE CENTRE KUALA LUMPUR (WTCKL)
BOARD OF DIRECTOR UNIVERSITI TEKNOLOGI MARA (UiTM)**



Dato' Sri Dr. Hj. Irmohizam Ibrahim is the Group Executive Director of World Trade Centre Kuala Lumpur (WTCKL) from 2019 until the present. He is also one of the Board of Directors of Universiti Teknologi MARA (UiTM). Driven by passion and dedication, he has marked his name as the first Malaysian to become the Chairman of Conferences & Exhibitions Asia Pacific (APAC), Member Advisory Council (MAC), World Trade Centers Association (WTCA). In 2020, he joined the Malaysia External Trade Development Corporation (MATRADE) as a Board of Directors. His contributions also include being the Advisor to the Ministry of Agriculture and Food Industry Malaysia (MAFI), member of the Special Action Committee in Addressing Social Problems Amongst Students under the Ministry of Higher Education (MOHE) and is also involved as a Team Ahli Pemikir (TAP) under the Ministry of National Unity Malaysia.

Dato' Sri Dr. Hj. Irmohizam received his Doctor of Philosophy (PhD) in Education (Adult & Professional Development) from the National University of Malaysia (UKM) and has a Master's Degree in Law (LLM) from UKM. He graduated from the International Islamic University of Malaysia (IIUM) with a Bachelor of Law (LLB) as well as an Advanced Diploma in Shariah Law and Legal Practice (DSLPL). Being a lawyer by profession makes him curious in exploring the chances for other experiences and opportunities in businesses.

His contributions in the Business Events (BE) industry are also significant as the Member of Advisory for the Malaysian Association of Convention & Exhibition Organisers & Suppliers (MACEOS). He is a proud alumnus of Arshad Ayub Graduate Business School (AAGBS) UiTM Shah Alam with a Master's Degree in Business Administration (MBA). Currently, he is pursuing a Master of Public Administration (MPA) at the University of Malaya (UM). Being active in knowledge seeking and upskilling has gotten him far in many aspects, both professionally and personally. He is also an Adjunct Professor at two prestigious universities, namely Taylor's University, School of Hospitality, Tourism & Events and at the DRB-HICOM University of Automotive Malaysia as well as a Visiting Professor at the Center of Malaysia Scholars, College of International Relations, Huaqiao University, China.

Dato' Sri Dr. Hj. Irmohizam is also passionate about getting the younger generation active in businesses and promoting life-long learning amongst the younger generation.

KEYNOTE SPEAKER

PROFESSOR BABAK ABBASI

HEAD OF DEPARTMENT INFORMATION SYSTEMS, RMIT UNIVERSITY, AUSTRALIA



Babak Abbasi is Professor and Head of Department of Information Systems and Business Analytics. His research focuses on industry-motivated quantitative modelling and decision making under uncertainty applied to healthcare delivery improvement, supply chain coordination, resources allocation, service operations management, and manufacturing. He is an Associate Editor for Decision Sciences journal and a member of the Australian Society for Operations Research.

KEYNOTE SPEAKER

HANA RAJA

MANAGING DIRECTOR, CISCO SYSTEMS MALAYSIA



Hana Raja is the Managing Director of Cisco Systems Malaysia, and has more than 12 years experience in strategic planning, business management and leadership roles across various sectors.

Previously, Hana was the Chief Strategy Officer for Cisco ASEAN where she led the Strategy and Operations across 6 key countries (Singapore, Malaysia, Thailand, Vietnam, Indonesia, Philippines).

Prior to joining Cisco, Hana was a Senior Manager in Bain and Company with experience in strategy, performance improvement, customer experience and frontline/sales transformation. She has worked with some of the largest companies in SEA to define their strategy and drive change sustainably, working closely with the executive leadership teams. A significant number of her projects involved

helping organizations through their digital transformation and defining their 'Engine 2.0' strategy; evolving to succeed in today's digital world.

Before Bain she worked in Schlumberger as a consultant, focused on driving Oil and Gas transformations in Southeast Asia and Australia.

She is also a mentor in Teach for Malaysia and Girls4Girls Malaysia; she is passionate about championing women's participation in leadership roles.

She has a degree in Economics from London School of Economics and is based in Kuala Lumpur, Malaysia.



OISMIC 2021

PRE-CONFERENCE WORKSHOPS



Professor T. Ramayah

School of Management
Universiti Sains Malaysia

**Quantitative Research Series 1
Research Methodology
8 - 9 March, 2021**



**Professor Steven Eric
Krauss (@ Abd. Lateef)**

Faculty of Educational Studies
Universiti Putra Malaysia

**Qualitative Research Series 1
Research Methodology
23 - 24 March, 2021**



Professor T. Ramayah

School of Management
Universiti Sains Malaysia

**Quantitative Research Series 2
Basic Smart PLS 3.0
15 - 16 June, 2021**

WORKSHOP SPEAKER

Professor T. Ramayah

School of Management, Universiti Sains Malaysia



T. Ramayah, is currently a **Professor of Technology Management**, School of Management, Universiti Sains Malaysia, Visiting Professor Minjiang University (China), Universiti Malaysia Sarawak (UNIMAS), Universiti Kebangsaan Malaysia (UKM) and Universiti Teknologi MARA (UiTM), Adjunct Professor at Sunway University, Universiti Tunku Abdul Rahman (UTAR) and Universiti Tenaga Nasional (UNITEN), Malaysia. He was also a Visiting Professor at King Saud University (Kingdom of Saudi Arabia) and Adjunct Professor at Multimedia University previously. He has an **h-index of 82** and citation of **29,004** in **Google Scholar** and **i-10 index of 418**, his **h-index in SCOPUS is 45**, with **7,927** citations while his **h-index in ISI/Clarivate**

is **33** with **5,214** citations. He is also currently the Chief Editor of the Asian Academy of Management Journal (AAMJ) and Journal of Applied Structural Equation Modeling (JASEM). His publications have appeared in *Information & Management, Journal of Knowledge Management, Journal of Retailing and Consumer Services, International Journal of Operations & Production Management, International Entrepreneurship and Management Journal, International Marketing Review, Tourism Management, Journal of Travel Research, Computers & Education, International Journal of Contemporary Hospitality Management, Journal of Environmental Management, Technovation, Journal of Cleaner Production, Business Strategy and the Environment, Corporate Social Responsibility and Environmental Management, Technological Forecasting and Social Change, Journal of Business Ethics, Internet Research, Computers in Human Behavior, Information Systems, Resources, Conservation and Recycling, International Journal of Information Management, Safety Science, Industrial Management and Data Systems, International Journal of Production Economics, Journal of Hospitality Marketing & Management, Personnel Review, and Telematics and Informatics* among others. His full profile can be accessed from <http://www.ramayah.com>

WORKSHOP SPEAKER

Professor Steven Eric Krauss (@ Abd. Lateef)
Faculty of Educational Studies, Universiti Putra Malaysia



Prof. Dr. Steven Eric Krauss (@ Abd. Lateef) joined UPM's Faculty of Educational Studies as a Lecturer in 2006. In 2010, he left the faculty to pursue his interest in youth related research at the Institute for Social Science Studies (IPSAS) for over six years as a Research Fellow. In early 2017, he returned to the Faculty of Educational Studies to resume full-time academic work.

He is currently involved in a number of research projects related to youth development. Dr. Lateef has also been involved in a multi-year collaborative research project with the School of Human Ecology of the University of Wisconsin, USA, exploring youth adult partnership in youth and community program settings.

He has published over 80 peer-reviewed articles in national and international journals and regularly assists students and colleagues through a variety of training activities related to qualitative research methods and journal article writing.



OISMIC 2021

DOCTORAL CONSORTIUM



Professor T. Ramayah

School of Management
Universiti Sains Malaysia



**Associate Professor Dr. Nor
Zairah Ab Rahim**

Advanced Informatics School
Universiti Teknologi Malaysia

DOCTORAL CONSORTIUM PANEL OF EXPERT

Professor T. Ramayah

School of Management, Universiti Sains Malaysia



T. Ramayah, is currently a **Professor of Technology Management**, School of Management, Universiti Sains Malaysia, Visiting Professor Minjiang University (China), Universiti Malaysia Sarawak (UNIMAS), Universiti Kebangsaan Malaysia (UKM) and Universiti Teknologi MARA (UiTM), Adjunct Professor at Sunway University, Universiti Tunku Abdul Rahman (UTAR) and Universiti Tenaga Nasional (UNITEN), Malaysia. He was also a Visiting Professor at King Saud University (Kingdom of Saudi Arabia) and Adjunct Professor at Multimedia University previously. He has an **h-index of 82** and citation of **29,004** in **Google Scholar** and **i-10 index of 418**, his **h-index in SCOPUS is 45**, with **7,927** citations while his **h-index in ISI/Clarivate**

is **33** with **5,214** citations. He is also currently the Chief Editor of the Asian Academy of Management Journal (AAMJ) and Journal of Applied Structural Equation Modeling (JASEM). His publications have appeared in *Information & Management, Journal of Knowledge Management, Journal of Retailing and Consumer Services, International Journal of Operations & Production Management, International Entrepreneurship and Management Journal, International Marketing Review, Tourism Management, Journal of Travel Research, Computers & Education, International Journal of Contemporary Hospitality Management, Journal of Environmental Management, Technovation, Journal of Cleaner Production, Business Strategy and the Environment, Corporate Social Responsibility and Environmental Management, Technological Forecasting and Social Change, Journal of Business Ethics, Internet Research, Computers in Human Behavior, Information Systems, Resources, Conservation and Recycling, International Journal of Information Management, Safety Science, Industrial Management and Data Systems, International Journal of Production Economics, Journal of Hospitality Marketing & Management, Personnel Review, and Telematics and Informatics* among others. His full profile can be accessed from <http://www.ramayah.com>

DOCTORAL CONSORTIUM PANEL OF EXPERT

Associate Professor Dr. Nor Zairah Ab Rahim
Advanced Informatics School, Universiti Teknologi Malaysia



Dr. Nor Zairah Ab Rahim is an Associate Professor in Information Systems and an Assistant Dean (External and Global Engagement) at Razak Faculty of Technology and Informatics, Universiti Teknologi Malaysia, Kuala Lumpur. She obtained her undergraduate degree in Information Studies majoring in Information Systems Management from Universiti Teknologi Mara. She later received her Master's degree in Information Systems from University of Melbourne Australia. She then completed her PhD at Universiti Teknologi Malaysia under the supervision of Professor Rose Alinda Alias. Her research was on the Multiple Perspectives of Open Source Software Appropriation in Malaysian Public Sector.

Dr. Zairah is also the current Secretary of the Association of Information Systems Malaysia where she has been actively involved in activities organized by the association since its inception in 2014. She has served as track chair and committee member for Pacific Asia Conference on Information Systems (PACIS2017), she recently served as Associate Editor for PACIS 2020, track chairs and committee member for International Conference on Research and Innovation in Information Systems (ICRIIS) since 2009 till 2019.

She has made over 100 scholarly contributions and being cited over 1000 times by scholars (h-index = 15; i10-index = 29; September 2021). Most of her publications revolves around information systems topics such as technology adoption and use, e-government and knowledge management. Her current research interest is on social informatics. Her latest research grants obtained was on E-community Social Support Framework on Public Reaction towards COVID-19.

She strongly believes in the importance of the knowledge sharing culture in the society. As an academic, her goal is to emerge students in a learning environment that is motivating, enlightening, and delighting and where students are free to learn, practice, ask, and think. While from the perspective of an ICT professional, she believes that one should become dexterous in the profession who know both how to self-learn and how to adapt with others in the professional ecosystem.

Abstract

Social Sciences
and Humanities

Organizational
and
Management

Information
Systems and
Communication
Technology

Economics and
Business

Accounting and
Taxations

Other Areas

Social Sciences and Humanities



FISH FARMING ACTIVITIES AND SPATIAL DISTRIBUTION IN SUNGAI SIPUT, PERAK USING GEOGRAPHIC INFORMATION SYSTEM (GIS) AND REMOTE SENSING

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ABSTRACT

Fishes that are kept in home aquariums, or for aesthetic purposes are ornamental fish. It is considered as one of the fastest-growing in Malaysia's agriculture sector, especially in the export-oriented sub-sector. In year 2015, certain Malaysia's ornamental fish started to face exports embargo to European Union (EU). The study was conducted to identify the location of fish farmers, using GIS and remote sensing supplemented by off-farm employment data from sample population of 30 ornamental fish farmers in Sungai Siput, Perak. Descriptive analysis used to describe the respondent's socio-economic profile. The relationship between farming participation and the independent variables identified were cross-tabulated. Chi-square analysis used to test the null hypothesis. The GIS and Spot-6 image was used to determine farming activities to the spatial characteristics in distinctive regions. A web-based system namely BioDOF-Map simplifies the farms monitoring, which benefits the Department of Fisheries in the management of aquatic animal health.

Keywords: *Ornamental fish, spatial analysis, fisheries biosecurity, bioDOF-Map*

THE EFFECTS OF TEAM COMPOSITION ON THE PERFORMANCE OF PUBLIC HEALTHCARE WORKERS IN MALAYSIA

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ABSTRACT

Healthcare workers are the pulse of medical services in the country. In medical teams, the composition of workers plays a big impact on the delivery of healthcare services. In this paper, team composition consists of team diversity and team skills. The effects of team composition on the performance of healthcare workers are analyzed and discussed. This study involved 300 healthcare teams in Malaysia. The paper intends to examine the relationship between team diversity and team skills on the team performance of healthcare workers. Team performance is characterized by team task performance and team contextual performance. Data were analyzed using the structural equation modelling (SEM) technique and results indicated that team diversity has no significant effect on team performance (team task performance $\beta = 0.081$, $p > 0.05$; team contextual performance $\beta = 0.026$, $p > 0.05$). Meanwhile, team skills have proven to have a significant effect on both dimensions of team performance (task performance $\beta = 0.1446$, $p < 0.01$; and team contextual performance $\beta = 0.1149$, $p < 0.05$). Furthermore, a fit model was explored between all the factors. This study would assist in the understanding of team composition and team performance among healthcare workers in Malaysia

Keywords: Team composition, team performance, healthcare workers, Malaysia

THE ROLES OF TECHNOLOGY COMPATIBILITY AND RELATIONAL BOUNDARY ON THE PERFORMANCE OF RESCUE FRONTLINERS

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ABSTRACT

Rescue frontliners' performance is essential to the nation. Frontliners actively operate in distress and critical situations. They work interdependently with other agencies and units. Their work routines require them to be well prepared to handle urgent missions. Rescue teams must be practical and fast to ensure rescue operations are successfully conducted. Thus, team members must have relevant skills to handle life-threatening situations and utilize technological tools in operations. Besides technological usage, they also collaborate with others to ensure that the mission can be completed faster. These collaborations are the relational boundary that determines the effectiveness of a mission. Hence, this paper examines the relationship between technology compatibility, relational boundary, and rescue frontliners' performance. The quantitative method was used to achieve the research objectives. This study was done on selected search and rescue teams in Malaysia, and data were collected from 100 team members. Technology compatibility and relational boundary were found to have a significant relationship with rescue frontliners' performance.

Keywords: *Team performance, rescue frontliners, technology compatibility, relational boundary*

A STUDY ON ONLINE ASSESSMENT IN VIRTUAL CLASSROOM DURING COVID-19 PANDEMIC

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ABSTRACT

Online learning and virtual classroom have become the new norm in education worldwide during Covid-19 pandemic. In line with virtual learning, there is a shift from conventional assessment methods to online assessment strategies. It is important to study the perception of students towards online assessment to better design the assessment. Thus, this paper aims to evaluate the students' perception towards online formative assessment in virtual classroom. In this paper, we explore the perceived ease of use, perceived usefulness, benefits and effectiveness of online formative assessment in evaluating the significance towards virtual learning. The study utilises an online survey to obtain data from undergraduate students in Multimedia University. The findings of this study revealed that perceived ease of use of online formative assessment significantly affects students' learning in virtual learning environment. The paper provides the suggestions for educators in designing online formative assessment in virtual learning.

Keywords: *Online assessment, formative assessment, virtual classroom, student perception*

FACTORS AFFECTING EFFECTIVENESS OF ONLINE LEARNING DURING THE COVID-19 PANDEMIC FROM THE PERSPECTIVE OF HIGHER INSTITUTION LECTURERS: A CONCEPTUAL FRAMEWORK

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ABSTRACT

In December 2019, Covid-19 outbreak has reported and then has become pandemic which affected seriously health of people. In Malaysia, the outbreak has lead the government to take action by imposing a few series of movement control order (MCO) where Malaysian have to stay at home to break the chain of the virus from spreading. This has effected education institution which Malaysian student and lecturer require to cope with the changes from face to face learning to online learning method. Thus, this research was proposed to evaluate readiness, knowledge and organizational support towards the effectiveness of online learning. Innovative work behaviors also are believed as one of the important factors that will influence the effectiveness of online learning. Therefore, this study includes innovative work behavior as moderator in the relationship of factors impact online learning and the effectiveness of online learning. As an educator, innovative work behavior is critical to enable the educator to create innovative way of teaching to ensure the optimum understanding level among the students towards the learning content. A quantitative method will be employed for this study. A questionnaire survey which adopted from previous study will be distributed among lecturer in Higher learning Institution located in Selangor. A sampling methodology proposed is convenient sampling and data will be analyzed using SPSS. Result was expected to recommend lecturers, learning institution and ministry of higher education in developing approach and policy to ensure the effectiveness of online learning.

Keywords: Innovative work behavior, online learning, readiness, knowledge, organization support

INFORMATION SEEKING BEHAVIOUR TOWARDS THE DECISION-MAKING EXPERIENCE ON ORGAN DONATION REGISTRATION: AN INTERVIEW WITH REGISTERED ORGAN DONOR

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ABSTRACT

This research was conducted to understand the information seeking behavior on organ donation that drive individual decision-making in relation to registration. A qualitative study has been conducted and data gathering was via a semi-structured interview among 16-registered organ donor. Purposive sampling method was employed. Data were analyzed using Giorgi's five steps of data analysis. Findings showed three psychological concept of information seeking behavior surrounding the decision to register as a potential organ donor in Malaysia; confidence with information resources, informational needs, and judgment about the registration process. The three psychological concepts emerged with eight categories and 18 codes. Part of the research findings discussed that participants were dependent and confident on media resources particularly electronic sources, newspapers, and televisions. They also expressed confidence with the authorized body that look after organ donation matters as the information reliability is crucial when making organ donation registration. Though respondents show efforts when searching for information, when it comes to psychological assurance of the process, majority of them are in view that they assurance about organ removal and transplantation process, thus reading were very much focus around it. On the other hand, information about registration process is also critical as respondents needed to feel that it is effortless for them. This research shows how important an awareness campaign is in promoting organ donation.

Keywords: Organ donation, information needs, registration, decision making, experience

EXPLORING CITIZENS' PERCEPTION OF ABU DHABI POLICING E-SERVICE QUALITY

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ABSTRACT

The purpose of the study is to explore citizens' perception of the quality of service of the newly transformed e-policing system in Abu Dhabi. The Abu Dhabi policing system has undergone a major change, and it is timely to assess the citizens' perceptions on the policing system's integrity, transparency, responsiveness, interactivity and serviceability. The study participants were citizens of Abu Dhabi. The sample was selected based on the convenience sampling technique. The data was collected from 260 respondents via an online survey. The results of the descriptive analysis show an acceptable level of e-service quality perception on integrity, transparency, responsiveness, interactivity and serviceability. In addition, the results also indicate there is no significant difference in the perception of Abu Dhabi policing e-service between male and female respondents. At present studies on Abu Dhabi policing is rather limited, hence the findings demonstrate how smart policing could drive a greater acceptance of the e-service quality. In addition, the high perception of the policing integrity, transparency, responsiveness, interactivity and serviceability will provide greater opportunities for future research to embark on how society-authority could work together for sustainable peace and harmony.

Keywords: *Quality of service, Abu Dhabi policing e-service quality, perception on e-service quality, smart policing*

REFORMING MENTAL HEALTH LAW AND POLICY AT WORK PLACE: BETTER LATE THAN NEVER

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ABSTRACT

This paper aims to explore the issues related to mental health from the legal perspective to safeguard an employee's legal rights suffering from mental health at the workplace. Mental health and law intersect in a multitude of ways. Globally, 74% of people with a mental health problem for more than a year are out of work. Legally, the Mental Health Act 2001 includes references to "mental disorder," where mental health has been substantially impaired. Depression or anxiety could affect the employees' performance. Being absent from work may be caused by the termination of employment under the law. Instead of terminating the employee, the law should make provisions for securing the workplace's safety, health, and welfare.

Keywords: Mental health, mental disorder, depression, termination

THE PREDICTORS OF WORK STRESSORS TOWARDS WORK-LIFE BALANCE AMONG PUBLIC SCHOOLS TEACHERS

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ABSTRACT

Every profession has its own specific level of work-related stress. However, being a teacher is considered as a highly stressful occupation due to the increased responsibilities and demanding work structure. Previous researches revealed that one out of three teachers testified that teaching is extremely stressful and has caused this profession to have one of the highest annual turnover rates among professional occupations. The purpose of this study was to predict work stressors (work overload, work conflict and work ambiguity) towards work-life balance. This research was conducted among school teachers at six selected public schools in Perak. A quantitative research methodology was utilized and data were collected using questionnaires. Census survey technique was employed where the whole population in all six selected public schools in Perak were taken as the respondents. Descriptive statistics and Multiple Regression analyses were applied in this study using SPSS 25. The findings revealed that work ambiguity and work conflict were predictors towards work-life balance ($\beta=-.477$, $p<0.01$ and $\beta=.181$, $p<.001$ respectively) among teachers, while work overload was not found to be the predictor ($\beta=-.020$, $p>0.05$). Although teachers in government schools may view work overload as part of their job and was not the influential factor towards their work-life balance, it is recommended that future researchers should look into areas of conflicting work demands, work ambiguity and changing or demanding work instructions from their supervisors that may impact work life balance or as factors that may reduce work stress. In addition, future researchers should look into other work stressors and work-life balance among teachers at private and semi-private schools and to expand the study nationwide involving both rural and urban school teachers.

Keywords: *Public school teachers, work stressors, work overload, work ambiguity, work conflict, work-life balance*

THE IMPACT OF WORKING ENVIRONMENT TOWARDS JOB PERFORMANCE AMONG UNIFORMED PERSONNEL

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ABSTRACT

This study was conducted to identify the impact of working environment towards uniformed personnel's job performance in Kuala Lumpur. Uniformed personnel from three departments which were the Royal Malaysian Customs, Immigration and Fire and Rescue, participated in this study involving 333 respondents. The findings of the study revealed that all five dimensions of working environment (job aid, supervisor support, physical work environment, work incentive and performance feedback) had significant and positive relationship towards job performance. However, upon further investigation on the predictors of working environment, it was found that only three dimensions predicted job performance. Job aid was found to be the highest predictor towards job performance followed by physical work environment and performance feedback ($\beta=.315$, $p<.001$, $\beta=.262$, $p<.001$, $\beta=.171$, $p<.05$) respectively. The study also found that supervisor support and work incentive did not influence job satisfaction among uniformed personnel in these three departments ($\beta=.090$, $p>.005$, $\beta=-.125$, $p>.005$) respectively. It is recommended that those in the higher ranks should look closely into employee needs especially job aid, physical work environment and to constantly provide performance feedback so that these personnel can do their job efficiently and that they feel valued. Understanding the needs of uniformed personnel will translate to their commitment and job satisfaction.

Keywords: *Working environment, job performance, uniformed personnel*

THE RELATIONSHIP BETWEEN SOCIAL SUPPORT AND RELIGIOUS COPING TOWARDS QUALITY OF LIFE OF OLDER PEOPLE IN MALAYSIA

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ABSTRACT

This is a conceptual paper of a future study based on the extensive literature on social support, religious coping, and quality of life among older people. Malaysia will become an aging nation in 2030, and as population aging is inevitable in the country, it will pose a significant challenge towards economics and social development. The Movement Control Order (MCO) due to the COVID-19 pandemic has placed great stress on older people, affecting their quality of life. Therefore, this study investigates the relationship between social support and religious coping on the quality of life among older people in Malaysia. A questionnaire survey will be conducted among government pensioners in Peninsular Malaysia aged 60 years old and above. This study will contribute to a greater understanding of the quality of life of the older people in Malaysia. Understanding this relationship may help policymakers and health and social care providers design strategies to enhance the quality of life of older people.

Keywords: *Quality of life, social support, religious coping, older people*

AN INTENTION TO EXPLORE RELATIONSHIP BETWEEN EMPLOYEES HEALTH AND JOB PERFORMANCE DURING AND AFTER COVID 19

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ABSTRACT

A lot of employees had been suffering declining health status while working during the movement control order, especially the older generation. According to New Straits Times in June 2020, the government advised some of the company to develop work from home scheme where this could cut the expenses of the company as well as the business operation. However, the employees' health and wellbeing was not been well taken care of by the organization. The idea of working from home has brings a lot of challenges for the workers to work as normal days in their normal office during Pre-Covid. The purpose of this research paper is to find out whether there are any changes between the employee health and the job performance pre-Covid19 and during Covid19. Further, it also looks at how does the employees' health can affect the job performance. The study will be conducted using the questionnaire following the Likert scale and will be involving the staff from Universiti Sains Malaysia practicing the work from home routine during the Covid19. It is predicted that the rate employee health on the job performance after the Covid19 will be increase and better compare to before the Covid19.

Keywords: Job performance, Covid19, employee health

THE RELATIONSHIP BETWEEN TRAINEES' CHARACTERISTICS, TRAINING DESIGN AND WORK ENVIRONMENT WITH THE APPLICATION OF KNOWLEDGE AMONG TEACHERS AT SELECTED SCHOOLS IN MALAYSIA

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ABSTRACT

In today's world training is a key of an organization's activities. Training can be said as one of the ways of companies follow to enhance their employees' skills. A training program that has been attended by the employee should be evaluated carefully to determine their effects, and also to decide whether it should be improved or discontinued. An effective training ensures there will be a smooth process of transfer of training to occur within the organization. This study attempted to identify the determinants of training transfer among teachers at selected schools. A questionnaire was used as the main instrument in this study. A total of 300 questionnaires were distributed among teachers at selected schools through convenience sampling technique. Multiple regression analysis was used to investigate the relationship between determinants of training transfer (trainee characteristics, training design, and work environment) and transfer of training (application of the knowledge). The findings reported that there was a significant relationship between all the determinants of training transfer towards the transfer of training. As a conclusion, it is important for the management in the organization to create a conducive environment that supports the employee to transfer the new knowledge, skills and abilities learned during the training program in the workplace. In order to encourage further study in this area, the researcher had stated and gives some recommendations. It will help to have better ideas for improving this study, so that it will bring benefits to the future researcher and as well as for the organization.

Keywords: Transfer of training, trainee's characteristics, ability, motivation, training design, work environment, supervisor support, peer support, opportunity to use

THE EFFECT OF EMPLOYEE ETHICS, TRUST AND SERVICE QUALITY TO CUSTOMER SATISFACTION: A STUDY ON MALAYSIAN TELECOMMUNICATIONS

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ABSTRACT

Customer satisfaction is the most important issue affecting organizational survival especially in telecommunication industry. The main purpose of this study is to examine the effects of employees' ethic, trust and service quality dimensions on customer satisfaction in telecommunication industry. The result should assist company to identify which factors would affect customer satisfaction. Employees' ethic, trust, Service quality, customer satisfaction and service loyalty were measured using 5-point Likert scale from the literature. Exploratory factor analysis, confirmatory factor analysis and structural equation modelling were conducted to examine the effects of employees' ethic, trust and service quality dimensions on customer satisfaction. The findings clearly indicate the dimensions of Service Quality which the company has to focus to provide better service quality. The main limitation of the study is that it was confined to the Selangor area only. so, the findings of Selangor cannot be generalized for the entire nation. Secondly, present study focuses only on Telecommunications Service Industry.

Keywords: Customer satisfaction, employee ethics, trust, service quality, telecommunication

ANALYSIS OF SERVICE QUALITY EFFECT TOWARDS CONSUMER SATISFACTION USING SERVQUAL METHODS

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ABSTRACT

As a primary and fundamental need of every human being, food occupies a sizable portion of the total consumption expenditure of individuals. Foodservice businesses significantly scale to large scale. This study aimed to determine consumer satisfaction to improve the quality and determine the prioritized attributes to maintain and repair services. The method used in the study was Servqual. This method was chosen because it was easy to understand, had a precise instrument to take measurements, access the quality of the company's services according to consumer perception, and determine consumers' expectations with the services provided. This study indicates an influence between the quality of service to customer satisfaction with the level of service quality provided to consumers who have not met the needs and desires of customers. Uncomplicated customers' needs and wants in five dimensions (responsiveness, reliability, assurance, empathy and tangible).

Keywords: Consumer satisfaction, service quality

INVESTIGATING USERS' CONTINUANCE INTENTION TOWARDS MOBILE PAYMENT USAGE: A CASE OF MALAYSIA

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ABSTRACT

Users' continuance usage intention is important in sustaining the development of mobile payment. This study investigates users' continuance intention towards mobile payments in Malaysia by adopting the expectance-confirmation model (ECM). A purposive convenient sampling method was applied with a self-administrated questionnaire and a total of 250 data was collected. The data were analysed using partial least square structural equation modelling. The results support the validity of ECM as perceived usefulness, and satisfaction are significantly influence users' continuance intention to adopt mobile payment. Perceived usefulness was significantly influencing continuance intention through the perceived ease of use and confirmation. Confirmation was found to significantly influence perceived usefulness and satisfaction. The study contributes significant implications for mobile payment providers in increasing their service quality to sustain users' continuation to adopt mobile payment.

Keywords: Mobile payment, continuance intention, ECM

HEALTHY eSPORT ENGAGEMENT FOR eSPORT ATHLETES: A PROPOSAL FOR A RESEARCH FRAMEWORK

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ABSTRACT

The global spread of Covid19 poses a challenge to the business landscape at a magnitude we have not seen before. Covid19 was declared a “public health emergency of international concern” by the International Health Regulations Emergency Committee of the World Health Organization (WHO) on January 30, 2020. Less than two months later, the WHO declared COVID-19 a pandemic. The situation of lockdown and movement restrictions has resulted in the emergence of online related activities on digital platforms such as online businesses, online learning and also online gaming that is now known as eSport. The online gaming or eSport has become very popular among the public including the university students. Hence, excessive involvement in eSport activities will have negative effects not only to the students' health but also to their quality of life. Despite a growing research interest in eSport, a void knowledge exists regarding the healthy eSport lifestyle. To address the gap in research, this paper aims to take an initial step by proposing a framework for a holistic model to determine the attributes of a balanced quality of life for eSport athletes. The framework combines two approaches from both health and sports literature. The framework can help eSports athletes especially the students to maintain a balanced quality of life despite their engagement in the eSport activities.

Keywords: eSport, healthy engagement, quality of life, athletes

EXAMINING QUALITY OF LIFE AMONG CARETAKERS OF PERSON WITH AUTISM IN MALAYSIA

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ABSTRACT

Quality of life is a significant aspect of well-being for the primary caretakers of person with autism, making it a remarkable effect. Despite the advent of a new normal transformation era, the obstacles and struggles experienced by caretakers of person with autism in Asian countries particularly Malaysia, as well as how these affect their quality of life, warrant further investigation. Therefore, to comprehend the contributing factors in detail, a research model is proposed to indicate the influential underlying factors relative to improved quality of life among the primary caretakers of person with autism. The purpose of this paper is to examine a model describing the relationship between psychosocial factors and quality of life among primary caregivers of person with autism. The four proposed psychosocial dimensions of interpersonal relationships, support, stress, and coping mechanisms will be examined in this study. In the method of gathering data, a correlation and cross-sectional study involving primary caregivers of person with autism will be used. The IBM SPSS programme will be used for both the preliminary study and the descriptive analyses, while PLS-SEM will be used to further analyse the model.

Keywords: *Quality of life, autism, caretakers and psychosocial*

THE SOCIOLOGICAL INTERFERENCE IN 'CAPTOLOGY' PRINCIPLE FOR A SUSTAINABLE PERSUASIVE BEHAVIOR

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ABSTRACT

The sustainable persuasive technology is the area involving technology, persuasive, human behaviour and environmental aspect. A revolution in social life has led to a significant influence in computing technology and persuasion principles or known as 'Captology'. 'Captology' is the study of computers as persuasive technologies with the purpose of changing people's attitudes or behaviours through persuasion and social influence, but with strong considerations regarding transparency and ethics. With the Industrial Revolution 4.0, many agendas related to sustainability especially in terms of technology have been given attention such as in the area of green computing and pervasive technologies. Recently, various IT technologies have incorporated into people's lifestyles seamlessly while aiding day-to-day tasks, such as social communications, healthcare monitoring, and environmental management. Various disciplines like design, psychology, sociology and technology play in creating systems that support behaviour change through ethical means. From a sociology perspective, persuasive technology requires the involvement of society in influencing one's actions to use technology consistently. Therefore, the sustainable 'Captology' which incorporated the human psychology and computer technological interaction acquired values to strengthen human belief and thought towards enriching people's lives in various domains. As 'Captology' perspective is concerned, research on sustainable persuasive 'Captology' and behaviour change support systems acquire further investigation in benefiting the impact of information systems on individual's activities. Identifying the interference of sociological in 'Captology' principle was among the prominent objective for this study. Furthermore it will investigate the behaviour change among society which benefited on individual's activities towards the sustainable development of the society. The 'Capstability' model will be focusing on finding out how to influence, persuade people and engaged to continue to use the applications designed for sustainable persuasive habits and behaviours. The 'Capstability' model will become a tool for evaluating, benefiting the impact and accomplishing the information systems on individual's activities in green IS/IT designed for behaviour change.

Keywords: *Sustainable persuasive technology, green information system and technology, sustainable 'Captology', behaviour intention, psychology and security aspect of sociological*

INTER-ORGANISATION PRACTICES FOR HUMANITARIAN SUPPLY CHAIN: A CASE STUDY OF FLOOD DISASTER IN MALAYSIA

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ABSTRACT

Flood not only destructs livelihoods but is also causes detrimental effects on public health as well as the environment. Because of the nature of a natural catastrophe, it is imperative to efficiently manage these calamities through a comprehensive disaster management such as timely responses and strategic planning to mitigate calamities. Humanitarian supply chain is vital in delivering aid, including medicine, food and clothing to victims of disaster, which often times encounter inconsistencies and adversities. Therefore, the aim of this study was to investigate the inter-organizational coordination within the HSC during one of Malaysia's worst flood disaster that decimated communities through a structured interview with 15 of its victims in Kota Bharu, Kelantan. Findings suggest agility, alignment and adaptability as recommendations to improvise the humanitarian aid supply in Malaysia.

Keywords: Supply chain humanitarian aid, agility, alignment, adaptability HSC

CONCEPTUALIZING INSTRUCTIONAL STRATEGIES TOWARDS COMMUNICATION COMPETENCE AMONG UITM STUDENTS

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ABSTRACT

Instructional strategies applied in teaching for colleges and universities drawn much attention and interest ranging from theorists, linguists, psychologists, and academicians. It has been one of the main research topics are investigating student learning engagement that leads to their communication competencies. Two main focuses in the pedagogical aspect of instructional methods in teaching and learning are how lessons are transferred to the students and how they applied. Five main instructional methods have been studied extensively: Direct Instruction, Indirect Instruction, Interactive Instruction, Independent Study and Experiential Learning. These instructional strategies expected to influence communication competence based on motivation, knowledge, skills and culture. Therefore, this paper formulates a framework suggesting instructional strategies as an antecedent towards communication competence. The discussion on implications for future theory development is discussed

Keywords: Instructional strategies, communication competence, student engagement

GAMIFICATION IN LEARNING: A PRELIMINARY STUDY AMONG BUSINESS STUDENTS

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ABSTRACT

Gamification in education is an approach to increase learners' motivation and engagement by incorporating game design elements in educational environment. With the growing popularity of gamification, there are mixed success of its application in educational contexts. It is therefore imperative to shed a more realistic light by focusing on empirical evidence rather than on potentialities, beliefs or preferences. Thus, the aim of this study is to explore various perceptions on gamification in learning in particular the benefits of gamification, learning engagement through gamification, learning involvement in gamification and challenges of gamification in learning. Data were collected using online survey questionnaires from 108 business students in a public university in Malaysia. The results indicate medium to high level of perceptions on various aspects of gamification in learning. Details of the findings were justified and discussed. This study shall benefit academics and institutions of higher education in providing new perspective of using gamification as an approach to engage students in their learning.

Keywords: Gamification in learning, learning engagement, business students

EXPLORING THE INTERNET ADDICTION ON ACADEMIC ACHIEVEMENT IN PUBLIC UNIVERSITIES

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ABSTRACT

Digital platforms such as computers, the internet, social media, and smartphones have become indispensable parts of our lives in an era when information technologies are rapidly evolving. These digital platforms are heavily utilised by people of all ages. Most students use digital platforms to communicate, navigate social media, and play online and offline games. Digital addicts prioritise their use of digital technology over family, friends, and work. Digital technology becomes the organising principle in the lives of addicts. The goal of this study is to determine the relationship between internet addiction and academic performance among public university students. This study included a total of 128 participants. The questionnaire was specifically designed to match with the nature of the study. It is recommended that an awareness programme on responsible internet use be implemented to prevent students from becoming addicted, which could have a negative impact on their academic achievement and social life.

Keywords: Academic achievement, digital addiction, undergraduates, public universities

Organizational and Management

TOTAL QUALITY MANAGEMENT (TQM) PRACTICES AND EMPLOYEES' JOB SATISFACTION AMONG MIDDLE LEVEL EMPLOYEES: MODERATING EFFECT OF JOB CHARACTERISTICS

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ABSTRACT

The effects of Total Quality Management (TQM) on employees' job satisfaction have been studied extensively in worldwide, while few studies have been conducted in with moderator factor. Moreover, there are not many studies about the effects of TQM and job satisfaction and job characteristics as moderator. The purpose of this research is to study the effect of TQM on job satisfaction through the moderating role of job characteristics. For the purpose, nine hypotheses were developed. This study was a cross-sectional study. A stratified sampling technique was used in collecting data from 261 employees in Majlis Bandaraya Melaka Bersejarah (MBMB). The results on the study supported only three from nine hypotheses. Accordingly, top management commitment and training and teamwork are the most influential factors of TQM practices towards employee' job satisfaction and task identity significantly moderate the relationship between top management commitment and employees' job satisfaction.

Keywords: Total quality management, job satisfaction, job characteristics

MANAGING SERVICE SATISFACTION IN THE MALAYSIA AIRLINES

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ABSTRACT

Malaysia has becoming a challenging market for airline where the growth was slowed in recent years, despite the travel restriction due to the outbreak of COVID-19 pandemic. Recent studies found that customer satisfaction is always the key to determine the effectiveness of an airline company. There are some common quality factors namely interaction quality, physical environment quality and outcome quality were discussed in this paper to test their relationship with service satisfaction among airline passengers. Data was collected from 100 passengers by using self-directed questionnaire. Pearson correlation coefficient and multiple regressions were conducted and the results showed that all independent variables are positively related to dependent variable. Managerial implications were also provided to guide airline administrators on the effective ways to enhance service satisfaction among passengers.

Keywords: Airlines, satisfaction, service

THE MEDIATING ROLE OF JOB ENGAGEMENT ON THE RELATIONSHIP BETWEEN WORK-LIFE BALANCE AND TURNOVER INTENTION AMONG MILLENNIALS

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ABSTRACT

Work-life balance influences millennials' work behavior. To produce performance and high commitment, job engagement promotes employees attached to their work. The amount of turnover intention is decreased by the excellent quality of work-life balance. This study aims to determine the relationship between work-life balance and turnover intention among millennial workforce, as job engagement acts as a mediator. The dimensions of work-life balance are manager support, job autonomy, and schedule flexibility. Convenience sampling technique was applied for this quantitative research method and questionnaire survey was used to collect data. In total, 137 data were collected and analysed using SPSS version 26. Based from the results, the findings indicate that job autonomy and schedule flexibility, and manager support, are significant predictors of turnover intention. It was also found that there is a significant mediating effect of job engagement on the relationship between job autonomy and scheduling flexibility, and manager support, with turnover intention.

Keywords: Work-life balance, manager support, job autonomy, schedule flexibility, job engagement, turnover intention

THE IMPACT OF RETRENCHMENT ON EMPLOYEES' WELL-BEING, ECONOMY, AND SOCIAL EXCLUSION

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ABSTRACT

The number of retrenchment has alarmingly increased due to pandemic Covid-19. Most businesses are close and do not operate more than six months. Most organizations decided to retrench employees to minimise the cost and loss from the pandemic. This study examines the impact of retrenchment on employees' well-being, economy, and social exclusion in Selangor. There were 300 employees recently retrenched who had been identified to respond to the survey by assessing the second-order model using Partial Least Square analysis. The sample was identified by using purposive random sampling from the retrenched individuals across Selangor. The findings revealed that employee retrenchment has a negative impact on employee well-being and economy. Whereas retrenchment has positive impact on social exclusion. The study recommends that government agencies strategically design the best practices and plan for future employees' sustainability.

Keywords: *Employee retrenchment, well-being, economy, social exclusion*

AN ANALYSIS ON THE FACTORS INFLUENCING WORKPLACE HAPPINESS TOWARDS EMPLOYEE PERFORMANCE: A CONCEPTUAL PAPER

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ABSTRACT

Employee happiness became one of the most common corporate objectives nowadays which it is important to look into the employee's happiness and its outcome for the organization for improving their performance. According to previous study, when employees feel happy they will more active and energetic to face of difficulties, they will be more interested with work and this lead to increase employee performance. The workplace environment plays an integral role on the employees' overall well-being, including their relationship with co-worker and superior. Prior studies also believed that manager who always praises their worker will contribute to the higher performance of their employee. Beside that income also play an important role in employee performance whereby many study stated that the higher income can lead to better health and enhance employees' stamina, which lead to better job performances. Therefore this study ought to find out the influence of co-worker relationship, recognition and income towards employee performance among employees in Ministry of Water, Land and Natural Resources (KeTSA). Sample of size determined is 180 participants according to G*Power application. The sampling technique for this study is convenient sampling and instrument was adapted from previous study. Questionnaire has been validated for content and face validity. The issue of happiness at the workplace needs to be properly hypothesized so that useful research on it could be conducted. This conceptual paper presents a potential framework that could affect the performances of employee in organization and it is valuable contribution to organization, management and government.

Keywords: Workplace happiness, co-worker relationship, work recognition, income, employees' performance

A CONCEPTUAL STUDY ON GREEN MANAGEMENT PRACTICES IN BANKING INDUSTRY

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ABSTRACT

The innovation of Green Management Practices (GMP) in businesses has the greatest influence on the performance of the organization. The banking sector has been seen as more proactive to support and adopt green management practices as compared to others. Nevertheless, a prior study has reported that the adoption of GMP may not secure i.e. technical default can cause data missing, indirectly may have an implication on the banking's revenues and operating efficiency. To curb the issue, the banking sector has enhanced its innovative services and products such as green loans and QR pay which are beneficial to the consumers, the environment, and the bank itself. Therefore, this study attempts to fill up this existing gap by understanding the practices of green management towards bank performance. This research is expected to create awareness of GMP towards employees to increase knowledge and reduce the negative impact on the environment. Furthermore, the result of this research will become the guidelines for the banking sector to formulate policies and advocate programs towards achieving successful GPM that will lead to sustainable environmental preservation.

Keywords: Green management practices, organizational performance, green innovation, banking sectors

ASSESSING ANTECEDENTS OF GREEN HUMAN RESOURCE MANAGEMENT

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ABSTRACT

The practice of Green Human Resources (GHRM) is a future direction of the organization in driving a green workforce and pursuit of environmentally sustainable business. It can be enhanced by integrating the green employee life cycle with the organizational sustainability strategy will stimulate to achieve environmental initiatives and goals of the organization. Thus, the efforts to measure drivers of GHRM practices should be carried out to instill awareness of the importance of green organization. The paper aims to examine the influence of organizational environment and individual factors on GHRM. A total of 145 employees participated in answering the questionnaire survey. The results indicate that employee competencies and supervisory support, are significantly related to the GHRM, meanwhile, technology support and employee attitude are not significantly related to the GHRM. Hence, this finding can provide a deeper understanding of the managerial perspectives on the drivers in fostering GHRM. Further, the organization may consider applying the findings into their programs and policies to foster green employees as well as support eco-friendly organizations.

Keywords: *Green human resource management, organizational environment, employee competency and attitude, university*

EXPLORING DIGITAL LEARNING ORIENTATION, E-LEARNING SELF-EFFICACY AND SUPPORT SYSTEM ON STUDENTS INNOVATIVE BEHAVIOR

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ABSTRACT

Higher education has changed significantly due to COVID-19. Academicians and students are experiencing difficulties with the sudden switch from a physical learning to online distance learning. Students should be encouraged to engage in extra-role behaviours such as creative behaviour, which is academics' challenge. However, a prior study found that inability of students to innovate lead them to withdraw and possibly concentrate on simply locating information in which could hinder institutions potential to gain competitive advantage. It has been found in previous research that students' creativity in constructing sustainable institutions is affected by their digital learning orientation, self-efficacy, and support system. We thus sought to examine how digital learning orientation, e-learning self-efficacy and support systems affect creative behaviour among 362 Bachelor of Office Systems Management students. Respondents were selected using stratified and convenient sampling in order to get as diverse respondents to match the complexity. A Structural Equation Modelling Partial Least Square was conducted to examine the influence of the research model and the findings showed a significant influence of online distance learning, self-efficacy, and support system on behavioural intention. This study can be served as a guideline for management of higher education in designing strategies and policies for the implementation of online distance learning.

Keywords: Innovative behaviour, digital learning orientation, self-efficacy, support system, undergraduate students

THE RELATIONSHIP BETWEEN TRAINING METHODS AND ACADEMIC STAFF PERFORMANCE AT SELECTED SELANGOR PUBLIC HIGHER EDUCATION INSTITUTIONS

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ABSTRACT

The focus of this paper is to study the link between academic staff training methods and job performance in public universities in Selangor. The purpose is to analyse the relationship between on-the-job and off-the-job training towards the effectiveness of the management training program for academic staff's job performance. This research attempts to determine which training methods contribute the most for academic staff's job performance. The study was conducted through a survey which later uses descriptive analysis, correlation analysis, and multiple regression analysis. The results show that there is a strong correlation between on-the-job training and job performance. In addition, there is a close relationship between off-the-job training and job performance. In addition, the data shows that on-the-job training has a greater impact on improving employee performance than off-job training. Therefore, there is a link between training skills and job performance, and on-the-job training is more effective in improving the job performance of academic staff in public universities in Selangor. It is recommended that before giving training to employees, management should do a training needs analysis (TNA) to determine the best training approach.

Keywords: Training method, academic staff performance, on-job-training, off-job-training, training need analysis

FESTIVAL HOSTING DESTINATION: INVESTIGATING THE IMPACT OF PLACE ATTACHMENT ON DESTINATION LOYALTY

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ABSTRACT

Tourism is widely regarded as a significant economic driver in many countries. However, the extent to which tourism destinations, particularly festival destinations, are preferred by tourists remains unexplored. Drawing from attachment literatures, the effect of place attachment on destination loyalty is being studied. This study was conducted at the Festival of Light and Motion in Putrajaya (LAMPU Putrajaya 2020). The purpose of this study was to examine the relationship between place attachment and destination loyalty. Multiple regressions were used to analyse the responses. A simple convenience sampling method was used to analyse the responses, and the hypothesis was tested using multiple regressions. In general, the findings indicate that place dependence and social bonding are significant and have a significant effect on destination loyalty. The findings are beneficial for tourism authorities because they enable them to better understand the impact of place attachment on destination loyalty and how it can be improved in the future.

Keywords: Place attachment, place dependence, social bonding, destination loyalty

CONTENT, CONTEXT AND PROCESS OF DIGITAL TRANSFORMATION: A PRELIMINARY REVIEW

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ABSTRACT

Digital transformation has altered the way organizations and businesses operate, increasing the pressure on organizations to change. While existing literature has shown great research interest on digital transformation, there is a wide gap between intentions and the realization of successful digital transformation initiatives. This portrays a lack of common understanding of this concept. In this regard, this paper is aimed to conceptualize the process view of digital transformation by outlining the concept of content, context and process. The review was conducted through content analysis of published article using ATLAS.ti 8, to capture the elements relevant to the process of understanding change to digitally transform an organization. Thereafter, this can be a beneficial knowledge contribution towards successful digital transformation implementation.

Keywords: *Change management, digital transformation, organizational change*

AN EXPLORATORY STUDY ON SKILLS MANAGEMENT OF THE SKILLED BLUE-COLLAR WORKERS IN THE AUTOMATIVE MANUFACTURING INDUSTRY IN MALAYSIA

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ABSTRACT

First-line managers (supervisors and team leaders) provide the linking pin between middle management and the skilled blue-collar workers and they directly supervise non-managers. The research applies qualitative approach to perform a case study investigation on an established automotive company in Malaysia to develop a skills management process which is reflected on the management process of the first-line management at the firm. The skills management process adopted by the first-line management includes skills forecasting and planning, skills development, skills transfer and skills retention. A skills management process is developed to manage the skilled blue-collar workers in a humanised manner. Skilled blue-collar workers are a group of workforce who possess certified skills which are difficult to be imitated without going through the process of learning and experience of skills. Therefore, it is essential to design a proper skills management process to manage this group of workforce. The research is novelty work.

Keywords: *Skills management, skilled blue-collar workers, first line management, automotive industry, management process*

IMPACT OF CONSUMER PRIVACY CONCERN AND PRIVACY-RELATED BEHAVIOUR ON THE ADOPTION OF SOCIAL MEDIA PLATFORM

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ABSTRACT

Consumer privacy is concerned about the ability of consumers to control how their personal information is transmitted to others. In using the social media platform, consumers are very much concern about the privacy in using the social media platform. Consumers are vulnerable and have little control over how e-marketers may use the information collected. Consumers may experience negative consequences, including identity theft, fraud, and fear of being personally monitored when there is a possibility of intrusion. Concerns for privacy arise when consumers are not aware who is collecting their personal information, and for what purposes the information collected will be used. Therefore, the conceptual research aims to investigate the impact of consumer privacy concern and privacy-related defensive behaviour on the adoption of social media platform. The researchers perform systematic literature review to generate the findings for the conceptual paper. The research develops a theoretical framework using the Power-Responsibility Equilibrium (PRE) theory to explain the phenomenon of privacy concern and privacy-related defensive behaviour. The research aims to provide insight into how privacy concerns and privacy-related defensive behaviour influence digital marketing in the intensive data-driven field. The work is an original work which has not been published.

Keywords: Consumer privacy concern, defensive behaviour, internet privacy, sensitivity, social media platform

MANAGEMENT OF STRATEGIC ACTION PLAN (SAP) IN SUPPORTING THE ACHIEVEMENT OF THE UNIVERSITY

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ABSTRACT

UiTM2025, a five-year strategic plan was developed to achieve the targeted goal of becoming a globally renowned university by 2025. To achieve the mission and vision of the university, the framework of strategic action plan (SAP) was initiated for three strategic thrusts of Quality education, Global Excellence, and Value-Driven Performance. A proper project management framework to monitor all the planned activities by the top management and relevant stakeholders including faculties and campuses is needed to ensure the monitoring process can be carried out efficiently. The paper mainly focuses on process and project management framework establishment to strategically support and monitor the university's achievement. The strategic action plan was also mapped to 128 Performance Indicators (PI) and 144 Key Initiatives (KI). Therefore, University Electronic Programme Management Office (UePMO) system was developed in 2021 to facilitate project monitoring. Recent input from all university stakeholders, in a total of 1286 SAP projects have been established in the system. A continuous improvement on the framework is important in supporting and providing necessary information and data to top management and to ensure the project implementation and monitoring run smoothly according to the planned schedule.

Keywords: *University, strategic action plan, project management*

THE APPLICABLE PRACTICE IN HARDCOPY MAP STORAGE MANAGEMENT: A PRACTICAL CRITERIA AND EXPERIENCE FOR UITM PTAR ARCHIVE

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ABSTRACT

The paper is aimed to examine the criteria needed in order to manage a hardcopy maps in library archive. The criteria are important highlight the best practice in managing the hardcopy maps as well as to conserve and preserved the physical conditions of the materials. Since there are limited sources for good maps archive guidelines, standard practices are vital to be developed for the library of Universiti Teknologi MARA (UiTM), Perpustakaan Tun Abdul Razak (PTAR) in dealings with hardcopy maps and ensuring the materials are ready to be served either in the physical or digital environment. To achieve the aim of the study, essential criteria for managing hardcopy maps are created based on previous studies including the local policy mapping documents such as National Archive of Malaysia (NAM) and National Library of Malaysia (NLM). Based on the PTAR's experiences, this study has suggested the best criteria to be practiced in the library, including a better security, room temperature, effective cataloguing system, and systematic preservation. By applying these proposed criteria, PTAR would gain benefits in managing the hardcopy map resources and implementation of geospatial information system in the University.

Keywords: Criteria, hardcopy map, library archive, PTAR

BUILDING RESILIENCE IN THE AUSTRALIAN LOGISTICS INDUSTRY – LEARNINGS FROM DISASTER IN 2020

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ABSTRACT

This paper presents the results of an analysis on the experiences of the Australian logistics industry during 2020. 2020 was characterized by two major disasters, the COVID-19 pandemic and The Black Summer Bushfires, both of which caused enormous disruptions to logistics operations across the country. The research was conducted through interviews and questionnaires with industry experts who work within grocery, logistics and industry councils. Four major trends were identified in the findings. These included (i) the significance of information technology; (ii) Changes in attitudes to collaboration in the industry, (iii) the necessity of support from government in the form of legislative changes; and (iv) the influence of consumer behaviour. The trends demonstrate both vulnerabilities and opportunities to further strengthen the resilience of the logistics industry in Australia, and issues and practices that should be considered as Australia and the world prepare to face further disruptions in the future.

THE IMPACT OF NARCISSISM, GRATIFICATIONS SOUGHT, AND BIG FIVE PERSONALITY TRAITS TOWARDS TIK TOK ENGAGEMENT BEHAVIORS IN MALAYSIA

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ABSTRACT

This paper aims to predict narcissism, gratifications sought, and big five personality traits on TikTok engagement behaviour in Malaysia. There is minimal research comparing social media usage and gratifications with personality characteristics. In a survey of 188 students in public university in Malaysia, a quantitative research study conducted to collect the data. In this study, the convenient sampling method used to determine the samples, and the data further analyzed using a statistical method as employed of Partial Least Square (PLS). Narcissism, uses, and gratification 1.0 and 2.0 were found to have a significant impact on TikTok Engagement. The implication of this study contributed significant information on factors that influence them to engage in TikTok and to see how social engagement can lead users for their social sustainability.

Keywords: *Social media engagement behavior, gratifications sought, narcissism, big five personality traits*

THE IMPACT OF PERCEIVED ORGANISATIONAL SUPPORT, SUPERVISOR SUPPORT, AND SELF-EFFICACY ON TRANSFER OF TRAINING AMONG PUBLIC SERVICE OFFICERS IN PUTRAJAYA

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ABSTRACT

Transfer of training practice in the public sector is crucial to ensure service deliverables are always excellent. Return of investment, active learning, and applying new attitudes, skills, and knowledge from training can be rewarding for both parties. Despite training transfer being the most significant factor of training effectiveness, it has become one of the most critical challenges for an organisation. However, a limited number of training transfer studies were conducted in Malaysia, particularly in public service. Therefore, this study was conducted to investigate the gaps in training transfer among public service officers. A cross-sectional study was conducted between April to May 2021 to examine the relationship between the variables. A total of 125 public service officers in Putrajaya were recruited. Findings revealed a significant relationship between supervisor support and self-efficacy with the transfer of training. Understanding these associations may help training policymakers to design strategies to enhance the quality of training.

Keywords: Transfer of training, perceived organizational support, supervisor support, self-efficacy, public service officers

THE DETERMINANTS OF JOB STRESS AND ITS RELATIONSHIP WITH EMPLOYEE JOB PERFORMANCES IN THE PUBLIC SERVICES

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ABSTRACT

This study is conducted to identify the factor that determines job stress and job performance in the public sector in Malaysia. Job stress is a severe issue for employees since it has a negative impact on their emotional and physical well-being. Many companies viewed stress to be a key predictor or component of employee performance. As a result, the contribution of ambiguity, underutilization skills, and task overload to job stress among employees in the selected public sector was analysed in this study. A cross-sectional research was conducted between April and May 2021 to investigate the relationship between the factors. A total of 130 public servants have been employed in Putrajaya. The finding revealed that there is no relationship between all the determinants of employee performance except for workload. Therefore, to avoid work overload, public sector management should play an important role in ensuring that employees have skills that are appropriate for their job roles.

Keywords: Employee performance, role ambiguity, underutilization skills, work overload

DETERMINANTS OF SUSTAINABILITY PERFORMANCE AMONG AGRICULTURE ORGANIZATIONS IN MALAYSIA

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ABSTRACT

Sustainable performance among agriculture organisations is an essential topic of discussion. Sustainable performance has greatly increased the scope of business operations. Apart from economic gains, agricultural organisations must address environmental and social problems. Therefore, using the resource-based view theory, this study aims to identify factors influencing sustainable performance among agriculture organizations. In addition, this study is essential to spur greater innovativeness among agriculture organizations and to drive to achieve sustainable performance in the future.

THE MODERATING ROLES OF TEACHING STYLES AND CULTURE TOWARDS THE RELATIONSHIP BETWEEN LEARNING STYLES AND STUDENT ENGAGEMENT: A CONCEPTUAL PAPER

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ABSTRACT

Student engagement is a crucial component aimed at preventing students from leaving school. High-level classroom involvement is not solely determined by student academic excellence, but by their background, expectations, and direction from family and peers as well as the instructors. Emotional ties with learning, teachers, schools, and peers are the antecedents towards student engagement. In this conceptual paper, the researchers will demonstrate the gap between what have been investigated before and what this research attempts to validate. Previous researches pointed towards the known facts which were learning styles (active-reflective, visual-verbal, sequential-global, sensing-intuitive) and teaching styles (expert style, formal authority style, role model styles, facilitator style, delegator style) towards student engagement. However, very little research has been conducted to determine if the students' cultures play any role towards their classroom engagement. The conceptual paper attempts to investigate the extent of cultural background that may or may not elevate student classroom engagement. Five components of culture which are power distance, masculinity, ambiguity tolerance, individualism and long-term orientation will be investigated to ascertain if these five sub variables have any moderating roles towards the relationship between learning styles and student engagement.

Keywords: Student engagement, learning styles, teaching styles, culture

THE IMPACT OF COVID-19 PANDEMIC TOWARDS BUSINESS EVENT INDUSTRY IN MALAYSIA: A PROPOSAL FOR DEVELOPING A CRISIS MANAGEMENT FRAMEWORK

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ABSTRACT

Industry and governments appreciate business events highly, because of their important role in the economy and Malaysia's renown as a popular destination for travel and as an intercultural platform. Malaysia Based on its 12 main sectors defined in the national Important Economic Area (NKEA) Economic Transformation Program, Malaysia business events are regarded as key contributors to economic growth (ETP). On December 2019, newest coronavirus known as COVID-19, was first identified in Wuhan, China. In response to the pandemic crisis, many countries have issued Restriction Movement Order and/or Lockdown. The sudden Covid-19 has caught our nation off-guard in which the outbreak has paralyzed the local business events industry because there are no specific guideline on how to handle the outbreak. It has caused cancellations and postponements to all other events be it cultural, sporting, religious and other gatherings resulted in the market price downturns. Moreover, this is the first time of such a huge pandemic with this specific nature of infections that require a specific guideline for risk and crisis management in handling its impact. The aim of this research is to explore the impacts of Covid-19 pandemic towards business events industry in Malaysia. This research will identify important factors in managing the crisis and later propose a crisis management framework for business event industry in Malaysia. This exploratory study will apply qualitative method to gather in-depth data from key players in industry to develop or propose a crisis management framework to use as a guideline for handling this pandemic which may likely turned into endemic in the future. This research supports the development of a strategy and guidelines on crisis management and the understanding of the significance of improved responses to outbreaks of infective diseases such as Covid19. This is essential for the economy and industry in the country and to safeguard its reputation as a tourism destination worldwide.

Keywords: Business events, Covid-19, pandemic, endemic, crisis management-framework

AN IMPLEMENTATION OF SIX SIGMA IN DEFECT REDUCTION: A CASE IN MULTINATIONAL TRADING COMPANY

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ABSTRACT

Six Sigma which consists of Define, Measure, Analyze, Improve and Control (DMAIC) had been proven as one of the quality improvements tools in various industries. The effective usage of DMAIC has assisted many industries to achieve remarkable success particularly in reducing product defect. Nevertheless, an application of total quality management (TQM) tool used in each stage of DMAIC is limitedly been report in the previous literature particularly in a Multinational Company (MNC). The present study thus aims to achieve cost reduction and quality improvement by using appropriate tool of TQM in each stage of DMAIC at a MNC company that produced car wiper. A qualitative approach is employed in which 10 respondents are purposively selected ranging from the top to middle management level. They are also been chosen due to their vital role in production, quality and logistics activities of the MNC. Interview and related documents are reviewed to obtain data of the present study. The present study found that specific TQM tools is utilised to find the root cause of defection for the wiper, among others are SIPOC analysis, cause and effect diagram are used in DMAIC stage respectively. Findings of the study have allowed the MNC to identify the root cause of the defect that will consequently reduce the rate of defection and cost. In a long run, it will lead to the competitive advantage for the MNC and subsequently sustainability of the business.

Keywords: *Six sigma, DMAIC, total quality management, SIPOC analysis, cause and effect diagram*

THE RELATIONSHIP BETWEEN JOB CHARACTERISTICS AND JOB OUTCOMES AMONG THE EMPLOYEES

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ABSTRACT

The study aims to look at work factors that impact employee job outcomes (skill diversity, task identity, task significance, autonomy, and feedback). Employee job outcomes are influenced by employment features such as skill diversity, task identity, task significance, autonomy, and feedback. A significant amount of research shows how occupations are constructed influences workers' (e.g. job satisfaction) and employers' outcomes (e.g. productivity). Jobs may be changed to improve productivity, reduce physical strain, and inspire workers. A set of fundamental work qualities influences a range of emotional and motivational outcomes. A convenience sampling approach was employed in this study, and data were obtained from 150 employees. The findings showed that 60% of the employees are from the private sector, and job outcomes were statistically significant with job characteristics that include skill variety ($r=0.350$, $p<0.05$), task identity ($r=0.305$, $p<0.05$), task significance ($r=0.286$, $p<0.05$), and autonomy ($r=0.390$, $p<0.05$). This study findings hope to give an insight into the development of more productive employees and the redesign of jobs to match particular job titles.

Keywords: *Job characteristics, job outcomes, job satisfaction, employee, positive psychological*

PRIORITISED COVID-19 TWO-DOSAGE VACCINATION ALLOCATION AND DISTRIBUTION DECISION SUPPORT SYSTEM

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ABSTRACT

Global distribution of COVID-19 vaccines is one of the world's most challenging logistics tasks. A timely mass vaccination during a pandemic is a matter of life and death. This study proposes a decision support system (DSS) that integrates GIS, analytics, and simulation methods to help develop a priority-based distribution of COVID-19 vaccines in a large urban setting. The Melbourne metropolitan area in Australia is used as a case study. Three vaccine supply scenarios, namely limited, excessive, and disrupted supply, were formulated to operationalise a twodose vaccination program. Vaccine distribution with hard constraints were simulated and then further validated with sensitivity analyses. The results show that vaccines can be prioritised to society's most vulnerable segments and distributed using the current logistics network with 10 vehicles. This study contributes to knowledge and practice in pandemic vaccine distribution and enables governments to make real-time decisions and adjustments in daily distribution plans.

Keywords: Logistics, Covid-19 vaccine distribution, two-dosage vaccination, capacity allocation, decision support system

MODELLING THE FACTORS AFFECTING PORT LAPSE TIME

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ABSTRACT

The rapid growth in containerised freight flows, expanding mega-infrastructure, an integrated intermodal transport system, the growing influence of mega alliances, and the evolution of container vessels to accommodate a large volume of containers have caused enormous demands for container ports and posed huge challenges to handling the expansion of containerised freight. In addition, as a consequence of increased port congestion, containerisation has put more pressure on ports to manage container cargoes efficiently, which is intended to increase business disruption, trade loss, and addition costs, resulting in an uncompetitive container shipping industry. This research aims to identify, model and analyse the effects of port-specific factors on port lapse time. Essentially, this research will advance the current knowledge of port and shipping management by integrating structural equations to model the complexity on a global scale to enhance a better understanding of port delays and bottlenecks. The use of AIS data to analyse and map port dynamics and complex flow networks to model port lapse time, which in turn, adds quantitative vigour and depth to the existing models. The output of this research will inform evidence-based decision making to help plan for future investment in port infrastructure, develop strategies to mitigate the risk associated with port lapse time at the port, and improve demand management and scheduling.

Information Systems and Communication

USER'S SATISFACTION TOWARDS COURSE FILE INFORMATION SYSTEM (CFIS): THE ROLE OF GREEN IT ATTITUDE, SELF-EFFICACY AND CFIS TRAINING

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ABSTRACT

This study aims to investigate the role of green information technology (GIT) attitude, self-efficacy, and Course File Information System (CFIS) training towards the relationship between technology acceptance and user satisfaction on CFIS. CFIS was developed to help the Faculty of Business and Management (FBM) manage and handle course file info of every program in FBM via an online system. The Technology Acceptance Model was adapted as a research model and focusing GIT attitude as a mediating variable, self-efficacy and CFIS's training as moderators. A quantitative method was employed to test the research model using the PLS-SEM technique. Using a purposive sampling technique, this study received feedback from 173 academic staff regarding CFIS usage. The PLS-SEM analysis shown that all the indicated factors significantly influenced the user's satisfaction towards CFIS usage. Meanwhile, the GIT attitude does mediate the relationship between technology acceptance dimensions and user satisfaction. Likewise, the relationship between perceived usefulness and GIT attitude was stronger when CFIS training is higher. This study will hope to provide a guideline to the management of higher education on how to improve their organizational performance through information system (IS) innovation.

Keywords: User's satisfaction, information system, perceived ease of use, perceived usefulness, green IT attitude, innovation, self-efficacy, training

SMARTWATCH ADOPTION: A STRUCTURAL INVESTIGATION ON BEHAVIOURAL INTENTION AMONG YOUNG ADULTS IN MALAYSIA

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ABSTRACT

Thanks to the rise of information and communication technologies, the smartwatch has become one of the most widely used technologies in the past few years. Nonetheless, these high-tech gadgets do not garner the same level of attention as smartphones or tablet computers. Despite predictions of continued steady growth in the industry, smartwatches have failed to displace conventional watches. The current study seeks to explore the factors influencing consumer intention to embrace smartwatch technology in the context of Malaysia by recruiting 342 young individuals aged 35 years and under, with a focus on those who are prospective smartwatch adopters in Malaysia. This study employed SmartPLS 3.2.9, a second-generation structural equation modelling tool to analyse the data and the findings showed a significant influence of perceived hedonic, perceived innovativeness, and perceived compatibility on user behaviour and decisions to adopt smartwatch technology, while perceived self-expressiveness and need for uniqueness was found to have a detrimental impact on behavioural intention. Furthermore, the findings revealed no relationship between utilitarian and healthological with the behavioural intention to adopt smartwatches. This study not only adds to the literature on the smartwatch technology adoption behaviour but is also used to derive practical implications for businesses that operate in the information technology and communication sectors and for policymakers. The novelty of the research is to assess both motivations and technological factors in using a smartwatch. This study also discusses the limitations of the research and makes recommendations for further research.

Keywords: Smartwatch, behavioural intention, adoption, young adults

AN ORGANISATIONAL PERSPECTIVE OF FACTORS INFLUENCING THE INTENTION TO ADOPT BLOCKCHAIN TECHNOLOGY

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ABSTRACT

The competitive pressure, customer expectations, transparency, and performance improvement objectives have increased the pressure on organisations to adopt advanced technologies such as blockchain. Blockchain technology is a distributed ledger system that allows the traceable history of any product for all involved stakeholders. As a result, it can reduce cost as well as increase the overall performance for organisations. Every organisation faces some external and internal challenges to adopt blockchain technology such as lack of tools, knowledge, unsupportive culture, perceived cost and required efforts. Using ‘Technology, Organisation, environment’ (TOE) theory and absorptive capacity theory, as theoretical lenses, this study provides a clear picture to understanding the influence of these factors on the intention to adopt blockchain at organisational level. The results of this research provide more insights on the challenges and opportunities in adopting blockchain in Australia. The findings of this study will add to the extant literature and will offer practical recommendations for the managers of business organisations in Australia. This research-in-progress paper reports on research methodology and expected contributions.

Keywords: Blockchain, Australia, TOE, absorptive capacity.

THE ACCEPTANCE AND USE OF SOCIAL MEDIA AMONG ELDERLY DURING COVID-19 PANDEMIC IN MALAYSIA

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ABSTRACT

Social networking sites has been successfully implemented and fully operationalized since 1978. However, a little study has been conducted among elderly in Malaysia on how they accept and use the technology. In recent years, the number of elderly using social media has risen dramatically, but little research has been done to understand the foundation underpinning elderly in Malaysia to use social media. Since the outbreak of the coronavirus that caused the COVID-19 pandemic, the use of social media seems to be a necessity especially during emergencies. People including the elderly seek information due to their concern about their health conditions and social issues related to the pandemic by using various media. Social media is one of the media that is used as the focal points for accessing and sharing information to the community other than television and radio. Other than to identify the most significant factor that encourages elderly in using social media in their daily life, this study also aims to examine the relationships between the factors and behavioural intention to use social media, the relationship between the behavioural intention to use social media and the actual usage as well as to examine the mediating effect of behavioural intention to use social media. Descriptive statistics were used to explore the data collected and to summarize and describe those data. The data was analysed using Statistical Product Service Solution Version 26 (SPSS). Pearson Correlation was used to analyse the relationship between factors and use behaviour. Whilst, regression analysis was used to identify the most significant factors and to examine the mediating effect of behavioural intention to use. The results discovered that the acceptance and use of social media among elderly help to improve their quality of life. The results in the analysis indicated that social influence is the most significant factor that encouraged elderly use the social media. The significant relationship between performance expectancy and use behaviour from $\beta = -.402$ ($p < 0.05$) and social influence $\beta = -.677$. Therefore, the research objectives of this study have been achieved.

Keywords: *Social media, social networking sites, UTAUT, elderly acceptance, social influence*

INTEGRITY AND SECURITY IN DIGITAL ASSESSMENT: EXPERIENCES AND LESSON LEARNED

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ABSTRACT

Online learning is very much relevant in the era of digital education, especially in a hard time, such as during a pandemic outbreak where face to face learning is not possible. The digital assessment takes place, and educators face a new challenge regarding how to verify that students have completed their work in the evaluation. These concerns raise issues related to academic integrity and assessment security. This paper discusses measures relevant to ensuring academic integrity and assessment security with an example of a university's final evaluation using online assessment. These examples include the emphasis of student awareness in honesty and trustworthiness in their study and the severe consequences of malpractices. On the other hand, assessment security involves evaluating features to prevent any attempts to deceive and practices to deal with any misconduct. Further, evaluation attempt data of 271 students in online assessment is analyzed to investigate any pattern of malpractice and security issues of current online assessment implementation. It is necessary to discover these security issues in the current context of most sought assessment implementation. The measures revealed that the problems and challenges continue to persist, such as difficulties in identifying cheat contracts, difficulties to avoid help and contacts with peers and outsiders, lack of awareness and responsibility in online learning and assessment, and availability of access to online content and assessment.

Keywords: Online learning, digital Assessment, cheating, academic integrity, assessment security

EVALUATING THE ANTECEDENTS OF E-GOVERNMENT USAGE IN UNITED ARAB EMIRATES FEDERAL AUTHORITY: A FUTURE DIRECTION

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ABSTRACT

As information and communication technology (ICT) continues to change our lives in a multitude of ways, society has come to accept that e-government services are the future of the public sector. This is due to its primary opportunity to provide improved service quality with more efficient use of infrastructure and resources. As the United Arab Emirates (UAE) aspires to be the pioneer in the digital age, this study aims to examine factors that affect e-government utilization and its consequence among employees of the UAE's Federal Authority of Identity and Citizenship. This study also intends to understand the role that e-government services can play in fulfilling the prescribed aspirations of that entity. A wide variety of models and frameworks for the process of technology acceptance, adoption and usage have been proposed and studied by researchers over the years. One of them is Delone and Mclean Information System Success Model (DMISM). DMISM are being adopted for this study to explore multi-dimensional models in developing a more detailed insight into the main influences on e-government services usage levels among employees of the UAE's Federal Authority of Identity and Citizenship and how it affects the performance of those employees. The result will be conceptualized using literature in technology usage, e-government and various technology models. This paper provides insights into important factors, such as system quality, information quality, and overall service quality, that affect the adoption and use of e-government services among employees in the public sector in the UAE. The groundwork for future research projects will also be set out from this extensive literature search to develop an implementation strategy guideline for the UAE government.

Keywords: *e-Government, information technology, system quality, performance, sustainable society*

DETERMINANT FACTORS INFLUENCE THE INTENTION TO ONLINE PURCHASING

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ABSTRACT

The study examines the determinant factors of perceived risks towards the intention to use online purchasing. There is a growing body of literature that recognizes the importance of online purchasing in this modern era. The data of the respondents are gathered by using questionnaire that are being distributed among private organizations. Adapting the Theory of Perceived Risk and Technology Acceptance Model, this study is using a correlational research that is most suitable in order to identify the relationship between variables. The data are analysed using SmartPLS 3.0 and the main findings indicate that time risk, privacy risk and finance risk has significant relationship towards the intention to use online purchasing. Based on this study, the finding are hoped to make the consumers to be aware and apply the knowledge when they using the medium in order to lower the risk of the online purchasing, but the habitual of the participant might be a problem towards this study. There are several important areas where this study makes an original contribution to the service provider of online purchasing and the consumers that will then makes this technology effective in the business area.

Keywords: Online purchasing, perceive risk, finance risk, consumer, intention to use

RECENT DEVELOPMENT ON INFORMATION SYSTEM CAPABILITIES AND SUSTAINABLE COMPETITIVE ADVANTAGES: A REVIEW AND DIRECTIONS FOR FUTURE RESEARCH

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ABSTRACT

Sustaining a competitive advantage to achieve high performance is a big challenge for businesses in today's competitive landscape where it requires dynamic firm capabilities to ensure that organizations not only create competencies in their pursuit areas, but are also able to adapt, change and realign those competencies in a dynamic and competitive corporate world, thus lead to achieving high-quality performance. Consequently, information system (IS) capabilities is becoming an important strategic component that helps create competitive advantages and promotes organizational survival. This paper aims to address issues related to the relationship between information system (IS) related capabilities and sustainable competitive advantages of a firm by looking at the gaps from the previous studies. The theory of dynamic capability is use as the underpinning theory, as guidance and to support the conceptual framework and therefore focused on the dimensions of information system capabilities (Personnel capability, Administrative capability, Infrastructure capability, Information management capability) as factors that could explain firm's sustainable competitive advantage. This will shed the light on how firms can utilizes its resources and competencies to strengthen the efficiency and use of IS in business routines, processes and individuals to improve their performance.

Keywords: Information system capabilities, bureaucracy, sustainable competitive advantage, dynamic capabilities

CLASSIFICATION ALGORITHMS FOR EFFECTS OF PERSONALITY TRAITS TOWARDS STUDENTS SOCIAL WELLBEING IN EDUCATION 4.0 USING WEKA

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ABSTRACT

Education 4.0 is a fantastic method of learning that prepares students for the impending fourth modern revolution specifically known as Industrial Revolution 4.0 or in short Industry 4.0. Industry 4.0 preparedness is a critical topic in controlling and aligning with disruptive technologies. As the new idea of future computer, industrial, and social systems, Industry 4.0 has piqued the curiosity of businesses, governments, and individuals. Almost all educational institutions moved to open distance learning during the Covid 19 epidemic in order to restart teaching and learning. This environment answers to the requirement of the industrial revolution, which is centered on smart technology, artificial intelligence, open connectivity, and lifelong learning. Students must demonstrate their ability to relate, utilize, and apply diverse material in a variety of situations. They must encourage improved methods of communicating; they must be placed in front of complicated situations in order to foster fundamental reasoning and complex critical thinking. Understudies must also work in a framework of tasks, after which they must collaborate with their associates. However, the concept has yet to be extensively researched in scholarly articles. Data mining is a method for extracting useful information from enormous amounts of data. Nowadays, data mining is an essential subject in the major industry for delivering precise prediction and in-depth data analysis related to social welfare preparedness for Industry 4.0. In this study, the authors utilized a dataset gathered through a survey distributed to students in the selected institution. The data consists of demographics with nine attributes as well as the Big Five Personality Traits with forty-four items group into five attributes and Social Wellbeing Readiness with nineteen items group into five attributes of two hundred eighty-six students. This study predicts the effects of Big 5 Personality Traits (Extraversion, Openness, Agreeableness, Emotional Stability, and Conscientiousness towards Industry 4.0 Social Wellbeing level by analyzing their demographic and personality traits. On the WEKA Explorer and WEKA Experimenter interfaces, the authors categorized the six categorization algorithms. The classifier's accuracy was measured using the WEKA tool on a dataset with 286 instances and 19 attributes, and a confusion matrix was created. On the WEKA interface, the three groups of classification algorithms namely lazy, meta and trees which resulted in more than 80 per cent accuracy were used to classify the effect of Big Five Personality Traits towards the social wellbeing level dataset. The performances of these six algorithms in the dataset were evaluated using training

data testing mode. After evaluating the results of all algorithms, it was discovered that IBk (k-nearest neighbour) and RandomizableFilteredClassifier algorithms provide the highest accuracy with a similar percentage value at 91.26 % accuracy on the social wellbeing readiness towards Education 4.0 dataset. Based on the findings, the accuracy of the selected classifier developed varies from 87.41 percent to 91.26 percent, which may be enhanced further by selecting relevant characteristics. The high influential attributes were selected using the tool. The agreeableness attribute in the big five personality traits makes the highest impact on the social wellbeing of the students in our dataset. The results showed that the RandomizableFilteredClassifier algorithm outperforms the other classifiers based on accuracy and classifier errors. Apriori algorithm was also used to find the association rule mining among all the attributes and the best rules were also displayed. When coupled with other data mining approaches, developing classification algorithms in this manner assists in the construction of a more efficient prediction tool.

Keywords: WEKA, education 4.0, big five personality traits, social wellbeing, data mining, classification algorithms

INTENTION TO USE OPEN GOVERNMENT DATA AMONG ACADEMICS – EMPIRICAL FINDINGS

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ABSTRACT

Open Government Data (OGD) is one of the initiatives by the Malaysian Government to implement big data in the country. Initiated in 2014, currently, the open data portal has more than 13,000 data sets from 270 publishers among government agencies. The purpose of this paper is to present the findings of empirical study conducted to determine the factors influencing the intention to use OGD, among the academicians in public universities in Malaysia. With 389 respondents, the study adapted the UTAUT model as an underpinning theory, and use PLS-SEM as the tool to analyse the data. The findings highlighted that performance expectancy has positive influence to the intention to use the OGD among academics from 20 public universities in Malaysia. The finding is ideally significant to the academic area especially in research because the intention to use the OGD may lead to the next level of the publishing of data by the data owner among government agencies.

Keywords: Open government data, intention to use, academics, UTAUT, ISSM, trust

THE ROLE OF DETERMINANT FACTORS AFFECTING THE CONTINUATION INTENTION OF USING E-LEARNING MANAGEMENT SYSTEMS (ELMS)

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ABSTRACT

This study focuses on modeling the intention to continue using E-learning Management Systems by linking the predictor variables to use E-learning systems. The Continuity of Technology Theory is adopted and integrated with the Technology Acceptance Model, and the Cognitive Model. Future empirical studies based on the model studied in this paper will help identify areas with a significant impact on users' sustainable use intentions towards the use of E-learning Systems technology in a fast-paced environment. This research is a pioneer study of sustainable use intention with E-learning Systems, especially the relationship between sustainable use intention and its determinants. satisfaction and perceived cognitive absorption are positively related to satisfaction. This research is a study of E-learning Systems, especially the relationship between the intention of sustainable use and its determinants. Satisfaction and perceived usefulness are positively related to perceived innovation.

Keywords: Intention of sustainable use, E-learning systems

ACCEPTANCE OF MOBILE OPEN DISTANCE LEARNING DURING COVID-19 IN HIGHER EDUCATION LEARNING: AN EXPLORATIVE STUDY

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ABSTRACT

Mobile learning has established a solid basis for its implementation worldwide especially during pandemic Covid-19 where almost every learning had been transformed online and had encourage students especially in higher learning institutions to use mobile technologies in their educational activities on daily basis. This purpose of this study is to explore the acceptance and actual use of mobile learning in the Open Distance Learning (ODL) among student in their education which will influence the direction of further developments of mobile learning positively. Unified Theory of Acceptance and Use of Technology (UTAUT) will be applied in understanding the acceptance and use of mobile learning by students of Faculty of Business and Management at the Universiti Teknologi MARA for further advancement of m-learning.

Keywords: Mobile learning, open distance learning, higher education learning

CONCEPTUAL FRAMEWORK TO DETERMINE INDIVIDUAL CONTRIBUTING FACTORS TO DIGITAL DIFFUSION AMONG CIVIL SERVANTS IN MALAYSIA

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ABSTRACT

Digital transformation is an imperative topic, both in academia and practice. With most countries emphasising digital transformation, it has benefited and changed the way people communicate, work, and live. However, the anticipated benefits of transformational government are not always realised. Although the impacts are frequently explored in the private sector, the determinants of success and challenges in implementing transformational government are heterogeneous and complex. While most governments ventures for digitalisation focus on policy and strategic directions, there are indications that little study has been made in human capital development. In Malaysia, empowerment of technological soft skills, leadership and governance has been identified as one of many challenges. With the present COVID-19 pandemic, the digitalisation of workplace and work cultures becomes inevitable. Thus, this study aims to examine the determinant factors towards digitalisation at the individual level based upon the established theoretical framework and further explore other contextual variables that correlate with the perspective of civil servants in Malaysia. The study conducted review to the past literature to achieve its objective. To exhaustively investigate the determinants, the study will employ a systematic literature review. It will contribute to expanding the theoretical framework and assist future research in extrapolating the issues and problems towards the diffusion of digital transformation within the civil service, specifically in Malaysia. Future works may include exploration in the context of group and organisational structure and leadership commitment.

BIG DATA ANALYTICS CAPABILITIES TO BUSINESS PERFORMANCE: A CONCEPTUAL FRAMEWORK

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ABSTRACT

In this days and age, the capability to manage the humongous amount of data would be outstanding. At the same time, business turbulences and uncertainties create another challenge to business performance. Big data analytic capability is the game changer to generate business insights on the customers' behaviours, trends and patterns. With this big data analytics capability along with the analytical decision-making orientation of the business organization would position itself into establishing a data driven culture which value structured, unstructured and mixed structured data. The capability of managing these high streams of data including in real time domain during business turbulences and uncertainties give the business organization an upper hand from its rivals and gain sustained competitive edge. With this business insights through data categorization, relevant data analysis and significant data visualization, the business organization has the advantageous to manage and strengthen the value creation, value position and value capture of its business model innovation that drive business performance. Therefore, this study proposed a holistic research model which focused on the relationship between big data analytics capabilities and business performance mediated by analytical decision-making orientation and business model innovation. The new holistic model will be used in the future research to investigate the indicated predictors, and how big data capabilities enhance firm's business performance especially at urban area.

Keywords: Big data analytics, big data analytics capabilities, analytical decision-making orientation, business model innovation and business turbulences

E-GOVERNMENT DRIVERS, USAGE, AND OUTCOMES: A CASE FROM SAUDI ARABIA

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ABSTRACT

In recent years, governments, around the world, are increasingly investing significant amount of funds on building Information Communication Technology (ICT) infrastructure to enhance operational efficiency and quality of e-government services for users. Yet, these IT-enabled services are not widely used. There is growing body of literature studying the adoption of e-government services, however the usage and post-adoption outcomes, from the perspective of the users, for users are neither adequately theorised nor empirically tested. Employing a Use-Diffusion theory (UD) approach, this research aims to examine the actual usage of e-government services, ascertain the key determinants and model the relationships between usage and improvements in life outcomes of service users in the Kingdom of Saudi Arabia (KSA). Further, concerning gender and nationality differences, researchers usually spend less effort on theoretical reflections clarifying why (males and females) and (citizens and expatriates) might differ in their usage of the online government services, as well as their perceptions regarding the received outcomes.

A survey questionnaire has been administered to collect data on three key components: the UD determinants (users attributes, system attributes, external attributes); UD usage (rate of use and variety of use); and outcomes (e.g. economic benefits, satisfaction with e-government services, and avoidance of personal interaction). 341 valuable responses were collected through web-based online surveys and paper-based questionnaires from Saudi citizens and expatriates in KSA. Collected data then were analyzed using SPSS and PLS-SEM. Construct validity and reliability tests were conducted, as well as the structural model was developed to test the research developed hypotheses. Results indicated that absorptive capacity, customization, and formal assistance have a strong positive influences on the use of e-government services. Additionally, it was found that the use of e-government is essential in predicting all UD outcome variables (economic benefits, satisfaction with e-government services, and avoidance of personal interaction). Further, the rate of use is strongly influenced by content quality and variety of use. The variety of use is influenced by absorptive capacity, customization, and formal assistance. The multi-group analysis indicated that females consider the avoidance of personal interaction more than the males and they are more satisfied with the e-government services. Also, the relationships between the users attributes and use of e-government is more significant for the Saudi citizens than the expatriates and they are more satisfied with e-government services.

The present research concentrates on the post-adoption stage, thus broadening the scope of research on the diffusion of e-government services. Findings can be beneficial for academics who can obtain evidence of the explanatory power of the Use-Diffusion theory in the context

of e-government services usage. It broadens the current knowledge about factors influencing the actual usage of e-government services and assists in realizing usage's outcomes that are received by users. This in turn increases users' realization of potential benefits of e-government services as well as improves their satisfaction with public service delivery provisions.

HIDDEN MARKOV MODEL OF SPATIAL TEMPORAL ANALYSIS ON URBAN RESIDENTIAL FIRE RISK

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ABSTRACT

This paper models residential fire risk dynamics based on the observable past fire incidents data for ten years in Melbourne, Australia. The study constructs and estimates a hidden Markov model that permits capturing space relation of fire incidents and incorporating time specificity for the local learning process. The key findings of this study show that the probability of fire occurrence across Melbourne, Australia, was shaped in a city-centric spatial pattern. Inner suburbs have a higher chance of fire occurrence than outer suburbs. The approach used in this study also found areas with past fire occurrence within the neighbourhood have a lower risk of fire than areas with no fire experience within the neighbourhood in the past. The process of local learning shapes fire risk perception within the neighbourhood and increase awareness and preparedness to combat future fire events. Additionally, the spatial-temporal analysis of residential fire risk using the observation of neighbourhood fire occurrence provides an early warning system for fire agencies to effectively prepare plans and strategies to mitigate the residential fire risk in the future.

Keywords: *Spatial-temporal analysis, Hidden Markov Model, residential fire risk, GIS*

Economics and Business



MODERATION OF COUNTRY GOVERNANCE ON MACROECONOMIC CYCLICAL INDICATOR TO NPL BEHAVIOR IN EMERGING ASIA

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ABSTRACT

Non-Performing Loan (NPL) remains as an important element of credit risk in emerging Asia banking. This research theoretically and practically examined the role of macroeconomic cyclical variables in influencing the level of bank's NPL in Asia emerging countries. Theoretically, the procyclical and countercyclical perspectives used as the underlying theory to understand the role of macroeconomic cyclical indicators in influencing bank NPL in Asia. Practically, this research extended the previous studies on macroeconomic cyclical model by introducing interaction of macroeconomic cycle indicators with country governance and their influence on bank NPL. The proposed empirical model is used to examine the roles of country governance in mitigating the negative effects of macroeconomic cycles on bank credit risk. This study employed panel regression analysis methods to examine the relationships of microeconomics and country governance variables on bank NPL by using Principal Component Analysis (PCA) as interaction tools by analyzing 10 countries in emerging Asia from 2010 to 2018. The geographical coverage of the research data is limited to 10 emerging Asia countries. Based on this study, it is found that the interaction analysis provides new insights on the role of country governance to mitigate the negative effect of economic cycle shocks. It is found that the country governance has effect on total gross external debt/GDP, inflation rate, real interest rate, and unemployment rate on bank NPL. Thus, country governance has significant impact on mitigating the bank NPL. This research contributes to the extension of bank NPL research that would be valuable to inform theory, practice and policy related to management of the bank NPLs in emerging countries of Asia. This article provides new insights on the interaction role of governance in managing bank credit risk.

Keywords: Asia countries, bank credit risk, bank NPLs, macroeconomic cyclical indicators

CHALLENGES OF COLLABORATION BETWEEN INDUSTRY AND ACADEMIA IN BUSINESS INNOVATION

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ABSTRACT

Business innovation is a way to provide a fresh and innovative idea, especially in the digital age. Innovation may help a company grow, extend its market, become more competitive, and eventually make more money. Innovation cannot operate autonomously. The innovation ecosystem must collaborate and engage with academics, industry, and government. However, collaboration failure between academia and industry was cited as a barrier to enhancing collaboration and thus business innovation effectiveness. Therefore, this study intends to explore the present and crucial issues of collaboration from both academic and industrial viewpoints. The conversation will reveal critical challenges from academia and industry. This study's findings suggest designing strategic industry-academia collaboration for business sustainability.

Keywords: Industrial-academia collaboration, business innovation, intellectual property, business sustainability

CHALLENGES FACED BY STUDENTS IN E-LEARNING DURING COVID-19 PANDEMIC: EVIDENCE FROM MALAYSIA

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ABSTRACT

E-learning was merely viewed as an option but due to COVID-19 pandemic, e-learning has become a new norm in colleges and universities when the Prime Minister of Malaysia announced the Movement Control Order (MCO) that have ceased on-campus activity and classes in the public and private institutions of higher learning. Hence, the COVID-19 pandemic has dramatically changed the traditional form of teaching in colleges and universities with the rise of e-learning. This study investigates challenges faced by university students in e-learning during COVID-19 pandemic. To achieve this research objective, online survey questionnaires were distributed to students enrolled in business degree programmes and a total of 725 responses were received for further analysis. Findings from this study showed that WhatsApp, Telegram, and FBLive were among the most preferred e-learning mode among students. Also, three (3) main challenges faced by students in e-learning were; time management, sense of isolation, and, technical issues. Suggestions for addressing the challenges are provided.

Keywords: COVID-19, challenges, e-learning, Malaysia

A CONCEPTUALIZATION OF FINANCIAL WELL-BEING AND THE ANTECEDENTS

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ABSTRACT

Financial wellbeing is part of essential that need to be highlighted nowadays. There's a lot of issues related to financial wellbeing, especially to mental health. The purpose of this study is to integrate and expand existing research about financial wellbeing. It contributes to the topic in two ways. The first objective is to define the new definition that most relevant to the previous study. Then the concept of a new framework that distinguishes the key element of financial wellbeing, namely financial literacy, financial behaviour and financial socialization. This work is designed to explore relevant factors that can influence the level of the financial wellbeing of individuals. The findings may guide to next area to explore to the researchers as to continue expanding their knowledge to contribute to the particularly those dealing with the debt related issues such as financial and bankruptcies agencies.

Keywords: Financial wellbeing, financial behaviour, financial socialization, mental health, depression, anxiety, stress, psychological wellbeing

FACTORS CONTRIBUTING TO SUPPLY CHAIN RISK MANAGEMENT PRACTICES AMONG SME BUSINESS IN SELANGOR

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ABSTRACT

Supply chain is an essential part of a business conduct. Having a proper supply chain system provides many benefits to the business such as helping to increase the level of competitiveness and customers satisfaction. Unfortunately, there are certain event occurred could disrupt the overall processes of supply chain system. Therefore, the business owners need to have the risk management practices in order to avoid those risks and maintain their business successfully. This research will be conducted in order to identify the relationship between the risks in supply chain which associated with supply chain risk management and how the Small and Medium-sized Enterprises (SME) business owner manage the issue. To be specific, this study is identifying the risks within supply chain model, which consists of supply risks, operational risks and demand risks. Using quantitative method, 140 questionnaires were distributed to SME business owners around Selangor. The expected findings showed that factors contributing to supply chain risk management practices among SME business are influenced by variety type of supplier sourcing, human error in SME business operation and wrong forecasting demand.

Keywords: *Supply chain management, risk management, small medium enterprises*

THE INFLUENCE OF JOB RESOURCES AND PERSONAL RESOURCES ON JOB ENGAGEMENT AMONG EVENT CREWS AT EVENT MANAGEMENT COMPANIES IN KLANG VALLEY

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ABSTRACT

Job resources and personal resources plays an important role in employee's job engagement. Therefore, this study proposes a conceptual framework to investigate the influence of job resources and personal resources on job engagement among event crews in the event management companies within Klang Valley. Our Aim is to collect the data from 50 event companies, which have all together 500 event crews. At the end of this study, it will provide a better view for the organization in the process to prepare suitable resources and environment that can enhance work engagement among the event crews. Organization can also identify any event crews that has low engagement with the work so that both event crews and event management companies can take action and correct it accordingly. This study also look forward to provide an evidence on how job and personal resources association with work engagement will help the organization to develop some strategies in order to make improvement for more positive result.

Keywords: Job engagement, event management, job resources, human resources management

THE FIRST COVID-19 CASE ANNOUNCEMENT, ABNORMAL RETURN AND TRADING VOLUME ACTIVITY: EVIDENCE FROM INDONESIA

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ABSTRACT

The Covid-19 pandemic is a disease outbreak that spreads over a wide area, between cities, islands, countries and even the world. Since the high-speed transmission of the coronavirus, the World Health Organization (WHO) declared the coronavirus a pandemic on March 11, 2020. The status of a pandemic or global epidemic indicates that the spread of COVID-19 is taking place so fast that almost no country in the world can ensure that it is spared of the coronavirus. This research analyzes the impact of the announcement of the first Covid19 case in Indonesia on the reaction of the most liquid index-the LQ-45 of the Indonesian capital market, by applying the Abnormal Return and Trading Volume Activity. The quantitative approach and the event study method with paired sample t-test are included in the research methodology. Furthermore, this study employs the data in the separation periods during 61 days of the observation period, namely: 30 days before, one day at the time in the announcement and 30 days after the announcement. The result does not take corporate action during the observation period in determining the sample obtained from 22 companies. Meanwhile, paired sample t-test results find a significant difference in abnormal return and trading volume activity between before and after the announcement of the first case of Covid19 in Indonesia. It indicates that the Indonesian capital market includes an efficient market.

Keywords: Covid-19, abnormal return, trading volume activity, event study

THE IMPACT OF TAX POLICY, FINANCIAL ACCESS, AND ENTREPRENEURIAL INTENTION ON ENTREPRENEURIAL BEHAVIOR AMONG GENERATION Z

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ABSTRACT

The Theory of Planned Behavior has become a widely recognized model among academics for predicting entrepreneurial intentions and behaviour. This study develops a framework based on the Theory of Planned Behavior and focuses on perceived behavioural control. This study extends the Theory of Planned Behavior by proposing that tax policy and financial access are predictors of Generation Z's entrepreneurial intention and entrepreneurial behaviour in Indonesia. Today, Generation Z has entered the workforce with less work experience than the previous generation. The model was tested empirically on 500 students as a sample from four public universities in East Java, Indonesia. The Theory of Planned Behavior is supported by the seven hypotheses stated in this study. Tax policy and financial access have been shown to have a direct impact on entrepreneurial intentions and entrepreneurial behaviour. Entrepreneurial intentions can also mediate the impact of tax policies and access to finance on entrepreneurial behaviour.

Keywords: Theory of planned behaviour, tax policy, financial access, entrepreneurial intention, entrepreneurial behaviour

A CRITICAL REVIEW ON CHALLENGES OF IMPLEMENTING E-COMMERCE TAXATION IN INDONESIA

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ABSTRACT

E-commerce has been growing rapidly across the globe due to the benefits that it offers, such as shopping without the need of physical presence and available 24/7. The increasing usage of internet worldwide has contributed to the development of e-commerce. Taxation of e-commerce has become an important issue because the potential government income from Value Added Tax or Income Tax of e-commerce transactions. However, e-commerce poses new challenges for taxation enforcement like a higher risk of tax loss and tax evasion. As such, this study aims to investigate e-commerce taxation challenges, specifically in developing countries like Indonesia, and to identify solutions for addressing these problems. An appropriate tax policies and strategies are needed to ensure the benefits of e-commerce tax can be attained without discouraging the development of e-commerce. The result of this study can be used to inform policy makers and stakeholders in improving the implementation of e-commerce taxation.

Keywords: E-commerce, tax policy, digital taxation, developing countries

HOW DO STUDENT ENTREPRENEURS PERCEIVE FINANCIAL TECHNOLOGY?

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ABSTRACT

The article examines the effect of four factors perceived by student entrepreneurs in using financial technology on sales, i.e. perceived benefits, trust, easiness, and safety. The authors distributed questionnaires to students of a state university who actively engage in entrepreneurship activities for at least one year. A hundred filled questioners are available and suitable for further tests involving reliability, validity, and hypotheses testing. The results show that all factors contribute to defining the monetary number of sales, and trust toward financial technology becomes the primary determinant. Further analysis shows that digital payment services through mobile cellular are suitable to keep their financial information secure. Respondents perceive that using evolved technology has superior benefits over the risks. The results significantly confirm the technology acceptance model (TAM). The authors suggest further study to confirm to what extent the technological development level and risk relationship create the technology acceptance level among student entrepreneurs.

Keywords: *Entrepreneurship, financial technology, technology acceptance model*

WHAT FACTORS AFFECT INVESTMENT USING FINANCIAL TECHNOLOGY ON STUDENTS

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ABSTRACT

Investment is an important aspect of financial planning for every individual. Current investment activities can be more easily accessed by the public through a technology called financial technology. This study wants to find out what factors influence student interest in investing through financial technology. Those factors consist of perceived ease of use, perceived usefulness, perceived compatibility, investment knowledge, and trust on investment intention using financial technology. Primary data is used and obtained by distributing online questionnaires to students in Malang who have invested using financial technology and 60 respondents were selected using purposive sampling. The data analysis technique used the Multiple Regression Analysis method. The results of this study showed that perceived ease of use, perceived compatibility, investment knowledge, trust had a positive and statistically significant effect on investment intention using financial technology. The effect of perceived usefulness on investment intention using financial technology was positive but statistically not significant.

Keywords: *Factors of investment, financial technology*

THE EFFECT OF KNOWLEDGE MANAGEMENT ON SME'S PERFORMANCE MEDIATED BY MARKET ORIENTATION AND PRODUCT INNOVATION

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ABSTRACT

The role of knowledge management on the existence of small medium enterprises (SMEs) have been an important aspect in entrepreneurship. Knowledge management is a collective process that assist organizations to take action, compete more effectively and achieve their goals. In this sense, one of the main goals of SME is to maximize its performance to continuously progress in entrepreneurship. Nonetheless, in order to perform an SME may not merely rely on its knowledge but also other aspect such as market orientation and product innovation. This research is quantitative in nature by employing the use of survey as a method of inquiry. A number of 210 samples of SMEs of the furniture cluster in East Java were acquired and employed in this study. The result of this study indicated that knowledge management is a direct predictor of SME performance. Furthermore, knowledge management also depends on market orientation in order to create superior performance. Nonetheless, product innovation in this study had no statistical significance and thus, was not a predictor of SMEs performance.

Keywords: Knowledge management, market orientation, product innovation, SME performance

DO TAX INCENTIVES IN COVID-19 PANDEMIC HAVE AN IMPACT ON COMPANIES TAXPAYERS? (TAXPAYERS PERSPECTIVES: CASE STUDY IN INDONESIAN TOURISM COMPANIES)

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ABSTRACT

One of the tax incentives provided about the instalment of Article 25 Income Tax gets an instalment reduction of 50% from the instalment that should be owed. According to the government, the provision of these incentives is expected to help ease the cash flow of business actors, especially corporate taxpayers amid the impact of the COVID 19 pandemic. This study aims to see from the perspective of corporate taxpayers whether there are benefits to using tax incentives that are felt to be in line with the government's expectations. The research is descriptive qualitative and uses a case study approach to an Indonesian business entity engaged in the tourism industry. The results showed that the use of incentives for instalments of Article 25 Income Tax in the form of a 50% instalment discount was not effective enough to increase taxpayer compliance in paying their tax instalments. Meanwhile, incentives for instalments of Article 25 Income Tax can actually be considered quite effective in increasing taxpayer compliance.

Keywords: Income tax, taxpayers, incentives, COVID-19

INDIVIDUAL TAXPAYER COMPLIANCE DURING THE PANDEMIC

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ABSTRACT

The Covid 19 pandemic hit the economies of countries around the world, including Indonesia. The pandemic situation has caused a recession in Indonesia. This pandemic has hit many business sectors, and some have even gone bankrupt. The Indonesian government has taken several actions to tackle the recession. However, state income from the tax sector will inevitably decline. Indonesia's tax ratio in 2020 is lower than the previous year. The decrease in the tax ratio is one indication of the decline in the level of tax compliance. Therefore, it is crucial to examine the factors that influence individual tax compliance during a pandemic. The results of this study indicate that attitude and perceived behavior control affect tax compliance intentions, subjective norms and tax authorities do not affect tax compliance intentions, perceived behavior control has no effect on tax compliance behavior, and tax compliance intentions have an effect on tax compliance behavior.

Keywords: *Tax compliance behavior, tax compliance intentions, pandemic*

THE DETERMINANTS OF TAX VOLUNTEER PERFORMANCE

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ABSTRACT

Taxes have a vital role in Indonesian revenues. The contribution of tax revenues in the 2019 State Budget structure is 82.5 percent of Indonesia's total revenue. The tax authorities in Indonesia strive to support the achievement of tax revenue targets, among others, through the tax volunteer program. Based on the individual performance theory applied to the tax sector, this study found that the dominant factor that determines the performance of tax volunteers in task performance. This research was conducted on tax volunteers who assisted in tax reporting by individual income taxpayers and the data were analyzed using PLS.

Keywords: Task, adaptive, contextual, tax volunteer, performance

TAX AVOIDANCE: THE ROLE OF PROFITABILITY, SALES GROWTH, CORPORATE SOCIAL RESPONSIBILITY, CORPORATE SIZE AND CORPORATE AGE

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ABSTRACT

Tax avoidance is a taxpayers' effort to minimize the tax debt without violating the laws and regulations. To increase profits, companies try to make the tax burden as efficient as possible, by exploiting various loopholes in tax regulations. The aim of the study is to determine the effect of profitability, sales growth, Corporate Social Responsibility, corporate size and corporate age on tax avoidance. The secondary data of manufacturing companies was collected from Indonesia Stock Exchange during 2016-2019 period. The results of this study confirmed that profitability, CSR, and corporate age have not significantly effect on tax avoidance, meanwhile sales growth and corporate size have a significant effect on tax avoidance. The evidence suggests that 49% of tax avoidance influenced by profitability, sales growth, CSR, corporate size, and corporate age, with the remaining are influenced by other variables.

Keywords: Profitability, sales growth, corporate social responsibility, tax avoidance

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