

CONFERENCE PROCEEDINGS

AiCoBM 2021

THE
3RD

AAGBS

**INTERNATIONAL CONFERENCE
ON BUSINESS MANAGEMENT 2021
-VIRTUAL**

Advancing Business Knowledge Towards a Sustainable
Future: Harmonizing Academic & Applied Practices



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5th - 6th October 2021

ORGANIZED BY:



UNIVERSITI
TEKNOLOGI
MARA

Arshad Ayub
Graduate
Business School



AiCoBM 2021
AAGBS International Conference
on Business Management

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AiCoBM 2021 Conference Proceedings The 3rd AAGBS International Conference on Business Management (AiCoBM 2021) -Virtual

ISBN 978-967-11006-6-0



Arshad Ayub
Graduate
Business School



AiCoBM 2021
AAGBS International Conference
on Business Management

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PROFESSOR. TS. DR. HAJAH ROZIAH MOHD JANOR
Vice Chancellor, Universiti Teknologi MARA (UiTM)

MESSAGE FROM AiCoBM 2021 PATRON

Assalamualaikum and welcome everyone,

Alhamdulillah, praise to Allah the Almighty and the Most Merciful for making this conference possible. The conference has brought together scholars, researchers, professionals and postgraduate students from the business and management field to share and advance their thoughts, discoveries, practices and research work.

With the theme 'Advancing Business Knowledge Towards a Sustainable Future: Harmonizing Academic & Applied Practices', the conference has enabled the participants to synchronize the perspectives from both the academic and practitioner and engage in thought-provoking discussions on their research findings and its application to practice.

For their dedication and hard work, I would like to congratulate Arshad Ayub Graduate Business School (AAGBS) for making the AiCoBM 2021 a success. I look forward to more conferences in the future.

Thank you.



PROFESSOR DR SYED JAMAL ABDUL NASIR SYED MOHAMAD
Dean, Arshad Ayub Graduate Business School,
Universiti Teknologi MARA (UiTM)

MESSAGE FROM THE DEAN

Assalamualaikum W.B.T,

First, I would like to congratulate the AiCoBM2021 committee for successfully hosting this conference for the third time. This year's AiCoBM2021 theme is 'Advancing Business Knowledge Towards a Sustainable Future: Harmonizing Academic and Applied Business', in line with AAGBS's mission which emphasizes advancing knowledge to create value for business and society in ensuring universal sustainability in the future.

The transfer of knowledge from institutions of higher learning to organizations and communities is an activity that has a significant impact on social change. The impact of the knowledge transfer is one of the indicators of international accreditation bodies in looking at the contribution of a business school to the sustainability of a society.

AAGBS, as one of the leading business schools in Malaysia, always strives and encourages its academic staff and students to organize academic activities that can enhance knowledge in various fields. It is a requirement for some courses for students to organize academic activities such as seminars, workshops, and dialogues that involve industry experts while the community as a target that will benefit from the programs organized.

Furthermore, AiCoBM2021 is also expected to encourage research activities among academic staff as research is one of the main components required from a lecturer. Since 2019 AAGBS lecturers have produced 36 research activities in various fields and funded by various grants from within and outside the country. As a result of this research, a total of 178 publications were published in both indexed and non-indexed publications.

This international conference is also expected to create opportunities for international networking that can encourage international cooperation in various fields. AAGBS lecturers are strongly encouraged to conduct research activities as well as publications involving partners from international institutions. This will certainly enhance the visibility of AAGBS at the international level in line with AAGBS 'vision to become an internationally recognized business school in shaping responsible leaders for business and society.

Finally, on behalf of AAGBS, I would like to thank the Y.Bhg. Professor Ts. Dr. Hajah Roziah Binti Mohd. Janor, Vice-Chancellor of Universiti Teknologi MARA for her continuous support and officiating AiCoBM2021. To the AiCoBM2021 committee, I would like to congratulate you for successfully organizing this conference and hope that all participants will take this opportunity not only to share their expertise but to establish an academic network that will enhance the development of knowledge in business and management to ensure future sustainability.

Thank you and best regards.



ASSOC. PROF. DR. ABDUL RAHMAN ABDUL RAHIM

Associate Professor in Management,
Arshad Ayub Graduate Business School,
Universiti Teknologi MARA (UiTM).
AiCoBM 2021 Chairman

MESSAGE FROM AiCoBM 2021 CHAIRMAN

In the Name of Allah, The Most Gracious, The Most Merciful. Assalamualaikum W.B.T.

I am most grateful to Allah, the most gracious and most merciful, for His blessings in giving us this precious opportunity to gather virtually at this memorable event. The 3rd Arshad Ayub Graduate Business School International Conference on Business Management (AiCoBM 2021) with the theme: “Advancing Business Knowledge Towards a Sustainable Future: Harmonizing Academic & Applied Practices” takes an in-depth look at the many issues raised by academicians and practitioners, the obstacles and opportunities in advancing business knowledge towards a sustainable future.

Over the years, dramatic changes and improvements have been made by scholars and practitioners on how businesses are conducted and how organizations are being managed. This constant need for change and improvements become more apparent due to the Covid-19 pandemic. AiCoBM2021 comes at a critical moment where everything is a priority. Organizations struggle to make sense of the post-Covid 19 business environment which many find themselves leading from this grey area of indecision. Hence, this conference is one of the many steps taken by the university in general, and specifically, by Arshad Ayub Graduate Business School to harmonize and align the knowledge and expectations between the academics and industrial practices in dealing with the uncertainties.

As a conference chair of AiCoBM2021, I know that the success of the conference depends ultimately on the many people who have worked in planning and organizing both the technical program and supporting arrangements. In particular, we thank the reviewers for their thorough and timely reviewing of the papers. To our key note speaker and our guest speakers, we humbly thank you for your commitment and willingness to share your expertise and experience with the conference participants. Recognition should go to the Organizing Committee members who have all worked extremely hard up to every little details of the conference programs.

Last but not least, I would also like to thank everyone that has made this conference a success. With your continued support and interest in us, I am sure that the quest of making AAGBS a top-class business school is not going to be impossible to achieve.

Thank you.

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PROGRAM ACKNOWLEDGEMENTS

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Vice Chancellor, Universiti Teknologi MARA

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PROGRAM ACKNOWLEDGEMENTS

PROGRAM

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INTRODUCTION

AiCoBM 2021 is organised by Arshad Ayub Graduate Business School (AAGBS) of Universiti Teknologi MARA (UiTM), Shah Alam, Malaysia from October 5-6th, 2021. The tradition started in 2014 when the first Arshad Ayub Graduate Business School International Conference on Business Management 2014 (AiCoBM 2014) was held in Penang.

AiCoBM 2021 aims to bring together scholars, professionals and postgraduate students from the business and management field. The conference would enable the participants to engage in thought-provoking discussions on their research amongst fellow students, speakers and renowned academic experts. In addition, the conference would expose the participants with the current ideas, theories and methodologies in their research areas.

This conference provides scholars, professionals and postgraduate students from the business management field a platform where they can share and discuss their ideas and experiences. We believe that there is a need to merge and harmonize those related theories and practices where academics work alongside the industry players in order to add value to the many intellectual discourse which this conference seeks to achieve.

CONFERENCE OBJECTIVES

- Engage participants in intellectual discourse where theories and practices are discussed.
- Encourage academics, practitioners and students to share their ideas and experiences in areas of business and management.
- Build relationships with practitioners and the academics in a knowledge sharing platform.
- Provide a platform for postgraduate students to present their research findings.

AiCoBM 2021 CONFERENCE PROGRAM

LINK: <https://uitm.webex.com/uitm/onstage/g.php?MTID=e7ef9cf2683b79898c6cad21fc975a1ce>

5 OCTOBER 2021 (TUESDAY)

08.00AM – 12.00PM	Registration
8.30AM – 10.30AM	Parallel Session 1
10.30AM – 11.00AM	Break
11.00AM – 12.00PM	Key Note Speech by – Prof. Dr. Georg Hauer <i>Sustainable Business: Requirement and Opportunity</i>
12.00PM – 1.00PM	Guest Speaker 1 – Prof. Khaeruddin Sudharmin -Chairman Exam Board/Adviser NexGen Young Professionals YP CILT Malaysia -The Asia HRD Awards, Jakarta 2013 <i>Business Management & Sustainability: A Treacherous Mirage or a Promising Oasis</i>
1.00PM – 2.00PM	Break
2.00PM – 2.30PM	Conference Opening by – Professor. Ts. Dr. Hajah Roziah Mohd Janor Vice Chancellor, Universiti Teknologi MARA (UiTM)
2.30PM – 4.30PM	Parallel Session 2

LINK: <https://uitm.webex.com/uitm/onstage/g.php?MTID=e7feca176dbcf16a805d9139b2e51d724>

6 OCTOBER 2021 (WEDNESDAY)

08.30AM – 10.30AM	Parallel Session 3
10.45AM – 11.45AM	Guest Speaker 2 – Prof. Dr. Mohamad Akram Laldin -Executive Director, International Shariah Research Academy for Islamic Finance (ISRA) -Winner of the 2017/1439H Malaysian Islamic Personality Award <i>Value-Based Intermediation in Islamic Finance</i>
11.45AM – 12.00PM	Best Paper Award / Closing Ceremony – Dean, AAGBS https://uitm.webex.com/uitm/j.php?MTID=m0e65a116a5c5b386adc0c324419fc626
12.00PM – 12.45PM	Networking Session



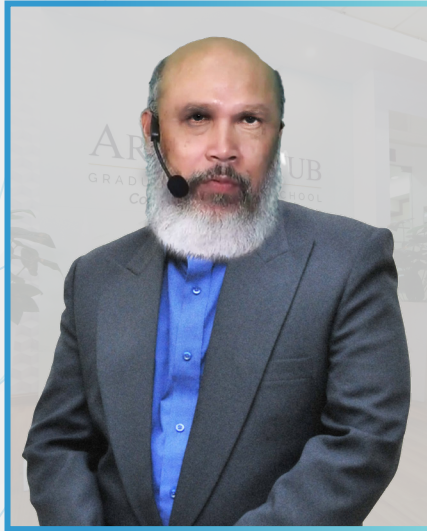
PROFESSOR DR. GEORG HAUER

Professor in Business Administration,
General Management and Management Accounting @
Stuttgart University of Applied Sciences.

AiCoBM 2021 KEYNOTE SPEAKER

Professor Dr Georg Hauer is a Professor of Business Administration, General Management and Management Accounting at Stuttgart University of Applied Science, Germany. He is currently the Vice-Dean Academic for the Faculty of Civil Engineering, Building Physics and Management since 2014. Prior to this, he was the Dean of the Business Administration Programs from 2007-2014. Over last few years, Professor Dr Georg Hauer has been appointed as visiting professor at Tatung University, Taipei, Taiwan (ROC), teaching International Management – European Perspective and Case Studies on Global Business Management; and at Edinburgh Napier University Business School teaching International Human Resource Management – Global Integrated Enterprise. Professor Dr Georg Hauer is also actively involved in research and consultancy projects with various companies such as Daimler AG, Porsche AG, Robert Bosch, MANN+HUMMEL GmbH, Alfred Kärcher GmbH & Co. and many others.

Before joining the academic, he held various management posts in finance and controlling. His last position was the manager and head of Finance and Planning for IBM Services EMEA (Europe, Middle East and Africa), located in Paris, France. Professor Dr Georg Hauer is also the Head of Prof. Dr. Hauer Consulting and has been actively involved in consultancy projects with industry and administration since 2005. Since 2019, he is the Chairman of the Supervisory Board of Datenschutz.net AG. Professor Dr Georg Hauer received his PhD in Business Administration in 1994, and a master degree in Business Administration and Law in 1990, both at Regensburg University, Germany



PROFESSOR KHAERUDDIN SUDHARMIN FCILT

Chairman Exam Board/Adviser NexGen Young Professionals YP CILT Malaysia
Visiting Professor, DHU Automotive University of Malaysia
Adjunct Professor, UNITAR International University
Global Advisory Council, International Institute of Risk Management and Crisis Strategies, IIRMACS
Recipient of : The Asia HRD Awards, Jakarta 2013,
HTP Group 'Blue Ocean' Best Operating Company CEO Award, Bali 2011

AiCoBM 2021 GUEST SPEAKER 1

Prof Khaeruddin Sudharmin FCILT a global thought leader, is not your regular true blue academic professor as such. He is a hands-on corporate professor with more than 40 years of corporate/GLC credentials behind his name. With industry exposure spanning Publishing, University and Investment Cooperatives, Hospitality services, Learning & Development, Travel, Transportation & Logistics, ICT, Unit Trust/Fund Management to Automotive Insurance and the Collision Repair industries. He is visiting and adjunct professor and industry adviser at numerous institutions of higher learning at home and abroad and has given keynotes, presented papers both industry and academic, chaired and moderated numerous conferences internationally and at home.



PROFESSOR DR. MOHAMAD AKRAM LALDIN

Executive Director, International Shariah Research Academy for Islamic Finance (ISRA)
Winner of the 2017/1439H Malaysian Islamic Personality Award

AiCoBM 2021 GUEST SPEAKER 2

Prof Dr Mohamad Akram Laldin is currently the Executive Director of International Shariah Research Academy for Islamic Finance (ISRA) and a Professor at International Center for Education in Islamic Finance (INCEIF). He graduated from the University of Jordan, Amman, Jordan with a B.A. Hons in Islamic Jurisprudence and Legislation. He obtained his PhD in Islamic Law from the University of Edinburgh, Edinburgh, Scotland, United Kingdom in 1995. with a thesis titled 'The Theory and Application of Urf in Islamic Law'. Professor Dr Mohamad Akram has held various academic and administrative posts in several different universities, both local and international, over the course of 30 or more years. He is a recipient of many awards such as the Zaki Badawi Award 2010 for Excellence in Shariah Advisory and Research, the Most Outstanding Individual Contribution to Islamic Finance during KLIFF 2016 organized by CERT, winner of the 2017/1439H Malaysian Islamic Personality Award, given annually on the occasion of the birthday of the Prophet (peace be upon him) and the National level Tokoh Maulidur Rasul (2017 / 1439H).

Due to his vast knowledge and experience in the area of Islamic Finance, he has been appointed as a member or Chairman of Shariah advisory boards at various financial institutions. He has also been invited to be a trainer/discussant/speaker/Keynote Speaker/panellist at forums, seminars and conferences. He is a prolific writer and an active researcher, publishing articles and research findings on different platforms. His research areas of interest are Islamic Banking and Finance, Islamic Capital Market, Takaful, and Fundamentals of Islamic Jurisprudence. Due to his vast knowledge and experience in the area of Islamic Finance, he has been appointed as a member or Chairman of Shariah advisory boards at various financial institutions. He has also been invited to be a trainer/discussant/speaker/Keynote Speaker/panellist at forums, seminars and conferences. He is a prolific writer and an active researcher, publishing articles and research findings on different platforms. His research areas of interest are Islamic Banking and Finance, Islamic Capital Market, Takaful, and Fundamentals of Islamic Jurisprudence.

AiCoBM 2021 Presentation Schedule

Day 1: 5 October 2021 Tuesday	Platform A	Platform B	Platform C
	Link: https://uitm.webex.com/uitm/j.php?MTID=maeedd91b78f13df3a0b1fb7081795f3e	Link: https://uitm.webex.com/uitm/j.php?MTID=m1ef61dae0fdd15d0b85e484cfd20a3	Link: https://uitm.webex.com/uitm/j.php?MTID=mbd1955ba29c93d294b48c3600c3c7ca7
	A1: Session Chair: Dr. Suriana Ramli	B1: Session Chair: Dr. Nor Irvoni Mohd Ishar	C1: Session Chair: Assoc. Prof. Dr. Siti Halijah Shariff
Session 1 8.30 am – 10.30 am	Track: Management, Organizational Behavior, Human Resource Management and other related business studies Paper 1: 009-038 - Muhammad Syukri Abdullah Paper 2: 011-004 - Hurul Ain Zainal Abidin Paper 3: 034-010 - Soo-Cheng Chuah Paper 4: 056-024 - Setyabudi Indartono Paper 5: 087-057 - Mohd Hilmi Muda	Track: Marketing, Consumer Behavior and Entrepreneurship Paper 1: 034-059 - Mohammad Nazreen Bin Mayaddin Paper 2: 053-039 - Nadrul Shaqman Bin Nor Zainal Paper 3: 069-031 - Nur Syakirah Ahmad Paper 4: 073-040 - Nur Idayu Roslan	Track: Quality, Operations, Technology and Green Management Paper 1: 037-034 - Nahzatul Ain Binti Mohd Khalid Paper 2: 045-014 - Roslina Ab Wahid Paper 3: 054-023 - Choong Yuen Onn Paper 4: 067-030 - Tun Alia Nadirah Ahmad Suhaimi
	A2: Session Chair: Assoc. Prof. Dr. Tan Peck Leong	B2: Session Chair: Prof. Dr. Norzannah Mat Nor	C2: Session Chair: Dr. Mohamad Nizam Jaafar
Session 2 2.30 pm – 4.30 pm	Track: Management, Organizational Behavior, Human Resource Management and other related business studies Paper 1: 048-017 - Mohammad Fauzy Tambi Paper 2: 065-035 - Mohammed Abdulhakim Paper 3: 078-050 - Nurul Fatin binti Md Rodzi Paper 4: 084-055 - Fizal Azuan Mhd Sidin Paper 5: 085-060 - Mira Qerul Barriah Muhamad	Track: Marketing, Consumer Behavior and Entrepreneurship Paper 1: 009-037 - Muhammad Syukri Abdullah Paper 2: 028-019 - Mohd Saifullah Rusli Paper 3: 077-048 - Ann-Sophie Braun-Scheeff Paper 4: 079-051 - Nurul Farihin Mhd Nasir	Track: Islamic Finance and Islamic Banking Finance, Accounting, and Economics Marketing, Consumer Behavior and Entrepreneurship Paper 1: 069-041 - Nur Hazimah Amran Paper 2: 043-013 - Siti Nurhidayah Mohd Roslen Paper 3: 082-053 - Dayana Syafiqah Zainal Abidin Paper 4: 066-029 - Zuroni Md Jusoh
Day 2: 6 October 2021 Wednesday	Platform A	Platform B	Platform C
	Link: https://uitm.webex.com/uitm/j.php?MTID=maeedd91b78f13df3a0b1fb7081795f3e	Link: https://uitm.webex.com/uitm/j.php?MTID=m1ef61dae0fdd15d0b85e484cfd20a3	Link: https://uitm.webex.com/uitm/j.php?MTID=mbd1955ba29c93d294b48c3600c3c7ca7
	A3: Session Chair: Dr. Herwina Rosnan	B3: Session Chair: Prof. Dr. Nor Hashima Hashim	C3: Session Chair: Assoc. Prof. Dr. Roslina Ab Wahid
Session 3 8.30 am – 10.30 am	Track: Marketing, Consumer Behavior and Entrepreneurship Paper 1: 029-016 - Mohd Mahfudz Idris Paper 2: 031-011 - Noor Rita Mohamad Khan Paper 3: 050-020 - Siti Aisyah Asrul Paper 4: 072-043 - Muhammad Hafizuddin Zameri Paper 5: 075-045 - Nina Nabihah Hassan	Track: Management, Organizational Behavior, Human Resource Management and other related business studies Paper 1: 018-026 - Muhammad Khairul Ridzuan Mhd Sari Paper 2: 032-046 - Georg Hauer Paper 3: 057-025 - Mohd Roslee Bahar Paper 4: 080-052 - Musyriifah Mahmud	Track: Management, Organizational Behavior, Human Resource Management and other related business studies Paper 1: 038-021 - Asrif Yusoff Paper 2: 065-028 - Syed Sardar Hussain Paper 3: 086-056 - Ahmad Feruz Izharuddin Paper 4: 088-058 - Nur Hafizah Roslan

LIST OF PAPER ID AND PAPER TITLE

No.	Platform / Session	Paper ID	Paper Title
1.	Platform A Session 1	AiCoBM 2021: 009-038	Conational Drivers Influencing Employee Engagement Among Federal Governments Employee: Evidence from WP Putrajaya
2.	Track: Management, Organizational Behaviour, Human Resource Management and Other Related Business Studies	AiCoBM 2021: 011-004	Internal Marketing and The Mediating Effect of Employee Delight and Organisational Commitment
3.		AiCoBM 2021: 034-010	Impact of Servant Leadership on Employee Engagement with The Mediating Effect of Job Crafting: An Empirical Case on Service Sector
4.		AiCoBM 2021: 056-024	Comparative Study of Organizational Reputation (Or) Model: The Role of Portfolio Strategy on Moral Leadership, Culture Value and Stakeholder Demand
5.		AiCoBM 2021: 087-057	Case Study in Talent Management & Succession Planning Within Malaysia State Economic Development Corporation
6.		Platform A Session 2	AiCoBM 2021: 048-017
7.	Track: Management, Organizational Behavior, Human Resource Management and other related business studies	AiCoBM 2021: 065-035	A Proposed Model on Organizational Citizenship Behavior OCB Mediation Between Risk Process and Risk Effectiveness
8.		AiCoBM 2021: 078-050	Measuring the Link Between Safety Management Practices and Safe Behavior Among Lab Technicians
9.		AiCoBM 2021: 084-055	A Study on The Intention to Use Total Cost of Ownership System in Tenaga Nasional Berhad
10.		AiCoBM 2021: 085-060	The Applicability of Technology Acceptance Model (Tam) In the Adoption of Industry 5.0: A Preliminary Study

No.	Platform / Session	Paper ID	Paper Title
11.	Platform A Session 3 Track: Marketing, Consumer Behavior and Entrepreneurship	AiCoBM 2021: 029-016	The Influence of Strategic Competency and Business Coaching Towards Business Success of Malaysian Women Micro-entrepreneurs
12.		AiCoBM 2021: 031-011	The Influences of Dealer-buyer Relationship Quality, Subjective Norms, And Perceived Value on The Repurchase Intention of Fertilizer Among OPISH Farmers
13.		AiCoBM 2021: 050-020	Developing A Model of Residual Waste Behaviour in Residential Communities
14.		AiCoBM 2021: 072-043	Determinants of Loyalty for Personal Delivery Service Among Customers Of GETRUNNER
15.		AiCoBM 2021: 075-045	Lifestyle, Entertainment and Retail Atmospherics of Customers Preference Towards A Shopping Mall
16.	Platform B Session 1 Track: Marketing, Consumer Behavior and Entrepreneurship	AiCoBM 2021: 034-059	The Effect of Social Media Marketing Activities on Purchase Intention
17.		AiCoBM 2021: 053-039	Influence of Utilitarian Shopping Value, Personal Innovativeness and Electronic Word of Mouth on Mobile Shopping: A Conceptual Framework
18.		AiCoBM 2021: 069-031	The Role of Social Media Content Marketing (SMCM) Towards Consumer Behavior
19.		AiCoBM 2021: 073-040	Evolution and Challenges of Premium Music Streaming Service: A Preliminary Perspective
20.	Platform B Session 2 Track: Marketing, Consumer Behavior and Entrepreneurship	AiCoBM 2021: 009-037	Drivers of Purchase Intention Among Metrosexual Men Towards Grooming Products: Brand Awareness, Brand Loyalty or Self-concept?
21.		AiCoBM 2021: 028-019	Factors Influencing the Purchase Intention of Using Online Food Delivery Services Apps Among Customers in Klang Valley During Covid-19.
22.		AiCoBM 2021: 077-048	Consumer Purchase Intention Towards Eco-Labelled Food Products: A Cross Culture Comparison Among Young Adults in Germany And Malaysia
23.		AiCoBM 2021: 079-051	Exploring Muslim Millennials Intention to Purchase Halal Cosmetic and Personal Care Products in Malaysia

No.	Platform / Session	Paper ID	Paper Title
24.	Platform B Session 3	AiCoBM 2021: 018-026	SMEs' Performance in Malaysia: Does the Bidirectional Nexus Between Intellectual Capital and Knowledge Management Matter?
25.	Track: Management, Organizational Behavior, Human Resource Management and other related business studies	AiCoBM 2021: 032-046	Success Determinants of Open Innovation Partnerships Between Car Manufacturers and Start-ups in Germany
26.		AiCoBM 2021: 057-025	Govern It Right for The Betterment of Malaysian Tourism Small and Medium Enterprises (TSME) Performance
27.		AiCoBM 2021: 080-052	Model to Evaluate Motivation of Women to Participate in Spatial Crowdsourcing in Gig Economy
28.		Platform C Session 1	AiCoBM 2021: 037-034
29.	Track: Quality, Operations, Technology and Green Management	AiCoBM 2021: 045-014	External Quality Auditors Education, Evaluation and Calibration of Competency: Perspectives from Accredited Certification Bodies in Malaysia
30.		AiCoBM 2021: 054-023	The Effect of Students' Desire on Their Online Learning Behaviour During the Covid-19 Pandemic: An Application of Goal-directed Model
31.		AiCoBM 2021: 067-030	Mass Customization as An Advancement Strategy " The Case of Tenun Pahang
32.	Platform C Session 2	AiCoBM 2021: 069-041	Dual Banks Funding Fragility Assessment: Larger or Smaller Banks Are More Fragile?
33.	Track: Islamic Finance and Islamic Banking Finance, Accounting, Economics Marketing, Consumer Behaviour and Entrepreneurship	AiCoBM 2021: 043-013	The Announcement Impact of Green Bonds on Debt Holders Wealth
34.		AiCoBM 2021: 082-053	Carbon Dioxide Emissions and Institutional Quality in Developing Countries of G20
35.		AiCoBM 2021: 066-029	Factors Influencing the Investment Behaviour Among Young Working Adults in Klang Valley

No.	Platform / Session	Paper ID	Paper Title
36.	Platform C Session 3 Track: Management, Organizational Behavior, Human Resource Management and other related business studies	AiCoBM 2021: 038-021	What Got You Here? - Exploring the Career Trajectory of Learning & Development Practitioners
37.		AiCoBM 2021: 065-028	Emotional Intelligence and Turnover Intention: The Role of Job Satisfaction as A Mediator in An Organization
38.		AiCoBM 2021: 086-056	Readiness Towards Working Beyond Retirement Age in Public Sector: Are We There Yet?
39.		AiCoBM 2021: 088-058	Effectiveness of Class Management Skill During Pandemic: Case Study on Tertiary Education Provider

ABSTRACTS

PLATFORM A SESSION 1 (A1)

AiCoBM 2021: 009-038

Conational Drivers Influencing Employee Engagement Among Federal Government's Employee: Evidence from WP Putrajaya

Muhammad Syukri Abdullah*, Amina Joesetta Ahmad Kayani, Sharifah Khairol Musairah Syed Abdul Mutalib
Universiti Teknologi MARA
Yayasan Peneraju Pendidikan Bumiputera

Abstract

The purpose of this study is to determine the factors influencing the employee engagement among federal government's staff in Putrajaya. This study was conducted on 110 employees working in various units from Ministry of Finance. The survey included measures of Management Support, Management Trust, Work in Group and Employee Engagement. Purposive sampling technique was used for this study. Online survey through Google Forms were distributed using the non-probability sampling technique which is purposive sampling. Cronbach's Alpha, Composite Reliability (CR), Outer Weight Loadings, Average Variance Extracted (AVE) (Convergent Validity), Fornell-Larcker Criterion (Discriminant Validity), Standard Beta, T-value, Effect Size (f²) and R Square were employed. The analysis was performed using SmartPLS path model. Results indicate that there is a significant relationship between the exogenous variables and employee engagement. As a result, this study addresses concerns about that lack of academic research on employee engagement among federal government's staff and speculation that it might just be yet another management fad.

Keywords: Employee Engagement, Management Support, Management Trust, Work in Group, SmartPLS

AiCoBM 2021: 011-004

Internal Marketing and the Mediating Effect of Employee Delight and Organisational Commitment

Zainal-Abidin, H. A.* and Mohd-Roslin, R.
Sunway College
Arshad Ayub Graduate Business School (AAGBS), Universiti Teknologi MARA

Abstract

This study analysed the relationship of internal marketing (IM) and employee performance (EP), mediated by employee delight (ED) and organisational Commitment (OC). Data was collected by questionnaire from 264 employees in the oil and gas industry, Malaysia. The measurement and structural model assessments were undertaken using SmartPLS 3.0. The results showed that organisational cultural beliefs, learning and development and business process (parts of IM constructs) had significant relationships with at least one of the EP constructs, namely in-role and extra-role. However, only one IM construct, terms and conditions, had a significant relationship with EP when mediated by ED. OC did not mediate the relationship between IM and EP. Using ED and OC as mediators in the proposed model provides further theoretical contributions to IM. This paper provides the list of IM initiatives that have effects on EP to direct management's focus and efforts only on things that matter.

Keywords: Employee delight, Employee Performance, Internal Marketing, Organisational commitment.

Impact of Servant Leadership on Employee Engagement with The Mediating Effect of Job Crafting

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Abstract

The importance of leadership has been recognized as a major influence on workers' engagement and subsequently affecting organizational performance. This study investigates the effect of servant leadership on employee engagement, mediating by job crafting in the Malaysian service sector. By applying a purposive sampling method, the sample size of this study consists of 157 employees working in the services sector in Klang Valley, Malaysia. Partial least squares structural equation modelling (PLS-SEM) was applied to analyse the data, the analysis results found that servant leadership and job crafting were significant positively affect the engagement level of employees in the service sector. The mediation analysis showed that job crafting partially mediates the positive relationship between servant leadership and employee engagement.

Keywords: Servant Leadership, Job Engagement, Job Crafting

Comparative Study of Organizational Reputation (Or) Model: The Role of Portfolio Strategy on Moral Leadership, Culture Value and Stakeholder Demand

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Abstract

Organizational Reputation (OR) is believed to be the key to their future guarantee. However different perspectives among stakeholders promote various success strategies. Therefore, this study had reviewed and investigated the different roles of portfolio strategy in order to create a reputation model of organization. The different impacts of Moral Leadership, Culture Value, and Stakeholder Demand on the model of organizational reputation, and offered further on an alternative framework of the organizational reputation model have also been discussed. The findings revealed that Stakeholder Demand has a positive and significant (0.315) impact on organizational reputation. The other independent variables (Moral Leadership and Culture Value) were also positive, but showed insignificant impact on Organizational Reputation. Surprisingly, Portfolio Strategy didn't show any impact as a mediating variable. Here, the influence of Stakeholder Demand on organizational reputation truly importance and the organization would consider this as for future performance improvement by involving Stakeholder Demand in their strategic planning.

Keywords: Organizational Reputation, Moral Leadership, Culture Value, Stakeholder Demand

Case Study on Talent Management & Succession Planning Within Malaysia State Economic Development Corporation

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Abstract

The study attempts to identify the level of knowledge and understanding of talent management and succession planning (TM & SP) within Malaysia State Economic Development Corporation (SEDC) as a public sector agency, to identify the approaches SEDC used to manage their talent and to provide a general view of TM & SP within SEDC. This study used a qualitative approach and each SEDC from East and West Malaysia has been chosen as a case study. In depth interview with respondents being conducted and analyzed using thematic content analysis. 2 themes emerged from the interview session – management commitment and career development. The findings show that each SEDC has their understanding of TM & SP and different talent pools based on its management direction. Future research can be improved by using more SEDC as the case study, get perspectives from the employee regarding TM & SP in SEDC and study the employee reactions to TM & SP either as talent or on-talent.

Keywords: talent management, succession planning, state economic development corporation

PLATFORM A SESSION 2 (A2)

AiCoBM 2021: 048-017

Understanding the Potentials and Challenges of Agricultural Technology Based Crowdfunding in Malaysia

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Abstract

Crowdfunding is a new era financing alternative. It has been well accepted worldwide and the sustainability was empirically proven. Despite the popularity, rapid growth and overwhelming acceptability worldwide, yet, still to be unfamiliar relatively to many people. Especially in Malaysian context very little understand about how, why, where, when and what type of crowdfunding (business area) users prefer to engage. Accordingly, agriculture yet to among Malaysian main industry since post-independence. However, there is reported, for the past couple of years, the Growth Domestic Product (GDP) for agriculture still far behind Manufacturing and Services industries. Among the issues were low up take of agriculture technology and innovations due to high initial investment, high risk, hard to access for loan. As crowdfunding is a new emerging financing alternative, thus this paper is to understand the potentials and challenges of Agricultural Technology-Based Crowdfunding (ATCF). To better understanding, we performed a qualitative study of semi-structured interviews of above 18 years old Malaysian citizen. The respondents were randomly engaged. Data from the interviews were later been transcribe verbatim, analysed within and cross cases, coded, categorised and grouped into the emerging themes. The findings were displayed in a table in view to answering back the objectives. Few future researches also being identify and proposed to strengthen the study on the subject matter.

Keywords: Crowdfunding, Agriculture Technology, Innovation

AiCoBM 2021: 065-035

A Proposed Model on Organizational Citizenship Behaviour OCB Mediation Between Risk Process and Risk Effectiveness

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Abstract

Researches in enterprise risk management and its effectiveness are conducted in different fields. Some of those studies have integrated human behavior and taken it into account due to its vital contributions to the risk process. However, there is still a dearth in the research of the role of organizational citizenship behavior OCB in the field of risk management. This paper proposes a model on the role of OCB as a mediating variable between risk management and risk effectiveness.

Keywords: Organizational citizenship Behavior OCB, Risk, Risk Process, Effective Risk Management

Measuring the Link Between Safety Management Practices and Safe Behavior Among Lab Technicians

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Abstract

This goal of this investigation is to assess the connection between safety management practices and safe behaviour among lab technicians in Northern region. Management commitment, safety training, safety communication and feedback, employee's involvement, safety regulations and procedures, and safety promotion policies are all domains of safety management practices. Structured questionnaires adapted from previous studies were used in a quantitative survey. A total of 134 lab technicians from five laboratories in Northern region were participated in this investigation. The IBM SPSS software were used in data analysis and hypothesis testing. Based on statistical analysis conducted, only safety regulations and procedures have a vital contribution on safe behavior. Other factor under safety management practices (management commitment, employees' involvement, safety training, safety communication and feedback and safety promotion policies) failed to show any link with safe behavior among lab technicians. Ensuring lab safety is a main responsibility among everyone who worked in the lab. They are expected to be familiar with the lab safety rules and this will help to reduce the potential of accident. The findings provide a noteworthy information for management and their employees in assessing the solutions to improve their labs safety. Finally, managerial, and theoretical ramifications are justified, as well as future study recommendations.

Keywords: Safety management practices, safe behavior, lab technicians.

A Study on The Intention to Use Total Cost of Ownership System in Tenaga Nasional Berhad

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Abstract

This research aims to discover factors that influence behavioural intention among Tenaga Nasional Berhad (TNB) Grid employee to adopt Total Cost of Ownership (TCO) system as a new technology in daily operation. TCO system is expected to improve and optimize OPEX of TNB Grid. This research adopted Technology Acceptance Model (TAM) by Davis et al. (1989) as the framework of the study. Despite utilising perceived usefulness and perceived ease of use as the dimension, this research study extends the investigation by incorporating perceived risks as per model by Khasawneh (2015). This research study is based on the data collected from a survey questionnaire that investigates factors that influence behavioural intention to accept TCO system among TNB Grid employee. The quantitative method is used to gather the information in the non-contrived study setting to provide a natural environment of the TNB Grid. The stratified random sampling method is used whereby the target population; employees dealing with the entire asset lifecycle management of high voltage equipment, is divided into meaningful segments such as job's position, office location, department and years of service. The research discovered there are strong relationship between perceived usefulness, perceived ease of use and perceived risks with the behavioural intention to adopt TCO system among TNB Grid employees. The research also highlighted the important element to be considered by TNB in developing the efficient TCO system which is the ease-of-use system. The positive attitude will drive behavioural intention to use the system if the user perceives ease of use.

Keywords: Total Cost of Ownership, Technology Acceptance Model, Perceived Usefulness, Perceived Ease of Use, Perceived Risks

The Applicability of Technology Acceptance Model (Tam) In the Adoption of Industry 5.0: A Conceptual Paper

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Abstract

The business realm has spurring expeditiously in the recent decades as a result of proliferated globalisation and technology advance, predominantly in the field of information technology (IT). Humans are on the edge of a technology transition that will change the way they live, function, and communicate, a distinct possibility that would be unlikely something humanity has ever witnessed. Growing evidence unveils that manufacturing firms are presently in a transitional stage in what has been termed as Industry 4.0. A new revolutionary wave known as Industry 5.0 is emerging, in which the human and machine work together comprehensively in carrying out duties and customised products and services to the desires and expectations of customers. As the field of Industry 5.0 continues to develop enormously, a series of exhortations on in-depth studies pertaining to this research discipline should be acknowledged. Further understanding on the relationships between the perceived usefulness and perceived ease of use in the technology adoption by organisations are the main criteria to be critically looked upon in this research. This study presents an underexplored pathway deliberately for Industry 5.0 by serving as a solid conceptual paper to highlight organisations' intentions to adopt Industry 5.0 by leveraging the technology acceptance model (TAM) as it has been widely recognised in prior studies to examine factors linked to organisations' intentions in embracing the new technology. The implications and rationales of this model are manifold in interdisciplinary field.

Keywords: Industry 5.0, Industry 4.0, TAM Model, technology adoption, personalisation

PLATFORM A SESSION 3 (A3)

AiCoBM 2021: 029-016

The Influence of Strategic Competency and Business Coaching Towards Business Success of Malaysian Women Micro Entrepreneurs

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Abstract

Women micro-entrepreneurs are the essential developers of microenterprises and significant economic drivers in Malaysia. Having successful women micro-entrepreneurs may contribute tremendously to economic progress through income generation and job creation. Despite the pivotal role, the number of successful Malaysian women micro-entrepreneurs is still low, and they are underperformed despite the increasing number. They should be strategically competent in operating their business venture to succeed. At the same time, business coaching plays a critical role in inculcating strategic competency to attain success. Therefore, this study's main objectives are to examine strategic competency and business coaching's role in influencing business success. The research philosophy of this study is pragmatist epistemology. This study's design is descriptive and correlational, applying the quantitative research method. This study's respondents are 261 women micro-entrepreneurs who attended business coaching nationwide, in which samples were selected using a cluster sampling technique. This study performed descriptive analysis and Structural Equation Modelling (SEM). This study found that more than half of the women micro-entrepreneurs fall under thirty-one to forty years old through the descriptive analysis. The result reflects that the age group of thirty-one to forty years old is the correct average group committed to running a business, energetic, ambitious, and having a long business journey. The regression analysis found that strategic competency was not influencing business success. Nonetheless, through the moderation analysis, it is found that business coaching has a moderating effect on the relationship between strategic competency and business success. Hence, the government and related agencies are to focus on conducting business coaching to ingrain the strategic competency to increase the number of successful women micro-entrepreneurs in the country that will contribute to economic development.

Keywords: strategic competency, business coaching, business success, women micro-entrepreneurs

The Influences of Dealer-Buyer Relationship Quality, Subjective Norms, And Perceived Value on The Repurchase Intention of Fertilizer Among Opish Farmers

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Abstract

Businesses must build a solid relationship with the customers to ensure their continued support for companies to succeed. However, for an agricultural commodity such as fertilizer, knowledge of factors that affect the repurchase of fertilizers by Malaysian oil palm farmers is limited in the existing literature. This study aims to understand the determinants of oil palm independent smallholder (OPISH) farmers' intention to repurchase the same brand of fertilizers. It emphasizes the dealer-farmer relationship quality, the perceived value of Technology Advisory and Transfer Services (TUNAS) officers, and the subjective norm in influencing repurchase intention. The distribution of 1200 questionnaires to OPISH farmers in Peninsula Malaysia, Sabah, and Sarawak lead to the applicable return rate of 85.1% (943) complete responses. The multiple regression analysis demonstrated significant positive relationships between Technology Advisory and Transfer Services (TUNAS) officers' perceived value, dealer-farmer relationship quality, and OPISH farmers' repurchase intention. However, the subjective norm had no significant relationship with OPISH farmers' repurchase intention. The results suggested that selling farming products like fertilizer required a strong correlation between the sellers and farmers and between the technical advisory personnel and the farmers. Effective communication between sellers and farmers, continual follow-up programs, and technical advice are essential elements in developing a continuous relationship. The study's expressed contribution is to employ the dealer-farmer relationship and perceived TUNAS officers' value, which received little mention in the existing literature.

Keywords: Fertilizer, Malaysia, OPISH farmers, Repurchase intention

Developing A Model of Residual Waste Behaviour In Residential Communities

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Abstract

The 11th Malaysia Development Plan (2016-2020) has underscored the elements of sustainable development, such as sustainable economic growth and striving for equitable distribution throughout society, and mainstream environmental conservation. This plan is consistent with United Nations 17 Sustainable Development Goals (SDGs) by the United Nations (UN) under the responsible consumption and production goals. In the late 1980s, the Malaysian government has enforced the adoption of 3R program – Reduce, Reuse and Recycle to minimize the number of waste disposal onto the landfills, and increase responsible consumption among its citizens. However, household participation in the recycling waste program is still low. Therefore, the Solid Waste and Public Cleansing Management Act 2007 (Act 672) was introduced in 2015 to reduce the amount of solid waste sent to landfills and prevent disposal of recyclable materials by separating households' wastes into residual waste and recyclable waste. This paper proposes a model for residual waste behaviour of residential communities in Malaysia. Building from the Theory of Planned Behavior, a model examining the relationship of attitude, subjective norm, and perceived behavioural control on residual waste behaviour is suggested, and environmental commitment as a moderator is included in the proposed model.

Keyword: residual waste behaviour, residential communities, Theory of Planned Behavior, Malaysia

Determinants of Loyalty for Personal Delivery Service Among Customers of Getrunner

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Abstract

GetRunner is a local on-demand personal delivery service provider in East Coast of Malaysia. They experienced some challenges in securing their customers' loyalty where only 30% of customers reuse their services each month. In order to secure GetRunner's position as a personal delivery provider in market and to stay competitive within their competitors, this research examined the relationship between the determinants of customer loyalty of their customers and the issue of customer loyalty itself. The determinants are trust, service quality, perceived value, perceived enjoyment and technological. By using a combined technique of analyzing the company's business operations through SWOT and Business Model Canvas (BMC), some issues and factors have been raised and highlighted. A personally administered survey through simple random sampling on a total of 215 previous customers of GetRunner has been conducted. The findings revealed that trust and perceived value indicated a significant relationship with customer loyalty ($p < 0.05$), with perceived enjoyment being the best predictor in predicting the variance of customer loyalty ($\beta = 0.406$, $p < 0.05$). Accordingly, it is hoped that the findings from this research will further provide some insights to management team of the personal delivery service, through the results and the recommendations, in enhancing their business operations through, among others, pricing strategy, brand positioning as well as overall service quality. To further strengthen the company's market, management should tackle the advantages and opportunities in pushing this industry to a much greater height.

Keywords: personal delivery service, customer loyalty, service, trust, service quality, perceived value, perceived enjoyment, technological

Lifestyle, Entertainment and Retail Atmospherics of Customer's Preference towards a Shopping Mall

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Abstract

A shopping mall is defined as an aggregation of retail and other commercial establishments owned and managed as a single property. Today, shopping malls offer services to customers in the form of a convenient access to a desirable mix of retailers within a managed environment to provide a satisfying and safe, shopping and leisure experience. The aim of this study is to understand the influence of lifestyle, entertainment and retail atmospherics on customers' preferences towards a shopping mall located in Kuala Lumpur, Malaysia. A questionnaire-based survey has been conducted to collect information and a total of 250 usable questionnaires were further used for data analysis. The findings indicated that lifestyle and entertainment were significantly related to the customers' preference towards the mall. Overall, this study provides an understanding of the customers' preference to a mall and add to the body of knowledge in understanding consumer behavior.

Keywords: shopping mall, lifestyle, entertainment, retail atmospherics, Malaysia

PLATFORM B SESSION 1 (B1)

AiCoBM 2021: 034-059

The Effect of Social Media Marketing Activities on Purchase Intention: A Case Study of Cosmetic Industry

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Abstract

This research will shed new light on the impact of social media marketing activities on purchase intention in the business. The increasing use of social media has transformed how businesses interact with their customers. Platforms such as Facebook, Twitter, and YouTube are driving marketing companies to use online marketing in new ways. Social media has become so ingrained in the lives of millions of people worldwide that it has piqued the interest of marketers. This paper aims to investigate social media marketing activities affects purchase intent in cosmetic companies with high brand equity and social brand engagement. The data was collected from social marketing users around Malaysia, and the sample size was 300 participants. The results reveal that there is a strong positive relationship between purchase intention (Y) with entertainment, interaction, trendiness, customization and E-WOM(X). Therefore, can conclude that each of these factors will affect the purchase intention for customers and need to be emphasized.

Keywords: Social media marketing activities, purchase intention, cosmetic industry

AiCoBM 2021: 053-039

Influence of Utilitarian Shopping Value, Personal Innovativeness and Electronic Word of Mouth on Mobile Shopping – A Conceptual Framework

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Abstract

Advancements in technology allows the integration of smartphone usage and online shopping. Current statistics have shown that there is an increasing number of online consumers. Different consumer age groups shops for different items to satisfy their various needs. Previous studies have shown that these consumers portray utilitarian shopping value, exhibit personal innovativeness, and relies on word of mouth in forming purchase intention of a product. Within the online context, consumers also correspond towards utilitarian shopping value and electronic word of mouth to form their online purchase intention. Furthermore, personal innovativeness contributes towards the propensity of consumers making an online purchase. A conceptual framework examining the relationship of utilitarian shopping value, personal innovativeness, and electronic word of mouth on online purchase intention is proposed.

Keywords online purchase intention, utilitarian shopping value, electronic word of mouth, personal innovativeness

Social Media Content Marketing (Smcm) Influence on The Internal Factors of Consumer Buying Behavior Among the Millennials

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Abstract

In this savvy world of technology, most consumers want something speedy, convenient, and fulfil their needs. Prevalently, most consumers use social media as one of the mediums for them to shop. Therefore, businesses nowadays adopt online platforms to promote and sell their products to align with this merging trend. Undoubtedly, social media has become one of the most popular online selling mediums among business firms. In social media marketing strategy, one of the most crucial elements that need to be highlighted by the firms is the content marketing itself. In other words, to be succeeded in social media marketing strategy, the firm must provide a high quality of content marketing for the consumers. The authors suggest that Social Media Content Marketing (SMCM) plays a role in influencing consumer behaviour. Social media will work more effectively if the content marketing displayed is of high quality and meets the needs of consumers who buy online. Hence, the proposed SMCM model is a digital marketing strategy that must be emphasised in the online marketing context. Prior research has indicated that SMCM positively influences consumer behaviour. This paper will discuss further the SMCM on online purchases.

Keywords: Social Media Content Marketing (SMCM), content marketing, social media, millennials, consumer behaviour, social media marketing, digital marketing

Evolution and Challenges of Premium Music Streaming Service: A Preliminary Perspective

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Abstract

Music streaming represents one of the latest technological advancements that transform the way listeners incorporate music into their lives. Streaming services enable listeners to access a massive library of music for free or for a fixed monthly payment. Hence, the market consists of at least two groups of listeners. The first group is the freemium users: the listeners who use the free service. The second group is listeners who subscribe to premium music streaming; the group is known as the premium users. Online music streaming companies such as Spotify, Joox, iTunes, Google Music, and Apple Music offer freemium and premium streaming services. The reviewed literature indicates that the rise of music streaming and the market demand. However, this comes with an array of challenges that may potentially retard the growth of online music streaming nationwide. Among others are the consumption behavior and attitude towards premium subscriptions followed by an overwhelming use of free basic services that has impacted the industry's profitability. For instance, Spotify has over 60 million active users globally, yet, only 15 million subscribed to the premium streaming service. This study will ascertain key challenges that may potentially slow down the growth of online music streaming in this country which otherwise may prove to be a potentially profit generating business for industry players.

Keywords: Music streaming, streaming technology, streaming services, Freemium, Premium, subscription

PLATFORM B SESSION 2 (B2)

AiCoBM 2021: 009-037

Drivers of Purchase Intention Among Metrosexual Men Towards Grooming Products

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Abstract

The objective of this paper is to study on purchase intention among metrosexual men living in Kuala Lumpur, Malaysia. In total, three hypotheses are developed on the relationship between dependent variable, purchase intention with brand loyalty, brand awareness and self-concept. The hypotheses were tested through a Smart-PLS using data from a sample of 200 of respondents in Kuala Lumpur. This research has been conducted to identify best drivers affect purchase intention of skincare or grooming products among metrosexual men in Kuala Lumpur, Malaysia. Most of independent variables are significantly correlated with Purchase Intention. The outcome of this study provides valuable understandings about metrosexual men who have a positive relationship between brand awareness, brand loyalty and self-concept towards purchasing skincare or grooming products. Furthermore, it also recommends numerous important insights for marketing experts in terms of designing effective marketing strategies to capture the growing market, especially in the context of male skincare and grooming products.

Keywords: Purchase Intention, Brand Awareness, Brand Loyalty, Self-Concept, Metrosexual Men

AiCoBM 2021: 028-019

Factors Influencing the Online Food Delivery Services Apps on Purchase Intention Among Customers in Klang Valley, Malaysia During Covid-19

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Abstract

Online services of food delivery are more critical than ever. Customers are getting comfortable using the apps for services to order the meals they want via their smartphone using the apps. This research is therefore carried out to examine the key factors affecting the intention of customers to use online food delivery services among customers in the Klang Valley during Covid-19 in 2020. The research investigated the most significant factors that influence the customer purchase intention on using Online Food Delivery (OFD) services. There are 4 independent variables which we are focusing on; time, price factor, convenience motivation factor and food illustration. From the research, we have found out that convenience motivation factor is the most important exogenous variable that can influence purchase intention directly, sequentially through shopping motivations. The other factors that have a significant impact on a customer's purchase intentions are price and time factors. The least important factor that influences a customer's purchase intention is the food illustrations. The study is carried out by gathering responses from over 167 participants. The results will show the factors influencing and the significant effect of using online food delivery services apps to run the businesses efficiently and more effectively in order to attract customer's purchase intention. The novelty of this study is by giving the strategies and opportunities to the online business entrepreneurs to enhance and boost their sales by using social media as a platform of online food delivery services apps to the community.

Keywords: Online food delivery systems, Convenience, Time Factor, Price Factor, Food Illustration

Consumer Purchase Intention Towards Eco-Labelled Food Products: A Cross Culture Comparison Among Young Adults in Germany And Malaysia

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Abstract

Due to rising environmental issues, people have become more aware of sustainable and environmentally friendly consumption, especially in the food sector. Thus, eco-labels gain in importance, not only for the consumers, but also for the organizations. The main objective of this study is to explore the factors that influence the purchase intention towards eco-labelled food products among young Malaysian and German adults. Therefore, the study provides a conceptual framework by using an extension of the theory of planned behavior, which incorporates two additional variables, namely health consciousness and environmental concern. A quantitative approach is applied in this study, using the data of a self-conducted online questionnaire, with 209 valid questionnaires from Malaysia and 206 from Germany. Multiple regression analysis was used to analyze the data. The findings show that a positive attitude towards eco-labelled food products is the main predictor for the purchase intention for both samples. Furthermore, consumers value their health much more compared to the environment when making purchase decisions. Lastly, the study offers recommendations for establishing marketing strategies to promote eco-labelled food products.

Keywords: Eco-labels, Purchase Intention, Theory of Planned Behavior, Malaysia, Germany, Young Adults

Exploring Muslim Millennial's Intention to Purchase Halal Cosmetic and Personal Care Products

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Abstract

The trend in choosing Halal cosmetics and personal care products are still very low among Muslim society especially for the younger generations. Most of them are purchasing particularly more on Halal food products rather than Halal cosmetic and personal care products. Young Muslim population is still not aware of "Halal" concept when purchasing and consuming the cosmetic and personal care products. Not all young Muslims look for the Halal certification and majority of them would purchase the products without the Halal certification if there is no alternative. Therefore, the purpose of this paper is to provide improved understanding of the influential factors towards the intention to purchase Halal cosmetic and personal care products among the younger generation. Data were collected from 303 young Muslim consumers in northern state, Malaysia. They were selected using stratified random sampling. Self-administered questionnaires with five (5) - interval Likert scales were used. The study employed a quantitative research method to examine all hypothesis. A multiple regression analysis was used to examine Halal certificate, product characteristics, social influence and attitude which are the determinant factors of intention to purchase Halal cosmetic and personal care products. The findings showed that only Halal certificate, products characteristics and attitude are significantly influenced the intention to use Halal cosmetic and personal care products. Meanwhile, social influence is not significantly influence intention to purchase the products. This study contributes to Halal cosmetic studies by illustrating the young generation to choose and use Halal cosmetic and personal care products.

Keywords: Halal Cosmetics, Young Muslims, Purchase

PLATFORM B SESSION 3 (B3)

AiCoBM 2021: 018-026

SMES' Performance in Malaysia: Does the Bidirectional Nexus Between Intellectual Capital and Knowledge Management Matter?

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Abstract

The purpose of this study is to propose a framework in examining the bidirectional relationship between intellectual capital and knowledge management on SMEs' performance in Malaysia. The conceptual model was developed from the lens of the resource-based view (RBV) and knowledge-based view (KBV) to describe the related constructs, namely, intellectual capital and knowledge management towards SMEs' performance. The proposed constructs are argued to influence one another rather than be examined independently on organisational performance, especially in SMEs in developing countries like Malaysia, where the study is scarce due to SMEs' unique and dynamic characteristics. The findings from this review are expected to shed some light on the role of intangible resources in achieving superior performance in SMEs. The critical discussion presented in this paper also hoped would help in strengthening the body of knowledge on SMEs studies and be valuable for the top management, the industry, the policymaker, and the government to identify, plan and design the way forward in managing the stock of knowledge to retain the competitive advantage subsequently boosting SMEs' performance. This paper also contributes to the existing literature on intellectual capital and knowledge management and how they are interrelated to one another by proposing a conceptual framework in examining it.

Keywords: small and medium enterprises, intellectual capital, knowledge management, Malaysia

Success Determinants of Open Innovation Partnerships Between Car Manufacturers and Start-Ups in Germany

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Abstract

In a context of saturated markets, increasing price pressure, growing competition and changing consumption patterns, the automotive industry is evolving into a diversified mobility industry. This disruptive transformation challenges German car manufacturers to reinvent themselves and innovate in diverse directions. Since loose open-innovation (OI) partnerships with start-ups offer manufacturers not only flexibility but, more importantly, cutting-edge expertise from outside the traditional industry, they have become the partner of choice since 2010. Although incumbent-start-up partnerships are on the rise, the current literature scarcely addresses the challenges that arise from innovation cooperation with such disparate partners. This is particularly surprising in light of the high failure rate of these partnerships. In order to provide practitioners with guidance and contribute to close current gaps in literature, the study attempts to identify success determinants. Based on a qualitative research design, in form of semi-structured expert interviews, key barriers and drivers concerning leadership, work methods, culture and intellectual property were identified. Considering the start-up's, the incumbent's and the interface's perspectives, the paper provides a conceptual framework that illustrates the interrelations and challenges in open innovation partnerships. The start-up's group expertise and maturity turned out to be a major driver. Further agile work methods, the group's internal cultural transformation, the interface's autonomy, and a solid level of trust and openness between the involved parties. Besides practical recommendations, derived by the identified success factors, the paper constitutes a theoretical basis for further research.

Keywords: Open Innovation, Start-up Partnerships, Automotive Industry, Innovation Management

Govern It Right for The Betterment of Malaysian Tourism Small and Medium Enterprises (Tsme) Performance

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Abstract

Today, the role of corporate governance is also discussed in relation to TSMEs. It has been debated whether some of the corporate governance principles are suitable for TSMEs, as they are initially applied for larger companies to promote their growth and competitiveness. Given the above, there is a need to incorporate corporate governance practices in their business operations, more so, when the employees are often the relatives of the owner themselves. Hence, comprehensive codes of conduct for stakeholders, through corporate governance practices, is necessary to control and to monitor the behavior of stakeholders, in order to protect the interest of the 'fragile' sectors. These are also considered as an important aspect of TSMEs' operations in order to facilitate growth, build confidence among investors, and attract financing from banks or other lenders. Therefore, it is crucial to manage this sector properly to ensure enhanced performance. This paper provides an early outlook of the matters related to TSMEs and its' right governance in the Malaysian context.

Keywords: TSME, Corporate Governance, Stakeholders

Model to Evaluate Motivation of Women to Participate in Spatial Crowdsourcing in Gig Economy

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Abstract

Malaysia has decided to participate in crowdsourcing projects due to recent developments in the gig economy system. The majority of crowdsourcing platforms concentrate on micro-digital tasks that may be accomplished online. However, there is a growing trend of geographical crowdsourcing platforms that demand work to be carried out in a given location. This new phenomenon allows crowd workers to enhance their economy and life by earning money by performing physical duties such as e-hailing, food delivery, and domestic chores. Nevertheless, the nature of spatial Crowdsourcing, which necessitates actual completion of tasks, has created questions about the platforms' trustworthiness when it comes to users, jobs, and platforms. On the other hand, the success of the crowdsourcing platform depends on the active participation of both users, namely job suppliers and crowd workers, including women, who are one of the specific target groups chosen to promote Malaysia's economic growth. To fully harness the benefits of this spatial crowdsourcing trend for women, there is an urgent need to conduct this study to investigate the factors that motivate them to participate. As the study is still in the early stage, this paper will present the initial investigation that leads to the development of the conceptual model, including the background of the study, the objectives, literature review, and research methodology that the study wishes to employ.

Keywords: spatial Crowdsourcing, motivation, gig economy, trust, women in gig economy

PLATFORM C SESSION 1 (C1)

AiCoBM 2021: 037-034

Critical Success Factors and Problems in Iso 9001:2015 Implementation and Maintenance in A Malaysian Legal Firm

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Abstract

A lot of research has been done on the implementation of ISO 9001:2015 standards in multiple services sectors, however very few had been carried out on legal firms. This case study intends to bridge the gap, and at the same time share knowledge on the implementation and maintenance of ISO 9001:2015 at a legal firm in Malaysia. This research is a case study on a legal firm in Malaysia which has implemented, obtained certification and maintained the ISO 9001:2015. Data was collected from interviews, document reviews and observation that were conducted from October until December 2020. It was found that the critical success factors of ISO 9001:2015 for this legal firm are partner's and staff's commitment, staff awareness, acceptance and involvement, strong motivation of partners and staff, innovative rewards and teamwork. The problems and challenges faced by the legal firm in implementing and maintaining the QMS are time constraints, high workload, complicated work processes and complacency attitude. Some of the measures taken to overcome the problems are gradually increasing and integrating technology to all types of legal work processes with partners pre-approved contents.

Keywords: ISO 9001, Quality Management System, Legal Firm, Critical Success Factors, ISO 9001 Maintenance

AiCoBM 2021: 045-014

External Quality Auditors Education, Evaluation and Calibration of Competency: Perspectives from Accredited Certification Bodies in Malaysia

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Abstract

The rapid advancement in technology and changes in the business environment require QMS auditors to be one step ahead in their knowledge and skills. This means they need to be competent to deliver effective audits that add value to their customers. The objective of this study is to investigate whether there is a need to further educate external quality auditors (EQAs) in order to improve their audit performance. A review was conducted on relevant international literature on auditor competence and education, clients' expectations on external auditors, explicit and implicit expectations based on ISO 9001:2015, ISO 19011:2018, ISO/IEC 17021-1:2015 and current auditor capability, in order to obtain insights into the present situation and requirements of the environment. Based on that, a survey questionnaire was utilized in the collection of data from 19 Heads of Certification and Technical Reviewers of accredited certification bodies in Malaysia. The findings of the study show that 63.2% of respondents said that there is a need to improve EQAs education to enhance their audit performance. This is supported by the feedback from more than half of the respondents who pointed out that they have received negative comments or complaints from their clients on the EQAs' performance. On certification bodies' part, to ensure consistent audit performance by auditors, evaluation and calibration of auditors' competency and performance were carried out.

Keywords: Quality audit, Auditor competency, External quality auditors, Certification bodies, Quality management system

The Effect of Students' Desire on Their Online Learning Behaviour During the Covid-19 Pandemic: An Application of Goal-Directed Model

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Abstract

The implementation of the Movement Control Order in March 2020 had caused all higher education institutions to cease operating and mitigate from COVID-19 pandemic. Nevertheless, the state of readiness on the e-learning infrastructure, internet connectivity, and the mindset of both the educators and students was caught unprepared. The purpose of this study is to investigate the behaviour of online learning attitude among the students from Malaysian private universities. A research model of goal-directed behaviour (MGB) was adopted. Risk perception of COVID-19 was incorporated along with the mediating role of desire in explaining online learning behaviour. A total of 843 students participated in the survey. Partial Least Squares Structural Equation Modelling (PLS-SEM) was used to assess both measurement model and structural model. Attitude, subjective norm, perceived behavioural control, positive emotion and risk perception of COVID-19 were found to have a positive influence on desire. Whereas negative emotion was found not having a negative influence on desire. The findings also indicated that risk perception of COVID-19 and desire do have positive influence on students' online learning behaviour, and the role of desire does have a mediating effect between COVID-19 risk perception and online learning behaviour. It is implied that online platforms do provide various experiences for students to explore and transform their encounters into opportunities. Institutions need to study the primary desires of their target students so that the courses and programmes can be developed to give the satisfaction of the desire. Future education should drive towards hybrid for exploration and expansion purposes.

Keywords: Coronavirus (COVID-19), student online learning behaviour, Private higher education.

Mass Customization as An Advancement Strategy – The Case of Tenun Pahang

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Abstract

Royal Pahang Weaving (Tenun Pahang Diraja) is a hand-weaving silk fabric that is customized exclusively according to demand and manufactured in small quantities. The hefty price of each finished fabric will be determined by the complexity of the hand-woven process, the use of man skills and hours in using the manual wooden loom machine known as the 'kek' as well as the materials and thread used. The decision to purchase semi-auto and fully auto machines by Realistic Attraction Sdn Bhd (RASB), was one of the innovation strategies to go for mass customization to appeal to a wider market locally and globally where demand is open. Regrettably, RASB announced that Tenun Pahang sales are declining year after year. Is it, however, relevant to 'Tenun Pahang Diraja' when it comes to mass customization? As a result, the aim of this research is to critically examine the factors that contribute to the problem and to suggest solutions for moving forward. The information was gathered through face-to-face interviews and observations conducted among the management team and production staff at Kompleks Pengembangan Tenun Pahang DiRaja, Kg Soi, Kuantan. To illustrate and demonstrate factors that can lead Tenun Pahang to mass customization abilities, a cause-and-effect diagram was used as one of the methods in Total Quality Management. The findings show that information about the production guideline phase and time period was not adequately communicated to the staff, that the complex's resources were not completely used, and that machine handling was not properly maintained due to lack of knowledge. Furthermore, since the ordering pattern was unclear, the price of raw materials such as threads was too high, and the labour productivity per hour in the weaving phase per month was inadequate. While productivity improvements are difficult to achieve, it is proposed that an increase in technical performance would reduce the current gap that could disrupt operations activities. Although productivity improvements are difficult to achieve, operations managers are the primary vehicle for making changes. According to the findings, it is up to RASB to determine whether to retain exclusivity or stick to hand-woven specialists, if so, they should increase the 'kek' machine and number of weavers; or if they want to go for mass production, they should fully utilize the machine. This study enabled other researchers to create a balanced image of the weaving process using 'kek' and provide knowledge that will be used to conduct more research related to operation management.

Keywords: Mass customization, hand-weaving, productivity improvement

PLATFORM C SESSION 2 (C2)

AiCoBM 2021: 069-041

Dual Banks Funding Fragility Assessment: Larger or Smaller Banks Are More Fragile?

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Abstract

Banking institutions are the heart of the country that mobilizing funds in the market to ensure the sustainability of economic growth. The banks are exposed to various internal and external of risks in daily activities. A fragile bank has greater exposure and very sensitive to market shocks or economic disturbance for example during the COVID-19 pandemic. The study focuses on funding fragility that arise from the nature of banking business due to asset-liability mismatched. Incorporating seven (7) countries with dual banking systems, the study aims to assess the driven factors of the funding fragility for Islamic and conventional banks. The study employs random effect model with robust standard error that spans the period from 2009 to 2018, made up of 10-years unbalanced panel data. The finding reveals cost efficiency, profitability, income diversification and capital as the primary factors that contributes to funding fragility of Islamic and conventional banks. The study proposes, Islamic and conventional banks to be more cost efficient and earn greater profitability to reduce funding fragility. Banks with wider income diversification and higher capital level have a better advantage in lessening the funding fragility. Banks that offer high financing growth are exposed to a greater credit risk but empirically managed to control the funding fragility via rigorous credit assessment and monitoring. The interaction effect also reveals larger conventional banks are less fragile than smaller conventional banks. On the contrary, larger Islamic banks are found to be more fragile than smaller Islamic banks.

Keywords: Bank, financial risk, risk assessment

The Announcement Impact of Green Bonds on Debt Holders Wealth

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Abstract

This paper aims to examine the alternate explanations for shareholders and debt holders' wealth reactions to green bond announcements by using multi-country event study method and average probability of default. Findings obtained from this study is expected to provide a more complete picture of wealth reactions to green bond announcements by incorporating alternative wealth measures in catering widely dispersed global data for green bond announcements. We find that there is a significant increase in wealth for shareholders a day after the event. On the other hand, the debt holders' wealth is reducing on the same observed event window period. In addition, we also discovered that the debt holders' wealth reaction is significantly related with the issue and firm characteristic which include change in leverage level, bond rating, and firm size. We offer two caveats related to our research design. Firstly, due to necessity, our study is limited to the use of average probability of default measure to gauge debt holders' wealth. As the green issued become more mature, it is expected that data bond yield and prices will become more widely available that allows us to specifically study how bondholders' wealth are changing in response to green bond announcements. Secondly, while the debt signaling hypothesis appears to be the most reasonable explanation for debt holders' announcement in our study, it does not provide an alternative explanation for the inverse shareholders and debt holders' return surrounding green bond announcements at the post event day.

Keywords: Green bond, wealth effect, event study, probability of default, credit risk

Carbon Dioxide Emissions and Institutional Quality in Developing Countries of G20

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Abstract

Economic growth for every nation needs manufacturing sector to developed. Nonetheless, its activity is connected to carbon dioxide emissions, which are believed to be one of the essential drivers to harm the environment that can genuinely impact and diminishing the quality of the environment. The issues of the global warming have getting increasingly more serious recently. Carbon dioxide (*CO2*) emissions has been charged to be the central driver for this serious issue. Hence, this paper effectively explores the impact of institutional quality on *CO2* emissions on developing countries of G20. It is commonly found that institutional quality plays an essential role in explaining growth. Thus, this area indicates a gap to be studied on since the past outcomes shown to be inconsistent. The panel data research should be joined by time series assessments that emphasis on individual countries. This may give more understanding into the institutional quality distinctive role improvement. This review demonstrates a few unexploited chances for future empirical study that have arisen on due of the increasing data accessibility. Increasing the existing empirical literature on these study areas can give significant comprehensions into the subject of sustainable development and supportability changes.

Keywords: carbon dioxide, developing countries, economic growth, GDP per capita, institutional quality

Factors Influencing the Investment Behaviour Among Young Working Adults in Klang Valley

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Abstract

The research aimed to identify the factors influencing the investment behaviour among young working adults in Klang Valley. There were 400 young working adults participated in this research where they were chosen through multistage sampling method. Data was collected through self-administered questionnaires. Categorical scale and five-point Likert scale were used to analyse the respondents' background, as well as to measure the independent and dependent variables respectively. In order to identify the main determinant factor of investment behaviour, a multiple linear regression model was developed. With adjusted R² value of 0.539, the equation showed that the main determinant factors on investment behaviour is perceived behavioural control and followed by subjective norms. On the other hand, financial literacy has an adverse effect on investment behaviour in this model. Government agencies and NGOs could gain benefits from the research by planning more focused and comprehensive actions to promote right investment behaviour among Malaysians. Financial institutions and educators may utilise the results and continue related purpose of study to further explore and deepen in this discipline.

Keywords: Financial literacy, attitude, subjective norms, perceived behavioural control, investment behaviour

PLATFORM C SESSION 3 (C3)

AiCoBM 2021: 038-021

What Got You Here? – Exploring the Career Trajectory of Learning & Development Practitioners

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Abstract

The Learning and Development (L&D) profession was already undergoing a transformation in the past decade as the role grows from being operational to strategic in business decision-making and strategy development. The COVID-19 pandemic has added a new dimension to this dynamic as migration to online delivery becomes more vital for effective learner engagement in the new normal. These changes signal the urgent need for L&D practitioners to adapt and adjust to changes in the way they design, develop, and deliver learning modules. We believe that prior to any upskilling of the L&D workforce, it is important to firstly understand the demography of the profession. This provides insight and context on the route taken by L&D practitioners leading to where they are today, the challenges they are facing, and their outlook on the profession. In realizing this intent, we interviewed 20 L&D practitioners and discussed in our findings the professional and academic backgrounds of the practitioners, their motivations in venturing into the field, and their views on how the profession might be transforming into the future. We also offer several considerations for organisations in not only shaping a learning culture in their workforce, but also a teaching culture which could enable a healthier cycle of knowledge exchange and overall business improvement in the long term.

Keywords: learning and development, talent development, human resource management, career, profession

AiCoBM 2021: 065-028

Emotional Intelligence and Turnover Intention: The Role of Job Satisfaction as A Mediator in An Organization

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Abstract

Pakistan is currently facing a critical issue of nursing staff shortage and leader's understanding of the consequences of the issue. The study is aimed to examine the relationships between a leader's emotional intelligence (as perceived by nursing staff), Job Satisfaction and turnover intention through empirical investigation across the service sector. A total of 433 employees working in the healthcare sector were approached through convenience sampling. A questionnaire-based survey was employed to conduct the responses. Two-stage approaches were applied using structural equation modelling. In the first-stage confirmatory factor analysis (CFA) were applied and in the second-stage path, coefficients were examined. The study found that a leader's emotional intelligence (as perceived by nursing staff) was positively associated with job satisfaction, but negatively associated with turnover intention. The current study also confirmed the mediating role of job satisfaction between a leader's emotional intelligence and nursing staff turnover intention.

Keywords: Emotional intelligence, Job Satisfaction, turnover intention, the Pakistani healthcare sector.

Readiness Towards Working Beyond Retirement Age in Public Sector: Are We There Yet?

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Abstract

With an ageing population and the need for high productivity, the role of the workforce in organizations is critical to ensure continuous economic growth. The workforce is at stake as the younger generation is getting smaller. In comparison, the older generation continues to leave employment after serving the retirement age limit, leaving a gap in the productive output and the increase of population life expectancy as indicated by World Health Organization. As older people live longer and healthier, this makes them available to participate in the workforce after employment. The retirees will later have idling yet productive years wasted by staying unemployed. The ongoing worldwide trend of returning to work after retirement (or unretirement) seems to be the solution to this shortfall. Equipped and advantaged with invaluable experience, knowledge, skill, and wisdom gathered throughout lifelong learning and working years, the readiness of these retirees needs evaluation before rejoining the workforce as presumably, they are physically and mentally reduced after passing productive years. This study investigates through a qualitative study using thematic analysis on the readiness of Government retirees to return to employment after serving the mandatory retirement age regarding the population aging and maintaining a workforce. Four (4) emerged themes were identified that helps to explain what it takes for retirees to unretire.

Keywords: Aging population, older workers, workforce ageing, return to employment.

Effectiveness of Class Management Skill During Pandemic: Case Study on Tertiary Education Provider

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Abstract

The Covid-19 pandemic had a significant impact on education, as it has encouraged the usage of personal telecommunications devices such as cell phones for studying and teaching reasons, which were previously restricted on school grounds. The current situation of education provider being closed throughout the pandemic makes it even more crucial for better infrastructure to be developed in enabling users such as teachers, lecturers, and students to access Internet from home with better quality and connectivity. The current study hence aims to explore the effectiveness of the class management skills and online teaching delivery among lecturers in tertiary education institutions during pandemic. Based on the interview conducted, almost all of the participants agreed that the most crucial skills needed to be a good lecturer in the middle of the pandemic is the ability to fully utilize the online teaching and learning application such as Zoom, Google Meet, Google Classroom and etcetera. Although their platform of choice is not necessarily the same with each other, they did mention that the usage of the online teaching and learning platform is necessary to be used. It is understandable that the teaching and learning approaches during the pandemic and lockdown period undeniably require a prolonged assessment and improvement in order to sustain its effectiveness. Lecturers must have good communication skills and maintain good ways of communicating with the students, by becoming more flexible in exploring various methods, approaches and applications that give the best teaching and learning experience during their online class.

Keywords: Class management skill; Tertiary education; Online learning; Class management skills; eLearning; Pandemic.

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