Business, Law and Management at the Post-Pandemic Era
BLM 2020: An International e-Conference
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Conference Proceedings

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Business, Law and Management at the Post-Pandemic Era: An International e-Conference

BLM 2020: An International e-Conference
Taylor's University, 11 July 2020

Taylor’s University and Faculty of Business and Law are proud to host the international e-conference entitled “Business, Law and Management at the Post-Pandemic Era: An International e-Conference” in the year of the global COVID-19 pandemic.

The COVID-19 pandemic exemplifies the increasingly global, interdependent, and environmentally constrained societies. The current situation is challenging for leaders and all economic agents who have to adjust their usual way of dealing with legal, business and economic activities. In this context, scholars can contribute to a better understanding of the situation by promoting original, flexible and pluralistic approach of these activities.

This international e-conference provided an open platform for scholars and practitioners to virtually meet and share their current research as well as to exchange ideas and information on new developments in the field and topics related to the post-pandemic era. More specially, we were privileged to virtually be the host for researchers, practitioners, and academics from various countries among them were Malaysia, United Kingdom, Australia, Singapore, Nigeria, Saudi Arabia, Pakistan, Indonesia, India, Iran, and Qatar while many countries were in the state of lockdown practicing the ‘new normal’. In total, around 200 participants from all fields of social sciences presented more than 100 research papers in the live parallel sessions.

Watch a 2-minute Summary of the Conference on

https://youtu.be/3gXMjsMUqhs
WELCOME MESSAGE

Professor Dr Khong Kok Wei
Executive Dean - Faculty of Business & Law

Professor Khong is currently the Executive Dean of Faculty of Business and Law at Taylor's University. He is a certified machine learning expert (CMLE). He has published in many prestigious journals. Professor Khong has been working in many research grants, worth more than a million ringgit related to business analytics. He has more than 19 years working in academia and conducting research in areas like services marketing, user technology acceptance, social media studies, behavioral science, business analytics, machine learning and process reengineering.

KEYNOTE SPEAKERS

Professor Dr. Fon Sim Ong
Vice-Provost for Teaching and Learning and Professor of Marketing
University of Nottingham Malaysia (UNM)

Fon Sim, Ong is the Vice-Provost for Teaching and Learning and a Professor of Marketing at University of Nottingham Malaysia (UNM). She also oversees the Centre for Academic Partnerships and Engagement (CAPE), a centre that is established to manage all award bearing off-campus teaching partnerships and collaborations for Nottingham Malaysia. As Vice-Provost for teaching and learning, she leads the development and delivery of the University’s teaching and learning strategy, ensuring that all programmes of UNM meet the Qualification Agencies requirements, relevant to educational needs, and ensure student experience and satisfaction within HE sector in Malaysia and beyond. She plays a strategic role in Nottingham’s presence locally and regionally through teaching partnerships and collaborations. She was the Dean of the Faculty of Arts and Social Sciences, UNM. Prior to joining UNM, Fon Sim has held various positions at both private and public (Faculty of Business and Accountancy, University of Malaya) universities in Malaysia. Her research interest is in consumer behaviour focusing on aging and older consumers. She has published chapter of books, journals including ISI ranked journals and conference proceedings.
KEYNOTE SPEAKERS

Dr. Tamara Mast Henderson
Chief Economist, Bloomberg, Singapore

Tamara is Bloomberg’s economist for Southeast Asia. She has been a professional economist since 1986, covering the mature economies and emerging markets of Europe and Asia. Tamara focused on currency and fixed income strategy between 2002 and 2014, during which time she accumulated a strong track record for her trade ideas. In previous roles, Tamara was deputy head of the International Monetary Fund’s Investment Unit in Washington, DC. She worked as an economist for Citigroup in London and was head of Asian currency and rates strategy for ANZ Banking Group in Singapore. Tamara has MA and PhD degrees in Economics from Claremont Graduate University (USA) and a bachelor’s degree in Foreign Affairs from the University of Virginia (USA). She is also a CFA Charterholder and the author of Fixed Income Strategy: A Practitioner’s Guide to Riding the Curve, published by Wiley.

Salim Bashir Bhaskaran
The President of the Malaysian Bar

Salim Bashir Bhaskaran is the President of the Malaysian Bar for the 2020/2021 term. He was the Secretary of the Malaysian Bar for the 2019/2020 term. He was formerly the Representative to the Bar Council (Selangor) for the terms 2014-2015, 2017/2018 and 2018/2019. He was also previously the Chairman of Selangor Bar in 2015 to 2017 and Deputy Chairman of the Criminal Law Committee of Bar Council from 2014/2015. Salim Bashir is currently the Co-Chairman of the Criminal Law Committee of Bar Council and held position since 2016. He was also appointed as Co-Chairman of Professional Development Committee in 2018 and also Co-Chairman of Common Bar Course Committee. Salim Bashir was also sitting on the Examiners Committee under Legal Profession Qualifying Board. He was also an Evaluator and Panel for new entrance Law Schools in Malaysia. He is also part-time law lecturer in UITM Shah Alam and he frequently undertakes lectureship in both local and international area in the field of Criminal Law. He was involved in many Notable Cases in all levels of Courts and recently conducted the infamous case of ‘Kim Jong Nam’ KLIA Murder.

Watch the opening on

https://youtu.be/DSv1LJZ5ujQ
Unlike conventional quantitative methods in social sciences, research such as system of regression and multivariate procedures which are mostly based on frequency and consistency thresholds, the basis of fuzzy set analysis is the fact that there is no “single correct answer” to draw conclusion from the data analysis. Indeed, fuzzy sets fill the gap between qualitative and quantitative methods of measurement. This workshop aims to introduce fuzzy methods such as Fuzzy QCA and Fuzzy TOPSIS for PhD students and early career researchers.

Dr Naser Valaei is a Senior Lecturer in Digital Marketing at Liverpool Business School, Liverpool John Moores University, Liverpool, UK. Previously he was a Postdoctoral Researcher in Digital Marketing at KEDGE Business School, Bordeaux, France and a Lecturer in Marketing at Department of Marketing, Sunway University Business School, Sunway University, Malaysia. His research has been published in several journals such as Journal of Business Research, Computers in Human Behavior, Information Technology & People, Technology Analysis & Strategic Management, Journal of Enterprise Information Management, Marketing Intelligence & Planning, Business Process Management Journal, the International Review of Retail, Distribution, and Consumer Research, among others. He is an Associate Editor of the Asia-Pacific Journal of Business Administration and sits at the editorial board of Journal of Promotion Management. He also serves as a reviewer to several refereed journals such as Computers in Human Behavior, Journal of Business Research, Technovation, Information Technology & People, and Tourism Management.

Watch the webinar on

https://youtu.be/VfVoHT5hkKo
This seminar is designed for postgraduate students and academic staff in improving their research skills to publish in high impact journals. The speaker is an experienced researcher with a number of publications in ISI journals. By the end of this session, the audience is expected to understand the approaches to do research more efficiently, and more pleasing for the reviewers of the manuscript.

Dr. Mohammad Nourani is a senior lecturer at Finance Section, School of Management, Universiti Sains Malaysia. In 2017, he completed his Ph.D. in industrial economics in Faculty of Economics and Administration, University of Malaya under Bright Sparks scholarship where he gained the University of Malaya Excellence Award 2017, recognized as the best PhD student with highest impact publications. In 2013, he received his Master of Business Administration (MBA) specialized in finance from Multimedia University. His publications appear in reputable high impact journals such as OMEGA: the international journal of management science, Economic Modelling, Applied Economics, Singapore Economic Review, Managerial and Decision Economics, Total Quality Management and Business Excellence, Review of Managerial Science, and Technological and Economic Development of Economy, among others.

Watch the webinar on

https://youtu.be/7OyMeDk9tdU
WEBINARS

How and Where to Get Ideas for Publication

Dr. Kizito Uyi Ehigiamusoe
Taylor’s University
Malaysia

One of the challenges facing young researchers is how and where to get ideas for publication in reputable journals. Even those who have the ideas often find it difficult to organize them into publishable forms. How and where can researchers get ideas for publication? How can these ideas be organized into publishable forms? In this seminar, the speaker will share personal experience of how and where to get ideas for publication in reputable journals, as well as how to organize these ideas into publishable forms. The seminar will also suggest ways to overcome the challenges of transforming ideas to manuscripts that are suitable for publication. This session will primarily address how to get ideas for publication, where to get ideas for publication, and how to organize ideas for publication.

Dr. Kizito is a Lecturer in Taylor’s Business School, Faculty of Business and Law, Taylor’s University, Malaysia. He worked as a Teaching Fellow in the School of Social Sciences, Universiti Sains Malaysia. Dr. Kizito was also a Researcher in the Department of Research and Training, National Institute for Legislative and Democratic Studies, National Assembly, Abuja, Nigeria. He obtained his Ph.D from the Universiti Sains Malaysia (USM) under the USM Fellowship Award. He also attended the University of Pretoria, South Africa and the School of Mathematical Sciences in USM for certificate courses in Applied Econometrics. His main research areas include Financial Economics, Energy Economics, Macroeconomics and Applied Econometrics. Dr Kizito has presented several papers in academic conferences in Africa, Europe and Asia. He has published several articles in reputable peer reviewed journals such as Applied Energy; Journal of Sustainable Tourism; Environmental Science and Pollution Research; Journal of Policy Modelling; Energy Sources Part B Economics, Planning and Policy; Empirical Economics; Emerging Markets Finance and Trade; Economics; Singapore Economic Review; Economics; and African Development Review. Dr Kizito conducts several academic workshops/seminars for students and young researchers on academic writing, applied econometric methodologies, and research publications.

Watch the webinar on

https://youtu.be/Xqf7DkVx2Xs
Quantitative management researches are overwhelmed with conventional regression analyses and/or structural equation modelling. Most of the regression analyses or SEM provide a single solution to the intended outcome. Whereas, the fsQCA embraces equifinality, meaning that, there being more than one means or set of conditions that lead to or affects the accomplishment of the same END. Drawing on the Configurational theory, it recognises that organisational phenomenon is often part of tightly coupled, holistic system, in which knowledge is lost when a reductionist analytical mode of inquiry is adopted which attempts to isolate individual components of an interdependent system within bivariate empirically testable relationships. In this webinar, the fundamentals of fsQCA will be discussed. It could be highly beneficial for promising researchers as a starting point to employ fsQCA in the management stream.

Dr Md Imtiaz Mostafiz is a Lecturer of International Business & Strategy at Sheffield Business School (AACSB accredited), Sheffield Hallam University, United Kingdom. He has received ‘Best Paper Award’ for his PhD dissertation from the Academy of International Business, USA-West Annual Conference 2018 – The University of Denver, Colorado, USA. His scholarly works published in the Multinational Business Review, Journal of Business and Industrial Marketing, European Journal of International Management, Strategic Change, International Review of Entrepreneurship, International Journal of Emerging Market, etc.

Watch the webinar on

[YouTube link](https://youtu.be/_3xL2VOGfdI)
The number of published meta-analyses have increased exponentially over the decades, and are the most cited form of academic papers. Meta-analysis is a popular statistical technique for summarizing, integrating, and interpreting empirical research. Since a meta-analysis aggregates conceptually and statistically similar studies, it offers greater statistical power to detect relevant effects than any single study. Through a meta-analysis, a researcher is able to answer questions that may not be possible to answer in any single study. Resultantly, a meta-analysis takes the top spot in a hierarchy of evidence-based research, followed by systematic reviews and randomized controlled trials (RCTs). The aim of this seminar is to provide a basic overview of a meta-analysis to undergraduates, postgraduates, academics and researchers who have no prior meta-analyzing experience. Upon completion of this seminar, participants should be able to:

• Demonstrate an understanding of the purpose of a meta-analysis – “What”
• Define a research question for their meta-analysis – “Why”
• Know how to perform a meta-analysis – “How”

Hassam Waheed is a PhD (Business) candidate at Taylor’s University under the supervision of Associate Professor Dr Ratneswary Rasiah and Associate Professor Dr Saeed Pahlevansharif. Hassam’s doctoral research investigates behavioral interventions in the Malaysian retirement market through an experimental design. He takes a multidisciplinary approach to his research that entails the fields of, social psychology and behavioral economics. Hassam holds a Master of Business Economics degree and a Bachelor of Business and Commerce degree from Monash University Australia. He has published Scopus indexed papers and he has held several external grants. Currently he is working on several meta-analysis projects.

Watch the webinar on

https://youtu.be/MssOSSxuoU
Regression analysis is a set of statistical methods to estimate the relationship between the dependent and one or more independent variables. The application of regression analysis in the field of economics, finance, and banking is immense. While many of us, particularly with secondary data, is in the dilemma of choosing the research method as well as applying STATA. So, understanding the bottleneck of STATA and how it works for regression analysis is important. Hence, this webinar would provide a comprehensive idea of choosing the appropriate regression method, applying STATA conveniently, and understanding of the frequently confronted issues in the entire process.

Md Hakim is a Graduate Research Assistant in a flagship project “cybersecurity risk and bank stability” at Taylor’s University, Malaysia. Md Hakim has recently passed his PhD viva voce, focusing three essays in cybersecurity risk in banking institutions. He obtained MSc in Islamic finance from INCEIF and BBA in Finance & Banking from the University of Rajshahi. He has published a few papers in the ISI journal over time, namely Economic Modeling, Australian Economic Papers, Managerial Finance, Studies in Economics and Finance, Springer Book chapter along with a few under revision with high-ranking journals. In addition, he has a fair number of conference papers delivered in countries i.e. The USA, UK, Italy, Hungary, Vietnam, Saudi Arabia, and Malaysia. Md Hakim also frequently writes about Islamic Finance, banking and finance in Bangladesh’s leading daily newspapers i.e. Financial Express.

Watch the webinar on

https://youtu.be/qhd9UlaQNLQ
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Ma Lan, Taylor's University, Malaysia
ACKNOWLEDGEMENTS

Organizing a conference is not for the faint-hearted, especially if it is fully online! It will challenge you and require a lot of effort and commitment to achieve high quality results. All efforts may be wasted by a broken link!

We have been extremely fortunate in having a wonderful team of dedicated, supportive and committed academics. Among them economics cluster has taken a lead role in ensuring that the whole e-conference operates to the highest possible standard. Their contributions went substantially beyond the normal call of academic duty.

We are, of course, indebted to all the moderators, session chairs, and panel members for the excellent work they have put in and of course to our keynote and webinar speakers for delivering their valuable insight from all corners of the world.

Finally, we must thank everyone who has presented their work at the conference, whether they are internationally renowned scholars or novice researchers. Each and every participant has made a contribution and the ethos of the e-conference, designed as a formative event with the purpose of learning from one another, has we hope, made everyone feel at e-home and e-welcome.

Associate Professor Dr. Saeed Pahlevan Sharif
BLM 2020: An International e-Conference Chairperson
Faculty of Business and Law
Taylor’s University
Malaysia
THE IMPACT OF TRADE OPENNESS, FINANCIAL DEVELOPMENT, GDP PER CAPITA AND FOREIGN DIRECT INVESTMENT ON CARBON EMISSIONS IN INDIA: A TIME SERIES ECONOMETRIC ESTIMATION

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Abstract

The purpose of this paper is to investigate the determinants of environmental degradation within the broader framework of the Environmental Kuznets Curve theory. The study focuses on the relationship between carbon emissions and its explanatory variables comprising of trade openness, financial development, GDP per capita and foreign direct investment. This quantitative study analyzed time-series data of India from 1960 to 2018. The time-series econometric Ordinary Least Squares estimation technique was employed. The empirical results of this study reveal that trade openness and financial development have a significant positive relationship with carbon emissions, whereas both GDP per capita and foreign direct investment are inversely related to carbon emissions. The findings have practical implications for policy makers to implement more inclusive policies that can mitigate the negative impact of trade openness and financial development on the environment. There must be a more concerted effort by both public and private stakeholders to enforce clean environmental policies to prevent further degradation of the ecosystem in the long-run, to ensure the agenda of sustainable economic development.

Keywords: Kuznet's Curve; Carbon Emissions, Environmental Degradation, Economic Growth

Reference No. BLM2020_EC101
CAN HUMAN DEVELOPMENT ERADICATE POVERTY?
EVIDENCE FROM FIVE ASEAN DEVELOPING COUNTRIES

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Abstract

In the past three decades, many people in ASEAN countries have been lifted out of poverty, but several million people still live in poverty and the number is expected to increase following the COVID-19 pandemic. This paper examines the influence of human development on poverty for five selected ASEAN developing countries covering the years 1990 to 2015. The pooled mean group (PMG) estimator was applied as the core method of this study to discuss the results. The main contribution of this empirical study suggests that human development reduces the poverty rate of ASEAN countries, which improves the human conditions and living environment for poorer communities to enjoy a good quality of life and long and healthy lives. Moreover, the results suggest the need to improve human development of the poor because they consistently encounter limited access to education and health care.

Keywords: Human Development; Poverty; ASEAN countries

Reference No. BLM2020_EC102
Abstract

As Covid-19 has spread quickly across Malaysia, the government has started to impose lockdown and has extended it later until now. This paper draws on the concept of the impact of Covid-19 occurrence on the Malaysian manufacturing industry as manufacturing is among the highest contributing sector to Malaysia's GDP. The Covid-19 coronavirus pandemic is supposed to affect all sectors especially the hospitality industry. However, other sectors such as manufacturing are arguably not as badly affected as the hospitality industry. It is imperative to see whether the effect on the manufacturing sector is less affected during the lock-down period since consumer still demands manufacturing products especially food. If this is true, then we expect that the effect on the manufacturing sector will differ across types of products. This research will use a quantitative approach to explain the relationship between Covid-19 occurrence and the manufacturing industry across different products. We will develop an econometric model to estimate the effect of the Covid-19 pandemic on manufacturing sector output across different product groups. The proposed model has practical implications for government and policymaker to know how much the manufacturing sector GDP by product groups will be affected by Covid-19. This paper will contribute to the literature by examining and comparing the effect of Covid-19 on various manufacturing sector product groups in Malaysia which has not been investigated.

Keywords: Covid-19; manufacturing; GDP; Malaysia

Reference No. BLM2020_EC103
THE THRESHOLD EFFECT OF COMPETITIVENESS DESTINATION ON THE TOURISM-LED ECONOMIC HYPOTHESIS

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Abstract  

This study accesses the dynamic panel threshold regression model. It considers the destination competitiveness indices as threshold variables to determine the nonlinear relationship between economic growth and tourism using a panel data set which includes 174 countries from 2000 to 2019. Our empirical findings confirm that tourism showed a varied effect on the economic sector with regards to the distinctive level of destination competitiveness, which was seen not to be constant and continuous. Results does not support the view that one size fit all. Hence, countries with a different tourism development state experienced a different effect on economic growth. Furthermore, the results indicate that destination competitiveness showed a statistically significant effect on the contributions made by the tourism sector on economic growth. The results also unveiled an inverted V-shaped correlation between tourism and economic growth. The increasing non-parametric regression line was noted until a specific threshold level that indicates a positive effect of tourism on economic growth. Conversely, a decreasing line indicates a negative effect. The results support the concept that over-tourism affects the paradigm shift to tourism degrowth from tourism growth. Tourism may not provide substantial benefits in economies with a very high destination competitiveness.  

Keywords: Destination competitiveness; tourism and economic growth; tourism specialization; threshold regression model  

Reference No. BLM2020_EC104
EMPIRICAL ANALYSIS OF THE FACTORS AFFECTING EXTERNAL DEBT IN PAKISTAN

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Abstract

The intention of doing this research is to investigate the key influencing macroeconomic factors of foreign debt accumulation in Pakistan. ARDL bound testing approach to cointegration is deployed to a time series data set, covering a period of 43 years (1976-2018), in this study. This paper finds that debt service payment, growth rate of GDP per capita, foreign aid, trade openness, exchange rate and military expenditures are the main causes that significantly determine the overseas borrowing of our economy in the long run. The findings of this study also highlight the role of a balanced budget, government revenue and inflation in reducing the debt burden liability. This study recommends that policy making departments should focus on relaxing the barriers on trade, enhancing the overall productivity and competitiveness of the markets, stabilizing the exchange rate and designing an optimal level of military budget as all of them are contributing towards reducing the external debt accumulation in Pakistan.

Keywords: External debt; Economic growth; ARDL; Pakistan

Reference No. BLM2020_EC105
MACROECONOMIC DETERMINANTS OF INFLATION IN ALGERIA

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Abstract

Inflation is one of the big leagues and critical issues faced by a country and this can relate a huge impact towards the economic development of countries around the world in the long run. The aim of this study is to analyse the macroeconomic factors that affect inflation in Algeria from the period year of 1987 to 2015, which consisted of annually data in the total of 31 observations. Macroeconomic determinants such as unemployment, exchange rate, money supply and oil price are selected in this study. Consumer Price Index (CPI) is used as the proxy of inflation in Algeria. Multiple linear regression was applied for identifying the correlation between macroeconomic factors and inflation. Moreover, few diagnostic tests are executed to prove that the model worked under OLS assumption such as verifying no multicollinearity, no serial correlation and no heteroscedasticity. The empirical results concluded that all of the determinants above are significant towards inflation in Algeria at 5 percent of significance level. Unemployment rate, money supply, exchange rate and oil price affect the Algeria's inflation in negative direction.

Keywords: Inflation; unemployment; exchange rate; money supply and oil price

Reference No. BLM2020_EC106
A DISAGGREGATED APPROACH TO ANALYZING THE EFFECTS OF GLOBALIZATION AND ENERGY CONSUMPTION ON ECONOMIC GROWTH: EVIDENCE FROM LOW-INCOME COUNTRIES

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Abstract

Although the globalization-led growth and energy-led growth hypotheses posit that globalization and energy consumption accelerate economic growth, their impacts on economic growth may differ between high-income and low-income countries. Besides, the different dimensions of globalization and the components of energy consumption could have different impacts on economic growth. This study examines the impacts of globalization and energy consumption on economic growth in 10 low-income countries during the 1990-2017 period. It also determines the causal relationship between globalization and energy consumption. It disaggregates overall globalization into economic, social, and political dimensions, as well as disaggregates total energy consumption into renewable and non-renewable energy consumption. This study employs the Fully Modified Ordinary Least Squares, Instrumental Variables approach, and the Dumitrescu-Hurlin Granger non-causality technique. These techniques enable us to account for various economic and econometric issues such as cointegration, heterogeneity, endogeneity, and cross-sectional dependence. This study shows that overall globalization has a positive impact on economic growth, suggesting that an increase in overall globalization will boost economic growth in low-income countries. But when this study disaggregates globalization into economic, social and political dimensions, it reveals that social and political dimensions of globalization boost economic growth while economic dimension of globalization undermines economic growth in low-income countries. Moreover, this study shows that energy consumption is a significant determinant of economic growth, an indication that energy consumption plays a fundamental role in accelerating economic growth in low-income countries. However, when it disaggregates energy consumption into renewable and non-renewable energy, this study reveals that non-renewable energy consumption has a positive impact on economic growth, while the impact of renewable energy consumption on economic growth is tenuous in low-income countries. Although this study finds no evidence that energy consumption Granger causes globalization, it shows a unidirectional causality from globalization to energy consumption, suggesting that globalization enhances energy consumption in low-income countries. This study implies that overall globalization and total energy consumption are significant determinants of economic growth, thereby validating the globalization-led growth and energy-led growth hypotheses in low-income countries. However, this study also reveals the dimension of globalization and the component of energy consumption that are not growth-enhancing. Therefore, efforts to accelerate economic growth in low-income countries should incorporate both overall globalization and total energy consumption. Besides, low-income countries should appraise the dimension of globalization and the component of energy consumption that are not growth-enhancing with a view to making them drivers of growth.

Keywords: Globalization; energy consumption; economic growth

Reference No. BLM2020_EC107
IMPACT OF FOREIGN AID ON ECONOMIC GROWTH: A COMPARATIVE ANALYSIS OF BANGLADESH AND NIGERIA

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Abstract

Most developing countries depend on foreign aid to drive economic growth. This is probably because the theoretical literature supports the growth-enhancing effect of foreign aid. However, the effect of foreign aid on economic growth remains an unsettled issue in the empirical literature. This study examines the impact of foreign aid on economic growth in Bangladesh and Nigeria using annual data covering the 1980-2018 period. It also determines the causal relationship between foreign aid and economic growth in the two countries. This study employs the Autoregressive Distributed Lag (ARDL) model-bounds test approach to examine the cointegration relationship between the variables, and the impact (short-run and long-run) of foreign aid on economic growth. It uses the Error Correction Model (ECM) approach to determine the causal relationship between the variables. This study shows a cointegration relationship between foreign aid and economic growth in both countries. Evidence from the estimation results reveals that foreign aid boosts economic growth in the long-run in both countries, albeit the short-run is tenuous in Bangladesh. The Granger causality results show the causal relationship between the variables. The policy implication is that Bangladesh and Nigeria can utilize foreign aid to compliment domestic capital in the process of accelerating economic growth. Therefore, the countries should create the enabling environment that will make foreign aid inflows to enhance economic growth with a view to achieving economic development.

Keywords: Foreign aid; economic growth; developing countries

Reference No. BLM2020_EC108
NATURAL DISASTER AND HUMAN CAPITAL: A SYSTEM GMM APPROACH

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Abstract

Human capital is the backbone of a country and is one of the most important drivers to economic growth. Education, being one of the most powerful instrument for human capital progress of a nation's economy, contribute to the economic growth through higher labour productivity, better and improved technology, improved health, stability, spur innovation and resilience and strengthen institutions. Natural disasters have detrimental impact on the education system and protracted interruption in the education system, whether in short or long term, may decrease human capital accumulation, thus, creating inadequate and weak skills in the workforce in future. This study examined the impact of four types of natural disaster on human capital using panel data over the period 1970 to 2014. Each natural disaster was measured using four variables; the number of occurrence, number of death, number of people affected and the estimated damages caused by natural disasters. The system Generalized Method of Moment (GMM) model was employed. The results indicate that number of people affected and occurrences of natural disasters do not affect the rates of tertiary school enrollment, a proxy used for human capital. However, number of people killed by two natural disasters; flood and earthquake, have significant effect on tertiary enrollment. Damages caused by total disasters and flood are the only significant variables which decrease the tertiary enrollment rates at the period of the disaster. The findings also revealed that higher level of income and higher spending on education by the government increases the tertiary enrollment rates whereas increase in population density have no impact on these rates.

Keywords: Natural Disaster; Tertiary Enrollment Rate; GMM

Reference No. BLM2020_HR109
Abstract

There has been increasing interest in the study of fertility and its causes, especially with regards to the decline in fertility and its consequences to the economy. Many nations have been experiencing below-replacement fertility levels for several decades and governments are scurrying to find out the causes. Most of these countries go through a three-phased 'demographic transition'. Recent literature on developed countries have shown evidence that, despite enjoying rapid growth and higher levels of material well-being, the people in these countries do not necessarily enjoy higher levels of happiness. In fact, there appears to be a declining trend in the levels of happiness among the majority, and this is believed to be related to an increase in stress-related illnesses that could bring about a decline in productivity, reductions in fertility rates; a decline in social trust, a rise in suicide rates, an unprecedented increase in crime rates and a rapid degradation of the environment. This study examines the impact of happiness on fertility in an augmented fertility model based on Becker's household demand model theoretical underpinnings. The study employed the generalised-method-of-moments (GMM) technique to estimate the impact of happiness on fertility involving fifty countries for the period 2004 to 2016. The results of the study reveal that while happiness has a significantly positive impact on fertility, happiness-squared was found to cause fertility to decline, revealing the existence of an inverted-U Kuznets relationship. This study recommends the use of happiness-centred approaches to policy making in aiding policy makers in planning and implementing policies, by taking into account the subjective well-being of its people, aside from focusing on the extrinsic aspect of the economy, when considering economic growth.

Keywords: Happiness; Fertility; GMM; Dynamic panel estimation

Reference No. BLM2020_ED110
SWEET OR SWEAT; IMPACT OF REMITTANCE ON ECONOMIC GROWTH AT THE POST-PANDEMIC ERA: EVIDENCE FROM CHINA

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Abstract

This paper aims to explore the impact of the remittance on Economic Growth at the post-pandemic era in China. Employing data from 1976-2019, various time-series techniques have been used to determine the lead-lag relationship. Cointegrating tests have been conducted to detect the long-run theoretical relationship between variables. Error Correction Model (ECM) and Variance Decomposition (VDC) techniques have been used along with Long Run Structural Modelling (LRSM) to avoid some major limitations of conventional cointegrating estimates where they show a theoretical nature. The findings confirm that the remittance has long term theoretical impact on China's economic growth and discovers an expected recovery period at the post-pandemic era.

Keywords: Remittance; Economic Growth; Error Correction Model; Persistence Profile

Reference No. BLM2020_FN101
DO CRYPTOCURRENCIES AMONG THEMSELVES OFFER PORTFOLIO DIVERSIFICATION OPPORTUNITY?

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Abstract

The exponential influx of the cryptocurrencies as a new asset class leaves the waves of stigma around portfolio diversification among themselves, though proved as a good hedging instrument for other asset classes. Nonetheless, there is much available intuitive interpretation in favor and disfavor to expect hedging opportunity among cryptocurrency assets. This study aims to explore the risk profile and diversification opportunity pattern across various investment horizons. An advanced econometric estimation i.e. MGARCH-DCC and Wavelet using daily returns data from 03-March-2015 to 11-Jun-2020 was adopted. The study showed that the cryptocurrencies such as Bitcoin, Litecoin, Ethereum, Ripple, and Monero offer diversification opportunities in the earlier phases of digital currency evolution, however, that diversification seems to disappear over the time and all these cryptocurrencies tend to move together although the underlying mechanisms are distinctive for the cryptocurrencies. The plausible reasons might be that market considers all cryptocurrencies the same due to lack of crypto knowledge. Another reason could be the higher liquidity feature of the cryptocurrencies. The findings of the study would carry meaningful massage to the hedge fund managers, crypto investors as well as policymakers.

Keywords: cryptocurrency; diversification; investment; Wavelet

Reference No. BLM2020_FN102
THE IMPACT OF THE 2018 GENERAL ELECTIONS ON THE MALAYSIAN STOCK MARKET

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Abstract

On 9th May 2018, Malaysia witnessed history as Barisan Nasional, the ruling party for 61 years, lost the election to the opposition coalition, Pakatan Harapan, for the first time since post-independence. The 2018 General Elections (GE14) had to be one of the most unpredictable general elections in the history of Malaysia, although it should be noted that Malaysia experienced relatively high levels of uncertainty associated with the 2008 and 2013 elections. The objective of this study is to empirically test the impact of the 14th General Election (GE14) on the Malaysian stock market returns and volatility, using electoral effect and partisan effect as proxies. This paper also studies if the Malaysian stock market is consistent with the random walk and efficient market hypothesis around GE14, as prior literature provides mixed evidence. To examine the impact of proxies on the stock returns, and volatility, respectively, this study carried out a quantitative research with regression and GARCH analysis on the time series data set from September 2017 to December 2018. Daily data of KL Composite Index (KLCI), KL Financial Index (KLFI) and KL Construction Index (KLCT) were obtained from Thomson Reuters database. KLCI, KLFI and KLCT were selected from a total of 13 sectoral indices listed in Bursa Malaysia. KLCI was chosen to provide a generalized view on the Malaysian stock market performance, whereas KLFI and KLCT were selected to specifically identify the impact of GE14 on the financial services and construction sectors. This study also compared the said top gainer with the top decliner of sectoral indices around GE14, being KLFI and KLCT, respectively. Research found that KLFI performed positively whereas KLCI and KLCT performed negatively in response to GE14, revealing that KLFI is the top gainer whereas KLCT is the top decliner during GE14. Indices returns demonstrated political cycle pattern, however, indices volatility did not demonstrate political cycle pattern. Indices returns and volatility did not observe the Efficient Market Hypothesis during GE14 suggesting the main reason as the first time change in ruling party of Malaysia. Electoral effects were mixed whereas partisan effect was positive, indicating that the Malaysian stock market reacted positively in general on the government change as the public anticipated actions from the Pakatan Harapan Manifesto Promises. Following this, Malaysia's Corruption Perception Index (CPI) rose from 2018 to 2020, indicating higher effectiveness in the increased anti-corruption measures implemented after GE14, signaling fulfilment of the Manifesto Promises made. This research concludes that KLFI was the most persistent index in terms of volatility, followed by KLCI and KLCT, which had weakest persistence of volatility. The findings of this study have important implications for, firstly, investors and their investment decision-making process around elections, and secondly political parties and their socio-economic policy announcements prior to elections and the relationship with market confidence. This study is the first to quantify the impact of the government change in Malaysia during GE14 providing insights of the electoral impact on two selected sectoral indices.

Keywords: General election; Electoral effect; Political cycle; Returns; Volatility; Efficient Market Hypothesis; GARCH; Malaysia

Reference No. BLM2020_FN103
CONCEPTUALISING CYBERSECURITY RISK OF FINTECH FIRMS AND BANKS SUSTAINABILITY

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Abstract

Traditional banks are replete with conventional financial mechanism is being subjected to enormous pressure to minimise cost in a sustainable way. For instance, offering low-interest rates which squeeze the overall margin. Due to the high demand of tailored portfolio of product, availability of sophisticated communication and advance transaction mechanism lead to an emergence of new type of firms known as financial technology service (i.e. fintech). Recently, the collaboration between these fintech organisations and banks has increased to lessen the bureaucracy, and provide fine-tuned service to the consumer. Albeit, such collaboration has increased the cybersecurity risk for both fintech firm and conventional banks. Prior research has scant to acknowledge the cybersecurity risk and the sustainability of these fintech-bank collaboration. Hence, the dilemma is whether bank should pursue such collaboration to resuscitate the profit margin; or be pragmatic and shirk to eliminate sustainability risk. We propound that the cybersecurity risk is much higher after the collaboration happens in banks. Types of cybersecurity risks are highlighted and a theoretical model has been developed. We propose that if both fintech and the conventional banks collaboratively abate these cybersecurity risks then yielding the profitability is much convenient.

Keywords: Fintech; Collaboration; sustainability; cybersecurity

Reference No. BLM2020_FN104
ESG AND FINANCIAL PERFORMANCE OF BANKS; A COMPARISON BETWEEN OIC AND NON-OIC COUNTRIES

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Abstract

Globally, the awareness about sustainability has increased due to the lingering environment, social and governance-related issues. In this perspective, the role of social media and consumer awareness are important since they influence the corporate sector to care for sustainable development. Banks, being very important to the economy, contribute to sustainability through their internal (through governance, data security, etc.) and external (through environment-friendly loans, financial inclusion, etc.) practices. These practices are collectively called as environment, society, and governance (ESG) sustainability practices. Performance on ESG by banks is important, since banks operate on public money, have interconnections with the businesses they finance, and at times bailed out at the expense of tax-payers. An intriguing question, though, is whether these ESG activities impact bank profitability and risk. Against the conventional high return-high risk paradigm, ESG practices are theorized to increase profitability and simultaneously reduce unnecessary operational risks. This improvement in performance is due to a better reputation and ESG branding. We investigate these ESG-performance relationships for a worldwide sample of banks 341 banks from 65 countries for a time-period of 2007-2016. Further, we divide the sample between the Organization for Islamic (OIC) and Non-OIC countries due to the view that Islamic Law promotes sustainable development. This combined with the developing nature of OIC countries gives us a backdrop to compare the bank ESG-performance across two groups. Splitting the sample gives us 205 banks in 54 non-OIC countries and 46 banks in 11 OIC countries. ESG data has been sourced from the MSCI ESG IVA database, bank-level data from Fitch Connect, and macro data from the world bank. The dynamic panel model has been estimated using the Generalized Methods of Moments (GMM) technique. The results indicate that ESG positively impacts bank profitability, without impacting its risk. For Non-OIC countries, ESG improves profitability while its Governance component strengthens bank risk as well. There is no impact of ESG on profitability in OIC countries; instead, it increases bank risk. Our research provides important policy implications for bankers, regulators, and policymakers concerning their focus on ESG activities. ESG, in line with literature, creates value but its impact is not substantial to impact the multifaceted nature of bank riskiness. Further, we suggest focusing on the marketing of ESG activities and create awareness in OIC countries to materialize its benefits.

Keywords: ESG; Sustainability; Generalized Methods of Moments; Bank Performance; OIC countries

Reference No. BLM2020_FN105
TOO LITTLE OF A GOOD THING? CURVILINEAR EFFECTS OF CORPORATE SOCIAL RESPONSIBILITY ON CORPORATE FINANCIAL PERFORMANCE

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Abstract

The present study is intended to expand the current literature on the effects of corporate social responsibility (CSR) on corporate financial performance (CFP), using a dynamic generalized method of moments (GMM) model. A longitudinal panel-data sample of 132 automotive firms CSR ratings, along with yearly financial performance and several control variables were used for the empirical modelling. Overall, the analysis revealed a curvilinear relationship between CSR and CFP, which specified that the nature of the relationship (positive, negative) depended on the level of CSR engagement. More precisely, the U-shaped curve discovered between CSR and accounting-based CFP quantifiers (i.e., ROE, ROA and ROIC) and marketing-based quantifier (i.e., Tobin's Q) suggests that CSR activities do not provide immediate benefits, but instead benefits accrue only after CSR reaches a marginal level. The moderating factor of technological innovation was also found to enhance the impact of CSR on CFP. Our findings revealed a U-shaped relationship between CSR and CFP that was contingent on the level of technological innovation investment of the firm.

Keywords: corporate social responsibility; corporate financial performance; dynamic model; System GMM; curvilinear

Reference No. BLM2020_FN106
THE IMPACTS OF CHANGE OF GOVERNMENT ADMINISTRATION ON GOVERNMENT LINKED COMPANIES STOCK PRICES

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Abstract

This paper is aimed to investigate the impact of new government administration on Government Linked Companies (GLCs) stock prices by using event methodology. The change of new administration just happens recently (in May 2019), therefore this research will be useful contribution to the literature. Data for 129 GLCs companies were collected and used for this study. The results show that there is a significant impact at 20% level.

Keywords: GLC; Malaysia; ownership; corporate governance

Reference No. BLM2020_FN107
CAUSAL RELATIONSHIP BETWEEN MACRO-ECONOMIC VARIABLES & ISLAMIC STOCK MARKET OF UK

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Abstract

Linked to the fact that recent unstable environment in the UK has given rise to Islamic finance as an alternative diversification investment class, we inclined to investigate the relationship of UK Islamic stock market with the given set of macroeconomic variables. GDP, DJIUK, Exchange rate, Interest rate & CPI are taken as the macroeconomic variables and their quarterly data are obtained. Since not much work has been done on the empirical proof of Islamic market theories, time series technique has been applied to gauge the long run the relation and causality between the variables. Using Engle-Granger, Johansen and ARDL tests we confirm cointegration between the variables. We found that Interest rate is the weakest of the variables due to the capital structure of Islamic stocks and weightage of DJ Islamic UK. GDP is found to be the strongest, as equity markets tend to respond to GDP changes more than fixed income securities market. This research is expected to contribute to the currently active framework of Islamic stock markets by pointing out the leading variables in the economy.

Keywords: Islamic Finance; Islamic Stock Market; Macroeconomic Variables; Time Series Technique; Causality

Reference No. BLM2020_FN108
BASICS OF LETTER OF CREDIT TRANSACTIONS. AN OVERVIEW

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Abstract

In the early 20th century, countries faced a major stumbling block occasioned by a conflict of different laws due to the intensive growth of international trade. It was at this period that letters of credit were adopted as a main mode of steering a uniform way of carrying out international trade in different countries. The 1933 International Chamber of Commerce conference was held to give the letter a valid legal position. From then, commercial letters of credit have been used for centuries to facilitate payments in international trade. A Letter of Credit is a commonly used trade finance instrument to ensure that the payment of goods and services will be fulfilled between a buyer and a seller. Originally, a letter of credit was simply a letter from a buyer's bank to a seller's bank guaranteeing payment. It involves a promise by the buyer to the seller to pay against documents relating to the goods. Letters of credit have been effectively applied with uniform regulations among significant trading countries. The set framework has made international trade easy. Banks and traders have conducted business with less fear of being defrauded. An assurance of security has been the main impetus towards a better playing ground for all concerned parties. The popularity of letters of credit has been growing through the years. Letters of credit have been instrumental in facilitating international and domestic trade. Nevertheless, no payment instrument is perfect. Prominent gaps in the mechanism of letters of credit have enabled fraudulent transactions. This research shall focus on the grey areas which contribute to the risk of fraud in letters of credit that can and have resulted in severe losses.

Keywords: Letters of credit; Fundamental principles; international trade

Reference No. BLM2020_FN202
THE ROLE OF BIG DATA ON MANAGEMENT ACCOUNTING PRACTICES: A CASE STUDY IN MANUFACTURING COMPANY

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Abstract

In a digital world, big data technology allows firms to collect and integrate detailed data about their customers, offerings, and the circumstances in which purchases are made. Big data can help firms make better forecasts and improving their profitability. Past studies highlighted that period the challenge for management accounting, as the primary providers of information, was to ensure that appropriate information was available to support management at all levels. Therefore, it is expected with big data, companies are able to facilitate the implementation of management accounting practices such as cost management techniques, to improve the process of analyzing by reducing time in searching data, accuracy of the data, and assist in decision making process. Thus, the main objective of this research is to explore the influence of big data on management accounting practices in manufacturing companies. This qualitative research conducts a face-to-face interview senior managers to secure deeper understanding on the nature and the importance of big data in management accounting practices and content analysis. The finding shows that big data does facilitates and improves the adoption of management accounting practices and it does relate with new technologies and strategies on the company. The implications arising from this research affects both practitioners and researchers concern the importance of embracing big data into management accounting practices.

Keywords: big data; management accounting; new technologies

Reference No. BLM2020_FN205
Abstract

This study seeks to add insights to the debate on ‘whether’, ‘how’, and ‘under which condition’ women representation on the board contribute to firm performance. We employed the Generalized Method of Moments where we addressed the endogeneity issue in the relationship between corporate governance mechanisms and firm performance by modeling board diversity, firm size, board independence, cultural factors and firm performance in a simultaneous equations regression framework. We measured the firm performance of 255 companies across 46 countries that were operational in the 2008-2017 period through market-based and accounting-based performance measures. The control variables include, board size, firm size, CEO duality and board independence. Our results imply that cultural variables interact with board diversity to influence firm performance. Furthermore, the observed success of the culture-specific variables in explaining the corporate governance structure provides strong support for the argument that institutional norms that are governed by cultural norms affect organizational structure.

Keywords: Firm performance; Board diversity; Hofstede cultural dimension

Reference No. BLM2020_FN206
THE PUZZLE OF BLOCKHOLDER SHAREHOLDINGS AND STOCK MARKET LIQUIDITY: EVIDENCE FROM MALAYSIA

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Abstract

Having a liquid stock market is a critical requirement as it brings efficient allocation and contributes to firms' value and lessens its cost of capital. Malaysia is among developing nations where endeavors to improve liquidity in the capital market were increased with a progression of procedures brought by the government, for example, the divestment of government shareholding to expand the free float of stocks and the reduction in the requirements to attract more foreign shareholdings. In Malaysia, concentrated ownership is remaining an issue for most firms. The minority investors' interests will be antagonistically influenced and the advantage of getting insider information for the major shareholders may offset their duty as monitoring bodies. This will cause inconsistency among investors. This study examines whether insider and outsider blockholder shareholdings affect firms' stock market liquidity among Malaysian firms. The findings indicate that the existence of insider blockholders hamper the stock market liquidity while the outsider blockholders are enhancing the stock market liquidity. Furthermore, the findings show that institutional blockholders are perceived as monitoring bodies as their existence is enhancing the stock market liquidity. However, if the outsider blockholders are individual the association is not supported. This study contributes to the literature by providing an empirical evidence from an ownership concentrated equity market namely Bursa Malaysia. These findings are in line with the theoretical arguments that information asymmetry is increased due to the existence of insiders which lead to high adverse selection problem among investors. These findings provide implications emerging economies on how to enhance stock market liquidity by imposing maximum percentage of insider blockholder shareholding. Regulators need to mandate including institutional blockholders shareholding for Malaysian firms due to their advantages to mitigate the agency problem particularly in an emerging country such as Malaysia which is highly concentrated ownership market. The findings of this study are providing implications for traders as guidelines for their trading strategies.

Keywords: Blockholder Shareholdings; Stock Market liquidity; Malaysia

Reference No. BLM2020_FN207
WHAT MOTIVATES BANKS TO BE MORE ESG FRIENDLY? AN ANALYSIS OF BANK FUNDAMENTALS IN GCC COUNTRIES

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Abstract

This paper explores the determinants of ESG (Environmental, Social and Governance) in banking sector in GCC countries. This paper studies the yearly data between 2010 and 2019 and employs Random Effect estimator. The profitability of banks, its size and the efficiency of the management have been found the most significant variables in this analysis. Macro variable like GDP growth is found to be insignificant determinants of ESG activities. This study emphasises that Policymakers and regulator can use a differentiated incentive structure to facilitate smaller size banks to adopt more ESG disclosure. Investors can also measure management efficiency by monitoring the degree of ESG activities.

Keywords: ESG; Bank; Profitability; Efficiency; Random Effect

Reference No. BLM2020_OF104
THE RELATIONSHIP BETWEEN FIRM SIZE AND FIRM PERFORMANCE: AN EMPIRICAL STUDY ON FIRMS LISTED ON MAIN BOARD OF BURSA MALAYSIA CONSUMER PRODUCT AND SERVICES SECTOR

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Abstract

Firm size is often recognized as an important and fundamental firm characteristic. For the past recent years, global consumer confidence and performance of the firms in the global consumer sector remain bullish despite of the global economy uncertainty and performance of the firms listed on the main board of Bursa Malaysia consumer products and services sector moves in tandem with global consumer sector trend. Based on the previous studies there is ambiguity to assess performance of the firm listed on main board of Bursa Malaysia consumer products and services sector primarily influenced by the firm size. Some of the findings from past studies on firm size effect in various sectors remains uncertain, inconsistent and contradictory. Hence, this study examines the relationship between firm size and performance of the firms listed on main board of Bursa Malaysia consumer products and services sector. This study applies panel data set of 135 firms selected from the main board of Bursa Malaysia consumer products and services sector for the period of 2008 to 2017. For the firm size proxies, this study selects market capitalization (MC), total assets (TA) and total sales (TS); while return on asset (ROA) is chosen as a proxy for the firm performance. To capture profound understanding of the relationship between firm size and performance of the firms, this study examines three panel data models which are pooled ordinary least square model, fixed effects model and random effects model. The results from the three models suggest that there is significant relationship between firm size and performance of the firms. However, Hausman test and Wald test suggest that fixed effects model is the most appropriate model for this study. The results suggest that there is significant positive relationship between MC & ROA and TS & ROA; while there is a significant negative relationship between TA & ROA. The results shows that greater the MC the greater the performance of firms confirming resource-based theory that large-cap firm has superior financing ability and ease access to capital at lower cost compared to small-cap firm resulting in better performance. The findings also concludes that given that firm net profit is constant, an increase in TA reduces ROA suggesting that the firm is less efficient compared to the other firms. Moreover, findings concur to resource-based theory where large firm size has more expertise to manage firm assets efficiently as well as more capability to generate large sales to improve firm operating income and easier access to cheaper financial resources reducing firm cost of capital and enhancing performance of the firm. Hence, this finding could empower the Malaysia policymakers to regulate the industries and supervise the Malaysian firms more effectively. The findings also provides some insights to finance managers, institutional investors, portfolio managers, individual investors, finance scholars and other stakeholders.

Keywords: Firm Size; Market Capitalization; Total Assets; Total Sales; Return on Asset; Bursa Malaysia; Consumer Product and Services Sector

Reference No. BLM2020_OF122
GENDER GAP IN FINANCIAL INCLUSION: EVIDENCE FROM LOW-INCOME COUNTRIES

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Abstract

Despite the general rise in financial inclusion (specially in terms of opening of a bank account) in the least developed countries, the gender gap in financial inclusion has remained as a challenge in these countries. Gender equality in financial inclusion can be interpreted as unblocking of more resources for economic activities which fosters the economic growth. While the focus of vast literature has been to remove the supply side barriers, current research endeavors to bridge the gender gap by focusing on demand-side barriers. Better access to educational opportunities has been introduced as a main factor contributing to financial inclusion. The data consisted of 22504 individuals aged 15 and older from 23 low-income economies is extracted from 2017 World Bank Global Financial Inclusion Database. The evolution of financial inclusion from the simplest to a more complex format in this study is reflected through utilization of three different indices measuring three levels of financial inclusion. This study performed a binominal logistic regression analysis to examine the gender gap and the role of education in financial inclusion using SPSS version 20. The findings provided support for the gender gap in financial inclusion using the most basic measure of financial inclusion. However, using formal saving (saving with financial institutions) and access to credit, the gender gap hypothesis is not supported. Moreover, the results revealed that education reduces the gender gap in the basic form of financial inclusion. However, this study could not find any significant difference between men and women’s financial inclusion in terms of saving at a bank or borrowing from a bank though men tend to save more than women informally.

Keywords: gender gap; financial inclusion; low-income; education

Reference No. BLM2020_OF105
ONLINE FINANCIAL TRADING AMONG YOUNG ADULTS

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Abstract

This study aims to investigate the process that explains young adults’ behavioral intention to perform online financial trading by integrating technology acceptance model, flow model, and theory of planned behavior. A cross-sectional, questionnaire-based design was used. Using convenience sampling a total of 471 samples were collected from young consumers in Malaysia. The results of performing partial least squares structural equation modelling showed that behavioral intention to perform online financial trading is explained by theory of planned behavior components which in turn are driven by flow as well as technology acceptance model factors. Technology acceptance model factors played a more important role in this mechanism.

Keywords: financial trading; online trading; theory of planned behavior; flow model; technology acceptance model

Reference No. BLM2020_FN109
AUGMENTING THE ROLE OF FINANCIAL LITERACY TO ADVANCE THE RETIREMENT PREPAREDNESS OF MALAYSIAN PRE-RETIREES: THE USE OF PEER INFORMATION INTERVENTION

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Abstract

The recent worldwide shift towards a direct contribution (DC) pension plan has called for a proportional increase in retirement savings. Resultantly, contemporary researchers have examined two avenues to meet this demand. First, researchers have started to place greater emphasis on the role of financial literacy in retirement preparedness. However, researchers have found a modest to no influence of financial literacy on retirement preparedness. There is evidence to indicate that such inconsistency in findings could potentially be attributed to the relatively neglected role of financial self-efficacy as well as personal savings behaviour, as postulated under social cognitive theory. Secondly, researchers have identified peer information-based interventions as plausible solutions to overcome financial illiteracy. Nonetheless, the efficacy of peer information-based interventions in nudging retirement savings have primarily been examined for mandatory savings as opposed to personal savings which has yielded mixed evidence to date. From a policy perspective, such conflicting evidence is problematic for the Malaysian retirement market where financial literacy levels and personal savings are low. Given these deficits, the objectives of the present research fill in these gaps in the Malaysian retirement market by: (1) examining a serial multiple mediation model of financial self-efficacy and personal savings behaviour in the relationship between financial literacy and retirement preparedness; and by (2) examining the effect of a peer information based intervention on pre-retirees’ perception of ideal personal savings rate (PIPSB). Objective 1 was based on an observational design. Data was collected through a questionnaire that entailed a cross-sectional intercept survey design. In total, 400 samples consisting of pre-retiree members of employees’ provident fund (EPF) aged between 30 to 60 years were collected by means of a convenience sampling technique. Structural equation modeling approach was undertaken for data analysis using AMOS. Objective 2 was based on a between-subject randomized controlled trial experiment. Data was collected through a cross-sectional survey experiment. Participants’ PIPSB was manipulated by providing them with information regarding their peers’ personal savings rate. Subsequently, there were three levels of treatment. The total sample consisted of 156 pre-retiree EPF members aged between 30 and 60 years and were evenly split in all three groups. The results from objective 1 indicated that the single mediating effect of financial self-efficacy as well as personal savings behaviour on the relationship between financial literacy and retirement preparedness was significant. Furthermore, financial self-efficacy and personal savings behaviour serially mediated the relationship between financial literacy and retirement preparedness. The results from objective 2 indicated that there was a significant difference between mean ranks of participants’ PIPS across the three groups. There is a need to integrate the notion financial self-efficacy within taught financial education programmes in Malaysia. Second, policy makers can potentially implement peer-based interventions to nudge pre-retirees’ personal financial management as a way to overcome financial illiteracy associated financial mismanagement.

Keywords: Financial literacy; financial self-efficacy; savings behaviour; retirement preparedness; peer effect

Reference No. BLM2020_FN201
MODIFIED ONLINE COMPULSIVE BUYING SCALE: VALIDITY AND RELIABILITY

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Abstract

This study aimed to test the validity and reliability the psychometric properties of the Chinese translation of the modified online compulsive buying scale. A total of 539 Chinese university students from four major cities were participated in this study through convenience sampling. Using forward-backward method, the original scale was translated from English to Chinese. Content validity, construct validity and reliability of the scale were assessed. SPSS version 26 and AMOS version 24 were used to conduct data analysis. The result of exploratory factor analysis (EFA) revealed one factor through a maximum likelihood technique which consisting of ten items which was confirmed by conducting a confirmatory factor analysis (CFA). Moreover, the Chinese version of the scale indicated a good internal consistency (Cronbach alpha = .909), and good construct reliability (composite reliability = .911, maximal reliability = .919, and McDonald omega = .910). Furthermore, convergent validity of the scale was achieved (average variance extracted = .510). Studies assessing psychometric properties of the instruments measuring online compulsive buying or even compulsive buying among Chinese consumers are scarce. This study translates the modified online compulsive buying scale from English into Chinese and validates it to be used in future studies to assess young consumers’ online compulsive buying behaviour in China.

Keywords: Online compulsive buying; Scale validity and reliability; Young Consumers

Reference No. BLM2020_FN203
A STUDY ON SOCIO-DEMOGRAPHIC INFLUENCES AND THE IMPACT OF BEHAVIORAL COMPONENTS ON RETIREMENT PREPAREDNESS AMONG MALAYSIAN WORKING ADULTS

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Abstract

Proper planning with broad financial knowledge is essential to obtain the two most important aspects of a successful retirement which is wealth and health. In reality, most younger working adults perceived retirement planning to be time-consuming and cumbersome and perceived it as an old man’s business. Subsequently, most would end up realizing that they could no longer afford to retire at the age of fifty-five as a result of late preparation for retirement. With growing importance in retirement planning facing the issue of longevity, the central focus is hence whether one’s contributions to the Employees Provident Fund (EPF) is considered sufficient savings for retirement or retirement deferment. Therefore, this study examined the behavioral factors influencing retirement preparedness among working adults in Klang Valley. The study also investigates whether gender and education level play an important role in retirement preparedness. A total of 228 working Malaysians aged between twenty to fifty-nine years old participated in this online survey. From this, approximately 91.7% of the respondents were below 40 years of age while about 61% were 20 to 24 years old. Cross tabulation, correlation, multiple regression and factor analysis were used to assess the findings of the study. The findings revealed that both gender and education level played a significant role in retirement preparedness. Males seem to be more interested in acquiring retirement information as compared to females. In addition, it was found that majority of the respondents with master’s degree were more interested in obtaining information about retirement while PhD holders have expressed otherwise. Based on the multiple regression analysis, the relationship between retirement preparedness and retirement goal clarity, were found to be significant whereas financial behavior and financial literacy were found to be insignificant despite the financial literacy score of the respondents being above average. In terms of internal consistency, the Cronbach’s alpha found a close relationship between the independent and dependent variables. Similarly, the KMO and Bartlett’s test also found the sampling adequacy to be desirable hence, ensuring the reliability of factor analysis. Findings in this study also revealed 4 constructs of retirement preparedness, namely, confidence, planning, mindset, and outlook, which explained about 67% of the total variance. The results of this study have implications for Malaysian working adults to propagate the proper practice of financial behaviors and the importance of proper retirement planning to maximize retirement satisfaction beyond physical and mental health to financial health.

Keywords: Retirement planning; working adults; retirement preparedness; factor

Reference No. BLM2020_FN204
FINANCIAL LITERACY AND QOL OF CONSUMERS DIAGNOSED WITH CHRONIC DISEASE

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Abstract

The purpose of this paper is to examine the relationship between financial literacy and quality of life (QoL) of consumers diagnosed with a chronic disease. This study also investigates the mediating role of financial toxicity in this relationship. Using a cross-sectional design, convenience sampling, and a self-administered questionnaire, a total of 223 samples from consumers diagnosed with cancer was collected. The results supported the role of financial literacy in managing direct and indirect costs of chronic diseases which in turn can improve consumers' QoL. The results highlight the need for interventions that target financial literacy and perceived financial distress for consumers with chronic diseases.

Keywords: Financial literacy; QoL; consumer behavior

Reference No. BLM2020_OF106
FINANCIAL WELL-BEING OF CHINESE YOUNG CONSUMERS: THE PERSPECTIVE OF ONLINE ENVIRONMENT

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Abstract

This study aimed to investigate the mediating role of online compulsive buying in the relationship between excessive use of social networking sites and financial well-being among Chinese young consumers. A total of 539 social networking sites users and active online shoppers with mean age of 20.32 years (SD = 2.11) completed an online survey questionnaire. Covariance based-structural equation modeling was used to assess the measurement model and the proposed mediation model. The finding of the study indicated that people who use social networking sites excessively engage in more online compulsive buying behaviour, and feel more anxious about financial matters. Also, those who possess high tendency of online compulsive buying feel more anxious about financial matters. Moreover, the results showed that online compulsive buying mediated the relationship between excessive use of social networking sites and financial well-being. The findings shed light on the underlying mechanism that explain financial well-being among young consumers in China from perspective of online environment. Implications and recommendations were discussed and provided.

Keywords: social networking sites; online compulsive buying; financial well-being; young consumers

Reference No. BLM2020_OF107
THE PREDICTORS OF INVESTMENT DECISION BY INDIVIDUAL INVESTOR: THE CASE OF FINANCIAL INDUSTRY IN MALAYSIA

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Abstract

For investment, we can call it a kind of behavior, or it can be a way to invest money with the goal of getting a return in the future. Investors are very optimistic about the value of their investments and the development of their investments. Research has outlined some of the risks that might arise in a given return to be compared with some simple decisions. Many studies have shown over the past few decades that efficient and rational decision making depends on financial knowledge: the more financial knowledge is known, the more rational one's decisions are. This study adds the influencing factors of personal value to analyze and verify whether personal value will have an impact on investment decisions with the changes of the times and investment environment. Scholars at home and abroad have done a lot of research on individual behaviors in financial decision-making, summed up various influencing factors and behaviors, but there are few explorations on the underlying causes of people's decision-making behaviors. This paper will help to clarify people's the deep-seated causes of behavior and decision-making mechanism of human behavior, further explain the irrational behavior exists in the market, enrich and expand the connotation study the behavior of investment decisions. This study aims to identify the relationship between investor sentiment and investment decision, investor overconfidence and investment decision, information asymmetry and investment decision, as well as personal values and investment decision. In this study, exploratory study and quantitative research method is relevant and will be used. Population of the study is a legal citizen of Malaysia and the unit of analysis is a person with investment experience in Malaysia. There is a positive relationship between Investor sentiment, investor overconfidence, information asymmetry, personal values and investment decision of financial industry in Malaysia. This study measures the individual value of investors from many aspects. In addition, previous studies have not observed investor behavior in specific investment decisions. We found two important findings in this study. First, consistent with studies using a non-experimental approach, we find that in addition to financial ability and financial factors, investors make investment choices based on personality and overconfidence. These results are consistent with previous studies using different methods. Secondly, we find that personal value interacts with the information provided by financial products. If the actual return of financial products is not symmetrical with the advertised information, it will greatly affect the investment choices of individual investors. Overconfidence and conformity can encourage investors to take excessive risks and lead to excessive market volatility. Better information quality can retain investors and make it easier for investors to understand and generate interest. Authentic information can improve their financial decisions.

Keywords: Financial planning; investment planning; personal financing

Reference No. BLM2020_OF108
FACTORS INFLUENCING MALAYSIAN RETAIL INVESTORS’ INVESTMENT DECISION MAKING IN BURSA MALAYSIA

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Abstract

With the strengthening financial consciousness and the increasing Malaysians’ disposable income and national demand of financial management is growing as well. In Malaysia, stock has been one of the popular financial instruments in investments marketplace to manage fund. The main wish of any investors is to earn profits for themselves; nevertheless, their investment performance is highly dependent on the quality of their investment decision makings. The paper aims to identify the association of subjective norm, herding behaviour, overconfidence bias and representativeness bias with retail investors investment decision making in Bursa Malaysia. The objectives of this study include (1) To examine the influence of subjective norms on stock investment decision making of Malaysian retail investor in Bursa Malaysia, (2) To analyse the effect of herding behaviour on Malaysian retail investors stock investment decision making in Bursa Malaysia, (3) To determine the relationship of overconfidence bias with stock investment decision making of Malaysian retail investor in Bursa Malaysia, and (4) To investigate the impact of representativeness bias on stock investment decision making of Malaysian retail investor in Bursa Malaysia. This research is an exploratory study to quantitatively investigate the cause and effect relationship of independent variables which are subjective norms, herding behaviour, overconfidence bias and representativeness with dependent variable which is stock investment decision making. There is a total of 300 questionnaires are determined to be usable and the researcher has tested the presence of these factors by analysing the data obtained using a few statistical analyses which are demographic profile, descriptive analysis, reliability analysis, correlation test and regression analysis. The findings from regression analysis, prove that each of the variables, except for overconfidence bias has a significant contribution to predict the stock investment decision of retail investors at Bursa Malaysia. Similarly, herding behaviour contributes the most to investors decision making, followed by subjective norm and then representativeness bias that makes the least of contribution. Hence, it is summarized that the Behavioural Finance Theory and Theory of Planned Behaviour can be accepted to explain how human behaviours affects investors in making their investment decisions. The findings from this research provide practical implication for individual investors, other researchers, brokerage firm, and securities commission. Individual’s subjective norm plays a vital role in decision making and it is in line with the other previous studies’ findings. Herding behaviour is found to have significant association and positive correlation with stock investment decision making of Malaysian retail investor at Bursa Malaysia. Overconfidence bias is not a significant predictor. Representativeness bias is found to have significant association and positive correlation with stock investment decision making of Malaysian retail investor at Bursa Malaysia, showing that there is higher degree to which the investment decision is affected as the bias is stronger.

Keywords: Retail investor; Bursa Malaysia; Decision Making

Reference No. BLM2020_OF109
PSYCHOMETRIC EVALUATION OF THE COMPREHENSIVE SCORE FOR FINANCIAL TOXICITY SCALE AMONG IRANIAN CANCER PATIENTS

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Abstract

This study aims to assess the psychometric properties of the Persian version of financial toxicity (COST) scale in a sample of cancer patients in Iran. Using convenience sampling, a total of 398 samples were collected from consumers diagnosed with cancer in Iran. Participants completed a questionnaire consists of demographic characteristics and the 11-item COST which was translated into Persian. Using a Maximum likelihood exploratory factor analysis, three factors addressing financial worry, financial distress and direct and indirect cost of control were extracted. The extracted factors explained 65.204% of the variance. The results of conducting confirmatory factor analysis confirmed the model obtained from exploratory factor analysis. Moreover, the measurement model showed good items consistency, good construct reliability, as well as good construct validity in terms of convergent and discriminant validity.

Keywords: financial burden; financial toxicity; consumer behavior; psychometric; cost

Reference No. BLM2020_OF110
FACTORS INFLUENCING INVESTOR'S REAL ESTATE INVESTMENT DECISIONS IN MALAYSIA

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Abstract

Real estate is one of the most important asset classes and makes a significant contribution to the national economy, involving the acquisition of construction, machinery and various property rights. Malaysian real estate has received extensive attention from domestic and foreign investors in recent years. Many are still confused about the factors necessary to sustain their growth, and in the process question rising property prices. Malaysia's real estate industry is rarely studied. The challenge and barrier to carrying out this research is therefore the lack of resources in this particular area. The difficulties in studying the role of sentiment and capital flows in the housing market are due in part to data constraints. In addition, due to the volatility of the real estate industry, real estate is also a subjective study. Real estate investment is largely seen as a potential basis for supporting growth and development in both developing and developed countries. According to the Global Property Guide (GPG) and IMF Global Housing Watch, the strategy of attracting investment in the real estate market has proved to be a technique used by many governments around the world to promote economic development. The purpose of this study is to explore the factors influencing the real estate investment decisions of investors in Malaysia. There are four specific objectives that achieve in this research based on the general objective: (1) To determine the relationship between risk awareness (RA) and real estate investment decisions in Malaysia, (2) To determine the relationship between disposable income (DI) and real estate investment decisions in Malaysia, (3) To determine the relationship between future time perspective (FTP) and real estate investment decisions in Malaysia, (4) To determine the relationship between overconfidence bias (OB) and real estate investment decisions in Malaysia. This research is an exploratory study to quantitatively explore the investment decision-making process of individual real estate investors in Malaysia. A total of 250 questionnaires were sent to real estate investors. The survey took into account investors' personal risk awareness, disposable income, future time perception and overconfidence bias. The convenience samples of about 200 respondents were selected to determine and analyze the factors affecting different real estate investments. All respondents in the study are independent individuals with individual behavior ability and ability to express their own opinions. This study adopted survey research design and use SPSS to analyze data. There is a positive relationship between risk awareness and property investment decisions, disposable income and property investment decisions, as well as future time perspective and property investment decisions. There is also a negative relationship between overconfidence bias and property investment decisions. The results show that investors' own investment awareness and behavior, as well as financial status, can indeed affect the purchase behavior of real estate investors. By understanding the motivations behind real estate investments, investors will be able to weigh the most important factors before investing.

Keywords: Real Estate; Investment; Risk Awareness; Disposable Income; Future time perspective; overconfidence bias

Reference No. BLM2020_FN208
Abstract

Ageing is a normal biotic process, which ultimately reaches to every human being. The transitioning of young adult to older people may result as reduction of social, physiological and psychological capacities that bring social and health threats for the older population. The rich tradition of dignified ageing is exceedingly wearied away in developing countries, including Malaysia. The primary purpose of this research is to provide a snapshot of what it means to be living with chronic disease in Malaysia. This study was conducted in Klang Valley, Malaysia, due to the paucity of research in this area. The present study demonstrates the true stories of elderly associated with their physical, psychological and social experiences regarding immediate surroundings, friends, family and the society residing in Noble Care Malaysia, which is an established welfare and human services organisation, helping the deserving members of society. The qualitative research methodology was adopted, and an in-depth life history technique was used for a deeper picture of the elderly's memories and experience. The data was collected through five in-depth life history's narrative of the elderly with chronic diseases. The study explains the true stories of the elderly in connection to familial neglect and abandonment for social awareness about ageing and older citizen feelings. Thus, it is imperative to keep the senior citizen self-esteem positive, along with the mental and physical activity. However, most importantly, the respect and mutual understanding between older citizen and the younger generation are getting worsen which need to be sustained harmoniously. This paper proposes some necessary measures to be addressed for graceful, proactive and gracious ageing.

Keywords: elderly; ageing population; chronic disease; ageing centre; Malaysia

Reference No. BLM2020_HR107
THE DETERMINANT FACTORS OF CHINESE LOGISTICS PERFORMANCE: AN EMPIRICAL RESEARCH

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Abstract

Based on the resource-based view (RBV) theory, the primary purpose of this paper is to test a research model and investigate the determinant factors influencing the logistics performance among 412 leading Chinese logistic companies. The main theoretical contribution of this study is to better understand the significant roles of determinant factors, namely logistics capabilities, inter-firm relationships and intra-firm resources on logistic performance. The managerial contribution may help the logistics managers to obtain remarkable logistics performance. Subsequently, the implications of the study, limitations, and recommendations for future research are discussed.

Keywords: China; Logistic Performance; Logistics Capabilities; Inter-Firm Relationships; Intra-Firm Resources

Reference No. BLM2020_MNG101
AN EXPLORATORY STUDY ON THE DECISION-MAKING OF FITNESS PROFESSIONALS IN CURATING FITNESS EXERCISE PROGRAMS

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Abstract

In many countries, commercial fitness centers of all sizes and models have conquered urban and suburban spaces. People of all ages head to commercial fitness centers to exercise for various reasons such as supervision and support during workout, having a specific injury or health conditions, learning correct techniques to avoid damage, and improve fitness or stamina to enhance their recreation activities. Fitness professionals are widely in demand by both commercial fitness centers and individual people. They serve members in one-to-one personal training or group training in commercial fitness centers. The services provided by fitness professionals have not been consistent across the industry. This service inconsistency has led to an increased doubt about fitness professionals' competency in conducting safe and correct exercises for the public. Studies indicated that the fitness industry is not a well-regulated industry that a sudden closure of a chained fitness center could affect many members and staff. Specialized fitness training is often one of the significant sources of revenue for fitness centers. It is in this vibrant and close contact environment that fitness trainers operate and conduct fitness training with claim and perception that they are the masters in fitness programming. Few studies have evaluated how fitness professionals make decisions when they curate exercises for members. The research aims to conduct and analyze interviews with fitness professionals working in commercial fitness centers to investigate how their decision-making process when they design and prescribe fitness exercise programming to clients. This study will conduct a qualitative research method to study the meaning of fitness professionals' work in their everyday role managing members in the commercial fitness centers. The researcher intends to use the qualitative semi-structured interview method to collect data from fitness professionals in the commercial fitness centers in Greater Kuala Lumpur, Malaysia. Semi-structured, face-to-face interviews on fitness professionals will be conducted in commercial fitness centers in Greater Kuala Lumpur. Fitness professionals from commercial fitness centers with significant footage presence in shopping malls and commercial boutique gyms will be the units of data collection. From verbatim transcription, the researcher will analyze and sort them into codes, categories, and finally to themes. The researcher plans to employ NVIVO 9 software to assist in data storage in the group. The modern literature in the form of a taxonomy of fitness programming decisions can be of useful guidelines for fitness professionals irrespective of their experience of service in the industry. Integrating explicit decision-making into managing members fitness program development would probably increase the use of the element of goal setting and critical thinking and, in practice, may lead to further tool development. Thus, making fitness professionals more credibility. Moreover, a study in Asia will contribute to the literature as ample research on this fitness topic has been conducted in Western countries.

Keywords: Fitness industry; decision making

Reference No. BLM2020_MNG102
THE NEIGHBORHOOD SOCIAL SOLIDARITY TO PREVENT COVID-19 IN RED ZONE AREA OF SOUTH TANGERANG CITY INDONESIA

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Abstract

Covid-19 pandemic has caused deaths and affected the lives of humankind in the world. The Indonesian government has taken numerous measures to respond to the Covid-19 outbreak through social distancing policy called Large Scale Social Restriction. The Task Force for the Acceleration of Covid's-19 in the Sub-District Level, Village Level, and Community Unit Level and Neighborhood Unit in the regions is socializing Covid-19 prevention and breaking transmission chain. The main aim of this study was to mapping neighborhood health conditions to prevent and control on Covid-19. In this online survey, a self-designed questionnaire was distributed among neighborhood unit of urban village in South Tangerang City, Banten, Indonesia. Data were analyzed using descriptive statistic shows that residents in the neighborhood are generally in good health conditions. Some residents suffer from chronic diseases such as hypertension, coronary heart, diabetes, gastric ulcer, and several pregnant woman. The study concludes the importance of resident's neighborhood solidarity and mutual cooperation by showing discipline and complying with health protocols such as social distancing, and physical distancing as well as maintaining good hygiene.

Keywords: Covid-1; Neighborhood; Social Solidarity; Social Distancing

Reference No. BLM2020_MNG103
AUTOMATION IN POST-EPIDEMIC TIME: A DRONE-BASED MEDICATION MANAGEMENT SYSTEM IN ELDERLY CENTRE

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Abstract

As the chronic condition appears, many elderly prefer to stay in elderly care centre to enjoy a quality life under the care of healthcare professionals. However, many centres are suffering the shortage of man-power (i.e. certified caregivers) due to the heavy workload and indecent working environment. In this case, medication safety is concerned by care institutions since any accidental, delay, or inaccurate medicine intake may result to unpleasant incident happen in elderly centre. The recent outbreak of COVID-19 has threatened the wellness of all the human kind especially the elderly. Elderly who has severe medical conditions like heart or lung disease or diabetes seem to be at a higher risk for developing serious complications from COVID-19 illness. In present, quarantine is the most effective approach to prevent community infection, but it has created an inconvenience context to the elderly. The Internet of Things (IoTs) automates our daily-use objects along with the fast pace of industrialization and urbanization. In particular, the drone-based IoT (DIoT) deliberates the input of man power from the load-carrying & delivery tasks with effective use of clean energy. Thus, the application of DIoT is recognized as the trend of "the Last Mile Delivery". The application of DIoT in telemedicine industry has increased the efficiency significantly and potentially contributed in the economy growth for the country. The DIoT technique has gained potential to secure the safety and wellness of elderly amid the pandemic crisis. This paper aims to accentuate the use of DIoT in the elderly community with consideration of public health crisis. The objective of this paper is to propose a novel drone-based medication management system (DMMS) to maintain the medication safety and regulate the routine of medicine delivery so as to reinforce the sustainability of the care institutions in post-epidemic time. Qualitative research methodology was used to investigate the user acceptance of the proposed system. After the data was collected from interview session, we discussed the design of DMMS in details. For the DMMS, it has two interactive modules of Medicine Case, which regulates medication practice in a daily basis, and Medicine Delivery in which the drone restocks medicines in accordance with prescription. The finding has suggested the pros & cons of the DMMS comparing with other approaches during the normal time and pandemic of COVID-19. In conclusion, DMMS automates and reinforces the medication service process whilst reducing the time & energy cost of caregiver. The contribution to the industry emphasizes on the DIoT automation of medication service in care centre. The use of DMMS also can help the medical institution to effectively manage their inventory and hence contribute saving in operational cost. The limitation of this paper calls for the further DIoT system design and development to sustain the daily life of the elderly especially those live alone. In the future, this innovation could be based on the demands in community services in post-pandemic time.

Keywords: IoT; drone; elderly; care centre; medication safety

Reference No. BLM2020_MNG104
COMPARATIVE GOVERNANCE IN TOURISTIFICATION: THE CASE OF MELAKA AND GEORGE TOWN WORLD HERITAGE SITES

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Abstract

The inclusion of Melaka and George Town as a World Heritage Site (WHS) in 2008 reignited the interest in heritage tourism in Malaysia. With the status, both cities experienced increased prominence as tourist attraction, bringing in both physical and cultural changes through touristification. Although listed as single entrant under the WHS list, both Melaka and George Town are driven by contrasting governance paradigm. Notably, the recognition as WHS came after a significant political change in Malaysia, where the political dynamics structuring federal-state relationships changed in 2008. Melaka had long opted for a statist approach towards governance, in contrast to the more participatory trajectory adopted in George. Against a push for liberalizing approach towards governance of WHS with increased devolution of power, both Melaka and George Town had progressed in their own approach towards touristification utilizing various mechanism, including parastatal agencies and civil society. Currently, there is a resurgence of literature that espouses statist approaches towards tourism governance, especially those centered on Asian developmental states. The outcomes from the diverging methods of governance can be seen from the resource sharing of the state, the impacts on the communities as well as the perceptions of tourists in both cities. As such, this research intends to critically compare and evaluate governance of touristification in both cities from the perspectives of its stakeholders. Adopting a constructivist ontological paradigm, this research intends to construct an understanding behind the approach in governance based on the evaluation of its stakeholders. It would then determine factors associated with the governance style that allows for the best outcome as perceived by its stakeholders. To achieve its objectives, this research selected four projects related to touristification under the physical and cultural category. Under the physical category, Melaka River Cruise and Little India Improvement Districts Project were selected, whereas for the cultural category, Jonker Walk and George Town Heritage Festivities were chosen. Semi-structured interview and visual elicitation method were adopted as research tools to obtain information from the expert and peripheral stakeholders. The responses were analyzed using thematic network analysis, based on selected sub-outcomes developed from literature. Several factors emerged from the study, where the statist method ensured seamless access to physical development, while authenticity remains an external construction. Meanwhile, there exists a disparity between the evaluation of the participatory approach among peripheral stakeholders whereas the perception of tourists on aspects of authenticity and satisfaction are biased on demographic preferences, favoring the physical appeal of statist approach and cultural appeal with the participatory approach. In all, aspects of leadership, and neo-conservatist approach of developmentalism can described as factors that would create a touristification process that is more acceptable to all the stakeholders. This outcome would rationalize the practice of statist approach towards touristification in Asia although the pressure of devolution and participatory approach are ever increasing.

Keywords: touristification; heritage cities; statism; tourism governance

Reference No. BLM2020_MNG105
LEARNING ANTECEDENTS OF DYNAMIC CAPABILITIES IN HIGH-TECH FIRMS

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Abstract

This study focuses on the ways to develop dynamic capabilities in high-tech firms. Adopting a conceptual research, this study develops several propositions. This study proposes that knowledge-intensive and technologically-driven high-tech firms need to focus on internal learning mechanisms, namely, exploitative and explorative in-house R&D to develop dynamic capabilities. Exploitative in-house R&D helps high-tech firms to deploy and refine established technological capabilities, while explorative in-house R&D allows them to develop new technological capabilities. Although these internal learning mechanisms enable high-tech firms to adapt and align resources from the technological aspect, they are insufficient to help them develop dynamic capabilities, especially in gaining insights from broader business environments. As such, this study also proposes that the development of dynamic capabilities hinges on learning from customers and competitors and generating market intelligence. These external learning mechanisms are important to allow high-tech firms to acquire external knowledge and leverage a know-what advantage to anticipate, adapt, and renew technological and other firm resources. This study contributes to the dynamic capabilities literature. Specifically it adds to the research on the development of dynamic capabilities through identifying specific internal and external learning mechanisms to develop dynamic capabilities in high-tech firms.

Keywords: dynamic capabilities; high-tech firms; exploitative in-house R&D; explorative in-house R&D; learning from customers; learning from competitors; generating market intelligence; organizational learning

Reference No. BLM2020_MNG106
EXAMINING EFFECTS OF DETERMINANTS ON CHINESE LOGISTICS PERFORMANCE: AN EMPIRICAL STUDY

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Abstract

The establishment of inter-firm relationships and deployment of intra-firm resources have attained substantial importance among industry players. Logistics performance is becoming more crucial due to the challenging market environment in China. Correspondingly, global competition among counties, even regions within a country is quite fierce than ever. However, low logistics performance hinders the Chinese logistics further growth. In 2018, the overall LPI ranks of the China, Japan, and America were 5, 14, and 26, respectively. Overall, in 2018, China's total social logistics cost account for 14.8% of GDP nearly double that of developed countries such as Japan and the US, approximately 5% greater than the global average. Therefore, to overcome the issues and challenges in the Chinese logistics industry, firms should integrate their strengths and competencies. Previous literature highlights the impact of intra-firm resources on logistics performance, whereas limited studies were found on the combined effects of inter-firm relationship and intra-firm resources on logistics performance along with the mediating role of logistics service capability. The present study examines the impact of determinants namely inter-firm relationships, and intra-firm resources on logistics industry performance in China, and the mediating effect of logistics service capability. Thus, to test the hypothesized relationships among the constructs, 693 survey-based questionnaire surveys with six-point Likert scale were distributed to the leading logistics companies was drawn from the Directory of China Federation of Logistics Purchasing (CFLP), which is the most authoritative and influential organization in the Chinese logistics and transportation association. The participants of this study comprised of the management staff. About 360 usable questionnaires (approximately 52%) were used in this study for the subsequent data analysis. Smart PLS were used to assess the measurement and structural models. The finding of the study reveals a positive relationship of logistics service capability on logistics performance. However, the propositions between intra-firm resources, inter-firm relationships, and logistics performance show otherwise. Additionally, the mediating role of logistics service capability on the relationships among inter-firm relationships, intra-firm resources, and logistics performance demonstrates a positive effect. For the theoretical prospective, this study provides literature for a further understanding of knowledge and exploring a new research path on the logistics performance. For managerial prospective, managers must assess the capabilities of their logistics service and optimize logistics service process through horizontal cooperation in terms of resources and relationships with various functions of a supply chain. The implication and limitation of the study are provided as well.

Keywords: China; Logistic Performance; Inter-Firm Relationships; Intra-Firm Resources; logistics Service Capability.

Reference No. BLM2020_MNG107
OBSTACLES IN MARKETING SUCCESS OF MALAYSIAN WOMEN ENTREPRENEURS IN AGEING CARE CENTRES

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Abstract

The ageing population is increasing all across the globe tremendously, whereas 72% of the entire world elderly population is residing in developing countries. Malaysia is facing the biggest challenge of the ageing population, as, until 2030, 15% of the entire community will be elderly. The estimate shows that the ageing population will bring remarkable changes in developed and developing countries demographics. Thus, countries must look into the rising challenge of the ageing population effectively. The ageing care centres play a dynamic role in providing living support to elderly in entire world as families are unable to provide care to older adults due to chronic illnesses such as dementia, hypertension, Alzheimer's, Parkinson's etc. The ageing care centres in Malaysia are run by Public, Private, NGOs and Religious centres. All-round Malaysia 365 registered and uncounted un-registered ageing care centres are working, whereas, Selangor is considered as the hub of ageing care centres due to 86 operating designated centres. These centres are run by men and women entrepreneurs; however, the involvement of women entrepreneurs in ageing care service is minimal which is about 25% as compared to other business ventures. The present study focuses on the obstacles in the marketing success of women entrepreneurs in ageing care centres business. Qualitative Research Strategy was adopted semi-structured interviews was used for data collection. The sample size consisted of ten (10) women entrepreneurs of ageing care centres located in Klang Valley (Selangor and Kuala Lumpur). The results highlight that women entrepreneurs should improve the marketing mix strategies dominated by 4Ps, which include services promotion, networking and clustering, technology, visual, and print media advertisement, and variation in offered services. The implications are provided based on the marketing obstacles of women entrepreneurs in the ageing care centres business. A marketing success model of women entrepreneurs in ageing care centres is developed to better explain all the relationships among the critical marketing elements and strategies.

Keywords: women; entrepreneurs; ageing centres; obstacles; marketing

Reference No. BLM2020_MNG108
MANAGING STAKEHOLDERS IN A CRISIS: PRE-PANDEMIC, DURING A PANDEMIC AND POST-PANDEMIC

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Abstract

During a crisis, business operations are interfered. These disruptions may significantly affect firms and its stakeholders. The Covid-19 pandemic has ominously affected many businesses from various industries. 98.5% of business establishments in Malaysia are small medium enterprises (SMEs). Yet, research is scant on the relationship between crisis management and stakeholder management, especially amongst SMEs in Malaysia. Using Porter's Diamond Model, this paper examines the impact of Covid-19 towards stakeholders such as employees, customers and suppliers. This model is designed to understand the competitive advantages that business possess due to factors that are available to them, and how these competitive advantages enables these businesses manage their stakeholders, before, during and after a pandemic. The case study method is deployed to identify the effects of the Covid-19 pandemic, and how SMEs in Malaysia have managed their stakeholders pre-pandemic, during the pandemic and post-pandemic. The interpretative phenomenon analysis (IPA) is used to analyse the in-depth interviews and secondary data of four case studies in the food and beverage industry in Malaysia. A triangulation of data is also done to sanction the credibility and reliability of the empirical evidence. Findings indicate that firms were forced to innovate their business operations to stay afloat before, during and after the pandemic. Technology was seen to play a huge role in ensuring stakeholders were well managed throughout the crisis. Employees were continuously given training on the changes in business operations, especially in cleanliness and food handling. Relationship with suppliers were also crucial in ensuring a smooth supply of raw materials. Throughout the pandemic, customers were seen to be highly resistant to changes, especially concerning cleanliness and food handling. This paper has two major implications. First, the delineation of the concept of crisis management and stakeholder management. Second, the empirical evidence of the effects of Covid-19 pandemic expanded from food and beverage businesses. Besides that, the impact of crisis and stakeholder management in Malaysia is yet to be studied from the perspective of Porter's Diamond Model.

Keywords: Crisis Management; Stakeholder Management; Small Business; Covid-19; Malaysia

Reference No. BLM2020_MNG109
SUPPLY CHAIN UNITY, SUPPLY CHAIN PERFORMANCE, AND PARTNER RELATIONSHIP MANAGEMENT: A CASE OF IRANIAN FOOD INDUSTRY

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Abstract

In the current conditions of the competitive market, companies shed light on not only their own organization's affairs, but also on the identification of other relevant resources and factors out of their organization to have an appropriate reaction in facing with them. The results of the competition revealed that organizations' performance is affected by suppliers and customers. Thus, organizations have tried to improve their supply chain performance. Within a supply chain unity, companies can cooperate with partners and their main suppliers based on its structure, inter-organizational strategy, methods, and behavior. This study aims at investigating the effect of supply chain unity on the performance of supply chain in the Iranian food industry, and the role of partner relationship management on the relationship between supply chain unity and supply chain performance. The questionnaires are distributed among 250 respondents within 20 companies in the food industry of Iran. According to the findings of the study, supply chain unity has a direct positive influence on supply chain performance. Besides, partner relationship management mediates the relationship between supply chain unity and supply chain performance. The results of this study can be implemented in the manufacturing industry to enhance the supply chain performance of companies. Besides, the findings of this research should be considered by practitioners and managers since they provide empirical evidence for advantages derived from supply chain unity and partner relationship management.

Keywords: supply chain unity; partner relationship management; supply chain performance; food industry; Iran

Reference No. BLM2020_OF102
THE BEST PRACTICE OF MARKETING STRATEGIES FOR THE MALAYSIAN BUSINESS EVENTS: INSIGHTS FROM THE INDUSTRY EXPERT

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Abstract

Over the past two decades, the Malaysian Government has acknowledged that the business events industry is a catalyst for socio-economic growth and makes significant contributions beyond tourism benefits. The Malaysia Convention & Exhibition Bureau (MyCEB) launched a strategic plan titled "Malaysia's Business Events Roadmap: Charting Malaysia’s Journey to 2020 and Beyond" to chart Malaysia as a preferred business event hub, not only in the Asia-Pacific region but also globally. One of the few challenges highlighted in the strategic plan is the lack of innovation and creativity linked to marketing strategies adopted by industry stakeholders. However, concerns were raised about the implementation of specific strategies, in particular, marketing strategy issues and the paucity of study on such issues. Hence, this paper aims at exploring the best practice of marketing strategies for the Malaysian business events industry. This paper adopts a qualitative methodology, and the primary data is obtained from semi-structured interviews with ten respondents comprising an expert from the Malaysian business events industry. The data obtained were then grouped using ATLAS. ti (Version 8) software and thematic analysis were employed to produce the themes for this study. The study revealed that several marketing strategies issues identified, which are event marketing, the marketing plan, 7P’s of the marketing mix, SWOT, traditional and digital marketing, and each of the respondents had a different opinion about the themes found. This paper is beneficial in presenting significant evidence of the best marketing strategies to be practiced by various stakeholders in the Malaysian business events industry.

Keywords: Business events; Marketing; Events; Marketing strategies; Event marketing

Reference No. BLM2020_MRK101
FACTORS AFFECT FRANCHISEES PERFORMANCE IN EMERGING MARKET: CASE OF FOOD AND BEVERAGES INDUSTRY IN VIETNAM

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Abstract

Franchising has become common in Vietnam with many international franchise brands taking interests in Vietnam's major cities especially in the field of food and beverages and retail chains. The importance of franchisee performance has been acknowledged as critical to be success of the franchise system but little attention has been devoted to identifying how franchisor's related factors such as brand reputation, resale pricing and franchisor support systems affect franchisee performance, especially on emerging market like Vietnam. While there are lots of long-standing debate on franchise literature, but most of scholars agree and view franchisees as entrepreneurs. There is a variety of franchising methods used in Vietnam such as local and international franchising. Franchising has become common in Vietnam with many international franchise brands taking an interest in the major cities of Vietnam, especially in the food and beverage and retail chains sector. The main objective of this research is to examines how franchisor's related factors, namely: brand reputation, franchisor's support system, resale pricing effect on franchisee performance. This research will involve descriptive quantitative study. A survey of 100 franchisees via email was conducted in Vietnam. The collected data will be analyzed through SPSS. Based on theoretical framework, brand reputation has a positive relation to franchisee performance. The stronger brand reputation, the more easily penetrate the new market where customers already expect and desire them, which also would lead to higher level of sales and market shares, better franchisee performance. Resale pricing is a key element to reduce franchisor-franchisee conflicts cause of pricing is the brand name value and attract customer attraction, affect directly to franchisee profit and growth performance. The most important factors affect franchisee performance is franchisor support system, which can minimize franchisee overhead costs such as advertising, marketing, and ongoing training. Franchisors who decide to expand or operate in Vietnam market should pay attention to these three main factors affect franchisee performance, especially of franchisor support system. This research contributes to franchise literature, especially in international franchising by examining factors affect franchisee performance in the context of franchises from an emerging market.

Keywords: franchisee performance; brand reputation; resale pricing; franchisor support

Reference No. BLM2020_MRK102
VALIDATING SCALE MEASUREMENTS FOR TRAVEL BEHAVIOR PERFORMANCE OF ROAD COMMUTERS

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Abstract

There is a lack of understanding of commuters on road towards travel behavior, specifically in the urban region, although the infrastructure is modernized with the latest facilities. Comprehend the travel behavior of road commuters and their reliance on private vehicles is the concern of the hour. The purpose of the present study is to give insights on how to control air and noise pollution by way of changing the mode of transport and to improve the quality of health. A conceptual research framework is proposed in the present study, which is supported by the Theory of Interpersonal Behavior (TIB). The predictors of TIB, namely attitude, social factor, affect and habit, and their relationship on travel behavior performance is investigated. This cause and effect relationship is mediated by road commuter intentions and moderated by road traffic policy and regulations. Furthermore, the scale measurement for each construct is determined using the extensive literature search and are validated for reliability using the empirical data. After conducting a pilot study with 39 respondents, all the reliability of each construct are accepted at the threshold of above 0.7. Suggestions and comments by the respondents were also collected and categorized on how to improve smart mobility and lesser road traffic congestion. Hence, the empirical findings reveal that the future aspirations of road commuters are to have smart mobility on road to protect environment safety at any cause. The novelty of the present article is that the proposed framework can be customized for any nation and will result in long-term sustainability for smart mobility on road.

Keywords: Road Traffic Congestion; Climate Change; Urban Travel Behavior Model; Green Environment; Smart Mobility

Reference No. BLM2020_MRK103
WHY ONLINE FOOD DELIVERY BUSINESSES ARE IN THE PRECEDENCE PLACE AMONG MILLENNIAL?

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Abstract

This primary purpose of the study is to explore detailed relationships between Millennial and Online Food Delivery Services. Online food delivery services are the fast-growing business and the millennial are the highest precedence customers in this century. The idea of food delivery is not new. The food delivery services are very limited in earlier versions and only the affluence society can order the food fast-food restaurants through telephone, such as pizza. In the earlier version, the restaurant takes orders through telephone from customers and deliver the food themselves. The advanced mobile platform offers a space for online food delivery companies to allow the customer to see the menus, reviews, and compare the menus from a different restaurant in a single touch. This special feature apps which escalated to skyrocketed growth of customers particularly among the millennial. The rising consumer demand has been instrumental in the growth of the online food delivery businesses. Therefore, the study investigates why these millennial prefer online food delivery services. Hence, the study focuses on exploring the drivers on millennial's behavior towards intention to order food through online food delivery services. This study employs a modified DeLone and McLean information system success model to explore the drivers of the intention to order food delivery among millennial. The primary data collected by setting a questionnaire on system quality, information quality, social influence, service quality, and customer satisfaction and intention to order food through online food delivery. The study adopted a quantitative research method. In this study, 152 respondents were taken part voluntarily. The result confirmed that information quality, service quality, system quality are the significant drivers for the millennial to order food through online food delivery. The findings also contributed to the literature as well as the online food delivery business.

Keywords: Millenial; intention; online food delivery

Reference No. BLM2020_MRK104
INVESTIGATING THE RELATIONSHIPS BETWEEN FUNCTIONAL VALUE, EMOTIONAL VALUE, CUSTOMER SATISFACTION AND REVISIT INTENTION IN THEME PARK SETTING

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Abstract

This proposal aims to investigate the relationship between experiential value, customer satisfaction and revisit intention in Malaysian theme parks. This quantitative research proposed a model to assess the effect of visitor's functional and emotional value on experiential satisfaction, and the effect of customer satisfaction on revisit intention based on visitor's past experiences. Hypothesis 1 and 2 proposed the positive influence of functional and emotional value on customer satisfaction while hypothesis 3 proposed a positive influence of customer satisfaction on revisit intention. A pilot test through an online survey was conducted to find the expected result of this study. The data collected was analysed based on a sample of 121 respondents that have visited Sunway Lagoon Theme Park. The result of this pilot test reveals that all of the hypotheses were supported. Therefore, it is suggested that theme park operators should pay close attention in attaining positive experiential values from visitors as well as keeping customers satisfied in order to increase the likelihood of visitors returning to the specific theme park.

Keywords: experiential value; functional value; emotional value; customer satisfaction; revisit intention; multidimensional model

Reference No. BLM2020_MRK105
THE SATISFACTION OF UNIVERSITY STUDENTS TOWARDS SOCIAL PLATFORMS IN SOCIAL MEDIA MARKETING

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Abstract

The presence of digital marketing has risen, and the world finds itself living in the era of digitalization as organizations of all sizes have had to adapt to this new form of marketing strategy. Students aged 18 to 26 years old play an important role for marketers as they are the biggest users of the web 2.0. Most literatures were focused on consumers in general or they centered themselves on peer-to-peer communication to build online marketing strategies. This age group consist both of Gen Y and Gen Z individuals and they will later represent the working-class consumers. Therefore, studying on their satisfaction level on platforms like Facebook, Instagram and YouTube will aid in making better marketing strategies for all the stakeholders. A survey of twenty-two questions was created and questionnaires were distributed among 114 Taylor’s University students so as to collect information about their social media usage and their experiences with online advertising. The data was analyze using SPSS software and the findings showed that the model was fit with R2 equal to 61.2%. The Pearson correlation test showed that there was a positive relationship between Facebook, Instagram and YouTube and university student satisfaction.

Keywords: Satisfaction; University Students; Social Platforms; Social Media Marketing

Reference No. BLM2020_MRK106
EXPLORING THE MODERATING ROLE OF GENDER IN THE RELATIONSHIP BETWEEN TECHNOLOGY ACCEPTANCE AND PERCEIVED RISKS ON ONLINE PURCHASE INTENTION FOR APPAREL

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Abstract

Deciding on whether to purchase an apparel online can be affected by its inaccessibility to the human senses i.e. consumer is unable to physically touch, feel and wear the apparel. This lack of accessibility can pose a perception of risk and uncertainty amongst consumers. This study endeavours to investigate the impact of technology acceptance and perceived risk variables in influencing consumer online purchase intention based on Technology Acceptance Model (TAM). This study also explores gender as a moderating factor that affects the relationship between the dependent and independent variables. A survey analysis from 161 respondents indicated that in terms of technology acceptance variables, perceived ease of use and perceived usefulness have a positive impact on online purchase intention; while, in terms of perceived risk variables, online purchase intention is negatively influenced by product risk. Furthermore, gender emerged as a moderator between perceived ease of use and online purchase intention. The findings from the study gave light to some interesting insights of online purchase intention among gender and the factors that influence this intention.

Keywords: online purchase intention; perceived ease of use; perceived usefulness; perceived risk

Reference No. BLM2020_MRK107
HOW INTERACTIVE STREAMING VIDEO INFLUENCES SOCIAL COMMERCE BEHAVIOR: EVIDENCE FROM FACEBOOK LIVE

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Abstract

Both consumers and businesses are using social media extensively for business purposes. The increased usage of live streaming video in recent years such as Facebook Live, as a viable platform for consumers to shop online. The interactive streaming videos enhance higher interactivity and demonstrate product specifications and information in greater detail. Online consumers could understand the product better and subsequently aids them in making a purchase decision. However, further understanding of the influence of live stream on consumer product knowledge is needed as it had not been the focus of prior studies. Hence, this study aimed to understand how the act of live streaming in changing customers attitudes and subsequently obtained the required product knowledge via social media live streaming. The theoretical foundation was based on absorptive capacity and diffusion of innovation theory. Eight hypotheses were developed to predict the influence of live streaming on obtaining product knowledge for purchase decision. A usable sample of 224 Facebook Live users was obtained via an online questionnaire. The data were examined with the use of SmartPLS. The findings confirmed the hypothesized relationships among convenience, interactivity trust, and information efficacy of Facebook Live in mediating the absorptive capacity of consumers for product learning. This study provided an integrative framework in predicting the use of live streaming for online shopping from the consumer knowledge perspective.

Keywords: Facebook Live; social commerce; online shopping; product learning; video streaming

Reference No. BLM2020_MRK108
THE INFLUENCE OF EMPLOYEES' AND CUSTOMERS' SATISFACTION ON THE PERFORMANCE OF FINANCIAL SERVICES COMPANIES IN IRAN

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Abstract

Nowadays, companies have shifted from the industrial age competitions to the information age competition. Financial criteria such as operating income and return on equity can assess the effectiveness and efficiency of the operating sectors. In this regard, companies require new capabilities to compete successfully. The ability to participate in the exploitation of intangible assets is much more important than tangible assets. Thus, the use of non-financial measures such as customer satisfaction and employee satisfaction in the controlling system of firms' management has attracted the attention of many researchers. Therefore, the aim of this study is to investigate the relationship between non-financial measures and financial performance in public insurance companies' branches of Tehran province in Iran. Customer satisfaction and employee satisfaction are considered as non-financial measures, and gross profit of insurance transactions is considered as financial performance measures. The results of this study suggest that there are significant differences between insurance companies in terms of customer satisfaction, and relatively, insurance companies with high gross profit have high customer satisfaction. There are significant differences between insurance companies in terms of employees' satisfaction, and it can be concluded that insurance companies with high gross profit have high employee satisfaction. Besides, the findings reveal that there is not a significant difference in terms of customer satisfaction between insurance companies with high employees' satisfaction and insurance companies with low employees' satisfaction. According to the results of the study, it is recommended that companies identify the objectives of their customers and then determine the important processes within the organization to satisfy customers and maintain their loyalty. This study has practical implication to insurance companies, specially managers, which paying attention to the satisfaction and professional needs of employees, principles of customer orientation, and customers' needs can lead to higher performance of their organizations.

Keywords: customer satisfaction; employee satisfaction; non-financial measures; financial performance; public insurance companies

Reference No. BLM2020_OF103
THE IMPACT OF SOCIAL MEDIA’ S OFFICIAL DESTINATION PROMO VIDEOS ON YOUNG TOURISTS’ INTENTION TO VISIT RISKY DESTINATIONS- A CONCEPTUAL MODEL

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Abstract

Social media is an emergent research topic in today's times, especially in destination-promotion, information search and prospective tourists' decision-making behaviors. Destination promo videos (DPVs), especially the online ones, are among the most important information sources of travel decision-making for their interactive and sharing features. They have also been shown to be an excellent destination-promotion strategy. This present study aims to examine whether the informativeness of the social media DPVs like DMOs destination advertising videos and their comments positivity, have any impact on destination image and perceived risks changes. The reviews suggest that research on SNSs DPV effects on destination image changes, is still in its beginning. Moreover, their effect on perceived destination risks changes is still yet to explore. This study employed Model of Goal-Directed (MGB), Perceive Risk theory and Trust theory, in developing the proposed research model. Quantitative research method is followed. Online survey questionnaires are used for collecting data. University students are considered to be suitable respondents for this research. Main data collection is going on. Currently there are no findings. The current framework would be beneficial for those who are interested in using DPVs as part of their destination-promotion strategy. Theoretical and practical suggestions will be propositioned after the analysis.

Keywords: social-networking sites; destination-promo videos; risky-destination; positivity of Comments; decision-making

Reference No. BLM2020_OF126
PRIVATE LABEL BRANDS AND PROMOTIONAL OUTCOMES IN ONLINE MULTICHANNEL RETAILING ENVIRONMENT: A POST-PANDEMIC ERA PERSPECTIVE

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Abstract

The purpose of this paper is to conceptualize the promotional outcomes in a multichannel retailing environment and articulate an integrative brand rejuvenation in post-pandemic era. Market maven tendency and electronic word of mouth (EWOM) are proposed as the promotional outcomes and expectation toward promotion, attitude toward promotion, intention toward promotion argued as the antecedent conditions. The study proposes an integrative conceptual framework rendering to Cognitive Model (COG). Theoretical contribution and limitations are discussed.

Keywords: Promotional strategies; Multichannel Retailing; Cognitive Model (COG); Market maven tendency; electronic word of mouth (EWOM); Private Label Brands

Reference No. BLM2020_OF127
Abstract

Over the past few decades the banking sector has evolved and implemented numerous changes have revolutionized the manner of customer interaction with their financial system. Through the implementation of electronic devices and the internet, one can manage their funds without the physical need to visit the bank. Therefore this study will try to understand the intentions of young adults to use online banking in Malaysia. The study is based on the technology acceptance model (TAM) which incorporated three independent variables which where, Perceived usefulness, Perceived ease of use and Perceived risk, while the dependent variable being Intention to use. The data collection which was undertaken during this research was conducted by a structured questionnaire which was distributed amount University students to understand the correlation between the variables and a proposed 200 respondents were targeted. The collected data was then analysed through Statistical Package for the Social Sciences (SPSS) software. The outcome of this research proposed that the independent variables significantly influenced the dependent variable resulting in the understand of the intentions among young adults to use online banking in Malaysia. Our research would provide a much deeper insight in this area as there was very limited study done on young adults in Malaysia regarding online banking.

Keywords: online banking; intention to use; perceived usefulness; perceived ease of use; perceived risk

Reference No. BLM2020_OF132
INVESTIGATING THE RELATIONSHIP BETWEEN TURNOVER INTENTIONS, JOB SATISFACTION AND FLEXIBLE WORK ARRANGEMENTS

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Abstract

Flexible working arrangements are highly common in both developed countries and developing countries. The level of implementation of flexible working arrangements is expected to continue to increase in the future. This research examines the relationship between flexible work arrangements with turnover intention and job satisfaction. A quantitative method is applied in this research and a survey was conducted in order to better understand the relationship between turnover intentions, job satisfaction and flexible work arrangements. Hence, to explain the causal relationships of the variables, a deductive approach is being used in this research for the purpose of testing the hypothesis suggested. The research plans to use a significant sample size and that the strategy used would be through survey research. For this study, there are a sample of 146 employed adults from various organizations in Malaysia. The data will be processed by means of the Statistical Package for the Social Sciences (SPSS) and ANOVA to interpret the data and find the significance of the relationships. From these findings we will prove or disprove our hypothesis on whether or not relationships between Flexible Work Arrangements, Job Satisfaction, and Turnover Intentions are positive or negative.

Keywords: Flexible Working Arrangements; Job Satisfaction; Turnover Intentions.

Reference No. BLM2020_OF133
IMPORTANT TACTICS TO ENHANCE EXPATRIATE RETENTION, THE INFLUENCE OF PERCEIVED RISK AND EXPATRIATE ENGAGEMENT: A CONCEPTUALISED RESEARCH FRAMEWORK

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Abstract

The current study aims to derive a theoretical model describing how retention of expatriates is influenced by various support tactics namely: Spousal Adjustment (SA), Perceived Organizational support (POS) and Talent Management (TM) implemented by the organization. Additionally, the moderating role of perceived risk (PR) and the mediating influence of expatriate engagement (EE) is explored to further elaborate on the relationship between expatriate support tactics and retention. The present study provides conceptual intelligibility through, examining the antecedents and outcome of expatriate retention till job tenure completion. The proposed conceptual framework in this study, is based on self-determination theory that will ascertain the unpinning issues of expatriate assignment failure. The study first proposes Spousal Adjustment, Perceived Organizational support, and Talent Management will have a positive impact on expatriate retention and hence, contributing to development of generalizable results for future studies. Second, perceived risk moderates (weakens) the relationship between expatriate support tactics and engagement more likely during risky situations, terrorism attacks or pandemics such as COVID-19. Finally, expatriate engagement mediates the relationship between support tactics and expatriate retention. The multi-level framework adds value for successful expatriate retention and provides a conceptual underpinning on how organizations should support and foster talent within the global arena. The supporting theories for the proposed framework are synchronized to contribute significantly to enhance literature on expatriate retention. Further, the proposed framework enables MNCs to provide appropriate levels of support to optimize expatriate retention during the job tenure and ensure talent has been retained at any cause within the organization.

Keywords: Spousal adjustment; Perceived organisational support; Talent management; Expatriate engagement; Expatriate retention

Reference No. BLM2020_HR101
HOTEL CAREER MANAGEMENT IN FIVE-STAR HOTELS IN THAILAND: HOW EFFECTIVE ARE THEY IN RETAINING HOTEL EMPLOYEES

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Abstract

Many of the five-star hotels in Thailand are experiencing challenges in retaining their productive employees. Employees are vital human capital in supporting company success, and companies compete fiercely to attract and retain those who have the skills, knowledge, and experience to perform the key tasks required for organizational success. Career management in the hospitality industry through supervisory support enables employees to be more committed and allows them to attain career satisfaction which in turn reduces turnover intention for frontline employees and retains high-quality staff. The majority of the studies on the effects of career management in the hospitality industry are theoretical and empirical research on the importance of career management in this industry is scarce. Therefore, to fill the gap in knowledge, this study investigates the relationship between career management and employee outcomes of retention and job performance in 5-star hotels in Thailand. More specifically, the current study examines the relationships between hotel career management practices, job performance and employee retention as well as the mediating role of job satisfaction and employee commitment in these relationships. To assess the developed model, this study adopted a cross-sectional, questionnaire-based research design. The survey was conducted based on purposive sampling among employees and their immediate supervisors in five star hotels in Bangkok and Phuket. A total of 683 usable questionnaires were obtained and analyzed using AMOS software package version 24. The results showed significant positive relationships between hotel career management with job satisfaction, job performance, and affective organizational commitment. Also, significant positive relationships between job satisfaction with affective organizational commitment and employee retention were found. Moreover, the results showed significant positive relationships between affective organizational commitment with employee retention and job performance. Furthermore, job satisfaction and affective organizational commitment mediated the relationships between hotel career management with employee retention and job performance. The results indicate that when employees perceive that the organization has supportive and effective career management practices, especially related to coaching and job enrichment as well as support and development, they are more likely to see such activities as an effort by the organization to invest in them and help them attain their own personal goals. Such perception then leads to a higher job satisfaction. In addition, satisfied employees more likely would reciprocate by providing a higher performance. Practically, the findings of the study would be useful to hospitality policy and decision makers such as hoteliers and human resource practitioners by highlighting the importance of effective career management practices to achieve outstanding outcomes as well as to enhance employees’ job satisfaction, commitment and job performance.

Keywords: Hotel Career Management; Job satisfaction; Affective Organisational Commitment; Job Performance; Employee Retention; Structural Equation Modeling; Thailand

Reference No. BLM2020_HR102
USING SOCIAL MEDIA TO ALLEVIATE TALENT SHORTAGE: AN EFFORT OF CHINA’S COMMERCIAL FACTORING ASSOCIATIONS UNDER THE IMPACT OF COVID-19 PANDEMIC

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Abstract

Worldwide, the financial service is facing a severe shortage of talent. This problem is outstanding in China's commercial factoring field with a gap that the demand for qualified talent exceeds supply. This industry emerged in China from 2012 as a pilot project. As a kind of non-bank trade finance service provider, commercial factoring service is a talent-intensive industry, and requires specialists and specific skills related to trade credit administration. With the introduction of supply chain finance, asset-backed securitization and Fintech like blockchain into this industry, the competition for talent is crossing industries. As China opens its financial market to foreign investors from April 2020, more international factoring companies may exist in China in the near future and the competition for talent will be much stronger. With the economic downturn caused by covid-19 pandemic, the use of trade credit increases. Thus, factoring business has a strong market demand together with more risks involving fraud and default. Competent talents are at high demand to rein the risk. At the same time, social distancing and other conditions make the talent shortage gap much wider. This gap can be alleviated by the effort from China's commercial factoring industrial associations with social media as a mean. Some researches have studied the ability of social media to solve the human resource issues, like knowledge sharing and talent searching, attracting, acquiring, and retaining. However, up to now, there is no study on this research topic. Quantitative method, which grounds can be identified in positivist paradigm, will be used in this study to address the objectives and to verify the hypotheses. Variables are measured by multidimensional measurement scale and a seven-point Likert summated rating scale is applied in a personal survey with structured questionnaire. The target population will be defined as existing practitioners of China's commercial factoring business, which are geographically nationwide but aggregated in some pilot cities. Probability sampling technique will be adopted for deriving samples from them. Self-administrated questionnaires will be disseminated to them for getting the primary data. Collected data are inserted into SPSS to test the hypotheses proposed to see if the three independent variables of industry attractiveness, talent retention and knowledge sharing have a significant relationship with the dependent variable, talent shortage alleviation, mediated by talent supply. Due to the covid-19 pandemic many small and medium businesses are experiencing supply chain disruptions. As a specialized activity to converts receivables into cash, the commercial factoring could help small and medium enterprises remain liquid and return back to normal when the economy is unfrozen. Thus, this research will have a significant contribution to China's economic development. With the findings of this study, academics can also broaden the discussion on the usage of social media related to the talent aspect. This research will have a significant contribution both to the factoring practice and academic discussion.

Keywords: commercial factoring; social media; association; talent shortage; pandemic

Reference No. BLM2020_HR103
REVERSED GENDER GAP IN HIGHER EDUCATION AND ITS IMPLICATION ON HUMAN CAPITAL

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Abstract

Recent trends have shown that there are more girls enrolled in Higher education than boys students. This led to a Reversed Gender Gap in higher education. This ongoing trend is of concern as it has a negative implication for the development of Human Capital and may have negatively influence the economic growth. Although researchers suggest that more study is needed to identify its root causes, there is a gap in empirical studies to examine factors which led to reversed gender gap in higher education. In the light of this, the present quantitative study examines the predictors which lead to Reversed Gender Gap in Higher Education. The conceptual framework consists of predictors which have been associated with Reversed Gender Gap in higher education and are Peer Pressure, Social influence, Academic Motivation, and Parenting which are hypothesized to have a relationship on perceived Human Capital. In addition, this study also hypnotized that personal investment in Human capital among males through higher education is indirectly influenced by Academic Self-Efficacy through Academic Buoyancy, Adaptability and Academic Performance. In addition, The Age at drop-out in Higher Education moderates on the relationship between Academic Self-Efficacy and Perceived Human Capital. The proposed conceptual framework is supported by Human Capital Theory and Social-Cognitive Theory which has not been fully explored in previous studies. The expected outcome of this study is to facilitate human resource management and a holistic approach towards integrating Reversed Gender Gap in Higher Education and Human Capital Development. Furthermore, the conceptual framework for this study can be used as a basis for policy recommendations for decision makers to encourage gender parity in higher education and for the growth of Human Capital management.

Keywords: Academic Motivation; Peers Pressure; Social Influence; Parenting; Human Capital, Self-Efficacy, Social Cognitive Theory

Reference No. BLM2020_HR104
DO FLEXIBLE WORK ARRANGEMENTS BENEFIT OR HARM TURNOVER INTENTION? A COMPARISON OF SOCIAL EXCHANGE THEORY VS. BORDER THEORY

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Abstract

The increasing number of dual-earning families and single parents has made more employees hold work and familial responsibilities simultaneously, it urges employers to provide workplace flexibility as a form of organisational support. By giving employees the freedom to choose when and where to work, flexible work arrangements are believed to reduce their turnover intention. Contrary to this expectation, flexible work arrangements are found to have fluctuating effectiveness to retain talents. Certain flexible work arrangements that involved a boundless work schedule tend to exhibit more negative employees outcomes. According to Border Theory, when there are no physical and temporal boundaries between work and family domains, an employee could easily have work-family conflict due to role ambiguity. Work-family conflict is defined as a condition where work interferes with the responsibilities and expectations of family and compete for scarce resources such as energy and time. With higher work-family conflict, employees are expected to have a higher likelihood to leave. The perspective from Border Theory is contradicting with the assumption from Social Exchange Theory, which is a popular theory used to justify the relationship between flexible policies and turnover intention. Social Exchange Theory suggests that workplace flexibility could aid employees in feeling the organisation's willingness in investing in their wellbeing, and the employees proceed to reciprocate with this affection by being more committed to the organisation and have a lower tendency to leave. As Border Theory and Social Exchange Theory predict opposing effects of flexible policies on turnover intention, their roles are investigated in this study to develop better theoretical understanding. The result is helpful to provide knowledge for practitioners in applying flexibility plans as their human resource strategy. Two mediators are carefully selected to represent each theory. Work-family conflict is used to symbolize the Border Theory, and organisational commitment represents Social Exchange Theory. Three flexible work arrangements, flex time, flex leave, and working from home, are used as the independent variables, along with turnover intention as the only dependent variable. The study relies on secondary database of the International Social Survey Programme (ISSP) Work Orientation IV 2015 as the data source, with a sample made up from 16,141 participants across 35 nations. SPSS PROCESS Macro is used to test the mediation models. The result shows that all three types of flexible work arrangements are mediated by both work-family conflict and organisational commitment, supporting the assumptions from both theories. Flex time and working from home are associated with increased work-family conflict and increased commitment, but the total effects of the models show flex time reduces turnover intention while working from home increases turnover intention. Flexibility may be sought after by the majority of the younger employees, but it could generate adverse effects.

Keywords: Flexible Work Arrangements; Turnover Intention; Border Theory; Social Exchange Theory; Organisational Commitment; Work-Family Conflict

Reference No. BLM2020 HR105
PSYCHOMETRIC ASSESSMENT OF HUMAN CAPITAL SCALE AMONG IT EMPLOYEES

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Abstract

Although a large number of studies support the significance of human capital for individuals, organizations, and societies, relatively little scientific investigation has explored the issues of origin, classification, and measurement of human capital concept. Acknowledging the limitation in human capital literature, the researchers attempt to validate a scale for human capital measure. The objective of the research is to identify a measure to assess human capital scale, which will be psychometrically robust, and appropriate for employee and organization level outcomes variables frequently appearing in the human resource management literature. A comprehensive literature review based on the existent scale items for human capital variable, discussion about human capital concept differed among US and European school of thought and followed by a qualitative enquiry among experts will be pursued. Finally, scale structure will be investigated by EFA and CFA among IT sector employees. The significance of human resources centres in the human capital as conceptual illustration of people at work. Research highlights three important points on why human capital matters to human resources. Primarily resources are for exploitation, whereas capital is for investment, so the semantic difference stresses on development. Second, human capital provides a differentiated appreciation of people at work emphasizing the competencies and qualifications of individuals. Third, human capital can easily distinguish the profile of labour force with the notion of demographic criteria and educational achievements. Researchers have varied opinion in respect to the conceptualization, level of focus, theoretical framework, relationship of human capital construct. The majority of human capital scholars have investigated human capital from the individual perspectives. However, recent work has examined human capital as unit level resource. The inconsistencies of the construct across research studies bar researchers to establish a broader and holistic investigation of the concept.

Keywords: Human Capital; Competency; Psychometric assessment

Reference No. BLM2020_HR106
VIRTUAL COURT IN COVID-19 PANDEMIC ERA IN INDONESIA

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Abstract

Corona virus disease (COVID-19) has spread globally, including Indonesia. It has an impact in various fields such as economics, politics, social, religion, culture, education, and law. This paper focuses and discusses the impact of Covid-19 on litigation in Indonesia. During the Covid-19 period the Indonesian court proceedings took place virtually or were called e-courts. Virtual courts are trials that use technology platforms, such as the Zoom application. The implementation of virtual hearings on the one hand, according to the principle of trial is simple, fast and low cost. However, on the other hand, this is contrary to the provisions of article 153 paragraph (2) of the Indonesian Criminal Procedure Code. This principle regulates the trial process in face to face manner. Thus, the statement of the research problem is as follows. First, what is the legal basis for a virtual court? Second, what philosophical principles of law can explain the process of virtual trial? To answer these two questions, this paper uses a qualitative research method, with a socio-philosophical legal approach. The study concluded that the only legal basis for the virtual court was the Circular Letter of the Supreme Court of the Republic of Indonesia, Number 1 of 2020 concerning Guidelines for Performing Duties During the Prevention of Spread of COVID-19, and then the philosophical principles that could explain the process of the virtual trial was "salus populi suprema lex esto ". This philosophical principle advocates that laws are made and enforced for the welfare of society. This principle is in accordance with the basic legal norms prevailing in Indonesia, which is Pancasila. Every product and law enforcement must be based on Pancasila values. Therefore, by sticking to the values of Pancasila, the court process can respond to social changes that occur in society, including changes caused by the corona virus outbreak.

Keywords: Principles of legal science; virtual trials; Covid 19

Reference No. BLM2020_LW101
ADVANCES IN LEGAL RESEARCH ON CONTEMPT OF COURT

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Abstract

As legal research becomes increasingly digital, this would have implications on the skills and results of such research. This doctrinal paper explores such practical implications in the context of legal research on contempt of court. While there are benefits in embracing technology in this area, there are also limitations that need further consideration.

Keywords: legal research; traditional research; online research; contempt of court

Reference No. BLM2020_LW102
DISRUPTIVE TECHNOLOGY: EXPERT LEGAL SYSTEMS

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Abstract

As we further advance from a print-based society to a technology-based Internet society, the future of the legal world is inherently influenced by technology, automation and innovation. Increasingly capable machines are taking over the many legal tasks which has been traditionally the historic preserve of the legal profession. Though often castigated for its general reluctance to adapt and embrace technology, the legal industry is not immutable. Artificial Intelligence (AI) which is also referred to as disruptive technology is globally impacting the legal industry and will collectively transform the legal landscape. Disruptive technologies envisages changes which would result in better quality legal services and convenience for the end recipients. The avalanche and influence of disruptive technologies are evidently long term and the legal industry is called to enthusiastically embrace this drive of transformation.

Keywords: Disruptive Technologies; Automation; Innovation; Transformation

Reference No. BLM2020_LW103
Abstract

In the emergence of the respiratory disease COVID 19 in early 2020, Malaysia started to impose restricted movements and lockdown. In addition to further control and manage the rapidly increasing number of infections and deaths, have several mobile applications were introduced to help the public, front liners as well authorities to make travel, contact tracing and self-assessment process easier through the Movement Control Order (MCO). Further, the Malaysian government had conducted mass surveillance through drones deployed to ensure citizens comply with the Movement Control Order(MCO). These COVID 19 surveillance has ignited furious storm of debates with experts stating human rights are a serious risk, particularly the infringement of citizens fundamental right to privacy. This research analyses both Constitutional Framework and Common Law in Malaysia on whether there is a valid and enforceable right to privacy in Malaysia.

Keywords: Right to Privacy; Constitutional Framework

Reference No. BLM2020_LW104
THE PERCEPTION OF VERBAL ABUSE IN TEENAGE ROMANCE AMONG UNDERGRADUATE STUDENTS

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Abstract

Verbal abuse is a very common issue that usually takes place in any sort of relationship including adults, teenagers, peers and colleague that could lead to physical aggression if it is not controllable. In thoughts of belief, verbal abuse is the starting point of any types of violent behavior that escalates to intense physical or sexual abuse. Hence the research question is what are the perception of verbal abuse in teenage romance among undergraduate student. The purpose of this study is to find out undergraduates' perception on verbal abuse. 16 undergraduate students with age ranging from 21-26 years old that partake in this research. The research is based on a qualitative research cooperatively with a virtual semi-structured interview. A discourse analysis was used to analyses the findings. Participants were selected through the means of purposive sampling. Themes were identified from the analysis: informal ways of communicating, absence in the comprehension of maturity, potential causes of verbal abuse, and effects of verbal abuse. This research will allow different groups of individual such as the abusers, victims, parents, counsellors and the participants itself to be mindful in the circumstances of verbal abuse when it is happening within them.

Keywords: teenage romance; verbal abuse; perception; undergraduates; discourse analysis

Reference No. BLM2020_LW105
THE AUTHENTICITY OF RULE OF LAW IN POST-PANDEMIC MALAYSIA

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Abstract

Rule of Law is a prosaic concept that has withstood the test of time. All institutions of government use the term frequently to reassure citizens that democracy prevails within the State and citizens are ruled by law and not by men. In fact, in Tun Mahathir's inaugural speech to his rakyat on 10 May 2018, the term rule of law was used at least 3 times. The question arises as to what the domestic understanding of the rule of law is and is it in line with the international perspective? The Pakatan Harapan government was on a toboggan ride of turning political manifesto into policy. In this arduous process, the question remains as to whether the rule of law is adequately safeguarded within the State. This paper uses two perspectives to gauge the notion of the rule of law today: 1. The thick perspective and ponderous incorporation of international law; 2. How rule of law is reflected in society. The methodology employed is the pure doctrinal approach. For the first part of this analysis, actions of the executive are juxtaposed with interpretations from the judiciary. For the latter analysis, the federal constitution is evaluated to determine human rights application in the State paying particular attention to the right to education. The study hopes to critically appraise the concept of rule of law in Malaysia as it was and how it seems to be evolving under the current constitutional post-pandemic landscape.

Keywords: Rule of law; Equality

Reference No. BLM2020_LW106
LEGAL INJUSTICE TO SMALL BUSINESSES IN MALAYSIA

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Abstract

This review aims to review judgments of legal cases and interpretation of statutes in Malaysia that unfair contract terms in business transaction had caused injustice to the small businesses. Socio-legal and doctrinal approaches are used. The focus is to determine the negative impact of the law on unfair contract terms. Relevant primary and secondary sources of law are located, interpreted and synthesized. An evaluation and critique of these sources are demonstrated. While small businesses play the essential role in the economic development on our country, Malaysia is lacking in comprehensive legislation to protect small businesses against the unfair contract terms. Although judiciary had attempted to protect the weaker parties via the doctrines of inequality of bargaining power and unconscionability, there is still insufficiency as to the extent of its applicability towards small businesses. There are currently not many reviews on the legal injustice caused to small businesses in Malaysia. A new legislation is recommended to be enacted in order to provide full protection for small businesses against unfair contract terms which cause injustice in their daily business operations. The findings for this paper are recommended for academics and legislators.

Keywords: injustice; unfair contract terms; business transaction; small business; bargaining power

Reference No. BLM2020_LW107
THE EFFECTS OF HOSPITALITY MANAGEMENT EDUCATION: THE SUSTAINABILITY OF HOSPITALITY MANAGEMENT EDUCATION POST COVID19 PANDEMIC

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Abstract

Covid-19 brought to an upend situation especially for travel, tourism, and business education. Close to 90% of the world's population is experiencing travel restrictions. According to world economic forum on travel and tourism, 100 million travel and tourism jobs are at risk. Strategically no one can estimate or predict global borders to reopen. The current catastrophic environment certainly sends a global signal on how long the pandemic lasts and could still be exacerbated by restriction measures globally. The adverse experience due to ecological environment has also affected the hospitality management education. Higher educational institutions are force to either postpone the semester intakes or to introduce an alternative online teaching and learning mode. The pedagogical mode of teaching is now moved to e-Learning models for hospitality management education. Within the umbrella of tourism, hospitality management education also collectively faced with challenges including the compromising of pedagogical quality and the extra preparation by academics for intense intellectual interaction. The novelty of online classes during crisis wears off, boredom and lack of enthusiasm could set in. With millions losing jobs, travel bans, winding of hotels will result in a massive vacuum for students finishing degrees and seeking employment. It will be mere rhetoric for higher learning institutions preparing students for employment in the hospitality management industry knowing that the pandemic covid19 will take much longer than a year subside. This conceptual paper aims at reviewing and evaluating the current situation on how higher educational institutions can provide best possible hospitality management education based on the theoretical knowledge gained from organizational learning model. Online interviews will be conducted with several industry players in the hospitality management as well as academics to provide a better understanding, knowing that the potential job seeking graduates will be adversely affected.

Keywords: Pandemic; Covid19; e-Learning; Pedagogical; online; teaching & learning & employment

Reference No. BLM2020_ED101
FACILITATING LEARNING IN COVID-19 OUTBREAK: SELF-EFFICACY IN THE CONTEXT OF ONLINE LEARNING

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Abstract
The outbreak of COVID-19 pandemic has presents a unique challenge to the educational industry which subsequently changes its business model. Most of the higher education industry has opt for online teaching and learning method to replace classroom teaching as it is one way to adhere to the movement control order implemented nationwide. In adapting to the new teaching environment, many different online learning tools are being integrated in the teaching to provide better learning experience to the students. Various digital assisted tools and gadget to assist learning such as digital teaching and learning board, live classes, interactive online homework and etc. are used in order to ensure the sustainability and continuity of the teaching and learning ambient. However, the well-planned online learning experiences are meaningfully different from courses offered online in response to a crisis or disaster. Current situation has lead the lecturers to manage students' needs with care and empathy in order to reduce students' anxiety in facing the new norm and the new alternative assessment in their learning. The changes in online learning enable the flexibility of teaching and learning anywhere, anytime, but the speed with which this move to online instruction is expected to happen in a way it is unprecedented and staggering. Under these circumstances, to certain extend it leads students to the comparison of online learning to face-to-face instruction. Additionally, online learning carries a stigma of being lower quality than face-to-face learning, despite research showing otherwise. In this situation, students' self-efficacy has become one of the key components for students to be self-motivated to succeed in learning via online. The effectiveness of learning digitally and learners' self-efficacy are some of the concern area to address the feasibility of conducting online learning. Hence, this research aims to investigate relationship between the learner's self-efficacy and their academic outcome using digital assisted tools as teaching pedagogy in an online ambient. Using quantitative analysis, a questionnaire consists of 27 items to measure the learning self-efficacy was voluntarily completed by 50 students who enrolled in Calculus I module. The Cronbach's alpha of learning self-efficacy is measured to be alpha=0.71 and the data was analysed using Pearson's correlation coefficient to determine the association between learning self-efficacy and academics outcome. A significant relationship exists between learning self-efficacy and academics outcome using a digital assisted tools teaching and learning mode. The statistical results also demonstrate that there is a very strong and significant relationship between students’ quiz, test and final assessment results towards their overall academic result. Overall, the study demonstrates the potential of self-efficacy among students in contributing to their learning and achievement in this online intervention. Given the sudden changes, these innovative solutions utilising technology and digital assisted tools may help to bridge the educational gap for especially in teaching and learning during this unprecedented circumstance. The findings of this research are helpful for both academics and practitioners of online learning to design online courses that particularly emphasize students' self-efficacy using digital assisted tools. This is important to create alignment in building an adaptive new business model for education in sustaining and surviving the pandemic or even the post pandemic era.

Keywords: Self-efficacy; Online learning; Digital assisted tools; Academic outcome

Reference No. BLM2020_ED102
STEM EDUCATION FOR CHEMISTRY IN LEARNING ENVIRONMENT
FLIPPED CLASSROOM TO SUPPORT DIGITALIZATION AND INDUSTRY 4.0

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Abstract

The Integration of digital technologies at institutions education are profoundly influencing formal learning on global scale. This study aims to develop STEM-based learning materials in the Flipped Classroom learning environment in chemistry subjects in high school. STEM is a learning approach that integrates natural knowledge, technology, engineering and mathematics in one student learning experience. Sciences is the study of the natural world. Including the law of nature as Flipped classroom is learning that reverses activities in the classroom with activities outside the classroom, assigning students to study material outside the classroom (for example at home) and using time in class to practice, discuss, or complete a project. The method used in this research is Research and development, to develop learning materials that are compatible with chemical materials by integrating science, technology, engineering and mathematics. This research produces STEM-based learning materials in high school chemistry subjects in a flipped classroom learning environment.

Keywords: STEM education; Chemistry; Flipped Classroom

Reference No. BLM2020_ED103
PREPARING THE GRADUATE FOR EMPLOYMENT IN A POST-PANDEMIC LABOUR MARKET: AN ANALYSIS OF TERTIARY EDUCATION PROVIDERS IN MALAYSIA

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Abstract

In the context of an increasingly disruptive labour market where the effects of a global pandemic will inevitably have a prolonged and detrimental impact on the socio-economic fabric of every nation worldwide, this research will examine student perspectives of their employment prospects and employability skills set. Discussion surrounding the graduate skills gap and preparedness for the labour market has been discussed in a variety of contexts particularly recently. This discussion has centred around the Triple or perhaps more appropriately phrased Quadruple Helix and the relationship between employers, learners, government institutions and education providers. The outcomes of previous research have led to calls for academic curriculum changes, closer relationships between education providers and business and for education providers to adapt individual and collective learning environments to better suit the needs of millennials. Education providers are on the horns of a dilemma, balancing the needs of professional bodies, regulatory authorities, business needs and subject coverage. This dilemma is further compounded in a post-pandemic environment which has necessitated the almost exclusive use of digital platforms to facilitate learning and assessment. This research aims to understand a learner's university experience in terms of the employability skills they develop and how prepared they feel for employment in this "new normal". Using a qualitative approach, employing semi-structured interviews with 30 learners from across private tertiary education providers in Malaysia the research indicated that the university curriculum of those institutions develops a learner's employability skills set and prepares them for employment. Learners were apprehensive with regards securing the "right job" but felt confident that they were employment ready and would find work. The learner's confidence was founded on their respective university experiences and the blend of theory and practice taught through the academic curriculum. These findings have implications for education providers and business in that it is important for universities to embed employability skills into the curriculum in order to develop graduate work readiness. The research consolidates existing research in the contemporary context of a post-pandemic employment market and takes research forward through understanding student perceptions of the skills they develop at university and perceptions of future employment and employability. Such research provides insight, in particular, into the role of education providers, who are often maligned in terms of their collective abilities to engender graduates with the necessary skills to secure suitable and sustained employment.

Keywords: Graduate Work Readiness; Malaysia; Employability skills; Tertiary education providers; Graduate employment; Covid-19

Reference No. BLM2020_ED104
THE IMPACT OF COVID-19 ON WEARABLE TECHNOLOGY IN MALAYSIAN PRIVATE UNIVERSITIES

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Abstract

COVID-19 remains a hot topic in 2020 due to its remarkable spreading speed and high-level intimidation towards human beings over the globe. Approximately 8,600 cases had arisen from February to June 2020 in Malaysia, hence the Partial Movement Control Order (MCO) is still being carried out by the federal government of Malaysia. To emphasize this point, all the universities around Malaysia have been restricted by the government of Malaysia. In such a state, if the MCO has been lifted thus all the university students will be able to return to universities again. The methods could be carried out from a variety of resources such as by analyzing through a case study that is related to document-review of Wearable Technology and also by utilizing universities social media channels or platforms in data gathering. There are a few facts indicating that the outdoor activities of universities have now been inactive. Firstly, universities are required to perform manual testing on entrants. It might seem an effective and protective way to lower down the risk of entrants getting attacked by the virus, however, manual processes consist of high chances to lead to human error, as in the mishandle of one or more people might cause another wave of the pandemic to bubble up. Poor monitoring might occur as monitoring consumes a lot of time to perform on people respectively. Monitors might mess up the records and execute their task carelessly when monitoring too many people at the same time. In such conditions, it would be extremely dangerous for people in universities if they do not manage to keep up with the 1-metre social distancing rule. Nowadays, the real-time tracking system of students and staff is very vital among universities as it can improve the students and staff retention and performance. Implementation of inadequate real-time tracking systems in universities would impact the audit engagement's approval that is conducted on-premises. The usage of Quick Response (QR) code which has been built partially is being used by higher education actively even though it is some kind of normal monitoring system. It should be integrated fully into the main system via an automated attendance tracking system. We have aimed to propose a multi-functioning smart IoT wristwatch to monitor the movement of university’s staff and students on a convenient, low cost and high functionality basis. Meanwhile, we would also like to propose additional services for students and staff such as the attendance taking scanning service, E-wallet, and student ID service. In conclusion, this paper is designed for detecting and reusing purposes. The smart IoT wristwatch targets users within private universities to participate in our vision and mission of making a safer and convenient environment to study. The smart IoT wristwatch aims to prevent and lower down the risk of students and staff within the campus to get attacked by the COVID-19 via ensuring they are distanced above the specific distance. We hope that this invention can help to monitor the university campus for daily tracking human movement inside efficiently.

Keywords: Smart IoT; Monitoring; Business Operation; Private Universities

Reference No. BLM2020_ED105
REAPING FROM THE PANDEMIC: INSTILLING COLLaboration SKILLS USING AUGMENTSed reality legal asSESSMent IIn times of LOCKDOWN

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Abstract

The COVID-19 pandemic has resulted in all teaching and learning to be transformed into purely virtual learning since the commencement of the April 2020 semester. There are limited research on augmented reality applications in legal education and it is close to a nonexistent when it comes to the augmented reality assessment for law modules via virtual learning. The objective of this research is to assess the effectiveness of augmented reality assessment done by way of a custom-made augmented reality mobile application implemented during virtual learning for first year students at one university based in Klang Valley namely Taylor's University. This research developed an augmented reality mobile application namely EnglishLegalSystem AR mobile applications. This mobile applications was used for the first year first semester students in English Legal System class where the primary author is assigned to teach. The introduction of the custom-made mobile application adopt ADDIE instructional design model. ADDIE consist of 5 stages namely analysis, design, development, implementation and evaluation. For the first stage of the ADDIE instructional design, this research uses the latest curriculum of the Bachelor of Laws programme at Taylor's University. The design of this research is based on pedagogical approach and will then be developed using Unity to create the Augmented Reality mobile application. The implementation of the research will be done using a questionnaire to be sent to 100 participants via GoogleForm who used the EnglishLegalSystem AR mobile applications to complete their legal assessment. It is predicted that the results of the survey will show that the use of the custom-made augmented reality application for English Legal System module can increase the first year students' motivation to learn law although they are learning law virtually in times of COVID-19 pandemic. It is perceived that the custom-made Augmented Reality mobile application can increase students' motivation to learn law despite being confined at home. But there are also some downsides of the custom-made mobile applications such as the technical difficulties due to the variation of students mobile phones as well as the internet connectivity.

Keywords: Augmented Reality; Legal Education; Virtual Learning

Reference No. BLM2020_ED106
AUGMENTED REALITY MODIFACE: ADVANTAGES, CHALLENGES AND SOLUTIONS TO AUGMENTED REALITY THROUGH PROBLEM BASED LEARNING (PBL)

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Abstract

This article aims to find out Augmented reality in learning, the advantages and challenges, Augmented Reality (AR) is widely developed in the world of education and is followed by various fields, one of which is Cosmetology, to help customers visualize makeup and hairstyles by creating an Augmented Reality Modiface application containing more than 20,000 images presented. Based on a literature study of 20 related journals, the development of AR Modiface in the cosmetology occurred in 2015. AR Modiface is distributed to several devices, one of which is a smartphone device that can be accessed by everyone, including students in the Cosmetology Program at Jakarta State University. Based on the results of the research, the advantages of using AR in learning can improve motivation, thinking ability of good reasoning to learn, and high learning effectiveness. While the challenge of using AR is that not all AR applications have an impact on improving learning outcomes, AR is not a unique but there are still more communicative learning media, AR development must be supported by other features to allow for improvements in some AR applications. However, there are solutions offered based on recent research to make AR function more effectively when integrated with learning methods that make students actively involved actively, in groups and given learning to solve problem, the solutions is to integrate with the problem based learning model by AR as a learning media.

Keywords: Augmented reality; Modiface; PBL; Learning; Cosmetology

Reference No. BLM2020_ED107
REACHED THE MARGINALIZED, REFORMED THE SYSTEM, RESPECTED DISABILITY AND FURTHER AGE IN COVID-19 PANDEMIC IN INDONESIA

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Abstract

History of the marginalization of persons with disabilities and older people has been going on since time immemorial, and they experience marginalization in aspects of their lives. Especially with the various attributes they bear, not only disability, but also aging, and possibly up to triple issues including women, leprosy, or other chronic, infectious diseases, such as COVID-19. They are often not statistically counted. They are vulnerable and mostly weak. Higher Education is a significant field in educating young people to reach the future. But the elderly and disabled have the same ideals as those who are still millennials or who are not disabled. Higher Education includes explicitly primary and secondary education is called for training for all and brings social justice to build others and to have a complete/comprehensive perspective on disability and persons with disabilities, both human and socio-cultural. System reform is necessary for the world of education because this field will influence future generations in building sustainable development for people with disabilities and old age. They have a level of intellectual ability and character that is no less good than those with disabilities and young people. So the myth that always judges that people with disabilities and the elderly is not necessary or minimal in accommodation in a pluralistic society because it is not capable of is wrong. Pancasila, especially in the second and fifth precepts, has accommodated the participation of all citizens, including disability and the elderly, humanity, and social justice should be the spirit that will build all members of society. This paper will be one of the inputs to reach out to "the vulnerable" and "minorities" to work together to develop our beloved homeland towards a just and prosperous society based on Pancasila.

Keywords: disability; Elderly; Pancasila; sustainable development

Reference No. BLM2020_ED108
ENHANCING GRADUATE EMPLOYABILITY IN A REVERSE-MENTORING COMMUNITY ENGAGEMENT FINANCIAL LITERACY SERVICE-LEARNING PROJECT

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Abstract

The topic of how best to prepare graduates for employment has received both academic and practitioner attention over the years, with tertiary education providers often being criticised for not addressing what is termed the graduate skills gap, and not engendering learners with the appropriate employability skills required by employers. In light of the issue, this research will explore the role of tertiary education providers in developing graduate competencies and its capacity to better prepare them for the workplace, focusing on the role of service learning. Service learning (SL) is an important educational tool in enhancing graduate employability by developing students knowledge, skills, sensitivities, and commitments to ensure a successful transition to the workplace and to create useful citizens, more so in the post-pandemic era. This study addresses the design of a unique community service initiative project for business undergraduates and highlights the undergraduates experiences and skills gained through the project. The community service project utilized a unique concept of reverse-mentoring which was successful and effective in implementing the concept of service learning among the business undergraduates. The study is based on Schumpeter's entrepreneurial theory of innovation, Kolb's Experiential Theory of Learning and Dewey's educational theory of constructivism. The undergraduates learning experience was assessed through qualitative thematic analysis of their reflective portfolios. The tasks and assessments of the community service project provided students first-hand experience in serving the community and allowing them to gain various pertinent skills such as communication and leadership skills. Furthermore, it also taught the business students a valuable lifelong skill which is to create social values through their business activities: looking beyond profit margins and focusing on the value of contributing to the community. This study provides a snapshot of efforts towards teaching and learning and the crucial role played by tertiary education providers in service-learning, not only in equipping learners with a set of life skills, but also in nurturing positive attitudes towards the environment, their community and cultural diversity. Some insights for future research and practice is discussed.

Keywords: community engagement; experiential learning; financial literacy; reverse-mentoring; service-learning

Reference No. BLM2020_ED109
THE SOCIOLOGY OF READING AMONG MALAYSIAN YOUTHS: BUILDING A CULTURE OF READING TO ENHANCE ENVIRONMENTAL AWARENESS AND DEVELOP PRO-ENVIRONMENTAL BEHAVIOR

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Abstract

Malaysia, in its effort to achieve sustainable economic growth, implemented the Eleventh Malaysia Plan (11MP), with one key strategic thrust focusing on accelerating human capital development for an advanced nation. This aligns with our study that investigates the reading habits of Malaysian youths and the conjecture surrounding a crisis among youths and their engagement with reading, with the hope of building a culture of reading to enhance education, focusing on improving environmental knowledge and awareness, and developing human capital with pro-environmental behaviour to better able our nation to achieve sustainable economic growth. Good reading habits not only enhances critical thinking, communication and lifelong learning skills, but also enables students to be equipped with environmental knowledge and awareness so that they can commit to ethical integrity by prioritizing ethical values over self-interest, thus developing human capital with pro-environmental behavior. The study intends to explore the extent to which a reluctance to read for academic necessity and leisure affects their knowledge and awareness of the environment, their levels of ethical integrity and their preparedness for the employment market which should inform the future policy direction of the Government and industry partners. The study employs a quantitative research design. A structured survey instrument was developed and a sample of 195 youths was selected, with data being analysed using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method. The findings demonstrate that reading attitude and parental influence have a significant and positive impact on reading habits, while perceived stress is not a significant predictor of reading habits. The findings also provide evidence of the valuable contribution of reading habits on pro-environmental behaviour. It is hoped that this study will lead to a coherent strategy being undertaken to engage Malaysian youths not only to read but to engender a culture of sustainability and ethical behavior.

Keywords: Reading Habits; Pro-Environmental Behaviour; Human Capital Development

Reference No. BLM2020_OF101
DEVELOPMENT OF MOBILE GAME BASE LEARNING TO IMPROVE STUDENT LEARNING OUTCOMES

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Abstract

Technological developments can especially be seen in smartphone users who have penetrated among students. This media can be used as a supporting tool in the learning process. By optimizing the use of smartphones a Mobile Game Base Learning (MGBL) was developed to improve student learning outcomes. The method used in developing MGBL refers to the Research & Development (R&D) method with the ADDIE model. There are five stages of development in the ADDIE development model namely Analyze, Design, Development, Implementation, and Evaluation. This study analyzes the characteristics of mobile game learning and the development of the results of research that has been done.

Keywords: Mobile Game Base Learning; ADDIE; Student Learning Outcomes

Reference No. BLM2020_OF118
COMBINED UBD-ARCS INSTRUCTIONAL DESIGN MODEL FOR ORGANIZATIONAL COMMUNICATION BLENDED LEARNING COURSE AT PARAMADINA UNIVERSITY

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Abstract

Blended learning is one of the learning approaches in higher education. Paramadina University (PU) is one of private universities in Indonesia that struggles with the limitation of its building capacity to accommodate over-crowded students (undergraduate, postgraduate and evening/weekend students), so PU decides to implement blended learning approach on several of its courses. However, due to lack of lecturers' time to do the proper instructional design for the blended learning courses, as a result, this situation may affect the effectiveness of the students' learning. Hence, the authors tried to formulate a suitable instructional design model to be used by lecturers to design the learning for their blended learning courses. PU's situations have been explored and taken into consideration to formulate the model. The formulated model is the combined UbD model and ARCS model. This combined model was implemented to do the instructional design for one of the blended learning courses at PU, that is Organizational Communication course. The result of the implementation of this combined model is considered to be in accordance with PU's needs. Hence, it can be used by other universities that have similar situations with PU.

Keywords: Instructional Design Model; UbD; ARCS; Blended Learning

Reference No. BLM2020_OF119
Abstract

One alternative offered to enhance improvements in the sustainability of a scientific journal is to do self-reflection. The use of self-reflection can produce a picture of the achievements regarding the scope and extent of the journal content that has been presented. The purpose of this study is to provide performance information through visualization of various aspects of research trends in the online elementary education journal (EEO), these results can be used as input for researchers and managers of EEO journals. This study analyzes the EEO literature from 2013 to 2020, identifies publications in each year, the topics most widely researched, and how the development of interest in the relationship between topics. Bibliographic data were collected from the Scopus database from EEO journals with a total of 891 documents analyzed by the bibliometric or sainstometric approach.

Keywords: Visualization; elementary education online; Blibliometric analysis
BIBLIOMETRIC REVIEW OF RESEARCH TRENDS ON 3D PRINTING TECHNOLOGY FOR LEARNING

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Abstract

Several studies have been conducted in this field with the development of 3D Printing. Accordingly, the objective of this study is to identify the current trend in the 3D Printing study. The study carried out a bibliometric analysis based on the Scopus database. Based on the keywords used for 3D Printing and learning in the article headline, the study was able to obtain 1,571 documents for further analysis. Various tools have been used, such as Tableau for frequency analysis, VOSviewer for data visualization, and Harzing's Publish or Perish for citation and analysis metrics. This study reports results using standard bibliometric indicators such as publication year, document type, source type, subject area, keyword analysis, geographic distribution, authorship, active affiliation, and citation analysis. Based on these findings, 3D Printing publications have significantly increased in recent years since 1987. The increasing amount of 3D printing works highlights the importance of 3D printing technology for learning.

Keywords: Bibliometric Analysis; 3D Printing; Learning; Scopus Database; STEM

Reference No. BLM2020_OF121
EDUCATIONAL NEUROSCIENCE FOR TEACHERS

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Abstract

Educational neuroscience is developing rapidly. So many papers can be traced in various reputable international journals. When the interest of teachers to explore neuroscience begins to increase, then the answer to what is education neuroscience become increasingly important. This article tries to systematically study the main themes related to learning, New Neuroscience Methods Bring New Information and New Challenges for teaching, and How to determine a pedagogical approach that will support teachers in order to be able to support their growth in the future.

Keywords: educational neuroscience; teachers view; emerging themes

Reference No. BLM2020_OF123
CASE STUDY: USING INTEGRATIVE LEARNING MODEL IN ECONOMICS CLASSROOM TO IMPROVE CRITICAL THINKING

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Abstract

In life, the world marked with a current change that very fast, even disruptive. In all field, coupled uncertainty that do not inevitable and more connected network scientific, life social, culture, economic, and religion transnational world in advance world, Indonesia students required to capable think in high level (higher order of thinking), capable be private adaptive, in efforts solve new problems that mutual Interlinked, like climate change, scarcity energy, damage environment, growth population, resistance food, radicalism religion, and terrorism. It is why a strategy that right to prepare Human Indonesia's capable think critical isn't again monodisciplinary, but interdisciplinary, multidisciplinary, and transdisciplinary. I named in a language that more simple: Integrative Learning Model. Questions research that wants to file in this research is: so far where is application model learning integrative in lessons economic SMA can increase ability think critical participants students? The Hypothesis is an application model learning integrative in lessons economic level school medium top may be applied, although beginning participants students need time to adapt, next to that the model capable in increase ability think critical in understanding problems that complex. At least from research, this can conclude that indeed really that integrative model, was run sincerely capable increase ability think participants students, especially in think level high that called critical thinking.

Keywords: Integrative Learning Model; Critical Thinking

Reference No. BLM2020_OF124
VIRTUAL REALITY AND AUGMENTED REALITY IN EDUCATION: A SYSTEMATIC REVIEW

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Abstract

Virtual reality and augmented reality have been utilized as an as emerging educational technology due to its interactive, and imaginative characteristics. Visualizing the learning process, they provide a meaning learning environment for the learners can support learners in the towards meaningful learning. This study aims to evaluate Augmented Reality as well as Virtual Reality applications in education process through a systematic literature review. In the review process, publication year, empirical method, the Virtual reality type (e.g., immersive, non-immersive, and semi-immersive), and Augmented Reality type (marker-based, marker-less based) have been considered. All systematic reviews published across 64 social science journals until 2020 were consider for this review. The findings show an upsurge in the application of Virtual reality and Augmented Reality during the last three years. The advantages of using these two technologies are reported as significant improvement in motivation, attitude, and engagement in education process.

Keywords: Virtual reality; augmented reality; education; systematic review

Reference No. BLM2020_OF125
Abstract

Establish of Children's morality is very important in this modern day, especially for teenagers who are looking for identity, it is necessary to be equipped with Islamic knowledge. Here researchers are interested in alternative religion education studies after maghrib-isya for teenagers as an effort to equip and shape the youth character for the better. The purpose of this research is to: (1) Describe alternative religion education studies after maghrib-isya, (2) describing the internalization of Islamic values through the study of studies after maghrib-isya in forming juvenile morality in the neighborhood Tanggul RW.12 Desa Cimuncang Serang, (3) describes the impact of the studies after maghrib-isya in the youth of the neighborhood Tanggul RW.12 Cimuncang Serang. To achieve the above objectives, there is a qualitative research approach that is descriptive. Methods of collecting data through observation, interviews and documentation. To check the validity of data using triangulation. The results showed that: (1) studies after maghrib-isya is one of the religious-based alternative education that plays a role in learning to read Qur'an, worship and morality. The learning process is sometimes done after praying Maghrib until the entrance of prayer time. This studies after maghrib-isya aims to educate children with ethical and Islamic culture, in the neighborhood Tanggul RW.12, There are three places of study, namely in the Hall of Studies Riyadul Muta'alimin, House Ustadzah Maemunah and house Ustad Suryadi, (2) The implementation of this study discusses the material about reading the Qur'an, worship and morality by occasionally associate it with the theme needed by teenagers. While the use of methods applied in this study is by the method of lectures, question and answer methods, methods of habituation, giving transparency, and giving motivation, (3) The impact of these studies has made a positive impact on teenagers especially in shaping adolescent morality that is increasing in the better direction.

Keywords: Alternative Education; Studies after Maghrib; Children's Morality

Reference No. BLM2020_OF129
MALAYSIAN YOUNG ADULTS' UNDERSTANDING OF SELF-CARE AND ITS EFFECT ON OVERALL WELL-BEING

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Abstract

Self-care is important since it gives people the will to continue living in this stressful society and world in general. This study adopts qualitative phenomenological investigation of self-care and overall well-being in the lives of young adults. Semi-structured interviews were conducted. A total of 16 participants (7 males and 9 females) were recruited in this study with an average age of 20.88 and a standard deviation of 1.75. Interviews were transcribed then further analyzed using interpretative phenomenological analysis. This analytic approach was chosen because the authors intend to focus on the experiences of the research participants. This inductive approach focuses to investigate how the understanding towards self-care can affect young adults overall well-being in Malaysia. Three analytic themes were found: forms of self-help, the contribution of companionship towards well-being and ways of information about self-care is obtained. The limitation of this research includes the lack of visual elements which contributed to the lack of ways to interpret body languages. In conclusion, the interviewed participants have basic understanding and awareness about self-care. Future researchers are recommended to conduct the e-interview with video cameras on instead of just audio interviews.

Keywords: self-care; interpretative phenomenological analysis; well-being; inductive approach; audio interview

Reference No. BLM2020_PS101
SOCIAL ISOLATION EXPERIENCES DURING A PANDEMIC

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Abstract

It is known that most of our psychology systems are developed through interactions with the outer world, where sometimes social isolation brings out negative effects on mental health such as anxiety, loneliness and sometimes even depression. Social isolation occurred when Malaysian citizens were strongly advised by the government to stay indoors for a certain period of time. A pandemic is defined as the prevalence of a deadly virus that has spread around the world. The act of social isolation occurred during the COVID-19 pandemic because law enforcement officials intended to contain the virus as much as possible. The current research explores what are the lived experiences during social isolation of Malaysian young adults and how it affected their mental health well-being. The significance of this research is for the public to use the findings to identify the importance of engaging in activities that is beneficial for their mental health. It will also be significant to clinicians, counselors and therapist to understand the impact of isolation on mental health among young adults and to improve current therapy techniques. 16 participants volunteered to be a part of this research and they consisted of eight females and eight males who are aged 18 to 30 (M = 21.5, SD = 2.42). Semi-structured virtual interviews were conducted. The interviews were transcribed. Thematic analysis was used to analyse the transcribed interviews. The findings of this research consisted of five main themes; new skills and hobbies, dissatisfaction of quarantine situation, feelings of anxiousness and loneliness, inconsistency of eating and sleeping patterns and negative perception on own mental health. The limitations of this research were that the poor internet connect and voice interruption was experienced during the interview and interviews had to be conducted online whereby only the voice of the participant was recorded. In conclusion, the experiences faced by the participants during this social isolation period did impact them negatively.

Keywords: Social isolation; mental health; pandemic; thematic analysis; young adults

Reference No. BLM2020_PS102
PSYCHOLOGICAL BLINDSPOT: DOUBLE STANDARDS AMONG YOUNG ADULTS IN SEXUAL BEHAVIOR

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Abstract

Concept of double standards allow individuals to utilize different standards for making inferences about the activities of others based on their belonging to a group of any kind. This study focuses on the views of young adults from a private university in Malaysia on double standards observed in sexual behavior. Semi-structured interviews consisting of questions regarding sexual behaviors were used with a total of 16 participants, seven male and nine females. The participants' responses for this study were funneled to match the topic of double standards among young adults on the topic of sexual behavior. The data collected was analyzed using the thematic analysis technique. The common themes found from the data were the future-oriented thinking of young adults in Malaysia, looking to enhance their personal sexual experiences, while identifying the requisite responsibilities, the acceptance of patriarchy and misogyny, along with the impactful role of religion and society. The results also suggest that the young adults in Malaysia are normalizing premarital engagement in sexual activities while identifying some of the religious implications present in the multi-racial country.

Keywords: blindspot; double standards; behavior; sexual behavior

Reference No. BLM2020_PS103
MALAYSIAN UNIVERSITY STUDENTS' RELATIONSHIP STATUS AND WELLBEING DURING MOVEMENT CONTROL ORDER

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Abstract

Starting from 18th March 2020, the Malaysian government has implemented the Movement Control Order (MCO) due to the Coronavirus Pandemic (COVID-19). During this period of separation and in terms of their well-being, the relationships of couples living separately was more or less affected. Our study aims to investigate how heterosexual couples who are living apart in Malaysia, strive to maintain and enhance their relationship during the MCO. 18 participants that are in a heterosexual relationship for more than a year, that live apart were recruited. Semi-structured interviews were conducted through a video conferencing platform (TEAMS), and the interviews were then voice recorded and transcribed. An interpretative phenomenological analysis (IPA) was conducted to identify patterns of subthemes and themes across all participants. The five themes identified were: effective communication, caring and tolerance, trust and security, couple interdependency, and relationship quality. The themes are positively maintaining and enhancing the participants' relationship in order to relate to our research question. In conclusion, most heterosexual couples' relationships are well maintained and enhanced during the MCO in multiple ways. This shows that the MCO has negative impacts on their relationships, but they find their own positive ways to cope with it. Our research has proposed methods on how they can maintain and enhance their relationships when they are not around their partner, while also possibly allowing clinical therapists or counsellors to gain understanding on how couples maintain and enhance their relationships during the MCO or situations that are similar to it.

Keywords: Movement Control Order (MCO); relationship wellbeing; Coronavirus Pandemic (COVID-19); maintain relationship; enhance relationship

Reference No. BLM2020_PS106
THE ANTECEDENTS OF HAPPINESS AND ITS IMPACT ON CREATIVE IDEATION AMONG UNIVERSITY STUDENTS IN MALAYSIA

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Abstract

This study investigates the antecedents of happiness among university students in Malaysia and the impact happiness has on creative ideation. The discipline of happiness is relatively broad and multi-faceted, to this end the research will specifically examine the antecedents comprising of religiosity, financial security, familial support and social media which are argued to be among the main components of happiness. The study is based on the theoretical framework of the Top-Down and Bottom-Up theories of subjective well-being and uses Structural Equation Modelling estimation technique to analyse a set of cross-sectional data of 250 university students in Malaysia. The results demonstrate the significant impact of financial security, familial support and social media in enhancing happiness, as opposed to religiosity which was surprisingly not a significant predictor of happiness among university students. The results also showed evidence of the high impact happiness had on the creative ideation ability of university students. These findings suggest the pervasive roles of life domains (family support and financial security) and social domain (social media) in enhancing university students' happiness and the valuable contribution of happiness on creative ideation. Such findings have implications for both academic theory and policy design as education providers and governments attempt to enhance the employability skills set of graduates and prepare them for a disruptive labour market.

Keywords: Happiness; Creative Ideation; University Students; Life Domains; Social Domain

Reference No. BLM2020_PS109
TERROR OR INSPIRATION: AN IPA ANALYSIS ON NIGHTMARES AND DREAMS

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Abstract

Dreams and nightmares are peculiar phenomena that transpire myriad of sentiments in the human persona. This study sheds light on how individuals cope and deal with the said phenomena relative to their physical and mental health. A semi-structured interview was guided by a total of thirteen open-ended questions followed up with several accompanying sub-questions which were developed to broadly assess participants' dreams and nightmares. The data was analyzed using the interpretative phenomenological analysis approach (IPA). This approach is both phenomenological and interpretative in that it views the analytic outcome as resulting from an interaction between participants' accounts and the researchers' frameworks of meaning. The results showed five analytical themes in relation to the participants' experiences that were identified: (1) Coping through expressions; (2) Coping through internal reinforcement; (3) Subjective Reactions to Dreams & Nightmares; (4) Impressionistic Interpretations of Dreams and Nightmares and (5) Lifestyle Influence On Dream or Nightmare Content. This study has found that many young adults are affected by their dreams or nightmares differently, and have different interpretations and methods to cope with them. This study will have important implications on how individuals conceptualize nightmares and cope with it, if the occurrence of nightmares are frequent. This paper provides further insight for future researchers, highlighting the cultural and religious gaps in research pertaining to the interpretation and coping mechanisms towards dreams and nightmares. Hence, it outlines the significant factors that can underpin future works with regard to the mental health aspect.

Keywords: dreams; nightmares; coping; reaction; dream interpretation; experience

Reference No. BLM2020_PS107
OPINIONS OF YOUNG ADULTS ON DIGITAL MOURNING AND PUBLIC EXPRESSIONS OF GRIEF ON SOCIAL MEDIA

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Abstract

The purpose of this research paper is to see how Malaysians view digital mourning and public expressions of grief on social media. Social media networks have become a common avenue for most people to express themselves socially and this includes expressing feelings of grief (Ware, 2016). Hence, social media users might be confronted with another user's expression of grief during their everyday social media use (Wagner, 2018). Especially with the increasing prominence of Black Lives Matter movement and loss, death and grieving related to COVID-19, the issue becomes more relevant. Previous researches regarding the views of digital mourning were only done in mostly the West and none has been done in Malaysia. However, there are differences in grieving and the expressions of grief that are affected by the norms. For example, in a more individualistic culture, closure is the utmost goal (Walter, 2010). In more collectivist societies, mourning entails a personal responsibility towards the dead (Walter, 2010). Hence, it is possible that the results from this research will be different from previous researches done in the West. In addition, most research focuses on the opinions of individuals who put up content related to grief. This paper aims to focus on the opinions of the average social media users who interact with these public expressions, including the effects on their mental health. The research is a qualitative based research using the reflexive thematic analysis method (Braun & Clarke, 2006). The approach taken was critical realism, inductive and semantic themes, a common cluster in this method. An online questionnaire was posted on researcher's social media accounts (Twitter, Facebook and Instagram) and it was shared by 137 users. In the questionnaire, participants were asked if they would like to be contacted for a semi-structured further interview. This research has a sample size of 50 for the questionnaire and 7 for the interview. Five themes were identified. The themes are form of expression, some people do it because of other reasons than grief, mental process involved, relationship closeness playing an important factor and a mixture of positive and negative feelings. Some results in this research is not in line with previous researchers, proving the point that social media is constantly changing. Lastly, an important implication is the discovery on how relationship closeness plays a huge factor in the intensity of emotions, a more positive perception of authenticity and the pressure to engage. This introduces an important variable that could be included in future research. This research also attempted to apply social exchange theory to this phenomenon. In conclusion, having a better understanding of how Malaysians view digital mourning and public expressions of grief on social media gives a better insight into how platform makers or social media users can create an environment that is more sensitive to the norms of Malaysians.

Keywords: grief, social media; mental health; expression

Reference No. BLM2020_PS108
THE RELATIONSHIP BETWEEN PSYCHOSOCIAL FACTORS AND THE INTENTION TO GET SEXUALLY TRANSMITTED INFECTION TESTING AMONG SEXUALLY ACTIVE ADULTS IN KLANG VALLEY

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Abstract

Sexually Transmitted Infections (STIs) continue to exist as a public health concern worldwide, especially among young adults. World Health Organization (WHO) reveals that 127 million people were infected with STIs. Globally on average, roughly one in 25 people have at least one STI. As STIs are usually asymptomatic and can lead to adverse reproductive outcomes, routine screening is recommended for sexually active adults. However, past research showed that one in 10 Malaysians would not get tested and treated even if they have been exposed to STI risks. Health Belief Model and Social Cognitive Theory have proved the psychosocial factors to be the determinants of STI testing behaviours. Therefore, this research aims to find out the relationship between psychosocial factors and the intention to get an STI testing among sexually active adults. This was a cross-sectional, quantitative study using an online survey method. Individuals who are aged 18 and above, single, unmarried or divorced, and are sexually active are eligible to participate. The STI Questionnaire developed by past research was used to assess participant demographics, STI testing behaviours, sexual risk behaviours, knowledge, and five psychological constructs thought to be predictive of STI testing from theory and past research which are attitudes, perceived susceptibility to STIs, social norms, social fear, and self-efficacy. Data was analyzed using Pearson correlation and regression analysis through SPSS. Data was collected from 100 sexually active adults aged between 18 to 38 years. 88% were university students, 68% claimed to have unprotected sex, 26% of which ever having an STI test, and 14% intended to have one in the next month. Intention to get an STI testing was found to be significantly associated with susceptibility, subjective norms and descriptive norms. Susceptibility was found to be more influential to predict the intention to get an STI testing among sexually active adults compared to subjective norms and descriptive norms. It was concluded that perceived susceptibility to STIs predicted the intention to get an STI testing among sexually active adults. This means that people only get an STI testing when they suspect they have been exposed to STIs when the symptoms appear. Interventions such as reinforcing the link between STIs and HIV/AIDS, educating young adults about the accurate information about STIs, encouraging protected sex, promoting STI testing to sexually active adults especially to the university students, health professions should include STI testing in the yearly medical check-up plan as well as Ministry of Health Malaysia should corporate with STI testing centers, health centers or health clinics to encourage sexually active adults to get sexual health screening regularly in order to decrease the spreading of STIs from one person to another.

Keywords: Sexually Transmitted Infection; Testing; Psychosocial factors; Sexually active adults; Sexual health; Health promotion

Reference No. BLM2020_PS105
THE RELATIONSHIP BETWEEN PROFESSIONAL ETHICS BARRIERS AND JOB SATISFACTION IN NURSES

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Abstract

The nursing profession is an independent field and includes a sacred mission in the field of preserving and promoting the health of society. Observance of the principles of professional ethics in this field is more necessary than other jobs. This study was conducted to investigate the relationship between barriers to professional ethics and job satisfaction among nurses. The present study is descriptive-analytical. The research community consisted of all nurses working in Dey hospital in Tehran city and Imam Reza hospital in Amol city in 1398. In the present study, 190 nurses were selected by available sampling method. To measure the barriers to ethics, a Persian questionnaire was used and to measure job satisfaction, Job Descriptive Index (JDI) was used. In this study, it was shown that barriers to professional ethics have the potential to predict job satisfaction. There was a direct and significant relationship between job satisfaction and professional ethics barriers (B = 0.36, p = 0.001). According to the results of this study, if there is professional ethics in the workplace, we will see working with more job satisfaction.

Keywords: Job Satisfaction; professional ethics barriers; Nurses

Reference No. BLM2020_HR108
KNOWLEDGE, ATTITUDE AND PRACTICE ABOUT COVID-19 DISEASE AMONG IRANIAN WOMEN: AN ONLINE CROSS-SECTIONAL SURVEY

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Abstract

The rapid spread of COVID-19 has caused a great deal of panic around the world, hence, it is necessary for members of community to updates with current knowledge about corona virus and display positive attitude and practice about it. This study assessed knowledge, attitude and practice about COVID-19 among Iranian women. This cross-sectional study was carried out to assess knowledge, attitude and practice (KAP) towards COVID-19 among 300 Iranian women, during March and April 2020. An online sample of Iranian women was recruited via the popular media in Iran. The KAP toward COVID-19 Questionnaire was designed based on literature review and then face and content validity were determined. The knowledge, attitudes and practices questionnaire consisted of 16, 5 and 2 questions, Respectively. Data were analysed by SPSS (IBM SPSS version 20). The average age of the participants was 33.81±5.40 years old. Majority (77%) of the participants had university education, and 50.3% were housewives. The average score of the knowledge, attitudes and practices were 9.56 (1.85), 5.81 (1.71) and 2.78 (0.53). Overall, 65.7% and 31.7% women demonstrated moderate and good knowledge about clinical characteristics, transmission and prevention of COVID-19. Additionally, 38.3% of the study participants showed optimistic attitude, whereas, 5.7% of women demonstrated appropriate practice. Based on the multiple linear regression model, any variables such as age, marital age, duration of marriage, education level, employment status, knowledge and attitude toward COVID-19 were not the prediction of appropriate practice during coronavirus pandemic (P>0.05). In conclusion, good COVID-19 knowledge is not associated with optimistic attitudes and appropriate practices towards COVID-19, suggesting that health education programs aimed at improving COVID-19 knowledge are helpful for encouraging an optimistic attitudes and appropriate practices.

Keywords: Knowledge; Attitude; Practice; KAP study; COVID-19; SARS-COV-2

Reference No. BLM2020_PS104
THE EFFECT OF INTERVENTIONS ON IMPROVING AND PROMOTING OF SELF-ESTEEM AND BODY IMAGE IN CANCER PATIENTS: A SYSTEMATIC REVIEW

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Abstract
To decrease self-esteem and body image among cancer patients is considered as a root cause of psychological problems and it is more likely that educational and consulting are able to alleviate some side effect of medication treatment. Thus, the purpose of this study was to conduct research in order to determine the effect of interventions on improve and promote of self-esteem and body image in cancer patients. In this review systematic was conducted via searching some reliable and validities scientific databases such as Science direct, Cochran SID, MagIran, Scopus, PubMed, Web of Science and Google scholar as a trustworthy research engine as well. Finally, 32 Persian and English articles were assessed. After evaluating the articles based on Inclusion criteria such as non-repetition and availability of the full text of the articles, 22 articles were entered in this study. A majority of articles that were evaluated relate to patients with breast cancer. Furthermore, all of the interventions that were used based on cognitive-counseling and counseling models and theories, rehabilitation, and physical activity that whole of the results of study had an enormous effect on the patients. Despite the positive effects of interventions on improving and enhancing the self-esteem and body image of cancer patients, judging the definitive effectiveness of these interventions requires more extensive research with a larger sample size.

Keywords: Self-esteem; body image; cancer; systematic review

Reference No. BLM2020_OF111
QUALITY OF SLEEP IN DIABETES PATIENT IN IRAN: A REVIEW STUDY

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Abstract

Diabetes is one of the most common metabolic diseases that can cause debilitating complications due to its high prevalence. Sleep disorders are one of the most important problems for diabetics. The aim of this study was to review the sleep quality of people with diabetes in Iran. This study is a type of narrative review and systematic search. Persian and English published articles from the beginning to May 2020, with the "Glycemic, diabetes, Quality of sleep, metabolic syndrome, Iran," in databases such as: ProQuest, Science direct, Scopus, Google scholar, Pubmed, Magiran, SID, and IranMedex done. After searching, 27 articles were finally entered according to the entry and exit criteria. The articles included in the study were classified into three categories: the quality of sleep quality of diabetic patients (11 articles), interventions in the quality of sleep of diabetic patients (10 articles) and the effect of sleep quality on metabolic indicators (6 articles). The results of the study showed that 15% of the articles reported that the quality of sleep quality of diabetic patients was favorable, 35% of the articles reported the quality of sleep as unfavorable and 50% of the quality of sleep as moderate. That due to the low level of sleep quality of diabetic patients, the breadth of the concept of sleep and its quality impact on diabetes as an important and effective principle in supporting patients with diabetes, examining effective factors It is necessary to focus on the quality and quantity of sleep and to make interventions that affect the quality of sleep.

Keywords: Quality of Sleep; Diabetes; Iran; Review

Reference No. BLM2020_OF112
THE RELATIONSHIP BETWEEN SOCIAL SUPPORT AND QUALITY OF LIFE IN IRANIAN CLIENTS WITH CANCER

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Abstract

Regarding the prevalence and incidence of cancer has been increased, it is important to conduct studies that are better suited to this chronic and stressful disease. The present study aimed to investigate the relationship between social support and quality of life in cancer patients. A simple random sampling method was used in this descriptive-sectional study that was conducted in 2018. Data were collected using demographic questionnaire, FACT_G for assessing quality of life questionnaire and MPSS questionnaire in order to measure social support. The mean and standard deviation of the patients presented in the study was 49.65±14.93. The results showed that social support had a significant relationship with physical (B = -0.16), psychological (B = -0.13), social (B = 0.29) and functional dimensions (B = 0.21) of quality of life. Patients need the support of healthcare system, family, and their relatives. Social support provided by family and friends is an important factor in influencing the quality of life of cancer patients. As a result, this process will make the cancer patients better adapted.

Keywords: Social support; Quality of Life; Cancer.

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ASSESSMENT THE PREDICTIVE FACTORS OF BODY IMAGE IN IRANIAN PATIENTS WITH BREAST CANCER: DEMOGRAPHIC FACTORS

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Abstract

Changes of body image following breast cancer is one of the factors affecting the quality of life of women with this disease, so identifying the factors affecting the body image is necessary to improve their quality of life. Therefore, this study aimed to investigate the factors affecting the body image in Iranian women diagnosed by breast cancer. In this cross-sectional study, 200 breast cancer women were participated using convenience sampling method during April to January, 2018. The data were collected using a demographic questionnaire and body image questionnaire after breast cancer (BIBCQ). Data were analyzed using Univariate and Multivariate linear regression with SPSS25 at the significance level of .05. The mean age of participants were 48.43 (SD=10.53). The result of analysis showed that the variables such as type of treatment (β=-0.49, p<0.001), physical health (β=-0.49, p<0.001), economic status (β=-0.62, p<0.001), and quality of life (β=-0.41, p=0.003) had the predictability of the body image of those under mastectomy. Educational level (β= 0.22, p=0.02) and physical health (β=-0.25, p=0.01) factors could predict body image in people who did not have mastectomy. The results of the study indicated that the improvement of the economic status has a positive effect on the body image of breast cancer. Also this factor can improve the quality of life of women who survive breast cancer.

Keywords: Body image; Socio-demographic characteristics; Breast cancer

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DETERMINING THE PREDICTIVE FACTORS OF EXPECTATION REGARDING AGING: THE ROLE OF SENSE OF BELONGING

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Abstract

The aging of population and increasing trend of older adults made this issue as a global phenomenon. Considering that mental health of people in different ages is one of the important aspects of health in definition of World Health Organization, concept of age expectation is one of the important indicators of mental health among older adults and it is effective variable on healthy and successful aging. So the present study assessed the relationship between sense of belonging and expectation regarding aging in older adults. The present study was performed on 300 older adults reside in Tehran and Ghazvin. Expectations regarding aging (ERA-12) was used for assessing expectations regarding aging variable. Sense of belonging index was used for determining the sense of belonging. In overall, sense of belonging had direct and significant relationship with expectations regarding aging (β=0.466, p<0.001). So that sense of belonging can predict various aspects of expectations regarding aging including physical health (β=0.20, B=0.08, p<0.001), mental health (β=0.40, B=0.31, p<0.001), and cognitive function (β=0.40, B=0.34, p<0.001). Based on results of present study, it is necessary that more attention paid to psychological factors like sense of belonging as it causes improving the interpersonal relations and healthy aging in older adults and can affect on life expectancy and quality of life of these individuals.

Keywords: expectations regarding aging; sense of belonging; elderly; psychological health

Reference No. BLM2020_OF115
KNOWLEDGE, ATTITUDE AND PRACTICE OF COVID-19 DISEASE AMONG IRANIAN MEN: A WEB-BASED CROSS-SECTIONAL SURVEY

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Abstract

Corona viruses infection has caused significant morbidity and mortality in worldwide. Human practice will probably have an important effect on the course of COVID-19 pandemic. Human practice is influenced by theirs knowledge and attitude. To assess knowledge, attitude and practice about COVID-19 among a convenience sample of the Iranian men. This study is a web-based cross-sectional survey was conducted from 04 May to 25 May, 2020, involving a total of 265 Iranian men. We measured knowledge and practices regarding COVID-19 with 16, 5 and 2 questions, Respectively. Questionnaires was designed based on literature review and then validated via face and content validity. Data were analysed by SPSS (IBM SPSS version 22). The average age of the participants was 35.38±5.30 years old. Majority (73.6%) of the participants had university education, and 49.1% of them had moderate economic status. The average score of the knowledge was 10.62±2.08 and generally, 55.8% men demonstrated good knowledge about COVID-19 disease. The average scores of the attitude and practice were 5.46±1.75 and 2.64±0.63, Respectively. Additionally, 29.8% of men showed positive attitude, while only 8.7% of them demonstrated appropriate practice. Based on the multiple linear regression model, only score of knowledge toward COVID-19 could significantly predict appropriate practice during coronavirus pandemic (p=0.038). Despite good knowledge of the corona viruses, attitudes and practices towards prevention of COVID-19 were not acceptable. So, training programs about COVID-19 disease are essential which behavioural changes will occur.

Keywords: Knowledge; Attitude; Practice; COVID-19; SARS-COV-2

Reference No. BLM2020_OF116
ANXIETY & PERCEIVED VULNERABILITY AMONG IRANIAN WOMEN DURING COVID19 PANDEMIC

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Abstract

The study has focused on impact of Anxiety and perceived vulnerability, when above its normal level, weakens the immune system and as a result the risk of the virus infection increases. The unknown and newness of COVID-19 are creating a lot of concern for people leading to increase levels of anxiety. Pandemics can lead to increase the levels of stress; Anxiety is a common response to any stressful situation. The purpose of the present study was to evaluate the level of anxiety and perceived vulnerability of Iranian women during the covid19 pandemic. This online cross-sectional study was conducted on 240 eligible women aged 18 to 47 years to assess anxiety and perceived Vulnerability among in Iranian women during April and May 2020. Anxiety and perceived vulnerability COVID-19 Questionnaire was designed based on literature review and then validated by an expert panel in order to determine face and content validity. Reliability would be estimated by computing Cronbach's alpha 0.85. Anxiety and perceived vulnerability questionnaire consisted of 6 and 5 questions, respectively. Data were analyzed by SPSS (IBM SPSS version 20). The mean age of the participants was 33.62(5.39) years old. Majority (77.1%) of the participants had university education and 50% were housewives. The average score of the anxiety and perceived vulnerability were 19.73(6.74) and 15.10(3.36) respectively. 59.6% of participants had severe anxiety and 20.4% of women had Moderate anxiety. The majority of participants (85.8%) had moderate vulnerability. The score of anxiety had a negative significant relationship with education (p< 0.03) and a significant relationship with Economic status (P<0.04) and rental house (0.001). In this study anxiety and perceived vulnerability were severe during covid19 pandemic. It is important to inform the public how they manage their stress. The stress could manage with some activities such as yoga, dance and meditation. Moreover, the Anxiety level could decrease by avoiding social media. Also, public need to be aware of the sources and sites of available help.

Keywords: perceived anxiety; Vulnerability; covid19 pandemic; women

Reference No. BLM2020_OF117
ANXIETY & PERCEIVED VULNERABILITY AMONG IRANIAN MEN DURING COVID19 PANDEMIC

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Abstract

The advent of COVID-19 worldwide has led to consequences for people's health, both physical and psychological, such as anxiety and vulnerability. Anxiety is a feeling of tension, worriedness and physical changes in human. The study has focused on impact of Anxiety and perceived vulnerability, when above its normal level, weakens the immune system and as a result the risk of the virus infection increases. The purpose of the present study was to evaluate the level of anxiety and perceived vulnerability among Iranian men during the covid19 pandemic. This online cross-sectional study was conducted on 280 eligible men aged 26 to 56 years to assess anxiety and perceived vulnerability among Iranian men during April and May 2020. Anxiety and perceived vulnerability COVID-19 Questionnaire was designed based on literature review and then validated by an expert panel in order to determine face and content validity. Reliability would be estimated by computing Cronbach's alpha (0.86). Anxiety and Perceived vulnerability questionnaire consisted of 6 and 5 questions, respectively. Data were analysed by SPSS (IBM SPSS version 20). Occupations of men include worker (6.1%), employee (44.7%) and self-employment (49.2). Majority (71.8%) of the participants had university education. The average score of the anxiety and perceived vulnerability were 18.24(7.35) and 15.47(3.46) respectively. 47.1% of participants had severe anxiety and 37.9% of men had moderate anxiety. The majority of participants (83.2%) had moderate vulnerability. In this study anxiety and perceived vulnerability were severe and moderate respectively. It is important to inform the public how they manage their stress. The stress could manage with some activities such as Pilates, social connections, relaxation techniques. Moreover, the Anxiety level could decrease by avoiding social media. Also, public need to be aware of the sources and sites of available help. Also, they need to be made aware about the sources and sites of help available.

Keywords: perceived anxiety; Vulnerability; covid19 pandemic; men

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