

# PERDANA POLICY RESEARCH SEMINAR

@ PERDANA PRS2018



PERDANA CENTRE OF SCIENCE  
TECHNOLOGY INNOVATION POLICY

## KEYNOTE SPEAKERS



**Tan Sri Datuk Dr  
Ahmad Zaharudin Idrus**



**Prof Dato Ir Dr  
Abu Bakar Jaafar**



**Dr Aini Suzana  
Datuk Hj Ariffin**

The Perdana PRS2018 is a yearly event tailored for students who has completed at least two semesters of their Master's or Ph.D research program.

The main objective of this program is to expose the students the good skills of effective presentation and communication. The seminar is considered as an important component of Perdana training program for its students and a special opportunity for the students to demonstrate their abilities as an independent research students.

Since the seminar will be attended by all academic members of Perdana and its students, it is hoped that the event will provide an atmosphere that promotes research and collaboration.

**DATE:** OCTOBER 17 2018 WEDNESDAY

**PLACE:** BATC SEMINAR ROOM

**TIME:** 0845-1715 hrs

## PROGRAM AGENDA

|             |   |
|-------------|---|
| 0845 - 0915 | Registration  |
| 0915 - 0935 | Keynote I: Prof Dato Ir Dr Abu Bakar Jaafar. "Renewable Energy & Sustainability"  |
| 0935 - 0955 | Keynote II: Dr. Aini Suzana Ariffin. "Innovation & Trade: Wealth Creator Enabler" |
| 1000 - 1030 | Refreshment   |
| 1030 - 1145 | Group 1 Presentation  |
| 1145 - 1300 | Group 2 Presentation  |
| 1300 - 1400 | Lunch   |
| 1400 - 1530 | Group 3 Presentation  |
| 1530 - 1700 | Group 4 Presentation  |

## GROUP CLASSIFICATION

### 1030 - 1145 Group 1

- 1.1 Maryam Malakout: *Strategic orientation and hotel performance in Malaysia*
- 1.2 Fazni Mat Arifin: *Negotiation approach at the agenda setting stage of the proposed national halal policymaking process.*
- 1.3 Muhammad Yusuf Abdullah: *Innovation business model development for public sector towards innovation policy implementation in Malaysia.*
- 1.4 Nurul Ain Ahmad: *Exploring the Knowledge and Practice in Personal Data Handling Among Banks in Malaysia.*
- 1.5 Mhd Fairos Asillam: *Development of an integrated framework for evaluating the economics of space science R&D in Malaysia*

### 1145 - 1300 Group 2

- 2.1 Khairul 'Azmi Mohamad: *Preface to political psychology*
- 2.2 Norizan Sulong: *A Phenomenological Study on International Student Withdrawals to Universities in Northern Cyprus from Malaysian Higher Institutions*
- 2.3 Shun Kok Wai: *The study about on the need of workplace bullying prevention policy in Klang Valley*
- 2.4 Yuzlina Mohd. Yusop: *Solid waste management in Malaysia: Policy, practice and prospect.*
- 2.5 Nayeresadat Ghozat: *The influence of service quality, personality traits and customer satisfaction on loyalty toward four and five-star hotel services in Iran.*

### 1400 - 1530 Group 3

- 3.1 Suhaila Haron: *Measuring nurses organizational governance strategies: An exploratory factor analysis*
- 3.2 Farzad Sedaghat Nia: *Human factors influencing employees compliance security policy.*
- 3.3 Mohd Radzi, Mohd Yusoff: *GLC Board's digital Competency*
- 3.4 Aimi Musa: *Synchronization of public time devices to coordinated universal time (UTC) in Malaysia.*
- 3.5 Melina Abd Manan: *Adoption of Outcome Based Budgeting System in monitoring government's development projects.*
- 3.6 Noor Rizawati Nasir: *Evaluating the implementation of science, technology and innovation policy in addressing the marginalised in Malaysia.*

### 1530 - 1700 Group 4

- 4.1 Mohd Rafizu Muda: *Enhancing Procurement Management Framework For The Ministry Of Defence, Malaysia In Adopting Transparency Practices For Value-For-Money*
- 4.2 Muhammad Azizan Mohamed: *Kajian keberkesanan program Ops Perisai Aqidah dalam menangani teorisme dalam Angkatan Tentera Malaysia (ATM).*
- 4.3 Nurul Amirah Binti Hamzah: *Preliminary Analysis on Policy of Human Trafficking in Malaysia.*
- 4.4 Okafor Christian I: *Post Conflict Reconstruction Policies in Juba: Migration Factors and Effects.*
- 4.5 Sayedali Barzin Karoushi: *The Effect of Uncertainty over Governmental Economic Policies on Private Sector Investment in Iran.*
- 4.6 Siti Noor Kamariah Yaakop: *The Effectiveness of Entrepreneurship Education and Programs in SsCultivating Entrepreneurial Intention among UNIKL Students.*

## Strategic orientation and hotel performance in Malaysia

Maryam Malakout

### Abstract

The primary objective of this study is to examine the effect of strategic orientation on the performance of hotel in Malaysia. Three most comprehensive constructs, namely, market orientation, entrepreneurial orientation, and technology orientation were adopted to present a holistic picture of the effect of strategic orientation on firm performance. This study adopts a cross-sectional design and uses the purposive sampling method to select the potential respondents. The complete data were collected from top to middle manager who operate in the hotel sector in Malaysia. Structural equation modeling (SEM) was employed using partial least squares (PLS) approach to assess measurement and structural model for constructs. The finding reveal the significance of strategic orientation on hotel performance.

### Introduction

Today, tourism has become one of the rapidly growing services sectors of the world. This has prompted the Malaysian government to set tourism as a key sector for invigorating Malaysia's long-term economic growth. Specifically, the 10th Malaysia Plan (2011e2015) has identified the tourism sector as one of the National Key Economic Areas (NKEAs) for transforming Malaysia into a high-income nation by 2020 (Tang & Tan, 2015). Hotel industry contributes significant role to enhance the tourism sector in Malaysia and is contributing a crucial role to attract local and international tourists in Malaysia (Khaliq & Mansor, 2016). The hotel business is rapidly developing due to growing demand for such services as well as the growing opportunities for travel (Jasinskas, Streimikiene, Svagzdiene, & Simanavicius, 2016). Hotels with strong resources can distinguish themselves from their competitors and survive in a competitive environment (Tavitiyaman, Qiu Zhang, & Qu, 2012). Strategic orientation plays a major role to strive in competitiveness, since strategy not only influences and directs the conduct of routine business operations, but also provides a foundation for long-term success (Ferraresi, Quandt, dos Santos, & Frega, 2012). Therefore, this study focuses on three important types of strategic orientation: market, entrepreneurial and technology.

Hotels performance and competitiveness usually are depending on their ability to satisfy their customer effectively and efficiently (Salleh, Said, Bakar, Mat, & Ali, 2016). To better fulfill customer needs and for better business performance objective achievement, hospitality managers need to

adopt a more market-oriented approach (Jogarathnam, 2017). At a certain point, entrepreneurial orientation and market orientation overlap with each other and firms need to have both orientations to achieve superior firm performance (Nasir, Al Mamun, & Breen, 2017). There is a need for hospitality firms to evaluate how technology could assist them in achieving greater efficiency as the use of technology has been demonstrated to help improve marketing operations as well as energy, security and environmental management (Jauhari, 2012). In Malaysia technology orientation has become a very relevant factor in the growth of small and medium size hotel firms (Kasim & Altinay, 2016a).

In Malaysia, the hotel industry operates in a business environment that is characterized by aggressive competition, making it vulnerable to international competition (Alem Mohammad, bin Rashid, & bin Tahir, 2013). Despite the importance of strategic orientation as a source of competitive advantage, Kasim and Altinay (2016b) stated few if any, focused on the influence of strategic orientations on firm growth in Malaysia. The findings from the prior researches, Peters and Kallmuenzer (2015) assert that there is still very little empirical evidence with regards to the effectiveness of entrepreneurial orientation in the tourism and hospitality industry to date. Despite vast investments in IT, there is scant research and empirical data that connects, in depth, IT with firm performance in the hospitality industry (Melián-González & Bulchand-Gidumal, 2016). However, there is a low usage of information technology amongst the hotels in Malaysia which can lead to lower quality decision-making and consequently can influence hotels performance adversely (Mohammed, Rashid, & Tahir, 2014). This study used a combination of different constructs of strategic orientation in hotel industry that have been tested together few. With these issues, this study intends to examine the direct effect of three important type of strategic orientation (market orientation, entrepreneurial orientation and technology orientation) on hotel performance in Malaysia. Research question of this study are (1) to what extent is market orientation effect on hotel performance? (2) to what extent is entrepreneurial orientation effect on hotel performance?

(3) to what extent is technology orientation effect on hotel performance?

The research hypothesizes are:

H1: There is significant relationship between market orientation and hotel performance.

H2: There is significant relationship between entrepreneurial orientation and hotel performance.

H3: There is significant relationship between technology orientation and hotel performance.

### **Research methodology**

The target population for this study is 98 three to five star-rated hotels in Kuala Lumpur, Malaysia. In order to test the proposed hypotheses, a quantitative method was selected using cross sectional data collection. A questionnaire was designed which consisted of two sections: In the first section of survey,

respondents were asked demographic information such as age, gender, educational background, position hold, experience (years), star rated hotel, size of the hotel (based on the number of employee). Section two questionnaire was adopted from previous scholar measurement scale. Sample method for this study is purposive sampling. The survey was addressed to managers in three to five-star-rated hotels that registered under the Directory of Ministry of Tourism and Culture, Malaysia.

#### **Data Analysis**

Structural equation modelling (SEM) was employed using partial least squares (PLS) analysis to assess measurement and structural model. PLS-SEM is, however, advantageous compared to CB-SEM when analyzing predictive research models that are in the stages of theory development (Gimbert, Bisbe, & Mendoza, 2010).

#### **Conclusion**

This study attempted to identify strategies and actions that can help Malaysian hotels to achieve superior performance. The different constructs of strategic orientation were chosen to reflect one significant aspect of managing business in any hotel and all of these constructs, namely, entrepreneurial orientation, market orientation, and technology orientation taken together combine to create a holistic form of strategic orientation. With this approach, this study provided a more comprehensive study of the impact of strategic orientation as a whole over existing studies that study it in a fragmented way by concentrating on one dimension of strategic orientation.

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# NEGOTIATION APPROACH AT THE AGENDA SETTING STAGE OF THE PROPOSED NATIONAL HALAL POLICYMAKING PROCESS

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## ABSTRACT

The growing complexity of global issues fuels conflict in the public policy arena. Past researches have shown negotiation is an effective tool in managing conflict in various fields. However, the dearth of literature on negotiation from Malaysia's perspective particularly in policy development has caused lack of understanding among policymakers and stakeholders. There is no standard engagement approach in developing any policy in the country. Therefore, the focus of the research is to investigate the extend of the practice in setting the policy agenda of the proposed National Halal Policy and to propose a negotiation approach in policymaking process. For that reason, personal in-depth interview has been conducted with 15 participants, who come from various groups of policy subsystem. The initial findings reflect that the practice of negotiation in the process of policymaking in the country is not far behind from other developed countries, the country already has its own engagement system to produce an inclusive policy. The only limitation is to have an appropriate operational method to complement the existing system in which negotiation by merit would be suitable approach with the local policymaking process.

**Keywords:** Public Policy; Policymaking Process; Agenda Setting; Negotiation by Merit

## 1.0 INTRODUCTION

The rapid progression in the new globalized world has caused significant transformation in the role of public policy (Alfredson and Cungu, 2008). Public policies must not only need to grapple with competing concern related to environment, technology, social and economic interest, but at the same time, resolve tensions between the conflicting interests of various groups of stakeholders. Respectively the process of policymaking is also expected to contribute to problem solving or at least to the reduction of the problem load (Jann and Wegrich, 2007). Past researches have shown negotiation is very effective tool in managing conflict in various fields including in policymaking process (Stephensons and Pops, 1989; Temitayo, 2014). In United State of America, negotiation occurs as part of the legislative process and an alternative to adversarial administrative procedures (Perritt, 1986). It is recognized as a process of policy formulation that brings those with affected interests together to reach agreement of a proposed policy. However in Malaysia, despite negotiation is not uncommon to the country (Albar, 2006), there is lack of research concerning practice of negotiation (Jeshurun, 2007; Hishamuddin, 2010) particularly in policy development which has caused lack of understanding among policymakers and stakeholders. There is no standard engagement approach in developing any policy in the country. Therefore, the focus of the research is to investigate the extend of the practice in setting the policy agenda of the proposed National Halal Policy (NHP) and to propose a negotiation approach in policymaking process.

## 2.0 MATERIAL AND METHODS

The current effort of government in developing NHP may serve a deliberate example to investigate the process of negotiation in the local system. There is no comprehensive policy on Halal with clear objective and applicable to every industry in Malaysia which contributed to various conflicting issues for example in terms of the legal jurisdiction, the enforcement, the certification, the capacity building and others. There have been several series of engagement relating to resolving Halal issues which have involved more than 300 agencies or institutions (HDC,2017). However, the communication among them is inadequate and the current ecosystem allows them to work independent of each other. The announcement by the government to have a comprehensive policy pertaining to Halal eventually gave more meaning to all the limitations. The effort begins with the development of Halal Master Plan 2.0 as the main guidance to formulate the policy in 2017 and it

follows with the discussion of setting the agenda of the policy in the early months of this year (MHM, 2017). The stage is the starting point in the policy cycle and will set the tone for the remainder of the process. It has a decisive impact on the entire policy outcome (Howlett and Ramesh, 2003).

The general population of the study refers to policy subsystem who involve in the process of the development of NHP. Most of them are from the government agencies, the industrial players, the academia or the expert and the interested groups. For that reason, personal in-depth interview has been conducted with 15 participants. The data has been analyzed with the assistance of NVIVO 12 software employing thematic analysis. The technique gives an opportunity to understand the potential of any issue more widely (Marks and Yardley, 2004).

### **3.0 RESULT AND DISCUSSION**

Theoretically the study is based on the role of negotiation within the process of policymaking in which the principled negotiation theory shall guide the investigation (Fisher and Ury, 1981). The strength of the theory lies in its ability in reaching good agreements in almost any type of dispute. Regardless of the position of the parties, they are advisable to negotiate based on merits by focusing on their agenda interests. The investigation of the approach is examined from four dimensions, which are the negotiating parties, their interests, the process, and the outcome (Thompson, 1990). The exploration of the data is still at the initial stage and yet to be further analysed to produce a comprehensive suggestion and implication. Notwithstanding in general the findings attempts to answer the objectives of the search.

#### **3.1 The Negotiation Mechanism in Setting the Agenda of the Proposed Policy**

The local system already has its own engagement structure in setting the agenda of policy for example through the roundtable discussion, or the workshop. The initiative is in line with the requirement of National Policy on the Development and Implementation of Regulation to establish a clear problem statement to ensure government intervention is required (MPC, 2013). The facilitators have been appointed either from the government or the consultant to manage the discussion according to group discussion. The various stakeholders invited to the session reflects the initiative from the policymakers in providing a platform to align the various interest among the stakeholders, and to identify any arising issues pertaining to Halal. The facilitators have performed their duties neutrally and attempted to facilitate the session fairly, encouraged members to express their opinion and managed the differences among the members. Spector (1999) emphasize on the importance of the facilitator to be perceived as a neutral and trusted by all stakeholders and is usually selected from outside the organisation. Notwithstanding some concerns from the participants that they do not have clear direction and sufficient input for the discussion. Despite on some agreement reached in the session, they have some doubt on the outcome of the session for government may have their own stands and their suggestion are not sufficiently meet the expectations of the government. Perritt (1986) point out that the dynamic factor of interest group negotiation is when the organiser could influence the members to agree especially on the perception of the probable outcome.

#### **3.2 Negotiation Approach in the Local Policymaking Process**

During the process, most participants describe that negotiation elements for examples good communication, managing the emotion, preserving relationship, focusing on interest and finding commonalities (Fisher and Ury, 1981) have been exercised reasonably during the session. However some fundamental principles of negotiation may need improvements for the process to be more effective in producing a legitimate finding. The obvious element is on the outcome of the session where participants developed their perception on the commitment from the government. The element of Best Alternative To Negotiated Agreement (BATNA) does not really matters for the participant which may affect the policy stalemate, where the agreement attained is as a result of parties giving in their interest (Sabatier and Weible, 2007). They also concerned with the allocated time for discussion where the possibility of committing to the agreement prematurely may also affected the objective of session (Fisher, Ury and Patton, 1991). Other gaps that need to be addressed are the need for informal session which they can brainstorm the options and criteria for the agenda, the sufficient time for their preparation in developing better input for discussion and the competency of the facilitators.



#### 4.0 CONCLUSION

The initial finding has indicated the important points for the development of a comprehensive negotiation-based policymaking framework. The investigation also shows negotiation approach by merit which emphasis on win-win outcome-approach is in accordance with the nature of the country. Those advantages need to be guided with a structured framework to assist the policymakers and stakeholders in producing more effective and inclusive public policy. The finding may significantly complement the existing practice in the process of policymaking particularly in setting the policy agenda in the local system.

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## INNOVATION BUSINESS MODEL DEVELOPMENT FOR PUBLIC SECTOR TOWARDS INNOVATION POLICY IMPLEMENTATION IN MALAYSIA”

### Extended Abstract

Governments all around the world face constant demand in increasing efficiency and productivity. The pressure to improve current service delivery demands the public sector to do more with less. Scarcity of resources and public pressure for better services delivery is indeed pushing governments to perform, reform and transform their organisation. Being the catalyst for organisational competitiveness in the business world, the innovation concept had found its place in the government. . Innovation had become an important element from organisations’ productivity to macro aspects of a country such as enhancing economic performance, social welfare and environmental sustainability. Many countries have adjusted their economic sail towards innovation led growth. The playing field has just got harder because innovation is no longer the bread and butter of developed countries.

In Malaysia, much focus was given to innovation in reform/transformation agenda and it resulted in strategic moves as in policy and nationwide initiatives. This research aims to provide an insight of the innovation landscape in the Malaysian public sector and propose a new suitable model that corresponds to current growing needs. Evolving expectations, growing public needs, demographic change and globalisation require public agencies to operate in differently, dynamically, and responsively. In order to have the desired service delivery, the public sector need to revamp or redesign almost all aspect from the policy, planning, management, operations, implementation, human capital, training, budget, key performance indicators and customer service to produce an efficient service delivery.

The main reason for this study is to facilitate improvement initiatives in the public sector because the nation had moved towards a fast and radical change agenda since year 2009. As this approach for improvement involves change in organisations, policy, service delivery, involves huge amount of resources and the failure rate is high. Moreover, the impacts of innovation in the public sector are subjected to international report monitoring and ranking among nations. Therefore, there is a dire concern in ensuring the public sector innovation performance at the institution level as current initiative are implemented by national level frameworks. There are no real evidence and leads on innovation business model in Malaysia especially in the public sector. There is a need to reveal the characteristics and landscape of innovation initiatives in the Malaysian public sector agencies, the impact towards agency performance, factors influencing innovation and the business model that being employed by innovative agencies. By understanding these aspects, a clear model could be suggested and necessary strategy as well action plans could be taken to ensure the success. Moreover, having being set as national agenda with proposed wider innovation frameworks there is a need to investigate whether it materials in practice.

This research examines the innovation landscape in Malaysian public sector and its impact towards organisation innovation performance through innovation capability, innovation activity, and innovation strategy. Innovation initiatives in the literature are influenced by the multidimensional factors but there are less research and proposed model at the organisational level which links to performance. Innovation practices in organisations are to be measured through a quantitative research model to evaluate the impact towards overall organisation innovation performance. There exists gap in both on field practice and knowledge. Outcome of this research expected to contribute in both on field practice and knowledge base which are the innovation related policy implementation in the public sector and knowledge base expansion in the academia.

This research involves sample size of 357 involving public sector managers with stratified random sampling and questionnaire as the survey instrument. The aim is to reduce the empirical research gap in the public sector innovation spectrum by deriving innovation business models that could facilitate reform/transformation initiatives in public sector organization. By developing and establishing such working model for implementing innovation and improve organisational performance within the Malaysian mould, the public sector and academia could utilise this as a tool for integrating innovation practices into their organisation settings and adapt necessary actions to enhance performance. This research attempts an original contribution in the public sector literature at large and Malaysian context through its development and validation of the research model and its accompanying measurement instrument.

Findings of this study shall have impact on agencies in enhancing the efficiency of innovation related activities. By, investigating and measuring the public sector innovation landscape a baseline practice and the significance could be addressed. It shall reveal the actual practice and the effectiveness in an empirical form. As concept of innovation is seriously being injected into the service delivery systems and processes, the policy makers could utilize the output of this research as a guideline for implementing innovation precursors for achieving operation excellence by optimizing resources. It also shall reveal several implications in the organisational performance context which is the service delivery of the public sector and research opportunities in improving the current state of performance. Ultimately, this study proposes a working innovation business model in the Malaysian context as strategic management tool.

Secondly, by measuring existing innovation landscape the impactful constructs that has significant effect on innovation performance could be ranked and given priority in policy implementation. Activities in policy planning, implementation and evaluation could be orchestrated in accordance with the priority. Greater coordination and content management could be released by central agencies that are responsible for providing guidelines and directives to public sector. Thirdly, from strategic point of view the effectiveness of different approach in implementing innovation in the Malaysia case could be compared and contrasted. This could enable agencies to determine the most appropriate and effective strategy that has significant positive effect towards innovation performance. Nationwide innovation initiatives could incorporate the appropriate strategy to ensure high probability of implementation performance.

Fourthly, the model could upgrade the level of intellectual and scientific evidence based management in Malaysian public sector. It shall serve as an innovation scientific measurement tool with indexes and suggestive indicators in gauging innovativeness of public sector agencies. It could pave the way for formalised survey in continuously measuring and monitoring level of agency innovation governance, innovation capability, innovation strategy, organisational culture and innovation performance. Fifthly, this kind of empirical insight could well be an initiator for better research in a larger spectrum to take shape. In the academic research field, scholars and researchers shall have data, information and knowledge regarding the under researched public sector domain especially in Malaysia. By establishing the appropriate business model, parameters and determinants in the domain, the level of knowledge in the innovation domain could be enhanced, increased and widely put into action and tested elsewhere.

**NAME: NURUL 'AIN BT AHMAD**

**MATRIC NO: PF133011**

**PROGRAM: PhD, Perdana School**

**TITLE: Exploring the Knowledge and Practice in Personal Data Handling Among Banks in Malaysia**

## **ABSTRACT**

Banking industry is one of the most active industries in collecting huge amount of personal data on daily basis. The nature of services offered by bank requires customer to hand over his personal data. The advancement in information and communication technology have directly made the process of personal data which encompasses of collection, usage, storage and dissemination a lot easier. These developments pose new threats to individual's liberty and information privacy in terms of data breach and data abuse. Unauthorized use of data and data disclosure to unknown parties become more rampant and more difficult to control. There are 175, 655, 228 recorded cases of data theft in the second quarter of 2014. The cases are increasing year by year. This study attempts to investigate the practice used by commercial banks in personal data handling and as well to examine the influence of knowledge and practice in personal data handling. A quantitative approach would be adopted and primary data would be collected through survey. The respondents are among bank's customers and banks officers. The study is useful in highlighting the efforts of banking industry in protecting customers' personal data during digital age. The results would contribute in assisting the banking industry in improving the implementation of PDPA requirements.

**Development of an integrated framework for evaluating the economics of  
space science R&D in Malaysia**

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**ABSTRACT**

Space is indeed a strategic sector with a high potential of return (Subari and Hassan, 2016). Numerous developed countries have garnered benefits from it. Space science is one of the important branches of space programme. The ideal situation is for every country to have a clear framework of the economics of space science R&D. However, this framework could be deferred for each country depending of the current challenges, current priorities and strategies, technological capabilities including financial ability. Without the integrated framework, the country can't optimize the economic benefits of the space science R&D activities resulted no continuous support from the government and the general public to the existing national space programme. Furthermore this situation risky the existing national space programme as overall. The consequences are the countries will lose strategic and economic potential from space activities.

This is because the empirical literature on the returns to investments in space is limited (57 relevant studies have been identified and reviewed), and in general, suffers from a range of methodological weaknesses and limitations, including: a lack of consistency in terminology, definitions, typologies, methodologies, and only partial coverage of impacts – with significant unquantified benefits being a recurring theme (Sadler *et al.*, 2015). Many space-related impact studies have been carried out in the past, but there is no conclusive, comprehensive evaluation of the economic and social effects of public investments in space (Ocampo *et al.*, 1998). With the challenges of being part of the scientific at the global scale, these basic space science programme seldom thrive in the developing countries. (Jasentuliyana, 1995).

The sustainability of space ventures in Malaysia also experiences certain predicaments. Back in March 1997, Malaysia initiated the remote sensing satellite programs, which led to the launch of TiungSAT-1 into the orbit in 2001 (Othman; and Arshad, 2001), but its operation ceased in 2004. Unfortunately, the operation of RazakSAT-1 was terminated in 2010 (Subari and Hassan, 2015). Malaysia attempted to launch RazakSAT-2 since July 2009, however the plans to launch RazakSAT-2 have not been realized (Tan *et al.*, 2014). It is challenging to assess and demonstrate the economic values of these space ventures that constantly experience interruptions, which also often involve the omission of unquantified components, such as environmental, societal, and strategic implications, from the economic assessment (Clark *et al.*, 2014). As a result, the government does not prioritize the sustainability of the R&D initiatives for space ventures in the budget allocation, in which the space science programs receives higher cutback. With that, this study attempts to develop an integrated economic framework to demonstrate the significance of space science R&D in the context of a space emerging countries, specifically Malaysia.

The significance of this study lies in the fact that there is a lack of qualitative research, which explore the exact reasons why developing countries is reluctant to support space science R&D, what are their expectation and exactly what is the economic and strategic benefits that the countries will gain when their conducting a sustainable space science R&D programme. In particular, the considered qualitative approach in this study potentially yields rich data that comprehensively reflect the values of R&D space science specifically economic outcome that contribute to the development of the nation. Case study approach and in-depth interview with the experts participants can provide new insight information and meaning which is not available through quantitative methods, thereby have a huge potential opening the window for further study. This potentially expands the prospects of transforming the space science sectors in Malaysia with respect to the country's needs.

In order to guide this investigation, a number of relevant theories and basic principle principle will be reviewed and consulted. The two major theories which will be used to demonstrated the relationship between space science R&D and economics benefits are Triple Bottom Line (TBL), and Disruptive Space Technology model (DST).

The proposed integrated economic framework for space science R&D from this study is expected to assist relevant stakeholders, particularly the decision makers and policymakers, in making informed decisions on the R&D of space science programs in terms of policy, strategy, assessment, implementation, and monitoring. Adding to that, the integrated economic framework will minimize the risk of space programme and optimize the return on investment, which subsequently gain the social / stakeholder acceptance & political commitment. Through the proposed framework, these significant stakeholders are able to grasp the significance of space science sectors in the development and planning of future models or policies for the sustainability of national space programs. In the same time, this framework should become a dynamic tool in creating an action plan for the National Space Policy specifically in fostering R&D and technology capabilities for nurturing space industries in Malaysia. This framework will fully utilizing limitless potential for tackling profound questions of our existence and opening the doors of exploration, innovation and future economic opportunity (Morse, 2017). Other than that, this framework at the later stage will lead to a better model for a fair (just) distribution of resources in order to spurs space programme as a new economic contribution to the nation. Moreover, this framework also will support the current global scenario such as “new space” (Paikowsky *et al.*, 2016) phenomenon. R&D in space science will open opportunities to develop a “game changing technology” via prove feasibility of novel, early-stage ideas with potential to revolutionize a future space mission and/or fulfil a national need. Generally, this framework will be dynamic tools to prepare Malaysia for a future space emerging countries and inline with international imitative such as UNISPACE+50 and Space 2030. In brief, this framework will enhance the value of space programme by well defining the economic returns.

**Keywords:**

Space science, R&D, economic benefits

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## PREFACE TO POLITICAL PSYCHOLOGY

Khairul 'Azmi Mohamad

### Introduction

The subject of political psychology is not as popular as the subject of political science itself in Malaysia. Politics in Malaysia are much scientifically analysed from the perspectives of sociology and political science. In the Western countries, the study of political psychology dated back even earlier than the World War I. Harold D. Lasswell from the University of Chicago wrote in 1925 highlighting two works of importance. The two work which he regarded as being forgotten were written in the year 1758 by Dr. J.G. Zimmerman – *Essay On National Pride*, published at Zurich, describing the nature of patriotism and international attitudes. It was also regarded as a departure from the normal discussion of politics. In the year 1822, published at Cologne, Gottfried Dudden made inquiry, *Concerning the Essential Differences of States and the Motives of Human Nature*.

Since World War 2, many empirical research conducted by social scientists in Europe including in the field of psychology. Maurice L. Farber, a psychologist from the University of Connecticut reviewed the work of a Norwegian social psychologist, Bjorn Christiansen, *Attitudes Towards Foreign Affairs as a Function of Personality*, published in 1959. It is purely a psychological book studying the political attitudes.

In 1983, UNESCO published a collection of works under its *International Social Science* periodical label, *Political Dimension of Psychology: Socialization Process and Identities*. Many works, authoritative in nature had been included in this publication. The topics including *What is Political Psychology*; *Political Socialization*; *Political Engineering*; and *Community Psychology*.

Morton Deutsh (1983), a Professor of Psychology and Education at Teachers College, Columbia University made a significant observation. Although its ancestry in social philosophy can be traced back to ancient times, modern political psychology as an academic discipline was born in the decades between the First and Second World Wars. It is a child of political science and psychology, having been conceived in the ambivalent mood of optimism and despair, which has characterized the scientific age. Rapidly expanding knowledge, the increasing confidence in scientific methods and the ever-quickenning technological developments stimulated the awareness that scientific methods might be applied to the understanding of political behaviour.

Morton Deutsh (1983) observed that the first notable link between psychology and political science in the United States developed at the University of Chicago under the encouragement of the political scientist Charles Merriam. Some of Charles Merriam notable works are *New Aspects of Politics (1925)* and *Political Power (1934)*. Merriam explicitly called for a scientific political science that would draw on psychology. It was one of Merriam's students, Harold D. Lasswell, who responded to that call and, through his writings and his teachings, became the American founding father of political psychology as a new academic discipline.

Although Lasswell's prolific writings touched on almost every topic of interest to political psychologists, his special emphasis on psychological processes as they affect political processes has been influential in shaping the approach of most American social scientists to the field of political psychology. His early books, *Psychopathology and Politics*, published in 1930, *World Politics and Personal Insecurity*, published in 1935, *Politics: Who Gets What, When, and How*, published in 1936, *Power and Personality*, published in 1948, helped to establish a distinctive psychological perspective for understanding political behaviour, politics and politicians. This perspective leads to a political psychology largely centring upon individual and social psychological processes such as motivation, conflict, perception, cognition, learning, socialization, attitude formation and group dynamics and upon individual personality and psychopathology as the causal factors influencing political behaviour.

Jeanne N. Knutson played a key role in solidifying political psychology as a field in its own right. Knutson edited the first major work encompassing the field, the 1973 *Handbook of Political Psychology*, which drew from psychology, sociology, and political science. She also founded the International Society of Political Psychology in 1978, which published the first issue of *Political Psychology* that year. As the field developed, there was increasing agreement around major issues in the field, including the need for political psychology to respond to current issues, the importance of context for instance, political psychology in individualist versus collectivist cultures and an acceptance of a wide variety of research methods. (Stone et. al, 2014)

## **DEFINING POLITICAL PSYCHOLOGY**

Social and cultural lives are indissociable from the threads that make up the fabric of the human Psyche. The very forefathers of Psychology did not fail in acknowledging this. (Valsiner and Rosa, 2007). Individuals are not merely passive vessels of whatever beliefs and opinions they have been exposed to; rather, they are attracted to belief systems that resonate with their own psychological needs and interest. (Tost, 2017)

According to Deutsh (1983), the field of political psychology is the study of the interaction of political and psychological processes. It is not only to its subject matter but also to its scientific methodology. According to Martha Cottam et. al, (2004) both psychologists and political scientists have become interested in expanding their knowledge of issues and problems of common interest, such as foreign and domestic policy decision making by elites, conflicts ranging from ethnic violence to wars and genocide, terrorism, the minds of people who are racists, and more peaceful behaviours such as voting behaviour, among many other issues and problems traditionally of concern to political science.

Political psychology is an interdisciplinary academic field that emphasizes the psychological dimension of political life. Its practitioners use psychological constructs, such as personality, attitudes, beliefs, values, needs, goals, and expectations, to explain political behaviour and to examine the complex and reciprocal relationship between politics and psychology. Political psychologists presume that political actions, like all other forms of human behaviour, are the result of interplay between the individual and the environment. Because the scientific study of politics investigates relations and interactions among individuals behaving as political actors, it is inevitably linked with psychology, which is concerned with human thinking and behaviour. Political analysts throughout the ages and across civilizations have been interested in the interrelation between personality traits and political contexts. They have employed many concepts and theories to explain why rulers and subjects think and act as they do.

## **NEXT MILEAGE IN MALAYSIA**

Political psychology is essentially a field of study that synergises two distinct disciplines, namely politics and psychology. The marriage of the two disciplines reflects its paramount importance and the proximity as well as the relationship of the two towards one another.

In politics, normally people speak about numbers – the winning or the losing numbers, leaders and followers, voted in or voted out, and people and power. Psychology on the other hand speaks about mind and behaviour. The combination of politics and psychology will explain among others why leaders act in a certain manner, what is the leadership personality that is liked by the people, the reasons why people vote a particular individual or party, the dynamics and changes in voting behaviour according to time, locality and circumstances, and finding means of winning the hearts and minds of the voters.

Political misperceptions can distort public debate and undermine people's ability to form meaningful opinions. Political perceptions are typically rooted in directionally motivated reasoning, which limits the effectiveness of corrective information about controversial issues and political figures. (Flynn, et al., 2017).

Thus, political psychology is an important aspect to be studied in the context of Malaysia. Many studies have been done in the context of political science, political development, political history and political sociology but not specifically in the realm of political psychology. The current reality in the Malaysian politics deserves analysis and treatment from the perspective of political psychology.

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A Phenomenological Study on International Student Withdrawals to Universities in Northern Cyprus from Malaysian Higher Institutions – Norizan Sulong

Supervisor: Prof Dr. Durrishah Idrus

## Background

Malaysia aspires to be internationally recognized as educational hub excellence in this region. This aspiration has always been addressed in various policy documents since the First Malaysia Plan (1966) until recently. Key policy documents addressing education and higher education sectors include: National Economic Plans (NEP), Vision 2020 (1990), National Higher Education Strategic Plan (NHESP, 2007), Master Plan for K-economy, Pelan Strategik Pemasaran Antarabangsa Pengajian Tinggi Malaysia (2008), Higher Education Transformation Plan (2007), Education Development Master Plan (2006), Industrial Master Plan – 3rd (IMP3), National Policy on Science, Technology & Innovation (2013), Malaysian Education Blueprint (2015) and Malaysian Government annual budgets. These document policies clearly declared national intention about government efforts to enhance Malaysia position in higher education industry both national and international levels. The latest document policy, Education Blueprint reemphasized the Malaysian government commitment to put the country higher education system at par with world ranking. Among its plans, is the number of international student enrolment in Malaysian higher education institutions. It was projected that the enrolment would be 150,000 international students in 2015, 200,000 students for 2020 and 250,000 by 2025. This translates into 10,000 increase in international student enrolment each year. Thus, for 2017 last year, the number should be 170,000 students. Despite billion ringgits of government investment in the higher education sector annually, alas the actual figure is only 146,000 international student enrolment in local higher institutions. Therefore, it is prime important to investigate the failure in reaching the national targets. One of the ways that the investigation can be carried out is from the perspective of the international students themselves.

Although the number of enrolments is relatively increasing every year, there were some international students who came to pursue higher education in Malaysia but left without completing their studies and moved to other countries. Those students literally abandoned the pursuit for higher education from Malaysian higher institution despite spending considerable amount of monetary resources as well as putting high hope in getting Malaysian degree qualification. Investigating and understanding the phenomenon of international student withdrawals is essential to reduce withdrawal rates, maintain Malaysia as attractive education destination choice, improve the overall quality of higher education services in Malaysia as well

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as to maintain positive international perception of Malaysia image as educational hub excellence. Thus, upon understanding and examination of former students' lived experiences in Malaysia, this study will help to shade some lights of the phenomenon.

The purpose of this qualitative study is to examine the lived experiences of Malaysia's former international students who came to pursue higher education in Malaysia institutions but left without completing their studies. Nevertheless, the former students chose to continue their higher education pursuit in various universities located in a lesser known island-state of Turkish Republic of Northern Cyprus (TRNC) or simply known as Northern Cyprus. The five research questions framing this study are;

1. What are the lived experiences of the international students who have withdrawn from their studies in higher education institutions in Malaysia and moved to universities in Northern Cyprus?
- 2: What lived experiences influenced their decision to withdraw and leave their pursuit for higher education in Malaysia to Northern Cyprus?
- 3: What are the attracting factors that make the international students choose universities in Northern Cyprus?
- 4: What aspects of Malaysian higher education policy that have induced the students' withdrawals?
- 5: What improvement(s) needs to be implemented in Malaysian higher education policy in attracting, managing and retaining its international students?

### Methodology

The period covered for this study is from 2011 to 2015, the second phase of the NHESP which was the phase of strengthening the foundations laid out in phase one. The Push and Pull factors, Tinto's student departure theory, Astin's student involvement theory and Word of Mouth (WOM) as well as electronic Word of Mouth (eWOM) communication theories will be the guiding principles for the theoretical framework of this study. Data was gathered through in-depth interviews and non-participatory research observation. Site for data collection was in various locations in Northern Cyprus. Purposeful and snowball techniques were used in engaging the participants. Participants, all males except one, were either currently studying in or graduated from any university in Northern Cyprus. Their home countries were from the middle-east region and each participant was actively pursuing higher education in Malaysia between the

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period of this study. Interviews were conducted in cafes, restaurants, empty classroom and student apartments, wherever convenient and comfortable for the participants. Interviews were audio recorded and transcribed verbatim. Notes were also taken through memoing technique during interviews, recording nonverbal data based on participants responses upon describing certain phenomenon. Field notes was also kept as a diary, recording each event, response, seen and experienced during data collection process. The issue of data reliability was addressed through participants' validation after each interview was transcribed. Participants were given a copy of their interview transcript and asked to edit and provide comment. Interview transcripts were read and reread, identifying common themes through thematic analysis. Themes were open coded, categorized and sub categorized, creating explicit themes forming answers to the research questions. Computer software NVivo 12 was used in analyzing and creating visual graphic results of the data acquired based on the interviews.

### Findings

"there... I did not feel like human. There was no respect for us there. You made us feel like not human. Why like this...?" – PO1S

"we respect you when you come to our country...but when we went to your country, no one respect us..." – PO2S

"if we had half Mcd in our hands, they would still take it from us! Hahaha" – PM1J

Interpretative Phenomenology Analysis (IPA) introduced by Jonathan Smith (1995), was used in analyzing the data. Descriptions of lived experiences revealed common themes throughout the interpretation of the experience: being mistreated by institutions especially visa related issue as well as feeling of being stereotyped (discriminated) by university staff; sense of neglect in terms of the students' well-being and needs, view that institutions are more money-making establishment than as education providers. Another major theme found from the analysis was feeling of being unsafe and made to feel as outsiders, less human. More than half of the participants also expressed their astonishment at the way the local police force was treating them, which some found that they have to protect themselves from the police. The findings from this study will assist policy makers to understand the dynamic of international student withdrawal, and to formulate strategies and systems to monitor and improve student retention and therefore help them to grow, thrive, and achieve their academic and social goals. The students' success means success for the Malaysian higher education industry too.

Thank you...

## **TOPIC: THE STUDY ABOUT ON THE NEED OF WORKPLACE BULLYING PREVENTION POLICY IN KLANG VALLEY**

**Shun Kok Wai**

### **Abstract**

The purpose of this study is on why there is a need for workplace bullying prevention policy in organizations at Klang Valley. Bullying activities can be overt and intimidating or comparatively invisible to others. Its impact is devastating to the health and well-being of the employees as well as the organizations experience its loss of productivity, absenteeism, turnover, legal costs, and negative publicity.

Two organizations functioned for the case study for this research for generalizations across studies and two sets quantitative research questionnaire are used for the method of data collection: 1) a survey designed for employees and 2) a survey designed for management.

The results of the study showed that there is an occurrence of workplace bullying within the organizations for there is no workplace bullying policy on how to handle bullying cases. The results also indicated that the managers participating in the study have a certain lack of knowledge and preparedness when it comes to managing workplace bullying. Finally, the results showed that the employees within the organizations to some extent lack awareness concerning workplace bullying.

It is concluded that the results of the study pointed to a gap that there is a need to have a workplace prevention policy in the organizations. Bullying is also detrimental to the safety & health of the employees and costly to organizations, in which workplace bullying prevention policy in place could help to leverage the problem. More workplace bullying prevention research is needed to conduct in a systematic and uniform manner so that generalizations across studies can be made through collective action are poised to influence policies designed to protect the our Malaysian workforce with a bigger voice such as incorporate workplace bullying prevention in the universal humane values in Employee Code of Ethics and Conducts, Occupation, Safety & Health Acts (OSHA), Corporate Social Responsibility (CSR) and United Nations Universal Declaration of Human Rights.

**Keywords:** Workplace bullying prevention policy, awareness, preparedness, health and well-being of the employees, loss of productivity of organizations, safety and health, generalization



## SOLID WASTE MANAGEMENT IN MALAYSIA: POLICY, PRACTICE AND PROSPECT

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### ABSTRACT

*Managing solid waste has become one of the main challenges particularly in urban areas in Malaysia. In view of the challenges, solid waste management policy and strategies has undergone transformation to deliver positive results through various policy instruments which include capacity-building, inducements, mandates and institutions. Public participation is the crucial element for the success of any waste management schemes. In order for the government to ensure the targeted policies will be able to achieve its objectives, understanding the factors influencing the household recycling and waste separation behaviours is crucial. This paper provides the overview of the waste generation, policies and the current practice of waste disposal at the household level.*

### INTRODUCTION

Rapid population growth, urbanization, economic progress and social affluence has resulted to voluminous increase of solid waste. Malaysia's solid waste generation is dominated by the municipal solid waste (MSW) which stood at 64% while the remaining is composed on industrial waste (25%), commercial waste (8%) and construction waste (3%) (Y. C. Moh & Manaf, 2014). Household is one of the main sources of MSW (Fazeli et al., 2016; Y. C. Moh & Manaf, 2014). The generation of MSW escalated from 21,455 tonnes per day (2000) to 33,000 tonnes per day (2012) and recently to 38,000 tonnes per day (2017)(Y. C. Moh & Manaf, 2014; Siti Rohana, 2017; SWCorp Malaysia, 2012). MSW waste composition is dominated by organic waste (47.5%) followed by paper (16%), plastic (15%), metal (3.3%), glass (3%) and others (17.9%)(Periathamby, Hamid, & Khidzir, 2009). Waste recycling and effective waste separation at source has been recognised as sustainable waste management method as it provides longer landfill lifespan, economic and environmental benefits. Nevertheless it is not practiced widely thus, understanding the factors influencing household participation is vital.

### The policies

In the past, the local authorities were empowered to manage MSW through Local Government Act 1976, Street, Drainage and Building Act 1974, and Environmental Quality Act 1974. Nevertheless, the Acts were insufficient to manage aspects on environmental pollutions and solid waste facilities (Y. Moh & Manaf, 2017). Action Plan for a Beautiful and Clean Malaysia (1988), National Policy on the Environment (2002), National Strategic Plan for Solid Waste Management (2005), Master Plan on National Waste Minimization (2006) were formulated towards sustainable solid waste management system and materialising recycling society (Agamuthu & Victor, 2011; Y. C. Moh & Manaf, 2014).

The National Solid Waste Management Policy 2006, the Solid Waste and Public Cleansing Management Act (SWPCMA) 2007, Solid Waste and Public Cleansing Management Corporation Act 2007 are the current policy and enforced legislations. The Act is applicable to the Federal Territory of Kuala Lumpur and Putrajaya, as well as several states in Peninsular Malaysia not including Selangor, Perak and Pulau Pinang. The main strategies under this policy includes a sustainable and holistic solid waste management system and the implementation of waste management hierarchy emphasising Reduce, Reuse and Recycle (3R) activities. The roles of Department of National Solid Waste Management and the Solid Waste Management and Public Cleansing Corporation were empowered

with policy formulation and implementing agency respectively. The National Solid Waste Management Policy 2006 (NSWMP 2006) was further strengthened with strategies and action plans in the National Solid Waste Management Policy (Amended) 2016. The National Solid Waste Policy (Amended) 2016 (NSWMP 2016) uphold the same principles as NSWMP 2006 but with greater emphasis on new mechanisms to enhance 3R activities (*Jabatan Pengurusan Sisa Pepejal Negara*, 2016). The government targets to achieve recycling rate of 30% by 2020.

The enforcement of the Act has transferred the responsibility to manage solid waste from the local authorities to the federal government, which authorised privatised concession companies undertaking the tasks. Two clauses in the SWMPCA 2007 gave emphasises the 3R strategy. Clause 101 emphasises on waste generators given the responsibility to undertake waste minimisation actions as mandated. On the other hand, Clause 102 emphasises on new mechanisms such deposit refund system at manufacturer level to minimise waste production (Government of Malaysia, 2007).

### **The Practice**

The mandatory waste separation at source at the household level was implemented within the jurisdictional areas on 1<sup>st</sup> June 2016. Based on the guideline provided by the SWCorp, the waste has to be sorted into food waste/biodegradable waste, bulk waste, recyclable waste and garden/yard waste. The recyclable waste has to be further segregated into plastic, paper and "others". Effective waste separation at source will produce higher quality of recyclables that is clean and higher values. The behavioural aspect on this policy tool would be the obligation of the household to separate their waste before placing it for curbside collection.

In order to provide the household with the facilities for separating the waste, a waste bin with a capacity of 120 litre were distributed prior to making waste separation at source mandatory. In addition, the 2 + 1 system collection method is imposed to increase collection efficiency. Food waste/biodegradable waste is collected twice a week while recyclables, bulk waste and garden waste are collected once a week. The behavioural aspects of this policy tool is to provide the convenience to household to undertake waste separation at source. Convenience aspect has been identified as one of the factors that influences recycling and waste separation behaviour.

Households were also provided with various information on waste separation at source via booklet, the social media as well as through outreach programme. This policy instrument intends to empower the household with the information to undertake waste separation at source.

Recycling centres are the current means for recyclers to receive monetary return for their recyclables. The other initiatives such as deposit refund system has not been implemented. This policy tool intends to provide the market incentives for the recyclers.

Studies on recycling has previously focused on individual motivations such as moral values focusing on environmental beliefs and awareness (Barr, 2007; Tonglet, Phillips, & Read, 2004), normative concern (Hopper & Nielsen, 1991; Tonglet et al., 2004) perceived cost and benefit including time, effort, money, space (Chen & Tung, 2010; Taylor & Todd, 1995; Vining & Ebreo, 1990) and currently perceived effectiveness of policies (Wan, Shen, & Yu, 2014; Zhang, Zhang, Yu, & Ren, 2016).

Investigation on factors influencing recycling behaviour in several urban areas in Malaysia has revealed that attitude, via awareness on recycling outcome and environmental concern, is a significant predictor to recycling behaviour (Abdul, Shukri, & Hussin, 2012; Jekria, 2016; Omran, Mahmood, Abdul Aziz, & Robinson, 2009). Studies by Akil et al. (2015) and Safitri Zen et al. (2014) proved that the socio-economic factors have positive relationship to recycling activities (Akil, Foziah, & Ho, 2015; Safitri Zen, Zainon Noor, & Yusuf, 2014). A study on food waste separation behaviour concluded that attitude is a significant variable while situational factor is insignificant to predict food waste participation behaviour (Karim Ghani, Rusli, Biak, & Idris, 2013).

Public participation has been identified as the crucial element for the realisation of effective waste recycling and separation at source. It has been reported by scholars that in Malaysia, although the awareness level is high, not many has put it into practice (Y. Moh & Manaf, 2017; Mutang et al., 2015). Therefore, detail understanding on the contextual factors of policy measures in recycling and waste separation programme is necessary to enable the development of practical supporting policy measures to enhance the desired behaviour. Theory of Planned Behaviour will be used in this context.

## CONCLUSION

Various effort has been implemented while various policy measures has been initiated over time towards sustainable waste management in Malaysia. These efforts have increase Malaysia's recycling rate from (10.5%:2012) to (21.0%:2016)(Mentek, 2017). Nevertheless, the recycling rate is lower as compared to the neighbouring countries such as Singapore (61%: 2017), Thailand (24%:2010), Phillipines (48%: 2015) and South Korea (59%: 2014)(European Environmental Bureau, n.d.; Menikpura, Gheewala, & Chiemchaisri, 2012; National Environment Agency, n.d.; Senate Economic Planning Office, 2017). Although the current policies has accumulated the best practices from various countries such as Germany, Japan, United States of America, the outcome and practical aspect of the implemented policies may differ due to differences in socio-economic conditions.

The appropriate mix of policy instruments such as mandates, capacity-building, such as information and infrastructure as well as inducements via monetary incentive are necessary to shape households' recycling and waste separation behaviour. Feedback on effectiveness of the current policy measures are essential to enable policy makers to enhance the current implemented policy tools to increase public participation thus realising the intended policy objective, waste minimisation.

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**Commented [DN2]:** Expand a little bit. If you have any data on the success of the implementation of the policy now compared with 20-30 years ago, this might give good impact on this research.

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**THE INFLUENCE OF SERVICE QUALITY, PERSONALITY TRAITS AND CUSTOMER SATISFACTION ON LOYALTY TOWARD Four and FIVE-STAR HOTEL SERVICES IN IRAN**

Nayeresadat Ghozat

**Abstract**

Customer loyalty in luxury hotels is one of the most important factors of growth and development of these hotels. Despite, the service quality of these hotels is desirable, but, high occupancy rate has created much concern for hoteliers and hotel managers. Based on the reviewed literature scholars have ignored to address why service quality does not always lead to customer satisfaction and loyalty. There are few studies that have concurrently and comprehensively examined the effects of service quality on customer loyalty directly and through mediating variable customer satisfaction considering the moderating effect of personality trait of guests. Therefore, the purpose of this study is to examine the effect of service quality on customer loyalty directly and through customer satisfaction by considering moderating effect of personality trait on the relationship between service quality and customer satisfaction as well as customer satisfaction and customer loyalty. The statistical population of the study included domestic guests of 4 and 5 star hotels in Tehran capital of Iran. The data were collected using cross-sectional and Convenience sampling through self-administered questionnaire. The response rate was 60.41 %. Structural equation modeling and SmartPLS as well as SPSS software were used to analyze the data. The results showed that the validity and reliability of the questionnaire were at the designated level. The results of hypotheses testing indicated that service quality has a positive and significant effect on customer satisfaction and loyalty. Moreover, the results of mediating effect of customer satisfaction suggested that on the relationship between service quality and customer loyalty is mediated by customer satisfaction. Furthermore, the results disclosed that relationship between service quality and customer satisfactions as well as customer satisfaction with customer loyalty are moderated by personality trait of guests. This study by combining management and psychology theories with an emphasis on the role of moderator personality characteristics endeavored to make available a scientific answer to the question of why services quality does not always lead to customer satisfaction and loyalty. Therefore, findings of this study can be useful for the scientific communities and the practitioners of hospitality centers.

**Keywords:** Customer Satisfaction, Customer Loyalty, Personality trait, Service Quality

## MEASURING NURSES ORGANISATIONAL GOVERNANCE STRATEGIES: AN EXPLORATORY FACTOR ANALYSIS

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### ABSTRACT

The engagement of nursing practices in the healthcare system governance are crucial to improve patients' outcome as well as hospital performance. However due to the complexity nature of hierarchical level of health governance in public hospitals, limited empirical evidence is available to help to understand the spectrum of organisational governance practices among nurses. This study evaluates the constructs validity and internal reliability of instrument for measuring nurses' organisational governance strategies in public hospitals in Malaysia. A pilot test on 140 respondents from three public hospitals were conducted to measure three types of governance strategies namely shared governance, performance management and professional development. Exploratory factor analysis supports 9 factors solution contained 40 items are corresponded to previous components in their conceptualizations. Re-specification of components under performance management construct were made to three significant factors (performance measurement, performance standards and performance management activities). Two components of professional development construct are loaded on the same factor and renamed as personal and career development. The results indicated that high reliability of the instrument demonstrated the potential of instrument utilization in measuring governance strategies of nursing practices in public hospitals settings.

**Keywords:** organisational governance, nursing practices, public hospitals, exploratory factor analysis

### 1. INTRODUCTION

There is increasing concern on how governance mechanisms can facilitate change in the nursing workforce (Clark & Beatty, 2016; Kaplan et al., 2013; Siddiqi et al., 2009). Nurses working in public hospitals desires a specific style of governance that proactively responding to their need, respond to the best interests of patients, prioritize evidence-driven decisions as well as establishing a clear vision for improving services (Clark & Beatty, 2016). Evidently, different approach of government mechanisms have positive impacts on workforce outcomes, attitude and behaviour (Hastings et. al., 2014). Nurses' involvements in the internal governance and decision making process resulting in increase of job satisfactions, motivation as well as reduced intention to leave (Atefi, Abdullah, & Wong, 2014; Kim et al.,

2013; Van Bogaert, Kowalski, Weeks, Van heusden, & Clarke, 2013). Three distinct nurse professional governance strategies in the aspect of organizational level highlighted in prior study namely shared governance, professional development and performance management (Haron & Ariffin, 2018). However, the nature of hierarchical level of health governance and content-related dimensions of governance may block innovation and reduce the efficiency of health workforce management in many resulting gaps between the theory of organisational governance and its application in practice in urban and rural health care settings (Knight, Kenny, & Endacott, 2015). This study intended to gather empirical evidences and measures the prevalence and understanding of nurses on their involvement of governance strategies outlined in their respective workplace.

In doing so, EFA was conducted to validate the suitability and usability of item to the construct under investigation as well as to assess dimensionality of scale for each construct (Beavers et al., 2013; Hair et. al, 2010). Given that the items used to measure nurses' professional governance constructs were adapted from the previous scale and introduction of newly developed items, EFA needed to be carried out for each construct in isolation to assess for the dimensionality of construct (Ruscio & Roche, 2012; Watkins, 2018; Williams, Onsmann, & Brown, 2010). EFA was also conducted for all constructs simultaneously to achieve a satisfactory degree of convergent and discriminant validity (Aurier & De Lanauze 2012).

## **2. MATERIALS AND METHODS**

200 sets of NPG Questionnaire were distributed to three public hospital located in the State of Terengganu. The participants consisted of nurses working in these hospitals with over 3 months of working experience at the study hospitals. 177 nurses had completed and returned the questionnaire. After elimination of missing data and outliers, 140 responses were computed for further analysis.

### **2.1 Questionnaire development**

The survey instrument for the study was developed by adopting existing measurement items found in the body of literature on measuring nurses professional governance (Brekelmans, Maassen, Poell, & van Wijk, 2015; Brekelmans, Maassen, Poell, Weststrate, & Geurdes, 2016; Katsikitis et al., 2013; H.K.S Laschinger, 2012; Heather K.Spence Laschinger, Nosko, Wilk, & Finegan, 2014; Lutwama, 2011) , as well as proposing several item related to the constructs (Table 1). Content validity analysis were conducted by pre-testing the instrument with two-step-judgement of lay experts panel and research experts panel (Zamanzadeh et al., 2015), to assess the representativeness and relevance to the construct under study (DeVon et al., 2007; Yaghmale, 2003). Consequently, a complete questionnaire of nurse professional governance (NPGQ) was developed comprises of 9 items measuring shared governance, 18 items measuring performance management and 15 items measuring professional development. Among the total of 42 items, 12 items were newly proposed by the researcher. The NPGQ



asks the respondent to score from 1 (strongly agree) to 10 (strongly disagree) with the statement related to the construct provided in the questionnaire.

## **2.2 Data collection and analysis**

Statistical analysis was carried out using SPSS version 23. Descriptive statistics were used to elaborate the demography data. Exploratory Factor Analysis (EFA) was conducted in this pilot study with factor extraction method of principal component analysis (PCA) and direct oblimin rotation as factor rotation method. Tests of appropriateness of data for factor analysis were conducted based on cut-off values of Kaiser-Meyer-Olkin (KMO) of 0.6 and above, Bartlett's Test of Sphericity value of  $\alpha < 0.05$ , anti-image correlation for individual measure of sampling adequacy of  $>0.50$  and factor loading for individual item of  $>0.50$  (Field, 2009; Hair et al. 2010).

## **3.0 Results and Discussion**

### **3.1 Sample characteristics**

Response rate of 88.5% were collected from this study. After data cleaning, descriptive statistics were computed. The age of participants ranged from 25 to 56 years old with over half of the participants (66.9%) were below 40 years old. 83.6% of participants acquired working experience of more than 10 years and more than two thirds of them had been qualified as registered nurses (72.1%).

### **3.1 Factor Analysis**

The results indicated that the Bartlett's test of Sphericity was significant for all constructs with the p value of .000. The measure of sample adequacy of KMO for all constructs 0.847 to .932 which surpassed the value of 0.6 suggested that the number of samples of 140 are adequate and appropriate for factor analysis. Factor extraction using Principle Component Analysis (PCA) for the constructs indicated nine components with initial eigenvalue more than 1.00 for all three constructs. Each shared governance construct, performance management construct and professional development construct extracted three components which explained 84.07%, 86% and 94% of total variance respectively.

In the first EFA analysis, two items were eliminated from performance management construct as 1 item loadings below the threshold of 0.5 (pm1) and another item loading for factors (pm6). Re-specification of the factor structure was performed resulting rearrangement of items in accordance to their respective components. Three factors extracted from shared governance construct were identified as (i) opportunity, (ii) support; and (iii) resources. Factors extracted from performance management construct were identified as (i) performance measurement; (ii) performance standards; and (iii) performance

management. Factors extracted from professional development construct were identified as (i) personal and career development; (ii) job recognition; and (iii) work environment.

### 3.2 Reliability Analysis

Assessment of reliability of each construct were assessed by using Cronbach's alpha value. Cronbach's alpha value for shared governance, performance management and professional development scales were .901, .959 and .947. Reliability for all nine factors extracted by EFA were also computed and ranged between .796 to .991. Thus, the Cronbach's alpha values satisfied the recommended value for reliability coefficient of 0.7 (Hair et al. 2010) for all scales.

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# HUMAN FACTORS INFLUENCING EMPLOYEES' COMPLIANCE TO INFORMATION SECURITY POLICY

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## ABSTRACT

Information security is still a major concern for organisations, which rely on technology. Employee's information security behavior is critical to ensure the security of organization's information assets. Information technology has brought with it many advantages for organisations. The current study try to make clear on the influence factors of information security behaviors and how these factors work. Much of the research on security policy compliance has tested the relationships posited by the theory of planned behavior. This theory explains far from all of the measurable variance in policy compliance intentions. The outputs of this study shed some light on factors, which play a role in reducing misbehaviour in information security for academics and practitioners.

**Key words:** Human Factors, Information Security Policy, Compliance, Employee

## INTRODUCTION

As in present time, Information and Communication Technology (ICT) has been revolutionizing various industries and making huge dynamic changes in all aspects of societies all over the globe. (Vukadinovic,et al ,2016) and no industry is an exception. It is almost a must for most of companies and organizations to use this technology to support their strategies to win, reach and achieve advantages versus their competitors (Schneider, 2010) but protection of confidentiality, integrity and availability in a real computer system is a challenging task (Weixuan Mao,2017). Organizational efforts to protect information assets are increasingly mandated by government regulations and standards due to the increasing threats and cost of security failure. These efforts consist mainly of the introduction of new technical and managerial preventive schemes and the enforcement of employee compliance with tighter information security policies and technical obligations. This process has imposed a heavy burden on all organizational members that can no longer be ignored (Chunghun Lee,et al ,2016) . Information security is called to safeguarding data and information as important element of the system through variety of means such as education, awareness programs, policies and any technologies, which is designed to prevent it from any breach and danger (Risvold, 2010). However having a plan and policy is not sufficient for safeguarding the information and assets of an organization and suitable behaviour through information security along with technological and technical aspects reduces the risk of dangers to information security in organizations (Abawajy ,2014 ; Arachchilage et al, 2014) .

However, most of information security researches show center of researchers' attention is technical aspects and they have focused on technological and technical parts of information security system (Crossler et al., 2013) . Employee compliance with information security policy is a major concern of IS security managers (Myyry et al. 2009; Siponen & Vance 2010). Poor IS security compliance practices are responsible for over half of all IS security breaches within organizations (Siponen & Vance 2010). It has constantly been determined that, employees are considered the weakest link to the in effective information security incidents (Bulgurcu,et al. , 2010; Hu, et al, 2011). Scholars agree that an effective information security program should take processes, technology, and people into consideration (Paulsen ,et al, 2011). The International Federation for Information Processing (IFIP)Working Group 8.11/11.13 on Information Systems Security Research argued that further study from an organizational behavior perspective is required and that the determining factors in information security policy (ISP) compliance should be investigated (Crossler et al., 2013).

Most of SMEs in Malaysia like many other organizations have information security policy in place and the one of the most valuable and vital assets of these companies is information and also as these companies are from various industries with different organizational cultures and hiring employees from all walk of life , compliance of employees to information security policy of company plays a very important and vital role ,so to design ,develop and implement a successful information security system it is very important for managerial bodies to know most impacting factors which lead the employees to be the weakest link in their information security system and how use a guideline to reduce the risk of vulnerability by understanding the influencing factors and taking proper action.

This study aims to investigate factors impacting employees' ISP compliance ,investigate how valuable is the information as asset to Malaysia SMEs and shed light on these factors to ISP compliance research and suggest proper recommendations as a guideline to improve compliance rate of employees and to reduce the possibility of security vulnerability by preventing and controlling factors.

## **MATERIALS AND METHODS**

TPB is one of the most widely accepted behavioral theories, which is frequently used to study the effects of beliefs on the constitution of attitude toward a behavior and the influence of that attitude on behavioral intention (Van Lange,et al ,2012) . TPB proposes that behavioural intention is impacted by one's attitude, subjective norm, and perceived behavioural control. Attitude toward a particular behavior refers to the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question (Guo,et al ,2011)Therefore, TPB serves as a solid foundation for the study, given it proposes a link between intention and behavior (Bélanger ,et al ,2017) .

A survey will be carried out in Malaysia to test the study model. The targeted sample population will be employees of SMEs in Malaysia involved in work tasks that access, use and/or process their organizations' data through business operations and other transactions. The language of the survey instruments is adapted to the specific research context.

## **CONCLUSION**

Information security is a high priority for organizations; but individuals asked to implement and comply with information security policies tend to fail, resist or breach parts of these policies. Studies like this research can help organizations to design and implement better plans for their IS security policies by doing three things: understanding the impact of employees and human factors in ISP effectiveness and success ,understanding of impacting factors and taking proper and suitable actions to reduce the vulnerability.

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## GLC BOARD'S DIGITAL COMPETENCY

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**ABSTRACT** The paper analyze the literature findings on the importance and the pressing need for digital competency among the board of directors. Global industry research showed that the apex of decision making, the board of directors, are a contributing factor to the slow corporate embrace of digital transformation. These directors are feeling their competency being fast outmatched by the furious changing technology creating low confidence in themselves which subsequently leads to slow and ineffective decision making. Board's action to rectify the competency gap as part of the board diversity policy is very low or nil. Although the need for the digital competency for the board directors is agreed, however, how it looks like is not well understood. With this new awareness and combine with the lack of general acceptance on the terminology and definition, it has created an ambiguity on the suitable model that is fit for use at the strategic governance level. This explains why the slowness to upskill the directors with technology. Although there are some research findings that suggest solutions to the problem however, they are focus for the general corporates. Knowing that there are differences how the government-linked companies (GLC) function compared to these types of corporates, the findings maybe unsuitable. This paper justifies further exploration for the digital competency model as part of the board diversity policy for the GLC in Malaysia.

**Keywords:** GLC digital competency; digital directors; government-linked companies

### 1.0 INTRODUCTION

Government-linked companies (GLC) are the backbone for Malaysia's economy. Many of the large GLC have been in existence since the country's independence in 1957. Over a period of 10 years (2004-2014) GLC has contributed close to RM200bn in dividends and taxes to the country. GLC employ 5% of the national workforce. Out of the top 100 listed companies, 35 are GLC and they control almost 42% share of the FTSE Bursa Malaysia KLCI main board [1].

Seeing the need to further restructure and strengthen the GLC, the government lunched a 10-year GLC Transformation Program which ended in 2015 and covering 20 top GLC (G20). The outcome from the program has been excellent. Towards the end of the program, the performance of the participating GLC has improved tremendously. At the start of the program in 2004, the GLC was poorly performing on numerous operational and financial indicators. Ineffective boards were one of the key reasons for the underperformance. After going through the 10 years program, the GLC Transformation Programme Graduation Report stated, amongst other indicators, that the G20 market capitalization has increased by 2.9 times from RM133.8 billion to RM386.0 billion. The total shareholder return (TSR) grew 11.1% per annum [2].

The world we are living now has changed tremendously the last few decades. Global advancement in innovation and technology has been the catalyst to so many new business approaches which we haven't seen or comprehend before. The combination of artificial intelligence, cloud computing, internet connectivity, social media platform and the generation Y have rapidly alter the way the society communicates, travels, trades, perceives things and behaves. Uber, Grab, and Airbnb are some of the new business models leveraging on new digital technologies and the sharing mindset which have taken the traditional taxi and hotel industries by surprised. These new breed of competitors are

seldom noticeable as they appear from an adjacent industry and usually smaller in size hence, easily ignored. As a result, many incumbents were caught surprised and unprepared with totally new game plan of digital disruption. Such dynamics are indeed presenting big challenge for the incumbents.

Despite the awareness and understanding of technology and innovation, many GLCs are still struggling and slow with embracing these new ideas. Industry research showed that the apex of decision making, the board of directors, are a contributing factor to the slow corporate embrace of digital transformation. These directors are feeling their competency being fast outmatched by the furious changing technology creating low confidence in themselves which subsequently leads to slow and ineffective decision making. The lack of digital competency of corporate directors is a key pressing issue. Board's action to rectify the competency gap as part of the board diversity policy is very low or nil. Although the need for the digital competency is agreed, however, how it looks like is not well understood. With this new awareness and combine with the lack of general acceptance on the terminology and definition, it has created an ambiguity on the suitable model that is fit for use at the strategic governance level. This explains one of the reasons why the slowness to upskill the directors with technology.

Although there are some research findings that suggest solutions to the problem however, they are focus for the general private corporates. Knowing that there are differences how the government-linked companies (GLC) function, culturally and operationally, compared to the private owned corporates [3], the findings maybe unsuitable. This paper justifies further exploration for the digital competency model as part of the board diversity policy for the GLC in Malaysia.

## 2.0 DISCUSSION

A great company usually has a great board supporting it. It is said that an evenly diverse board of directors is an ideal board. Diversity attracts new ideas, insights, and perspective. Diversity comes from the perspective of gender, age, competency, ethnicity, regional and global exposure [4]. Much of the focus on boardroom diversity has been on gender, however, as technology and innovation are becoming more centerstage, digital competency is becoming a major topic for boardroom diversity. Yet when further scrutinized how exactly companies are dealing on digital competency among their board members, the picture remains fragmented [6].

Valentine [5] contributed to the first known industry validated digital competency in her study that is applicable to the board of directors' need to effectively govern technology in the corporates. However, the applicability for implementation in the GLC environment remains to be tested as GLC functions differently on certain business functions compared to the private owned corporates [3].

## 3.0 CONCLUSION

The lack of digital competency among the members of the board of directors of the GLC is a real challenge. Due to this situation, decision making at the top of the GLC corporate structure has been slow or incorrect. Board's action to rectify the gap is very low or nil. Although this digital competency gap is acknowledged and understood, we don't really know how this competency for the board level really looks like. This situation has created ambiguity in defining the competency. There have been studies to suggest the solution however, they are focused for the private owned enterprise. As there are discrete differences between private owned enterprise and government linked companies culturally, operationally and management functions, these findings maybe unsuitable. This justifies further exploration to identify and structured a comprehensive digital competency model suitable for the GLC governance level. This competency model is needed to complete the board diversity policy.

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## SYNCHRONIZATION OF PUBLIC TIME DEVICES TO COORDINATED UNIVERSAL TIME (UTC) IN MALAYSIA

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### ABSTRACT

The purpose of this study is to determine the most preferred time devices used by the public. Coordinated Universal Time (UTC) was used as reference time. The reference time was compared to the displayed time on public time devices. From this result, the public are then categorized into their age group. The results shown that the most preferred time devices used by public is mobile phone and more than 50% of the public are at the age group 20-30 years old. The mean error for overall data according to the type of time devices is  $\pm 1.32$  min (S.D.  $\pm 2.09$ min).

**Key words:** public time devices, Coordinated Universal Time (UTC), error

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### INTRODUCTION

“What time is it?” is the most common question asked by people around us. Depending on the circumstances, a degree of accuracy is sought when people ask for the time. However, no time device is completely accurate because each has its own errors due to imperfections and errors in settings (Allan, Ashby, & Hodge, 1997). Up to now, very few studies have actually examined the most preferred timekeeping device used by the public. Most of the studies on accuracy of timekeeping device are done specifically in medical area. Hence, the purpose of this study is to determine the most preferred timekeeping device used by the public.

### MAIN RESULTS

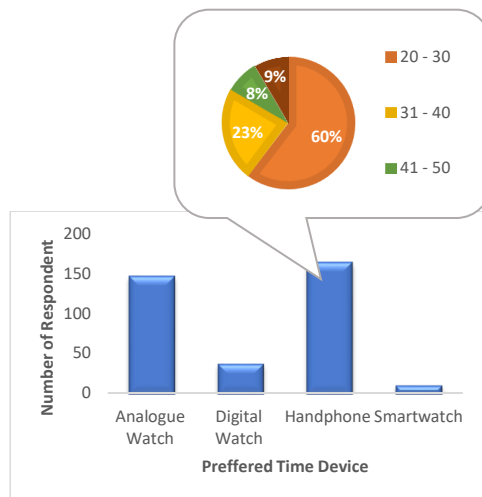
A total of 382 time device measurements which were analogue watch, digital watch, mobile phone and smartwatch were done after the survey. Of 382 respondents, 30 respondents were excluded from analysis because they were more than 15 minutes faster or slower than the MST clock. The public were surveyed randomly by using a modified time record survey tool of the one used by Bayer and Hutchins (Bayer & Hutchins, 2005). The time of each time device was recorded by capturing photo of time displayed on respondent’s time device and Coordinated Universal Time (UTC). This is to avoid errors while reading and recording the time and to make sure the time was recorded accurately. The absolute values which is also known as the error of time device was measured and entered into Microsoft Excel (Microsoft Corporation).

Descriptive statistics were calculated including means, standard deviations(SDs), medians and ranges by using Stata versions 14 (StataCorp).

**Table 1.** Mean of error according to the type of time device.

| Time device    | Observation number | Mean±SD (minute) |
|----------------|--------------------|------------------|
| Analogue watch | 145                | 2.145±2.641      |
| Digital watch  | 36                 | 1.747±2.089      |
| Mobile phone   | 162                | 0.452±0.452      |
| Smartwatch     | 9                  | 1.828±3.994      |
| Total          | 352                | 1.317±2.090      |

The mean time device errors grouped by the type of time device used by the respondents are shown in Table 1. The overall mean was ±1.32 min (S.D. ±2.09min). Most respondents used mobile phone as their time telling device. 145 respondents preferred to use analogue watch followed by 36 respondents preferred to use digital watch. The smallest number of respondent in term of type of time device used was the one who used smartwatch.



**Figure 1.** Type of time devices used by respondents and pie chart categorized by the age of respondent who use mobile phone as time device.

Figure 1 shows the type time devices used by respondents and according to the graph as well as Table 2.1, it can be clearly seen that most of respondents preferred to use mobile phone as their time telling device. The number of respondent who use mobile phone were categorized into their age, 20-30 year old, 31-40 year old, 41-50 year old and above 50 year old. The data was illustrated in the pie chart below, where more than 50% of respondent were in the age group of 20-30 year old and the lowest number of repondent used mobile phone as their time device are at the age group of more than 50 year old.

## CONCLUSION

Results of this study indicate that the most preferred time devices used by the public is mobile phone. Mobile phone are highly accurate compared to other time devices because it is automatically synchronized. Mobile phones are now more than just phones (Lombardi, 2012). Our data revealed that more than 50% of respondents who used mobile phone as time device is among young generation with the age 20-30 years old. Further evaluation of automated and manual synchronization of mobile phone will provide valuable information.

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**Adoption of Outcome Based Budgeting System in monitoring government's development projects**

Outcome Based Budgeting (OBB) is a result based management monitoring system used by Malaysia government to track the progress of its ongoing development projects. Malaysia development policy consist of long term policy such as National Economic Plan, the middle term policy like the Malaysian Plan and the yearly budget as a short term policy implementation in order to achieve the government's development aspiration such as the Vision 2020. Development policy can be monitored by monitoring the progress of its implementation, which is the development projects. OBB introduced in 2010 and pilot implementation in 2015 with nine ministries before being implemented to all ministries in 2017. The system covers the whole developments implementation monitoring network by linked all system's stakeholder which is the public services by using MyResults application for communication and analysis purposes. System main stakeholder includes Economic Planning Unit (EPU) and Implementation and Coordination Unit (ICU) which under Prime Minister Office, the Ministries and OBB Unit under Ministry of Finance (MoF). The reason why monitoring become more and more important is because development planning plays a huge impact towards Malaysia GDP. Aside from early problems detection, good monitoring system will provides data for better end of projects analysis. Based on the audit report, government loss a lot of money due to the weakness in the implementation. For example, 10<sup>th</sup> Malaysia Plan which cover development plan from year 2010-2015, around RM230 billion was budgeted for development projects. At the end of 2015, RM215,830 million or 96.3% of total allocation was spend for the planned projects with only 64% which is 7,639 from 11,979 projects being completed. For the 11<sup>th</sup> Malaysia Plan, RM 260 billion has been allocated and the data extracted from 1<sup>st</sup> until the 11th Malaysia Plan shows that the budget for the development is always increasing. This huge figure shown how importance the development is in government's agenda. So the efficient monitoring system is needed to detect existing problem in implementation to rectified the problem as early as possible. The study on other countries monitoring system shows that the good monitoring system can improve the implementation efficiency. In case for OBB, since it's a result-based monitoring system, the study will be based on its capacity to monitored the projects status as a real-time result. In order to do so, the monitoring system first defined to be a part of two main component which is the system user, the social part and the system's tool which is the technological part. Focusing on the OBB as a sole monitoring system used by the government for projects monitoring, these variables is defined as the human factor that operate the system, which is the stakeholder and also the technology for the system backbone which is MyResult application. Sociotechnical theory defined the clear separation in between social and technology part without ignoring the fact that the social and technology is interdependent with each other. By dividing the focus area into social and technological, these studies will explore more on the social aspects which is the system's stakeholder. The reason is that for OBB, the system's tool used for project monitoring is depended by the input and commands from system's user. There are a lot of study being done to determine the public satisfaction towards public service and government has introduced the Performance Indicator (PI) to increase the government's service quality. The behavioral treat extracted from the PI and investigate specifically for determining on its effects towards projects monitoring. The research finding then will be compared with the data extracted from the Malaysia Plan evaluation to produce a consistent observation for behavioral evaluation and subsequently linked it for the component needed for organizable behavioral model. Since the behavioral aspect not only cover in term of real-life interaction but also the virtual interaction triggered by the system, there is a need to study further than the PI. Sociotechnical theory is used to covers the complex's aspects of the system without ignoring the technological part since its interdependent with each other. To compliment the finding, Actor Network Theory (ANT) will be used to investigate the individual treat inside the network. The research will determine the relationship behavioral in between stakeholder both as a team and individual with the system's effectiveness and further analyse these stakeholder behaviors in influence the decision making. The technological part also will be explained in MyResults capacity as a systematic information system (SIS) managing tools for those stakeholders. In order to do so, interviews will be conducted with all stakeholders to

identify their roles, responsibility and accountability by using Effective Technical and Human Implementation of Computer-based Systems (ETHICS) methodology. ETHICS methodology based on the participative approach to information systems development and measure five main variables, the knowledge fit, the physiological fit, efficiency, task-structure and the ethical fulfillment. The analysis outcome in behavioral data from PI, Sociotechnical theory and ANT will be extracted from the interview outputs fitted on these five variables. It will be linked and showed in as a OBB stakeholder's behavioral in monitoring framework. Compilation of the preliminary data done to get the data of the key person in developing the monitoring system and the system stakeholders. The selected individual represent every system's stakeholder being identified and interviewed to get raw data of the level of satisfaction and the system user experiences. At the end of the research, we will be able to clarified the function and relationship in between OBB effectiveness and stakeholders behavior. The framework subsequently will be able to pinpoint the weaknesses of the system and suggestion on the way to improve it. Through the framework, the conclusion on the status of OBB as the monitoring system can be done and the recommendation can be made to make its more efficient in order to have a better monitoring system.

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## EVALUATING THE IMPLEMENTATION OF SCIENCE, TECHNOLOGY AND INNOVATION POLICY IN ADDRESSING THE MARGINALISED IN MALAYSIA

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### ABSTRACT

Science, technology and innovation (STI) is widely accepted for its crucial role as the key drivers of economic and social development. STI has contributed to significant economic growth over the creation and exploitation of scientific and technological knowledge that have become fundamental to the creation of wealth and improvement of people's quality of life (OECD, 2000). Nevertheless, there is an increasing concern that the benefits of STI are unequally distributed (Schwachula, Seoane and Hornidge, 2014) in which it also brings negative consequences to the society due to several factors such as skill-biased technical change (OECD, 2017) and the lack of supporting infrastructures for STI exploitation and utilisation in certain areas (Iizuka, Mawoko, and Gault, 2015; Smith et al., 2012). This issue has captured the worldwide's attention on the needs to broaden STI policy focus aligning it with the broader development agenda. The governments across countries started to increasingly integrate social objectives in STI policy and advocate socially-driven innovation approaches such as social innovation, grassroots innovation and inclusive innovation. The common aim of these efforts is to address the unmet needs and solving social issues facing the less advantaged groups. However, previous studies have highlighted several policy issues concerning these efforts. The literature shows that there are implementation gaps of the STI policy, which are influenced by factors occur at both policy level and programme level that consequently shaped the policy outcomes. At the policy level, the common influencing factors are the lopsided focus of STI policy; STI policy not aligned with national development agenda; low or diverted prioritisation of STI policy; and top-down and supply-driven approach. Whilst at the programme level, among the identified issues are, insufficient of monetary resources; risk resistance; lack of data and measurement; lack of sufficient skills and knowledgeable personnel; lack of network and intermediaries; difficulty to scale up. In the context of Malaysia, various policies have been introduced and numerous measures have been undertaken by the Malaysian's government to drive the nation's socio-economic development towards realising the high-income and advanced nation's status by the year 2020. Successfully reduced the inequality gap and poverty rate, Malaysia's focus has shifted to the low-income households (LIHs) to ensure that they are elevated into the middle-income group by 2020 (EPU, 2015). In line with the evolving needs resulting from the rapid global changing landscape, in which to some extent the LIHs are more prone to be negatively affected by the economic shock (EPU, 2015), the role of STI is increasingly imperative to cater the needs to solve problems facing the LIHs. Several policy measures have been introduced in the most recent national STI policy, namely the National Science, Technology and Innovation Policy, 2013-2020 (NPSTI) and programmes have been implemented, aligning the broader national development goals. However, there have been the lacking of empirical studies have been undertaken in this subject to understand to what extent the implementation of the policy measures, action plans and programmes that aimed at addressing the LIHs have been implemented aligning with the NPSTI goals, supporting the national development agenda on social development, through the lens of various stakeholders, namely, the government officials, collaborators (private sector or organisations) and the beneficiaries. Hence, the main purpose of this study is to investigate in-depth the overall implementation of STI policy for social development in Malaysia by delving into the NPSTI, through its initiatives and programmes that aimed at addressing the LIHs and identify major influencing factors that shaped the policy outcomes. To achieve this study purpose, this qualitative study employs case study design and adopts a combination of data collection methods, namely, semi-structured interview and document analysis to illustrate the overall implementation process of the NPSTI strategies, action plans and programmes that aimed at addressing the LIHs. The informants for this study are selected using purposive sampling technique, where they are grouped into four groups of different criteria namely, policymakers, policy implementers, collaborators (organisations or private sector) and beneficiaries. The underpinning theory for this study is implementation theory, in which the combination of top-down and

bottom-up approaches of implementation are reviewed and towards the end, an implementation framework that is aimed at addressing the gap is proposed. The finding of this study would contribute to theoretical, empirical, and practical perspectives. Theoretically, the finding of this study would bridge the theoretical gaps of implementation theory where it uncovers some of the elements of the relationship between theory and context. This empirical finding would also contribute to the existing body of literature where there is the lack of research have been done on this topic in Malaysia despite its growing significance, looking at the perspectives of various stakeholders. For practical contribution, the finding would provide a better picture of the current state of the affairs of STI policy and how well the initiatives and programmes were implemented, aligning with the NPSTI goals, supporting the broader national development agenda for social development. The NPSTI will end by the year 2020 and a new national STI policy will be formulated. Hence, with an in-depth understanding on the implementation process and based on the framework proposed, it enables the policymakers to have an insight on how to design sufficient policy measures in the future policy to adequately cater the needs of the LIHs and facilitate the policy implementers to carry out the implementation accordingly.



## Enhancing Procurement Management Framework For The Ministry Of Defence, Malaysia In Adopting Transparency Practices For Value-For-Money

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### ABSTRACT

This study aims to enhance the existing conceptual framework by incorporating the transparency practices during procurement of supply and services which may address the value for money in the Ministry of Defence (MinDef) procurement process. Four objectives are set: 1) to analyse the policy, direction and initiatives undertaken 2) to investigate the existing procurement guidelines 3) to investigate the challenges in implementation and the key component parameters ; and 4) to enhance a generic framework to adopt transparency practices and value for money. Qualitative method will be adopted via purposive sampling whereby semi structured interview will be organized with **12 targeted** experienced participants in the procurement process of MinDef including procurement officers, retiree and suppliers to obtain relevant and significance inputs to support the research aim. Participants' feedback from interview and content analysis will be used to gather and analysis will help to evaluate the compliance in implementing the existing conceptual framework outline by the ministry. **Data gathered will be analyzed using NVIVO software.** Subsequently, it will be followed by benchmarking between Science Technology Research Institute for Defence (STRIDE) in Malaysia and Defence Procurement Agency (DPA) in Bristol, United Kingdom to be conducted as part of methodology. This study is expected to contribute to the enhancement of existing procurement framework and introduction of new guidelines which address value for money specifically **for defence agencies in Malaysia.** This new knowledge and method may assist the practitioners in the relevance agencies to improve the implementation procurement process effectively. This newly framework and new guideline can be used for the development of new defence procurement policy which been adopted by the entire developed nation to implement an effective and efficient of procurement process. This framework and guideline shall be adopted by the government agencies and ministries with the support from the Treasury Department under the Ministry of Finance.

Keywords: *Defence Procurement, procurement management framework, transparency Practices, value for money, Ministry of Defence Malaysia*

### 1.0 INTRODUCTION

World Defense procurement deals with procuring products that are highly diversified and its extremely complex processes and regulations (Markowski & Hall, 1998). The conflict between 'public right to know' and 'military need to know' that lead to the procurement transparency which address the main problems such as unethical conduct, accountability, corruption, integrity, interference from outside parties and cronyism, which affects the implementation process in Malaysian Ministry of Defense (MinDef). Previous study done by (Hui, Othman, Omar, Rahman, & Haron, 2011) in surveying the perception of the two main stakeholders in procurement system; the contractors and the procurement officers on issues such as accountability, transparency, corruption, integrity and cronyism pertaining to the public procurement system in Malaysia. Interviews were conducted over a nine-month period in 2007 to gauge the perception of the procurement officers and contractors on procurement issues in Malaysia. Since this scholar only addressed and criticism on accountability, corruption, integrity, cronyism, interference from outside party and transparency practices in the public procurement system in Malaysia and did not study on value for money, so the researcher will focus on this factor as future outcome.

### 2.0 MATERIALS AND METHODS

The study will be carried out using in-depth interview and document analysis. Depends on the availability of respondents, the interviews will be done Parallel \ concurrently or sequentially.

## **2.1 Primary Data**

Primary data refers to data collected for the first time in the field. Jewel (2001), defines it as data that has been collected for the purpose for which it is originally used. Interviews with 12 participants will be conducted over a month period in 2018 to gauge the perception of the procurement officers and suppliers on procurement issues in MinDef. The three groups of participants will be selected such as Procurement Secretariat those consist of Procurement Division and Science & Technology Research Institute of Defence (MinDef) and Government Procurement Division (Ministry of Finance). Besides that the user of procurement item will be selected from tri service such as Royal Malaysian Army, Royal Malaysian Navy and Royal Malaysian Airforce. As the purpose of triangulation, the interviews will also be conducted to three suppliers company those experienced with procurement process in MinDef. Finally, to strengthen the finding, the interviews will be also involving another group from the monitoring agency that related to MinDef procurement such as National Audit Department, Security Section of Economic Planning Unit (EPU) and Malaysia Anti-Corruption Council (MACC)

## **2.2 Semi Structured Interview Questions**

Semi structured interview questions will be designed related to objectives such as MinDef Policy Direction and Initiative, MinDef procurement Guideline, Challenges in procurement practice and the enhancement of Value for Money

## **2.3 Benchmarking**

Benchmarking is the process of comparing the cost, cycle-time, productivity, or quality of a specific process/method to another that is widely considered to be an industry standard or leading practice. For this research, The Science and Technology Research Institute for Defence (STRIDE), MinDef will be selected as the agency involved in the comparison process. An established model of Defence Procurement Agency (DPA) in Bristol, United Kingdom will be given priority for benchmark due to few factors such as its status as a developed country, and also the second largest country for having defence procurement contract amount signed with Malaysia in 2018. The benchmarking is really crucial and important as a preparation and helping in formulation of the Malaysian defence procurement policy in the future.

## **2.4 Secondary Data**

According to Jewel (2001), secondary data is data that is collected for purposes other than the original use. It is an analysis of data that have already been collected for some other purpose. For this research, secondary data will be gathered from documentation as a purpose of counter check and balance for primary data collected. The proposed department will be the Procurement Division of MinDef, The National Audit Department, Malaysia Anti- Corruption Council (MACC) and the Economic Planning Unit (EPU)

## **2.5 Data Analysis and Finding**

For document analysis and semi structured interview, the validity of data collected will be analyzed and measured by using NVIVO software which is one of the most powerful tools for qualitative research. As great supporting tool \ software, the interview data will be then transcribed and analyse by using Coding, Categories and Themes. The finding from data analysis will be compared and validated by third parties to enhance the justification and clarification. The proposed parties are representative from 1) Transparency International Malaysia (TI-M) for monitoring aspect, 2) head of a special investigation committee on procurements, governance and finance for the purpose of audit and implementation view; and 3) Expert of suppliers company for suppliers view.

## **3.0 RESULTS AND DISCUSSION**

The research progress now is at data collection stage which expected to be completed by end of November 2018.

### **3.1 Validation of Interview Questions**

For validation part, sets of Semi Structured Interview questions have been reviewed and validated by 3 persons. They are 2 academicians from Universiti Tenaga National (UNITEN) those experienced in

qualitative research and procurement related. The another one is a government officer/ practitioner that graduated with PhD in procurement related.

### **3.2 The Pilot Interview**

Subsequently, the pilot interviews were conducted to 4 selected participants. They are 1 officer from Malaysian Anti-Corruption Council, 2 officers from MinDef procurement division and 1 supplier those experienced with MinDef procurement.

(Words 1199)

## **KAJIAN KEBERKESANAN PROGRAM OPS PERISAI AQIDAH DALAM MENANGANI TERRORISME DI DALAM ANGKATAN TENTERA MALAYSIA (ATM)**

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**Kata Kunci:** *Terrorisme ; Ops Perisai Aqidah*

### **ABSTRAK**

Ekstremisme, radikalisme dan terorisme kontemporari yang sedang berlangsung lebih-lebih lagi di negara-negara umat Islam adalah berpunca daripada penyebaran aktiviti dan tindakan keganasan kumpulan militan atas nama jihad, hijrah dan perjuangan ilusi terhadap sistem kekhilafahan ataupun penubuhan Negara Islam. Tindakan-tindakan daripada kumpulan ini yang menggunakan platform agama bagi mencapai matlamat mereka yang kononnya didakwa suci telah menimbulkan salah faham yang besar kepada umat Islam dan masyarakat bukan Islam di seluruh dunia. Pihak kerajaan dan agensi-agensi yang terlibat di dalam aspek keselamatan telah berusaha untuk menangani permasalahan ini mengikut kapasiti dan fungsi-fungsi masing-masing.

Bahagian Counter Terrorism Cawangan Khas Bukit Aman telah mengadakan pemantauan dan banyak siri-siri tangkapan terhadap suspek kumpulan teroris ini. Memburukkan lagi keadaan apabila tangkapan tersebut turut membabitkan segelintir anggota pasukan keselamatan negara khususnya daripada Angkatan Tentera Malaysia (ATM). Berdasarkan kepada keadaan tersebut, kajian ini akan menumpukan kepada naratif-naratif terorisme yang disebarkan oleh kumpulan teroris Islam kontemporari. Seterusnya pula akan mengkaji latar belakang dan kefahaman anggota-anggota tentera yang telah terpengaruh dan terjebak dengan naratif atau kumpulan teroris tersebut. Kajian ini akan memfokuskan kepada penilaian kefahaman asas tentang ajaran Ahli Sunnah Wal Jamaah serta kefahaman tentang konsep jihad khususnya kepada mereka yang melalui program Ops Perisai Aqidah pada tahun 2017. Ini bertujuan bagi mencari penemuan terhadap faktor-faktor penerimaan segelintir anggota tentera dengan naratif-naratif terorisme khususnya terhadap salah faham tentang konsep jihad. Diharapkan juga sekiranya program ini berkesan khususnya dalam menangani naratif terorisme, maka kandungan program ini boleh dimanfaatkan kepada pihak-pihak lain yang berkaitan.

### **PENGENALAN**

Penglibatan segelintir warga tentera di dalam kumpulan teroris khususnya kumpulan DAESH bahkan lebih ramai lagi yang terpengaruh dengan sebaran naratif-naratif terorisme telah menjadikan perkara ini sebagai ancaman dalaman kepada institusi keselamatan negara. Perkara ini juga telah menjadikan pimpinan tertinggi ATM membuat pengarahannya untuk menilai semula sejauh mana keberkesanan program-program keagamaan dan kerohanian yang telah dan sedang dilaksanakan kepada warga ATM sehinggalah sejumlah anggota telah terjebak dengan isu ini. Setelah pihak BSPP mengadakan kajian, hasilnya adalah sebaran dakwah naratif-naratif terorisme ini begitu mudah diperolehi melalui media internet. Ini ditambah lagi dengan sentimen-sentimen perjuangan untuk memperolehi janji-janji akhirat. Oleh hal yang demikian, usaha untuk menangani isu ini telah dibuat melalui counter naratif secara penerangan dan mendekati anggota yang disyaki. Program Ops Perisai Aqidah 2017 telah dilancarkan ke seluruh pasukan dan formasi di ketiga-tiga perkhidmatan dengan harapan agar penularan ini dapat dibendung dan dihapuskan sepenuhnya. Di antara objektif program ini ialah untuk memberikan pengetahuan yang lebih terperinci mengenai penyelewengan aqidah dan ajaran sesat termasuklah mengenai salah faham tentang jihad serta bahayanya ancaman kumpulan DAESH.

### **KAEDAH PENYELIDIKAN**

Kajian ini menggunakan kaedah data-data primer seperti merujuk dokumen-dokumen dan bahan-bahan arkib dengan meneliti kertas-kertas kerja, slide-slide pembentangan, minit mesyuarat, surat-menyurat dan rekod rasmi jabatan-jabatan kerajaan. Peluang menemubual dan mengutip maklumat daripada pakar terorisme di BSPP serta pegawai dan anggota ATM yang ditahan kerana terlibat dengan kumpulan DAESH.

Selain sumber primer, data-data dari sumber sekunder turut digunakan seperti majalah-majalah dan akhbar-akhbar yang melaporkan berita perkembangan serta kenyataan daripada pemimpin-pemimpin yang berkaitan. Laporan-laporan daripada website agensi-agensi yang berautoriti juga turut menyumbang kepada dapatan maklumat di samping rujukan buku-buku dan kajian perpustakaan.

Kajian ini juga akan menggunakan kaedah kuantitatif iaitu dengan cara mengemukakan soalan kepada anggota-anggota tentera yang telah mengikuti program Ops Perisai Aqidah di pasukan dan formasi mengikut populasi persampelan. Ini adalah penting untuk menilai sejauh mana andaian bahawa langkah dan tindakan menangani ancaman ini berkesan atau sebaliknya.

### PERBINCANGAN DAN HASIL KAJIAN

Tangkapan terhadap segelintir anggota tentera yang terlibat dan yang disyaki terlibat dengan anasir terroris meningkat sehinggalah ke tahun 2017. Namun tidak ada lagi sebarang tangkapan atau anggota tentera yang disyaki terlibat dengan kumpulan terroris pada tahun ini setakat bulan September yang lalu. Justeru itu, kajian tentang keberkesanan program yang dianjurkan oleh pihak tentera khususnya oleh pihak Kor Agama Angkatan Tentera (KAGAT) sepanjang tahun 2017 mungkin dilihat seperti berkesan. Namun jika di teliti, peranan pencegahan dan penguatkuasaan undang-undang dengan tegas telah dimulakan dari tahun 2016 lagi apabila pihak Bahagian Staf Perisikan Pertahanan (BSPP) telah melaksanakan program Ops Perisai Wira. Program ini lebih komprehensif apabila menggerakkan elemen penguatkuasaan, tahanan dan penerangan secara holistic.

Pihak PDRM tidak mengeluarkan angka rasmi tangkapan suspek terroris di bawah Rang Undang-Undang Pencegahan Keganasan 2015 atau POTA 2015. Namun hanya memaklumkan jumlah tangkapan sekali berkala bagi tahun semasa. Tetapi mengikut pencarian di dalam laman web rasmi data kerajaan, hanya statistic tangkapan DAESH di bawah Akta Pencegahan Jenayah 1959 dan Akta Pencegahan Jenayah (Pindaan) 2017 atau *Prevention of Crime Act 1959 and Prevention of Crime Act (Amendment) 2017* sahaja yang dikeluarkan.

Tiadanya tangkapan baru serta anggota tentera yang disyaki telah dibebaskan setelah melalui proses pemulihan maka dijangkakan bahawa tindakan pantas dan komprehensif pihak tentera di dalam menangani ancaman terroris ini adalah berkesan. Walaubagaimanapun, pemantauan yang berterusan hendaklah dilakukan kerana punca penyebaran dakyah terroris ini berpusat di luar negara dengan menggunakan saluran media maya. Kemungkinan mereka masih aktif namun dengan menggunakan plan yang lebih strategik untuk menularkan semula ideologi dan taktik perjuangan mereka.

| STATISTIK TANGKAPAN ELEMEN DAESH DIBAWAH POCA BAGI TAHUN 2014 HINGGA 2017   |                  |           |           |              |           |          |          |
|---|------------------|-----------|-----------|--------------|-----------|----------|----------|
| TAHUN   | JUMLAH TANGKAPAN | JANTINA   |           | UMUR (TAHUN) |           |          |          |
|   |                  | LELAKI    | PEREMPUAN | <20          | 20-35     | 36-60    | >60      |
| 2014  | 4                | 2         | 2         | 0            | 4         | 0        | 0        |
| 2015  | 25               | 24        | 1         | 1            | 20        | 4        | 0        |
| 2016  | 9                | 9         | 0         | 0            | 8         | 1        | 0        |
| 2017  | 9                | 7         | 2         | 0            | 6         | 3        | 0        |
| <b>JUMLAH KESELURUHAN</b>   | <b>47</b>        | <b>42</b> | <b>5</b>  | <b>1</b>     | <b>38</b> | <b>8</b> | <b>0</b> |
| <b>Nota :</b><br><b>Daesh</b> – Adalah singkatan Daulah Islamiah Fil A Iraq Wal Syam dan merupakan nama terkini bagi kumpulan pengganas asal yang sebelum ini dikenali dengan beberapa nama seperti Islamic State, Islamic State of Iraq and Syria, dan ISIL. |                  |           |           |              |           |          |          |

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#### **PENGHARGAAN**

Semoga segala kerjasama yang telah diberikan oleh pihak BSPP dan KAGAT di dalam menjayakan kajian ini akan mendapat ganjaran pahala yang terbaik dari Allah SWT. Begitu juga dengan sumbangan idea dan nasihat daripada tenaga pengajar dan ahli-ahli akademik daripada UTM diharapkan akan diterima di sisi Allah sebagai amal jariah yang berpanjangan pahalanya.

## **Preliminary Analysis on Policy of Human Trafficking in Malaysia**

**Nurul Amirah Binti Hamzah (MFF173005)**

### **Introduction**

Human trafficking is a serious scenario that strikes globally. Human trafficking is also at an alarming stage which is approximately 2.5 million peoples from 127 countries being traded around the world. This shows that the world is facing a trafficking conflict at a critical level and requires concern from all sides. Trafficking in persons is defined as an act involving the acquisition or retention of a person's employment or services through coercion such as recruiting, transporting, transferring, protecting, providing or receiving a person (Section 2 ATIPSOM 2007 in Ministry of Home Affairs, 2018). The trafficking phenomenon is often associated with victims of fraud, brutal prostitution and coercion in several sectors such as construction, plantation, agriculture, maid and fisheries (Kartini Aboo Talib, 2015). Human trafficking occurs due to several factors such as poverty, illiteracy, economic crisis, domestic and regional conflict, political instability and displacement (Mohd Bakri Mohd Zinin, 2010). Looking closely, especially in the Southeast Asian region, many developing countries are also facing human trafficking problems including Malaysia. Rapid economic growth as well as prosperity in Malaysia has made Malaysia as a major attraction to many foreigners from all over the world and this has provided a great opportunity for the human trafficking to take place (Mohd Bakri Mohd Zinin, 2010). Malaysia is also a good choice for the human trafficking activities due to its location which is in the middle of Southeast Asian region (Norraihah Mohamad Eusof, 2016). Thus, Malaysia becomes a strategic location for conducting human trafficking either as a transit country or a destination country. The thriving human trafficking phenomenon has a devastating impact on the image of Malaysia as a developing country. Therefore, Malaysia has formulated various efforts and approaches in handling this issue. One of the efforts taken is through the policy making. Thus, this paper attempts to discuss on the policy of human trafficking in Malaysia and its role in handling the highlighted issues.

**Several policies on human trafficking in Malaysia are discussed below:**

#### **a) Anti-Trafficking in Persons Act 2007**

Malaysia introduced Anti-Trafficking in Persons Act on 11 July 2007 which aims to prevent and combat human trafficking. This act includes protection and support to victims of trafficking, punishment for criminals, the establishment of an anti-trafficking council and things related to it. However, this act was amended in 2010 and named as Anti-Trafficking in Persons and Anti-Smuggling of Migrants (ATIPSOM). Under ATIPSOM, human trafficking is defined as all actions involved acquiring or maintaining the labour or services of a person through coercion and includes the act of recruiting, conveying, transferring, harbouring, providing or receiving a person for the purposes of this Act. Under this Act as well, anti-trafficking council has been changed its name to MAPO (Majlis Anti Pmerdagangan Orang dan Anti Penyeludupan Orang). MAPO is entrusted to coordinate and implement ATIPSOM as well as to formulate policies and protection programs to combat trafficking and trafficking in persons.

#### **b) National Action Plan against Trafficking in Persons 2010-2015**

As a continuation of ATIPSOM, National Action Plan against Trafficking in Persons 2010-2015 has been launched. This plan was launched by the former Malaysian Defense Minister, YB Dato' Seri Hishammuddin Bin Tun Hussein. This plan is intended to complement ATIPSOM in ensuring that the implementation of national initiatives goes smoothly and effectively for a period of five years (2010-2015). The launch of National Action Plan against Trafficking in Persons 2010-2015 also directly reflects Malaysia's commitment and aspiration in combating human trafficking. The objectives of this plan are determine the strategic direction for a period of five years, defining strategic goals that will guide and drive national efforts to combat trafficking in persons and determine the areas of the program to support and ensure the effectiveness of the implementation of strategic goals. There are five principles that serve as a guide in this plan including government responsibilities, participation of the society, services to human trafficking victims based on human rights, cooperation between government and international organizations and non-governmental organizations (NGO) as well as systematic assessment and endurance.

**c) National Action Plan against Trafficking in Persons 2016-2020**

National Action Plan against Trafficking in Persons 2016-2020 was launched in August 2016 by the former Deputy Prime Minister of Malaysia, Datuk Seri Dr Ahmad Zahid Hamidi. This plan is an effort to improve the ranking of Malaysia in Trafficking in Persons (TIP) report. This plan also involves the cooperation of the various ministries, departments and agencies fighting the human trafficking. It was also involved the commitment and collaboration of the machinery engaged in enforcement, legislation, protection and publicity over the next five years. Other than that, this plan will give priority to the welfare and protection of the victims of human trafficking in accordance with the international best practices. This plan will serve as a reference and basic guide for ministries and government agencies as well as NGO's involved in anti-human trafficking efforts in planning their strategies and enforcement initiatives.

Looking at all the policies discussed, each policy plays an important role in combating human trafficking issues in Malaysia. The Anti-Trafficking in Persons Act 2007 is the fundamental policy for addressing human trafficking in Malaysia. It provides courses of action for tackling the problem comprising a set of intentions with means to achieve them, along with the designation of governmental entities to ensure its implementation. Most importantly, this Act provides for the establishment of MAPO to become the critical force to steer the directions for the effective implementation of the Act. National Action Plan against Trafficking in Persons 2010-2015 also play an important role in combating human trafficking. This plan emphasizes the importance of collaboration at all levels where it requires participation from related parties. In addition, this plan is a medium to runcomprehensive and integrated approach among government agencies to effectively deal with this issue. As a continuation, National Action Plan against Trafficking in Persons 2016-2020 also plays an equally important role in combating human trafficking. This plan shows that Malaysia is not only serious in the prevention aspect of human trafficking but Malaysia also emphasizes the protection aspect especially for the victims involved. Malaysia is very concerned about the welfare of victims who are trading in the country and always committed to helping them.

**Conclusion**

It is clear that Malaysia is always working hard in combating human trafficking holistically and proactively. In addition, the government has done its best by following the country's policy and taking into consideration aspects of sovereignty, security and integrity. Through the implementation of these policies, Malaysia has set a target to abolish human trafficking by 2030. However, the target could not be achieved by just implementation of the policy. The



commitment from each individual Malaysian to create the social awareness will be able to assist the government in combating this issue.

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## **POST-CONFLICT RECONSTRUCTION POLICIES IN JUBA: MIGRATION FACTORS AND EFFECTS**

**Okafor Christian I**

### **Abstract**

Conflicts, be it in the form of clashes over resources, cross-border incursions, civil unrest, ethnically and religiously motivated violence, and states sponsored internal violence, or full-scale interstate wars show that the effects of war and crises remained more regrettable than contemplated. An analysis on the factors propelling the migratory phenomenon in Juba will reveal more worrisome effects of war looking at the displacement pattern and migration effects in the area. The migration trend resulting from many factors has been on the increase in Juba. The factors are classified in two folds as: The Push and Pull, even though the government and policy makers have been working with relevant legal and policy instruments to address the effects in the area over the years. Policies have been made and applied in the reconstruction processes. However, the inclusiveness, acceptability, applicability and effectiveness of these policies remained elusive with no major gains for a better reconstruction and development.

While the study aims to generally understand the nature and challenges of the policy and reconstruction process that have exacerbated the migratory trends, using a qualitative case study approach, this study sets out to identify the push and pulls factors that affect post-conflict reconstruction policies in Juba. It thus intends to ask and address three questions: What were the Push and Pull factors as identified by other researchers and how does it relate to the context in Juba? What is the nature of the actors programs and policies among the post conflict countries in the context of reconstruction and how it leads to sustainable stability and minimal Push and Pull migration factors?, How significant has the programs and policy processes are in post- conflict reconstruction within the context of Juba?.

The study identifies the lack of coordination between the international and local actors as stakeholders in the application of the relevant legal and policy instruments to address the effects of migrations over the years. By contrast, the prevailing development of policies and legal instruments has been inappropriately applied by way of exclusion of the local actors in the policy formulation processes and application as it further disadvantages those at highest risk of already fragile post-conflict societies. The research intends to develop a new theoretical framework (Community lead implementation model) that combines community leaders, the government, the implementing partners, and donors at every level of the process. This coordination theory will reveal how local actors partnership through inclusive consultations influences coordination network structure to enhance post-conflict reconstruction efforts and minimize migratory trends.

# THE EFFECT OF UNCERTAINTY OVER GOVERNMENTAL ECONOMIC POLICIES ON PRIVATE SECTOR INVESTMENT IN IRAN

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## ABSTRACT

Recognition of investment behavior as one of the most important components of total demand of economic growth, which plays a decisive role in the formation of business cycles and economic growth, has always been a matter for policy makers and economists. Based on this, for a long time, economists and policy makers have been developing a model to explain investment behavior with respect to its influential factors. Uncertainty about the government's economic policies makes capital owners unable to calculate their long-term return on capital adequately. Therefore, increasing uncertainty in the government's economic policies will reduce the expected Capital appreciation; reduce the level of investment, and thus the stagnation and economic downturn.

The main objective of this study is to investigate the relationship between the uncertainties about the fluctuations of economic policies on private sector investment in Iran over the period 2008-2018. In order to achieve this goal, firstly, the government's economic policies uncertainty, measured by three indicators of tax revenue, liquidity, and currency margins as measured by uncertainty variables. These variables are measured by using arch and Garch patterns. in order to obtain the relationship between the policies uncertainty and the private sector investment, the ARDL pattern will be used.

**Keywords:** uncertainty; governmental economic policies; private sector investments

## 1. INTRODUCTION

private sector investors are the driver of economic growth and job creation, and a base on it social development, education, health and social security rely on it and According to the World Bank group, the private sector create more than 90% of employment in developing countries (World Bank, 2005b). The private sector investment in developing countries such as Iran is very important and has always been a matter for economists and policy-makers but one of the issues that always hinders full private sector investment in Iran is misguided economic policies and misleading monetary policies which always hinders private sector investment activities in the industry as well as job creation, ultimately

hinders economic growth in the country that caused by the instability of governmental economic policies as these changes in economic policies give rise to this uncertainty among private sector investors, as a result, private sector investors are refusing to create jobs and entrepreneurship, and as a result, economic growth in the country is taking place at a lower growing rate. Policy uncertainty is also associated with higher cash holdings. Uncertainty can depress economic growth through a decrease in corporate investment (Gulen and Mihai, 2016).

Uncertainty is an unpredictable change in economic variables, sometimes quite unexpected that it can affect other economic variables. Among the factors influencing economic growth, uncertainty to policies is a factor that has not been taken into in empirical work, or its effect on investment and then on economic growth has been studied indirectly (Robert Lenesink, Hong Bo, Elmar Sterken 2002). Pindyck (1992) believes that despite the inviolability of the investment when there is a future uncertainty about demand or a situation of uncertainty about the cost of the investment, then the decision to invest in the present would result in the loss of an efficient investment opportunity in the future.. Empirical evidence also shown that this matter in developing countries has led to a nearly tripling of capital goods prices compared to consumer goods (jeong 2002).

pindyck (1991) Believes that the importance of stability and predictability of policies for the private sector investors is because it will tend investors to be sensitive to changes in policies and the risks of that. Therefore it can be seen as a major barrier to private sector investment because private investors will postpone the investment and they prefer to wait until they get new information (jamshidi and mohammadi 2005). By examining the private investment behavior in developing countries, the negative effects of volatility of economic policies on investment have been found (Afonso and Furceri, 2008; Addison and Quentin, 2007; Darku, 2000; Aizenman, J. and Nancy, 1996; Patillo, 1998; Serven, 1998; George and Morisset, 1993). This study will measure the uncertainty level through three of economic policies which are , tax policies (hasset and gilbert 1998), liquidity policies (Pedersen 2009) and exchange rate policies (jongwanich and kopaiboom 2008) as three important economical policies.

The main objective of this study is to investigate the relationship between the uncertainties about the economic policies on private sector investment in Iran over the period 2008-2018 and tries:

1. To determine how private sector investors behave to economic policy uncertainty.
  - 1.1. To study how private sector investors react to tax revenue policies uncertainty.
  - 1.2. To study the private sector reactions to currency margins policy uncertainty.
  - 1.3. To study how private sector investors react with liquidity policy uncertainty.
2. To develop private sector investment behavioral model to economic policies uncertainty.
3. To develop policies suggestions to decrease the private sector investors uncertainty to economic policies.

## 2. MATERIALS AND METHOD

In order to achieve this goal, firstly, the uncertainty of the government's economic policies, measured by three indicators. The first factor is tax revenue as part of investment costs in capital budgeting. Tax reform can make it difficult for investors to predict the variables, thereby increasing uncertainty which is known as a fiscal tax uncertainty. Tax uncertainty can affect any investment project with any time horizons (hasset and gilbert 1998). The second factor is liquidity which means that if the volume of

cash is high, the purchasing power will rise and the goods or services become more expensive than their present value. Brunnermeier and Pedersen (2009) pointed that funding liquidity is affected by volatility, funding shock, and losses in asset holdings. The third factor is currency margins by increase in real exchange rate could lead to an increase in the real cost of imported capital goods and negatively affects private investment (jongwanich and kopaiboom 2008). These variables will measure by using arch and Garch patterns as uncertainty variables from central bank of Islamic republic of Iran website ([www.cbi.ir](http://www.cbi.ir)) and questionnaire will be collected from private sector companies. Then, in order to obtain the relationship between the policies uncertainty and the private sector investment, the ARDL pattern will be used.

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## THE EFFECTIVENESS OF ENTREPRENEURSHIP EDUCATION AND PROGRAMS IN CULTIVATING ENTREPRENEURIAL INTENTION AMONG UNIKL STUDENT

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### INTRODUCTION

Entrepreneurship is recognized as a major contributor to national income. The cultivating of entrepreneurial minds to students in tertiary education will enhance graduates' marketability as well as solving unemployment issues. It will help increase socioeconomic level of society and reduce poverty in the country. The study conducted by the Malaysian Productivity Corporation (MPC, 2015) has proved that the main indicators of institutional performance also measured through the achievement of their entrepreneurial education. However, there is no evidence whether the entrepreneurial education approach implemented in Malaysia is effective in shaping graduates to understand entrepreneurship concept and finally they keen to venture into entrepreneurship.

Noraini & Siti Soleha (2009) explained that one of the important factors in increasing and influencing students' interest in entrepreneurship is through creative and innovative curriculum approaches. Noraini, Nor'azzah & Suhaili (2003), also has proved the statement. Various studies have been conducted to prove that there is a significant relation between entrepreneurship education and entrepreneurship activities in encouraging entrepreneurship towards entrepreneurship (Galloway and Brown 2002, Gorman et al., 1997 and Henderson and Robertson 2000).

The teaching and learning method (pedagogy) of entrepreneurship education also needs to be diversified. The main principle in entrepreneurial teaching is using the various pedagogical approaches (Mukhta, 2017). Cope, (2005) stated that entrepreneurship is a dynamic phenomenon, which surpasses the single focus on the creation of new businesses by creating a comprehensive approach.

Unikl laid the vision to be the leading entrepreneurial technical university, and the mission to produce enterprising global technopreneurs. It is in line with the importance of entrepreneurial education that stated in Entrepreneurship Strategic Plan for Institute of Higher Learning. Unikl nurtures the student's intention towards entrepreneurship through the entrepreneurship courses that embarked on their program structure. Besides, Unikl also designed the TeknoputraTM Development Program (TDP) as entrepreneur development modules to cultivate the entrepreneurial spirit among students during their study years.

Until these studies are suggested to be made, numerous Unikl's students and alumni have become entrepreneurs. However, there is no research has been done to identify the factors contributing into their decision. The question is whether their participation in entrepreneurship is due to the effectiveness of entrepreneurial syllabus, teaching techniques, or entrepreneurship development modules designed at Unikl. Thus, it is vital to explore the factors which contribute to their participations.

### AIM

The purpose of this study is to investigate the factors that influence student's entrepreneurial intention through entrepreneurship education. The objective of the study is to identify the entrepreneurship education effectiveness from the aspects of the syllabus, teaching techniques and entrepreneurship development modules implemented by Unikl in their curriculum.

### METHOD/APPROACH

The study will apply quantitative method using questionnaire as a method of data collection. The purposive sampling technique will be used as the sampling technique for this research. A set of criteria has been set in choosing the respondents. The Statistical Package for the Social Science (SPSS) will be applied for data analysis.

### LIMITATION

Although this research was carefully prepared, it still has limitations and shortcomings. One of the limitation is the variable selected only highlighted on entrepreneurship education, whereas most of previous

research has proved the student's interest in entrepreneurship is influenced by attitude, subjective norms and perceived behavioral control.

Another limitation is on identifying the difference intention towards entrepreneurship may arise among engineering students and management student. However, the question will be designed to measure student's intention only affected by entrepreneurship education.

Beside the sample will be selected among students. Therefore, the result to determine the effectiveness of entrepreneurship education will only take into account from student's perspective, whereas it is supposed to involve educators and entrepreneurship course author.

#### RESULT

The expected result from the study will help the researcher in identifying the role of entrepreneurship syllabus and the effective teaching techniques that influencing the tendency of students to venture into entrepreneurship. Besides, the study also will determine the role of the entrepreneur development module in influencing the intention into the choose entrepreneurship as a career. Other than that, the result from study also stipulate the impact of entrepreneurial education implemented in UniKL in nurturing the tendency of students to venture into entrepreneurship.

#### CONCLUSION

This study will be able to highlight the influencing factors that will contribute to the increase in the number of UniKL students who are interested in becoming an entrepreneur. It also will help UniKL's Teknoputra™ Division as well as Entrepreneurship Central Committee (ECC) as references for designing entrepreneurship syllabus and effective entrepreneur development modules.

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