



UniKL
UNIVERSITI
KUALA LUMPUR



THE 1ST INTERNATIONAL GLOBAL CONFERENCE ON MANAGEMENT AND DEVELOPMENT ECONOMICS

e-Book ABSTRACTS



PREFACE

Welcome Message from Universiti Kuala Lumpur
The Dean of Business School

Dear Academicians and Researchers

السلام عليكم ورحمه الله وبركاته

Greetings

Welcome to the 1st International Global Conference on Management and Development Economics run jointly by Business School, Universiti Kuala Lumpur (UniKL) and School of Economic Sciences, North West University, South Africa.

This conference will provide the platform to discuss, share and disseminate research findings for Global issues on the Development Economics and Management, gathering high caliber researchers for the linkage between Management, Entrepreneurship and Economic Development in both local and International communities.

For the very first time we are gathered with so many active researchers with more than 140 papers. The scholars throughout the World, from Hungary, Poland, South Africa, Indonesia, Syria, Yemen, Pakistan, Iran, Palestine, and Malaysia. Research shall always be one of the pillars of our strength. The quality of a good university is always measured by its involvement in Research and Publication. The interest and enthusiasm shown by most of you are very encouraging and I have the confidence that we would achieve our conference targets.

I wish you all success in your research projects and a happy conclusion in this conference.

Warm regards,

Professor Dr. Sulaiman Sajilan

Universiti Kuala Lumpur

Business School

Malaysia

THE 1ST INTERNATIONAL GLOBAL CONFERENCE ON MANAGEMENT AND DEVELOPMENT ECONOMICS

17-18 MARCH 2019
RESORT WORLD HOTEL, LANGKAWI

PROGRAM ITINERARY

DAY 1 – 17 MARCH 2019 (SUNDAY)			
TIME	PROGRAM		
7.00am	Registration of participants		
8.15am	The arrival of the VIPs		
8.30am	The Opening Ceremony <ul style="list-style-type: none"> ○ Doa recitation ○ Welcoming remarks from Professor Dr Sulaiman Sajilan, the Conference Chairman / Dean of UniKL Business School ○ Welcoming remarks from Associate Professor Dr Daniel Meyer, the Vice-conference Director 		
9.00am	Keynote speaker by Emeritus Professor Dr Mohamed Sulaiman, the President of World Academy of Islamic Management (WAIM) Title: The linkage between Management, Entrepreneurship and Economic Development		
10.30am	Coffee Break		
11.00am	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; text-align: center;">Concurrent session 1 Venue: Ballroom 1</td> <td style="width: 50%; text-align: center;">Concurrent session 2 Venue: Dayang 1</td> </tr> </table>	Concurrent session 1 Venue: Ballroom 1	Concurrent session 2 Venue: Dayang 1
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4.30pm	Tea Break		
8.00pm	Gala Night Dinner		
10.30pm	End of Day 1		

DAY 2 – 18 MARCH 2019 (MONDAY)		
TIME	PROGRAM	
8.30am	Concurrent session 5 Venue : Ballroom 1	Concurrent session 6 Venue : Dayang 1
10.30am	Coffee Break	
11.00am	Concurrent session 7 Venue : Ballroom 1	Concurrent session 8 Venue : Dayang 1
	Lunch	
2.30pm	Concurrent session 9 Venue : Ballroom 1	Concurrent session 10 Venue : Dayang 1
4.30pm	The Closing Ceremony	
5.00pm	Tea Break	
5.30pm	Adjourn	

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Entrepreneurial Core Motivation as A Success Factor for Rural Entrepreneurship in Western India

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Abstract: *Entrepreneurship development is increasingly being considered a potential contributor to economic growth and development as it opens various possibilities for rural people specifically regarding the creation of employment opportunities and the promotion of local markets and skills. India is categorised predominantly as an agricultural country with nearly 73 percent of the total Indian population living in rural areas. Consequently, agricultural entrepreneurial associated activities could be considered one of the main sources of rural income. Therefore, the economic development and growth of the country largely depends on the progress and expansion of rural areas and associated entrepreneurial activity, consequently, leading to improved living standards of people residing in these areas. This study attempts to investigate whether any significant differences exist between various owner demographic and business information groups specifically considering their entrepreneurial core motivation decisions. In addition, a profile of rural entrepreneurs with specific reference to various demographic factors such as age, gender and education will be constructed within an Indian perspective. This research employed small medium entrepreneurship activities using 297 randomly selected registered entrepreneurs from the Vidarbha region. A simple random sampling technique was used for primary data collection. Data collected were analysed using descriptive statistics, MANOVA and ANOVA. Findings showed that in the case of rural entrepreneurs' core motivations significant differences were observed amongst the difference education and income groups. This implies that a rural entrepreneur's level of income and education will have an influence on his or her core entrepreneurial motivation. Based on these findings, it is recommended that rural entrepreneurship should receive training to enhance their education levels and funding should be made available to ensure growth of these businesses. In addition, government should create enabling environments for rural entrepreneurs through their policies and other assistance.*

Keywords: Rural, entrepreneurship, core motivation, demographics, India.

JEL classification: L26, P25

Woman Entrepreneurship: Evidence from Poland and Other EU Countries

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Abstract: *The equality of women and men in the labour market is an area of particular interest within the European Union (EU). Although entrepreneurship has been a popular topic for decades and vast amounts of research in this field have been done, it was not until the late 1970's that gender specific research was initiated. This study examines the situation in the employment market in Poland in relation to another EU countries with a specific focus on female entrepreneurship. In addition, the research identifies the most important characteristics that women entrepreneurs in Poland consider they need to run their own businesses. The paper examines the employment market in European Union countries regarding to gender features. The study made use of a quantitative research approach using secondary employment data based on European Union statistics. Data includes unemployment rates in EU states for the years 2000 till 2016, including gender differences using the Mann-Whitney tests for the comparison between states. Based on the results, statistical analysis indicated that there is a medium level of unemployment amongst women in the European Union (28 countries) and is similar to the level of unemployment of men. The highest rise in the unemployment rate of women was observed in Luxembourg (5.3%) and in Portugal (5.2%) when considering year to year change from 2000 till 2016. The greatest decline in the unemployment rate of women was observed in Poland (-6.5%) and in Bulgaria (-5.1%) for the same period. Data analysis considering the greatest negative changes in women employment were mostly noticeable in developed states and older EU member countries. New members states reported more stabilized rates. Although several initiatives have been implemented to improve the discrimination of women in the EU, more can be done to improve this situation. Recommendation include amended policies towards improved women entrepreneurship and best case situation analysis from better performing EU countries.*

Keywords: European Union, Poland, unemployment, woman entrepreneurs.

JEL Classification: A14, L26

Family Does Not Mean Small: Evidence from Polish Family Businesses in Relation to The Large Global Family Businesses

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Abstract: Family businesses are identified in many instances as small-scale entities. However, among family businesses there are many huge corporations, and many of the world's best-known brands are classified as being family orientated. They generate large revenues which play a very important role in the global economy. In Poland, several examples of well-known brands belonging to families can be found, such as Mokate, Comarch and Farmacol. The aim of the article is to present selected large Polish family businesses against the background of some of the largest family businesses globally and to determine the difference between them. The research followed an empirical approach and was based on the analysis of secondary data sources, such as Ernst & Young Family Business Yearbook report series from 2015-2017, the Global Family Business Index ranking, and studies on Polish family businesses. The analyses confirmed that many of the global largest enterprises are indeed family businesses. The importance of family businesses in the economy is evident by the fact that in 2015, enterprises from the Global Family Business Index generated revenues higher than the GDP of most countries in the world. None of the large Polish family businesses have yet found their place in the analyzed ranking, but also, in Poland, family businesses play a significant role, and some of them generate revenues of several billion dollars. "Familiness" does not prevent enterprises from achieving a significant position in the market. The largest family businesses in the world play such a strong role that their success or failure may affect the condition of the entire economy. Polish family businesses are not yet included in this group, but they are constantly growing. It can therefore be anticipated that in a few years, Polish family businesses will have a good representation in the Global Family Business Index.

Keywords: Characteristics, family business, family company, global family business, Poland.

JEL Classification: G32, D90

The Interface between Gender Mainstreaming and Information Communication Technology (ICT) in Selected African Countries

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Abstract: *In Africa, e-government reform can be dated back to 1996 when the Information Society Initiative (AISA) was adopted at the Economic Commission for Africa (ECA). Thereafter, the Southern African Development Community (SADC) established an ICT task force that was mandated to evaluate the e-readiness of SADC member states (cf SADC, 2008) to use technology as an avenue for better collaboration between government and citizens. However, there are a number of obstacles to internet accessibility on the continent. This situation is particularly dire for women. The Mainstreaming Gender Equality (MGE) and Gendered/Technology as Culture approaches serve as theoretical underpinning. Both these research approaches are used as tools to identify gender gaps and to provide possible solutions to create equal opportunities for women in the ICT sector in Africa. The methodology is based on a desktop analysis, which entails a comprehensive literature survey and official documents to conceptualise and contextualise the area of investigation. The methodological approach focuses on specific dimensions of unobtrusive research techniques, such as conceptual and document analysis. The findings explore that incorporating gender mainstreaming and technology can be realised if African countries implement appropriate national ICT and gender policies. Building a gender-based, technologically progressive continent is not beyond reach. The future may see this African potential unfold. After closely scrutinising available literature, articles and official reports, the authors deduced that policymakers need to conduct a gender analysis of country-specific ICT policies to identify specific gaps that require improvement.*

Keywords: Digital divide, gender mainstreaming, gender equality, information and communication technologies (ICTs), women empowerment.

JEL Classification: Z00

The Transformation of Governance in The South African Energy Sector: Critical Considerations for Gender Mainstreaming

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Abstract: *The United Nations Sustainable Development Goal (SDG) 5, views gender equality as a basic human right. SDG 5 emphasises that the end of discrimination in all sectors across the globe, is essential to achieve SDG 5. SDG 7 calls for affordable and clean energy. Consequently, affordable energy and energy efficiency is a basic prerequisite for socio-economic development, whereas clean energy, is an essential component for preventing environmental degradation and resource depletion. Based on these SDGs, it is important that equal rights in terms of gender are also reflected in the energy sector to achieve sustainable development. Gender inequality limits women's opportunities to participate in policy- and decision-making in terms of energy resource governance. Gender mainstreaming addresses the inequality of women and therefore also implies a shift in the role of women in the energy sector. This article aims to discuss the interrelationship of the energy sector and gender mainstreaming, to work towards achieving SDGs 5 and 7. The analysis in this article is based on a qualitative approach, using unobtrusive research techniques. Data was collected through a desktop study, using secondary data, including scholarly papers and books, reports from the United Nations, ministerial websites, relevant news articles, unsolicited government reports and policies. An analysis was done to determine the development of the level of female representation at the executive decision-making level in the energy sector in South Africa. The results indicate that male representation is higher than women's, which may indicate, unequal access to participation in energy resource governance would reinforce an unequal gender power balance. Although there has been an improved effort from government in terms of gender mainstreaming and empowerment, a number of barriers still remain: gender-sensitive policies, awareness and information and employment equity. The South African government has made strides in terms of gender mainstreaming and there seems to be pockets of excellence across the country. However, these efforts have been fragmented and disjointed and not much has been achieved in terms of gender mainstreaming in the policy process and implementation.*

Keywords: Energy governance, energy resource management, gender mainstreaming and sustainable development goals.

JEL Classification: J16

Enhancing The Provision of Fiscally Funded Social Assistance in South Africa: Statutory and Regulatory Insights

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Abstract: *There are numerous statutes and regulations that give effect to state assistance of the poor and vulnerable in South Africa, including the Universal Declaration of Human Rights (UDHR) and the Southern African Development Community's (SADC) Charter on Fundamental Social Rights. Despite South Africa's statutory and regulatory frameworks being broad, some loopholes remain, whose closure can enhance social inclusion and sustainable poverty alleviation for millions of people. Social inclusion can improve the efficacy of social assistance to alleviate poverty. The objective of this article is to discuss existing frameworks for fiscally funded social assistance, and to offer insights into the socially inclusive management of social grants as a key step towards poverty alleviation. A qualitative research approach was used. A thematic analysis enabled deeper insight into statutory and regulatory loopholes in the South African social assistance environment. The scope behind this analysis was to ensure social inclusion (for poverty alleviation) in the management of social grants. Social inclusion hinges on the ability of existing statutory and regulatory frameworks to strongly establish and sustain practices that fight exclusion and poverty. South Africa must explore, adopt, implement, and monitor various socially inclusive statutory and regulatory approaches, as discussed in this article, to improve the manner in which social grant recipients are enrolled, paid, and managed to ensure that the social safety net is always an impregnable shield against poverty.*

Keywords: Poverty, social assistance, social inclusion, social security, South Africa.

JEL Classification: I30

Capital Structure Determinants of Financially Distressed Firms at The Bursa Malaysia

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Abstract: *This study intends to investigate whether the PN17 classification of Bursa Malaysia is robust enough to reorganise the capital structure of the financially distressed firms and subsequently guide it back to operations normalcy. This study also intends to identify the determinants of capital structure for the pre and post reorganised PN17 firms. This study employed the SEM technique using WrapPLS software. It also uses the student t-test using SPSS software. The background of this study was the GFC 2008 and similar movement to evaluate the effectiveness of Chapter 11 protection in the United States of America, post GFC 2008. The capital structure determinants for pre-reorganization firms are size and tangibility while for post reorganization firms is growth. The preferred capital structures model for pre-reorganization firms is Total Liability while for post reorganization firm is Total Debt. There is no similarities between the pre-reorganization firms and post reorganization firm's capital structures patterns. The importance of this study stemmed from analysts' consensus that the next financial crisis will be around in the next 2-3 year. So, it is crucial for Bursa Malaysia to have a working first line of defence in identifying potential financial distress candidates. The PN17 classification of Bursa Malaysia is efficient enough for its intended purposes.*

Keywords: capital structures, determinants, financial distress, Malaysia

JEL Classification: G01

Factors affecting the Islamic Foreign Exchange Option (FXO-i) price

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Abstract: *This paper presents the factors affecting the price of Islamic FX option based on Black and Scholes theory, this conventional theory is used as the basis for the option pricing model. This study defines Islamic FX option price as dependent variable and independent variables are spot rate, strike rate, volatility, interest rate and CPO volume. The objectives of this study are to examine the existence of long run relationship between variables, to determine the long run impact of independent variables on dependent variable and to analyse the short run impact of independent variables on dependent variable in Malaysian derivative market. Limitation of this study is due to the inability to get the most current data for one of the variables, CPO volume. Therefore, the data for this study is from January 2012 and limited to the most recent data until December 2016. This study utilizes the time series weekly data using Autoregressive Distributed Lag (ARDL) alongside with descriptive tests, unit root test and diagnostic test. This study found that there is an existence of long run relationships between variables and the Islamic FX option price is impacted by the spot rate, strike rate and volatility, both in the long run and short run. This study concludes that CPO volume and interest rate are insignificant in affecting the price of Islamic FX option. Thus, the use of Black and Scholes option pricing model is accepted to indicate the Islamic FX option price and is reflected through the commodity murabahah trading via CPO volume. This study recommends the establishment of consortium among Muslim countries to provide liquidity in the Islamic FX option market that enhances the ability to price the Islamic FX option. This will result in a total independent of Islamic FX option pricing model from the conventional.*

Keywords: ARDL, Black and Scholes, derivatives, Islamic FX Option.

JEL Classification: G13

Differences in Black Generation Y Students' Attitudes Towards Personal Financial Planning and Perceived Financial-Management Skills Based On Selected Demographic Factors

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Abstract: *The black Generation Y university cohort is a market segment of significant importance. This is because black Generation Y graduates are likely to earn a higher than expected disposable income and hold a higher social status within society. With higher disposable income and spending power, come greater financial responsibilities, not only to ensure wealth preservation over the long run, but also to combat the adverse effects of the financial risks that abound in the financial and economic environment. Personal financial planning and financial-management skills are effective interventions to help guarantee a fruitful and stable financial future. As such, the purpose of this study was to investigate differences in South African black Generation Y students' attitudes towards personal financial planning and their perceived financial-management skills in terms of selected demographic factors. A descriptive research design was followed in this study. Self-administered survey questionnaires were used to collect the necessary data from a convenience sample of 385 black Generation Y students enrolled at two public South African university campuses based in the Gauteng province. Data analysis included descriptive statistics, reliability analysis, Pearson's product-moment correlation analysis, multicollinearity analysis and one-way analysis of variance (ANOVA). While the results of the study indicate that there was no statistically significant difference between year of study and black Generation Y students' attitudes towards personal financial planning and their perceived financial-management skills, a statistically significant difference was found between the students' field of study and their attitudes towards personal financial planning, as well as between source of income and their perceived financial-management skills. Through a better understanding of the differences in black Generation Y students' attitudes towards personal financial planning and their perceived financial-management skills in terms of the selected demographic factors, the results of this study may assist industry professionals in identifying specific gaps in black Generation Y students' personal financial management. In addition, the results of this study may aid these professionals in developing effective personal financial management interventions geared towards the South African youth*

Keywords: ANOVA; financial planning; financial-management skills; Generation Y students; South Africa

JEL Classification: B16, D14, G4

Influence of Trust, Satisfaction and Attitude On South African Generation Y Students' Intention to Use University Websites

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Abstract: *The sustainability and survival of universities in the highly competitive local and global markets are increasingly dependent on the effectiveness of a website. This is because university websites serve as an important marketing tool and are considered a primary source of information to all stakeholders, particularly prospective and current students. The number of Generation Y students registering at higher education institutions increases annually. Therefore, it is essential to understand the factors that influence these students' university website usage intention. As such, the purpose of this study was to determine the influence of perceived trust, satisfaction and attitude on intention to use university websites amongst South African Generation Y students. Self-administered questionnaires were used to survey a convenience sample of 319 Generation Y students registered at the campuses of two Gauteng-based higher education institutions in South Africa. The statistical techniques used to analyse the data included descriptive statistics, Pearson's product-moment correlation analysis, reliability measures and structural equation modelling. The results of the study suggest that South African Generation Y students' perceived satisfaction with university websites has a significant positive influence on their perceived trust in university websites, which, in turn, has a significant positive influence on their attitude towards university websites. Subsequently, attitude towards university websites has a significant positive influence on Generation Y students' university website usage intention. Understanding the factors that positively influence Generation Y students' university website usage intention can assist universities in their efforts to tailor their online marketing strategies effectively towards this market segment, and in doing so, increase their website penetration rate and student numbers.*

Keywords: Attitudes, generation Y, satisfaction, trust, university websites.

JEL Classification: M15, M30, M37, M39

An Econometric Examination of the Key Economic Sectors Influencing Employment in The Capricorn District Municipal Area

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Abstract: *Over the past decade, the typecast idea that unemployment is common to South Africans is undisputable, with up to 27 percent of its citizens without jobs. As an attempt to minimize unemployment, key economic sectors play a pivotal role in the creation of jobs. Therefore, this study analyses the impact of key economic sectors on employment creation in the Capricorn District Municipal area. The drive of the study is to contribute to the existing literature on sectorial regional economics. To achieve the objectives of this study, a panel ARDL econometric model was estimated. Employment was used as a dependent variable while productivity of community service, trade, manufacturing, construction, agriculture, finance, mining and tourism sector as independent variables. Significant is that productivity of trade, tourism and finance sectors were found to be positively related to employment. On the other hand, the construction, mining, agriculture, community service and manufacturing sector revealed a negative relationship with employment. Therefore, the study articulated strategies such as restructuring the agricultural sector, and infrastructure development to improve the situation in the study region.*

Keywords:

JEL Classification:

Risk management within the Department of Trade and Industry (DTI)

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Abstract: *Risk management entails resources, planning, arranging, and controlling to reduce the impact of possible risks to a manageable level. The article highlights the background of the DTI incorporating its functional areas (industrial development, trade export and investment, broadening participation, regulatory activities, and administration and coordination), and its strategic outcome-oriented goals as the setting of the unit of analysis. The objective of the article is to determine how the DTI implements risk management to achieve the objectives of its mandate as set out in its strategic plan. The methodology is based on a qualitative research design in terms of a triangulation of an embedded case study as a qualitative research method with specific dimensions of unobtrusive research techniques, such as conceptual and document analysis as qualitative research techniques. The structural and functional framework for risk management underpins the process of risk management in the DTI by way of risk management champions, and the risk management structures that implement risk management. The Enterprise Risk Management (ERM) system is closely linked to the DTI's risk management policy and risk management strategy objectives. The Risk Management Implementation Plan (RMIP) and the risk register and the implementation of the risk management process are also instrumental for the successful risk management strategy of the DTI. The findings indicate that risk dialogue, communication, awareness, and understanding the organisation and its risks should be encouraged; risk reporting practices should be strengthened, and a better alignment between risk management and the DTI's strategic objectives should be established.*

Keywords: Department of Trade and Industry (DTI), risk, risk management, risk probability, risk severity.

JEL Classification: Z00

A Panel ARDL Analysis of the Productivity of Key Economic Sectors Contributing to Economic Growth in The Capricorn District Municipal Area

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Abstract: *It has become precise and undisputable that the South African economic growth has been stagnant. This was illustrated by the fact that South Africa moved into a technical recession twice in the 2018 financial calendar. Despite the South African stagnant growth, the productivity of key sectors is supposed to rally this economic crisis. Thus, the aim of this study is to identify the productivity of the key sectors that may assist in booting local economic growth. The study employed a quantitative research methodology that is a panel pooled mean group based on the panel autoregressive distributed lag model (ARDL) to analyse the short- and long-run effects of productivity of various sectors on the local economic growth. The study used the annual data from 1996 to 2015 and 6 sectors from 3 municipalities of Capricorn District. The selected sectors include- construction, finance, trade, community service, manufacturing, transport, mining and tourism. Noteworthy is that the productivity of construction sector, transport sector, trade sector, manufacturing sector and finance sector influenced economic growth positively in the long-run. However, the productivity of the mining and tourism sector negatively influenced economic growth. Therefore, the study recommends that the Capricorn District Municipal area improve the production methods and invest in skills development to improve the productivity of the mining and tourism sector in the long-run.*

Keywords: Capricorn District, economic growth, economic sectors, productivity.

JEL Classification: O11, O41

The Extended Technology Acceptance Model for IoT Based Electronic Toll Collection (ETC) System: A Conceptual Framework

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***Abstract:** Internet of Things (IoT) is leading the world to modern dimensions of revolutionary disruption. The Revolution 4.0 is fascinating the traffic challenges with Intelligent Transportation System (ITS) solutions. The key aspect of ITS, Electronic Toll Collection (ETC) system offers the minus-congestion consequence with handy services on highways. In Malaysia, enactment of IoT based ETC system using RFID technology is well underway while previously introduced infrared ETC system i.e. SmartTag stumbled in truncated recognition rate towards motorists. This paper aims to outline the factors that regulate the motorist behavioral motives towards ETC acceptance. This research takes ETC adoption service as study perspective and applies the Technology Acceptance Model (TAM) as theoretical basis. The study analyses the ETC system with TAM from preceding studies and purposes the external constructs of personal and social context with service quality model for Internet of things (IoT) towards users' behavior on highway. Findings of study include the theme covering a conceptual model of extended TAM comprising SERVQUAL and four impelling constructs such as Intrusiveness Concerns, Personal Innovativeness, Electronic Word of Mouth and Subjective Norm that copiously explain the relationship among variables of adopting the IoT based ETC service. The extended TAM is projected to well explain concrete behavior in ETC service acceptance than the basic TAM model. This research will help to apprehend the adoption behavior of drivers towards the ETC system in Malaysia. The paper will share better understanding of road technology acceptance to all stakeholders of the ETC system that will support to refine, revise and update their policies. The proposed framework will suggest a broader approach to investigate individual-level technology acceptance.*

Keywords: Electronic toll collection (ETC), internet of things (IoT), service quality, technology acceptance model (TAM), user acceptance.

JEL Classification: O3

Conceptual Study On Contingent Impact of External Integration On Innovation SME Business Success Relationship

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Abstract: *It is widely acknowledged in the existing studies that innovation has the critical role in firms' performances. Moreover, it has been acknowledged that innovative activities are the main sources of growth, survivability, and success for SMEs firms. In the setting of entrepreneurship, earlier studies have claimed that innovation is the integrated element of entrepreneurship. However, the existing studies have also revealed inconsistent findings regarding the impacts of innovation on firm's performances under various contexts. Thus, this study claims that there should be a moderator to facilitate the relationship between innovations and firm's performances. Therefore, this study has introduced the external integration as a moderator to improve the relationship between types of innovations and firm's performances. The main objective of the study is to identify the relationship between various types of innovations including process innovation, product innovation, marketing innovation, and organizational innovations and business success operationalized with four dimensions including perceived financial performance, perceived non-financial performance, perceived business growth, and perceived performance relative to competitors) under the moderating role of external integration. Three theories namely Strategic Contingency Theory (SCT), Resource Dependence Theory (RDT), and Resource Based View (RBV) have been integrated to develop the proposed theoretical framework. The recent literature has been taken to gather the information about the variables that helped current study to develop a theoretical frame work and then eight propositions have been developed based on proposed theoretical framework. The external integration as a moderator between innovations and business success is the main theoretical contribution of this study. Furthermore, limitations have been stated at the end and recommendations have been made for future research.*

Keywords: Innovations, resource based view (RBV), resource dependence theory (RDT), SMEs business success, strategic contingency theory (SCT).

JEL Classification: O0, L0

South African Generation Y Students' Motives for Using Facebook

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Abstract: *Facebook remains the largest social networking site, with 2.19 billion active monthly users recorded in 2018. Despite still being dominated by individuals classified under Generation Y, with 83 percent of its users being between 18 and 24 years of age, reports suggest that it is losing popularity amongst members of this generation. Generation Y represents an important current and future market segment across a range of industries and Facebook's continued success, both as a social networking site and a marketing platform for reaching this segment, depends on its ability to retain older members of Generation Y and attract its younger members. As such, this study sought to determine Generation Y students' motives for using Facebook. Survey questionnaires were used to collect data from a convenience sample of 311 Generation Y students registered at four campuses from three South African universities. Data analysis comprised exploratory principle component analysis, confirmatory factor analysis, measures of reliability and construct validity, and descriptive statistics. The findings infer that Generation Y students' motives for using Facebook is a six-factor model comprising managing long-distance relationships, passive photo and profile observations, initiating/terminating romantic relationships, establishing new relationships, active photo-related activities and organising events. The model exhibits reliability, construct validity and acceptable model fit. Generation Y students' most salient motives for using Facebook include managing long-distance relationships, organising events and active photo-related activities. If Facebook is to remain relevant to Generation Y, it needs to revisit its initial purpose, namely to be a social networking site. Several of its features, such as online polls, facilitating the meeting of new friends and/or initiating/terminating romantic relationships and gaming applications, simply do not resonate with this generation. Rather, the focus should be on facilitating managing of long-distance relationships, organising of events and active photo-related activities.*

Keywords: Facebook, Generation Y students, motives, South Africa.

JEL Classification: M31

Influence of Perceived Usefulness and Credibility On South African Generation Y Students' Perceived Value of Online Consumer Reviews

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Abstract: *Online consumer reviews, which are consumer-generated online product or service reviews, are known to be a particularly important source of consumption-related information amongst individuals classified as Generation Y (individuals born between 1986 and 2005). Despite this, there is a lack of published academic studies that focus on the extent to which they perceive such reviews as being valuable and the factors that influence that perceived value, particularly in the South African context. Therefore, this study sought to determine Generation Y university students' perceived value of online consumer reviews and the influence of the salient factors of perceived usefulness and credibility on that perceived value. A descriptive research design was followed whereby data were gathered from a cross-sectional convenience sample of 538 students enrolled at three public South African universities using a self-administered questionnaire. The collected data were analysed using exploratory principle component analysis, collinearity diagnostics, reliability and construct validity measures, and structural equation modelling. The findings of the study suggest that Generation Y students perceive online consumer reviews as valuable, and that perceived usefulness and credibility have a statistically significant positive influence on that perceived value. In the South African context, Generation Y students perceive online consumer reviews as valuable and their perceived usefulness and credibility of such reviews are positive predictors of that perceived value. Given their propensity to consult online consumer reviews prior to making a purchasing decision, it is essential that marketers targeting the Generation Y segment integrate online consumer reviews into their marketing communication strategies. Moreover, they need to ensure that those reviews are authentic to maintain the credibility thereof and implement tactics to ensure that the reviews contain the type of content that will aid the decision-making process.*

Keywords: Generation Y, online consumer reviews, perceived value.

JEL Classification: M31

Incentive Model: How Does It Influence Individual Performance?

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Abstract: *Agency theory focuses on the model of incentive contract to solve moral hazard problem that my do by agent. However, there are some problems related to agency model such as the failure of establishment of an interesting model that is easy to manage and control. Evaluation system that used to measure performance must be linked to compensation to make it effective. This research investigates the model of incentive system that compares the effectiveness of budget-based contract and social incentive in the less complex and complex task. Using experimental model 2x3 between subjects, this research tries to distinguish budget-based contract into budget-linier contract and budget-fixed contract. Performance will be set against high budget level (100%). Treatment for budget-based incentive is certain formula for counting the reward while for social incentive uses recognition by other employees. Seventy-two accounting undergraduate students from private university in Yogyakarta province participate in this experiment. Based on the data analysis shown that only social incentive that can make individual performance higher under complex task. Meanwhile, individual performance stays in the same level even though they received different type of incentives. In other words, there are no difference on individual performance among these three type of incentives. This finding will give contribution to top managers in organizations when setting the incentive model in order to promote individual performance. It also gives suggestion on how the budget level must be set to push individual effort for achieving performance. Future research should investigate the effect of lower budget-level on individual performance.*

Keywords: Budget-based incentive, individual performance, social incentive, Task Complexity.

JEL Classification: J2

Investigating The Factors Inhibiting Entrepreneurial Activity Amongst Students at A South African Higher Education Institution

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Abstract: *The importance and contribution of entrepreneurship to a country's economy cannot be overstated. Entrepreneurship plays an influential role in the economic growth of a country. Consequently, the formation of new businesses and growth of current businesses are vital contributing factors to a vigorous economy in turn leading to job creation. Youth entrepreneurs, in particular, are perceived as important contributors of economic change, who could significantly change the current unemployment situation in South Africa. However, the literature suggests, the youth face numerous constraints when entering the business world, which may have an influence on their entrepreneurial activity. Therefore, the purpose of this study was twofold: firstly, to provide a descriptive analyses of the demographic profile of the students at the South African Higher Education Institution (HEI) and their intention to start their own business, and secondly to investigate the factors inhibiting entrepreneurial activity amongst students at a South African HEI. A semi-structured, self-administered questionnaire was distributed to a convenience sample of 328 undergraduate students at a South African HEI to collect the necessary data for this study. The data were analysed using reliability, validity and factor analysis. The findings indicate that the main factor inhibiting entrepreneurial activity at this specific university is personal barriers, followed by business environmental barriers. Furthermore, the results revealed that entry barriers have the least impact in inhibiting entrepreneurial activity amongst students. These findings infer that the majority of students at this South African university participating in the study intend to start their own business. However, if inadequate attention is given to the factors inhibiting these students to actively pursue entrepreneurial opportunities, they will find it challenging to succeed in their initial intent. Thus, it is important for the university to address these factors that students face by providing the necessary training, support and resources to assist them to become active entrepreneurs who can positively contribute to economic growth and ultimately job creation.*

Keywords: Entrepreneurship, Entrepreneurial activity, Higher Education Institution, South Africa, students.

JEL Classification: L26, I23, I29

An Analysis On the Key Macroeconomic Drivers of Consumer Vulnerability in The South African Economy

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Abstract: *A country's middle class and its associated consumption power plays a significant role in its progress towards economic development. This has revolved around consumers' ability to foster the accumulation of human capital and savings and induce an expansion of domestic markets. Despite this inherent potential, South African consumers, especially over the last decade, have illustrated subdued expenditure patterns, facing relentlessly high levels of debt and a significant amount of uncertainty in employment and income probabilities. These factors have all pointed to a large degree of consumer vulnerability which has undoubtedly contributed to the present subdued economic climate facing the country. The primary objective of this study was to identify the key macroeconomic factors that have contributed to this position of South African consumers. In doing so, a quantitative research approach through the use of quarterly time series data from 1995Q1 to 2018Q3 were used. An autoregressive distributed lag (ARDL) model was employed in order to determine the long- and short-run effects of the selected macroeconomic variables on consumer vulnerability. The results provide a comprehensive outlook on the macroeconomic drivers that have contributed to the vulnerable position of many South Africans. Amongst the most telling of these, specifically in the short run, include inflation and unemployment levels as well as a volatile exchange rate. Whilst these point to short term concerns, results further revealed that interest rate changes, low economic growth levels as well as the fiscal sustainability of the economy induced significant long term consequences for South African consumers. These findings together with the Toda-Yamamoto causality analysis henceforth illustrates the vicious macroeconomic cycle of an unhealthy consumption climate. The continued deterioration of consumption patterns signifies the existence of structural barriers restricting consumers' contribution towards a more inclusive growth climate for South Africa. Addressing the aspect of consumer vulnerability therefore requires a multipronged approach including innovate labour market reforms, the promotion of much needed political stability and a more flexible monetary framework that can assist in achieving long-term economic growth.*

Keywords: ARDL, consumer vulnerability, fiscal policy, monetary policy, South Africa.

JEL Classification: C22, E21, E60

Analysing The Impact of Water Access and Sanitation On Local Economic Development (LED) In The Sedibeng District Municipality, South Africa

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Abstract: *Globalization, climate change and increasing populations have put severe pressure on service delivery and water management in developing countries. This is not unique to South Africa, as the country is still plagued by significant inequalities and compromised service delivery relating to water access and sanitation. Despite these challenges, clean water and access to sufficient and safe sanitation facilities remain crucial for human health, food production, industrial output and social stability. As such, the main purpose of the study was to analyze the impact of water access and sanitation on local economic development (LED) within the Sedibeng District Municipality in South Africa. The study followed a quantitative approach using annual time series data between 1995 to 2018. Various econometric methods were employed including unit root tests, ARDL Bounds test for co-integration, an Error Correction Model (ECM) as well as Toda-Yamamoto granger causality tests. The results show the presence of both long and short run relationships between the dependent and independent variables. Having access to water facilities within households as well as quality sanitation contributes positively to the economic and social wellbeing of the region. Causality results further indicated a bi-directional relationship between water access and the local economic development index highlighting the interdependence of these aspects. The findings reiterate the significance of these resources to the wellbeing of the region. Not only does the access to these basic services contribute to the quality of life for many but its linkages within various economic domains such as diversification, energy utilization, employment and productivity make them vital drivers for the region's prosperity. As such, water and sanitation management should receive high priority in local stakeholders' policy agenda. Focus should be shifted to the implementation of sustainable water practices and improved sanitation infrastructure development to enhance the economic and social sustainability of the region.*

Keywords: ARDL, local economic development, sanitation, Sedibeng, water.

JEL Classification: O10, O13, 018

Transformative IT Capability Strengthens the Impact of Learning Organization On the Strategic Intellectual Capital

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Abstract: *Studies on strategic resources of the firm are continually conducted by both scientists and businessmen because of the effect of this factor in sustaining the competitive advantages of the firm. Many previous studies have investigated the role of learning organization in the effort of increasing the strategic resources of the firm such as intellectual capital but there were lack of research that put Transformative capability construct on the frame work. This research promotes the important of IT capability in boosting the effect of learning organization on intellectual capital in an organization including human capital, structural capital and social capital. By using triple loop learning approach, all constructs were analyzed and then classified into three levels of depth to get a level which closed to strategic resources of the firm. This study enriches the variety of dynamic strategic capability construct and improves the existing framework of the cause-effect analysis in strategic level by inserting Transformative IT capability between both constructs. The capability to avail infrastructure supporting information exchanges between individuals and stake holders of the company, the capability to operationalize new conception, and the capability to reconfigure IT resources will aid management to increase the capital intellectual of the firm. The relationship between variables formed structural equation. The empirical research model was tested by using 211 sample data taken from survey on managers who were involved in intellectual capital, IT and learning organization policy.*

Keywords: dynamic capability, intellectual capital, IT capability, learning organization, triple-loop learning.

JEL Classification: O34

Assay of Gross Inland Energy Consumption of Six Central European Countries

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Abstract: *The study provides a comprehensive overview of the current structure and utilization of energy production of six Central European countries, focusing on the dependence on energy imports. The purpose of the article was to analyse the gross inland energy consumption of these six countries and to examine the relationship between renewable energy and non-renewable energy sources. We used a comparative time series analysis method using data from 2010 to 2016. Our analysis determined which non-renewable energy type was replaced by the renewables in the six countries. The substitution of energy sources was analyzed using correlation matrices and was evaluated at 0.05 significance. In addition, we applied partial correlation analysis under control variables to determine whether the relationship calculated in the correlation matrix exists or not. The evaluation was performed using IBM SPSS Statistics 20, GRETL 2018a, and MS-Office Excel 2016. In the European Union, renewables have mainly replaced nuclear energy. A combination of renewables and natural gas replaced energy from coal in Poland. The renewables also replaced coal in the Czech Republic, Slovakia and Bulgaria. For Hungary and Romania, it could not be determined if renewables replaced specific non-renewable energy types. The six countries are currently highly dependent on oil and natural gas, the main goal is to reduce the consumption of this fossil energy and to replace them by renewables in the future. Reduction of oil consumption could be achieved by increasing consumption of biofuels and by using more electric or hybrid power opportunities. Natural gas used for heating could be replaced by biomass, solar and/or geothermal energy. Biomass can generally replace the environmental damaging coal. Hydropower, wind or solar energy could replace coal for electric power generation. In addition to increasing the share of renewable energy in the overall energy consumption, the EU also emphasized improving the energy efficiency and achieving related energy savings.*

Keywords: Central European countries, correlation matrix, energy consumption, Sankey diagram.

JEL Classification: Q20, Q30

Goods and Services Tax and Sales and Services Tax in Malaysia: A Review of Literature

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Abstract: *Tax is the main source of revenue for the Malaysian government. Thus, to increase the government revenue, Goods Services Tax (GST) was implemented in Malaysia starting from April 2015 to replace the Sales and Services Tax (SST). However, starting from September 2018, the GST has been replaced back by the SST. The study will review the prior literature on the tax reforms. It will analyse data from scholarly journals, newspapers, review articles and other related documents. The focus will be on the implementation of GST and new SST in Malaysia from different stakeholders' perspective. The results indicate that SST is much better to match with the Malaysian environment. This is because SST is tax friendly for both the business entities and the people of Malaysia. The findings would contribute to the literature and explains whether the move made by the Malaysian government to revert to SST is justifiable.*

Keywords: GST, Malaysia, SST, taxation.

JEL Classification: M41

Motivating Factors of CSR Adoption among SMEs in Malaysia

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Abstract: *Corporate Social Responsibility (CSR) received great interest recently. However, most of the studies focused mainly on larger companies. Very few studies on CSR were done on SMEs. Hence, more work and empirical research on SMEs is needed. The objective of the study is to examine whether the motivating factors, i.e. the enlightened self-interest, stakeholder pressure, and moral obligation and control variable, size affect the degree of CSR adoption in Malaysian SME. This study used questionnaire survey as a method to collect data and was distributed to 285 SMEs. A multiple linear regression model was used to test the relationship between the variables. The findings show that all the three motivation factors have a strong predicting power on the CSR adoption. The results also show that degree of CSR adoption is not associated with size variables in term of number of full-time employees, but is associated the size variables in term of annual sales turnover. The study contributes to the CSR literature by identifying the determinants of CSR adoption from SMEs perspective in Malaysia.*

Keywords: CSR, Malaysia, SMEs.

JEL Classification: D22, M41

Entrepreneurial Skills, Characteristics and Intentions Amongst Unemployed Individuals in South African

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Abstract: *South Africa has been faced with a long history of socio-economic challenges of which unemployment can probably be considered as one of the most daunting. Resulting from this problem, the South African government has placed much emphasis on small business and entrepreneurial development. Globally, it has been acknowledged that increased entrepreneurial activity may have a positive effect on a country's economy. In light of this, the purpose of this study was to determine the self-reported entrepreneurial skills, characteristics and intentions of a group of unemployed South African individuals. In addition, the study set out to determine if any differences between males and females exist regarding the mentioned variables. The study made use of primary data obtained through self-administered questionnaires. A convenience sampling technique was used resulting in a final sample of 207 unemployed individuals from the Vaal Triangle region in South Africa. Various statistical techniques were employed to analyse the data, these included: outlier statistics, internal-consistency reliability analysis, descriptive statistics, correlation analysis and an independent sample t-test. The data set returned acceptable Cronbach alpha values, exceeding the 0.60 cut off mark, demonstrating internal-consistency reliability of the scales. The unemployed individuals recorded statistically significant means indicating that they have entrepreneurial skills, display positive entrepreneurial characteristics and possess positive intentions towards becoming entrepreneurs. Furthermore, the results suggest that there is no significant statistical difference between male and female's entrepreneurial skills and characteristics. However, a statistical significant difference was found amongst males in that they show a higher willingness to become entrepreneurs than their female counterparts. The study showed that unemployed individuals have high intentions to start businesses, especially the male cohort. However, for some reason, they seem to seldom act on this intention although having the required skills and characteristics. This suggest that other factors may hinder them from successfully starting new businesses.*

Keywords: Entrepreneurial skills, characteristics, intentions, unemployment, South Africa

JEL classification: L26

The Role of Capabilities of Customer Relationship Management as Mediator of Market Orientation and Business Performance

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Abstract: *This study attempts to overcome two problems. Firstly, expand the resource-based view by developing a model of market orientation relationships, CRM capabilities, and business performance. Secondly, examine market orientation relationships in CRM and business performance. Data were collected from small and medium hotel businesses in Bali. To collect data, a questionnaire survey was conducted. The hypothesis was tested and analyzed by using structural equation modelling techniques. The results support the hypothesis of the effect of market orientation of CRM on business performance, market orientation on business performance, as well as the influence of CRM on business performance. Further results showed that market orientation and CRM capabilities proved to be a significant driving force of business performance. Studies have important implications for managers and policy makers. Research provides a structural model that hotel managers can use to drive performance. The study underlines the importance of market orientation to improve CRM capabilities and business performance of the hotel sector in Bali. Managers may improve hotel business performance more effectively and efficiently by utilizing strategic market orientation resources and CRM capabilities, and revealing greater scope for future research.*

Keywords: Business performance, customer relationship management, market orientation.

JEL Classification: M31

The Role of Switching Cost in Increasing the Effect of Customer's Perceived Quality to Customer Loyalty

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Abstract: *One of the real challenges faced by the management of telecommunications companies (Telco) today is the number of customers who stop subscribing. Operators are so aggressively making various improvements to the quality of products and services to keep their customers so that they do not easily move to other operators. Moving customers to other operators illustrates a low customer loyalty experienced by an operator. Various studies have been carried out to uncover this phenomenon of loyalty but have not yet reached an agreement on an established framework so that opportunities are still open for further investigation. This research uses latent variables so that it requires a number of valid and reliable indicators to measure. Questionnaires developed from these 12 indicators were distributed to get 220 ordinal data samples from Telkomsel customers. Hypotheses about causal relationships between variables form structural equality models. Lisrel 8.80 is used to test the CFA, the suitability of the model, and the hypothesis. The CFA test produces information that all indicators are declared valid and reliable. The structural model that was built was declared fit based on the testing of goodness of fit. Customer trust in an operator and company image strengthens the influence of service quality perceptions on switching costs, and switching costs mediate the influence of all antecedents on customer loyalty. Based on the t-test, all hypotheses that were built were accepted. Although the perceived quality is a source of customer loyalty, it's is not the only one who has an influence. Efforts to improve the quality must also be accompanied by programs to improve company image and customer trust in operators because both can make customers feel dear if they switch to other operators. Success in increasing switching costs has a strong and direct impact on customer loyalty*

Keywords: Image, loyalty, perceived quality, switching cost, trust.

JEL Classification: M31, M15

Influence of Product Innovativeness and Subjective Norms On Female Generation Y Students' Attitudes Towards Beauty Products

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Abstract: *The beauty-product industry represents a significant portion of the international economy, with an estimated value of 532 billion USD in 2017, which is predicted to grow to 863 billion USD by 2024. Beauty products encompass any product used to care for, clean and enhance the beauty of the human body. The Youth, currently classified as Generation Y (individuals born between 1986 and 2005), represent a salient current and future market segment for various industries. For the beauty-product industry, the adult portion of this generation, especially female Generation Y adults, represent a particularly relevant target market given that this bachelorhood stage of the family life cycle is characterised by self-indulgence, the need for reference group acceptance and the prominent concerns of meeting and dating. As such, this study sought to determine the influence of product innovativeness and subjective norms on female Generation Y students' attitudes towards beauty products. Data was gathered using a questionnaire from a convenience sample of 610 Generation Y female students registered at three South African university campuses. Data analysis included exploratory principle component analysis, collinearity diagnostics, confirmatory factor analysis, measures of reliability and construct validity and path analysis. The findings suggest that female Generation Y students' attitudes towards beauty products is a three-factor model comprising attitudes, subjective norms and innovativeness. The results of the confirmatory factor analysis also indicate that this model exhibits reliability, construct validity and good model fit. The path analysis results indicate that beauty product innovativeness and subjective norms are statistically significant predictors of female Generation Y students' attitudes towards beauty products. These findings suggest that beauty-product manufacturers need to constantly innovate their products and that beauty-product advertisement copy should incorporate typical members of the female Generation Y reference group so as to promote subjective norms.*

Keywords: Attitudes, beauty products, female Generation Y students, innovativeness, subjective norms

JEL Classification: M31

Does Perceived Pressure Affects Quality? A Conformity Concept And Virtue Ethics In Audit Firm: Evidence From Special Region In Indonesia

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Abstract: Extant research in accounting and auditing shows a positive effect of competence and independence, and a negative effect of client pressure on audit quality. However, in fact auditors cannot avoid such pressure to happen during audit engagement. However, virtue ethics practice has been a conception of good practice in accounting profession, including auditing practice. This leads to another discourse of viewing pressure's effect in audit context. In addition, culture and conformity had been confirmed to have a relationship; and specifically for conforming to the standards, research result shows that the more collectivist, the more conformity will be. The purpose of this study is therefore to re-examine the direct effect of auditor independence and competence together with perceived client pressure on audit quality. This is done to establish the increasing range of different condition under which findings from previous literature holds for auditors in a special region in Indonesia. The different condition we observed is where rich culture and high collectivism becomes unique aspect and potentially form a strong shared value of ethics and conformity concept among auditors. We conduct a survey towards auditors in public accounting firms in the Yogyakarta region, Indonesia to investigate the direct effect of independence, competence and client pressure on audit quality. Additionally, we perform structured interview to observe shared local values and good audit practice in those public accounting firms. We examine eight public accounting firms and thirty seven auditors as respondents, varied in educational level (undergraduate, master and doctoral) and holds positions in junior and senior auditors. Result of the survey shows that there is a positive effect of auditor's independence and competence on audit quality. Surprisingly, client's pressure effect on audit quality as hypothesized is not supported. This result shows that client pressure has no direct effect on audit quality. Meanwhile, results were gathered from the interviews showing that there is shared virtue ethics and good practices among auditors in our sample of public accounting firms. In summary, results shows that client pressure has no direct effect on audit quality, and this is consistent with conformity concept which proposes that individuals may choose to conform to the norms and values and the tendency may result from unconscious influence. Virtue ethics and good practices becomes shared values in society and among members of public accounting firms at special region of Yogyakarta Indonesia. As culture characterized by high collectivism, conformity to those values is higher and be the factor to prevent negative pressure from another parties which may decrease quality of the audit.

Keywords: Audit quality, independence, competence, client pressure, virtue ethics, culture, conformity.

JEL Classification: M42

Investigating The Influence of Applying Lean Accounting Principles to Financial Decision-Making Models

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Abstract: *Stakeholders need accurate, timeous, reliable, relevant and understandable accounting information in order to make difficult financial decisions. In an age where changes in the business environment and accounting scandals are at the forefront, stakeholders are faced with a new dilemma. The dilemma of how to use accounting information amidst these accounting scandals in financial decision-making, this places new anxieties on the accounting profession to influence the decision usefulness objective of accounting. In an attempt to improve the decision usefulness objective, an abundant number of research studies suggest financial decision-making models and lean accounting. In an attempt to further influence the decision usefulness objective of accounting an integrated financial decision-making model using lean accounting principles is suggested. The purpose of this study was to investigate whether an integrated financial decision-making model using lean accounting principles will influence the decision-making of all stakeholders irrespective of the accounting standards used. A qualitative research approach using document analysis to collect the financial results was employed in the study. The collected data were applied to traditional financial decision-making models as well as an integrated financial decision-making model using lean accounting principles to determine if stakeholders' decisions will be influenced. The influence was determined by applying the Du Pont analysis on the results obtained by the different financial decision-making models. The Du Pont analysis was significantly affected by the integrated financial decision-making model using lean accounting principles compared to traditional financial decision-making models. The results of the integrated financial decision-making model using lean accounting principles are more conservative and could potentially influence stakeholders' financial decision-making. An integrated financial decision-making model using lean accounting principles influence financial decision-making providing an alternative and more conservative financial decision-making model, irrespective of the accounting standards used.*

Keywords: Accounting scandals, document analysis, financial decision-making models, integration, lean accounting.

JEL Classification: N20, M41, D81

Management Accounting Research: Guidelines for Using a Hybrid of the Grounded Theory and Case Study Approaches

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Abstract: *In an ever changing business environment it is necessary for management accounting scholars, researchers and practitioners to be able to comprehend and facilitate change. The ability to constantly change research approaches to be appropriate to the research project is important for success. Research indicate that grounded theory and case study are two approaches that can be used in management accounting research. However, rarely used in management accounting research, it has the potential to contribute at all levels of management accounting research. The paper provides an individual account of using this approach. The purpose of this study was to provide guidelines for using a hybrid of grounded theory and case study methodologies in management accounting research. The approach taken is providing an overview of grounded theory and case study approaches as well as discussing the authors' application of it, thus discussing personal experiences. The application of the grounded theory and case study approaches is discussed retrospectively, in order to provide a guideline of how theory can be built during a research projects in a management accounting perspective. This paper seeks to provide a greater insight into using a hybrid of grounded theory and case study approach, through illustrating the authors' personal experiences with its application. It seeks to highlight the advantages and difficulties, including any attempts to overcome these, as these are perceived from a subjective viewpoint. The paper provides an individual account of how a hybrid study using grounded theory and case study approach was undertaken. However, the subjectivity of such undertaking has to be taken into consideration. Exploring an alternative research methodology for management accounting using a hybrid of grounded theory and case study methodologies provided uniquely results. Consequently, this paper is relevant to every management accounting student, academic and practitioner interested in doing research.*

Keywords: Accounting research, management accounting, qualitative research, research methods.

JEL Classification: C10, E47

Generation Y Female Students' Entrepreneurial Attitude: A South African Perspective

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Abstract: *Worldwide entrepreneurship is essential within the contemporary economic development of a country. Its vital role to a country's economy is widely acknowledged as a major source of innovation, job creation and economic growth. Consequently, the generation of business ideas and conversion of those ideas into profitable business ventures may be viewed as salient to economic growth. However, the critical shortage of employment opportunities in South Africa is a reality for many students or graduates. The literature suggests that students' attitude towards entrepreneurial activity has a significant influence on their intention to become an entrepreneur. Ultimately, considering self-employment as a career choice opposed to pursuing employment. Furthermore, female entrepreneurship in particular is characterised by innovation, job creation and economic growth. Therefore, the purpose of this study was to report on female Generation Y university students' attitudes towards entrepreneurship in the South African context. The study followed the descriptive research design approach. A self-administered questionnaire was used to collect the data from a convenience sample of 400 South African Generation Y female students. The collected data were analysed using descriptive statistics and a one-sample t-test. The highest mean was recorded on positive attitudes. In such, the findings of this study suggests that positive attitudes and negative attitudes do have a significant influence on South African Generation Y female students' entrepreneurial intention. These findings infer that South African female Generation Y students perceive entrepreneurship as the future form of employment, feel that entrepreneurs should be appreciated and the government should support young, beginning entrepreneurs. However, there is a slow growth of female entrepreneurs in South Africa. Thus, this study provides important insights for academics, researchers and government to retain positive attitudes. Eventually, ensuring positive growth and job creation.*

Keywords: Entrepreneurship, female students, attitude, South Africa

JEL Classification: L26, I23, I29

Does Marketing Success Factors Influence Private College Admission? Evidence from Malaysia

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Abstract: *Private colleges are predicted to be presented with many opportunities as well as challenges in the coming years. Admission pressures become one of the challenges face by most of Private Colleges in Malaysia. Lacking of marketing mix strategy are claimed to contributes to this admission pressure. This study was conducted firstly, to determine the relationship between marketing success factors (Price, Place, Product, Promotion, People, Process, Physical Evidence, Partnership, Publication and Conference, Presentation and Extracurricular Program) with the marketing mix strategy of private colleges. Secondly, to determine the relationship between Marketing Mix Strategy with Private College Admission. Similarly, in this study, these 11Ps are the success factors of private college marketing mix strategy in influencing student to study in private colleges. Structural Equation Model (SEM) is conducted to estimate the effects of the main construct on its subcontracts, exogeneous and endogenous variables and its significant relationship. The result found the factors with the highest percentage of variation in contributing to Marketing Mix Strategy are Promotion, Product, Place, Price, Process, Partnership, Presentation, People, Physical Evidence, Publication and Conference and lastly Extracurricular Program. Thus, concluding that 11Ps Marketing Mix Strategy has a significant relationship with Private College Admissions. National private colleges can create a strategy based on the marketing mix strategy in competing for students. The study area is Malaysia, and it was conducted over a sample of 366 executive and marketing officers as the respondents.*

Keywords: 11Ps Extended Marketing Mix Strategy, Private College, Student Admission.

JEL Classification: I2

Factors Influence Undergraduate Students' Decisions Making to Enroll at Private Higher Education Institution: Financial Aid as Moderator

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Abstract: *The main objective of this research to determine either financial aid moderates the factors influence among undergraduate students' decision making to enroll at private HEI. The survey consists of questionnaire responded by 500 undergraduate students in private HEI located at Selangor and Kuala Lumpur. Data were analyzed by SPSS applied model 1 moderating analysis with the usage of macro PROCESS by Hayes and Matthes (2009). As a resulted, four hypotheses (H1_a, H1_b, H1_c, and H1_e) were moderated by financial aid and two hypotheses (H1_d and H1_f) rejected in this study.*

Keywords: Decision making, factors influence, financial aid students, Malaysia, private higher education institution.

JEL Classification: I2

**A Partial Least Square Structural Equation Modelling (PLS-SEM) Preliminary Analysis
On Relationship of CRM Functions Implementation Towards Firm's Business
Performance: Case of Malaysian Small and Medium Hotels**

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Abstract: *Drawing on RBV (resource-based view) the implementation of customer relationship management (CRM) functions in hotel industry had become a central strategy in determining competitive advantage. Empirical studies had documented that small and medium hotels had also embraced on customer-centric business practice that endures CRM functions as their strategy in sustaining competitive advantage. Indeed, they inclines to implement elementary CRM functions that leverage the IBT's (internet-based technologies) of hotel website. CRM functions is regarded as firms' resource that effectively deployed may lead to competitive advantage that portray in positive business performance. The purpose of this preliminary study is to determine the reliability and validity of the instrument used and feasible for full-scale analysis of the aforementioned studied phenomenon. PLS-SEM is employed in this preliminary study that utilised SmartPLS 3.0. A total of seventy-five respondents (managers and owners) of small and medium hotels managers and owners from Greater Kuala Lumpur participated in the survey realised through convenient sampling method. The result of PLS-SEM analysis on measurement model had showed a robust analysis of internal reliability and validity. Assessment of items and constructs included in the study exhibits a good internal consistency and valid, thus, reflects an acceptable research model that are feasible and ready a full-scale analysis.*

Keywords: Internet-Based CRM functions, Malaysia, PLS-SEM, reliability and validity analysis, business performance, small and medium hotels.

JEL Classifications: L0

Factors Influence Among Undergraduate Students' Decision Making to Enroll and Social Media Application as External Factor

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Abstract: This study conducted to classify factors of fixed Higher Education Institution (HEI) characteristics influenced students' decision making to enroll at private HEI and social media application as external factor exclusively in Malaysia phenomena. The main focus of this research was to determine the relationship between independent variables (academic programs, tuition fees, location, institution rankings, institution facilities, employment opportunities, social media application) influence dependent variable (decision making); and to determine the major factor that influence students' decision making to enroll at private HEI. The underpinning theory applied in this study was Theory Reason Action (TRA) for social media application, while Theory of Planned Behavior (TPB) applied for academic programs, tuition fees, location, institution rankings, institution facilities, and employment opportunities. Five hundred (500) questionnaires distributed at selected private HEI around Kuala Lumpur and Selangor. Respondent was undergraduate student semester one year 2018 only. Data were analyzed using SPSS version 24. Findings indicated result for direct effect revealed decision making were significant in relationship between tuition fees, location, institution ranking, institution facilities, employment opportunities, and social media application thus hypothesis H₂, H₃, H₄, H₅, H₆, and H₇ accepted. Only academic program was insignificant with decision making thus hypothesis H₁ rejected. While the major factor that that influences students' decision making to enroll at Private HEI in rank number one was employment opportunities H₆ ($\beta = .301$; $p = .000 < .05$).

Keywords: Malaysia, undergraduate, private higher education institution, students' decision making, factors influence, social media application.

JEL Classification: I2, O33

Exploring Institution Rankings, Institution Facilities and Employment Opportunities as A Factors Influence Students' Decisions Making to Enroll at Universiti Kuala Lumpur Business School Campus

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Abstract: *This research focuses on factors influence students' decisions making to enroll at private Higher Education Institution (HEI). The underpinning theory applied in this study was Theory of Planned Behavior (TPB) applied for institution rankings, institution facilities, and employment opportunities. Questionnaire was used to collect the data over 100 of students in Universiti Kuala Lumpur, Business School Campus. Data were analyzed by employing exploratory factor analyses and reliability analyses. SPSS version 24 applied. The result revealed for factor loading all items above 0.5, institution facilities remarks the highest Kaiser Meyer-Olkin (KMO) with .877 and for Cronbach's alpha with .924.*

Keywords: Factors influence, Malaysia private higher education institution, students' decision making.

JEL Classification: I2

The Role of Cash Waqf in Enhancing Economic Welfare in Turkey

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Abstract: *Waqf consider one of the important sources in Islamic Economics, it refers to the voluntary charity which we have in Islam. Islamic law was the first law in history who defined and regulated this Awaqf industry, until it reach this level of succss and growth around Islamic world at our current time. One of excellent cases studies for Awaqf growth is Turkey who had very interesting and dramatic economic growth the last century. This paper investigates the real role for waqf (and in particular cash waqf) in enhancing the economic welfare in Turkey, and what are their contribution towards a comprehensive scheme of economic development. Using qualitative methodology and based on the literature review we did, our paper found that, cash waqf system was playing significant role in imporving the economic system of Turkey, and in particular it was assisting in reducing the poverty levels, redistributing the income and wealth, decreasing the interest rate, preventing the deficit financing, and reducing the expenditure for the government.*

Keywords: *Waqf, Cash waqf, Turkey, economic welfare.*

JEL Classification: I31

A Study of Accounting Outsourcing Decision: The Case of Malaysian SMEs

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Abstract: *Nowadays the cost of doing business has increased and become more competitive than ever before. Henceforth, many organizations have been considering to outsource those business activities which not the core competent of the organization such as finance and accounting, information technology, human resources and any other back office activities. This research provides an understanding the factors influencing g of the organization intention to outsource the finance and accounting activities decision for the Small and Medium Enterprises (SMEs) in Malaysia. The research uses a qualitative research method which is exploratory and explanatory method. The qualitative data collected via individual interviews with Malaysia Small and Medium Enterprises' decision makers and higher level of management group which comprise of individual or organizations. The results suggested that outsource providers and Malaysian SMEs would shorten their decision-making process to make an outsource process successfully implemented in their organizations. Malaysian SMEs business owner, and accountancy professional bodies need to understand the market latest trends and demands for talents and development of business graduates supplying for future accountancy industry. With their own business strength, they could make use of the support from outsourcing party and developed strategy to achieve greater success.*

Keywords: Finance, human resources, organisation intention, Information Technology, professional body, trends.

JEL Classification: M41

Islamic Money Market and Application of Third Party Guarantee for Economic Development

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Abstract: *The Islamic money market plays a significant role in the development of the economy and providing funds for short term projects. This paper discusses money market instruments such as treasury bills, certificates of deposit, short period mudarabah inter-bank investment and Islamic accepted bills of exchange. It examines how short term instruments can be used to import and export goods. The study analyses the mechanisms and characteristics of Islamic money market and finds that it has the same characteristics and mechanisms of the conventional money market; they differ only in the instruments that are traded in the market. In the Islamic money market any instrument which is not in accordance with the principles of Islamic law is not traded. A qualitative research methodology in which an Islamic jurisprudential approach is used to analyse data and the permissibility of application of third party guarantee in Islamic money market was utilised. It was discovered in this paper that application of third party guarantee in Islamic money market is permissible. However, the guarantee should be done voluntarily without charging a fee so that the Islamic money market would be differentiated from the conventional money market wherein a fee is charged. In the Islamic money market, the instruments used in the market must be acceptable by the principles of Islamic law. It is impermissible in Islamic law for a company that conducts the investment of Islamic money market instruments to carry out its activities in non-halal activities. Islamic money market instruments can be used to finance short period investment, to import and export assets. The researcher suggested to conduct empirical research in order to have a clear picture on Islamic money market instruments and application of third party guarantee in the market.*

Keywords: Islamic money market, instruments of Islamic money market, Third party guarantee and Islamic law.

JEL Classification: G1, O1

The Future of Corruption in The Era of Cashless Society

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Abstract: *Battling the corruption by enforcing the cashless society been introduced as sophisticated method to reduce the possibility of taking bribes while everything will be recorded. This way came under light after been applied by the central bank of Nigeria in 2012 to reduce the corruption and also been used in India to overcome the issue of counterfeit notes in 2016. Meanwhile as the information age considered a historic period in the 21st century, introducing the cashless society comes in compatible with the current trend of the digitalizing all the monetary system. The method used for this conceptual paper is based on wide range of literature reviews from journal articles, thesis proceedings and conferences, books and online news which are related with the keywords and research area. This paper aims to further understand the role of cashless society in eradicating the corruption throughout the eliminating the usage of cash. This paper concluded the main factors can help the cashless to curb the corruption and proposed new topics for future studies.*

Keywords: Corruption, cashless society, Economic Freedom, Fiat Money.

JEL Classification: E42, D73, G41

Evaluating Stability in Dual Banking System-Comparison Between Conventional and Islamic Banks in Malaysia.

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Abstract: *This paper aims to explore whether Islamic banks are more stable when compared with conventional banks in a dual banking system. This research employs Pooled OLS methodology for 42 banks, including 27 conventional banks and 15 Islamic banks, exploring from year 2005-2016 period. The research suggests that Islamic banks are less resilient compared to conventional banks in overall banking sector. Furthermore, it is found that big Islamic banks are less stable than big conventional banks and, small Islamic banks are less stable than small conventional banks. The results disapprove of the widespread belief that Islamic banks are more stable and more resilient to adverse shocks in the financial crisis. Moreover, while investigating the shift in overall level of banking stability with respect to financial crises, regardless of bank type and bank size, it is observed that the overall banking stability is enhanced after the financial crises. This is intriguing and a sigh of relief for policymakers and regulators in the country. This research is of contribution to policymakers and central banks in the countries with highly dual banking environment and for the central banks striving to become International Islamic financial hub.*

Keywords: Bank size, dual banking, Islamic banking, Malaysia, stability.

JEL Classification: G01, G18, G21

Research On the Predictors of Sport Tourism Development in Malaysia: Extreme Sport Overview

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Abstract: *The study highlights the development of extreme sports destination that closely related to international and tourists' preferences in Malaysia. The purpose of this paper is to determine the predictors of sport tourism development in Malaysia from the extreme sport perspective. Specifically, it is going to investigate the possible significant antecedents that possibly influenced the international or local tourists to choose Malaysia as their preferred extreme sport tourism destination. This study is restricted to international tourists or local tourists who participated or going to participate in the extreme sport activities in Malaysia. This study proposes a theoretical framework that is developed based on the review of past researches and literatures. Altogether, there are 5 predictors believed to be the possible factors that influenced international tourists or local tourists choose Malaysia as their extreme sport tourism destination. Those predictors are event entertainment impact, economics impact, facilities impact, social impact, and environmental impact. The proposed hypotheses predicted that a significant and positive relationship exists between event entertainment impacts, economics impact, facilities impacts, social impact, and environmental impact towards the sport tourism development in Malaysia. It is proposed to the future researchers to undergo further empirical analyses to attest these hypotheses. This study could help tourism sectors to grow simultaneously explore more opportunities for development particularly in the extreme sport sectors in Malaysia as well as increase the number of visitors (international tourists or local tourists) to Malaysia and choose this country as their preferred extreme sport tourism destination. This study is useful for researchers, students, tourism operators, tourism sectors, government and society because it could increase the involvement of international tourist or local into the extreme sport activities in Malaysia simultaneously develop the local tourism sectors which will be benefited all parties mentioned above.*

Keywords: Extreme sports tourism, tourism marketing, sport tourism involvement, Malaysia

JEL Classification: I31

A Study On the Critical Factors That Contribute to The Development of Water Tourism in Malaysia

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Abstract: *Since water tourism industry is mushrooming in Malaysia, the competition is very stiff. All water tourism operators are hunger for success. They planned, carefully implement and strictly monitored the development process. This paper will enlighten them to become a premier and outstanding water tourism player in the country. The proposed model is valuable and could enrich the existing literatures and adds value to the local tourism industry. Thus, exploring the hidden success factors is crucial for the players. This paper is a qualitative in nature and aiming to identify the possible critical factors that could contribute to better development of water tourism sector in Malaysia. This study proposes a theoretical framework that is developed based on the review of past researches and literatures. The proposed hypotheses predicted that a significant and positive relationship exists between the cultures, season, facilities, scenery and the climate and development of water tourism sector in Malaysia. It is proposed to the future researchers to undergo further empirical analyses to attest these hypotheses. This study could help tourism sectors to grow simultaneously explore more opportunities for development particularly in the water tourism sectors in Malaysia as well as increase the number of visitors (international tourists or local tourists) to Malaysia and choose this country as their preferred water tourism destination. This study is useful for researchers, students, tourism operators, tourism sectors, government and society because it could increase the involvement of international tourist or local into the water tourism activities in Malaysia simultaneously develop the local tourism sectors which will be benefited all parties mentioned above.*

Keywords: Malaysia, tourism marketing, tourism development, water tourism.

JEL Classification: I31

Innovative Packaging Attributes and Customer Purchase Intention in Snack Foods

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Abstract: *Packaging is now an important aspect of marketing and is treated as one of the most influential factors concerning consumer purchase decision at the point of purchase. The purpose of this study is to determine what kind of innovative packaging attributes will influence the purchase intention of customers on snack food in Malaysia. The study has used Stimulus (S) - Response (R) model and AIDA Model to identify the packaging attributes which are packaging material, information on the package and the basic appearance of the package that have a positive and strong relationship with the purchase intention of customers towards snack food. The data were collected through questionnaire from 250 respondents. PLS has been used to analysis the data. All of the three independent variables of the research have significant as well as positive relationship with the dependent variable which is purchase intention.*

Keywords: Innovative packaging material, packaging appearance, packaging attributes, packaging information, purchase intention, snack food packaging.

JEL Classification: O3, M3

The Effect of Perceived Value Towards Brand Loyalty for The Modest Fashion Industry in Malaysia: A Structural Equation Model Approach

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Abstract: *Modest fashion has been taking its place in the Muslims world with some interests from the non-Muslims as well. The study discusses the appeals of modest fashion brand within the context of perceived value and brand loyalty among the Generation Y. The study was conducted using Stratified Purposive sampling on Malaysian private undergraduate students. The data was analysed by using a Structural Equation Analysis-AMOS. The results revealed that perceived value has significant effect towards brand loyalty. The result of this study contributes to the modest fashion start-up and small medium enterprises on enhancing their knowledge in creating and strengthen brand loyalty among the consumers. With a lack of research about modest fashion industry brand loyalty, this research could also contribute to the body of knowledge in branding and modest fashion industry.*

Keywords: Brand loyalty, generation Y, modest fashion, perceived value,

JEL Classification: M31

Effects of Crude Oil Price On Currency Stability: The Case of Malaysia Ringgit Peg (September 1998 - June 2005)

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Abstract: *This study is carried out to investigate the impact of crude oil price fluctuations on Malaysian exchange rate as proxied by RM per USD. Even though there is no specific theory that explains the interaction between commodity and foreign exchange markets, the study is still pursued on Malaysia because of its resilient oil and gas industry. Using Engle-Granger Cointegration Test (1987) as an estimation tool over monthly secondary data from January 1988 through October 2018, the results from Error Correction Model uncovers the existence of long-term equilibrium relationship between RM and crude oil prices. Interestingly, there is also a presence of short-run relation between them at 10% significance level. With respect to the short-run dynamics, there is a unidirectional causality running from crude oil prices to RM exchange rate. It appears that RM is less prone to changes in crude oil price during the period before Asian Debt Crisis in 1997-1998. After the removal of RM peg in June 2005, RM is found to be more sensitive towards changes in crude oil price in the short run. In summary, the equilibrium and dynamic relationships between RM exchange rate and crude oil price are therefore confirmed and perhaps the quotation of crude oil price in USD could be one of the reasons.*

Keywords: Asian Debt Crisis, Engle-Granger Cointegration Test, Malaysian exchange rate, West Texas Intermediate price, Brent price.

JEL Classification: G01, O53

Role of Self-Efficacy in Improving the Lives of Youth in Public Housing

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Abstract: *Having a sense of hope and aspirations for the future are often conceptualized as components of resilience for youth in urban environments. However, less is known about the factors that may influence how young people develop their future aspirations, and how those aspirations may impact their actions in achieving their goals. This study is a conceptual paper to identify the factors that influence the youth future aspirations and how self-efficacy acts as a moderator. Self-efficacy being defined by Albert Bandura as one's belief in one's ability to succeed in specific situations or accomplish a task. Through preliminary studies conducted by informal interviews with youth in four (4) PPR in Kuala Lumpur it was found that the youths in the PPR are divided into 3 segments firstly the illiterate youth, secondly literate youth with a few years of formal schooling and third group of youth who completed their formal schooling. Using Maslow's hierarchy of needs as a theoretical framework we hope to identify factors that contribute towards the youth future aspirations. In this paper, literatures relating to the development and characteristics of youth in public housing, self-efficacy, and factors that influence the youth future aspirations are reviewed to ascertain if any relationship exists between them. A conceptual framework is developed to propose the relationship between success factors as the independent variables and youth future aspirations as the dependent variable, with self-efficacy as the moderator. This study identified success factors that could influence the future aspirations of youth in public housing in Malaysia. We propose a model for developing youths' future aspirations.*

Keywords: youth, self-efficacy, public housing, Project Perumahan Rakyat

JEL Classification: H42, D69

The reputation quotient: The measurement tests and its effect on current financial performance in the Malaysian commercial banks

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Abstract: *The Reputation Quotient is a widespread measurement on behalf of corporate reputation, which has been tested and accepted its measurement within a cross-cultural setting in the United States, Europe and Australia. While the Reputation Quotient's credibility are widely proved, the relationship status between corporate reputation and financial performance shows unclear connection as previous researches indicated contradictory results. The purposes of this research are to empirically examine the Reputation Quotient model when it was applied to measure corporate reputation for the Malaysian commercial banks and to test the effect of the Reputation Quotient on current financial performance. The respondents of this study were Malaysian commercial banks stakeholders with a total of 341 respondents collected from Kuala Lumpur and surrounding areas. Standard confirmatory factor analysis tests were conducted, which are the tests of each single dimension and multiple dimension. These include first order and second order tests of the Reputation Quotient model. The structural equation modelling (SEM) was applied to test the structural relationship between the Reputation Quotient and the current financial performance. The empirical tests showed that all of the 6 dimensions of the Reputation Quotient model such as emotional appeal, vision and leadership, workplace environment, social responsibility, products and services, and financial performance were supported by the model. The SEM result supported that the Reputation Quotient effect on current financial performance was significantly positive. This research contributes to the Reputation Quotient by uncovering the issue of the Reputation Quotient dimensions from the perspective of the Malaysian commercial banks stakeholders. The empirical evidence of this research also signifies that the Reputation Quotient has a substantial effect on current financial performance.*

Keywords: Confirmatory factor analysis, current financial performance, Malaysian commercial banks, reputation quotient, structural equation modelling.

JEL Classification: D22, G21, L14

Comparative Analysis On Islamic-Based Development Indexes in Socioeconomic Dimension

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Abstract: *An Islamic-based development index (IbDI) is constructed within the goal of preserving and safeguarding five essentials of livelihood i.e. religion, life, intellect, lineage and property, as propounded in the Maqasid al-Shari'ah framework. Using IbDI has been a prevalent method in measuring development of the society. This is attributable to the growing recognition towards the notion that socioeconomic development transpires collectively with Islamic values and norms. There are various Islamic-based development indexes (IbDIs) to measure socioeconomic development such as the Malaysian Ummah Development Index (MUDI), Islamic Human Development Index (IHDI), Islamicity Index (I2), and Integrated Development Index (I-Dex). Henceforth, this paper examines to what extent the existing IbDIs accomplish its role in measuring the socioeconomic development of the society, in line with Maqasid al-Shari'ah. In addition, this paper also discuss the conceptual comparison between those IbDIs. The study is conducted via literature review and analysis using openly available secondary resources. The comparative analysis from this paper shows that the IbDIs are indeed comprehensive and well-suited to measure and evaluate socioeconomic development. However, each of the IbDIs may have, or may have not share the same observations since its construction were based on its targeted ecosystem as propounded by its refined framework. In addition, each of the IbDIs face its own limitations throughout the construction process leading to its suitability to vary in different settings. As such, dealing with these concerns rests on comparing the socioeconomic components between the selected IbDIs.*

Keywords: Development index, Maqasid al-Shari'ah, socioeconomics.

JEL Classification: O15, P47, Q01, Z12

Measuring The Outreach Level of Micro-Finance Institutions in Bangladesh

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Abstract: *Reaching the poor is one of the main objectives embedded in the programs of micro-finance institutions (MFIs). However, there is the question of how well MFIs have fared in terms of meeting this objective, which has been heavily surveyed as an issue by many researchers. In Bangladesh, while not discounting other factors such as the financial assistance received from institutions such as the IMF/World Bank, Asian Development Bank (ADB), and Islamic Development Bank (IDB), the impetus for the speedy reduction in the number of poor people in the country can be attributed to the existence of MFIs. This study attempts to investigate the depth of MFIs' outreach level in the country. Specifically, using an econometric model, it examines the determinants of the outreach level of MFIs operating in Bangladesh. Overall, this study looks at the eleven (11) biggest MFIs in Bangladesh in terms of their share of active borrowers. The data are compiled from the most reliable sources pertaining to the economic activities of MFIs. The results indicate that the number of years an MFI has spent serving clients, its ratio of borrowers to staff, the size of its assets, and the number of branches all have a positive effect on its outreach level. In contrast, the average loan balance per borrower and cost per borrower have a negative effect on the outreach level of MFIs in Bangladesh. Indeed, as far as outreach level and its relationship with the independent variables are concerned, all of the results obtained in this study are consistent with the expected signs, thereby implying that MFIs in Bangladesh are no different from the conventional wisdom.*

Keywords: Bangladesh, borrowers, micro-financing Institutions, outreach level, poor.

JEL Classification: G21

The Relationship Between Online Shopping Environment, Sales Promotions, Website Quality and Impulsive Buying Behavior: A Structural Equation Modelling Approach

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Abstract: *There is a need to understand factors influencing impulse buying in online context due to drastic increase of popularity of online shopping among consumers worldwide. The purpose of this study is to examine the relationship between online shopping environment, sales promotions, and website quality towards impulsive buying behavior. A total of 548 valid and reliable questionnaires were collected from individuals in Kuala Lumpur, Malaysia to empirically test the measurement and structural model applying covariance-based structural equation modelling (CBSEM) technique. The study sample includes experienced online consumers who performed shopping products and services via online retail platform. The results imply that online shopping environment, sales promotion, and website quality as second-order reflective construct positively influence online impulse buying. Online impulse buying in the context of shopping environment, sales promotion, and website quality have not been profoundly explored in current literature, despite its important implication for academic scholars, business practitioners, and consumers alike. These findings are expected to assist online retailers to give more focus on developing better online shopping websites and more creative sales promotions programs.*

Keywords: Impulse buying, online shopping environment, online retailing, sales promotion, website quality.

JEL Classification: M31, M15

The Impact of Young Celebrity Endorsements in Social Media Advertisements and Brand Image Towards the Purchase Intention of Young Consumers

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Abstract: *The power of young celebrities and brand image in influencing young consumers are becoming more relevant in the marketing and advertising of products and services of the plethora of brands we have in the twenty-first century. Businesses and brands use young celebrities to endorse their products to appeal more towards younger consumers. This research investigates the impact of young celebrity endorsements in social media advertisements and brand image towards the purchase intention of young consumers. The theoretical framework from Shimp's TEARS Model of celebrity endorsement is derived from 4 research studies and the variables were tested using 5-point Likert scale on a sample of 282 respondents who are young consumers, aged between 13 to 18 years old. All respondents were recruited using stratified sampling technique and data were analyzed using SmartPLS. The results derived from the data analyses conducted highlights eight main findings. From the TEARS Model, similarity and respect has an influence on celebrity endorsement in social media whereas expertise, physical attractiveness and trustworthiness do not influence celebrity endorsement in social media. Brand image and celebrity endorsement in social media also found to be significant antecedents for the purchase intention. These findings will provide insights to marketer of businesses who requires to understand the attributes of young celebrity endorsements on social media advertisements that will appeal to young consumer. In this technological era, businesses build their brand image via investing in advertising; especially in social media advertising and celebrity endorsements. Following the current findings of the insignificance of expertise, physical attractiveness, and trustworthiness of the celebrity endorsers towards young consumers; marketers should look into similarity and respect qualities of their young celebrity endorsers if they would like to appeal their brands and products to pique the interests of young consumer which now become one of the major group of consumers in the world.*

Keywords: Brand Image; Purchase Intention; Young Celebrity Endorsement in Social Media Advertisements; Young Consumers

JEL Classification: M31

Retirement Planning Behaviour of Households in Indonesia

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Abstract: *This cross-sectional study is to explore the relationship between the retirement planning decision and various factors that affect its behaviour. A total of 3,023 respondents are taken from various province and household in the age of 26 to 92 years old had participated in this study. The study is conducted further by using the logistic regression (logit) model. The objective of this study to examine the retirement planning behaviour among this sample. The finding identified several significant variables in the prediction of individuals' retirement behaviour including age, expenditure (loan) and education level. Finding fails to support association between respondent characteristics (gender, marital status), income level and saving and the retirement planning decision. Overall, education level has the largest impact in affecting pension scheme due to educated people will be aware and understand more of the importance of retirement planning and will choose the investment portfolio wisely. Employing the appropriate financial planning for the retire period is very important, because it is a long-term planning and also is the crucial stage in one's life. The result of this study have implications to encourage individual to do early planning for retirement as it is the core of financial planning, thus, it enables individuals to have strong financial to secure them in their afterlife of retirement and to gain comfortable living standards.*

Keywords: household characteristics, IFLS logit, retirement planning.

JEL Classification: D1

The Determinants of Outward Foreign Direct Investment from ASEAN

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Abstract: *This study investigates the determinants of ASEAN outward foreign direct investment (OFDI) and the extent to which the four general motives of OFDI (market seeking, efficiency-seeking, resource-seeking, strategic-assets-seeking) can explain the phenomenon in the four chosen ASEAN countries (Malaysia, Singapore, Thailand and Indonesia). We used panel data from 2001 – 2016 and the Tobit regression model to ascertain the results. We found that each country possibly has slightly different motives between each other although market seeking is seen as the general motive. As most of the previous studies focused on other developing countries such as BRICS, this study contributes to the small but growing literature of ASEAN economies. Furthermore, the usage of the Tobit regression Model helps us in explaining the variables with zero value, hence yielding a more informative result. We found that, in general, some determinants were consistent with findings in the literature, while others need further investigation. Lastly, based on the findings, we can conclude that the mainstream theory of outward FDI applies to ASEAN.*

Keywords: ASEAN; FDI; motives of FDI; outward FDI; Tobit Regression

JEL Classification: M16

Creation of Young Entrepreneurs as Resources of Economic Development and Alleviation of Poverty in Muslim Countries: An Islamic Approach

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Abstract: *This paper aims to examine importance of entrepreneurship and role of young entrepreneurs in economic development. The paper explores vital role that entrepreneurship can play in boosting economics of a country. This is because creating youth on entrepreneurial skill can be used as resources of economic development and alleviation of poverty in a country. The paper examines how Muslim youth can be created and trained as resources of development of economics and prevention of poverty in Muslim countries. The paper adopts qualitative research methodology to collect and analyze data on the topic in hand. This methodology is used to discuss the effect of training on young entrepreneurs and how it creates them as resources of economic growth and improvement of scarcity in a country. It finds in this paper that young entrepreneurs are the most crucial instruments that can be utilized to enhance economics of a country and eliminate poverty in the society. This is because young generation is the most important generation that can be taken as a tool and resource to develop economics of a country and alleviate poverty in the society at large. Entrepreneurship plays a crucial role in economic development and creation of young entrepreneurs can be used as resources of economic enhancement as well as job opportunity for Muslim youth. The paper suggests to have empirical research in order to have a clear picture on creation of young entrepreneurs and effect of training them on entrepreneurship as resources of economic development and alleviation of poverty in Muslim countries.*

Keywords: Creation of young entrepreneurs, entrepreneurship, Islamic law, training and youth.

JEL Classification: I3, A2

Theorizing Servitisation for SME Performance

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Abstract: *Over the last three decades, servitisation has progressively become a key strategic choice for manufacturing companies. Recognizing the increased emphasis on services with traditional product offerings, the term servitisation refers to the innovative increase in value a company can achieve by creating a viable amalgamation of products and services. Furthermore, their reasons to pursue servitisation could be similar to those of large firms. As such, understanding how servitisation works in SMEs is of tremendous economic importance. This paper is a qualitative in nature and aiming to understand the practice of integrating services into products via added value and its importance to SMEs in Malaysia by theorizing the concept of servitisation for SME performance. The clear understanding of the concept could contribute to better development of SME sector in Malaysia. Careful analyses of fifty articles with different themes on servitisation yields some insights on issues prevalent in the matter. Current servitisation research suggests that transitioning to a broader servitisation model for a firm that operates a traditional product model requires a significant amount of assets. However, many SMEs do not have an expendable amount of resources to refit their firms for a progressive servitisation model. Additional elements that act as barriers in SME servitising strategies involve overwhelming competition from wealthier and better-known organizations and an inherently diminished range of influence on the market. Absence of servitisation research in SMEs establishes an important area for extended study as SMEs represent the largest margin of all firms. Additionally, SME organizations' servitisation efforts warrant examination because their access (or lack thereof) to important organizational resources manifest in manners distinct from larger firms.*

Keywords: Organizational Capabilities, Servitisation, SME performance.

JEL Classification: M19

Religious and Socioeconomic Implications of Islamic Insurance: A Review

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Abstract : *In this paper, our purpose is to evaluate religious and socioeconomic implication of Islamic insurance to the society. Islamic insurance i.e. takaful is a form of protection and wealth preservation method based on the principles of mutual cooperation, encompassing the elements of Shari'ah compliancy such as prohibitions of riba (interest/usury), gharar (uncertainty) and maysir (gambling), while upholding the virtue of mudharabah (profit sharing), wakalah (trusted agency), tabarru' (donation/charity) and ta'awun (cooperation). Recently, there are numerous literatures on religious and socioeconomic realms with regards to takaful industry due to the financial product being widely accepted in the modern day. In addition, contemporary scholars made various efforts to study the legality and feasibility of takaful as an alternative to the conventional insurance. Within the legality and feasibility of takaful, it is essential to recognize its implications to the society. As such, this paper review the implications of takaful products within the context of religious duty and spiritual fulfilment, at the same time towards the socioeconomic attainment. The finding of the paper embodies that takaful industry indeed substantially influence the religious and socioeconomic behavior, as such influence the society in making decision with regards to protection of their lifetime and family as well as preservation of their wealth. Besides, this paper outline the benefits and pitfall of takaful which open the door for improvement. Nonetheless, this paper limits itself to the implications in general context, hence it provides space for a more focus context in the near future. On the other hand, as this paper is evaluative in nature, review process is done via analysis of the current literature from academic papers, journals and books obtained via library and online research databases.*

Keywords: economics, religious, social, takaful.

JEL Classification: G22, G41, Z12, Z13

The Effects of Self-Esteem and Influence of Friends Via Social Media On Body Image Amongst Children

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Abstract: *With the rise and fall of many communication platforms embedded into our everyday lives and the on-going maturity of the digitalization era, social media usage has tremendously increased over the past decade. The purpose of this research is to identify to what extent self-esteem and the influence of friends impact children's perception of their body image through social media and how powerful social media in influencing the body image of children. Therefore, this study fills the gap of researching on children who are rising to become the largest generation with the next biggest spending power and social media as a powerful communication platform in marketing and daily life. The theoretical framework implemented within this study is adapted from a combination of other past studies that are relevant to the target respondents of this study, children. The theoretical implication of this study is to expand the usage of Signalling theory, Sociocultural theory and Social Comparison theory towards better explaining children's behaviours and the factors that impact children view of their body image. 282 children were recruited using the snowball sampling technique and data collected were analysed using Smart-PLS to see the impacts and relationship between all variables. This study concludes that H_1 , H_2 , H_3 and H_4 are significant and do impact the body image among adolescences while only H_5 is insignificant. The self-esteem and friends do impacts body comparison on social media. However, the self-esteem is negatively correlated. The study also identified that there is a significance direct relationship between the direct impacts of self-esteem and friends towards the body image. On the other hand, the social media is found to have no direct impact on body image. Following the current findings of the significance impacts of friends and self-esteems towards the body image among adolescences through social media, advertisers and companies will understand how appearance-based media still has an impact towards the intrinsic growth of adolescents. This study also provides a better insight for the government on the importance of regulation of advertisements particularly via social media and for the society at large to create a more socially supportive environment for adolescents to communicate and help them grow their mind-set on the acceptable and realistic standards of beauty as well as contributes to the existing knowledge on the role of social media and adds knowledge to how powerful social media in giving impacts to body image among adolescences.*

Keywords: Body image, self-esteem, social media, Sociocultural Theory, Social Comparison Theory, Signalling Theory, Malaysia.

JEL Classification: M15

The Moderating Effect of Financial Education On the Relationship with Financial Attitude, Parental Financial Socialization with Prudent Financial Management Practices

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Abstract: *Studies have indicated that the key contributors to heavy financial debt among youth are the global economic situation with uncertainty of economic growth, wide access of financial products, and the sophisticated financial environment. The purpose of this paper was to examine how Financial Education moderate the relationship between Financial Attitude, Parental Financial Socialization and Financial Literacy with Prudent Financial Management Practices among the Malaysian youth specifically among university students. This purposive random sampling method was employed using questionnaires adopted from various sources using quantitative methodology. From the total of 480 questionnaires distributed to students in Malaysia from public and private universities, only 420 were collected with 320 questionnaires were usable for analysis. The data were analysed using Smart PLS software to attain the ideal Partial Least Squares modelling (PLS-SEM). The data were analysed using several statistical analysis for inferential analysis such as internal consistency, reliability, convergent validity, discriminant validity, collinearity and path coefficient. The findings further revealed that all predictors contributed positive significant of prudent financial management practices where FL was the most dominant attribute followed by FA and PFS. The finding revealed that FA, PLS, FL explained 24% of variance of PFMP. With the interaction of FE, the variance increased to 0.251. This result indicated the amount of variance or change of PFMPs after the interaction of FE with FL, FE and FA was only 0.7 and categorized as small effect. As for moderation test, the result showed that FE did not moderate relationship between FA, PFS and FL. The findings further highlighted that prudent financial management practices among youth are the result of shared accountability from various stakeholders such as parents, policy makers, and financial institution. A holistic and comprehensive approach by all relevant parties required in order to inculcate and cultivate prudent financial practices among young generation.*

Keywords: attitude, behaviour, literacy, youth.

JEL Classification: M31

The Proposed Framework On Public and Private Partnership for Smart Cities Growth in Malaysia

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Abstract: *The objective of the study is to find a comprehensive framework solution for the blue print for smart cities growth and development in Malaysia. This can be achieved by looking at Johor Bahru (Iskandar Malaysia) governance and stakeholder engagement issues and compare it with the successful Singapore model. (Which ranks first among the 2017's top 20 global city performance index for safety, mobility, productivity and health (Juniper research.2018)). To enable the growth of smart cities in Malaysia, it is important to understand the work flow and interaction between the different departments and teams within the government's institutions. Part of the issue is that projects are often managed as standalone even within the same government department. Moreover, a stronger relationship between public and private sector in a form of partnership is key to help smart cities access both the right financial & technical resources. Private sectors comprehend both large corporation and SME's, therefore it is important to understand both systems and define an appropriate approach for each of them accordingly. About 50 journal articles reviewed by the researchers on the public and private partnership from different countries all over the world. The proposed framework derived from reviews of past literature via online searches for the duration of six months. The result indicated that the public and private partnership includes government with the stakeholders. The stakeholders comprise of developers, universities, investors or bankers, public, and private sectors. It is critical for Smart Cities growth to incorporate healthy relationship between the public and private partnership that includes incorporating all stakeholders. The proposed framework will be tested to come out with a finalize blueprint for Public and Private Partnership engagement with the stakeholders towards the growth of Malaysia smart cities.*

Keywords: smart cities, growth, stakeholders, public and private partnership.

JEL Classification: O53

Exploring Attitudes of ESL Students Towards Learning Literature in A Public University in Malaysia

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Abstract: *The teaching and learning of literature has become the focus of attention of scholars today in promoting the learning of L2, hence resulting in an abundance of research investigating the relationships between learning literature and L1 and L2 languages (Paran, 2008; Carter, 2007). The study investigates the attitudes of ESL undergraduates in a Malaysian public university towards learning English literature. A total of 200 students of a public university in Malaysia were selected randomly to participate in a survey. They were requested to respond to a questionnaire adapted from Hala Ismail (2007) on the preferences/attitudes towards learning literature in the classroom. The questionnaire consists of 13 items on their attitudes towards literature, 17 items on the reasons/importance on why they preferred learning literature, and 6 items on the difficulties they faced while learning literature. The 36 items were based on a 4-point Likert scale. Their feedback was analysed using descriptive statistics. The findings of the study show that the mean for preferences for learning literature was 2.74, indicating that the students were more inclined to enjoy learning English literature. The reasons quoted for preference to learn English literature were to widen the vocabulary and enlighten minds, it is useful outside the classroom and are able to get to know people from the outside world. The difficulties in learning literature were problems to comprehend, unable to understand the linguistic features of English literature and unable to understand vocabulary. In conclusion, the study shows that most of the students stated that they enjoyed learning English literature at the university. The implications of the study show that English literature which incorporates learning English the fun way should be embedded as a tool in the curriculum of universities to help students master the English language.*

Keywords: Attitudes, ESL learners, literature, preferences.

JEL Classification: M31

Revisiting The Concept of Legal Guarantee in Islamic Law for Structuring Islamic Financial Products

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Abstract: *In the modern Islamic financial products and services, legal guarantee is becoming increasingly important in the structuring of products, particularly those used in the investments. As a result of the increasing importance of the concept of guarantee, this paper specifically revisits the conceptual analyses of legal guarantee in Islamic law with a view to providing the basis for the use of this concept in structuring relevant Shari'ah-compliant products. The study adopts a comparative legal analysis of the views of classical Muslim jurists. The researchers examine the principles relating to guarantee, such as the meaning of guarantee, its authority, its pillars and conditions. Other principles include modes of guarantee and its objective. The paper also examines the principles and terms of guarantee necessitates an assessment of the effect of the guarantee contract on the contracting parties, particularly whether the guarantor has the right of recourse to the guaranteed person for a refund. The researchers adopt qualitative research methodology to analyse and examine the data. It was found that although guarantee is permissible in Islamic law, it is not absolute. In fact, to make it more Islamically acceptable or Shari'ah compliant there are other terms and conditions that the contract has to fulfil especially by the guarantor, guaranteed person as well as guaranteed asset. Legal Guarantee is permissible in Islamic law to prevent harm that may happen to the traders and investors, and protect public interest. Classical and contemporary Muslim scholars' views are that guarantee is not limited to guarantee for debt, but extended to the guarantee for other commercial transactions like guarantee of future liability and physical punishment. Guarantee has its own pillars and conditions, which should be met in order for a guarantee contract to be a valid one. The researchers suggest to conduct empirical research in order to have a clear picture on the concept of legal guarantee for structuring Islamic financial products.*

Keywords: Islamic law, legal guarantee, pillars of guarantee, mode of guarantee, and effect of guarantee and structure of Islamic financial products.

JEL Classification: G29

Organizational Commitment and Employee Performance: Investigating The Role of Organizational Politics

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ABSTRACT: *The bulk of literature written in the domain of modern management discusses organizational politics. The only thing needed in this regard is to explore and examine the occurrence of political activities in the field of education in Pakistan. Hence, the study at hand has attempted and conjectured that the mental attachment and the faithfulness of the employees and workers with their company and institution have a strong effect on their performance. Also, the link between the dedication of the employee and the output of the employee is under the effect of the employees whom make use of some unofficial network to achieve authority and perform actions which would help them accomplish their desires and wants. For the purpose of excavation and evaluation of the mentioned associations, data was gathered with the help of personally provided questionnaires from faculty members of management science departments of government and semi-government universities in Islamabad. 200 questionnaires were dispensed for the sake of survey, 126 of them were returned and were duly filled making a 63% response rate. The outcomes reveal that there is an association between the dedication of the employee and their performance. Interestingly, the research also unveiled the fact that in the field of education, specifically in management sciences departments, political conduct does not have a direct effect on the employee performance. However, amazingly, the results also show the pacifying role of institutional politics on the link between employee dedication and employee output. The repercussions, constraints, and future course of action are also provided.*

Keywords: Employee dedication, employee output/ performance, institutional politics, Management Sciences Departments, Pakistan

JEL Classification: M1; M54; M59

A Review On the Potential of the Food Industry as A Tourism Development Product in Malaysia

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Abstract: *The food industry has emerged as one of the motivation for people to travel and an important multiplier effect in tourism destinations. As people are willing to travel for food, good food adds value to a destination's image. Additionally, food has been a key attraction to any destination and is widely featured promotional literature by many destinations. This phenomenon is one of the signs to show the potential of food as a tourism product. People arguably travel just to taste and experience the originality as well as the authenticity of the foods at the chosen destination. This growth in interest in local products linked to their regional or local heritage is valuable for the tourism industry. The main purpose of this paper is to explore the potential of the food industry as a tourism product by analyzing previous literatures and documents pertaining to food tourism to identify and distinguish the potential of food as an image for marketing of destinations. The finding summarized its relevance to tourism research in three main themes; 1) clear image in representing a destination, 2) authentic local food experience, and 3) policies in promoting food tourism. There is a need for future research in this area particularly from the perspective of finding out if and how the authenticity and characteristics of the local food potentially strengthens the attractiveness of tourist destinations.*

Keywords: Food tourism, destination image, Gastronomy, tourism attraction.

JEL Classification: I31

Consumer Preference, Value Creation, And Global Value Chain (GVC) In The Third Wave Coffee Business in Sumatera Utara Province

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Abstract: *The third wave of the coffee era had an impact on increasing coffee drinkers in North Sumatra, which was reflected in the ease of finding local coffee shops in North Sumatra. Continued improvement in local coffee shops in North Sumatra results in high failure rates due to higher levels of competition. One reason many local coffee shops fail to manage their stores in the long run is because, local coffee shops in North Sumatra do not yet understand the preferences of coffee drinkers in the third wave coffee era. This study focuses on how the coffee business trend in the third wave era can be enhanced through preference and value creation based on global value chain (GVC) and consumer preference as theoretical background. This paper uses non probability sampling and research sample was 97 coffee shop owners. Value creation has a significant effect on GVC, value creation has no significant effect on preference. Value creation has a significant effect on GVC through consumer preference in the third wave coffee business in Sumatera Utara Province. Helping business consumers in Sumatera Utara Province to understand the factors of consumer preferences and create unique values for each coffee shop to gain competitive advantages.*

Keywords: Consumer preference, business coffee, global value chain, third wave coffee, value creation.

JEL Classification: M31

Determination of Organisational Performance Using the Balanced Scorecard to Improve Public Trust in Zakat Institutions

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Abstract: *The purpose of this research is to determine the performance of zakat institutions using the balanced scorecard model of influencing factors. The study focuses on the problem that today in Indonesia the performance of zakat management institutions, especially Amyl Zakat ones, remains low. Moreover, the realisation of zakat is very low, at approximately 2%. The method used is explanatory research through in-depth interviews and the data analysis tool used is SEM with PLS. The data collection techniques are questionnaires, in-depth interviews and documentation. To assess organisational performance, the balanced scorecard method will be used, since this tool can emphasise both quantitative and financial, and also qualitative and non-financial, aspects. The results show that the implementation of internal control, organisational culture, and total quality management, simultaneously and partially, have significant effects on organisational performance. Among these three factors, organisational culture has the greatest impact on performance. Effective zakat institution performance can have a positive impact, not only on the institution itself, but also on the economy of Indonesia. This is because today zakat has become one source of state revenue, which can help the government, for example, reduce poverty, and improve education and health. Therefore, the results of this research are expected to make a contribution to zakat management and to the improvement of the performance of zakat institutions themselves. The study is also expected to help the development of the Indonesian economy through effective distribution of zakat to the poor.*

Keywords: Balanced scorecard, Zakat Institutions, Zakat.

JEL Classification: I30, L23, L25, L30, M14.

The Effect of Demographic Variables and Ownership on the Credit Card Market in Malaysia

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Abstract: *The aims of this research is to provide credit card providers to develop better marketing strategies as well as business related to credit transaction by providing a better understanding towards effect of current individual demographic variable towards credit card ownership and usage in Malaysia. This research investigates the effect of significant demographic variables and ownership on the usage of credit cards in Malaysia. The researchers adopted a quantitative research approach where Pearson's Product Moment Correlation (PPMCC) was used to measure the relationship between demographic variables along with ownership and usage of credit cards. A sample of 220 individuals from different background irrespective of age, gender, education level and income level were collected. The analyses of this research revealed that there were positive relationships between four key demographic variables of age, gender, education level and income level, and ownership and usage of credit card among credit cardholders in Malaysia. Whereas, the income level has the strongest relationship among other demographic variables, it has to be take into consideration by the credit card providers not just the ownership of credit card as well as the demographic variables while developing market strategy particularly in Malaysia.*

Keywords: Credit transaction, demographic variables, education level, market.

JEL Classification: G10

The Determinants Factors of an Effective Risk-Aware Culture of Firms in Implementing and Maintaining Risk Management Program

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Abstract: *The borderless and intense global competition has contributed much to the dynamics of the business world. This dynamic business environment contributes significantly to the existence of risks. In general, risk is the effect of uncertainty, which can normally deviate a firm from achieving its planned goals and objectives. However, deviation is not necessarily bad as besides than affecting a firm negatively, it could also lead to a positive outcome for the firm. From the perspective of implementing and maintaining an effective risk management program, developing a risk-aware culture is one of the important factors for consideration. The importance of culture has been mentioned in the risk management standard, ISO 31000, and numerous, in published studies and articles. However, there are no definite indications tools for firms to develop and embed the risk-aware culture into their organisational culture. According to Chugh (2013), risk-aware culture is a set of values shared within the organisation. It entails acceptance and knowledge about the risks surrounding the organisation. As such, to ensure an effective implementation and maintenance of a risk management program, it is crucial for an organisation to have a risk-aware culture. Fundamentally, culture relates to human behaviour and this requires identification of human-related determinants relevant to develop a risk-aware culture. Hence, this study shall look into the determinants for developing and effective risk-aware culture within firms. This study review the literature on the determinants factors of effective risk-aware culture of the various published articles, online articles, and surveys done by reputed experts in this field. The finding of this study shall facilitate better understanding for firms to develop and maintain their own risk-aware culture, leading to an effective implementation and maintenance of their risk management program.*

Keywords: Determinant, effective, risk-aware culture, risk management,

JEL Classification: G38, G39, G40

Online Education in Indonesia

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Abstract: Education has an important role in preparing children in the future. Education is also a center for poverty alleviation strategies and the achievement of global commitments for sustainable development. This is a fundamental building block for human development. In 2018 it was noted that the quality and competitiveness of Indonesian education were still very low compared to other countries. One indicator is the results of the Program for International Students Assessment (PISA) test which places the ability of Indonesian children in the fields of science, reading and mathematics far below the children of Singapore, Vietnam, Malaysia and Thailand (Agus Suwignyo, 2018). Based on 2017 statistical data on portraits of education in Indonesia obtained 2017 Education statistics based on the number of schools, students, teachers, and educational facilities obtained results that are still uneven Education in Indonesia (BPS Education, 2017). The aim of this research is describe the implementation of online education in Indonesia (Human Rights Law and equality of opportunity in education). The research approach used is socio-legal to solve the problem of implementing online education in Indonesia (Human Rights Law and equality of opportunity in education). The data in this study are primary data and secondary data. Primary data is data obtained directly from respondents through interviews. Secondary data is data obtained from books, reports that are in accordance with the research objectives. Collection techniques use tracing primary legal materials such as laws and interviews. The data analysis technique uses qualitative analysis. Claims that the right to education is a human right is an important claim. To fully implement global human rights to education, the Government must have a strong commitment to meet the needs of the right to education which is encouraged to improve human living standards. The commitment of the Indonesian government to fulfill the right to education is carried out by implementing it. Online Education in Indonesia program based on the implementation of the Republic of Indonesia Law Number 20 of 2003 concerning the National Education System, Minister of Education and Culture Regulation Number 109 of 2013 concerning the Implementation of Distance Education in Higher Education. In its implementation, it is not enough to just defend the rights of children to access education, but the form of defense for the right to education must be realized by realizing facilities and infrastructure that can meet the need for education.

Keywords: Education, online education, human right

JEL Classification: I2

Profitability and Risk in Relation to Credit Monitoring and Recovery Strategies of Palestinian Commercial Banking System

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Abstract *This study implemented an empirical investigation for the relationship between credit risk management and profitability of commercial banks in Palestine over the period of 3years (2015-2018), ten commercial banks were selected. The financial theory was employed to create the research model; Return on Asset (ROA) is defined as proxies of profitability while credit monitoring (LLPI) is defined as proxies of credit risk management. Panel model analysis was used to estimate the determination of the profit function. Statistical results revealed that the relationship between the credit monitoring and commercial banks profitability's is negative significant ($\beta = -3.419$, $P < 0.05$). therefore, the results improve that LLPI has a significant effect on Palestinian commercial banks profitability's.*

Keywords: Commercial banks, credit risk management, credit monitoring, profitability

JEL Classification: G21

Financial Literacy among SME's in Malaysia

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Abstract *Small and Medium Enterprises (SMEs) play an important role in countries' economic growth. However, the failure rate among SMEs getting higher. The literature stipulated that the lack of financial literacy is one of the main reasons caused this failure. Thus, the objective of this study is to investigate the financial literacy among the SMEs in food and beverage sectors in Malaysia. The results of 122 returned questionnaires shows that the socio-demographic factors such as age and marital status have influenced SME's financial literacy. Moreover, the financial attitude and financial behavior found to be positively related to the financial literacy among the SMEs.*

Keywords: Enterprise, Economic, Beverage, Financial Literacy.

JEL Classification:

Factors Influencing Youth's Intention to Venture into Agriculture Sector

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Abstract *This study attempts to determine the factors influencing youth's intention to venture into agriculture sector. Since Malaysia is a developing country, unemployment is one of a major issue especially youth unemployment. Malaysia government recognised that agriculture sector is an important sector to contribute nation GDP followed by service and manufacture. Government implemented actions through launch programmes for attracting youth's intention. However, youth still lack of intention to venture into agriculture sector. Data was gathered through survey questionnaire on a total of 245 respondents who are 15 to 40 years old. Data was analysed by using SPSS system and analyse methods are descriptive analysis, factor analysis, Chi square analysis and multiple regression analysis. Based on the result, it can concluded that youth's intention will be affected by knowledge, attitude and acceptance as well as gender, age, marital status and education field of youth. By setting agriculture as an obligatory subject and offering agriculture based activities, there are recommended to government, agriculture agencies and universities to take responsibilities of attracting youth to venture into agriculture sector.*

Keywords: Factors, youth, agriculture, intention

JEL Classification:

Determinant Factors in Halal Tourism and Shariah Compliant Hotel in Malaysia

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Abstract *The influence of religion on tourist movements is an undeniable fact. Over 1.6 billion Muslim in the world could create demand for 'Halal' tourism at the destination and could boost up the demand for and supply of Islamic hospitality services. The hotel industry in Malaysia is regarded as one of the most resilient forms of industry which has immense potential to the 'Halal' tourism. Malaysia is acclaimed as one of the progressive and modern hub for 'Halal' industry producing lots of lucrative products and services to the world. One of the products is the provision of Shariah compliant hotels accounted for more than 500 hotels, Demands for Shariah compliant hotels has increased tremendously due to increasing numbers of tourists from Islamic countries (OIC) choosing Malaysia as their destination. In determining the push and pull factors on 'Halal' tourism development in Malaysia, this study selected eight (8) hotels with potentials to develop 'Halal' tourism and services in Greater Kuala Lumpur and its surrounding areas as the most visited destinations for the Middle-East and other Muslim markets in Malaysia. A questionnaires survey method was used to capture information from selected hotels guests. Content Analysis Technique (CAT) and Statistical Package for Social Sciences (SPSS) were used to generate awareness and acceptance level of the guests on Syariah Compliant hotel concept and practices. Recent studies confirmed that currently, there is no comprehensive standardization being introduced yet and hotel operators came out with their own interpretation of compliant strategies. This study took into account the Islamic Quality Standard (IQS) and MFHS Standard in order to meet the objective of Shariah (Maqasid Shariah). Results depicted about 33 aspects of hotel room surveyed were complying to Shariah requirements. Proper guidelines need to be devised in applying the Shariah compliant concept and practices among the hotel operators in Malaysia.*

Keyword: Shariah, Guests, Hotel, Halal, Destination

JEL Classification:

The Effects of Human Resources Intervention on Performance Management: The Case of Manufacturing Industry in Malaysia

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Abstract *The purpose of the present study is to identify and elaborate on the importance of the performance management issue in the manufacturing industry and its effectiveness with Human Resource intervention. It underlines the importance of the performance management issue with rewarding system in a manufacturing industry. The highly performance culture develops from the recognition of the organization performance system, the performance management system should work to reward the employees for the improvement of the organizational effectiveness to accomplishment of goals especially in manufacturing industry. In most of the industry, the understanding of performance management system is usually read as performance appraisal and measure with the target and objective (manage by objective) yet performance management system is consisting of the process, motivation, assessment and results at the same time developing the employees for goals achievement. A good performance management system will improve the employees work performance and finding the employees competency and potential in carrying out mission. Malaysia is a high context culture country in which the compensation and benefits are part of the important criteria for the employees therefore recognition and rewards effort in a fair way is necessary. Human Resource intervention on performance management in manufacturing industry shall be began from the study of organization structure, people, job knowledge, human behaviours and competency that including various approaches and supporting the organization change by using Hofstede's cultural dimension as a useful framework for study and comparing the organization development practices that usually will be affecting the managerial approaches. The study provides insights into the manufacturing management practices with the clear understanding of the industry expectation towards the important of HR intervention performance management issues in manufacturing sector in Malaysia. An organization will be successful with a clear business objectives and well-planned performance management system for the business strategy.*

Keywords: Performance, Hofstede, Human Resource, Rewarding, Manufacturing, Dimension, Achievement.

JEL Classification:

The Niche Marketing and The Purchase Intention: The Case of Jewelry Industry in Malaysia

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Abstract *This research explores the impact of niche marketing on consumer buying intention among female customers whom associated with the different jewelry brands industry. The income level of the buyers was usually higher led toward the selection of unique and differentiating brands of the market in which that brand was required to be reflected. Based on the research analyses, the geographical factors reflect the lack of availability of niche oriented jewelry brands in the country which they are from other region or their taste or carrying lack of trait for shopping. The geographical segmentation of jewelry brand has found to positively impact on the performance of the jewelry industry which successfully achieved the diversity in the market. The Malaysian consumers approach all well-renown brands within the industry for fulfilling their desire of getting the unique and different product from the industry. The individuals were affected through the brand name and then its features or characteristics. The niche marketing has enhanced the purchase intention of female buyers in the market.*

Keywords: Brands, Market, Geographical Factors, Segmentation, Niche, Purchase Intention

JEL Classification:

An Empirical Study in Human Resource Management to Optimize Malaysian School Counseling Department

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***Abstract** This is a conceptual paper to study the departmental improvement that needs to be implemented at Malaysian Schools Counseling Center by integrating Human Resources Management Practices. The study reviews literature on the Historical Background of Malaysian School Counseling Center and human resource management practices. The paper goes on to analyze factors and perceptions that is needed for revamping a systematic Counseling and Career Development Center in schools. Furthermore, its operational needs relevant human resource management approach which will contribute towards building the future human capital via the school systems. As human capital is the backbone of any country, it has become essential for any nation to produce the right human capital to ensure the workforce of the country is able to develop well balance country from political, economic and socially. However, there is rising challenges for the education sector to produce and feed the talents and various initiatives have been addressed in the National Education Blueprint 2013- 2015 by the Ministry of Education Malaysia. Hence, a qualitative and quantitative pilot study will be carried out at two governments secondary school in Malaysia located in an urban and a sub urban platform and to contribute at end of the research towards improvement in schools counseling center by using Human Resource Management approach.*

Keywords: HRM, School Counseling, Leadership, Training and Development, Communication, Motivation.

JEL Classification:

The Role of Human Capital on Economic Growth: Empirical Evidence of Asean-5 Countries

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Abstract *This paper serves to investigate the impact of human capital and other macroeconomic determinants on economic growth in the ASEAN-5 countries from 1970 to 2016. The independent variables incorporated in this study are physical capital, population growth, human capital and trade openness. The theoretical framework of this study is based on Mankiw, Romer and Weil's endogenous Human Capital Augmented Solow model of economic growth. The Ordinary Least Squares estimation technique is employed to identify the relationships between the explanatory variables and economic growth. Empirical results of this study deduce that human capital has a significant positive impact on economic growth in Malaysia and Singapore. Additionally, the regression results also indicate that physical capital has a significant positive impact on economic growth in Indonesia and Thailand. In Philippines, Indonesia and Thailand, it is demonstrated that population growth has a significant negative impact on economic growth, while trade openness is inferred to have a significant positive impact on economic growth only in Malaysia. This study also offers some practical recommendations and policy implications.*

Keywords: Human Capital; Economic Growth; ASEAN-5; OLS.

JEL Classification:

The Impact of Work Load and Job Value and Fairness on Job Burnout in Telecommunication Sector in Malaysia

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Abstract *The job burnout would create many problems and issues in the organization mainly at the individual level. It was found to impact over the motivation level, expectation of employees, and satisfaction of employees toward the work. It leads to create a discomfort among the employees toward their job, focus toward the work is being negatively affected and their attitudes as well. This research conducted in the telecommunication sector in Selangor State of Malaysia that how the employees were affected through strategies and policies of the management for dealing with their workforce, explored the employee's burnout causes and consequences. According to the regression analysis conducted, it is observed that 82.7% change is created within the consequences of job burnout by its causes. Based on the research findings, work load creates job burnout, when the employees will be directed toward the work situation more than the potential and competency of employees, it negatively impacted on the perception of employees. The employees are found to have the negative impact on their perception and willingness to perform because of the work load created on employees. This will lead to employees have job burnout out by lacking the level of satisfaction from the work. Besides, employees can be negatively effecting on their performance level. The positive change in work load, job fairness, and job's value will lead to reduction in chances of incurring the job burnout consequences within the organization.*

Keywords: Job Burnout, Competency, Telecommunication, Motivation Level, Perception, Job Fairness.

JEL Classification:

Development of Sustainability Reporting frameworks in Corporate Governance and its Impact on Firms in South-East Asia

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Abstract *Globally, there is a growing interest in corporate transparency, particularly with respect to sustainability reporting and disclosure. Sustainability reporting in corporate governance is necessary to equip stakeholders with information of an organization's performance in tangible aspects. The reporting aspect of a sustainability framework involves providing audit and assurance on sustainability performance to enhance the credibility of sustainability reports and incorporating sustainability impacts in annual statements. Based on review of literature, many factors that could influence sustainability reporting of corporate organizations and these factors stem from internal and external organizational environment. Literature review suggests organizational reporting can be influenced by factors such as stock market regulation, sustainability reporting requirements, size of the company, industry affiliation, and membership of corporate sustainability reporting bodies. Sustainability reporting could also be influenced by internal organizational factors based on the attitudes of key decision makers, board of directors' committee on sustainability issues, stakeholder engagement, and the sustainability and assurance framework of the firm. According to previous studies, the need for sustainability reporting is becoming prominent in the developing regions awareness for corporate sustainability. Sustainability reporting on its part gives more detailed information about performance in the following areas amongst which are economic, environmental and social, governance, company policies and management approaches which influence sustainability performance in an organization. One of the problems faced by previous studies is in devising an appropriate method to investigate how improvements in the reporting performance in terms of quality and quantity can be achieved. Furthermore, previous research has suggested a greater focus on the institutional field factors and internal structures that influence sustainability reporting in developing regions. In order to cover this gap in the literature, this study extends analysis to examine which institutional field factors and internal organizational factors have a greater impact for sustainability reporting.*

Keywords: Stakeholder, Sustainability, Industry, Institutional, Information.

JEL Classification:

Examining the Influence of Fairness Perception on Tax Compliance Behavior of the Libya Individual Taxpayers: The Moderating Tax Awareness and Tax Complexity

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Abstract *Despite the importance of collecting taxes from individual taxpayers, it is a little known about the behavior of tax compliance in general in the Libyan context. This is important for tax authorities to identify behavioral factors that may hinder the successful tax compliance so that remedial action can be taken to improve compliance behavior. It remains currently a severe challenge for the Libyan tax authorities. This study examines the impact of the perceptions of fairness among Libyan taxpayers in the Libyan income tax system, where a multidimensional model of justice was introduced. This extends the definition of justice from one to distributive fairness and procedural fairness, along with tax awareness and tax complexity as moderators' variables. This study is one of the first studies that test the impact of tax awareness and tax complexity as moderators' variables on tax compliance behavior in a country. Consequently, the results of this research will contribute significantly to the paucity of current literature on the role of tax awareness and tax complexities as moderators' variables on tax compliance behavior, particularly in developing countries. The serial exploratory search design will be used in this study. The data will be collected using a self-survey that includes individual taxpayers in Libya. The majority of respondents in the surveys will be taxpayers salaried and taxpayers' self-employed taxpayers. A theoretical framework was developed based on the theory of equity and the theory of planned behavior. The study's hypotheses will be analyzed by using responses to the questionnaire (which included scenarios). The sub-squares analysis will be used to analyze the surveys.*

Keywords: Tax Compliance Behavior, Tax Fairness, Tax Awareness, Tax Complexity, Libyan Taxpayers, Tax Authority

JEL Classification:

Big-Four Auditors and Financial Reporting Quality: Evidence from Pakistan

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Abstract *The purpose of this paper is to investigate whether firms audited by big four auditors have better financial reporting quality as compared to firms audited by non-big four auditors. Particularly, this study examine whether firms are more engaged in real earnings management when their ability to manage accruals is constrained by big four auditors. In current study, we find that big four auditors' have curtailed accrual-based earnings management activities in firms. However, firms audited by big four auditors are more engaged in costly real earnings management activities. The study used a sample of non-financial listed firms in Pakistan over the period of 2009–2015. This study contributes to the field of corporate governance, where it provides deep insight to policy makers who are interested in improving corporate governance and financial reporting quality in transnational economies.*

Keywords: *Big Four Auditors, Real Earnings Management, Accruals Earnings Management, Pakistan.*

JEL Classification:

The Determinants of FDI in OIC Countries

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Abstract Foreign Direct investment (FDI) is considered to be an important source of capital especially in developing countries. FDI supplements local savings and brings a series of benefits in host countries. This research has focused OIC on countries since these countries are still far behind in attracting FDI compared to other developing countries. OIC member countries inhibit diversity in their resources from resource rich to resource poor countries. They lack behind the developed world in terms of economic development pertaining to weak economies. Since for these types of countries FDI can prove to be a vital source of capital, it becomes important to study the factors that affect it. This study exactly does the same by incorporating a series of determinants (inflation, size of the economy, trade openness, infrastructure, and institutional quality) to assess the impact they have in attracting FDI. We have used data for 42 countries spanning over 1996-2013. The choice of data selection has been dictated by data availability. For estimation we have used panel fixed effects and random effects estimators. Our results indicate that size of economy, infrastructure and trade openness are positively and significantly related in attracting FDI in those countries. Institutions on the other hand are negatively related. The effects of inflation are somewhat mixed according to our estimation and not robust. The implications of our findings are that policy makers should expend efforts in making more trade oriented policies, improve infrastructure and increase the size of economy.

Keywords: Foreign Direct Investment, OIC, Institutional Quality, Panel Data.

JEL Classification:

Which Stock Exchange Leads the Other: Comparison Between US, Australia, Euro Zone and UK

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Abstract Recently, financial linkages among the most advanced countries are being explored. It is a crucial matter for investors, regulators and government alike. For investor so that they can effectively manage their portfolio and for regulators to implement right policies. However, there is lack of study on identifying existence of the financial linkages and measuring direction and strength of causality among the most advanced countries based on the most updated. Hence, this paper examines linkages between stock markets of four advanced stock markets (the United States, Australia, Euro zone and UK) during the period of January 2004 to December 2013. The method applied are the error correction and variance decompositions technique including recently improved “long run structural modelling (LRSM)”. Our findings, based on the above mentioned rigorous techniques, tend to suggest that there is direction of causation largely from U.K, and Euro Area and lowly from Australia to the U.S.

Keywords: Financial Linkages, Advanced Stock Markets, Long Run Structural Modelling (LRSM)

JEL Classification:

The Role of Trade Liberalization in Carbon Dioxide Emission: Evidence from Heterogeneous Panel Estimations

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Abstract *In the present globalized world, production forms are progressively divided across nations. Consequently, domestic consumption in one nation are progressively fulfilled by worldwide supply chains. This spectacle has pulled policy and widespread intellectual discussions on the assignment of greenhouse gas (GHG) emanations, especially carbon dioxide (CO₂) emission; these are accountabilities connected to global trade since worldwide trade causes net carbon dioxide emission. The aim of the present study is to examine the impact of trade liberalization on carbon dioxide emission. We used the panel data of 92 countries from 1990 to 2017. The present study applied recent and unique panel estimations which are CIPS unit root test, Westerlund (2007) bootstrap cointegration, Panel Pedroni and Kao co-integration, FMOLS, DOLS and heterogeneous panel causality. The results confirm that all variables are connected in the long-run period. The results of long run coefficient confirm that that the trade liberalization has a positive effect on environmental degradation and cause to increase environmental degradation. Likewise, economic growth and energy consumption has also a positive and significant impact on environmental degradation. Finally, the results of heterogeneous panel causality confirm that there is a uni-directional causal relationship between trade liberalization and environmental degradation where causality is running from trade liberalization to environmental degradation.*

Keywords: Trade Liberalization, Environmental Degradation, Panel Estimations.

JEL Classification:

The Importance of Green Energy Consumption in Reducing Environmental Degradation: Evidence from Sub-Saharan African Countries

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Abstract *In recent period of energy focus countries have paid more consideration to the argumentative topic of green energy in both developed and developing economies. Green energy is also known as renewable energy. It is described as the energy that is collected by renewable bases of wind, waves, geothermal heat, sunlight and rain etc. and gives least harm to the nature and environment. Green energy resources arise on huge ecological areas as compared to other energy sources, which are focused on a less number of economies. The rapid placing of green energy is providing a noteworthy economic profits, energy security and environment change mitigation. Therefore, this current research investigates the association of green energy consumption with environmental degradation by utilizing panel data of 40 sub-Saharan African countries from 1980 to 2017. In doing as so, we utilize the second-generation econometrics of panel data to investigate the cross-section independence and regulate the heterogeneity between cross-sections. The CIPS unit root test, Westerlund (2007) bootstrap cointegration, Panel Pedroni and Kao co-integration, FMOLS, DOLS and heterogeneous panel causality methods have been utilized. The results confirm that all variables are connected in the long-run period. The results also show that the green energy consumption has a negative effect on environmental degradation and support to decrease environmental hazards. Likewise, globalization has a positive and significant impact on environmental degradation. Finally, the heterogeneous panel causality confirm a bi-directional causal relationship between green energy consumption and environmental degradation in all sub-Saharan African countries. This current research offers valuable policy implications for the government and the policymakers.*

Keywords: Green energy, Environmental Degradation, Sub-Saharan African Countries, Panel Estimations.

JEL Classification:

The Malaysian-Chinese Consumers Purchasing Intention Behavior: The Case of Seafood As A Gift

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ABSTRACT This research aims to explore consumer purchasing behavior and examines the factors that affecting the consumer purchasing intention behavior on seafood as a gift in Malaysian Chinese. There are many researches on the consumer purchasing behavior and gift-giving behavior. However, prior research in this particular topic of the combination of seafood and gift is limited. The Theory of Planned Behavior (TPB) serves as the backbone of the study which gives inspiration to the development of the theoretical framework of 4A's marketing tools namely acceptability, awareness, accessibility and affordability to measure consumer purchasing intention behavior on seafood as a gift-giving item. The research conducted using the quantitative approach which focuses on the questionnaires with 234 respondents that provide fundamental connection to measure the relationship between empirical observation and quantitative mathematical expression. The data collected will be analyzed using IBM SPSS Statistics software and Cronbach's Alpha is performed to test the reliability analysis while chi-square to test the independence variables. The findings are yet available since this report serves as the preliminary stage of the conduct of the research and the survey is yet conducted. The Malaysian seafood sector and food marketers may find this study useful in promoting the growth of the domestic seafood market in general and the adoption of marketing strategy in selection which may be the most effective to the consumers in Malaysia.

Keywords: Purchasing Intention, Acceptability, Awareness, Affordability, Accessibility, Seafood, Gift, Malaysia.

JEL Classification: