GEMS 2016
PROGRAMME AND ABSTRACTS
2ND GLOBAL CONFERENCE ON ECONOMICS AND MANAGEMENT SCIENCES 2016
“ECONOMICS AND MANAGEMENT SCIENCE IN COMMUNITY SUSTAINABILITY”

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ADYA HOTEL LANGKAWI, MALAYSIA

World Conferences
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Foreword by the Deputy Rector of Academic & Research, International Islamic University College of Selangor

DR. MOKMIN HJ BASRI

السلام عليكم ورحمة الله

Alhamdulillah, praise to Allah SWT for His blessing. I would like to extend my warmest welcome to the presenters and participants of this memorable conference in the beautiful Island of Langkawi. Today’s international multi-conference consist of;

- Information Technology and Multimedia (ITM),
- Artificial Intelligence & Computer Science (AICS),
- Integrated Knowledge (WCIK), and
- Economic & Management Science (GEMS).

We are very proud to hold this multi-conference, to have fellow academicians and researchers, from different countries across the world, gathered here to discuss our views and findings related to our fields.
We also would like to mention our friends from ST3 Telkom Purwokerto of Indonesia and Akademi Faham Global of Malaysia for being here to sign the Memorandum of Understanding with Faculty of Information Science & Technology, KUIS. We look forward to joint research activities amongst lecturers, exchange staff/student program, jointly organized international conferences, publications, commercialization and any others relevant program that could give benefits to both parties.

It is our hope that by organizing this conference, we will be able to discuss new ideas, challenges and ongoing researches in our respective fields. This multi-conference shall serve as a platform to share knowledge and information related to information technology, computer science, management science, business, education, politics and social sciences.

On behalf of the committee, I would like to take this opportunity to express our deepest gratitude to all delegates; from Indonesia, Malaysia, Brunei, Philippines, Thailand, India, Singapore, Vietnam, South Africa, Tanzania, Pakistan, Nigeria, Jordan, Saudi Arabia, Iran and France for your tremendous support to this multi-conference.

Last but not least, congratulation to the Faculty of Information Science & Technology, KUIS and the WorldConferences.net organizing team because without their tireless effort, hardworking and commitment, this event would not be possible. Hope we will meet again in our future conferences.

Thank you.
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GENERAL SCHEDULE

WorldConferences.net Multi-conference November 2016

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- There will be no presentation on the second day of the conference.
- Lunch – Level 1 (Buffet Lunch @ Jelapang Restaurant)
- Prayer Room – Level 2
Presentation Guidelines

1. The time allocated for a presentation is 10 minutes, with a further 5 minutes for Q&A / discussion.
2. Presenters need to prepare the slides as a PowerPoint file or PDF.
3. Presenters are to keep to maximum of 10 slides in a presentation.
4. Presenters will need to load their presentation/s onto the computer before the presentation.
5. Presenters will need to bring their presentation/s on a data stick or portable memory device to the presentation. Presenters are not able to plug their computer into the conference projection system.
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INDEKS SYARIAH DALAM WAKAF KORPORAT

KHAIIRIL FAIZAL KHAIRI¹, NUR HIDAYAH LAILI, HISHAM SABRI, MOHD YAZIS ALI BASAH & NURHIDAYAH MUHAMAD SHARIFUDDIN

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ABSTRACT


Kata kunci: wakaf korporat, tanah wakaf, isu syariah, indeks syariah
THE SAMBA ECONOMY:
HOW MALAYSIAN ENTREPRENEURS DOING IN BRAZIL

NORIZZATI AZUDIN, YUSRAM YUSUP, ROSLAN MOHD ROSE, & RUDZI MUNAP
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ABSTRACT

The concerns are specifically focused on the Malaysian entrepreneurs in Brazil. Brazil was chosen among all Malaysian trade partners because it carries positive prospects as one of the BRIC economies. It is the largest country in Latin America with fastest growing economies parallel with other BRIC countries; Russia, India, and China. It is one of the most promising markets in the world together with the other three. The term BRICs was coined at the turn of this century by analysts at Goldman Sachs who argued that Brazil, Russia, India, and China deserve special attention as the largest and fastest growing emerging economies of the world, and that by 2050, combined GDP of these four countries will be larger than that of the G7 (seven largest developed economies: USA, Canada, UK, Germany, France, Italy, and Japan) (Ardichvili, 2012). All eyes are on Brazil’s huge market for prospective international new ventures. Malaysia is among them. While China is Brazil’s major trading partner, Malaysia falls on number 30 in 2012 (World Trade Atlas). Although it may appear that Malaysia is doing great in Brazil, a different approach on could increase the exports percentage. Since the business opportunities are huge, Malaysian entrepreneurs should seriously take into consideration at doing solid research about the Brazilian entrepreneurs culture before they even start the business negotiation process. Herbig (___) in his research between the Japanese and Slovenians concluded that, differences in culture alongside differences of verbal and non-verbal communication are major obstacles in communication and negotiation process. They are influential in all three stages of the negotiation process - pre-negotiation, negotiation and post-negotiation phase. As business negotiations are one of the important stages when it
comes to exports initial, understanding the cross-culture issues will help exporters like Malaysian entrepreneurs abroad. As the Malaysian government is giving full support with various assistance and programmes, Malaysian entrepreneurs are advised to utilize all these. Combining both, chances of business negotiations successes are higher, especially in the complex country like Brazil.

**Keyword:** Cross-Cultural, Business Negotiation, Entrepreneurship, BRIC.
INFLUENCE OF PERSONAL VALUES ON GENERATION Z’S PURCHASE INTENTION TOWARD NATURAL BEAUTY PRODUCTS

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ABSTRACT

Generation Z (Gen Z) consumers are one of the most influential buyers. Gen z is known as the digital driven youngsters operates in a diverse manners set of consumers as they have unique taste, choice, opinion, preferences and behavior. These information is crucial for marketers to understand how they make purchase decision and factors influencing them. In this current study, it shows that personal values (environmental consciousness, health consciousness, appearance consciousness, and need for uniqueness) are significant in influencing Gen Z purchase intention toward natural beauty products. The study findings indicated that gen Z’s environmental consciousness contributed to the highest variance in their purchase intention on natural beauty products, with $\beta = 0.397$ and $p = 0.000$. The practical contributions of the study and its managerial implication are in the provision of marketing strategies and positioning of the natural beauty products. The present study provides empirical evidence in the context of personal values that drives the Gen Z intention to purchase. It is to be suggested that markets need to be creative and interactive and thus emphasizing on natural beauty or product safety to satisfy the potential consumers. Understanding the value that driven these young consumers will aid in designing messages with better persuasion.
Keyword: generation Z, natural beauty product, environmental consciousness, health consciousness, appearance consciousness, need for uniqueness
FACTORS INFLUENCING INTENTION TO STAY AMONG EMPLOYEES AT THE SELANGOR STATE ECONOMIC DEVELOPMENT CORPORATION: MEDIATED BY JOB SATISFACTION

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ASSOC. PROF DR RUDZI MUNAP, SITI NOR BAYAAH AHMAD, NOR ASIAH MAHMOOD (DR.), NORIZZATI AZUDIN
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ABSTRACT

Employees are assets to organization where they could be the determinant factor behind organizational success or failure in an industry. The factors influencing intention to stay in organization were based on organizational commitment (affective, continuance and normative), and employee engagement towards intention to stay with job satisfaction as the mediating variable. The relationship between these factors to intention to stay was examined at the Selangor State Economic Development Corporation or Perbadanan Kemajuan Negeri Selangor (PKNS), a semi-government organization where its core business is property development.

Out of 250 questionnaires distributed, a total of 230 employees responded to the instrument and this is equivalent to 92 percent response return rate. The findings indicated a significant relationship between employee’s intention to stay and the variables of job satisfaction, employee engagement, organizational commitment (affective, continuance and normative).

The findings also indicated that there was a significant or perfect relationship between the variables of job satisfaction, employee engagement, organizational commitment (affective, continuance and normative) and employee’s intention to stay. The findings further indicated that there is insignificant relationship between continuance commitment on job satisfaction. In addition, there is a
significant relationship between job satisfaction and intention to stay, as well as between employee engagement and intention to stay. Based on the findings of the study, it can also be concluded that job satisfaction acts as a full mediator between affective commitment and intention to stay. Job satisfaction acts as a partial mediator between continuance commitment and intention to stay other than also job satisfaction also acts a partial mediator between normative commitment and intention to stay.

Keywords: employee engagement, organizational commitment, job satisfaction, intention to stay.
LEADERSHIP COMPETENCIES IN DRIVING ORGANISATIONAL PERFORMANCE: A MALAYSIAN PERSPECTIVE

ROSLAN MOHD ROSE, PROF. DR. TAN TECK HONG, ASSOC. PROF. DR. RUDZI MUNAP, ROMIZA MD. AKHIR, SITI NOR BAAYAH AHMAD, NORIZZATI AZUDIN AND PROF. DR. RAIHAN AB. HAMID

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ABSTRACT

Leaders play a gargantuan role in the success on any organizations may it be private or public entities, new or mature firms, profit or non-profit organizations especially in the rapid change of the world today and into the future. Leaders are expected to lead its people in challenging time and uncharted situation. With this in mind, this research identify the key competencies that leaders have to possess in order to lead its organization for value creation which will ensure the survival and sustainability of the entity.

The aims of this research is to identify the competencies expected of future leaders, which comprises of senior managers and middle managers and also to explore the framework sought at developing the intended competencies in order to achieve the desired organizational performance and goals.

This exploratory research identify the key competencies from the viewpoint of Malaysian organizational leaders. For this research, an interview approach was employed with research instrument adopted from Frost & Sullivan. A total of eleven chief executive officers and general managers from the private and public sectors in various industries participated in the study.

The findings identified twelve key competencies that leaders has to possess and the top four are: strategic thinking, communication skills, technical skills and, coaching and mentoring. However, the importance of the competencies are not the same between private and public sectors. Only two competencies that is strategic thinking and networking that have similar ranking. There is also a paradigm shift in
the mind-set of public sector where the competency of business acumen is ranked fifth among the twelve competencies identified. Based on Greiner’s growth model (1998), the team was able to plot the participating organization into three clusters that is the creativity phase, the direction and delegation phase and lastly the coordination and monitory phase.

Keyword: Leadership
RELATIONSHIP OF SOCIAL SUPPORT, MENTAL STRENGTH AND GOAL ORIENTATION AMONG FOOTBALL PLAYERS

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ABSTRACT

The successful career of an athlete is dependent on social support, mental strength and goal orientation. However, the interaction between these three components within a local student athlete has yet to be determined. The present study had analyzed the relationship of social support, mental strength and goal orientation on the performance of UiTM soccer players. A total of 183 respondents completed series of questionnaires, which consisted of social support dimensions that involved parents, coaching staff, friends, and government. Mental strength dimensions consisted of self confident, motivational control and focus control. Goal orientation dimensions consisted of task and ego orientation. A structural equation modeling (SEM) via AMOS (Analysis of Moment Structures) software package Version 20.0 was used to analyzed the data. Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) were performed to validate the scales. The finding of the present study indicated that social support from parents, coach, friends and the government had directly contributed towards overall social support, which had a significant relationship to self-confidence, task orientation and ego orientation. Self-confidence was found to have significant relationships with motivation control and focus control. Further evidence shows that the relationships between 1) overall social support and focus control, 2) focus control and task orientation, 3) focus control and ego orientation were not supported.

Keyword: Mental strength, social support, goal orientation, football players.
TECHNICAL EFFICIENCY OF STOCKBROKING FIRMS IN MALAYSIA: A PRELIMINARY STUDY

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ABSTRACT

This study is to investigate the performance of stockbroking industry in Malaysia which had experiencing tremendous changes in the landscape. Several policies have been introduced such as industry consolidation, deregulation and creation of investment banks, which are expected to have impacts on the efficiency level. This paper employed a non-parametric approach namely Data Envelopment Analysis (DEA) to identify the relative efficiency score among the industry players between the period of 2006 to 2010. Results shows that foreign stockbroking firms have a slightly better efficiency score compared to the domestic peers. The second stage analysis (Tobit regression) is conducted to determine the factors that influence the efficiency score. The regression is runs against several firms’ characteristics such as size, age, number of branches and expenses. As study on the efficiency level of stockbroking firms are very few and none so far for Malaysia, this paper will enlighten us on the effectiveness of the policies being implemented.

Keyword: Data envelopment analysis, stockbroking, liberalisation, Malaysia
Looking to the future of green marketing, the objectives of this article is to review the pattern of research on green consumers in Malaysia. Green consumer behavior can induce industries to develop green production methods and convert wasteful patterns of green consumption into green consumption pattern. This conceptual paper, with the help of an exhaustive literature review, shows the potential of several patterns of green consumer characteristics in Malaysia. The paper begins with some introduction of green marketing, followed with green consumer in general, and focusing on research patterns of Malaysian research on green consumer behavior. The paper ends with recommendations of areas for future studies for researchers interested in green consumer topics in Malaysia.

**Keyword:** green marketing, green consumer, consumer behavior, Malaysia
INDIVIDUAL EMPOWERMENT THROUGH LIFELONG LEARNING TOWARDS ORGANIZATIONAL PERFORMANCE: CONCEPTUAL PAPER

NOR ASIAH MAHMOOD, RUDZI MUNAP
Asia Graduate School of Business
UNITAR International University

SHAZREEN MOHD SHAH
Seri Puteri Cyberjaya

ABSTRACT

Individual empowerment through lifelong learning (LLL) is not something new to those in training department. They are always looking for opportunities and ways of how to empower their people in increasing skills and knowledge; preparing their people with skills and knowledge for any circumstances inside and outside of the organization. In order to further understand on how they can empower those people through lifelong learning (LLL) Longworth & Davies (1996) has defined lifelong learning (LLL) as a continuously supportive process which stimulate and empower individuals to acquire all the knowledge, values, skills and understanding that they will require throughout their lifetimes and to apply them with confidence, creativity and enjoyment in all roles, circumstances and environments. LLL comprises all phases of learning, from pre-school to post-retirement, and covers the whole spectrum of formal, non-formal and informal learning. It means that learning is a process that occurs at all times in all places. It should be a process of continuous learning that directed towards not only providing the individual needs, also that of the relevant community (Laal, 2011).

By continuously learning and providing empowerment, the staff will improve their performance and decision making. Based on Theory X and Y (Macgregor, 1960) giving the authority or empower, the employees will perform their work without micro management and thus will increase their level of performance.
This paper is particularly interested in knowing how successful is individual empowerment through lifelong learning which occurs at the work place.

**Keyword:** Lifelong learning (LLL), individual empowerment, organizational performance.
THE ROLE OF SOCIAL NORMS IN PREDICTING TAXPAYER COMPLIANCE BEHAVIOUR

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ABSTRACT

Tax non compliance remains a serious concern to tax authorities in most countries around the world and till today and it becomes the interest of many researchers in any discipline. Besides causing losses in current revenue, it posing serious threats to voluntary compliance and thus demoralising the conscintious majority who pay their just share of taxes. A number of theories attempt to explain the reasons for tax non compliance but a substantial body of research found that social norms theory could provide an explanation about why some taxpayers might comply while others do not. This theory, however, mainly applies to employed taxpayers whose taxes directly deducted from their salary. It is not clear whether the findings are valid for sole proprietor as they might have different views on tax non compliance. Since their income was not subject to either deduction at the source nor to information reporting, the sole proprietor have greater opportunity for tax evasion. Given all the facts, the purpose of this study is to explore with more detail the role of social norms in predicting sole proprietors’ intention to fulfill their tax obligations.

Keyword: Social norms theory, tax compliance, sole proprietors
THE ROLE OF ORGANIZATION IN ELECTRONIC WORD OF MOUTH: A CONCEPT PAPER

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ABSTRACT

The role of organization in electronic of mouth (eWoM) has been increasingly significant way to disseminate information to online consumers. Organizations are spending significance resource and time to actively play a crucial role in eWoM. However, there are issues on roles that organization needs to play in eWoM to disseminate useful information for online consumers. This study attempts to integrate the Information Adoption Model (IAM) with organization role in eWoM (monitoring, encouragement and commitment) in examining information adoption by online consumer. The essence of this study is to investigate in depth organization role in eWoM that drives the perceived information usefulness and information adoption by online consumer. It is hoped that these insights will contribute to the wider understanding pertaining to the organization role in eWoM and information adoption by online consumer.

Keyword: Electronic Word-of-Mouth, Information Adoption Model, Organization Role, Online Consumer.
THE INFLUENCE OF ATTITUDE, SUBJECTIVE NORMS AND PRODUCT BRAND IMAGE TOWARD PURCHASE INTENTION OF PRODUCTS PREVIOUSLY RETRACTED OFF ITS HALAL CERTIFICATION

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ABSTRACT

Over the last decade, Malaysia has faced several cases of Halal certifications of products being retracted by the country’s religious department, JAKIM. Every time a case happens, Muslim consumers will be wary when purchasing the products involved, mainly fueled by the doubt that they have over the sanctity of the products, even after the Halal certification has been reinstated. Hence, this study intends to investigate the factors that may influence Malaysian Muslims’ purchase intention of previously retracted Halal products. This study proposed attitude and subjective norms (from Theory of Reasoned Action) and Brand Image as the predictors of purchase intention. It is argued that there is a significant relationship between these predictors and the purchase intention of these products. Thus, this research is expected to contribute knowledge to the parties involved in the industries, especially for marketers of products, to attract and retain their consumer base, if or when halal certificate retraction happens.

Keywords: Subjective norms, brand image, purchase intention, halal certification, retraction
THE EFFECT OF GLOBALIZATION ON INCOME INEQUALITY IN ASEAN-5

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ABSTRACT

The purpose of this paper is to examine the relationship between globalization and income inequality as well as economic growth for ASEAN-5 over the period 1980 to 2012. The analysis utilizes the KOF index of globalization as well as its three different dimensions as proxy for globalization. We employ the fixed effect method to a panel of five Asian countries. The result suggests that globalization is related to inequality. Economic and social globalizations are positive and significantly related to income inequality which implies that the two dimensions are the driving force for the widening of income gap. On the other hand, political globalization does not have any significant impact on income inequality in these countries. Thus, the policy formulated to reduce inequality and enhance growth should be targeted to economic and social globalization.

Keyword: Globalization, income inequality, ASEAN-5
PREVALENCE AND CORRELATES OF URBAN FOOD INSECURITY: THE CASE OF A LOW INCOME NEIGHBOURHOOD IN SOUTH AFRICA

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ABSTRACT

Urban food insecurity is a critical challenge facing many countries in the world. Considering forecasts on urbanization, it is expected that average densities in Africa will increase from 34 to 79 persons per square kilometre between 2010 and 2050. The percentage of the population urbanized in South Africa increased from 52 percent in 1990 to 61.5 percent in 2010. The number of poor people living in urban areas is increasing, as is the number of food insecure households, mainly because of the demographic and economic challenges associated with urbanisation. To alleviate poverty and implicitly food insecurity, the South African Government expanded the social security program. The number of beneficiaries receiving social grants in this regard increased from 2.89 million in 1998 to 16.7 million in 2015. Against this background a question arises on what determines food insecurity in urban areas. This paper focuses on the prevalence and correlates of urban food insecurity. A quantitative research method was employed on a stratified random sample of 580 households. To measure the prevalence of food insecurity, the Household Food Insecurity Access Scale (HFIAS) of USAID was used. The research shows that employment status is the strongest predictor of food security. A statistically significant negative correlation exists between food insecurity and higher income and higher expenditure on food, while statistically significant positive correlations exist between size of household, education of the head of the household, employment status of the head of the household, and social welfare grants received by the household. This study contributes to the growing body of knowledge on urban food insecurity.
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Keyword: Urban Food Insecurity; Food Security; Urban Studies; Determinants of Food Insecurity; Development Studies; Regional Economics
INFLUENCE OF ATTITUDES TOWARDS SOCIAL ENTREPRENEURSHIP, RISK TAKING PROPENSITY AND PROACTIVE PERSONALITY ON SOCIAL ENTREPRENEURSHIP INTENTIONS

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ABSTRACT

Social entrepreneurship is an emerging research area that has attracted increased research interest chord among researchers globally recently. The purpose of this study was to investigate the influence of attitudes towards social entrepreneurship, risk taking propensity and proactive personality on social entrepreneurship intentions among university students. Using a quantitative research approach, a questionnaire was administered among two hundred and ninety four (n=294) students from selected universities in the Gauteng province, South Africa. Multiple linear regression was used to assess the influence of attitudes towards entrepreneurship, risk taking propensity and proactive personality on social entrepreneurial intentions. Preliminary analyses were conducted to ensure no violation of assumptions of normality, linearity, multicollinearity and homoscedasticity. Upon testing the significance of the independent variables, the results showed that in the model, only two variables were statistically significant, with risk taking propensity showing a higher beta value (beta = .540, p= <.000) than attitude towards entrepreneurship scale (beta = .259, P< .000). In order of importance, these results mean that risk taking propensity represented the most unique contribution towards social entrepreneurial intentions that attitude towards entrepreneurship. Proactive personality did not make a unique contribution. It may thus be concluded that social entrepreneurial intentions of university students are driven by their attitude and willingness to take risks.
Keywords: Social entrepreneurship, social entrepreneurship intentions, risk taking propensity, attitudes
THE EFFECT OF WORKLOAD TO THE JOB STRESS OF THE EMPLOYEES IN THE MALAYSIAN SHIPPING INDUSTRY

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ABSTRACT

Job stress is considered as the harmful physical and emotional response that occurs when there is a poor match between job demand and capability, resource or need of the employee. Workload as one of the most important stressors to the employees has been studied extensively in various work settings especially in health care industry. This study was conducted to investigate the effect of workload on the job stress of 110 employees of shipyard organization in the East Coast of Peninsular Malaysia. A cross-sectional quantitative design was adopted and the collected data were analysed using SPSS 18.0 and SmartPLS 2.0 M3 softwares. The results supported the hypothesis of the study. Workload was found positively effected the job stress of the employees in this study. Future research on a larger scale covering various sectors in the shipping industry was recommended to maximize the productivity of the employees in the shipping industry.

Keyword: Workload, Job stress
CORPORATE SOCIAL RESPONSIBILITY AND TAKAFUL AGENCY’S BUSINESS PERFORMANCE IN MALAYSIA: A CRITICAL REVIEW

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ABSTRACT

Insurance has existed since 215CE and it is a product designed to provide protection to individuals and businesses against specified contingencies. Whereas, the concept of Islamic insurance or Takaful was first introduced in 1970s and it is a concept of mutual cooperation to guarantee mutual protection of the participants. Takaful is inspired by the growing needs of the Muslim consumers around the world for insurance protections that conforms to the Islamic law. From the Islamic perspective, there is similarity between the concept of Takaful and social responsibility as both concepts emphasizes on the community’s benefits which is developed based on relationship characteristics. Although more Islamic finance including Takaful studies have been conducted but empirical Takaful research is still limited. Moreover, most conducted Takaful research are exploratory study and more conceptual in nature. Recently, there have been calls for Takaful industry to apply societal concept to make the industry more competitive. Explorations of the applicability of social responsibility in Takaful are inadequate and this paper is proposed to fill the gap.

Keyword: Takaful, Corporate Social Responsibility, Business Performance, Malaysia.
THE IMPACTS OF REMITTANCES ON HUMAN DEVELOPMENT

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ABSTRACT

Recently, there has been a massive surge of remittances inflows into developing countries. Previous literature highlighted numerous transmission channel on the impact of remittances on living standard and human welfare. However, research on the impact of remittances on an extended concept of human development is scarce. The question of whether increasing trend of remittances has been generated by an increase of human remains unclear. Using the panel data of 67 developing countries from 1981 to 2014, this study aims to answer the question how remittances effect the broad measure of development. The findings indicate a positive and significant relationship of remittances on human development for developing countries. As 10 percentage increase in remittances will lead to 8.51 percentage increases in human development.

Keywords: remittances, human development, developing countries
SERVICE QUALITY, CUSTOMER VALUE, SATISFACTION AND LOYALTY IN AN INTERNET BANKING ENVIRONMENT

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ABSTRACT

Recent advancements in technology-based systems, especially the Internet and World Wide Web has resulted in a mind shift regarding the interaction between banks and customers. These have compelled banks to use alternative delivery channels such as electronic banking to attract more customers, create value for customers, enhance customer satisfaction and ultimately obtain customer loyalty. Within the South African context, a gap in research was identified that dealt with the conceptualisation and measurement service quality, customer value, satisfaction and loyalty in an Internet banking environment. The purpose of this study was to establish the causal relationships amongst the constructs of Internet banking service quality, customer value, satisfaction and loyalty. The Internet Banking Service Quality (IBSQ) questionnaire was used to collect data from 310 Internet banking customers. Exploratory factor analysis was used to identify the underlying dimensions of the IBSQ. Correlation analysis was conducted to establish the linear association of amongst the constructs. Following this, a regression analysis was conducted to further examine the causal relationships amongst the said constructs. The results revealed that Internet banking service quality does translate into customer value, enhance customer satisfaction and foster customer loyalty. In turn, customer satisfaction was found to be a predictor of customer loyalty. However, the influence of customer value was limited only in influencing customer satisfaction – not directly on customer loyalty. Future studies could incorporate and test a model incorporating other variables such as
corporate image, reputation and company trust in influencing customer loyalty.

**Keyword:** Internet banking service quality, customer value, satisfaction, loyalty.
ANALYSING CO₂ EMISSIONS DUE TO EXPENDITURE ON TRANSPORTATION BY MALAYSIAN HOUSEHOLDS

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ABSTRACT

The objective of this study is to analyse the impact of Malaysian household consumption on transportation sector towards CO₂ emissions by using Hybrid Input Output Table 1991, 2000, 2005 and 2010. Initially, this study calculates CO₂ emissions intensity for every sector. Results show that the sector with the highest CO₂ emission intensity was Transportation at 1.16 (T- CO₂/M-MyR). By using the hybrid I-O table, the average values of the total CO₂ emission intensity caused by energy consumption in Malaysia were found to 0.272 (T- CO₂/M-MyR). Transportation sector has contributed the relatively high of consumption and produces the highest of CO₂ emission in 1991, 2000, 2005 and 2010. Our analysis shows that continuously increasing consumption in Transportation sector will continue to affect the environment. Thus, through encourage consumers to use hybrid or solar car and impose higher carbon tax on old vehicles owners will reduce the CO₂ emission. By imposing a carbon tax, motor vehicle owners will strive to reduce their CO₂ emissions by consuming renewable energy or energy saving technique.

Keyword: CO2 emission, transportation, expenditure, input-output analysis
KEBOLEHPERCAYAAN TEHADAP LAPORAN KEWANGAN ORGANISASI BUKAN KEUNTUNGAN DAN LAPORAN PERBELANJAAN MENGIKUT FUNGSI

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ABSTRACT

Laporan kewangan bukan keuntungan berpotensi untuk penipuan dan skandal perakaunan kerana terdapat kekurangan piawai perakaunan. Kebanyakan organisasi bukan keuntungan (OBK) tidak dapat memberikan maklumat tentang keberkesanan relatif mereka dalam memenuhi misi mereka dan ini telah menyebabkan kurangnya kebolehpercayaan dikalangan pengguna. Selain itu, penderma, penaja, dan pemantau pertubuhan kebajikan telah meletakkan terlalu bergantung kepada perbelanjaan berfungsi dilaporkan. Kajian ini bertujuan untuk mengenal pasti sejauhmana penggunaan laporan perbelanjaan mengikut fungsi dilalankan OBK di

**Keywords:** Laporan perbelanjaan mengikut fungsi, organisasi bukan keuntungan, kebolehpercayaan
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