

Contents

Part I Accounting

1	Students' Cheating Behaviour in Higher Education System: Reconnoitring the Academic Integrity from the Accounting Students Perspectives	3
	Nor Hawani Wan Abdul Rahman, Mohamad Ridhuan Mat Dangi, Sabariah Jamaluddin, Lily Mazlifa Mustafa and Yuzainizam Yusop	
2	Use of Amazacc Brain Teaser Card for Financial Accounting Classroom: Non-accounting Students	19
	Nurul Afzan Najid, Wan Mardyatul Miza Wan Tahir, Suria Fadhillah Md Pauzi, Nurhazrina Mat Rahim and Mohamad Ridhuan Mat Dangi	
3	Ethnic Board Diversity and Financial Performance: Evidence from Malaysian GLCs	27
	Mohd Fairuz Adnan, Nurshamimi Sabli, Mohd Zulfikri Abd Rashid, Azizi Hashim, Halil Paino and Azizah Abdullah	
4	The Impact of Educational Level of Board of Directors on Firms' Performance	37
	Mohd Fairuz Adnan, Nurshamimi Sabli, Mohd Zulfikri Abd Rashid, Azizi Hashim, Halil Paino and Azizah Abdullah	
5	Computerised Accounting Information Systems and Firm Performance: The Mediating Role of Transparency	49
	Mohamad Azmi Nias Ahmad, Malcolm Smith, Zubaidah Ismail, Hadrian Djajadikerta and Mohd Saiyidi Mokhtar Mat Roni	

Part II Art and Design

- 6 Jihad: The Concept in Visual Art. 63**
W.M.D. Wan Samiati Andriana and Dzul Haimi Md Zain
- 7 Emotional Design for National Car: The Role of Emotion
and Perception in Car Design and Its Effect on Purchase 71**
Shahrel Nizar Baharom, Nur Hazwani Zolkifly and Wee Hoe Tan
- 8 Assessing the Denotation and Connotation in Traditional Motifs
of the Murut Ethnic Group 81**
Nadia Mahmud, Azman Zulkiply and Ruslan Abd Rahim
- 9 Malay Traditional Furniture: Form and Space 89**
Mohamad Hanif Abdul Wahab, Mohd Zafrullah Mohd Taib,
Abu Bakar Abd. Hamid and Nor Aniswati Awang Lah
- 10 The Application of Printmaking Medium in Producing
Artwork Among Malaysian Visual Artist 101**
Rosiah Md Noor and Mohd Azhar Abd Manan
- 11 Variance of Mannerism of Undergraduates' Individual Traits,
Values, and Ethical Behaviour 109**
Mohd Fairuz Adnan, Mohamad Ridhuan Mat Dangi,
Norulhuda Tajuddin and Mohd Zulfikri Abd Rashid

Part III Business

- 12 Perceived Service Quality of Small and Medium Enterprises
(SMEs) on Banks' Lending and Loan Service
Quality in Malacca 127**
Hazlin Hasan, Mohammad Jais, Mohd Rizal Abd Razak,
Sharifah Norhuda Syed Wahid, Roslilee Ab Halim and Arifi Riduan
- 13 The Determinants of Problem Solving Tools Adoption
in SME in Manufacturing Sector in Malaysia 137**
Rong Quan Low, Ahmad Suhaimi Baharudin and Seng Chee Lim
- 14 Assessing the Determinants of Foreign Direct Investment
Inflow to Malaysia 147**
Adibah Hussin, Muhammad Zahran Abd Rahman
and Azniza Ahmad Zaini
- 15 Website Quality as a Determinant of E-government User
Satisfaction Level. 157**
Mas Anom Abdul Rashid, Mohd Noor Azman Othman
and Mohd Zainuddin Othman

16	Fraudulent Short Messaging Services (SMS): Avoidance and Deterrence	169
	Norulhuda Tajuddin, Mohamad Ridhuan Mat Dangi and Sharifah Zannierah Syed Marzuki	
17	Contribution of Economic Sectors to Malaysian GDP	183
	Ilyani Azer, Hamnah Che Hamzah, Siti Aishah Mohamad and Hasni Abdullah	
18	To Serve or not to Serve? Student Leaders, Community Service, and Community Service Learning.	191
	Musramaini Mustapha, Norzie Diana Baharum, Siti Aishah Mohamad, Nooradzlina Mohd Pauzi and Noor Raihani Binti Zainol	
19	Assessing the Relationship Between Job Satisfaction and Organizational Commitment: Public and Private Perspective in Malaysia	203
	Norlaili Harun, Mas'udah Asmui, Noorsuraya Mohd Mokhtar, Noor Dalila Musa and Mohd Rizal Razak	
20	Exploring the Attributes of Pathological Smartphone Use (PSU)	215
	Janiffa Saidon, Rosidah Musa, Mior Harris Mior Harun and Ainul Azreen Adam	
21	The Preferences of the Muslim Consumers Between Takaful and Conventional Policy: A Study on Motor Insurance Consumers	225
	Noor Emma Shamsuddin, Tang Howe Eng and Siti Farah Lajim	
22	Role of Management and Employees in Customer Focused Organizations	237
	Syazwani Ya, Sarina Muhamad Noor and Noraini Nasirun	
23	Young Adults' Motivation to Patronize Independent Specialist Coffee Shops in Malaysia	249
	Jaslyn Ng Jia Lin and Choy Tuck Yun	
24	Consumer Preference Toward Super-Mini Cars in Malaysia: An Importance-Performance Analysis Approach	259
	Lum Jia Meng and Choy Tuck Yun	
25	Factors Affecting Satisfaction with Condensed Milk Amongst <i>Teh-tarik</i> Restaurateurs in West Malaysia	269
	Sri Sivabalan Danapalam and Choy Tuck Yun	

26	The Impact of Textile Centre Towards Textile Traders: A Case Study in Bandar Tun Abdul Razak, Pahang	277
	Faizan Abd Jabar, Sharifah Norhuda Syed Wahid, Noor Affeeda Ramli, Suhanom Mohd Zaki, Mohd Faizal Azrul Azwan Che Harun and Muhammad Zahran Abd Rahman	
27	Exploring Islamic Brand Experience Through Focus Group: Case Study on Airlines Industry in Malaysia.	283
	Rosidah Musa, Rafidah Othman and Mazzini Muda	
28	The Level of Financial Awareness Among Undergraduate Students in UiTM Sarawak	291
	Abang Feizal Abang Ibrahim, Ismariani Ismail, Adeline Engkamat and Philomena Suling Kawit	
29	Sukuk and Conventional Bond Issuance	301
	Wahida Ahmad	
30	Graduate Employability: What Went Wrong?.	309
	Nur Hayati Abd Rahman, Hapiza Omar, Tismazammi Mustafa, Zuraini Jusoh and Noor Rafhati Romainha	
31	The Implementation of Organizational Green Culture in Higher Educational Institution	321
	Mas'udah Asmui, Noorsuraya Mohd Mokhtar, Noor Dalila Musa and Adibah Hussin	
 Part IV Communication		
32	Islam in Malaysian News: The Case of Utusan Malaysia and Sinar Harian.	333
	Liana Mat Nayan, Siti Suriani Othman, Lee Kuok Tiung and Khairunnezam Mohd Noor	
 Part V Economics		
33	The Effects of Gender-Separate Human Capital Composition on Technology Transfer and Absorptive Capacity	343
	Soo Cheng Chuah, Nor Azam Abdul Razak and Hussin Abdullah	
34	The Factors that Motivate Undergraduates to Pursue Tertiary Education: Employability, Expectation, Learning or Enjoyment	353
	Noor Ismawati Mohd Jaafar	

Part VI Education

- 35 Determinant of Satisfaction in E-learning Usage: An Evidence in Malaysian Higher Institution** 367
 Fahmi Zaidi Bin Abdul Razak, Azlina Abu Bakar,
 Wan Salihin Wong Abdullah and Mohd Amli Abdullah
- 36 Heuristic Usability Evaluation of ‘Kids World’ Courseware.** 377
 Zuraini Hanim Zaini and Hussein Bawazir
- 37 Students’ Awareness in Learning of New Vocabulary in Chinese Fantasy Novel Among Non-native Malay Learners of Chinese** 385
 Bok Check Meng and Goh Ying Soon
- 38 Fostering Unity and Improving Creativity—New Experiences in the Culturally Responsive Visual Art Education** 395
 Siti Zuraida Maaruf, Saedah Siraj and Voviana Zulkifli
- 39 Cloud-Based Mobile Learning Adaptation in Nonformal Learning: A Review.** 403
 Mohd Norafizal Abd Aziz, Rafidah Md Noor and Norazlina Khamis
- 40 Reading and Writing Connection in ESP Context: Students’ Performance and Perceptions** 415
 Rosita Aminullah and Jun Nirlawati Mohd Sahidol
- 41 Preferred Learning Modalities Among First-Year Medical Students at a Private Medical College in Malaysia.** 425
 Fazlin Zaini, Sandheep Sugathan, Siti Nadiah Md Sabri,
 Siti Syahida Abd Malek, Safura Najlaa Mat Salleh
 and Puteri Hafawati Faizan
- 42 Learning Preferences of Students Taking a Course in Integrated Course Study.** 433
 Norlaila Abdullah
- 43 Parent Teacher Association (PTA) Responses to Changing Educational Policy: A Malaysian Experience.** 449
 Ahmad Zabidi Abdul Razak, Kazi Enamul Hoque, Simin Ghavifekr
 and Norazana Mohd Nor
- 44 Validating ESP Test Using Weir’s Socio-cognitive Framework for Validating Language Tests** 469
 Fahima Mohamed Bannur, Saidatul Akmar Zainal Abidin
 and Asiah Haji Jamil

45	Self-monitoring Action Skill Acquisition System: An Integrated Approach to Teaching and Learning	483
	Norlaila Abdullah, Roslan Abdul Wahab, Norlaila Mohd Din and Faizah Azam Ahmad Azam	
46	Mathematics Outreach Program for Primary Schools	495
	Zarith Sofiah Othman, Zulkifli Ab. Ghani Hilmi and Mariathy Karim	
47	Competition-Based Learning: Determining the Strongest Skill that Can Be Achieved Among Higher Education Learners.	505
	Safura Adeela Sukiman, Haslenda Yusop, Rashidah Mokhtar and Nur Huda Jaafar	
48	Relationship of Teaching, Learning and Assessment Practices in Higher Education.	517
	Fook Yuen Chan, Gurnam Kaur Sidhu and Fong Lai Lee	
49	The Perception on the Importance and Satisfaction of UKM Lecturers Towards E-Learning Utilisation	531
	Rofizah Mohammad, Khalilah Jamaluddin, Nur Riza Mohd Suradi and Hazura Mohamed	
50	Foregrounding Students' Voices to Promote Reading Engagement Through Writing	543
	Puteri Rohani Megat Abdul Rahim and Norasyikin Abdul Malik	
51	Exploring the Use of Social Networking Site in the Teaching of Reading: Blessing or Bane?	555
	Norasyikin Abdul Malik and Puteri Rohani Megat Abdul Rahim	
52	Anxiety in Learning English as a Second Language (ESL) Among Tertiary Students	567
	Gurnam Kaur Sidhu, Peck Choo Lim, Yuen Fook Chan, Lai Fong Lee, Fazyudi Ahmad Nadzri and Siti Hajar Aishah Mohd Azkah	
53	Examining Contributory Factors and Barriers to Success in Academic Writing Among Undergraduates	579
	Lai Fong Lee, Gurnam Kaur Sidhu, Yuen Fook Chan, Sian Hoon Teoh, Geethanjali Narayanan and Mohd Ismail Azizi Md Ishak	
54	Public Perception on the Factors that Contribute to Juvenile Delinquency: A Case Study at Urban Transformation Centre (UTC) Melaka	591
	Rosilawati Sultan Mohideen, Farah Adilla Ab. Rahman, Nurliyana Mohd Shazali, Zulika Zayid and Nur Faizatul Akma Fauzi	

55	An Early Insight on Teachers' Perception Toward School-Based Assessment	601
	Noor Raffhati Romaiha, Nurmuslimah Kamilah Abdullah, Nur Hazwani Mohamad Roseli, Nur Hayati Abd Rahman and Azhar Mat Jani	
56	The Flipped Classroom: The Use of Factor Analysis in Determining the Factors of Acceptance	611
	Nor Fauziah Abu Bakar, Safura Adeela Sukiman, Haslenda Yusop, Rashidah Mokhtar and Nur Huda Jaafar	
57	Instructional Leadership Practices and Student Engagement: Comparative Study Among Universiti Teknologi MARA Affiliated Colleges in the State of Pahang	621
	Arifi Ridzuan, Mohd Amlil Abdullah and Hazlin Hasan	
58	The Effect of Peer-Assisted Learning Strategies (PALS) on Preparatory Students in Mathematics	633
	Salimah Ahmad, Mariathy Karim, Fazillah Bosli, Nurhidayah Masni Abdullah, Aishah Mahat, Siti Rosiah Mohammed, Anisah Dasman and Nor Habibah Tarmuji	
59	Students' Perception Towards Malay Folklore Songs.	641
	Normaliza Abd Rahim and Nik Ismail Harun	

Part VII Finance

60	An Evaluation of Factors Influencing Small Medium Enterprises (SMEs) in Malaysia to Adopt E-commerce	651
	Seng Chee Lim, Ahmad Suhaimi Baharudin and Rong Quan Low	
61	The Acceptance of <i>Ar-Rahnu</i> Scheme Among Rural Population	663
	Mohamed Suhana, Rohana Sham, Haliza Hirza Jaffar, Ruziah A. Latif, Zaibedah Zaharum, Rabiatal Alawiyah Zainal Abidin, Norhasniza Mohd Hasan Abdullah, Zuraidah Ahmad, Mohd Ali Md Don, Sallaudin Hassan, Wan Munirah Wan Mohamad, Raja Zuraidah Raja Mohd Rasi and Nooririnah Omar	
62	The Practice of Presentation of Financial Statements in Malaysian Annual Reports	675
	Mohd Noor Azli Ali Khan and Nur Basyila Zakaria	
63	The Practice of Internet Financial Reporting in Malaysia: Users' Perceptions	687
	Mohd Noor Azli Ali Khan	

Part VIII Humanities

- 64 Images of Women in Selected Works by Asian Female Writers 703**
 Noor Hidayah Mohamed Yunan
 and Nurul Farehah Mohamad Uri
- 65 Quality of Life of Dual-Career Commuter Couples: Emotional and Financial Stress of UiTM Pahang Staff and Their Spouse 713**
 Nor Habibah Tarmuji, Zulkifli Ab. Ghani Hilmi,
 Siti Noorul Ain Nor Azemi and Nurul Nadia Ab. Aziz
- 66 Breast Self-Examination Practices in Selected Urban Areas in Malaysia 723**
 Nik Nairan Abdullah, Waqar Al-Kubaisy and Suzanna Daud
- 67 Motivating Reasons for Performing Physical Exercise in Relation to Socio-demographic Factors 731**
 Waqar Al-Kubaisy, Mariam Mohamad, Zaliha Ismail,
 Nik Nairan Abdullah and Mazlin Mohamad Mokhtar
- 68 Parenting Styles, Family Functioning and Adolescents' Mental Health: How Are They Related? 743**
 Jo Anne Saw
- 69 Managing Uncertainty in Multi-project Constructing for Environmental Issues on Project Completion Late Delivery 753**
 Zirawani Baharum, Mohd Salihin Ngadiman
 and Noorfa Haszlinna Mustafa
- 70 Comprehensiveness of Punishment for Baby Dumping: Definition, Severity and Coverage 765**
 Mazbah Termizi, Nurhidayah Abdullah
 and Noor Ismawati Mohd Jaafar
- 71 Analysis on the Legal and Administrative Mechanisms in Curbing Syndicate and Runaway Marriages in Malaysia 775**
 Rafeah Saidon, Zaleha Kamarudin, Mahamad Arifin,
 Norliah Ibrahim, Mohamed Azam Mohamed Adil
 and Noorul Huda Sahari

Part IX Information Management

- 72 Short Message Service (SMS) Usage Among People with Visual Impaired: An Empirical Study 789**
 Mohd Aidil Riduan Awang Kader, Suhana Mohezar Ali, Roslina Ali,
 Nor Khairunnisa Mat Yunus and Shamsul Nizam Mohamed Badri

- 73 Adapting the Extreme Programming Approach in Developing E-corrective and Preventive Actions: An Experience 801**
Nur Huda Jaafar, Mazlyda Abd Rahman and Rashidah Mokhtar
- 74 Illustrating the Development of Quality Management Instrumentation: A Systematic Literature Review 811**
Amal Hayati Ishak, Muhamad Rahimi Osman,
Siti Khadijah Ab. Manan and Ghafarullahuddin Din

Part X Marketing

- 75 Determining Income Differences Among Hotel Guest Towards Dissatisfaction with Hotel Services in Kuala Lumpur. 825**
Mohammad Zaim Mohd Salleh, Aini Mat Said, Elistina Abu Bakar,
Azmi Mat and Ainunnazlee Mohd Ali
- 76 The Effect of Social Media Depends on Social Media Intelligence Among Graduates 835**
Nadhrathul Ain Bt Ibrahim, Rosidah Bt Musa
and Rabiah Bt Abdul Wahab

Part XI Music

- 77 Effectiveness of Music Theory and Music Appreciation Digital Courseware on Students Achievement. 847**
Ahmad Rithaudin Md Noor

Part XII Religion

- 78 Managing Disputes in the Division of Matrimonial Property Involving Polygamous Marriage in the Malaysian Shariah Courts 865**
Noorul Huda Sahari and Najibah Mohd Zin
- 79 Home Financing in Islam: A Study of Understanding and Practices Among UiTM Staff 879**
Mohd Kamal Azman Jusoh, Wan Azmi Wan Ahmad,
Muhammad Muzakkir Othman and Norhapizah Mohd Burhan

Part XIII Social Sciences

- 80 The Use of Narrative Framework in Learning L2 Vocabulary Among Malaysian ESL Learners 889**
Khairul Firhan Yusob, Ahmad Nazri Jelani, Iza Nurhidayah Ismail
and Nurliyana Baudin

81	Demographic Profile and Purchasing Pattern of Organic Cosmetic Products	899
	Ainunnazlee Mohd Ali, Aini Mat Said and Muhammad Zaem Mohd Salleh	
82	Understanding Environmentally Friendly Consumer Behavior	909
	Wan Kalthom Yahya, Noor Dalila Musa and Nor Hashima Hashim	
83	The Perceived Value of Celebrity Chef Endorsement Toward Consumer Purchase Intention on Food Products	923
	Shahril Hussin, Hasiful Fata Talhah, Nor Azureen Rozekhi and Rahmat Hashim	
84	Environmental Change Threats in the Coastal Region of the Northeastern Part of Peninsular Malaysia	933
	Nor Shahida Azali and Khairulmaini Osman Salleh	
85	Writing Reflections Using Intranet WordPress Blog	945
	Fairuz Husna Mohd Yusof and Othman Ismail	
86	Intergenerational Knowledge Transfer Strategy Framework for Family Firm	957
	Sabiroh Md Sabri, Haryani Haron, Nursuriati Jamil and Emma Nuraihan Mior Ibrahim	
87	Improving Arabic Writing Skills “<i>Jawlah Lughawiyyah</i>”: An Analysis	971
	Wan Abdul Hayyi Wan Omar, Mohd Shahrizal Nasir, Mohd Firdaus Yahaya and Zulazhan Ab. Halim	
88	Malaysia’s Ageing Population Trends	981
	Saharani Abdul Rashid, Puzziawati Ab. Ghani, Noorizam Daud, Zulkifli Ab. Ghani Hilmi, Siti Noorul Ain Nor Azemi, Sharifah Norhuda Syed Wahid and Mohd Rizal Razak	
89	Empowerment of Young Entrepreneurs Through Entrepreneurship Education: Students’ Perception	991
	Siti Aishah Mohamad, Ilyani Azer, Musramaini Mustapha and Hasni Abdullah	
90	Occupational Safety and Health (OSH) Training: A Meta Analysis on the Learner’s Characteristics for Young and Aging Malaysian Workforce	999
	Nurshamshida Md Shamsudin and Nik Hasnaa Nik Mahmood	

Part XIV Tourism

- 91 From Cultural Activity to Cultural Tourism: A Case of Indigenous Community in Malaysia** 1009
Siti Suriawati Isa, Hassan Mohamed Zakaria and Siti Salwa Isa
- 92 Promoting Pro-environmental Behavior in Ecotourism Destination** 1023
Zamru Ajuhari, Siti Suriawati Isa and Azlizam Aziz
- 93 Profiling Tourists According to Spending Behaviour: Examining Perhentian and Pangkor Islands Visitors.** 1041
Rosmini Ismail and Khalizul Khalid
- 94 Quality Measurement of Public Payment Counter Service: A Statistical Approach** 1053
Muzalwana Abdul Talib and Nur Juliana Abdul Shukor
- 95 Support for Future Tourism Development, Quality of Life and Perceived Impacts of Tourism Industry Within Indigenous Community: Mah Meri of Carey Island, Malaysia.** 1063
Junicor Julien Majin, Inoormaziah Azman and Farizah Lamun Jailani
- 96 Understanding Homestay Sustainability Through Successor Motivational Factors** 1075
Ramli Mohamed and Norliza Aminudin
- 97 The Influence of Hedonic Characteristics on Chefs' Acceptance Towards Molecular *Asam Pedas*** 1085
Farhan Faat and Artinah Zainal

Regional Conference on Science, Technology and
Social Sciences (RCSTSS 2014)

Business and Social Sciences

Amli Abdullah, M.; Kalthom Yahya, W.; Ramli, N.; Rosiah
Mohamed, S.; Ahmad, B.E. (Eds.)

2016, XVII, 1094 p. 100 illus., Hardcover

ISBN: 978-981-10-1456-7