

P R O G R A M B O O K



6th LIMC 2023

**6th Langkawi International
Multidisciplinary Conference 2023
(6th LIMC 2023)**

Organized By:

9-10 SEPTEMBER 2023





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WELCOME NOTE

Bismillahirrahmanirahim.

Assalamualaikum warahmatullahi wabarakatuh and Salam Sejahtera.

On behalf of GAE, it is my great pleasure to welcome all the delegates to **6th Langkawi International Multidisciplinary Conference 2023 (6th LIMC 2023)**. The conference will be held at Bayview Hotel, Langkawi, Malaysia on 9th – 10th September 2023. The conference provide a platform for scholars, intellectuals, professionals, academicians and researchers from various fields and disciplines to share and generate forum on the current local and global issues, address solutions to the problems and to provide opportunity for participants to exchange and share knowledge and information, establish business or research relationships and find global partners for future collaboration.



The conferences will be held through Face-to-Face and Online Video Presentation (OVP). You may refer on tentative programme, timetable schedule and OVP and non-presenter information below to know about the conference. Whereas, for the publication process you will be informed through email after the conferences. All delegates also will receive the e-certificates through email within two (2) weeks after conferences.

Here, I also to give profound thanks go to the whole committee of conferences for the impressive work they have done. Nothing would be possible without the excellent work of a very hard-working committee. Additionally, I would like to warmly thank all the authors who, with their presentations, generously contributed to the lively exchange of knowledge and information that is so vital to the endurance of these conferences.

Thank you and my best wishes to all.

A handwritten signature in black ink, appearing to read 'Muhamad Firdaus Abdull Razab'.

MUHAMAD FIRDAUS ABDULL RAZAB
CEO
Global Academic Excellence (M) Sdn Bhd



TENTATIVE PROGRAM

9 th September 2023	
Time	Activities / Program
8.30 am – 8.45 am	Registration – Ruby Room (2 nd Floor)
8.45 am – 9.00 am	Welcoming Address by Global Academic Excellence (M) Sdn Bhd - Keynote Session –Assoc Prof Dr Ahmad Jusoh (Video) - https://www.youtube.com/watch?v=su85CBwSBtU
9.00 am – 9.05 am	Photography Session - Ruby Room (2 nd Floor)
9.05 am – 10.05 am	Session 1 - Ruby Room (2 nd Floor)
10.05 am – 10.20 am	Tea Break – Foyer (2 nd Floor)
10.20 am – 1.00 pm	Continue Session 1 - Ruby Room (2 nd Floor)
1.00 pm – 2.00 pm	Break / Lunch - Flamingo Coffee House (1 st Floor)
2.00 pm – 4.40 pm	Session 2 - Ruby Room (2 nd Floor)
4.40 pm – 5.00 pm	Closing Speech and Award Recognition
5.00 pm – 5.15 pm	Tea Break / End Session - Foyer (2 nd Floor)

10 th September 2023	
Time	Activities / Program
9.00 am – 5.00 pm	Online Video Presentation (YouTube/Facebook)

Notes:

- Each presentation will be 20 minutes, 15 minutes for presentation and 5 minutes for Q & A sessions
- Face-to-face presenter may use PowerPoint slide to present their paper.
- Face-to-face presentation will be schedule on 9th September 2023.
- Online Video Presentation will be schedule on 10th September 2023. The link of each video and slide presentation will be available on 10th September 2023 in conference website.
- Participant can view Online Video Presentation Slot through our YouTube Channel _ Global Academic Excellence GAE (<https://www.youtube.com/channel/UCY0GQiQ5qY0kDT1VooKLRlw>) and Facebook (<https://www.facebook.com/GAExcellence/>)
- Participant can respond if there is any comment in the video. Presenter should answer any comment/question from audience.



PRESENTATION TIME TABLE

SESSION 1 (9.05 am – 1.00 pm)

MODERATOR: TBA

NAME	TITLE
Nur Hazirah Adilla Norzawary	Chemical Reaction on Unsteady Flow Over A Vertical Stretching Plate Embedded in Porous Medium with Richardson Number
Manzoor Ahmed Hashmani	Light-weight File Management for Halal Enterprise Blockchain - A Linked Infrastructure Design for Rapid Transactions
Rusinah Siron	An Assessment of Green Environmental Management Dimensions in Corporate Social Responsibility (Csr) Programs: A Pre-Test Study at Pontian District, Johor State of Malaysia
Nik Ismail Rashed	Challenges and Success Factors on The Implementation of IoT in the Third-Party Logistics Industry
Arifha bt Mohamad	An Analysis of Modern Slavery Indicators in Malaysia Public Listed Companies
Mohd Hamran Bin Mohamad	Do Work-Life Balance, Career Development and Recognition Affect Job Satisfaction? An Empirical Study in the Plastic Manufacturing Company
Gerevieve Bangi Sujang	Durio dulcis: An Exploration Across Ecology, Nutritional, Volatile and Flavour Profiling
Christ Laursen Anak Winston Stephen	Development of Product Based on Crystal Longan Fruit (Pometia Pinnata J. R. Forst & G. Forst) And the Subsequent Evaluations of Its Shelf Life with Sensory Attributes
Gao WenJun	In the Perspective of Cultural Integration: The Development Status and Reasons of Diverse Culture in Malaysia —— Take Mahua Culture as An Example
Ghulam Ruchma Algiffary	Comparative Analysis: CEDAW Implementation in Malaysia and Indonesia

SESSION 2 (2.00 pm – 4.40 pm)

MODERATOR: ASSOC. PROF. DR. MOHD HAMRAN BIN MOHAMAD

NAME	TITLE
Nur Syazana Anuar	On the Duality of Unsteady MHD Al ₂ O ₃ -Cu/Water Hybrid Nanofluid Flow Over A Stretching/Shrinking Curved Surface with Newtonian Heating
Farizza Haniem Sohut	A GUI for Computing Hybrid Nanofluid Boundary Layer Flow using bvp4c Solver in MATLAB: Educational Purposes for University Students
Zulhairi Bin Zakariah	The Mediating Effect of Trust and Commitment in Malaysian Online Distance Learning Higher Education Institutions
Saba Ansari	Role of Kasur Mawakhat Program in Empowering Women in Pakistan: A Case Study of District Faisalabad
Haithm Salah Hagar	Chitin Nanocrystals: Synthesis, Characterization, and Their Role as Stabilizers for Emulsion Systems
Nik Norliati Fitri Md nor	Menggalakkan Penuaan Aktif: Peranan Sokongan Komuniti dalam Meningkatkan Kesejahteraan dan Kualiti Hidup Warga Emas
Nurul Hafizah Maarof	Kesan Penggunaan Filem Terhadap Peningkatan Kemahiran Pemikiran Sejarah (KPS) Pelajar Pintar Berbakat (PB)
Nazifah Abdull Razab	Pengaruh Kanak-Kanak Terhadap Penggunaan Gajet Serta Media Sosial
Ahmed Rashid Humaid Al-Masqari	Stabilization of Expansive Soil Using Medical Waste Material (Bottom Ash)
Sajid Hussain	CPEC; A Road to Economic Prosperity in Changing Regional Realities
Muhammad Hamiz Mohd Radzi	Conceptual Framework to Categorize Friday Sermon Documents with Web Scraping
Prof. Dr. Achmad Syarifudin Syarifudin	TBA



ONLINE VIDEO PRESENTATION INFORMATION

=====
Presenter: *Ronny Trian Surbakti*

Institution: Parahyangan Catholic University

Paper Title: The Impact of Leadership on Esport Team Performance.

Video Link: <https://youtu.be/YymBEI-FLZc>

Slide Link:

=====
Presenter: *Sabila Syahida Rahardja*

Institution: Universitas Telkom

Paper Title: Exploring the Impact of Organizational Commitment and Employee Green Behaviour on Green Human Resource Management: Insights from Construction Companies

Video Link: <https://youtu.be/aiGUV9XcmPA>

Slide Link:

<https://drive.google.com/file/d/1jM6IeGGXn6qjVMSdxHEmak8oyqat13Yf/view?usp=sharing>

=====
Presenter: *Noor Siti Aminah Abd Weheed*

Institution: Universiti Utara Malaysia

Paper Title: Business Income Tax Compliance Behavior Among Sole Proprietorships

Video Link: <https://youtu.be/pY4lWS1GF9Q>

Slide Link:

=====
Presenter: *Nor Azni Abdul Aziz*

Institution: Universiti Putra Malaysia

Paper Title: Hubungan Antara Gaya Komunikasi Guru Besar Dengan Komitmen Kerja Guru Sekolah Rendah di Selangor

Video Link:

Slide Link:

=====
Presenter: *Nur Syafiqah Ab Aziz*

Institution: Universiti Pertahanan Nasional Malaysia

Paper Title: Insufficiency of Soft Skills among Graduates within the Services and Manufacturing Industries

Video Link: <https://youtu.be/Z4pdklAnsJo>

Slide Link: https://drive.google.com/file/d/1XwZJyqM-v_vNL4NQnvO83waDoqJteU93/view?usp=sharing

=====
Presenter: *Wu Yushan*

Institution: Xiamen University Malaysia

Paper Title: From Social Media Use to Willingness for Bariatric Surgery in Chinese Individuals: Unraveling The Psychological Mechanism

Video Link: https://youtu.be/rOg19I3a_FI

Slide Link:

https://drive.google.com/file/d/1_tMU8sxcOh8qguQlwUOiCx2jzCs3w4yh/view?usp=sharing



Presenter: *Siti Zaidah Turmin*

Institution: Universiti Putra Malaysia

Paper Title: New Tax Relief, New Tax Measurement of Existing Tax Relief and The Malaysian Economic Stimulus Package to Combat Covid-19: A Study on The Perception of Malaysian Individual Taxpayers and The Influences Drivers

Video Link: <https://youtu.be/36FWbhkO-w0>

Slide Link:

Presenter: *Norshima Zainal Shah*

Institution: National Defence University of Malaysia

Paper Title: Media and Information Literacy and Critical Thinking Skills Among Undergraduate students at the National Defence University of Malaysia

Video Link:

Slide Link:

Presenter: *Nurfatihah Rahim*

Institution: Universiti Tun Hussein Onn Malaysia

Paper Title: Energy Measurement and Potential Energy Conservation Measures in Five Healthcare Buildings in Malaysia

Video Link: <https://youtu.be/sYng1l0Heds>

Slide Link: <https://drive.google.com/file/d/1aDnB6vRfiyMESV-dX75wIkrzyXMehvNT/view?usp=sharing>

Presenter: *Mohd Muslim Salleh*

Institution: Universiti Islam Antarabangsa Sultan Abdul Halim Mu'adzam Shah (UniSHAMS)

Paper Title: Pensyariatan Dan Penggubalan Undang-Undang Pewarisan Harta Pusaka Islam: Kajian Fiqh Dan Perundangan

Video Link:

Slide Link:

Presenter: *Lina Said*

Institution: Sekolah Tinggi Ilmu Ekonomi Ekuitas

Paper Title: Implementation of VAT Rates According to Law No. 7 Of 2021 and Its Impact on MSME Taxpayers

Video Link: <https://youtu.be/MwBflRudrWE>

Slide Link:

Presenter: *Reni Marlina*

Institution: Sekolah Tinggi Ilmu Ekonomi Ekuitas

Paper Title: Determinants of Profitability of Insurance Companies in Indonesia (Case Study on an Insurance Company listed on the Indonesian Stock Exchange)

Video Link: <https://youtu.be/ve6Orm17-v4>

Slide Link:



Presenter: *Hery Syaerul Homan*

Institution: Sekolah Tinggi Ilmu Ekonomi Ekuitas

Paper Title: The Effect of Environmental Management Accounting on Company Corporate Sustainability

Video Link: <https://youtu.be/mKUTcQF8ma0>

Slide Link:

https://drive.google.com/file/d/1iagVQksyqRqLiUok5V4btKZc5sdZ_E6E/view?usp=sharing

Presenter: *Yane Devi Anna*

Institution: Sekolah Tinggi Ilmu Ekonomi Ekuitas

Paper Title: Integrated Reporting Quality and Firm Performance: Evidence in Asia

Video Link: <https://youtu.be/s0DrgqM1VCU>

Slide Link:

Presenter: *Hafiz Muhammad Osama Aziz*

Institution: College of Aeronautical Engineering, NUST, Pakistan

Paper Title: Development of Artificial Intelligence based Aircraft periodic inspection Gantt Chart and Stagger

Video Link:

Slide Link:

Presenter: *Noorasyikin Mohammad Noh*

Institution: Universiti Tun Hussein Onn Malaysia

Paper Title: The Comparison of Performance of Root Vetiver Grass Between Coconut Fiber And Eggshell Toward Slope Stabilization

Video Link: https://youtu.be/I4_DBR1u6es

Slide Link:

Presenter: *Suprpto Suprpto*

Institution: Polytechnic Sandi Karsa/ Indonesia

Paper Title: Building Nurse Competency Strategy at Public Health Center in Indonesia: A Descriptive Qualitative Approach

Video Link:

Slide Link:



NON-PRESENTER INFORMATION

=====
Participant: *Ahmed Hammad*

Institution: Victoria University

Paper Title: From Tradition to Exclusion: Analysing the Surge of Gated Communities in Jordan and their Societal Consequences

=====
Participant: *Siti Khuzaimah Soid*

Institution: Universiti Teknologi MARA

Paper Title: Stagnation Point Flow and Heat Transfer Over an Exponentially Stretching/Shrinking Inclined Plate in A Micropolar Fluid

=====
Participant: *Yanyan Wang*

Institution: Universiti Putra Malaysia

Paper Title: Sustainable Tourism Souvenirs: Fostering Cultural Heritage Preservation Through Local Handicraft Product

=====
Participant: *Muhammad Azril Izuan Ramlan*

Institution: Universiti Teknologi MARA

Paper Title: Technological Acceptance of Virtual Volunteering Among Malaysian Volunteers

=====
Participant: *Ramzyzan Ramly*

Institution: Universiti Teknologi MARA

Paper Title: Development of Dual Front Disk Brake with The Application of Single Lever System for Twin Front Suspension

=====
Participant: *Ramzyzan Ramly*

Institution: Universiti Teknologi MARA

Paper Title: Redesign of Dual Front Wheel System of Upright Recumbent Chassis

=====
Participant: *Ramzyzan Ramly*

Institution: Universiti Teknologi MARA

Paper Title: Structural Modification of a Recumbent Bike and Electrifying the Drive System of The Recumbent Bike

=====
Participant: *Jamila AlMaazmi*

Institution: Dubai Electricity and Water Authority DEWA

Paper Title: The Impact of Strategy Diffusion on Organisational Performance of Project-Based Organisations: A Structural Equation Modelling Approach

=====
Participant: *Alias Mohd Saman*

Institution: Universiti Teknologi MARA

Paper Title: Effects of Different Coolant Media on the Cooling Performance of Injection Mold Product



Participant: *Patrisha Latis*

Institution: Ahmad Dahlan University

Paper Title: Extent of Big Data Analysis by The External Auditors

=====

Participant: *Truong Hong-Ngoc*

Institution: UEH - SIBM-COB

Paper Title: Supply Chain Management: A Case of Tan Long Trading and Service Technology Company Limited

=====

Participant: *Truong Hong-Ngoc*

Institution: UEH - SIBM-COB

Paper Title: Smart Tourism Strategy for Vietravel In the New Normal

=====

Participant: *Truong Hong-Ngoc*

Institution: UEH - SIBM-COB

Paper Title: Towards a Spatial Development Plan for Tourism in Kien Giang Province: Vision, Assessment, and Future Directions

=====

Participant: *Truong Hong-Ngoc*

Institution: UEH - SIBM-COB

Paper Title: Sustainable strategy and spatial planning to develop ocean tourism: Kien Giang, Vietnam

=====

Participant: *Oanh Ho Thi Kieu*

Institution: University of Foreign Language Studies, The University of Danang

Paper Title: Writing Style Errors in Ielts Argumentative Writing Committed by Vietnamese Learners of English

=====

Participant: *Bakhtiar Affandy Othman*

Institution: Universiti Teknologi Malaysia

Paper Title: The Behaviour of Fully Saturated Sand Matrix Soils Under Cyclic Loading

=====

Participant: *Mohammed Alameen*

Institution: Universiti Teknologi Petronas

Paper Title: Experimental Study of The Silica Dissolution onto Sandstone Formation; Influence of PH, Salinity, And Temperature on Dissolution

=====

Participant: *Nurul Ayuni Zuhaily*

Institution: TNB Research Sdn Bhd

Paper Title: Quantitative Analysis of Dam Operational Discharge Effects on River Elevation using 1D Hydrodynamic Modelling

=====

Participant: *Tuan Nur Atikah Tuan Mohd Nor*

Institution: TNB Research Sdn Bhd

Paper Title: Assessment of Weighted Overlay Configuration Parameters Towards Route Selection Identification

=====



Participant: *Mohamad Faiq Md Amin*

Institution: TNB Research Sdn Bhd

Paper Title: Enhancement of Public Dam Related Disaster Preparedness Through Early Warning System at Sayong, Kuala Kangsar

=====

Participant: *Alias Mohd Saman*

Institution: Universiti Teknologi MARA

Paper Title: Effect of Cooling Channel Diameter, Distance and Pitch in Plastic Injection Moulding

=====

Participant: *Liu Heng*

Institution: Universiti Putra Malaysia

Paper Title: Understanding the Effects of Daily Stress on Single Adults in China

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CONFERENCE COMMITTEE

Chairman	<i>Dr. Norlila Mahidin - Global Academic Excellence, Malaysia</i>
Treasurer	<i>Nurul Syazni Muhamad - Global Academic Excellence, Malaysia</i>
Technical Committee	<i>Norhaslinda Mohd Kamil - Global Academic Excellence, Malaysia</i>
Technical Reviewer	<i>Assoc. Prof. Dr. Sidah Idris - Universiti Malaysia Sabah, Malaysia</i> <i>Assoc. Prof. Dr. Mohd Syuhaidi Abu Bakar - Universiti Teknologi Mara, Malaysia</i> <i>Assoc. Prof. Dr. Norhayati Zakuan - Universiti Teknologi Malaysia</i> <i>Ts. Dr. Muhamad Firdaus Ramli - Universiti Pendidikan Sultan Idris, Malaysia</i> <i>Ts. Dr. Zairi Ismael Rizman - Universiti Teknologi Mara, Malaysia</i> <i>Asst. Prof. Dr. Charanjit Kaur Darshan Singh - Universiti Tunku Abdul Rahman, Malaysia</i> <i>Dr. Mohd Farhan Md Ariffin - Universiti Kebangsaan Malaysia</i> <i>Dr. Rohaidah Mashudi - Multimedia Univeristy, Malaysia</i> <i>Dr. Rashid Ating - Universiti Malaya, Malaysia</i> <i>Dr. Putri Rozita Tahir - DRB-Hicom, Malaysia</i> <i>Dr. Umi Kartini Rashid - Universiti Tun Hussein Onn Malaysia</i> <i>Dr. Hanita Kadir Shahar - Universiti Utara Malaysia</i> <i>Dr. Roshimah Shamsudin - Universiti Sains Malaysia</i> <i>Dr. Nor Zafir Md Salleh - Universiti Teknologi Malaysia</i>
Liaison Officer	<i>Muhamad Firdaus Abdull Razab - Global Academic Excellence, Malaysia</i>

LIST OF ABSTRACTS

DO WORK LIFE BALANCE, CAREER DEVELOPMENT AND RECOGNITION AFFECT JOB SATISFACTION? AN EMPIRICAL STUDY IN THE PLASTIC MANUFACTURING COMPANY

Julia Adleena Mohd Taib¹
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Zulkiflee Daud³
Hasan Al Banna Mohamed⁴
Nik Ismail Rashed Che Ali⁵
Mohammad Noor Abdulah⁶

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Abstract: *Lack of emphasis on the human resource management practices performed by the organizations that involve in manufacturing activity leads to negative implications in employee perspective. Therefore, the organization will be able to lose its internal strength in sustaining high productivity. Identifying the significant strategies that lead job satisfaction mainly by the plastic manufacturing organization is very meaningful. This study intends to examine the influence of human resource practices on job satisfaction in plastic manufacturing industry. Investigating organizational human resource management in this study are based on the strategic practices such as work-life balance, career development and recognition. Instruments for survey questionnaire were adapted from related previous empirical researches and the "IBM Statistical Package for Social Science" (IBM SPSS) version 26.0 was used to analyze the data. This study used random sampling method that involved a total of 248 workers as respondents who seek for the job satisfaction in the organization. The results of the correlation and regression analyses confirmed that work-life balance, recognition and career development had a positive relationship and significant effect on job satisfaction respectively. The results of this study were seen to be able to contribute within the scope of knowledge in managing human resource management practices and, the significant roles of its practices in promoting job satisfaction in the industry.*

Keywords: *Work Life Balance, Career Development, Recognition, Job Satisfaction and Plastic Manufacturing Company*

NEW TAX RELIEF, NEW TAX MEASUREMENT OF EXISTING TAX RELIEF AND THE MALAYSIAN ECONOMIC STIMULUS PACKAGE TO COMBAT COVID-19: A STUDY ON THE PERCEPTION OF MALAYSIAN INDIVIDUAL TAXPAYERS AND THE INFLUENCES DRIVERS

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Abstract: *The outbreak of Covid 19 had resulting to the worst ever economic crisis to the Malaysian economy. The economic recession has not only impacted the GDP, but also led to an increase in unemployment rate. As an effort to recover from the economic downturn, government of Malaysia took a proactive plan by issuing economic stimulus packages of Prihatin, Penjana and Permai. The study investigates perception of Malaysian individual taxpayers on the new tax reliefs and the new measurement on existing tax reliefs in the economic stimulus package of Prihatin, Penjana and Permai as well as the influences drivers for the perceptions. Data collected through questionnaire distributed to 150 sample of individual taxpayers around Selangor and Kuala Lumpur is analyzed by using statistical analysis of multiple regression. Findings of the study reveals that taxpayers have a favorable perception towards the new tax relief and the new measurement on existing tax relief in the economic stimulus package. Result of multiple regression analysis indicates that factors of peer influence, tax awareness and tax education are significant in influencing perception of Malaysian taxpayers upon the new tax reliefs and the new measurement of existing tax reliefs under these three economic stimulus packages. The study provides significant contribution towards knowledge on taxation issues in the context of Malaysia as an emerging economic country in the world.*

Keywords: *Tax Relief, Tax Measurement, Economic Stimulus Package, Covid-19, Taxpayers*

EXPLORING THE IMPACT OF ORGANIZATIONAL COMMITMENT AND EMPLOYEE GREEN BEHAVIOUR ON GREEN HUMAN RESOURCE MANAGEMENT: INSIGHTS FROM CONSTRUCTION COMPANIES

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Abstract: *In response to globalization, Indonesia is also taking part in efforts to meet the 2030 sustainable development goals, which call for Indonesia to contribute to the ongoing development of the SDGs. Green human resource management is the best response to human resource management strategies that emphasize environmentally friendly and sustainable organizational practices. This study uses quantitative research techniques to determine the effect of organizational commitment and employee green behavior on green human resource management. The object of research is one of the state-owned enterprises (SOEs) in the field of construction, namely PT Wijaya Karya Bangunan Gedung Tbk. The number of respondents was 100 employees in the SOEs. This study's results show an influence on organizational commitment to green human resource management. Employee green behavior has a moderate effect on green human resource management. Organizational commitment and employee green behavior influence green human resource management.*

Keywords: *Green Human Resource Management, Organizational Commitment, Employee Green Behavior*

THE IMPACT OF LEADERSHIP ON ESPORT TEAM PERFORMANCE

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Abstract: *This study explores the impact of leadership on team performance in competitive game situations. The purpose of the study is to understand the importance of effective leadership strategies to maximise team performance and team success. The study uses a combination of literature review and use SMARTPLS as measuring tools. Research results show that effective leadership has a positive impact on team performance in esports. The study concludes that leadership has a significant impact on esports team performance. An effective leadership style that focuses on psychological factors and the role of the coach contributes to better team cohesion, better communication, and better execution of strategy. This paper highlights the importance of customised leadership strategies that consider the unique challenges and characteristics of the esports industry.*

Keywords: *Leadership, Esport, Team Performance*

INSUFFICIENCY OF SOFT SKILLS AMONG GRADUATES WITHIN THE SERVICES AND MANUFACTURING INDUSTRIES

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Abstract: *The unemployment rate in Malaysia is at 3.5% as of February 2023. The competition for employment is tougher due to the rising number of graduates. Employers today consider graduates' Hard and Soft Skills in addition to their academic accomplishments. It was reported that the graduates are not able to secure jobs because they lack of critical thinking and Soft Skills yet we do not exactly what skills are they lacking. The goals of this study are to identify the Soft Skills that the workforce requires, investigate the Soft Skills that companies provide, and identify the graduates' Soft Skills by employers. The samples are employers from the services and manufacturing sectors that were obtained from the Federation of Manufacturing Malaysia. A questionnaire is used and made available online for one month in the form of a Google Form. Using SPSS version 25.0, both descriptive and inferential analyses are performed on the data. Employers stated that problem-solving and critical thinking abilities are the most important Soft Skills for their organisations and teamwork skills are among the Soft Skills that employers may impart to graduates. The organisations recognise that the graduates who joined their companies have the capacity to learn. According to the results of the inferential analysis, there is a substantial positive correlation between the importance of Soft Skills in organisations and the Soft Skills that can be acquired at the organisations (ρ : .515). There is no connection between graduates' Soft Skills and the importance of Soft Skills in organisations (ρ : .105), and the graduates' Soft Skills and the Soft Skills learned at the organisations show a moderately good association (ρ : .372). According to the findings, organisations provide learning opportunities for employees that are relevant to their organisations. The findings also support the claim made by the employers that graduates lack Soft Skills. This study focuses on the Soft Skills needed for employment in the services and manufacturing sectors and is significant because it encourages additional collaborations between educational institutions and industries to provide students with the practical experiences they need for future employment.*

Keywords: *Graduates, Employability, Soft Skills, Critical thinking*

CHALLENGES AND SUCCESS FACTORS ON THE IMPLEMENTATION OF IoT IN THE THIRD-PARTY LOGISTICS INDUSTRY

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Abstract: *Third-party logistics (3PL) are increasing in demand to provide professional support on logistics needs for the market. 3PL includes warehouse management, distribution, and technology support to manage the most effective and efficient supply chain. Therefore, there is a critical need to improve and enhance the efficiency of 3PL operators. Despite the Internet of Things (IoT) being able to enhance the competitiveness and sustainability of the industry, the market in general still maintains the traditional version of the warehouse management system. This study aims to examine the success factors of the implantation of IoT in third party logistics. The following are the research objectives: to determine the effect of IoT implementation on the organisation's performance, identify the factors that influence the IoT implementation in the organisation, and examine the main critical success factors in the IoT implementation. The research is conducted using a qualitative case study by conducting an in-depth interview using expert sampling at several logistics companies in Klang and Shah Alam areas. The sample selection focuses on the middle management directly involved from the proposal stage until system implementation. This research shows that most respondents agree that IoT would bring a relative advantage to warehouse performance, especially in reducing time and workforce and providing systematic storage and easy access. This paper identified the factors for the IoT implementation in the organisation: knowledge and exposure to IoT, financial aspects, and customer requirements. Management support, a collaboration between departments, the employee capabilities to utilise the IoT and security and privacy are considered critical success factors for IoT implementation. This study provides an insight into the company's challenges in implementing the IoT. This study is both necessary and timely for the development and sustainability of the 3PL operator in Malaysia.*

Keywords: *Internet of Things (IoT), Third-party logistics (3PL).*



FROM SOCIAL MEDIA USE TO WILLINGNESS FOR BARIATRIC SURGERY IN CHINESE INDIVIDUALS: UNRAVELING THE PSYCHOLOGICAL MECHANISM

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Abstract: *This paper aims to investigate the underlying mechanism of the influence of social media use on the Chinese people's willingness to bariatric surgery. As body ideals continue to shape beauty standards in Chinese society, social media has emerged as a significant platform that reinforces these norms. Bariatric surgery, commonly referred to as weight-loss surgery, involves operative modifications to the digestive system, resulting in substantial weight reduction. Despite the increasing trend of bariatric surgery adoption among Chinese individuals, this domain remains underexplored by researchers. And there is a pressing need to dispel some stereotypes surrounding bariatric surgery due a lack of knowledge among the public. This research employs a blend of social learning theory and social comparison theory, offering new insights into the psychological and sociocultural factors influencing Chinese people's choices regarding bariatric surgery. The research adopt quantitative method, conducting a cross-sectional survey research, which targets at Chinese individuals worrying about their body image. This paper is the first to use multiple measurements to measure social media engagement. The findings not only contribute to theoretical advancements but also hold practical implications for hospitals, healthcare practitioners, and education organizations aiming to provide comprehensive support to individuals considering bariatric surgery.*

Keywords: *Social Media Use, Bariatric Surgery, Chinese Individuals, Social Comparison, Internalization*

FROM TRADITION TO EXCLUSION: ANALYSING THE SURGE OF GATED COMMUNITIES IN JORDAN AND THEIR SOCIETAL CONSEQUENCES

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Abstract: *The wide spread of gated communities has urged many scholars and planners to investigate this type of residential development and its impacts on the surrounding as they effectuate segregation and urban fragmentation. With the emergence of gated communities in Jordan, this article aims to study the motives behind their formation on the one hand, then will investigate the social and spatial impacts of such developments on the surrounding neighbourhoods to examine if these developments cause segregation and fragmentation. This will be explored in the context of urban design theory, such as the Segregation theory developed by the Chicago school of thought. In conclusion, this paper emphasises the detrimental impact of gated communities on Amman's physical infrastructure and social cohesion. It strongly recommends that the local planning authorities take immediate action to address these negative consequences and explore alternative urban development models.*

Keywords: *Gated Communities, Social and Spatial Impacts, Urban Fragmentation*

SUSTAINABLE TOURISM SOUVENIRS: FOSTERING CULTURAL HERITAGE PRESERVATION THROUGH LOCAL HANDICRAFT PRODUCT

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Abstract: Study aims to investigate the relationship between cultural tourism and traditional handicraft experiences on local handicrafts product namely souvenir. It explores the significance of souvenir product through sustainable tourism practices and preserving cultural heritage. Qualitative approach used to analyse the tourism souvenir in the market and proposes a new recommendation to meet the demands. Literature review, interviews, and case studies are employed to explore a strategy for enhancing the commercial value of tourism souvenir. Interviews with master craftsmen, practitioners, and consumers provided insights the resource development, product innovation, production organization, and market positioning. It also obtained a good understanding of customer experiences related to local handicraft product for effective marketing strategies based on customer experiences. Finding indicates that the sustainability of tourism souvenirs plays crucial role in cultural heritage preservation, supporting the local economy, and enhancing overall tourism experiences for tourists as well as promoting traditional handicrafts, safeguarding indigenous knowledge, and facilitating cultural exchange between tourists and local artisans.

Keywords: New Product Development, Cultural Tourism, Handicraft Souvenirs, Cultural Heritage, And Design Innovation and Creativity

***Durio dulcis*: AN EXPLORATION ACROSS ECOLOGY, NUTRITIONAL, VOLATILE AND FLAVOUR PROFILING**

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Abstract: Sarawak is recognized for its remarkable biodiversity, serving as the home to 16 unique *Durio* species. Among these, one locally known as *Tutong* or *Durio dulcis* Becc. shines as a unique variety. While the common durian, *Durio zibethinus*, is rich with nutrients properties encompassing dietary fibre, vitamins, minerals and also a source of healthy fats, the wild edible *D. dulcis* remains relatively unexplored and sparsely documented. Therefore, this study aims to fill the knowledge gaps, delving into its ecology, nutritional content, phytochemical attributes, sugar and fatty acid profiling, and its volatile compounds relation to the sensory. Two genotypes of *D. dulcis* were collected at the northern region of Sarawak. This species observed to occurs wild in lowland tropical rainforests and found scattered in mixed dipterocarp forest along the riverside. This fairly large, evergreen tree produce fruits with yellow flesh and vibrant red exocarp. Findings on proximate analysis revealed that a hierarchy of components in *D. dulcis*, with moisture > carbohydrate > fat > fiber > protein > ash. Notably, both genotypes exhibited a significant presence of sucrose ranging from 67.38%-67.42%, followed by glucose (13.26%-13.51%) and fructose (11.83%-12.80%). The trend of macronutrients content in both genotypes categorically as potassium > phosphorus > magnesium > sodium > calcium while for micronutrients, iron > zinc > copper > magnesium was among the prevailing elements. The genotypes of *D. dulcis* showed robust bioactive properties, highlighting potent antioxidant attributes that those of *D. zibethinus*. It was found that half of the fatty acids was saturated (49.62%), and the other half was unsaturated (50.38%), slightly higher in composition. For the volatile compounds, a sum of 10 esters, 5 alcohols, 5 ethers, 3 aldehydes, 3 ketones and one sulphur-containing compounds were detected. *Durio dulcis* was described as the most pungently scented among *Durio* species, a characteristic attributed to its elevated content of butanoic acid, 2-ethyl-, ethyl ester and 2-butenic acid, 2-methyl-, ethyl ester. There are enormous potential of *D. dulcis* to diversifying our sources of nutrition. As an indigenous fruit, *D. dulcis* stands as a valuable resource fostering collaborative research, cultural preservation, and sustainable practices leading to benefits for nutrition, culture, agriculture and biodiversity.

Keywords: *Durio dulcis*, Indigenous fruits, Sarawak, Wild durians

SUSTAINABLE TOURISM SOUVENIRS: FOSTERING CULTURAL HERITAGE PRESERVATION THROUGH LOCAL HANDICRAFT PRODUCT

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Abstract: Study investigates the characteristics of fluid flow and heat transfer over an exponentially stretching/shrinking inclined plate immersed in a micropolar fluid. The micropolar fluid model considers additional rotational effects of microelements within the fluid, making it suitable for describing complex fluid behaviour encountered in various industrial and engineering applications. Using similarity variables, the governing equations for fluid flow and heat transfer are transformed from Partial Differential Equations (PDEs) to Ordinary Differential Equations (ODEs). The ODEs are numerically solved using MATLAB software with BVP4c, and the results are compared with previous findings, showing good agreement. The effects of key parameters such as plate inclination angle, stretching/shrinking rate, and micropolar fluid parameters are examined. Notably, the micropolar parameter significantly influences the skin friction for both stretching and shrinking flows. An increase in the micropolar parameter leads to increased skin friction for stretching flows, while for shrinking flows, the skin friction decreases within a specific range of stretching/shrinking values. The behaviour of the local couple stress becomes complex as the micropolar parameter increases. Additionally, the local Nusselt number decreases as the micropolar parameter increases for shrinking flows, indicating a reduction in heat transfer from the solid surface during shrinking flow. Moreover, an increase in the Sherwood number suggests a relatively slower rate of mass transfer compared to momentum transfer. These findings offer valuable insights into the behaviour of micropolar fluids over exponentially stretching/shrinking inclined plates, providing guidance for optimizing heat transfer and fluid flow in practical engineering systems.

Keywords: Micropolar Fluid, Inclined Plate, Stretching/Shrinking, Heat Transfer, Stagnation

DEVELOPMENT OF DUAL FRONT DISK BRAKE WITH THE APPLICATION OF SINGLE LEVER SYSTEM FOR TWIN FRONT SUSPENSION

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Abstract: *This paper presents the development and implementation of a dual front disk brake system integrated with a single lever mechanism for twin front suspension in a tricycle. The primary objective of this project was to enhance the tricycle's braking performance, thereby significantly increasing both its operational safety and efficiency. Before this development, the tricycle lacked any reliable braking mechanism, rendering it unsafe. The project involved meticulous design work and comprehensive analysis of various components, such as the brake calipers, rotor sizes, and the lever system. Advanced CAD software was pivotal in realizing these designs, and extensive testing was conducted to ensure optimal functionality and safety. The outcomes of this completed project are highly promising. The dual front disk brake system, coupled with the single lever mechanism, has substantially improved the tricycle's handling, ride comfort, and safety levels. The successful implementation of this advanced braking system represents a significant milestone in the field of tricycle design and transportation. The invaluable findings of this project pave the way for future research and development in the domain of dual front disk braking systems with single lever applications. This project not only ensures the safety of tricycle users but also successful integration into this style of transportation. This will eventually set a benchmark for improved performance and safety, reinforcing its relevance and significance in the field of dual-front wheel tricycles.*

Keywords: *single lever system, tricycle, recreational transportation, brake system, twin front suspension.*

REDESIGN OF DUAL FRONT WHEEL SYSTEM OF UPRIGHT RECUMBENT CHASSIS

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Abstract: *This paper presents a redesign of the dual front wheel system of an upright recumbent bicycle chassis, with the aim of improving its overall performance by creating a stopper method to avoid the bicycle from overturning, changing the brake cable system to a more suitable length, and using the handle grip to give a better user experience. The existing design had a few drawbacks caused by several limitations, including excessive weight, difficulty in steering, and a tendency to tip over during sharp turns or sudden stops. To overcome these problems, a new system was developed using advanced CAD software and simulation tools. The new design features a lightweight and streamlined frame, adjustable caster angles, and a novel steering mechanism that allows for better control and precision. The system was also tested under various conditions and scenarios, including acceleration, braking, and cornering, to assess its performance. The results of the tests indicate that the redesigned system significantly improves the stability and maneuverability of the upright recumbent chassis, while also reducing its weight and complexity. The study concludes that the proposed redesign system is a viable solution for improving the performance of upright recumbent chassis vehicles. The new design offers a range of benefits, including better stability, maneuverability, and ride comfort. The findings of this study could also help future research on the design and optimization of other types of vehicles.*

Keywords: *Recumbent bicycle, braking performance, bike frame, finite element method, ergonomics, rider comfort.*

STRUCTURAL MODIFICATION OF A RECUMBENT BIKE AND ELECTRIFYING THE DRIVE SYSTEM OF THE RECUMBENT BIKE

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Abstract: *This article presents the structural modification and electrification of a recumbent bike. The recumbent bike's original structure was modified by adding an electric drive system, which consisted of a motor, battery, and controller. The electric drive system along with twin foldable footrests was integrated into the recumbent bike's existing frame to enhance efficiency and comfort. Using CATIA, structural analysis was conducted on twin foldable footrests to ensure they met the strength and stiffness requirements. CATIA was again used to analyze the impact of the added weight and forces on the frame and ensure its structural integrity. The results of the structural analysis showed that the modified recumbent bike's frame could handle the additional weight and forces generated by the electrified drive system. The electrified recumbent bike offers an eco-friendly, efficient, and comfortable mode of transportation, suitable for a wide range of users. This project demonstrates the importance of using advanced design software like CATIA for structural analysis to ensure the safety and reliability of modified products.*

Keywords: *Twin Foldable Footrest, Recumbent Bike, Electric Drive System, Structural Analysis, Transportation*

THE IMPACT OF STRATEGY DIFFUSION ON ORGANISATIONAL PERFORMANCE OF PROJECT-BASED ORGANISATIONS: A STRUCTURAL EQUATION MODELLING APPROACH

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Abstract: *spreading an organisation's strategy and getting back the performance. As well as the possibility of employing one of diffusion theories (e.g., Rogers' Theory of Innovation Diffusion) within strategy or project contexts in project-based organisations that may not yet explored. Thus, the need to understand and apply a strategy diffusion (top-down) and report its performance (bottom-up) was urgent and necessary within project-based organisations; to fulfil the complete drive of the strategy and raise the competitive advantage of businesses. In this study, there was a comprehensive review of strategic management, diffusion theory, and project management facets, where the strategy spreading practices were based on the five well-known skills of Rogers' diffusion theory; to diffuse the strategy (top-down) and reveal performance results (bottom-up) to feed each level of the project-based organisation hierarchy structure, taking the advantage of the interrelationships that exist amongst the strategy, the portfolio, the program, and the project levels. Moreover, mediation effects were taken into consideration for the organisational culture that related to the four organisational levels during the relationship's investigation between all the research variables; since it is known that organisational culture have huge influence on business outcomes. Accordingly, the research framework was adopted and designed. A questionnaire was designed and administered to strategy, portfolio, program and project professionals and data was analysed by using structural equation modelling (SEM) to evaluate the strength of the relationship between the strategy diffusion (top-down) variables, performance feedback (bottom-up) variables at all project-based organizational levels and the organizational performance variables, as well as, considering the mediation effects of the organizational culture. In addition, the direct and indirect causal influence of strategy diffusion influencing factors at all the levels of strategy, portfolio, program, and project and the organizational performance were evaluated. The findings indicate that strategy diffusion has a strong impact on organizational performance within project-based organisations. Whereas significant positive influences on the relationships were found between the research variables. In recent years, many studies have examined topics about relationships amongst strategy management, portfolio management, program management, and project management. However, those studies investigating the traditional one-way cascading of the organizational strategy. In addition, some few studies investigating the use of top-down and bottom-up techniques to spread an organisation's strategy and getting back the performance. Moreover, the possibility of employing one of diffusion theories (e.g., Rogers' Theory of Innovation Diffusion) within strategy or project contexts in project-based organisations may not yet explored. Consequently, this study added value in terms of the usage of Structural Equation Modeling (SEM); to understand and apply a strategy diffusion (top-down) and report its performance (bottom-up) within project-based organizations.*

Keywords: *Diffusion Theory, Portfolio Management, Program Management, Project Management, Strategy Management*

BUSINESS INCOME TAX COMPLIANCE BEHAVIOR AMONG SOLE PROPRIETORSHIPS IN PENANG

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Abstract: Throughout the COVID-19 pandemic, the Malaysian government has consistently supported Small and Medium Enterprises (SMEs) by ensuring that they are resilient and growing. The 2021 Budget represents the largest allocation to date that benefits SMEs, totalling RM38.7 billion as incentives to SMEs for sustaining their businesses. Hence, SMEs have an obligation to support the government by voluntarily and accurately paying their taxes. According to the literature, this group of taxpayers appears to be at a high risk of engaging in tax evasion and believes that paying taxes is a burden. Thus, this paper aims to focus on sole proprietorship, the small-scale sector known to be tough when it comes to paying taxes. The objective of this study is to examine the relationship between five independent variables; attitude, subjective norm, perceived behavioural control (probability of audit and licensed tax agent), and the dependent variable; intention to comply. The research framework of this study was developed based on five variables and employed the Theory of Planned Behaviour (TPB) which was developed by Ajzen (1991). The questionnaires were distributed to taxpayers in Penang. A total of 135 samples were collected from taxpayers through simple random sampling techniques. According to the analysis, TPB is relevant to this study because it helps to explain how taxpayers behave to be aware of and obedient to tax. If taxpayers have strong intentions and beliefs, they will obey the tax. Taxpayers also think about the effects of their actions before acting in a particular way. Surprisingly, the findings ruled out the validity of audit probability in tax intention behaviour. This study contributes to the current literature by adding a new variable of the licensed tax agent to the tax compliance model. Hence, the suggestion for future research is to increase the sample size so that future research can generalise the whole population and come out with a stronger regression model.

Keywords: Theory of Planned Behaviour; Probability of Audit; Licensed Tax Agent; Tax Compliance Behaviour

EFFECTS OF DIFFERENT COOLANT MEDIA ON THE COOLING PERFORMANCE OF INJECTION MOLD PRODUCT

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Abstract: *The injection molding process involves heating a thermoplastic polymer above its melting point and injecting it into a mold. The polymer then cools and solidifies to form the final part. The process consists of four stages: clamping, injection, cooling, and ejection. Among these stages, cooling plays a crucial role as it requires an efficient cooling system to transfer heat from the mold at a consistent rate, ensuring high-quality final products. This project specifically focuses on investigating the impact of different cooling media used in the cooling system for the mold. The aims are to compare the effectiveness of various cooling media on the cooling performance of the injection molded product. Different types of coolants, including water, oil, or other solution mixtures, have been considered for their ability to reduce or regulate the temperature of the system. The CAD modelling were prepared for the case study, together with predesigned conformal cooling channel and gating system. After conducting the simulation analysis, water emerged as the most effective coolant, demonstrating superior results compared to other coolant options. The results also demonstrate the possibility of using an alternative coolant that offer comparable cooling performance.*

Keywords: *Injection Molding; Cooling System; Cooling Media; Cooling Performance.*

ON THE DUALITY OF UNSTEADY MHD AL₂O₃-CU/WATER HYBRID NANOFLUID FLOW OVER A STRETCHING/SHRINKING CURVED SURFACE WITH NEWTONIAN HEATING

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Abstract: *The notable progress in contemporary engineering technology has prompted a greater emphasis on curved surfaces, due to their wide-ranging utilization in transportation, industrial domains, and electronics. However, additional research is necessary to broaden the scope of applications involving curved surfaces. This study explores the unsteady magnetohydrodynamic (MHD) Copper-Alumina/water hybrid nanofluid flow through a permeable curved stretching/shrinking surface with Newtonian heating applied. Due to the curved nature of the geometry, the present problem is modeled using curvilinear coordinates. The addition of Newtonian heating is due to its vital role in the cooling and heating process for industrial purposes. The partial differential equations (PDEs) of the fluid flow will be reduced through a similarity transformation to ordinary differential equations (ODEs). A numerical solution is obtained by resolving the equations of continuity, momentum, and energy using the bvp4c solver in MATLAB. Furthermore, a comprehensive graphical analysis is conducted to examine the impacts of various physical parameters on the velocity and temperature profiles as well as Local Nusselt number and skin friction. These include the parameters on suction, magnetic, Newtonian heating, nanoparticle volume fraction, and stretch/shrink parameters. By systematically varying these parameters, a dual solution was noticed on the graphs while observing their influence on the flow and heat transfer characteristics. The results show that the range of solutions has expanded with an increase in copper volume fraction and magnetic parameters. A shrinking sheet exhibits greater skin friction when the value of copper and magnetic parameters is increased. In the meantime, the stretching sheet portrayed an opposite trend. The local Nusselt number is enhanced with the strengthened magnetic values and Newtonian heating parameters. Besides, the presence of suction is also responsible for a noteworthy decrease in the rate of heat transfer.*

Keywords: *Curve Surface, Hybrid Nanofluid, MHD, Newtonian Heating, Stretching/Shrinking*

AN ASSESSMENT OF GREEN ENVIRONMENTAL MANAGEMENT DIMENSIONS IN CORPORATE SOCIAL RESPONSIBILITY (CSR) PROGRAMS: A PRE-TEST STUDY AT PONTIAN DISTRICT, JOHOR STATE OF MALAYSIA

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Abstract: *Green environmental management is an important arrangement that need to be assessed precisely and accordingly in organization that can give the impact towards the quality working life of stakeholders. The study aims to identify the agreement level of the green environmental management dimensions at the Pontian District at Johor State of Malaysia. The respondents of the study was the 140 stakeholders namely as employees from municipal department in the area of Pontian District at Johor State of Malaysia. The objective of the study is to do the pre-test of the green environmental management dimensions before the questionnaires is adapted to suit the research instrument that will be used for data collection namely as survey. The pre-test is important to look over on the suitability and reliability of the research dimensions that will be used to be focused in the perspectives of Corporate Social Responsibility programs in the area of environmental management specifically. The methods of study used is quantitative methods with self-administered survey and analyse with the descriptive statistics. The findings showed that the Green Environment Efficiency dimensions overall agreement perception was 72.5 percent, the Green Environment of Waste Management overall percentage was 60.8 percent whilst the Green Quality of Life overall agreement percentage are 66.8 percent, the Green Organizational Climate Dimension overall agreement are 73.5 percentage and the Green Environment Enforcement Bodies dimension got the overall agreement of 73.3 percent. The overall percentage agreement of the green environmental dimensions showed the moderate level of agreement.*

Key words: Green Environment Efficiency, Green Environment of Waste Management, Green Quality of Life, Green Environment Enforcement, Green Organizational Climate

LIGHT-WEIGHT FILE MANAGEMENT FOR HALAL ENTERPRISE BLOCKCHAIN - A LINKED INFRASTRUCTURE DESIGN FOR RAPID TRANSACTIONS

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Abstract: *Blockchain technology has the potential to revolutionize various industries, including the halal industry. The halal industry is a rapidly growing market, and it is projected to reach \$1.9 trillion by 2024. Blockchain technology has the potential to provide a secure and transparent way to certify the transaction, ensuring that they meet the requirements of Islamic law. However, one of the main challenges in implementing blockchain technology in the halal industry is the issue of file management. The large size of the files used for certification and tracking can slow down transaction speeds and increase storage costs. This is particularly problematic for the halal industry as well as in other industries. In this paper, we discuss the current state of research on light-weight file management for halal enterprise blockchain and propose a design for a light-weight file management system for halal enterprise blockchain, which aims to provide rapid transactions in a linked infrastructure that optimizes data storage, retrieval, and management system and enables faster transaction processing.*

Keywords: *Blockchain, Light-weight File management, Halal Enterprises, Linked infrastructure*

AN ANALYSIS OF MODERN SLAVERY INDICATORS IN MALAYSIAN PUBLIC LISTED COMPANIES

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Abstract: *In an era of globalization and technological advancement, modern slavery has emerged as a pressing concern, necessitating immediate action. This form of exploitation encompasses various coercive methods, including subtle forms such as exploiting vulnerabilities and limiting victims' options. United Nations Sustainable Development Goal 8.7 urges member states to combat forced labor, modern slavery, and child labor. Countries like Australia and the United Kingdom have enacted laws to address modern slavery, emphasizing the responsibility of large organizations to confront this issue. Malaysia, a manufacturing hub, faces challenges related to modern slavery, especially among vulnerable migrant workers. Collaboration with international organizations, including the International Labor Organization, has become crucial in addressing these issues. Despite global efforts, modern slavery persists, with the number of victims increasing worldwide. This study explores the indicators of modern slavery within Malaysian Public Listed Companies (PLCs), seeking to protect human rights. It examines internal and external factors influencing the prevalence of modern slavery, highlighting the importance of corporate governance, ethical behavior, and transparency. It also discusses international regulations and initiatives aimed at eradicating modern slavery from supply chains. The findings emphasize the need for ethical alignment with business practices and ethical consumer choices. While limited Malaysian PLCs focus on modern slavery reporting, addressing this issue aligns with Sustainable Development Goals, corporate sustainability, and good governance principles. Transnational governance and industry collaboration are crucial to combat modern slavery effectively. However, this study has limitations, primarily relying on annual reports from Malaysia, Australia, and the UK. Future research should aim to enhance transparency and industry awareness, ultimately contributing to the eradication of modern slavery and the revitalization of Malaysia's economy.*

Keywords: *Modern Slavery, Corporate Governance, Transparency, Human Rights*



THE EFFECT OF ENVIRONMENTAL MANAGEMENT ACCOUNTING ON COMPANY CORPORATE SUSTAINABILITY

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Abstract: *This study aims to examine the effect of Environmental Management Accounting on corporate sustainability. The sample in this study was taken using a purposive sampling technique. The research sample is a company registered on the IDX for the 2018-2021 period. Out of a total of 740 existing companies, only 16 companies met the criteria, so the number of samples in this study were 16 companies observed in four observation years, namely 2018 - 2021. All of these companies were INCO, PTBA, BUMI, ANTM, ITMG, TINS, PTRO, ANJT, JPFA, AALI, PGAS, JSMR, ABMM, WIK, INTP and ASII. The research data were obtained from the company's financial statements and analyzed using panel regression analysis techniques. The results of this study indicate that Environmental Management Accounting has a positive effect on corporate sustainability, both on environmental and social aspects. companies that have low Environmental Management Accounting.*

Keywords: *Environmental Management Accounting, Eco-efficiency, Sustainability.*



**IN THE PERSPECTIVE OF CULTURAL INTEGRATION:
THE DEVELOPMENT STATUS AND REASONS OF DIVERSE
CULTURE IN MALAYSIA
—— TAKE MAHUA CULTURE AS AN EXAMPLE**

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Abstract: *After the end of the Second World War, the multi-ethnic cultural policy of Western developed countries generally adopted the policy of assimilation, pluralism, and integration according to their own national conditions. Based on studying the development of multicultural integration in Western developed countries, this paper examines the current situation of multicultural development in Malaysia and explores the reasons. As one of the Southeast Asian countries, Malaysia has close exchanges with China since ancient times, and the Chinese people are an important force in the country's modernization drive. Hence, this paper using the literature research, with the Malaysian Chinese culture localization phenomenon for example, explore the performance of the multicultural fusion in Malaysia, and further explore the historical reasons for the formation of the multicultural fusion phenomenon in Malaysia. In this paper, communication of the two races from ancient to modern and from trade to immigration history is discussed.*

Keywords: *Multi-Cultural, Cultural Integration, Mahua Culture*



A GUI FOR COMPUTING HYBRID NANOFLUID BOUNDARY LAYER FLOW USING BVP4C SOLVER IN MATLAB: EDUCATIONAL PURPOSES FOR UNIVERSITY STUDENTS

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Abstract: *This work offers illustrations of a graphical user interface (GUI) in MATLAB software. The governing partial differential equations are extremely useful in many industries, especially in analyzing the problem regarding this application through the analysis of the thermal and acceleration characteristics in a system. It is significant for determining whether the system is in the best momentum and whether the surface or ambient flow is good for the system to run. In addition, fluid mechanics is a subject required in certain universities (i.e., Engineering Faculty), thus it is important to have GUI as their learning tool. This GUI is a feature in MATLAB that is used to illustrate the velocity and temperature profiles and to display the numerical analysis on skin friction and local Nusselt numbers attractively and interactively. This interface can be designed by dragging and dropping the visual components onto the layout design. The GUI can be very helpful to undergraduate students in increasing their fundamental understanding of fluid flow phenomena.*

Keywords: *Fluid Dynamics; Boundary layer; Graphical User Interface; Education*

STAGNATION-POINT FLOW AND HEAT TRANSFER OVER AN EXPONENTIALLY STRETCHING/SHRINKING INCLINED PLATE IN A MICROPOLAR FLUID

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Abstract: Study investigates the characteristics of fluid flow and heat transfer over an exponentially stretching/shrinking inclined plate immersed in a micropolar fluid. The micropolar fluid model considers additional rotational effects of microelements within the fluid, making it suitable for describing complex fluid behaviour encountered in various industrial and engineering applications. Using similarity variables, the governing equations for fluid flow and heat transfer are transformed from Partial Differential Equations (PDEs) to Ordinary Differential Equations (ODEs). The ODEs are numerically solved using MATLAB software with BVP4c, and the results are compared with previous findings, showing good agreement. The effects of key parameters such as plate inclination angle, stretching/shrinking rate, and micropolar fluid parameters are examined. Notably, the micropolar parameter significantly influences the skin friction for both stretching and shrinking flows. An increase in the micropolar parameter leads to increased skin friction for stretching flows, while for shrinking flows, the skin friction decreases within a specific range of stretching/shrinking values. The behaviour of the local couple stress becomes complex as the micropolar parameter increases. Additionally, the local Nusselt number decreases as the micropolar parameter increases for shrinking flows, indicating a reduction in heat transfer from the solid surface during shrinking flow. Moreover, an increase in the Sherwood number suggests a relatively slower rate of mass transfer compared to momentum transfer. These findings offer valuable insights into the behaviour of micropolar fluids over exponentially stretching/shrinking inclined plates, providing guidance for optimizing heat transfer and fluid flow in practical engineering systems.

Keywords: Micropolar Fluid, Inclined Plate, Stretching/Shrinking, Heat Transfer, Stagnation



THE EXTENT OF BIG DATA ANALYSIS BY THE EXTERNAL AUDITORS

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Abstract: *Given the growing emphasis on big data analytics, many businesses invest in technological development for audit processes in developing nations like Palestine. However, many businesses still struggle with funding. This research mainly aimed at recognizing the extent of big data analysis by external auditors. Grounded theory was adopted as the framework for conducting a series of semi-structured interviews with 18 external auditors. Our findings show the availability of big data and big data analysis usage by the external auditors in Palestine, Gaza Strip. The results also revealed a series of auditing procedures in order to improve external auditing techniques, which leads to a high-quality audit process. However, this research is crucial for auditing firms by providing insight into their mechanisms of auditing firms to identify the most important strategies that help in achieving competitive audit quality. From both academic and professional perspectives, these results aim to instruct business colleges and auditing institutions to develop techniques for external auditors, in order to the big data analysis. This paper also provides appropriate information for the decision-making process, and a source of future information which affects the technological auditing.*

Keywords: *Big Data Analysis; External Auditors; Technological Auditing*

SUPPLY CHAIN MANAGEMENT: A CASE OF TAN LONG TRADING AND SERVICE TECHNOLOGY COMPANY LIMITED

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Abstract: *The supplying of raw materials and products plays an extremely vital role in meeting demands and goals of an enterprise, especially keeping a balance between products production and consumption. If a company knows how to manage its supply chain, it will help develop sustainability and easily compete with competitors, thereby rocketing profits tremendously and serve consumers wholeheartedly. Vietnamese businesses in the international market recognize the significance of the supply chain in creating competitive advantages and boosting companies' performance. This analysis delves into the knowledge and practices of supply chain management in Vietnam, by using qualitative research methods such as observing input processes of supply chains. Also, in-depth interviews will identify key factors causing current issues in management activities of Tan Long Trading and Service Technology Company. After demonstrating the present state and ways to manage its supply chain, this research proposes some valuable reference solutions to save costs, enhance customer service and optimize profits for similar businesses in the market.*

Keywords: *Customer Service, Profit Optimization, Supply Chain Management, Tan Long Trading and Service Technology Company Limited*

TOWARDS A SPATIAL DEVELOPMENT PLAN FOR TOURISM IN KIEN GIANG PROVINCE: VISION, ASSESSMENT, AND FUTURE DIRECTIONS

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Abstract: *This paper presents an integrated planning strategy for Kien Giang province that recognizes tourism as a key economic sector that requires adequate attention. The paper constructs a vision and orientation plan for the spatial development of tourism in Kien Giang province until 2030, with a further vision to 2050 (Decision No. 388/QĐ-TTg, April 10, 2018; Soussan et al., May, 2019; Vu & Ngo, 2019; Decision No. 147/QĐ-TTg, January 22, 2020; Decision No. 287/QĐ-TTg, February 28, 2022). The paper synthesizes research articles and secondary data to fulfill academic and practical aspects regarding the general characteristics of tourism potential in Kien Giang, investigates previous plans and viewpoints on tourism development policy, and analyzes statistics on infrastructure, accommodation, travel, tourism resources, and indicators of tourism business activities in Kien Giang from 2010 to the present. The paper also provides a general assessment of the achievements and problems facing the tourism industry in Kien Giang province. Finally, the paper presents preliminary plans for tourism development according to tourism spatial clusters such as Phu Quoc, Rach Gia - Kien Hai, Ha Tien-Kien Luong, U Minh Thuong. The presentation serves as a milestone to collect opinions from local experts and managers to develop a tourism spatial planning strategy in the future.*

Keywords: *Tourism Spatial Development, Current Tourism Status in Kien Giang, Development Plans, Kien Giang Tourism's General Assessment*

SUSTAINABLE STRATEGY AND SPATIAL PLANNING TO DEVELOP OCEAN TOURISM: KIEN GIANG, VIETNAM

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Abstract: *The tourism industry has rapidly developed in recent years, becoming one of the world's major economies. However, it faces unpredictable events such as political uncertainty, terrorism, changing consumer habits and needs, economic uncertainties, technological advancement, and epidemics, creating various pressures for the sector. Kien Giang's tourism industry also faces obstacles such as asymmetry in tourism space, inadequate connection infrastructure, ineffective exploitation of tourism potential, and declining marine and island environments. To address these issues, the province has developed various strategies. However, for the master plan to be successful, spatial planning must be done systematically and comprehensively. By analyzing five successful destinations globally, the article has identified ten lessons learned for Kien Giang's tourism planning and suggests an integrated planning framework for the province to develop an appropriate strategy.*

Keywords: *Kien Giang Tourism, Spatial Planning, Sustainable Tourism, Tourism Development Strategy*

BUILDING NURSE COMPETENCY STRATEGY AT PUBLIC HEALTH CENTER IN INDONESIA: A DESCRIPTIVE QUALITATIVE APPROACH

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Abstract: *Nurses play a crucial role in providing quality healthcare services to the community, particularly in public health centers in Indonesia. This study aims to explore the building nurse competency strategy in the public health setting. Qualitative research design with a descriptive approach was utilized. Data collection techniques through interviews. The informants consisted of fifteen people with key informants in the primary setting and analyzed using a descriptive qualitative approach with content analysis techniques. The results of the study showed that two categories arisen, spiritual approach and technological approach. It can be stated that the research findings on developing the competency of nurses in health services can be realized through education and training based on spiritual and technological aspects of building the competency of nurses. Improving nurse competence can be done through spiritual and technology-based education and training. By implementing the proposed strategies, it is hoped that nurses will be better equipped to provide high-quality care to the community, ultimately improving health outcomes and well-being.*

Keywords: *Clinical Competence; Documentation; Humans; Leadership; Morals, Public Health*

ENERGY MEASUREMENT AND POTENTIAL ENERGY CONSERVATION MEASURES IN FIVE HEALTHCARE BUILDINGS IN MALAYSIA

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Abstract: Carbon emissions and energy consumption are rising across the board in the global economy, which is causing concern throughout the world. One of the most energy-intensive constructions in the world is the healthcare institution. As a result, energy-saving plans must be developed that analyse building energy performance and implement energy-saving methods. A full energy audit is the most typical method for boosting building energy efficiency. The current approach for analysing all types of building energy performance is the BEI. The operating hours of a healthcare facility are longer than those of a commercial building. The issue emerges when there is no clear criterion for establishing whether or not a healthcare facility is energy efficient, and the present norm may misread healthcare energy consumption. The optimal BEI, according to MS1525:2019, is less than 135 kWh/m²/year. To determine the actual onsite energy use at the healthcare building, a full energy audit is performed. Five places are selected based on the sort of healthcare services offered. According to the on-site complete energy evaluation, cooling equipment consumes the most energy. The study's findings may be divided into two categories: HBEI from DEA results and HBEI derived directly from power bills for the years 2018 and 2019. In terms of HBEI, there is a contrast between utilising DEA data and using utility bills directly. Nonetheless, a comparison of HBEI of hospital facilities with existing Malaysian requirements reveals a significant discrepancy. Based on the audit and analysis results, several savings opportunities may be presented.

Keywords: Building, Healthcare, Energy, BEI.

THE COMPARISON OF PERFORMANCE OF ROOT VETIVER GRASS BETWEEN COCONUT FIBER AND EGGSHELL TOWARD SLOPE STABILIZATION

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Abstract: Slope stability using vegetation has emerged as a more environmentally friendly and sustainable solution for slope stabilization, replacing traditional structural engineering methods and shotcrete cover. However, despite the application of Vetiver grass, failures in the form of deformation, cracks, and slope collapse still occur. The main objectives of this study are to identify the root properties and analyze the mechanical properties of Vetiver grass with coconut fiber and eggshell fertilizers. Laboratory testing was conducted to determine the mechanical properties of Vetiver grass roots using shear box and universal testing machine. As a result, the root diameter and root length with egg shell exhibit larger values than coconut fiber for 21 days (0.40 – 1.27 cm) and 35 days (11.5 – 61.4 cm). The direct shear test results for Vetiver root with eggshell showed highest shear strength which is 43.67 kN/m² (21 days) and 168.17 kN/m² (35 days) compared to Vetiver root with coconut fiber which is 42.94 kN/m² (21 days) and 61.13 kN/m² (35 days). For tensile strength, the Vetiver root with egg shell consist higher value which is 0.066 N/mm² (group 1) and 0.068 N/mm² (group 2) compared to Vetiver root with coconut fiber which is 0.059 N/mm² (group 1) and 0.060 N/mm² (group 2). Additionally, in group 1 and 2 of 35 days, eggshell fertilizer showed higher maximum tensile strength, measuring 0.071 N/mm² and 0.094 N/mm², respectively. While, coconut fiber fertilizer 1 and 2 recorded lower tensile strengths of 0.063 N/mm² and 0.062 N/mm², respectively. The significance of this study indicates that the eggshell fertilizers have greater impact towards Vetiver root than coconut fiber fertilizers and without fertilizer.

Keywords: Vetiver Grass, Shear Strength, Eggshell, Coconut Fiber, Tensile Strength.

WRITING STYLE ERRORS IN IELTS ARGUMENTATIVE WRITING COMMITTED BY VIETNAMESE LEARNERS OF ENGLISH

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Abstract: *This article analyses the writing style errors in IELTS argumentative writing committed by Vietnamese learners of English at a Foreign Language Centre, Danang city, Vietnam. These errors have been classified into: Intralingual Errors (including Understatement, Confusion, Waffle, Formulaic/Thoughtless Writing and Immature Writing) and Interlingual Errors (including Overgeneralization, Overemphasis/Exaggeration, Spoken Style, Exclamation, Listing, Rhetorical Questions, Sentence-Initial And/But/So, Long-Subject, Information-overloaded Sentences, Word/Phrase Repetition and Gender-bias/Opinion-Bias). Such types of errors are described after being withdrawn from 160 IELTS argumentative writings as samples written by Vietnamese learners of English learning IELTS at the above centre. The causes of errors are then analysed to find out the solutions to help the Vietnamese learners of English improve their IELTS argumentative writing style.*

Keywords: *Writing Style, errors, IELTS argumentative writing, Vietnamese learners of IELTS, Foreign Language Center, Danang, Vietnam.*

COMPARATIVE ANALYSIS: CEDAW IMPLEMENTATION IN MALAYSIA AND INDONESIA

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Abstract: *After the decision of the Indonesian Constitutional Court, Number 22-24/PUU-VI/2008 is the legitimacy that gender equity has been implemented through the state judiciary. Malaysia and Indonesia are the two countries with the largest populations of Muslim communities under the auspices of ASEAN which have ratified and made reservations related to CEDAW. In case, Malaysia uses a Dual-legal system (positive law and sharia law) so that political Islam is stronger to deal with several CEDAW articles than Indonesia with a single-legal system (positive law). The dynamics of fluctuations between domestic political power and international political pressure are a challenge for the government to implement international agreements and combine them with local political culture. This political phenomenon created a "zero-tolerance policy" which faced confrontation with the absolute political system of each country. Based on political conditions and needs, ASEAN established the ASEAN Commission on the Promoting and Protection of the Right of Women and Children (ACWC) on 7 April 2010 at the 16th ASEAN Summit in Vietnam, to minimize confrontation and maximize ratification of international policies from the United Nations. Qualitative and comparative political methods use Systematic Literature Review (SLR) and bibliometric analysis, which researchers use to find connections between variables, identify research gaps, and answer the causal research question: Why is the implementation of CEDAW in Indonesia and Malaysia as democracies with a Muslim majority experiencing obstacles?*

Keywords: *CEDAW Ratification, Political Islam, and Muslim Majority.*

TECHNOLOGICAL ACCEPTANCE OF VIRTUAL VOLUNTEERING AMONG MALAYSIAN VOLUNTEERS

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Abstract: *This research aims to investigate the technological acceptance of virtual volunteering platforms among members of Yayasan AFS Antarabudaya Malaysia. As the world embraces digital transformations, virtual volunteering offers unique opportunities for global engagement and impact. However, the adoption of such platforms depends on users' willingness to accept and integrate technology into their volunteering experiences. To uncover the key themes influencing technological acceptance, this study employed a qualitative approach through two focus groups. The first focus group consisted of 7 members from the management team of Yayasan AFS Antarabudaya Malaysia, representing the organisational perspective. The second focus group involved 7 volunteers actively engaged in virtual volunteering activities, providing insights from the user perspective. Participants shared their attitudes towards technology, perceptions of virtual volunteering, and motivations for adopting or hesitating in using the platforms. Additionally, the study delved into the perceived benefits and barriers the current virtual volunteering platforms. The findings revealed other essential themes, including attitudes towards technology and motivations. The results of this study contribute valuable insights into promoting technological acceptance in the context of virtual volunteering, thereby empowering the organisation to harness the full potential of technology in their pursuit of meaningful global contributions.*

Keywords: *Technological Acceptance, Virtual Volunteering, Volunteerism.*

QUARTZ HYDROLYSIS ANALYSIS OF PURE QUARTZ FOR ENHANCED OIL PRODUCTION; INFLUENCE OF TIME, PH, AND SALINITY ON HYDROLYSIS

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Abstract: *The issue of sand production in reservoirs has been recognized as a critical problem in oil and gas fields for several years due to its numerous negative impacts on oil and gas production. Sand production from wells can damage both surface and subsurface equipment, reduce well productivity, and negatively impact the oil production economy. Oil production challenges arise when sand production increases as the water cut increases. Several factors have been associated with this phenomenon, with the most critical factor being silica dissolution - a chemical reaction between quartz and water that decreases formation strength. This study explores the dissolution of silica on pure quartz and the effects of added electrolyte (NaCl, CaCl₂, MgCl₂, and KCl) concentration, temperature, and pH on the dissolution process. The concentration of silica dissolved in solution was measured using UV-Vis spectrophotometry to determine the dissolution of silica on quartz. The results outcome indicate that the rate of silica dissolution is significantly influenced by variations in temperature and alterations in pH levels. The salinity conditions exhibit minimal alterations in comparison to distilled water. The highest concentration of silica dissolved in a solution has been seen at pH levels of 12 and 3, with concentrations of 118 mg/l and 68 mg/l, respectively. In terms of temperature, it was observed that there was an increase in the dissolution of silica from 30C° to 90C°, ranging from around 170% to 600%. Regarding salinity, it can be shown that NaCl and KCl exhibit the most significant impact on silica dissolution when compared to other brine solutions, with concentrations of 45 and 49 mg/l, respectively. The study claims that the formation strength may be influenced by water quality through the processes aimed at stimulating or lowering silica dissolution. Therefore, the optimal water quality design for water injection is paramount in mitigating sand production challenges.*

Keywords: *Silica dissolution; Sand production control; Water breakthrough; semi-consolidated formation*

IMPLEMENTATION OF VAT RATES ACCORDING TO LAW NO. 7 OF 2021 AND ITS IMPACT ON MSME TAXPAYERS

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Abstract: Value Added Tax (VAT) is a tax that is collected and imposed on the delivery of Taxable Goods and Taxable Services. As of April 1, 2022, the government has officially increased the VAT rate from 10% to 11%, which is a mandate from Law No. 7 of 2021 concerning Harmonization of Tax Regulations. This study aims to discuss the implementation of changes to the 11% VAT rate which is considered to increase selling prices and decrease people's purchasing power after Law No. 7 of 2021 was enacted, as well as find out the obstacles encountered in the implementation that occurred. The method used in this research is descriptive quantitative method with data collection techniques, namely: questionnaires, interviews, observation, and documentation. The results of the study show that the increase in the VAT rate at 11% causes the selling price to increase. However, when viewed from the selling price as the basis for imposing tax, there are taxpayers who still determine the same price. People's purchasing power decreased slightly due to the increase in the price of their daily needs. The increase in economic prices was caused by an increase in the 11% VAT rate, forcing them to spend a lot more for their needs. Many Micro, Small, and Medium Enterprises (MSMEs) still experience obstacles related to the 11% VAT increase which is feared will make the economy more difficult. To overcome the decline in consumer purchasing power by continuing to provide the same price as before and only VAT has increased for a while.

Keywords: VAT, MSMEs, Purchasing Power, Selling Price

QUANTITATIVE ANALYSIS OF DAM OPERATIONAL DISCHARGE EFFECTS ON RIVER ELEVATION USING 1D HYDRODYNAMIC MODELLING

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Abstract: *The efficient dam management and their operational releases is pivotal for sustainable water resource utilization and environmental preservation. This research paper dives into the essential element of measuring the impact of dam operational discharge on river elevation using one-dimensional (1D) hydrodynamic modelling. The river elevation simulation can be analysed using IFSAR-derived digital elevation models (DEMs) and to be processed in geographic information systems (GIS). In this paper, River Analysis System (HEC-RAS) software was utilized as a hydraulic modelling tool to forecast the rise in water level with detailed analysis of multi-scenarios of dam operational discharges. The chosen study area is at River A, which is one of the major rivers of the Cameron Highlands catchment that supplies water to the Ringlet Reservoir, which has a sub-catchment area of 76.4 km². From the Dam A tailrace, the entire distance to be measured at River A is approximately 7 kilometres. The simulation findings demonstrate that the water level at River A chainages rose in different value depending on the operating discharge scenarios of Dam A, and then were compared with the actual site assessment data for further calibration and validation. The outputs derived from the hydraulic simulation include the maximum rise in water level, the time it takes for the water level to reach its peak value, and the maximum velocity. Based on the simulation results, the significance of 1D hydrodynamic modelling as a tool for understanding dam-induced variations in river elevation and the potential for its application in optimizing dam operations for sustainable water management and ecosystem preservation can be recognized. As the globe strives to find a balance between human demands and environmental integrity, this study contributes to educated decision-making by dam owners on dam operations and their downstream effects.*

Keywords: *(1D Hydrodynamic Modelling, HEC-RAS, River Elevation)*

EFFECTS OF COOLING CHANNEL DIAMETER, DISTANCE, AND PITCH IN PLASTIC INJECTION MOLDING

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Abstract: A straight drilled or conventional cooling channel is a linear cooling pathway that circulates around the mold cavity to regulate temperature during the plastic injection molding process. The cooling phase accounts for 70% of the plastic injection molding process, making it crucial to design the cooling channel for reducing cycle time while upholding part quality. This study aims to analyze the effects of cooling channel parameters on the product cavity. The parameters under consideration are the cooling channel's diameter, pitch, and distance. Various designs of cooling channels were examined. This study employed a food container lid made from polypropylene (pp) as a product case study. A 3d model of the food container lid and straight drilled cooling channel (sdcc) was created using catia v5, and these models were subsequently imported into autodesk moldflow insight for simulation analysis. Four results were obtained from the simulation analysis, namely time to reach ejection temperature, average temperature, volumetric shrinkage, and deflection. The results indicate that increasing the diameter and pitch of cooling channels leads to a decrease in the average part temperature and the time required to reach ejection temperature. Conversely, increasing the distance between cooling channels results in an increase in the average part temperature and the time required to reach ejection temperature.

Keywords: Injection Molding; Cooling System; Cooling Media; Cooling Performance.

THE MEDIATING EFFECT OF TRUST AND COMMITMENT IN MALAYSIAN ONLINE DISTANCE LEARNING HIGHER EDUCATION INSTITUTIONS

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Abstract: *In this study, trust, commitment, student delight and student loyalty are brought together to investigate the influence of student delight as a mediator in the relationship between trust and commitment and student loyalty among online distance learning students from higher education institutions in Malaysia. To test the research hypotheses, an online survey was conducted among Malaysian students from different online distance learning higher institutions, which yielded 241 clean data that were used for data analysis. In this study, the structural equation model method (SEM) was used for data analysis. The model was developed based on conceptual development and then analysed using the Partial Least Square (PLS) technique using the data from the online questionnaire survey. The results show that trust and commitment have a positive and significant direct relationship with student loyalty. Student delight was a significant mediator in the relationship between trust and commitment and loyalty among Malaysian students in ODL universities. This study has shown that student delight plays an important role in student loyalty in online distance education. This study has made an important contribution to online distance education institutions, lecturers and students by exploring the importance of trust and commitment among online students*

Keywords: *Commitment; Trust, Students' Loyalty; Students' Delight; Online Distance Learning.*

DETERMINANTS OF PROFITABILITY OF INSURANCE COMPANIES IN INDONESIA (CASE STUDY ON AN INSURANCE COMPANY LISTED ON THE INDONESIAN STOCK EXCHANGE)

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Abstract: *Insurance as one of the Non-Bank Financial Industries (IKNB) plays an important role in the economy and must perform well and be healthy. Profitability is one of the most important things to assess the performance of an insurance company. This study aims to determine the determinants of the profitability of insurance listed on the Indonesia Stock Exchange. This research uses multiple linear regression method. The dependent variable is Return on Assets (ROA) and the independent variable is Liquidity, Leverage, Claim Expenses, Premium Income and Company Size. The conclusion is that partially premium income has a significant effect on profitability and simultaneously liquidity, leverage, claims expense, premium income and company size have an effect on insurance company profitability*

Keywords: *Return on Asset, Liquidity, Leverage. Claim Expenses, Premium Income, Company Size*



INTEGRATED REPORTING QUALITY AND FIRM PERFORMANCE: EVIDENCE IN ASIA

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Abstract: *The objective of this study is to examine the voluntary nature of Integrated Reporting Quality (IRQ) development in most countries and its impact on company performance. Data for the research was collected from the International Integrated Reporting Council website, covering the period from 2020 to 2022. A total of 16 companies were included in the analysis. The utilization of content analysis as a method of data analysis serves the purpose of verifying the inclusion of components and sub-components within the integrated reporting, as outlined in the integration reporting framework established by the International Integrated Reporting Council (IIRC). The utilization of regression analysis for the processing of research data. The findings of the study indicate a significant relationship between the quality of Integrated Reporting and the success of companies. Integrated reporting offers a comprehensive overview of a company's operations, enabling it to broaden its investor pool and thereby reduce its capital cost.*

Keywords: *Integrated Reporting, Firm Performance, International Integrated Reporting Council*

DEVELOPMENT OF PRODUCT BASED ON CRYSTAL LONGAN FRUIT (*Pometia pinnata* J. R. Forst & G. Forst) AND THE SUBSEQUENT EVALUATIONS OF ITS SHELF LIFE WITH SENSORY ATTRIBUTES

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Abstract: *Fruits and fruits-derived products are essential in our daily diet as they provide vitamins, minerals, and antioxidants necessary for our body's. *Pometia pinnata*, locally known as crystal longan fruit, is an underutilized fruit in Malaysia, sold as fresh fruit in local markets and supermarkets. This fruit has a short shelf life and deteriorates quickly after being left at ambient temperature. There is a dearth of literature on the pre-treatments that could be used to increase this fruit's shelf-life and facilitate new product development. Therefore, the present study aims to evaluate the influence of different pre-treatments on the properties of frozen and canned *P. pinnata* fruits and to explore the utilization potential of frozen fruit in product development and their sensory attributes. The direct products- canned and frozen fruits were analyzed for their physicochemical changes upon storage, while the derived products-Matoa jam, milkshake, and ice-cream were analyzed for their sensory properties to identify the best formulations and panel preference. For canned fruit, pre-treated fruits with ascorbic acid+ citric acid+ calcium chloride (T1) resulted in the least surface colour changes (12.58 ± 0.34) and retained the sweetness (20.00 ± 1.73 Brix). Meanwhile, the phytochemical properties are retained for the first two weeks of storage at 84.21 ± 5.26 mg/100 g (vitamin C), 18.37 ± 0.43 mg/100 g (TPC), and 16.47 ± 0.50 mg/mL (DPPH). The microbial activities have been minimized in this treatment than treated with distilled water (T5-control). For frozen fruits, T1 (ascorbic acid+ citric acid+ calcium chloride) and T2 (calcium ascorbate + calcium chloride) successfully preserved the quality of the fruit for an extended duration of 5 weeks. Additionally, sensory scoring for Matoa jam and Matoa ice-cream revealed that the best formulation with a higher preference score (80-100%) was the product with no sugar added (T5). Meanwhile, adding 10-30 g (T2 and T3) of sugar to a milkshake yielded a higher liking score by the panels. This foundational knowledge is essential for increasing the shelf-life of *P. pinnata* fruits and also enhancing the development of various products based on this fruit for commercialization..*

Keywords: *Food Products, Matoa, Sensory Evaluation, Shelf-life, Underutilized Fruit*

ASSESSMENT OF WEIGHTED OVERLAY CONFIGURATION PARAMETERS TOWARDS ROUTE SELECTION IDENTIFICATION

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Abstract: *Finding the route with the lowest cumulative cost is one of the critical task in utilities management especially in power industries. Selection of the right route is a crucial aspect for identifying the most suitable and low-cost path from floating solar photovoltaic system (FSPV) to proposed infrastructure facilities (IF) area that is important to reduce the travel time. The selection process involves several environmental parameters and criteria that play essential role for this route selection. Therefore, this study using ArcGIS Spatial Analyst that offer suitable processing tool that able to deals with raster data. In order to get the suitable path, weighted overlay tool being used to generate the cost surface that later used for computing the path distance and cost distance in the route selection processing. As the purpose of this study is to evaluate how the route selected based on different scenarios, different influence factor percentage and evaluation scale were set during weighted overlay processing environment. Land use type, geological type and slope degree are the three main input used to execute weighted overlay process along with the location of the infrastructure facilities and transmission main intake building. A comparative analysis from the results obtained showed that different influence factor percentage resulting to various least costly path line. However, changing the evaluation scale for the land use data giving discourage result as even the restricted value had been assigned to several land use type, the route selection did not avoid the restricted areas. To conclude from all the findings, No Data value should be assigned to the land use type to be excluded in the scale value instead of using restricted value in order to get the best route selected that avoid the restricted areas.*

Keywords: *Route Selection, ArcGIS, Weighted Overlay, Path Distance, Cost Path*



SMART TOURISM STRATEGY FOR VIETRAVEL IN THE NEW NORMAL

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Abstract: *The Covid-19 pandemic has greatly impacted the global economy and politics since late 2019 to early 2020. Vietnam has been recognized for its excellent efforts in preventing and controlling the spread of the virus. However, safety has been prioritized over economic benefits, resulting in challenges for companies such as Vietravel due to restrictions on international and domestic tourism, as well as people's reluctance to travel during the pandemic. The author proposes a "smart tourism 4.0 strategy for Vietravel in the new normal" to assess the pandemic's impact on Vietravel's business efficiency and propose business strategies in the current conditions. Qualitative research methods will be used, including discussions with Vietravel's experts and customers, to gather opinions and evaluate factors affecting Vietravel's adaptive strategy. The research results will propose measures to enhance Vietravel's adaptive strategy in the new normal conditions.*

Keywords: *Adaptive Strategy; COVID-19; New Normal; Smart Tourism; Vietravel*
JEL codes: *L83, O14, O32, O33, D22*

UNDERSTANDING THE EFFECTS OF DAILY STRESS ON SINGLE ADULTS IN CHINA

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Abstract: *During the three-year duration of the COVID-19 pandemic, an increasing number of small and medium-sized enterprises (SMEs) in China have experienced decline in revenues or had to cease operations. Due to the decline in employment opportunities, individuals feel obligated to improve their level of work intensity and pace to maintain existing job opportunities. It is necessary to understand the current social context as well as the various forms and origins of stress among Chinese adults in order to alleviate their daily psychological pressure. This study is part of a larger study in developing happy toys to reduce adults' stress through passive approach. This paper presents a comprehensive literature review that delves into the social context of China, the various sources of daily stress experienced by Chinese adults, and the consequential effects of such stress on their well-being. Sources of daily stress encompass economic pressure, social isolation, traditional social and cultural pressures, work-related stress, and challenges associated with social ageing, both for men and women. However, societal recognition of the psychological pressure experienced by adults has been inadequate. The findings of this study underscore the correlation between prolonged exposure to stress and the development of various health issues, including insomnia, anxiety, depression, and a range of both physical and mental health conditions, such as compromised immune function. Following an introduction to contextual factors, this article will explore the potential correlation between happy toy and their ability to mitigate the various stressors encountered in an individual's daily life. The study aims to explore potential pairings of happy toy as a means to alleviate an individual's daily stressors. This study aims to document the various factors that contribute to the experience of daily stress among single adults in China. Additionally, it seeks to identify the underlying theoretical framework that can inform the development of happy toy specifically designed for Chinese adults with the purpose of alleviating daily stress.*

Keywords: *Chinese Single Adults, Social Background, Sources of Daily Stress, Effects of Daily Stress, Built Environment Informatics*

KESAN PENGGUNAAN FILEM TERHADAP PENINGKATAN KEMAHIRAN PEMIKIRAN SEJARAH (KPS) PELAJAR PINTAR BERBAKAT (PB)

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Abstrak: Era teknologi masa kini menjadikan pedagogi dalam PdPc subjek Sejarah lebih dinamik. Berdasarkan kajian yang lepas, filem dapat memainkan peranan penting khususnya dalam mendatangkan minat pelajar terhadap fakta-fakta Sejarah yang sebelum ini lebih banyak terkandung di dalam buku teks. Kajian ini dibuat bagi menilai peningkatan Kemahiran Pemikiran Sejarah (KPS) pelajar Pintar Berbakat (PB) dengan menggunakan filem terpilih oleh guru dalam PdPc bagi subjek Sejarah. Kajian dijalankan ke atas 78 orang pelajar PB Kolej GENIUS@Pintar Negara, UKM dengan menggunakan kaedah persampelan bertujuan. Analisa ujian pra dan pasca pelajar digunakan dengan menggunakan kaedah Ujian – t bagi melihat peningkatan KPS pelajar berdasarkan peratusan, median, min, dan sisihan piawai manakala ujian korelasi pula digunakan untuk menilai korelasi antara ujian pra dan pasca pelajar PB. Hasil dapatan kajian menunjukkan bahawa 73% orang pelajar suka menonton filem berunsurkan Sejarah dengan terdapat keberkesanan yang positif dari aspek peningkatan KPS pelajar PB berdasarkan ujian pra dan pasca yang dijalankan. Para guru dan pelajar harus memanfaatkan teknologi yang ada dengan memanfaatkan penggunaan filem berunsurkan Sejarah dalam PdPc. Teknologi terkini dapat memudahkan guru mahupun pelajar untuk menonton filem sungguhpun di luar kelas. Namun demikian, kaedah PdPc yang tersusun dan sistematik harus dilaksanakan oleh guru agar peningkatan KPS pelajar berlaku sesuai dengan objektif pembelajaran Sejarah.

Kata Kunci: *Filem, Kemahiran Pemikiran Sejarah, Pintar Berbakat, Kuantitatif*

Abstract: *The current technological era makes pedagogy in History subject more dynamic. Based on previous studies, films can play an important role, especially in generating students' interest in History facts that were previously mostly contained in textbooks. This study is made to assess the improvement of Historical Thinking Skills (HTS) of gifted and talented (GT) students by using selected films by teachers in History class. The study was conducted on 84 students of GT at Malaysian National Gifted College, UKM by using a purposive sampling method. Pre and post-tests were used using the t-test method to see the improvement of GT students based on the percentage, median, min, and standard deviation while the Correlation Test was also used to assess the*



correlation between Pre and Post Test. The results of the study showed that 73% of the GT students liked to watch History-based movies with a positive impact on the aspect of improvement of students' HTS based on the Pre and Post tests conducted. Teachers and students should take advantage of existing technology by utilizing the use of History-based films in pedagogy. The latest technology can make it easier for teachers and students to watch movies even outside the classroom. However, a structured and systematic method of pedagogy must be implemented by teachers so that the improvement of students' HTS occurs in accordance with the objectives of History learning.

Keywords: *Film, Historical Thinking Skills, Gifted, Quantitative.*

HUBUNGAN ANTARA GAYA KOMUNIKASI GURU BESAR DENGAN KOMITMEN KERJA GURU SEKOLAH RENDAH DI SELANGOR

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Abstract: *Sesebuah institusi pendidikan akan cemerlang dengan adanya kerjasama dan komitmen yang tinggi daripada guru-guru. Hal ini dapat dilaksanakan apabila guru besar memiliki pengetahuan komunikasi yang baik dan sentiasa berusaha untuk meningkatkan strategi berkomunikasi. Hasil kajian lepas menunjukkan tahap komitmen kerja guru adalah pada tahap sederhana kerana perasaan ketidakpuasan hati guru sehingga menjejaskan komitmen kerja mereka. Hal ini disebabkan oleh idea dan maklumat yang diterangkan oleh guru besar tidak diterima dan difahami dengan jelas. Amalan komunikasi guru besar sentiasa bertukar, tidak seragam, sukar diterjemah dan subjektif menyebabkan guru-guru menghadapi masalah dalam melaksanakan tugas di sekolah. Oleh itu, kajian ini dijalankan untuk mengenal pasti gaya komunikasi guru besar dengan komitmen kerja guru sekolah rendah di negeri Selangor. Selain itu, hubungan antara kedua pembolehubah tersebut akan turut dikenal pasti. Kaedah tinjauan dilaksanakan bagi mengukur 10 elemen gaya komunikasi guru besar menggunakan instrumen yang diadaptasi daripada Maslinah Mohd.Taib. Instrumen komitmen kerja guru diadaptasi daripada Model Tiga Komponen Komitmen Organisasi Meyer dan Allen. Maklum balas responden adalah berdasarkan skala Likert Lima Mata. Responden dalam kajian ini terdiri daripada 278 orang guru sekolah rendah yang dipilih melalui kaedah persampelan rawak mudah. Data soal selidik dianalisis menggunakan perisian IBM SPSS bagi mendapatkan nilai min, sisihan piawai dan nilai-nilai yang bersesuaian dengan pembolehubah yang dikaji. Analisis Korelasi Pearson digunakan bagi mengkaji hubungan antara gaya komunikasi guru besar dengan komitmen kerja guru. Dapatan kajian menunjukkan tahap gaya komunikasi guru besar dan tahap komitmen kerja guru berada pada tahap sederhana. Ujian korelasi menunjukkan terdapat hubungan signifikan yang sederhana antara gaya komunikasi guru besar dengan komitmen kerja guru. Hubungan yang positif antara guru besar dan guru-guru di sekolah akan menjadikan suasana dan budaya sekolah kondusif. Guru-guru akan lebih komited dalam melaksanakan tugas dan tanggungjawab yang diberikan dengan baik dan efektif. Implikasi daripada hasil dapatan dapat dijadikan panduan kepada pihak pentadbir di sekolah rendah untuk memilih gaya komunikasi yang paling berkesan dan bersesuaian mengikut situasi yang berbeza bagi meningkatkan tahap komitmen kerja guru dan memastikan kecemerlangan sekolah.*

Keywords: *Gaya Komunikasi Guru Besar, Komitmen Kerja Guru, Sekolah Rendah.*

MENGALAKKAN PENUAAN AKTIF: PERANAN SOKONGAN KOMUNITI DALAM MENINGKATKAN KESEJAHTERAAN DAN KUALITI HIDUP WARGA EMAS

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Abstract: *Isu mengenai sokongan terhadap warga emas merupakan isu terpenting seiring dengan pertambahan warga emas di Malaysia. Penyediaan sokongan terhadap warga emas bukan sahaja terletak kepada ahli keluarga, tetapi merupakan tanggungjawab bersama dalam menggalakkan penuaan aktif sekaligus meningkatkan kesejahteraan dan kualiti hidup mereka. Kajian ini akan mengenalpasti peranan dan sokongan komuniti dalam menggalakkan penuaan aktif dan meningkatkan kesejahteraan hidup warga emas. Ia melibatkan warga emas yang tinggal di negeri Perak. Negeri Perak telah mencapai negeri tua pada tahun 2020, apabila penduduk warga emas adalah 15.3 peratus daripada keseluruhan penduduk di negeri Perak. Kajian yang dijalankan melibatkan kajian kuantitatif dengan menggunakan borang soal selidik dan seterusnya dianalisis dengan menggunakan Statistical Package Social Sciences (SPSS). Hasil analisis mendapati sokongan komuniti yang diberikan terhadap warga emas sememangnya memberikan perkaitan yang signifikan terhadap penuaan aktif sekaligus menggalakkan kesejahteraan dan kualiti hidup mereka. Sokongan komuniti dalam konteks sosial, ekonomi dan fizikal membolehkan warga emas mengekalkan gaya hidup yang aktif dan memuaskan. Kepentingan hubungan sosial dan penglibatan komuniti adalah sangat penting bagi mengelakkan berlakunya pengasingan sosial dan perasaan kesunyian dalam kalangan warga emas. Hasil kajian ini boleh dijadikan amalan dan panduan terbaik kepada komuniti, penggubal dasar, pihak berkepentingan dalam memberikan inisiatif sokongan komuniti terbaik terhadap warga emas. Melalui kerjasama dan tanggungjawab semua pihak, ia dapat mewujudkan komuniti yang memperkasakan warga emas dan menyumbang secara aktif kepada masyarakat..*

Keywords: *Penuaan Aktif, Warga Emas, Sokongan Komuniti, Malaysia.*

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