

# Contents

## Part I Accounting

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

## Part II Art and Design

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

## Part III Business

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

**16 Fraudulent Short Messaging Services (SMS): Avoidance and Deterrence** . . . . . 169  
 Norulhuda Tajuddin, Mohamad Ridhuan Mat Dangi and Sharifah Zannierah Syed Marzuki

**17 Contribution of Economic Sectors to Malaysian GDP** . . . . . 183  
 Ilyani Azer, Hamnah Che Hamzah, Siti Aishah Mohamad and Hasni Abdullah

**18 To Serve or not to Serve? Student Leaders, Community Service, and Community Service Learning.** . . . . . 191  
 Musramaini Mustapha, Norzie Diana Baharum, Siti Aishah Mohamad, Nooradzlina Mohd Pauzi and Noor Raihani Binti Zainol

**19 Assessing the Relationship Between Job Satisfaction and Organizational Commitment: Public and Private Perspective in Malaysia** . . . . . 203  
 Norlaili Harun, Mas’udah Asmui, Noorsuraya Mohd Mokhtar, Noor Dalila Musa and Mohd Rizal Razak

**20 Exploring the Attributes of Pathological Smartphone Use (PSU)** . . . . . 215  
 Janiffa Saidon, Rosidah Musa, Mior Harris Mior Harun and Ainul Azreen Adam

**21 The Preferences of the Muslim Consumers Between Takaful and Conventional Policy: A Study on Motor Insurance Consumers** . . . . . 225  
 Noor Emma Shamsuddin, Tang Howe Eng and Siti Farah Lajim

**22 Role of Management and Employees in Customer Focused Organizations** . . . . . 237  
 Syazwani Ya, Sarina Muhamad Noor and Noraini Nasirun

**23 Young Adults’ Motivation to Patronize Independent Specialist Coffee Shops in Malaysia** . . . . . 249  
 Jaslyn Ng Jia Lin and Choy Tuck Yun

**24 Consumer Preference Toward Super-Mini Cars in Malaysia: An Importance-Performance Analysis Approach** . . . . . 259  
 Lum Jia Meng and Choy Tuck Yun

**25 Factors Affecting Satisfaction with Condensed Milk Amongst *Teh-tarik* Restaurateurs in West Malaysia** . . . . . 269  
 Sri Sivabalan Danapalam and Choy Tuck Yun

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

**Part VI Education**

**35 Determinant of Satisfaction in E-learning Usage: An Evidence in Malaysian Higher Institution . . . . . 367**  
 Fahmi Zaidi Bin Abdul Razak, Azlina Abu Bakar,  
 Wan Salihin Wong Abdullah and Mohd Amli Abdullah

**36 Heuristic Usability Evaluation of ‘Kids World’ Courseware. . . . . 377**  
 Zuraini Hanim Zaini and Hussein Bawazir

**37 Students’ Awareness in Learning of New Vocabulary in Chinese Fantasy Novel Among Non-native Malay Learners of Chinese . . . . . 385**  
 Bok Check Meng and Goh Ying Soon

**38 Fostering Unity and Improving Creativity—New Experiences in the Culturally Responsive Visual Art Education . . . . . 395**  
 Siti Zuraida Maaruf, Saedah Siraj and Voviana Zulkifli

**39 Cloud-Based Mobile Learning Adaptation in Nonformal Learning: A Review. . . . . 403**  
 Mohd Norafizal Abd Aziz, Rafidah Md Noor and Norazlina Khamis

**40 Reading and Writing Connection in ESP Context: Students’ Performance and Perceptions . . . . . 415**  
 Rosita Aminullah and Jun Nirlawati Mohd Sahidol

**41 Preferred Learning Modalities Among First-Year Medical Students at a Private Medical College in Malaysia. . . . . 425**  
 Fazlin Zaini, Sandheep Sugathan, Siti Nadiyah Md Sabri,  
 Siti Syahida Abd Malek, Safura Najlaa Mat Salleh  
 and Puteri Hafawati Faizan

**42 Learning Preferences of Students Taking a Course in Integrated Course Study. . . . . 433**  
 Norlaila Abdullah

**43 Parent Teacher Association (PTA) Responses to Changing Educational Policy: A Malaysian Experience. . . . . 449**  
 Ahmad Zabidi Abdul Razak, Kazi Enamul Hoque, Simin Ghavifekr  
 and Norazana Mohd Nor

**44 Validating ESP Test Using Weir’s Socio-cognitive Framework for Validating Language Tests . . . . . 469**  
 Fahima Mohamed Bannur, Saidatul Akmar Zainal Abidin  
 and Asiah Haji Jamil

**45 Self-monitoring Action Skill Acquisition System: An Integrated Approach to Teaching and Learning . . . . . 483**  
 Norlaila Abdullah, Roslan Abdul Wahab, Norlaila Mohd Din and Faizah Azam Ahmad Azam

**46 Mathematics Outreach Program for Primary Schools . . . . . 495**  
 Zarith Sofiah Othman, Zulkifli Ab. Ghani Hilmi and Mariathy Karim

**47 Competition-Based Learning: Determining the Strongest Skill that Can Be Achieved Among Higher Education Learners. . . . . 505**  
 Safura Adeela Sukiman, Haslenda Yusop, Rashidah Mokhtar and Nur Huda Jaafar

**48 Relationship of Teaching, Learning and Assessment Practices in Higher Education. . . . . 517**  
 Fook Yuen Chan, Gurnam Kaur Sidhu and Fong Lai Lee

**49 The Perception on the Importance and Satisfaction of UKM Lecturers Towards E-Learning Utilisation . . . . . 531**  
 Rofizah Mohammad, Khalilah Jamaluddin, Nur Riza Mohd Suradi and Hazura Mohamed

**50 Foregrounding Students’ Voices to Promote Reading Engagement Through Writing . . . . . 543**  
 Puteri Rohani Megat Abdul Rahim and Norasyikin Abdul Malik

**51 Exploring the Use of Social Networking Site in the Teaching of Reading: Blessing or Bane? . . . . . 555**  
 Norasyikin Abdul Malik and Puteri Rohani Megat Abdul Rahim

**52 Anxiety in Learning English as a Second Language (ESL) Among Tertiary Students . . . . . 567**  
 Gurnam Kaur Sidhu, Peck Choo Lim, Yuen Fook Chan, Lai Fong Lee, Fazyudi Ahmad Nadzri and Siti Hajar Aishah Mohd Azkah

**53 Examining Contributory Factors and Barriers to Success in Academic Writing Among Undergraduates . . . . . 579**  
 Lai Fong Lee, Gurnam Kaur Sidhu, Yuen Fook Chan, Sian Hoon Teoh, Geethanjali Narayanan and Mohd Ismail Azizi Md Ishak

**54 Public Perception on the Factors that Contribute to Juvenile Delinquency: A Case Study at Urban Transformation Centre (UTC) Melaka . . . . . 591**  
 Rosilawati Sultan Mohideen, Farah Adilla Ab. Rahman, Nurliyana Mohd Shazali, Zulika Zayid and Nur Faizatul Akma Fauzi

**55 An Early Insight on Teachers’ Perception Toward School-Based Assessment . . . . . 601**  
 Noor Rafhati Romaiha, Nurmuslimah Kamilah Abdullah,  
 Nur Hazwani Mohamad Roseli, Nur Hayati Abd Rahman  
 and Azhar Mat Jani

**56 The Flipped Classroom: The Use of Factor Analysis in Determining the Factors of Acceptance . . . . . 611**  
 Nor Fauziah Abu Bakar, Safura Adeela Sukiman, Haslenda Yusop,  
 Rashidah Mokhtar and Nur Huda Jaafar

**57 Instructional Leadership Practices and Student Engagement: Comparative Study Among Universiti Teknologi MARA Affiliated Colleges in the State of Pahang . . . . . 621**  
 Arifi Ridzuan, Mohd Amlil Abdullah and Hazlin Hasan

**58 The Effect of Peer-Assisted Learning Strategies (PALS) on Preparatory Students in Mathematics . . . . . 633**  
 Salimah Ahmad, Mariathy Karim, Fazillah Bosli,  
 Nurhidayah Masni Abdullah, Aishah Mahat, Siti Rosiah Mohammed,  
 Anisah Dasman and Nor Habibah Tarmuji

**59 Students’ Perception Towards Malay Folklore Songs. . . . . 641**  
 Normaliza Abd Rahim and Nik Ismail Harun

**Part VII Finance**

**60 An Evaluation of Factors Influencing Small Medium Enterprises (SMEs) in Malaysia to Adopt E-commerce . . . . . 651**  
 Seng Chee Lim, Ahmad Suhaimi Baharudin and Rong Quan Low

**61 The Acceptance of Ar-Rahnu Scheme Among Rural Population . . . . . 663**  
 Mohamed Suhana, Rohana Sham, Haliza Hirza Jaffar, Ruziah A. Latif,  
 Zaibedah Zaharum, Rabiatal Alawiyah Zainal Abidin,  
 Norhasniza Mohd Hasan Abdullah, Zuraidah Ahmad,  
 Mohd Ali Md Don, Sallaudin Hassan, Wan Munirah Wan Mohamad,  
 Raja Zuraidah Raja Mohd Rasi and Nooririnah Omar

**62 The Practice of Presentation of Financial Statements in Malaysian Annual Reports . . . . . 675**  
 Mohd Noor Azli Ali Khan and Nur Basyila Zakaria

**63 The Practice of Internet Financial Reporting in Malaysia: Users’ Perceptions . . . . . 687**  
 Mohd Noor Azli Ali Khan

## Part VIII Humanities

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

## Part IX Information Management

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



**73 Adapting the Extreme Programming Approach in Developing E-corrective and Preventive Actions: An Experience . . . . . 801**  
 Nur Huda Jaafar, Mazlyda Abd Rahman and Rashidah Mokhtar

**74 Illustrating the Development of Quality Management Instrumentation: A Systematic Literature Review . . . . . 811**  
 Amal Hayati Ishak, Muhamad Rahimi Osman,  
 Siti Khadijah Ab. Manan and Ghafarullahuddin Din

**Part X Marketing**

**75 Determining Income Differences Among Hotel Guest Towards Dissatisfaction with Hotel Services in Kuala Lumpur. . . . . 825**  
 Mohammad Zaim Mohd Salleh, Aini Mat Said, Elistina Abu Bakar,  
 Azmi Mat and Ainunnazlee Mohd Ali

**76 The Effect of Social Media Depends on Social Media Intelligence Among Graduates . . . . . 835**  
 Nadhrathul Ain Bt Ibrahim, Rosidah Bt Musa  
 and Rabiah Bt Abdul Wahab

**Part XI Music**

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

**Part XII Religion**

**78 Managing Disputes in the Division of Matrimonial Property Involving Polygamous Marriage in the Malaysian Shariah Courts . . . . . 865**  
 Noorul Huda Sahari and Najibah Mohd Zin

**79 Home Financing in Islam: A Study of Understanding and Practices Among UiTM Staff . . . . . 879**  
 Mohd Kamal Azman Jusoh, Wan Azmi Wan Ahmad,  
 Muhammad Muzakkir Othman and Norhapizah Mohd Burhan

**Part XIII Social Sciences**

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

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

**Part XIV Tourism**

**91 From Cultural Activity to Cultural Tourism: A Case of Indigenous Community in Malaysia . . . . .** 1009  
 Siti Suriawati Isa, Hassan Mohamed Zakaria and Siti Salwa Isa

**92 Promoting Pro-environmental Behavior in Ecotourism Destination . . . . .** 1023  
 Zamru Ajuhari, Siti Suriawati Isa and Azlizam Aziz

**93 Profiling Tourists According to Spending Behaviour: Examining Perhentian and Pangkor Islands Visitors. . . . .** 1041  
 Rosmini Ismail and Khalizul Khalid

**94 Quality Measurement of Public Payment Counter Service: A Statistical Approach . . . . .** 1053  
 Muzalwana Abdul Talib and Nur Juliana Abdul Shukor

**95 Support for Future Tourism Development, Quality of Life and Perceived Impacts of Tourism Industry Within Indigenous Community: Mah Meri of Carey Island, Malaysia. . . . .** 1063  
 Junicor Julien Majin, Inoormaziah Azman and Farizah Lamun Jailani

**96 Understanding Homestay Sustainability Through Successor Motivational Factors . . . . .** 1075  
 Ramli Mohamed and Norliza Aminudin

**97 The Influence of Hedonic Characteristics on Chefs’ Acceptance Towards Molecular *Asam Pedas* . . . . .** 1085  
 Farhan Faat and Artinah Zainal



<http://www.springer.com/978-981-10-1456-7>

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

Business and Social Sciences

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

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

ISBN: 978-981-10-1456-7