Contents

Part I  Accounting

1  Students’ Cheating Behaviour in Higher Education System: Reconnoitring the Academic Integrity from the Accounting Students Perspectives ............................................ 3
   Nor Hawani Wan Abdul Rahman, Mohamad Ridhuan Mat Dangi, Sabariah Jamaluddin, Lily Mazlifa Mustafa and Yuzainizam Yusop

2  Use of Amazacc Brain Teaser Card for Financial Accounting Classroom: Non-accounting Students .............................................................. 19
   Nurul Afzan Najid, Wan Mardyatul Miza Wan Tahir, Suria Fadhillah Md Pauzi, Nurhazrina Mat Rahim and Mohamad Ridhuan Mat Dangi

3  Ethnic Board Diversity and Financial Performance: Evidence from Malaysian GLCs .......................................................... 27
   Mohd Fairuz Adnan, Nurshamimi Sabli, Mohd Zulfikri Abd Rashid, Azizi Hashim, Halil Paino and Azizah Abdullah

4  The Impact of Educational Level of Board of Directors on Firms’ Performance ............................................................ 37
   Mohd Fairuz Adnan, Nurshamimi Sabli, Mohd Zulfikri Abd Rashid, Azizi Hashim, Halil Paino and Azizah Abdullah

5  Computerised Accounting Information Systems and Firm Performance: The Mediating Role of Transparency ............................... 49
   Mohamad Azmi Nias Ahmad, Malcolm Smith, Zubaidah Ismail, Hadrian Djajadikerta and Mohd Saiyidi Mokhtar Mat Roni
# Part II Art and Design

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Authors</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>Jihad: The Concept in Visual Art</td>
<td>W.M.D. Wan Samiati Andriana and Dzul Haimi Md Zain</td>
<td>63</td>
</tr>
<tr>
<td>8</td>
<td>Assessing the Denotation and Connotation in Traditional Motifs of the Murut Ethnic Group</td>
<td>Nadia Mahmud, Azman Zulkhiply and Ruslan Abd Rahim</td>
<td>81</td>
</tr>
<tr>
<td>9</td>
<td>Malay Traditional Furniture: Form and Space</td>
<td>Mohamad Hanif Abdul Wahab, Mohd Zafrullah Mohd Taib, Abu Bakar Abd. Hamid and Nor Aniswati Awang Lah</td>
<td>89</td>
</tr>
<tr>
<td>10</td>
<td>The Application of Printmaking Medium in Producing Artwork Among Malaysian Visual Artist</td>
<td>Rosiah Md Noor and Mohd Azhar Abd Manan</td>
<td>101</td>
</tr>
<tr>
<td>11</td>
<td>Variance of Mannerism of Undergraduates’ Individual Traits, Values, and Ethical Behaviour</td>
<td>Mohd Fairuz Adnan, Mohamad Ridhuan Mat Dangi, Norulhuda Tajuddin and Mohd Zulfikri Abd Rashid</td>
<td>109</td>
</tr>
</tbody>
</table>

# Part III Business

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Authors</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>Perceived Service Quality of Small and Medium Enterprises (SMEs) on Banks’ Lending and Loan Service Quality in Malacca</td>
<td>Hazlin Hasan, Mohammad Jais, Mohd Rizal Abd Razak, Sharifah Norhuda Syed Wahid, Roslilee Ab Halim and Arifi Riduan</td>
<td>127</td>
</tr>
<tr>
<td>13</td>
<td>The Determinants of Problem Solving Tools Adoption in SME in Manufacturing Sector in Malaysia</td>
<td>Rong Quan Low, Ahmad Suhaimi Baharudin and Seng Chee Lim</td>
<td>137</td>
</tr>
<tr>
<td>14</td>
<td>Assessing the Determinants of Foreign Direct Investment Inflow to Malaysia</td>
<td>Adibah Hussin, Muhammad Zahran Abd Rahman and Azniza Ahmad Zaini</td>
<td>147</td>
</tr>
<tr>
<td>15</td>
<td>Website Quality as a Determinant of E-government User Satisfaction Level</td>
<td>Mas Anom Abdul Rashid, Mohd Noor Azman Othman and Mohd Zainuddin Othman</td>
<td>157</td>
</tr>
</tbody>
</table>
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, Hannah 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
26 The Impact of Textile Centre Towards Textile Traders: A Case Study in Bandar Tun Abdul Razak, Pahang .............. 277
Faizan Abd Jabar, Sharifah Norhuda Syed Wahid, Noor Affeeda Ramli, Suhanom Mohd Zaki, Mohd Faizal Azrul Azwan Che Harun and Muhammad Zahran Abd Rahman

27 Exploring Islamic Brand Experience Through Focus Group: Case Study on Airlines Industry in Malaysia ................. 283
Rosidah Musa, Rafidah Othman and Mazzini Muda

28 The Level of Financial Awareness Among Undergraduate Students in UiTM Sarawak ........................................ 291
Abang Feizal Abang Ibrahim, Ismariani Ismail, Adeline Engkamat and Philomena Suling Kawit

29 Sukuk and Conventional Bond Issuance ............................. 301
Wahida Ahmad

30 Graduate Employability: What Went Wrong? ................ 309
Nur Hayati Abd Rahman, Hapiza Omar, Tismazami Mustafa, Zuraini Jusoh and Noor Rafhati Romaiha

31 The Implementation of Organizational Green Culture in Higher Educational Institution ........................... 321
Mas’udah Asmui, Noorsuraya Mohd Mokhtar, Noor Dalila Musa and Adibah Hussin

Part IV Communication

32 Islam in Malaysian News: The Case of Utusan Malaysia and Sinar Harian ................................................. 333
Liana Mat Nayan, Siti Suriani Othman, Lee Kuok Tiung and Khairunnezam Mohd Noor

Part V Economics

33 The Effects of Gender-Separate Human Capital Composition on Technology Transfer and Absorptive Capacity ............. 343
Soo Cheng Chuah, Nor Azam Abdul Razak and Hussin Abdullah

34 The Factors that Motivate Undergraduates to Pursue Tertiary Education: Employability, Expectation, Learning or Enjoyment ........................................... 353
Noor Ismawati Mohd Jaafar
Part VI Education

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

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

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

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

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

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

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

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

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

44 Validating ESP Test Using Weir’s Socio-cognitive Framework for Validating Language Tests ................................. 469
  Fahima Mohamed Bannur, Saidatul Akmar Zainal Abidin
  and Asiah Haji Jamil
45 Self-monitoring Action Skill Acquisition System: An Integrated Approach to Teaching and Learning .......................... 483
Norlaila Abdullah, Roslan Abdul Wahab, Norlaila Mohd Din and Faizah Azam Ahmad Azam

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

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

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

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

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

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

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

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

54 Public Perception on the Factors that Contribute to Juvenile Delinquency: A Case Study at Urban Transformation Centre (UTC) Melaka ......................................................... 591
Rosilawati Sultan Mohideen, Farah Adilla Ab. Rahman, Nurliyana Mohd Shazali, Zulika Zayid and Nur Faizatul Akma Fauzi
55 An Early Insight on Teachers’ Perception Toward School-Based Assessment ............................... 601
Noor 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
Ari`fi Ridzuan, Mohd Amlı 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

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
<table>
<thead>
<tr>
<th>Page</th>
<th>Title</th>
<th>Authors</th>
</tr>
</thead>
<tbody>
<tr>
<td>73</td>
<td>Adapting the Extreme Programming Approach in Developing E-corrective and Preventive Actions: An Experience</td>
<td>Nur Huda Jaafar, Mazlyda Abd Rahman and Rashidah Mokhtar</td>
</tr>
<tr>
<td>74</td>
<td>Illustrating the Development of Quality Management Instrumentation: A Systematic Literature Review</td>
<td>Amal Hayati Ishak, Muhamad Rahimi Osman, Siti Khadijah Ab. Manan and Ghafarullahhuddin Din</td>
</tr>
<tr>
<td>75</td>
<td>Determining Income Differences Among Hotel Guest Towards Dissatisfaction with Hotel Services in Kuala Lumpur</td>
<td>Mohammad Zaim Mohd Salleh, Aini Mat Said, Elistina Abu Bakar, Azmi Mat and Ainunnazlee Mohd Ali</td>
</tr>
<tr>
<td>76</td>
<td>The Effect of Social Media Depends on Social Media Intelligence Among Graduates</td>
<td>Nadhrathul Ain Bt Ibrahim, Rosidah Bt Musa and Rabiah Bt Abdul Wahab</td>
</tr>
<tr>
<td>77</td>
<td>Effectiveness of Music Theory and Music Appreciation Digital Courseware on Students Achievement</td>
<td>Ahmad Rithaudin Md Noor</td>
</tr>
<tr>
<td>78</td>
<td>Managing Disputes in the Division of Matrimonial Property Involving Polygamous Marriage in the Malaysian Shariah Courts</td>
<td>Noorul Huda Sahari and Najibah Mohd Zin</td>
</tr>
<tr>
<td>80</td>
<td>The Use of Narrative Framework in Learning L2 Vocabulary Among Malaysian ESL Learners</td>
<td>Khairul Firhan Yusob, Ahmad Nazri Jelani, Iza Nurhidayah Ismail and Nurliyana Baudin</td>
</tr>
</tbody>
</table>
81 Demographic Profile and Purchasing Pattern of Organic Cosmetic Products ........................................ 899
Ainunnazlee Mohd Ali, Aini Mat Said and Muhammad Zaem Mohd Salleh

82 Understanding Environmentally Friendly Consumer Behavior .................................................. 909
Wan Kalthom Yahya, Noor Dalila Musa and Nor Hashima Hashim

83 The Perceived Value of Celebrity Chef Endorsement Toward Consumer Purchase Intention on Food Products ...................................................... 923
Shahril Hussin, Hasiful Fata Talhah, Nor Azureen Rozekhi and Rahmat Hashim

84 Environmental Change Threats in the Coastal Region of the Northeastern Part of Peninsular Malaysia ........................................ 933
Nor Shahida Azali and Khairulmaini Osman Salleh

85 Writing Reflections Using Intranet WordPress Blog ................................................. 945
Fairuz Husna Mohd Yusof and Othman Ismail

86 Intergenerational Knowledge Transfer Strategy Framework for Family Firm ........................................ 957
Sabiroh Md Sabri, Haryani Haron, Nursuriati Jamil and Emma Nuraihan Mior Ibrahim

87 Improving Arabic Writing Skills “Jawlah Lughawiyyah”: An Analysis ............................................ 971
Wan Abdul Hayyi Wan Omar, Mohd Shahrizal Nasir, Mohd Firdaus Yahaya and Zulazhan Ab. Halim

88 Malaysia’s Ageing Population Trends .................................................. 981
Saharani Abdul Rashid, Puzziawati Ab. Ghani, Noorizam Daud, Zulkifli Ab. Ghani Hilmi, Siti Noorul Ain Nor Azemi, Sharifah Norhuda Syed Wahid and Mohd Rizal Razak

89 Empowerment of Young Entrepreneurs Through Entrepreneurship Education: Students’ Perception ........................................ 991
Siti Aishah Mohamad, Ilyani Azer, Musramaini Mustapha and Hasni Abdullah

90 Occupational Safety and Health (OSH) Training: A Meta Analysis on the Learner’s Characteristics for Young and Aging Malaysian Workforce ........................................ 999
Nurshamshida Md Shamsudin and Nik Hasnaa Nik Mahmood
<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Authors</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>91</td>
<td>From Cultural Activity to Cultural Tourism: A Case of Indigenous Community in Malaysia</td>
<td>Siti Suriawati Isa, Hassan Mohamed Zakaria and Siti Salwa Isa</td>
<td>1009</td>
</tr>
<tr>
<td>92</td>
<td>Promoting Pro-environmental Behavior in Ecotourism Destination</td>
<td>Zamru Ajuhari, Siti Suriawati Isa and Azlizam Aziz</td>
<td>1023</td>
</tr>
<tr>
<td>93</td>
<td>Profiling Tourists According to Spending Behaviour: Examining Perhentian and Pangkor Islands Visitors</td>
<td>Rosmini Ismail and Khalizul Khalid</td>
<td>1041</td>
</tr>
<tr>
<td>95</td>
<td>Support for Future Tourism Development, Quality of Life and Perceived Impacts of Tourism Industry Within Indigenous Community: Mah Meri of Carey Island, Malaysia</td>
<td>Junicor Julien Majin, Inoormaziah Azman and Farizah Lamun Jailani</td>
<td>1063</td>
</tr>
<tr>
<td>96</td>
<td>Understanding Homestay Sustainability Through Successor Motivational Factors</td>
<td>Ramli Mohamed and Norliza Aminudin</td>
<td>1075</td>
</tr>
<tr>
<td>97</td>
<td>The Influence of Hedonic Characteristics on Chefs’ Acceptance Towards Molecular Asam Pedas</td>
<td>Farhan Faat and Artinah Zainal</td>
<td>1085</td>
</tr>
</tbody>
</table>
Regional Conference on Science, Technology and Social Sciences (RCSTSS 2014) Business and Social Sciences
Amli Abdullah, M.; Kalthom Yahya, W.; Ramli, N.; Rosiah Mohamed, S.; Ahmad, B.E. (Eds.)
2016, XVII, 1094 p. 100 illus., Hardcover
ISBN: 978-981-10-1456-7