16 December 2013

Organized by:

School of Social Sciences, Universiti Sains Malaysia
# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program</td>
<td>3</td>
</tr>
<tr>
<td>Parallel Sessions</td>
<td>4</td>
</tr>
<tr>
<td>Abstracts</td>
<td>12</td>
</tr>
<tr>
<td>Authors Index</td>
<td>59</td>
</tr>
<tr>
<td>Time</td>
<td>Program</td>
</tr>
<tr>
<td>--------------</td>
<td>----------------------------------------------</td>
</tr>
<tr>
<td>08:00 – 08:45</td>
<td>Registration</td>
</tr>
<tr>
<td>09:00 – 09:30</td>
<td>Opening Ceremony</td>
</tr>
<tr>
<td></td>
<td>National Anthem and MenaraiIlmu USM</td>
</tr>
<tr>
<td></td>
<td>Doa</td>
</tr>
<tr>
<td></td>
<td>Welcoming Remarks</td>
</tr>
<tr>
<td></td>
<td>• Ayoub Zareie</td>
</tr>
<tr>
<td></td>
<td>Chairperson</td>
</tr>
<tr>
<td></td>
<td>5th Social Sciences Postgraduate National Seminar 2013</td>
</tr>
<tr>
<td></td>
<td>• Dr. Nor Malina Malek</td>
</tr>
<tr>
<td></td>
<td>Dean School of Social Sciences, USM</td>
</tr>
<tr>
<td></td>
<td>Opening Speech</td>
</tr>
<tr>
<td></td>
<td>• Professor Dato’ Omar Osman</td>
</tr>
<tr>
<td></td>
<td>Vice Chancellor</td>
</tr>
<tr>
<td></td>
<td>UniversitiSains Malaysia</td>
</tr>
<tr>
<td>09:45-10:15</td>
<td>Keynote Address</td>
</tr>
<tr>
<td></td>
<td>Professor Ismail Baba</td>
</tr>
<tr>
<td></td>
<td>Professor in Social Work</td>
</tr>
<tr>
<td></td>
<td>Universiti Utara Malaysia</td>
</tr>
<tr>
<td>10:30 - 11:00</td>
<td>Refreshments</td>
</tr>
<tr>
<td>11:00 – 12:45</td>
<td>Parallel Sessions A</td>
</tr>
<tr>
<td>12:45 – 14:00</td>
<td>Lunch</td>
</tr>
<tr>
<td>14:00 - 15:45</td>
<td>Parallel Sessions B</td>
</tr>
<tr>
<td>15:45- 16:00</td>
<td>Refreshments</td>
</tr>
<tr>
<td>16:00 – 17:45</td>
<td>Parallel Sessions C</td>
</tr>
</tbody>
</table>
Session A1 (C 23 Conference room)

Anthropology and Sociology
Moderator: Dr. Shariffah Suraya Syed Jamaludin

Presenter’s Name & Title
Ng Siew Yen
Online Consumerism: A Study Of Social Lifestyle And Experiences Amongst Young Adults In Kuala Lumpur

Jalihah & Nor Hafizah
Penglibatan Nelayan Bandar Dalam Program Pembangunan Komuniti: Penelitian Terhadap Nelayan Bandar Di Pulau Gaya, Kota Kinabalu, Sabah

Liyana & Nor Hafizah
Kemiskinan Daripada Perspektif Gender: Perbezaan Interpretasi Kemiskinan Di Lembah Bujang, Kedah

Nor Hafizan Binti Hj. Habib Sultan

Session A2 (C23 Meeting room)

Anthropology and Sociology
Moderator: Dr. Norzarina Mohd Zaharim

Presenter’s Name & Title
Tengku Atikah Engku Fauzi
Pemuliharaan Ekopelancongan Dan Kemiskinan: Satu Kajian Kes Penglibatan Komuniti Setempat Di Lembah Bujang, Kedah

Enas Ahmed Abdulla Shaqra'a
Do Private Housing Schemes Meet The Housing Needs Of The Population? Lessons from Aden, The Republic Of Yemen

Session A3 (C23 -SK 101)

Economic
Moderator: Dr. Jacqueline Fernandez

Presenter’s Name & Title
Alshadli A. Edwik
The Diversity of Higher Education, Economic Competitiveness and Development

Ramez Abubakr Badeeb
Financial Development and Economic Growth in Yemen
Mohd Saiful Rizal Yusoff
Uplifting Organisation’s Potential Through The Use Of SHRM And PMS
Seyed Mehrshad Parvin Hosseini
The willingness to pay for university sport facilities; the case study of Universiti Sains Malaysia

Session A4 (C05)

Education

Moderator: Dr. Rabiatul-Adawiah Ahmad Rashid

Presenter’s Name & Title
Awwalu Muhammad Inuwa
Students Access and Retention Factors on Basic Education in Urban Societies of Nigeria: A chance for Dropout and Child slavery

Lim Fang Keong
Solving Circular And Word Problems Involving Pythagoras’ Theorem Among Form Two Students

Mardiana Binti Idris
Learning-Oriented Assessment: Feasibility Of Its Implementation In Malaysian ESL Classroom

Session A5 (C23 SK103)

ISDEV

Moderator: Dr. Zahri Hamat

Presenter’s Name & Title
Khatijah Othman
An Insightful Assessment on Customer Satisfaction From Contemporary And Islamic Perspective

Che Hamdan Che Mohd Razali
Pemikiran Gerakan Pembaharuan Islam di Malaysia: Antara Islamisme dan Pasca Islamisme

Mohd Syahmir Alias
Kesesuaian Konsep Saintifik Ibn Al-Haytham Dalam Kaedah Penyelidikan Berteraskan Islam

Session A6 (C06)

Social Work & Psychology

Moderator: Dr. Balaraju Nikku

Presenter’s Name & Title
Azzyikin Binti Naser
Unwed Pregnancies among Teenager in Penang Community: Psychosocial Implication on Individuals and Family Institution.

Roghayeh Khosravi
Dialectical Behavior Therapy with Suicidal Behaviors and Borderline Personality Disorder
Hamisu Maman
Drug Abuse Among Youth In Nigeria: Strategies For Counselling

Wong Siao Yen, Eva
Effectiveness of Neurofeed back treatment for children with ASD

Vasumathi Subramanian
Formula Milk Disguised: A New Threat for Breastfeeding

Khairul Amri Ahmad
Pendekatan Productive Welfare Satu Penilaian.

**Session A7 (C06 Conference Room)**
**Political Sciences**
**Moderator: Dr. Che Mohd Aziz Yaacob**

**Presenter’s Name & Title**
Hj. Ahmad Nazzan Bin Abdullah
The Effectiveness And Efficiency Of Malaysia’s Comprehensive Policies In Preventing Terrorism

Nurhidayah Binti Abdullah
Legislating A Good Faith Obligation

Mohd Izzuddin Ramli
Politisasi Pemimpin Bawahan Dalam Pentadbiran Negeri: Rujukan Khusus Institusi Penghulu/Ketua Kampung dan Penggawa di Kelantan

**1400 – 1545: Parallel Session B**
**Session B1 (C 23 Conference room)**
**Ansos**
**Moderator: Dr. Azrina Husin**

**Presenter’s Name & Title**
Teh Hoay Chin
Evaluation of Perceptions And Knowledge Towards The Use Of Non-Clinical Proven Health Supplements Among Malaysian Community Pharmacists And Consumers

Fazreena Binti Mansor
The Involvement of Corporate Social Responsibility Among Hoteliers In Penang, Malaysia

Nurul Atielia Binti Mohd Shafian
Social Networking Sites (SNSs) and Adolescent Relationship
Session B2 (C23 Meeting room)
Art
Moderator: Dr. K. Premalatha
Presenter’s Name & Title
Dora Nurlaily & Noor Azniza
Hubungan Kecerdasan Emosi Dan Motivasi Dalam Kalangan Anggota Kor 3 Armor Diraja Malaysia
Roslaini Binti Abdul Jalil
Penilaian Terhadap Kualiti Air Tuaian Hujan Di Kawasan Cameron Highlands
Nornazira Suhairem & Aede Hatib Mustaamal
The Role of Chefs and Culinary Competencies for Success in Culinary Profession

Session B3 (C23 – SK106)
Economy
Moderator: Dr. Lim Ee Shiang
Presenter’s Name & Title
Lim Yen Wei
Exploring Willingness-to-pay for A Quality-Adjusted Life-Year in Malaysia
Teh Tze Cheung
Customer Satisfaction and Loyalty: A Case Study of an Electronic Business Firm In Penang
Tan Scaik Lin
Effects of Anger and Fear Emotions in Risk Decision between Genders
Hekmet Almakadmi
Economic Policies for Sustainable Development and Growth

Session B4 (C05)
Education
Moderator: Dr. Parthiban S. Gopal
Presenter’s Name & Title
Mayuti Duerama
A Conceptual Model of Assessing Teachers’ Competence in Grading Practice: A Theoretical Formulation
Sarala @ Thulas a/p Palpanadan
Does Product Approach Accommodate Or Intimidate Teaching Writing In Malaysian ESL Classrooms?
Valliamah @ Shoma Vally Goinsamy
Leadership Strategy towards School Based Management Organizational Factors
Siti Salwa Md. Sawari  
Concept of Teacher Education According To Ibnu Sahnun and Its Relevance to the Current Educational System

Session B5 (C23 – SK205)  
ISDEV  
Moderator: Dr. Mohd Shukri Hanapi  
Presenter’s Name & Title  
Syamsul Azizul Marinsah  
Fenomena Sinkretisme Islam dan Adat Tradisi Masyarakat Bajau: Kajian Di Daerah Semporna Sabah

Faizatul Najihah  
Tinjauan Literatur Mengenai Teori Kecerdasan : Menyoroti Latihan Pembangunan Modal Insan Spiritual Physical Intelektual Emosi Sosial (SPIES)

Session B6 (C06)  
Social Work & Psychology  
Moderator: Dr. Muhamad Fadhil Nurdin  
Presenter’s Name & Title  
Norrosni Binti Shaari  
Kecerdasan Emosi (Eq) Dan Kecerdasan Spiritual (Sq): Hubungannya Dengan Tingkah Laku Agresif Pelajar

Noremy Md Akhir  
Intervensi Psikososial Berasaskan Pendekatan Kerja Sosial bagi Komuniti Mangsa Banjir di Malaysia

Zhooiriyyati Binti Sehu Mohd  
Bentuk Hubungan Interpersonal Golongan ‘Pengkid’ Di Malaysia

Engku Arif Bin Engku Harun  
Kualiti Yang Diperlukan Oleh Pekerja Temuseru dan Perkhidmatan yang Diberikan Kepada Program Pertukaran Jarum dan Alat Suntikan (NSEP) Di Malaysia.

Session B7 (C06 Conference room)  
Political Sciences  
Moderator: Dr. Siti Zuliha Razali  
Presenter’s Name & Title  
Ahmad Izahan Bin Ibrahim  
Pengaruh Parti-Parti Politik Di Pasir Mas Era Pra-Kemerdekaan

Hanna Ambaras Khan  
Community Mediation in Malaysia: towards a Better Practise
Session C1 (C 23 Conference room)
Anthropology and Sociology
Moderator: Professor Madya P. Sundramoorthy

Presenter’s Name & Title
Ching Eng Leong
A Review of Research On Crime Displacement Theory

Mohammad Rahim Kamaluddin
Psychological Traits Underlying Different Killing Methods Among Malaysian Murderers: A Statistical Perspective

Mohammad Rahim Kamaluddin
Sociodemographic and Mechanical Profiles Of Malaysian Male Murderers

Ayoub Zareie
Weblog as a platform for writing and a Self-therapy medium: A case study on Iranian women bloggers

Session C2 (C23 Meeting room)
Arts
Moderator: Dr. Nor Asmat Ismail

Presenter’s Name & Title
S. Thanam
Creating Diskriptive Models on Processes In Practising University In Community Engagement In The Context Of City Region

Mohd Afdzal bin Zainal Alam
Choosing an Ethical Approach for Czeslaw Milosz's 'Ketman'

V. Sreedaran Nair A/L A. Veloopillay
Reasoned Decision in employment under the Malaysian federal constitution

Session C3 (C23 – SK106)
Economy
Moderator: Professor Madya Andrew Tan Khee Guan

Presenter’s Name & Title
Tan Ching Siang
Assessment of Medicine Price Variation among Community Pharmacies in the State of Penang, Malaysia by Using Simulated Client Method

Yusuf, Aliyu Olugbenga
Marketing Of Information Product and Services In Nigeria Libraries

Masni Salleh
Urbanisation and Land Use Impact on Rural Economic Development: A Literature Analysis
Lydia Leaw Beng Sim
Internationalizations of Penang SMEs

Session C4 (C05)
Education
Moderator: Dr. Nor Hazlina Hashim
Presenter’s Name & Title
Siti Salwa Md. Sawari
Investigating The Coorelationship Between Level Of General Self-Efficacy And Gender

Siti Ilyana Mohd Yusof
The Impact of Web 2.0 Adoption on Matriculation Students’ Independent Learning

Hilmiyah Zakaria
Sikap Pelajar Sekolah Menengah Luar Bandar Terhadap Matematik

Session C5 (C23 – SK205)
Education
Moderator: Dr. Fadzila Azni Ahmad
Presenter’s Name & Title
Mohd Noramdzan Mohd Yusof
Persepsi Ibu Bapa Terhadap Rancangan Makanan Tambahan (RMT) Di Sekolah Kebangsaan Desa Jasmin, Nilai, Negeri Sembilan-Satu Tinjauan

Zakiah Mohamad Ashari
Keberkesanan Modul Belajar Melalui Bermain Terhadap Kefahaman Konsep Nombor Kanak-Kanak Prasekolah

Session C6 (C06)
Social Work & Psychology
Moderator: Dr. Nguyen Thi Tung Uyen
Presenter’s Name & Title
Norizan Binti Baba Rahim
Individual Well-Being Among Engineers In Malaysia: The Effect Of Protean Career Orientation

Le To Do Quyen
The Ethnic Identity of Youths From The Ethnic Minority And Majority Groups In Daklak, Viet Nam

Hamizah Abd Fattah
Social Aspects Of Neighbourhood Quality In Penang, Malaysia
Mahathir Yahaya
Kajian Sistem Penyampaian Program Pendidikan Dalam Kalangan Remaja di Baling, Kedah.
Session C7 (C06 Conference room)
Social Work & Psychology
Moderator: Professor Madya Intan Hashimah Mohd. Hashim

Presenter’s Name & Title

Mitshe Lino
Racial Microaggression in Academic Setting: A Focus on University Students

Muneera Dhaif Allah Ali Al-Wahedi
Critique and Descriptive Study: Post-Traumatic Stress Disorder (PTSD,) a Psycho Disorder or Mental Illness?

Jeevasuthan Subramaniam
Implications of Enforced Disappearances on Women Headed Families in the Northern Province, Sri Lanka

Kanlaya Daraha
A Community Reaction to the Internet Use among High School Students in Pattani, Thailand
Innovation and improvement of technology provide different methods of transaction and consumption that are no longer limited to brick and mortar stores. Online medium has created a new form of lifestyle for online consumers as online consumption started to get embedded in their lifestyle. In Malaysia, research related to online consumption is mostly conducted from a management perspective to examine general consumption patterns and behavior. There is no research that studies the lifestyle and experience of young adults in Malaysia engaging in online consumption from the sociological perspective. From the sociological perspective, this paper aims to explore and describe the patterns of internet usage and online consumerism. Besides, researcher also tried to understand the social lifestyle and experiences of young adults in Kuala Lumpur who are online consumers. Data were collected using survey, followed by a series of structural and in-depth interviews to collect qualitative data under a semi-natural setting. Results show that the respondents are heavy internet users but their main online purpose is not for online purchasing. They are frequent online consumers with preference on low value products online. Online consumerism is a rather personal activity because respondents mostly decide and purchase by getting information from internet based sources. They share information of online consumerism with friends rather than family and it is not in a discussion form. Overall, respondents rated experiences of online consumerism as satisfied but they highlight their bad experiences more than the good experiences.

Key Words: online consumerism, young adults, internet usage, social lifestyle, experience
dan politik terhadap masyarakat termasuklah komuniti nelayan. Isu yang dititikberatkan dalam pembangunan adalah penglibatan golongan sasar dalam satu-satu program pembangunan. Di Malaysia terdapat banyak program pembangunan yang diperkenalkan untuk menangani masalah kemiskinan yang berlaku dalam komuniti nelayan. Namun, kemiskinan masih lagi merupakan fenomena yang menyelubungi kebanyakan isi rumah nelayan sama ada nelayan di kawasan luar bandar mahupun nelayan di bandar. Kertas kerja ini membincangkan bentuk penglibatan dalam program pembangunan para nelayan di Pulau Gaya, Kota Kinabalu, iaitu kumpulan nelayan yang dikenali sebagai nelayan bandar kerana lokasinya yang terletak di kawasan bandar. Persepsi nelayan bandar terhadap program pembangunan dan implikasinya terhadap kehidupan mereka juga dibincangkan dalam artikel ini.

Kata Kunci: Nelayan Bandar, Penglibatan, Pembangunan Komuniti

KEMISKINAN DARIPADA PERSPEKTIF GENDER: PERBEZAAN INTERPRETASI KEMISKINAN DI LEMBAH BUJANG, KEDAH

Liyana Binti Romli & Nor Hafizah Hj.Selamat
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Kata kunci: Konsep kemiskinan, Gender, Kemiskinan gender
WEBLOG AS A PLATFORM FOR WRITING AND A SELF-THERAPY MEDIUMA CASE STUDY ON IRANIAN WOMEN BLOGGERS

Ayoub Zareie
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The emergence of weblogs has opened a new space for Iranian women to express themselves, such as through blog writing (Nouraei-Simone, 2005; Amir-Ebrahimi, 2004, 2008a, 2008b, 2009). Personal blogs’ format is considered by some studies (Herring et al. 2005; Svenningson-Elm, 2009; Stern, 1999; Van Doone et al., 2007) as a new form of diary. While there are some similarities among the blogging and diary, they are differentiated by some attributes. In addition a blog usually helps the blogger to pour her heart out through writing. Studies (Baikie & Mcllwain, 2002; Pennebaker, 1997 & 2002; Lepore & Smyth, 2002, Leon Tan, 2008; Nagel and Anthony, 2009) have considered writing as a cure, and have emphasised on the importance of expressive writing as a traditional psychotherapy-carathsis and self-therapy. This paper aims to discuss on these two general meanings as well as to explore and to explain them among the Iranian women bloggers.

Key Words: personal weblog, blog-writing, self-therapy, Iranian women bloggers

EVALUATION OF PERCEPTIONS AND KNOWLEDGE TOWARDS THE USE OF NON-CLINICAL PROVEN HEALTH SUPPLEMENTS AMONG MALAYSIAN COMMUNITY PHARMACISTS AND CONSUMERS

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Background: In Malaysia, health supplements are widely available from pharmacies, health food store and also from direct selling companies. Currently, there are no published studies which had focused on knowledge and perceptions of both, community pharmacists and consumers in Malaysia on issues related to the use of non-clinically proven health supplements. Objectives: To evaluate community pharmacists’ and consumers’ knowledge and perceptions towards non-clinically proven health supplements use. Methods: Qualitative approach was used to collect data. In depth interviews were conducted with a purposive sample of 12 community pharmacists and consumers from the state of Penang, Malaysia. All the interviews were transcribed verbatim and analyzed using thematic content analysis approach. Results: Findings from the interview identified that both community pharmacists and consumers believed that health supplements are good for general health and treating minor ailments. While community pharmacists were unsure about the safety and efficacy of these products, consumers on the other hand were found to be satisfied with the effectiveness
of the health supplements that they are taking. Community pharmacists were keen to recommend branded products when advising their customer while consumers always consumes health supplements on their own initiative or on recommendation from their own personal contacts. In relation to issues pertaining health claims of health supplements, both community pharmacists and consumers thought that effectiveness were dependent on the user’s body conditions. Besides that they also agreed that these supplements will not exert their effects similar to those of to conventional medicines.

Conclusions: Generally, both community pharmacists and consumers have positive perceptions on the use of non-clinically proven health supplements. However, both community pharmacists and consumers need to be educated on the safe use of such products in order to prevent any negative health problems.

HUBUNGAN KECERDASAN EMOSI DAN MOTIVASI DALAM KALANGAN ANGGOTA KOR 3 ARMOR DIRAJA MALAYSIA

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Kajian yang dijalankan bertujuan untuk melihat hubungan kecerdasan emosi di kalangan anggota 3 Kor Armor Diraja di Kem Lapangan Terbang Sungai Petani. Kajian ini juga melihat kajian ini meninjau dimensi-dimensi kecerdasan yang mempunyai hubungan kecerdasan emosi dengan motivasi. Di samping itu, kajian ini meneliti perbezaan dari segi faktor demografi terhadap motivasi di kalangan anggota 3 Kor Armor Diraja di Kem Lapangan Terbang Sungai Petani. Sejumlah 248 responden yang terlibat di dalam kajian ini.

Data dianalisis dengan menggunakan Perisian Statistical Package for Social Science (SPSS). Terdapat dua jenis statistik yang digunakan iaitu statistik deskriptif, untuk melihat peratusan dan statistik inferensi yang menggunakan ANOVA dan Korelasi Pearson bivariate untuk melihat perbezaan dan hubungan antara satu pembolehubah dengan pembolehubah yang lain. Hasil kajian yang dijalankan mendapati terdapat hubungan yang signifikan antara dua dimensi di dalam kecerdasan emosi dengan motivasi terhadap organisasi. Analisis juga menunjukkan hanya satu faktor demografi sahaja yang menunjukkan perbezaan tahap motivasi.

Kata kunci : Kecerdasan emosi, motivasi
A REVIEW OF RESEARCH ON CRIME DISPLACEMENT THEORY

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Repetto (1976) published crime displacement theory in *Journal of Research in Crime and Delinquency* and put forward his theoretical underpinnings for the future analysis of crime displacement phenomenon and outlined five types of crime displacement such as:

Temporal - Committing the intended crime at a different time
Tactical - Committing the intended crime in a different way
Target - Committing the intended crime type on a different target
Spatial - Committing the intended crime type to the same target in a different place
Functional - Committing a different type of crime

Research on crime displacement began to be carried out in a more systematic manner during the 1990s. There was a significant step forward when research in 1990 and 1993 specifically studied displacement and found it to be much less of a problem than had generally been supposed. Crime displacement occurred where it was most likely to be similar targets or to similar and adjacent areas. Although the findings were greatly positive, there was and not surprisingly, variation between different crimes. Research has consistently found that crime displacement is the exception rather than the rule and that diffusion of benefits is just as likely and sometimes more likely to occur. Research also shows that crime displacement is unlikely in the aftermath of broader community development programs. In cases where some displacement occurs it tends to be less than the gains achieved by the response and found that crime displacement and diffusion are equally likely to occur. The theory of crime displacement is related to rational choice theory and there are three assumptions regarding the potential perpetrator and the target. The theory of crime displacement does not explain the reason of perpetrators committing a certain crime or why some crimes are more attractive to them than others. Crime displacement can occur in different ways or methods. An often-stated opinion about crime displacement is the theory, its practical usages, that it can induce a sense of disbelief towards crime prevention initiatives. One problem with the crime displacement theory is that it is accepted because it instinctively appeals to people’s common sense. Crime displacement is one probable explanation the criminal pattern changes in a certain system. A practical and common belief about crime displacement is that if perpetrators have the ability, mobility and flexibility to exploit the weakest link in the chain, they will do so to commit the crime.

Key Words: Crime displacement, types of crime displacement, rational choice theory, perpetrators, criminal patterns
PSYCHOLOGICAL TRAITS UNDERLYING DIFFERENT KILLING METHODS AMONG MALAYSIAN MURDERERS: A STATISTICAL PERSPECTIVE

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Murder is the most atrocious and notorious crime that violates religious, social and cultural norms. Various killing methods were used by murderers in order to kill their respective victim such as shooting, stabbing, strangulating, and slashing. Examining the type and quantity of killing method seems to be pivotal in a murder case as they provide clues pertaining to the event. However, the psychological traits of murderers underlying a specific and quantity of killing method are still understudied. Therefore, the present study attempts to fill the gap in knowledge by identifying the underlying psychological traits of killing methods among Malaysian murderers. The present study adapted an observational cross-sectional methodology using a guided self-administered questionnaire (PMQ) for data collection. The sampling frame consisted of 71 Malaysian male murderers from 11 Malaysian prisons who were selected using purposive sampling method with predetermined selection criteria. The PMQ consisted of four psychometric instruments which were validated in the Malay language: Zuckerman-Kuhlman Personality Questionnaire-40-Cross-Culture (ZKPQ-M-40-CC), Self-control Scale (SCS-M), Aggression Questionnaire (AQ-M-12) and “How I Think” Questionnaire (HIT-M). The participants were also asked to provide the type and quantity of killing method used to kill their respective victim. Descriptive statistics were generated to identify the killing method profiles. An independent sample t-test was performed to establish the mean score difference of psychological traits between the murderers who used single and multiple killing methods. Kruskal-Wallis tests were carried out to ascertain the psychological traits differences between specific types of killing methods. The results suggest that specific psychological traits underlie the type and quantity of killing methods used during murder. The findings herein were discussed in relation to the psychological and criminological standpoints. The results of this study add substantial knowledge to the field of criminology.

Key Words: Malaysia, Murder, Murderers, Psychological traits, Killing method
SOCIODEMOGRAPHIC AND MECHANICAL PROFILES OF MALAYSIAN MALE MURDERERS

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Murder and murderers’ profiles have received tremendous attention among criminologists worldwide; the profiles of Malaysian murderers however remain understudied. It is imperative to study the phenomenon of murder in each country as profiles tend to differ from one country to another. Bearing this in mind, the present study aimed to reveal the sociodemographic and mechanical profiles of Malaysian male murderers. An observational cross-sectional methodology was applied using guided self-administered survey among Malaysian male murderers. The present study significantly differs from other studies as the information on murder was obtained from the respective murderer rather than from autopsy reports, official statistics, newspapers, or legal reports. Seventy-one male murderers from 11 Malaysian prisons participated in this study on voluntary basis. The murderers were queried on various mechanical variables of murder including: motives, methods of killing, weapon usage, targeted body parts, murder settings, murder concealment, relationship with victims, precipitating factors; and socio-demographic variables. The emerged profiles were discussed in relation to murder, criminology and victimology contexts. In addition, the Malaysian male murderers’ profiles were compared with murder profiles from outside of Malaysia. In conclusion, the present study achieved the aim by documenting the socio-demographic and mechanical profiles of male murderers which may be beneficial to scholars, the public and enforcement officials.

Key Words: Malaysia; Mechanical profiles, Male murderer, Sociodemographic profile

THE DIVERSITY OF HIGHER EDUCATION, ECONOMIC COMPETITIVENESS AND DEVELOPMENT

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Higher education is now a major economic driver, and colleges and universities are the critical components of national and regional work, force-development strategies and innovation systems. Higher education plays an increasingly critical role in the economic competitiveness of local, state, and national economies. This paper lays out the growing global interests and the importance of economic competitiveness, and the ways in which governments seeking to harness the power of higher education to support their
competitiveness. It concludes with a discussion of how the governments, businesses, and higher education institutions could collaborate to develop public agendas to guide, among other things, the economic contributions of colleges and universities. Furthermore, to examine higher education economic development activities and to study the economic roles of campuses, at the state level, in a large public university system, this paper describes the ways in which colleges and universities promoting and fostering economic development. Higher education economic development activities are diverse, involving many different economic processes. This paper describes how 1) these activities are often combined in complex combinations; 2) these activities interact with and are contingent on each campus’ environment; and 3) the probable impacts may change over time. The purpose of this paper is to bring greater attention to the critical role of higher education in economic development. The attention is not to place these economic development functions of colleges and universities on a pedestal above teaching, research, and community, but to bring greater clarity their communities.

THE WILLINGNESS TO PAY FOR UNIVERSITY SPORT FACILITIES: THE CASE OF UNIVERSITI SAINS MALAYSIA

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Sports are not the largest sector of the leisure industry yet it is the fastest growing. Putnam (1995) mentioned that sports activities have significant effect on social capital which will lead to positive externalities. Nevertheless, universities are more concerned with building new sport stadiums and sport facilities due to its higher compositions of tuition fees to the students. Universiti Sains Malaysia (USM) is one of the national representative universities in Malaysia with around 28,300 postgraduate and undergraduate students in 2009 according to official website of USM. This university has a sport centre that is equipped with indoor and outdoor facilities that caters to students’ sporting events and games. However, the yearly development expenditure for upkeep of these facilities has been small and unstable making it difficult to maintain even the existing facilities especially by budget cut faced by university in 2013. Clearly, allocations to maintain and develop the sport facilities in USM have not been a priority, despite the large number of postgraduate and graduate students who are study in USM every year and their participation in sport activities will lead to social capital and positive externalities. A way to compensate for the decrease of sport facilities budget allocation is to increase entrance fees. Therefore, the aim of this study is to analyze students’ willingness-to-pay (WTP) for entrance fees and to identify determinants of WTP. For this study, active students, (n= 194) in all sports facilities areas were surveyed. The results show that students are paying on average entrance fee of RM 0.50 for almost all kinds of sport activities and stated an average WTP of RM 1.50. The results of the logit regression analysis reveal that the WTP is significantly lower among postgraduate students as compared to degree students. Secondly, the WTP among water sports is significantly higher as compared
to other sports activities such as badminton, squash, running and etcetera. The findings of the study suggest that increasing entrance fees might be one option for sports clubs experiencing financial problems. Sport specific differences have to be considered in this regard.

FINANCIAL DEVELOPMENT AND ECONOMIC GROWTH IN YEMEN

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The global financial crisis in 2008 and ensuing global economic downturn have revived the crucial long debated issue concerning the role of financial sector as the determinant of economic growth and the relationship between financial development and economic growth. This paper examines empirically the long-run relationship between financial development and economic growth for Yemen (1990-2010). Cointegration analysis and Granger Causality test based on VECM framework have been applied to study empirically the nature of relationship between financial development and economic growth in Yemen. A preliminary result indicated that the causality between financial development and economic growth in Yemen is bi-directional, consistent with the perspective of Greenwood and Smith (1997), and Singh (2011). The paper reveals the importance of financial reform program that has been adopted in Yemen in 1995 and suggests the necessity of continuing this reform process by taking into account the negative effect of economic growth’s volatility on the development of the financial sector.

UPLIFTING THE ORGANIZATION’S POTENTIAL BY OPTIMIZING THE FUNCTIONS OF HCM AND PMS

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In achieving Vision 2020, the government had introduced several initiatives. Among of these initiatives are the introduction of GTP (Government Transformation Program) ETP (Economic Transformation Program). In the public sector where the GTP is focused, the initiatives are further translated into the strategic plan. This strategic plan provides a clear direction on the organization future objectives resulted in clear implementation of the current activities. In the Ministry of Works Malaysia, there is a document known as Pelan Strategik KKR 2013-2015 prepared in-place. To implement this plan, the organizations above the ministry prepare the supporting documents which inline with the plan (i.e. CIDB prepared CIMP (Construction Industry Master Plan) 2006-2015 and PWD prepared JKR Strategic Framework 2012-2015). In this study, the preparation of this document and the system used
during the implementation will be analyzed using the best practices learned from the HCM (Human Capital Management) and PMS (Performance Management System). To gather the information, the existing contents of the documents will be analyzed. The process will include a comparison with the strategic criteria of the HCM and best practices in PMS. It is expected that the preparation and implementation of the Pelan Strategik KKR, CIMP and JKR Strategic Framework be within the reasonable acceptance of HCM and PMS.

**EXPLORING WILLINGNESS-TO-PAY FOR A QUALITY-ADJUSTED LIFE-YEAR IN MALAYSIA**

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*Introduction:* Incremental cost-effectiveness ratio (ICER) is typically compared to a reference value to support the decision of its cost-effectiveness. One of the methods to estimate this value is through willingness-to-pay (WTP) for a quality-adjusted life-year (QALY). This study was conducted to explore the WTP for a QALY among Malaysian. *Methodology and procedures:* A cross-sectional contingent valuation study was conducted in Penang, Malaysia. Respondents were selected from randomly chosen geographical grids of Penang Island. All analysis was conducted using STATA 9.0. *Results:* The mean value of WTP for an additional QALY gained was estimated to be MYR 31,195.00 (~ USD 10,000). Key factors that affected the amount of WTP include ethnicity and estimated monthly household income. *Conclusion:* The study findings suggested that the cost-effectiveness threshold value for Malaysia is MYR 31,195.

*Key Words:* Willingness-to-pay (WTP), Quality-Adjusted Life-Year (QALY), cost-effectiveness threshold value, contingent valuation approach, Malaysia

**EFFECTS OF ANGER AND FEAR EMOTIONS IN RISK DECISION**

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Previous economic research did not take into account the role of emotion in decision making. Many researches in the past had shown the inability and insufficiency of expected utility theory to explain and predict decision making. Obvious examples were shown by Allais Paradox, kinked nature of the valuation function and discontinuous of weighting function in Prospect Theory and others, in which the real behavior contradicted the axioms in expected utility theory. However, feeling-as-information hypothesis in the past research had shown the
presence of emotion in decision making. Recent research had also indicated that investors
induced with positive mood tended to show more risk loving behavior than investors induced
with negative mood; feelings had significant influence on decision-making especially when
condition of risk and uncertainty involved. Some papers emphasized that emotions play an
important role as a focusing mechanism in economic decision-making. Besides, some
research also showed the presence and role of emotional appraisal in decision making. This
paper intended to investigate the effect and influence of emotional based on past experience
on risky decision making. Emotions of anger and fear were induced among the players in a
laboratory. Both emotions were negatively valenced. The results showed that people in angry
emotion tended to be more certain and in control of the situation. Angry people performed
more risk loving behavior than fearful people. The results could display a clearer sight on the
behavioral tendency and add new variables to the existing decision theory.

CUSTOMER SATISFACTION AND LOYALTY: A CASE STUDY OF AN
ELECTRONIC BUSINESS FIRM IN PENANG

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The advent of internet accompanied by the growth of technologies have produced a
significant impact on people’s needs. The research approach is to appraise the influence of
electronic customer relationship management in creating customer satisfaction and loyalty in
an electronic business firm in Penang. Customer satisfaction and loyalty occurred when a
customer purchases the same brand of products or services for a second time or recommends
the products or services to the other customer. Electronic customer relationship management
enables organisations to provide the right products and services to satisfy customer and
enhance customer loyalty. In fact, many organisations dissatisfied with the effectiveness and
efficiency on the return of investment of their electronic relationship management
implementation due to little research has empirically tested the critical factors that influence
customer satisfaction and loyalty. Based on the gaps found in the literature, this study
planned to identify factors that will affect the customer satisfaction and loyalty in an
electronic business firm. The study also examined the relative importance of such factors.
The research also provided suggestion to fill the information gaps on the relationship between
the electronic customer relationship management and customer satisfaction and loyalty in
electronic business firm. The efficiency and effectiveness of seven electronic customer
relationship management features have been proposed to explain and test the customer
satisfaction and loyalty in an electronic business firm. These include website presentation,
search capability, marketing programme, transaction security, customer service and support,
online tracking system, and delivery term. The results indicated that transaction security is
the most powerful determinant and the strongest predictor on customer satisfaction and
loyalty. It showed a significant positive and direct effect on customer satisfaction and loyalty.
Delivery term and website presentation were also important factors in this study, which also
showing significant positive and direct effect on customer satisfaction and loyalty. Search capability and marketing programme were found to have little effect on customer satisfaction and loyalty in this study. Customer service and support, and online tracking system were found not to have any direct effect but demonstrated a significant negative and indirect effect on customer satisfaction and loyalty. In summary, transaction security, website presentation, and delivery term were the most effective and efficient measurement for customer satisfaction and loyalty. Based on the result, this research recommends that electronic business firm should focus and enhance transaction security, website presentations, and delivery term at the first stage, and then increase search capabilities and marketing strategies in order to obtain a higher customer satisfaction and loyalty rate. While customer service and online tracking system may increase the sales and profit, the results do not support any strong relationship between these factors and customer satisfaction and loyalty. In some cases, online tracking and customer service can have an inverse effect on the customer satisfaction and loyalty. The findings can be useful for the electronic business firm to reduce the expenses and sustain their customers’ satisfactions and loyalty in business.

INTERNATIONALISATION OF PENANG SMES

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Globalisation has resulted in the internationalisation of products and services across the world. Internationalization which includes exports, imports, joint ventures, foreign direct investments (FDI) and outsourcing has opened opportunities for Small and Medium Enterprises (SMEs) to venture globally and to be future multinational corporations. SMEs around the world form the core of their countries’ economy. They contribute on average 50% of the world’s gross domestic product (GDP) and 60% of the total employment. Therefore, it is important that Malaysian SMEs (MSMEs) position themselves as players in the global market to remain competitive through internationalisation with profits as the main driver. However, MSMEs internationalisation remains low in the global market.

The purpose of this study is to research the main factors that influence the internationalisation of SMEs in the state of Penang. A sample of 100 Penang SMEs (PSMEs) was selected from various manufacturing and service sectors. Convenience sampling method was used with self administrated questionnaires. It was found that three popular models of internationalization namely the Uppsala Model, Network Model and Born Globals were practiced by PSMEs. The main drivers for PSMEs internationalisation are niche products that suit international markets and profits. Six main influencing factors namely: finance, human resource, information technology (IT), information communication technology (ICT), international market experience, and government policies influencing internationalisation.
The results show that the lack of finance, human resource, IT and ICT, international market experience and knowledge and awareness of government policies and incentives have a negative influence in PSMEs’ internationalisation. Further it was found that management supporting internationalisation and the introducing new products and services have a significant positive impact on PSMEs’ internationalisation. Based on the findings it is recommended that the government policies can practice more awareness campaign to expose and encourage PSMEs’ management to adopt a more global mindset in tandem with the introduction of new products and services. More suitable training programs such as language and IT courses, flexible and tailor made financing with adequate support from professional bodies and incentives for IT and ICT implementation and trade fairs catered for PSMEs can be implemented. These can encourage the increase of PSMEs’ internationalisation in the global market.

FACTORS RELATING TO THE INADEQUACY OF BASIC AND CONTINUING EDUCATION FOR CHILDREN IN NIGERIAN URBAN SOCIETY: THE RESULTANT DANGERS OF BEING FORCED INTO CHILD SLAVERY.

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Society in Nigeria is unable to provide adequate and continuing education for the nation’s children. This is due to the complexities of social challenges in the macro level of society. As a result of inadequacies in the child education system, children are forced to leave school at a very early age, and then, because of their resultant lack of basic education, and craft skills, they may be forced into child slavery. Statistics, would indicate that, in Nigeria, the drop out from schools of children in the 6-14 years age group, is of the order of 10 million, and the number of children in child slavery is deemed to be in the region of 15 million. These findings would clearly indicate that the major cause of child slavery, in Nigeria, is due to inadequacies in the child education system. And now, to improve education conditions for students aged 6-14 years, in Nigeria, there is a need to revisit the approach taken to this task, in Nigeria, in 1999, with the objective of providing adequate and continuing education for the nation’s children, in present times. This will help to reduce dropout rates from schools, improve social security for children, and eventually, put an end to child slavery.

Key Words: Accessibility; Basic education; Urban societies; Dropouts; Retention; Child slavery.
SOLVING CIRCULAR AND WORD PROBLEMS INVOLVING PYTHAGORAS’ THEOREM AMONG FORM TWO STUDENTS

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Students are not achieving at appropriate levels in mathematics. Among the explanations for this problem is that students encounter difficulties in solving mathematical problem. Based on radical constructivism, the purpose of this study was to identify different ways used by Form Two students to solve circular and word problems involving Pythagoras’ theorem. This study utilized case study design to collect and analyse data. The sample in this study consisted of four Form Two students from a school in Klang valley. In this study, the technique of data collection was clinical interview.

The results indicated that six ways used by Form Two to solve problems involving Pythagoras’ theorem, such as applying strategy to solve the chord, applying mathematical formula, proving statement using Pythagoras’ theorem, determining the dimension for posing word problem, applying different mathematical operations, and making reflection. Further interpretation of the results led to the conclusions of the research findings that there were four different types of strategies used to determine if a given triangle was a right-angled triangle, two strategies used to solve the chord, three different mathematical formula being used, two types of dimensions were used for posing the word problem, two different types of strategies used to solve the word problem relating to distance, two strategies used to solve the word problem, three different mathematical formula were used to solve the word problem and four different reflection for the word problem.

This study promotes instructional transformation by raising awareness and adding to the body of literature regarding the problem solving strategies used by students to solve problems involving the Pythagoras’ theorem. School leaders can use the findings and literature review from this study to make informed decisions about professional learning which implement problem solving strategies relative to their students’ learning needs.

Key Words: Problem Solving, Circular Problem, Word Problem, Pythagoras’ theorem, Mathematics, Radical Constructivism, Secondary School

LEARNING-ORIENTED ASSESSMENT: FEASIBILITY OF ITS IMPLEMENTATION IN MALAYSIAN ESL CLASSROOM

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Learning-oriented assessment centralizes on the learners’ personal growth in obtaining knowledge by incorporating their learning objectives and current personal constructs into proposed assessment tasks. Despite its apparent utility to autonomous learning, learner-
centered approach to assessment is rarely practiced due to various concerns such as learners’ judgments, instructional time, reliability and validity of scores as well as administration of formative evaluation. Therefore, this paper attempts to address these concerns by offering some practical suggestions on how learning-oriented assessment might be integrated in the Malaysian ESL classroom.

**Key Words:** self-assessment, peer-assessment, autonomy, learner-centered, assessment as learning

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**DOES PRODUCT APPROACH ACCOMMODATE OR INTIMIDATE TEACHING WRITING IN MALAYSIAN ESL CLASSROOMS?**

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This study explores the principles and methods of product approach as a writing instruction in ESL classroom setting. It was carried out through an extensive literature review on product approach by investigating the effects of using model essays to teach writing. Using sample essays allows teachers to cover syllabus on time and achieve institutional targets, thus, accommodative. However, students with excellent grade in school English examinations still struggled with English writing in tertiary education. The researchers found out that students became too dependent on sample essays which inhibited their critical thinking. This conceptual paper suggests that samples are useful as a guideline for essays but can be harmful as they can lead to confusions and distortions in students’ writing. Hence, using sample essays to teach writing need to be carefully handled based on students’ needs.

Keyword: Product approach, model essays, writing instruction

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**LEADERSHIP STRATEGY TOWARDS SCHOOL BASED MANAGEMENT ORGANIZATIONAL FACTORS**

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The aim of this study is to explore and evaluates the enhancement of the school towards the idea of School-based Management (SBM) and its relation to principals’ administrative style. With survey method, the study employed the purposive sampling and involved all secondary schools in Kuala Lumpur. Some 60 Kuala Lumpur secondary school principals were engaged. The reliability test of alpha cronbach for all the items in questionnaire is 0.924. The data was gathered and analysed using Statistical Package for Social Science v 12 (SPSS) and
being decoded before analysis. The data was analyzed by utilizing inferential statistic to find mean score and correlation among study factors. The organizational enhancement factors items of SBM and principal leadership items show the high level of mean score.

THE IMPACT OF WEB 2.0 ADOPTION ON MATRICULATION STUDENTS’ INDEPENDENT LEARNING

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Technology has been seen as a means of enabling new approaches for students to take control of their learning and enhance the social dimensions of learning. Students’ learning has been transformed by the advent of Web 2.0 which is defined as a second generation, or more personalized, communicative form of the World Wide Web. The Web 2.0 emphasizes active participation, connectivity, collaboration and sharing of knowledge and ideas among users. In this digital age, colleges and universities could take advantage of the technology to facilitate independent learning through the lens of connectivism. The purpose of this study is to determine the effects of Web 2.0 adoption on matriculation college students’ independent learning. A model of Independent Learning to experiment Connectivism Theory which emphasizes on Downes’ four properties of connectivism (diversity, autonomy, interactivity and openness) is developed. Students participating in this study were randomly divided into experimental and control groups. The students in both groups learned Computer Programming in a semester. During 18 weeks of learning duration, the control group used an existing learning portal. Meanwhile, the experimental group used Facebook in supporting their learning. This study is projected to contribute in independent learning environment by providing guideline towards achieving as a centre of excellence in teaching for one of the matriculation college.

Key Words: Web 2.0, Independent Learning, Connectivism

CONCEPT OF TEACHER EDUCATION ACCORDING TO IBNU SAHNUN AND ITS RELEVANCE TO THE CURRENT EDUCATIONAL SYSTEM

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Ibnu Sahnun is among the Pioneer of Muslim scholars in the field of education. His contributions were very significant in the educational development during his time. This study intends to provide an analysis of Ibnu Sahnun’s ideas based on his book, “Adab Al
“Mutaalimin”. Specifically, the purpose of this study is to examine the main concept of Teacher according to Ibn Sahnun’s ideas, and the relevance of his ideas to the current Educational System. This study used content analysis method to ascertain all research objectives. As a result, this study discovered eight major components of teacher education: learners, educators, intentions, educators’ responsibility, syllabus, schedule, method of teaching, and assessment. All the components presented in this book, are significantly relevance toward current educational system.

Keyword: Ibnu Sahnun, Teacher, Educations

INVESTIGATING THE CO-RELATIONSHIP BETWEEN LEVEL OF GENERAL SELF-EFFICACY AND GENDER

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Self-efficacy defined as people’s belief about their capabilities to produce designated level of performance that exercises influences over events that affect their lives (Bandura 1977). Self-efficacy plays a vital role in students’ lives and future. The reduction and improvement of self-efficacy will contribute towards their achievement in life. This present study was designed to investigate three main objectives. First, it examined the level of self-efficacy among secondary students. Second, it explored whether there was a statistically significant difference in the level of self-efficacy between male and female school students. Third, it answered the question whether a co-relationship between self-efficacy and gender existed. A total of 122 students sampled from two schools in Muar participated in the survey. The survey questionnaire composed of 22 items measuring General Self-efficacy (GSE) and Fertment Self-efficacy Scale. The items were pilot-tested before being administered to the respondents. The data was analyzed quantitatively using descriptive statistics, independent-samples t-tests and Pearson’s product-moment correlation tests. The result showed that the majority of students experienced a moderate level of self-efficacy. Regarding the comparison level of self-efficacy between male and female, the findings showed that there are significant differences for both gender. In additions, the study revealed that there was a positive co-relationship between self-efficacy and gender.

Keyword: Self-efficacy, students, Gender
SIKAP PELAJAR SEKOLAH MENENGAH LUAR BANDAR TERHADAP MATHEMATIK

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Kata kunci: sikap, Matematik, persepsi

PERSEPSI IBU BAPA PELAJAR TERHADAP RANCANGAN MAKANAN TAMBAHAN (RMT) DI SEKOLAH KEBANGSAAN DESA JASMIN, NILAI, NEGERI SEMBILAN

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The purpose of this research was to investigate the perception of the parent from the student who involve in extra meals programme (RMT) at Desa Jasmin Primary School, Nilai, Negeri Sembilan about the programme.. Using asurvey instrument constructed by the researcher, about 20 parents from the students who involve in extra meals programme (RMT) were involved as respondents in the study. The data was analyzed using the manual method with the help of scientific calculator to determine the percentage. The results show that (1) the parent’s perception about the menu of the extra meals programme (RMT) show that it is not fulfill the student taste. (2) the parents agree that the menu of the extra meals programme (RMT) is very nutritious (3) extra meals programme (RMT) give the positive impact on student development.

Key Words; Primary School; Extra Meal Programme; Parent
KEBERKESANAN MODUL BELAJAR MELALUI BERMAIN TERHADAP KEFAHAMAN KONSEP NOMBOR KANAK-KANAK PRASEKOLAH

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CREATING DESCRIPTIVE MODELS ON PROCESSES IN PRACTICING UNIVERSITY IN COMMUNITY ENGAGEMENT IN THE CONTEXT OF CITY REGION

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Recently, socioeconomic element in Malaysia has undergone a drastic change. Higher Education Institutions’ (HEIs) direct role particularly in context of city regional development has been given importance by the Ministry of Higher Education (MOHE) through University in Community Engagement (UCE). However, government universities such as University of Malaya (UM), Universiti Sains Malaysia (USM), Universiti Putra Malaysia (UPM), National University (UKM) and Universiti Teknologi Malaysia (UiTM) or UiTM were awarded status as Research based university. In addition, regardless of university research has been categorized as even learning other private universities, colleges and polytechnics include LIKS (what is LIKS) because Malaysia needs to practice their placement somewhere is having a direct role in the development of a provincial town. For example, new - this new OECD report (2010) , which clearly shows that in urban regions of Andhra Pradesh and the
context of Malaysia will still unclear mechanisms - mechanisms that can contribute in LIKS. Consequently, this paper will present a descriptive model of the mechanism - a mechanism that can contribute to regional development context LIKS in other cities of Penang region where the study was obtained during field research doctorate level. It is hoped that this paper be an important guide in LIKS practice at all levels of learning.

**AN INSIGHTFUL ASSESSMENT ON CUSTOMER SATISFACTION FROM CONTEMPORARY AND ISLAMIC PERSPECTIVE**

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All organizations emphasized on the assurance of ‘customer satisfaction’. It is not just socially provocative concept but it has become the gold standard by which every organization is measured and judged. In contemporary business dealing customer, satisfaction should always come first in whatever situation and a business can achieve success only by understanding and fulfilling the needs of customers. Whilst in Islamic business transaction customer satisfaction is considered as an attitude of appreciation and gratifying towards the sustenance that has been bestowed by Allah SWT. Islam views that customer satisfaction underscores due to the welfare of the consumers and the community at large. This conceptual paper describes a proposed in-depth study on the differences of assessments and perspectives of customer satisfaction between the contemporary and Islamic business values. Secondary data collection is gain from the library research and web based materials and readings. The comparative opinion is assessed based on the scholars’ opinion from the contemporary and Islamic thoughts. The findings is expected to show that the contemporary scholars hold on the understanding that customer satisfaction is crucial and prior in order to sustain the business and the customer loyalty in the competitive market. On the other hand, Muslim scholars would strongly suggest that customer satisfaction does not count on the physical attributes and material aspects only but it goes beyond that, to the totality of the subservient of human as a servant of Allah SWT, the Creator.

Key Words: Customer Satisfaction, Contemporary Perspectives, Islamic Perspectives.
PEMIKIRAN GERAKAN PEMBAHARUAN ISLAM DI MALAYSIA:
ANTARA ISLAMISME DAN PASCA ISLAMISME

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Kata kunci: Islamisme, Pasca-Islamisme, gerakan Islam, demokrasi, reformasi

TINJAUAN LITERATUR MENGENAI TEORI KECERDASAN:
MENYOROTI LATIHAN PEMBANGUNAN MODAL INSAN
“SPIRITUAL PHYSICAL INTELEKTUAL EMOSI SOSIAL (SPIES)”.

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Kualitatif ini melibatkan kajian kepustakaan yang menggunakan analisis dokumen dan model kerangka Spiritual Physical Intelektual Emosi Sosial (SPIES) yang didapati menerusi temu bual dengan penyelaras Spiritual Physical Intelektual Emosi Sosial (SPIES), Ruziah Ghazali. Hasil tinjauan literatur melihat secara keseluruhan kesinambungan teori kecerdasan yang diaplikasikan secara langsung di dalam modul latihan pembangunan modal insan, Spiritual Physical Intelektual Emosi Sosial (SPIES).

Kata kunci: Teori kecerdasan, Latihan Pembangunan Modal Insan, Spiritual Physical Intelektual Emosi Sosial (SPIES).

KESESUAIAN KONSEP SAINTIFIK IBN AL-HAYTHAM DALAM KAEDAH PENYELIDIKAN BERTERASKAN ISLAM

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Kata kunci: Konsep, Saintifik, Ibn al-Haytham, Kaedah Penyelidikan Berteraskan Islam
FENOMENA SINKRETISME ISLAM DAN ADAT TRADISI MASYARAKAT BAJAU: KAJIAN DI DAERAH SEMPORNA SABAH

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Kata kunci: adat dan `urf, Syariat, amalan tradisi, sinkretisme, Bajau, Semporna

DO PRIVATE HOUSING SCHEMES MEET THE HOUSING NEEDS OF THE POPULATION? LESSONS FROM ADEN, THE REPUBLIC OF YEMEN

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Over the last decades, the housing sector in Yemen has suffered from a lack of balance between housing supply and demand, in general, and from the inability to meet the demands of the low-income households, in particular. Since the early 1990s, the housing affordability issue in Aden has become the main concern of the majority of the urban sector in Aden. The urban sector before unification benefited from the welfare housing system, whereby the population of Aden only paid nominal rents and were unaccustomed to home purchase. However, after unification in 1990, the government dissolved the welfare housing allocation system, and housing supply was dominated by the private sector. The urban sector was forced to enter the market for housing service provision. The purpose of this paper is to investigate the extent to which the private housing schemes in Yemen is able to meet the housing need of
the bulk of population in Aden, the economic and commercial capital of Yemen. A questionnaire survey involving a total of 389 respondents was conducted in two newly constructed private housing schemes of low-income housing in Aden to solicit problems faced by the home buyers as well as the housing developers offering affordable and adequate housing to the target population. The results showed that the price of low-cost dwelling units in the two private developers’ housing schemes was beyond the people’s affordability margin based on the Aden Medium Income. Hence, the housing cost was beyond the reach of most of Aden population. Efforts should be undertaken by the housing authority of Aden to address this housing situation. The construction of multi-storey housing units such as apartment may be considered as an alternative for the low-income group to afford new housing in Aden through a purchasing mechanism of installments for 15 years or more, with monthly payments of 20% or lower of household monthly income.

Key Words: Yemen, housing supply, housing need, affordability, private housing schemes

THE INVOLVEMENT OF CORPORATE SOCIAL RESPONSIBILITY AMONG HOTELIERS IN PENANG, MALAYSIA.

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Hotel industry, being the heart of the tourism, has the potential to significantly contribute to sustainable development. Irrespective of what it could have practically contributed to the sustainable development and global tourism growth, the exploitation of the possible resources as well as socio-cultural impacts are still cliché in phenomenon in order for the hotel industry to be more competitive advantage and socially vibrant. All too often, many hotels execute corporate social responsibility (CSR) activities mainly for their reputational concerns, image-booster and as instrument to protecting their strong brands. If these efforts are genuinely pursued CSR, why some hotels were to be blamed? Penang, which is one of the main tourism destinations, becomes more earnest not to produce irreparable damage to the Mother Earth and at the same time addresses the interests of their wider society. While CSR is not a new fashion in today’s parlance, it is not clearly evident on the extent to which the hotels have contributed towards ecological and societal responsibility at large. Besides, their involvement in delivering benefits to incumbent society is still a subject of much debate. Hence, this study predominantly looks into CSR initiatives whether the hotels are well-informed about what CSR is and its connection with business responsibility. This exploratory study will start with qualitative methodology and followed by case study approach which allows for methodological triangulation for the data collection. Findings and discussions will be based on evidence from five selected prominent hotels in Penang which will provide sufficient background for analytical understanding. This paper puts genuine CSR on agenda. The study will help to clarify CSR practices and to provide new insight for businesses especially hotel sector to elevate their CSR initiatives in more authentic way. Further, the study acts as
baseline information for all business sectors to examine the development of CSR in Penang.
Today, CSR is no longer an exception in modern business. Thus, it is crucial to determine
whether the hotel sector in Penang has really been set up for genuine CSR or for other
purposes.

**URBANISATION AND LAND USE IMPACT ON RURAL ECONOMIC
DEVELOPMENT: A LITERATURE ANALYSIS**

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Rural development is another government's effort to ensure the prosperity living enjoyed
among the rural population. To achieve this goal, various forms of planning development
include providing urban activities in or shifting urban activities to, the rural areas, are
undertaken. Urbanisation has grown significantly and brought enormous economic benefits
to the local community. However, urbanisation can contribute to both negative and positive
impacts. Development of new service centres, commercials, institutions, and industries, helps
to create many economic opportunities for the local population. These opportunities will
attract people to migrate and may bring many benefits such as market efficiency (consumer
demand and investment demand), and also generate huge needs of infrastructure, public
service and housing. To meet the needs of economic expansion and growing population,
natural areas and agricultural land use will be facing changes. The purpose of this paper is to
discuss the elements that contribute to the changes in land use in rural area by urbanisation
factor, and to establish a framework based on analysis of the literature for understanding the
relationship of land use change and its impact on rural economic development. Reviewing the
scenario indirectly provides an alternative to the planning decision for the local authorities
and decision makers; and may be useful for any related studies of the implications on rural
areas.

Key Words: Urbanisation, Land use change, rural economic development, Indicator

**CHOOSING AN ETHICAL APPROACH FOR CZESLAW MILOSZ'S
'KETMAN'**

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This abstract is a preliminary part of a larger research on 'Ketman's ethical worth and its
presence in the intellectual climates of epochal periods in history. My proposed dissertation
will be focused on redefining 'Ketman' as 'Ethical Private Dissent', thus proving that 'Ketman'
may be the most ideal intellectual attitude taken by the ideologue in times when a dissenting
voice is unpopular and heavily repressed such as in both Maoist China and Revolutionary France. 'Ketman' is defined as an attitude taken by intellectuals in hiding their personal beliefs in the face of prevailing ideology. This is important as this does not only disguise an ideologue's true intellectual attitude, but also preserve the dissenting idea despite the dangers posed by its dissemination. This attitude, according to Czeslaw Milosz in ‘The Captive Mind’ (1953), is prevalent in societies with a high degree of intolerance towards critical and dissenting ideas. Kant and Rawls is the focus of this abstract, in comparison with Plato and Mills. This is due to their different positions on the individual agency and ethical concepts of intellectual behaviour. This abstract shows that Rawlsian concept of individual agency would be more suitable for 'Ketman'.

**THE DEVELOPMENT OF COMPETENCY MODEL AND INSTRUMENT FOR MEASURING CULINARY COMPETENCIES: RESEARCH METHODS**

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The main purpose of this paper is to outline a systematic procedure in developing and validating a competency model as well as instrument for measuring culinary competencies among chefs at Malaysian hotels. Reviewing previous studies on the development and validation of instrument as well as competency modeling had demonstrated that the methodological process starts with the identification of competency constructs, statements from literature review, document analysis and interviewing. The process is furthered by acquiring consensus from expert panel and questionnaire survey in order to test for the reliability of the instrument. The methodological proposal described in this paper describes both qualitative and quantitative approaches in identifying and measuring chef’s culinary competencies.

Key Words: culinary competencies, competency framework, instrument development, chefs

**ASSESSMENT OF MEDICINE PRICE VARIATION AMONG COMMUNITY PHARMACIES IN THE STATE OF PENANG, MALAYSIA BY USING SIMULATED CLIENT METHOD**

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**Background:** Malaysia is now confronting a challenge of increasing health care expenditures over the years. Due to the absent of drug price regulation in Malaysia, pharmaceutical companies, wholesaler and health care professional can set their own retail selling price.
Consequently, it has caused highly mark-up of pharmaceutical products by unscrupulous healthcare professional.

**Objective:** The aim of this study was to access the actual selling price of selected medicines, to evaluate the medicine price variation according to different districts and types of pharmacies, to identify the percentage of profit margin of selected medicines, and to evaluate the perception of respondents towards the usage of generic medicine.

**Method:** Simulated client method was adopted in this study by using Cluster Random Sampling technique. The selected 85 community pharmacies all were from state of Penang. Ten USM undergraduate students had been recruited as simulated clients to elicit information about pharmaceutical prices variation for the top 5 most common Group B Innovator Brand, 5 Group B Lower Price Generic medicines and 5 types of Group C dispensing medicines which highly used in Malaysia. The collected data were analyzed by using SPSS version 17.0.

**Results:** From the 80 pharmacies, 34 (42.5%) of them were located in Penang Island and 46 (57.5%) were located in the Penang mainland. Price variation within the same product class was found significant among the prescription drugs (p<0.05). The price of Lipitor® (Atorvastatin) 20mg was highly variable within Penang (RM 3.94 ± 0.51). The prices of Norvasc® 5mg and Plavix® were reported significant from the selected 5 districts [(p=0.001) and (p=0.031) respectively]. The actual selling prices of the 5 types of innovator prescription drugs were lower than the RSP by Malaysia Pharmaceutical Service Division with at least 35%.

**Conclusion:** The mark-up from community pharmacists towards medicine is not the main cause of high price of medicine in Malaysia. Health policy maker can adopt price regulation system endorsed by other countries.

Key Words: Drug price regulation, simulated client method, pharmaceutical price war

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**MARKETING OF INFORMATION PRODUCT AND SERVICES IN NIGERIA LIBRARIES**

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Different authors defined the concept of marketing differently but intertwined, and it is important to note that marketing is typically the task of creating, promoting, and delivery of product and services for satisfaction of needs and want of customers. It includes diverse disciplines like sales, public relations, pricing, packaging, and distribution. There are considerable misunderstandings in most of the library and information sector as to what constitutes effective marketing. To some, it is still primarily equated with selling and the pursuit of sales, rather than customer satisfaction. Many libraries are still reluctant to make the necessary changes to focus on the marketplace, even though the need for more active
marketing is generally agreed. Developing marketing initiatives of libraries and understanding of the total marketing concept among library and information professionals need some basic marketing frameworks that they have taken so far. Marketing is essential, but people who are lacked of information may not even aware of this need. Information marketing is an essential strategy in the library to: promote of the use of information resources; create perception of need and thereby create demand; ensure the optimum use of information, improve the image and status of the libraries and library professionals, cope with the information explosion; introduce cutting-edge information technology systems in library services; save libraries from devaluation and declining reader-support. Library need a marketing strategy to market its products and services to its users and an effective marketing strategy should coordinate, concentrate and communicate to (on) library users. The services that the library offered must be made known to users, so that they would think of the library when they need information. The promotion plans used by most libraries include publicity, user sampling, cooperate and social responsibilities, instructions, workshop etc. Librarians are encouraged to market their products and services so that users can be satisfied with their services and to use other marketing methods to make the activities more efficient.

PENILAIAN TERHADAP KUALITI AIR TUAIAN HUJAN DI KAWASAN CAMERON HIGHLANDS

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Pembukaan Cameron Highlands sebagai kawasan perlancongan sejak tahun 1888 oleh juruukur British, Willian Camerons telah menyebabkan kawasan ini terus menjadi tumpuan bukan sahaja di kalangan pelancong tempatan, malahan juga pelancong daripada luar negara. Keunikan suhu di kawasan kajian iaitu antara 15°C hingga 18°C memberikan suasana yang nyaman kepada pengunjung. Pembukaan kawasan industri, penempatan, pembandaran serta kawasan pertanian yang meningkat dengan mendadak nyata memberikan tekanan terhadap lanskap fizikal dan mendatangkan pelbagai impak alam sekitar. Perubahan terhadap alam sekitar di kawasan kajian turut memberikan kesan yang negatif terhadap kandungan air hujan yang turun sehingga boleh mendatangkan kesan yang tidak baik terhadap kesihatan penduduk Cameron Highlands yang masih menggunakan air tuaian hujan ini dalam kehidupan sehari. Air tuaian hujan dapat ditafsirkan sebagai air hujan yang dikumpul dan ditadah dalam sesuatu bekas untuk kegunaan luaran seperti membasuh dan penyiraman tanaman. Justeru itu, kajian ini akan meneliti dan menilai tahap kualiti air tuaian hujan berdasarkan kepada Indeks Kualiti Air (IKA) yang dikeluarkan oleh Jabatan Alam Sekitar dan Kementerian Kesihatan Malaysia (KKM). Penilaian parameter kualiti air iaitu pH dan Jumlah Pepejal Terampai (TSS) turut dijalankan terhadap sampel air tuaian yang diambil di sekitar kawasan kajian. Manakala, borang kaji selidik turut digunakan untuk mendapatkan persepsi dan pandangan penduduk terhadap kualiti air tuaian hujan di kawasan kajian. Oleh itu, kajian ini akan cuba membincangkan penemuan awal terhadap tahap kualiti air tuaian hujan di kawasan kajian.
kesan daripada peningkatan pembangunan yang dilaksanakan bagi meningkatkan taraf hidup penduduk Cameron Highlands.

Kata Kunci: lanskap fizikal, air tuaian hujan, Indeks Kualiti Air (IKA), parameter kualiti air

PEMULIHARAAN EKOPELANCONGAN DAN KEMISKINAN: SATU KAJIAN KES PENGLIBATAN KOMUNITI SETEMPAT DI LEMBAH BUJANG, KEDAH

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COMMUNITY MEDIATION IN MALAYSIA: TOWARDS A BETTER PRACTICE

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Malaysian Community Mediation is a new programme initiated by the Department of National Unity and Integration under the Peaceful Neighbourhood programme to promote unity and avoid racial tension in Malaysian multi-ethnic, races and cultural society. A centre with a set of rule is needed to provide the mediators with a proper place to mediate and rules to govern their conduct respectively. The social background of Malaysia as multicultural state calls for an alternative to resolve community dispute, one that could offers solution and simultaneously promotes harmonization in the society. The Government of Malaysia has introduced community mediation in Malaysia, in the form of training of the community mediators through a pilot programme, Rukun Tetangga (“Peaceful Neighbourhood”). The purpose of this programme is to promote unity among the multi-races and multi-ethnic citizens. Some suggestion is made for Malaysia to move forward in its Community Mediation programme.

Key Words: Community Mediation, Jabatan Perpaduan dan Integrasi Nasional (Department of National Unity and Integration), Malaysia, Rukun Tetangga (Peaceful Neighbourhood)

THE EFFECTIVENESS AND EFFICIENCY OF MALAYSIA’S COMPREHENSIVE POLICIES IN PREVENTING TERRORISM

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Terrorism has advanced from regional phenomena to a global threat. It has become lethal, borderless and social-religious issue. South East Asia has been declared by the US as the second frontier in the fight against terrorism. Malaysia defeated terrorist activities of the Communist Emergency period of 1948-1960 by employing certain policies and strategies. Overtime, these were improved and modified into new comprehensive policies which include soft power and hard power with emphasis on principles of human security. However certain incidents such as the Lahad Datu have highlighted the need to examine the efficiency and effectiveness of Malaysia’s comprehensive policies in dealing with the threat of terrorism. This study intends to perform the examinations on how these policies contributing to preventing terrorism.
KECERDASAN EMOSI (EQ) DAN KECERDASAN SPIRITUAL (SQ): HUBUNGANNYA DENGAN TINGKAH LAKU AGRESIF PELAJAR

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Masalah tingkah laku agresif dalam kalangan pelajar sekolah hari ini sering menjadi tajuk hangat yang dibincangkkan oleh pelbagai pihak. Isu-isu kemerdekaan sahsiah dan tingkah laku agresif ini telah memberikan gambaran negatif terhadap sistem pendidikan negara. Walaupun terdapat banyak kajian membuktikan masalah tingkah laku agresif ini berkait rapat dengan kegagalan institusi kekeluargaan, namun masih kurang kajian yang merangkai permasalahan ini dari aspek kecerdasan iaitu kecerdasan emosi dan kecerdasan spiritual. Kajian ini dijalankan bertujuan untuk mengenal pasti tahap kecerdasan emosi (EQ), tahap kecerdasan spiritual (SQ) dan tahap tingkah laku agresif. Selain itu, kajian ini turut mengenal pasti hubungan antara kecerdasan emosi (EQ) dan kecerdasan spiritual (SQ) dengan tingkah laku agresif serta hubungan antara kedua-dua aspek kecerdasan. Kajian ini merupakan kajian korelasi. Sejumlah 100 orang responden terlibat dalam kajian ini. Teknik persampelan yang digunakan ialah persampelan bertujuan (purposive sampling). Instrumen yang digunakan adalah Bar-On Emotional Quotient Inventory: Short EQ-IS untuk mengukur kecerdasan emosi, instrumen Spiritual Quotient Questionnaire (SQQ) untuk mengukur kecerdasan spiritual dan instrumen Aggresion Questionnaire (AQ) untuk mengukur tingkah laku agresif. Dapatkan kajian menunjukkan 76% responden berada pada tahap kecerdasan emosi rendah dan 24% responden berada pada tahap kecerdasan emosi sederhana. Manakala 91% dan 9% responden berada pada tahap kecerdasan spiritual rendah dan sederhana. Sementara itu, kajian menunjukkan 91% responden berada pada tahap agresif yang tinggi. Hasil kajian juga menunjukkan wujudnya hubungan songsang yang signifikan antara kecerdasan emosi dengan tingkah laku agresif (r=-.452, p<.01), dan hubungan songsang yang signifikan antara kecerdasan spiritual dengan tingkah laku agresif (r=-.357, p<.01). Manakala terdapat hubungan yang signifikan di antara kedua-dua kecerdasan (r=.713, p<.01). Secara keseluruhannya, kajian ini mempunyai implikasi penting tentang usaha-usaha yang perlu dilaksanakan untuk meningkatkan aspek kecerdasan emosi dan spiritual dalam kalangan pelajar yang bermasalah tingkah laku agresif.
Kata kunci: kecerdasan emosi, kecerdasan spiritual dan agresif

BENTUK HUBUNGAN INTERPERSONAL GOLONGAN ‘PENGKID’ DI MALAYSIA

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Kajian ini berfokus kepada golongan ‘Pengkid’. Ia merupakan satu istilah atau bahasa slanga yang digunakan di Malaysia yang secara umumnya ditujukan kepada lesbian dari kategori
butch. Mereka merupakan kumpulan individu yang mengamalkan pilihan orientasi seksual yang bukan tradisional, iaitu tertarik secara seksual kepada wanita asli. Kajian ini dijalankan untuk mengetahui bentuk hubungan interpersonal golongan minoriti ini. Untuk mendapatkan maklumat yang mendalam dan menyeluruh, temubual semi struktur dijalankan terhadap 25 orang peserta pengkid dari Pulau Pinang, Kuala Lumpur dan Selangor. Pelbagai teknik telah digunakan untuk mendapatkan peserta kajian ini termasuk melalui laman rasmi Pengkid Malaysia dan snowball. Hasil penelitian kajian ini mendapati golongan pengkid mempunyai bentuk hubungan interpersonal yang luas dan pelbagai serta menerima pelbagai bentuk sokongan sosial yang berbeza dari hubungan tersebut. Perkara ini menunjukkan bahawa golongan pengkid diterima dan mempunyai kualiti hubungan yang baik dengan individu-individu yang mengenali dan mengetahui pilihan orientasi seksual mereka. Teman rapat dan teman istimewa merupakan individu utama yang memberikan hampir kesemua bentuk sokongan kepada golongan ini. Walau bagaimanapun dapatan kajian menunjukkan bentuk hubungan interpersonal yang lain turut memberikan sokongan sosial yang diperlukan oleh golongan ini dalam kualiti dan kuantiti yang lebih rendah berbanding sokongan yang diterima daripada dua bentuk hubungan itu. Sekaligus ia menjadikan kedua-dua individu ini sebagai individu terpenting kepada mereka. Kajian menyokong kewujudan teori hubungan interpersonal yang lebih universal dan mencadangkan kepentingan untuk sesetengah ahli dalam rangkaian sosial golongan pengkid agar memberi sokongan yang lebih menyeluruh kepada mereka.

Kata Kunci: pengkid, lesbian, hubungan interpersonal, hubungan sosial

INDIVIDUAL WELL-BEING AMONG ENGINEERS IN MALAYSIA: THE EFFECT OF PROTEAN CAREER ORIENTATION

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This present study aims to highlight the effect of protean career orientation on individual’s well-being among engineers in Malaysia. The approach taken in preparing this paper is by reviewing relevant literature. The paper contributes to the subject matter by focusing on how the characteristics of protean career orientation practices might influence individual’s well-being. As this paper focuses on well-being of the engineers, therefore the characteristics of their protean career was given less attention. Generally, there is ample evidence on the impact of protean career orientation on psychological well-being.

Key Words: career orientation, engineers, protean career orientation
POSITIVE OUTCOME ASSOCIATED WITH NEUROFEEDBACK TREATMENT IN A CASE OF CHILD WITH MILD AUTISM SPECTRUM DISORDER

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Autism is a global issue that has been highly studied and researched. However until today there is not much known on the best method to improve both social and engagement abilities of children with autism. Since Autism is not a disease, no single treatment will work the best. The best treatment will always be the one that is able to meet all the areas of need for the individual. This paper aims at identifying the outcome of Neurofeedback Therapy that can be produced for a 9-year-old child (Richard) who has been diagnosed with mild autism spectrum disorder (ASD) by psychologist. Richard displayed a number of spectrum disorders including repetitive movement, language delayed, poor socialization, poor eye contact, high activity level, poor toilet training and exhibited impulsivity and high activity level. He has been ‘rejected’ by many educational institutions and finally Neurofeedback Treatment has been identified as one of the last resorts to improve his condition. After 16 sessions, Richard has been noted to demonstrate several positive changes in most of the autism diagnostic dimensions as outlined by DSM-IV.

Keywords: neurofeedback – autism – DSM – Social skill – eye contact – toilet training – language delayed – ASD - therapy

SOCIAL ASPECTS OF NEIGHBOURHOOD QUALITY IN PENANG, MALAYSIA

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Neighbourhood quality is an important attribute to assess people’s perception of their living conditions. The physical environment, social and economy features are important indicators to identify the residents’ perceptions towards their desired living aspirations. This study aims to examine the level of satisfaction among Penang Island residents with regards to their housing and neighbourhood quality. Data for the study was obtained from stratified random samples of 722 households residing in selected clusters of low, medium and high cost housing schemes in Penang Island. The study results indicate that all residents were moderately satisfied with the physical, social and economic features of their neighbourhoods. Residents of low cost housing were very unsatisfied with the high cost of living; while all residents were occasionally involved in social interactions within their neighbourhood. Using confirmatory factor analysis, it was found that social features were the more dominant factors of neighbourhood quality attributes. Hence, this study put forward several recommendations
for the local authority and related agencies to enhance the housing provision in an effort to create better quality neighbourhoods in Penang Island.

Keywords: Neighbourhood; residents’ and neighbourhood satisfaction; physical, social and economic factors; factor analysis; Penang.

THE ETHNIC IDENTITY OF YOUTHS FROM THE ETHNIC MINORITY AND MAJORITY GROUPS IN DAKLAK, VIET NAM.

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The aim of this paper was to examine and to compare the ethnic identity of youths from the ethnic minority and majority groups in DakLak, Viet Nam. Multigroup Ethnic Identity Measure (MEIM) (Phinney, 1992) was used to measure students’ ethnic identity. Research samples were conveniently selected from a total of 800 students in one youth ethnic minority vocational college, one public college, one public high school and one boarding ethnic high school. The finding showed that for young people from ethnic minority group, the level of ethnic identity search component (a developmental and cognitive component) was rather high compared to the affirmation, belonging, and commitment component (an affective component). There was no significant difference between male and female students in these two components but significant difference was found on the affirmation, belonging, and commitment component between college and high school students. On the other hand, for the majority group, the score of ethnic identity search component was lower compared to the score of affirmation, belonging, and commitment component and significant differences were found between genders for the affirmation, belonging, and commitment component as well as between high school and college students for the ethnic identity search component. But in overall, when comparing between ethnic minority and majority groups, the score of these two groups was high and rather equal, and there was only one significant difference found on the ethnic identity search component.

Key Words: ethnic identity, youths, Viet Nam, minority groups
RACIAL MICROAGGRESSION IN ACADEMIC SETTING: A FOCUS ON UNIVERSITY STUDENTS

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The present concept paper explores the incident of Racial Microaggression (RMA) among undergraduate students in Universiti Sains Malaysia. Although act of racism might still happen deliberately at certain situations in Malaysia, ideally, overt racism is no longer common. This is especially true in the context of university students since racist acts may not be acceptable behavior in campus settings. However, the same conclusion may not be true for RMA due to its subtle and indirect nature. Consequently, it is often overlooked and understudied, partly due to lack of awareness, negligence, discredit or even denial towards the issue on the behalf of both the victims and perpetrators. The current researcher has carried out face-to-face, semi-structured interview with 40 USM Malaysian undergraduates. The respondents consist of 10 Malay, 10 Chinese, 10 Indian and 10 Others (Sabahan and Sarawakian) respectively. The result of the study is still explorative in nature.

Key Words: Racial Microaggression, Malaysia, university students

CRITIQUE AND DESCRIPTIVE STUDY: POST-TRAUMATIC STRESS DISORDER (PTSD,) A PSYCHO DISORDER OR MENTAL ILLNESS?

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Abstract: PTSD is an acute case that may develop after an individual is exposed to one or more traumatic events, such as sexual abuse, terrifying situations or the threat of physical harm. It is psychological a syndromes where some symptoms include disturbing recurring flashbacks, avoidance or numbing of memories of the event, and hyper arousal (high levels of anxiety) that continues for more than a month after the shocking incident (American Psychiatric Association, 2013). Confusion on mental health matters and failure to differentiate between mental illness and psychological disorders may cause mistaken diagnosis and lead to inappropriate treatment. This study seeks to clarify whether PTSD is a mental illness or a psychiatric disorder. A literature review was conducted using electronic databases, including PubMed, to find articles that define PTSD. Manual searches were executed for cross-references in the relevant journal sites, which represent randomized controlled trials. This study clarifies the nature of PTSD diagnostic classification. The present study was designed to explore the complex relationship between PTSD and mental illness. Furthermore, it compares a group of people with serious mental illness but without using any formal chart diagnosis of PTSD. After analyzing previous studies in medicine and psychology
related to PTSD, the present study concludes that PTSD is a psychiatric disorder. PTSD is caused by receiving strong sensory inputs that lead to a nervous strain in emotional memory. According to the results of one study, the statistically significant differences between PTSD and no-PTSD groups suggest that PTSD manifests unique symptoms over and above the depressive symptomatology that characterizes most people with serious mental illness. In fact, significant group differences theoretically linked to PTSD confirm the general reliability of chart records, and suggests that there is a low rate of undetected PTSD within the wider population of people with serious mental illness (Harvey & Pauwels, 2013). This leads to the question - if PTSD is a mental illness, how can psychotherapy methods improve cases? On the other hand, other research findings showed that some psychological treatment programs for PTSD have been highly successful and most cases have seen improvement. Such success is confirmed in DSM-5 2013. Essentially PTSD will continue to be identified as a disorder. Keyword: PTSD, psychological disorder, psychotherapy

PENDEKATAN PRODUCTIVE WELFARE: SATU TINJAUAN
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Pendekatan productive welfare telah mula diperkenalkan di Malaysia semenjak tahun 2009 sebagai exit policy kepada situasi pergantungan penerima bantuan kewangan bulanan Jabatan Kebajikan Masyarakat (JKM). Melalui pendekatan ini, bantuan modal perniagaan diberikan kepada penerima bantuan yang produktif dengan harapan mereka boleh berdiri dan tidak lagi bergantung kepada bantuan bulanan. Pendekatan productive welfare ini juga memberi penekanan kepada memperkasakan klien melalui program pembangunan modal insan dengan mengambil kira aspek motivasi klien, latihan kemahiran yang sesuai dengan keupayaannya, penglibatan klien dalam pekerjaan adalah secara berterusan dan klien tidak kembali kepada bantuan kebajikan untuk saran hidup. Melalui pendekatan ini juga, JKM mensasarkan akan dapat menggalakkan penyertaan dari penerima bantuan bulanan yang produktif dan akan menyumbang kepada pengurangan kebergantungan penerima bantuan sebanyak 2.5% peratus setahun. Sehubungan itu kertas kerja ini bertujuan meneliti dan menganalisis konsep pendekatan productive welfare dan meninjau keberkesanan pendekatan tersebut di Malaysia dari pelbagai sudut.

Kata kunci: Pendekatan productive welfare, bantuan ekonomi, Jabatan Kebajikan Masyarakat, pembangunan modal insan
KAJIAN SISTEM PENYAMPAIAN PROGRAM PENDIDIKAN DALAM KALANGAN REMAJA DI BALING, KEDAH

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Bidang: Kerja Sosial

INTERVENSI PSIKOSOSIAL BERASASKAN PENDEKATANKERJA SOSIALBAGI KOMUNITI MANGSA BANJIR DI MALAYSIA

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Bencana banjir adalah sesuatu keadaan yang amat menekankan kerana ia dianggap sebagai situasi krisis. Dalam kebanyakan situasi bencana tidak kira sebesar mana kecederaan atau kehilangan yang dirasai, semua mangsa yang terlibat akan merasa tertekan, bimbang dan risau dengan apa yang berlaku, dalam sekelip mata, mereka mungkin kehilangan ahli keluarga, kehilangan tempat tinggal dan hilang punca pendapatan serta hilang sokongan sosial. Oleh itu tanpa bantuan dan sokongan psikososial, mangsa akan berisiko untuk berhadapan dengan situasi kemurungan. Ini kerana kesan psikologi akibat bencana banjir
akanmengundang kepada berlakunya tekanan dan ketegangan emosi kepada mangsa banjir. Walaupun pada awalnya mangsa bencana memerlukan rawatan kecemasan, keselamatan perlindungan, makanan dan minuman serta bantuan kewangan namun kebanyakan mangsa akan menunjukkan masalah psikologi berikutan peristiwa kritikal yang sebenarnya memerlukan bantuan dan sokongan psikososial yang segera. Walaubagaimanapun kebanyakan pendekatan dalam pengurusan bencana di Malaysia hanya memberi fokus kepada bantuan fizikal semata-mata sedangkan pemulihan yang berkesan perlu mengambilkira sokongan sosial-emosi. Dalam pengurusan bencana banjir peranan pekerja sosial adalah menyediakan penjagaan di peringkat komuniti dan sokongan kepada pemulihan, membangun semula dan membantu ketidakmampuan dan ketidakupayaan yang berlaku dalam masyarakat. Strateginya adalah dengan memastikan sokongan sosial-emosi disediakan, bantuan advokasi serta merancang pembangunan keupayaan keluarga dan pemulihan komuniti. Sokongan psikososial dapat disediakan dengan menerapkan resiliensi di kalangan individu, keluarga dan komuniti untuk bangkit semula daripada kesan krisis yang dihadapi dan seterusnya membantu mangsa untuk berhadapan dengan situasi kritikal pada masa hadapan. Oleh yang demikian, kertas ini akan mengupas dan melihat konsep dan bentuk intervensi psikososial yang terbaik dari pelbagai sudut dan pandangan bagi menangani isu psikologi dan sosio-emosi yang wujud akibat bencana banjir yang berlaku di Malaysia.


KUALITI YANG DIPERLUKAN OLEH PEKERJA TEMUSERU DAN PERKHIDMATAN YANG DIBERIKAN KEPADA PROGRAM PERTUKARAN JARUM DAN ALAT SUNTIKAN (NSEP) DI MALAYSIA

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Needle Syringe Exchange Program (NSEP) atau Program pertukaran jarum dan alat suntikan merupakan satu program kesihatan masyarakat yang telah diperkenalkan di Malaysia pada tahun 2005 khusus kepada pengguna dadah atau (PWID). Program ini memerlukan pekerja yang berpengalaman dalam mewujudkan hubungan dan kepercayaan di kalangan pengguna dadah. Mereka ini dikenali sebagai pekerja temuseru (Outreach Worker). Pekerja temuseru menjadi titik tumpuan bagi kejayaan dan kegagalan program NSEP di Malaysia. Mereka merupakan tulang belakang dan pekerja barisan hadapan untuk program NSEP. Pekerja temuseru ini terdiri daripada bekas pengguna dadah yang telah pulih sepenuhnya dan juga daripada mereka yang mendapat ijazah dalam bidang kerja sosial yang sangat membantu dalam konteks memberi kaunseling dan membuat rujukan kepada pihak-pihak tertentu berkaitan pemulihan dan kebajikan. Jelas bahawa, mereka memainkan peranan penting dalam menyediakan semua perkhidmatan yang telah ditetapkan di bawah program ini. Mereka yang akan berurusan dengan PWID dalam masyarakat. Sebagai pekerja temuseru, mereka
sering menghadapi cabaran setiap hari apabila mereka bekerja dengan PWID. Selain itu, mereka juga terpaksa berdepan dengan pihak-pihak berkepentingan yang benar-benar menolak atau memberi sokongan yang sangat sedikit kepada NSEP di Malaysia. Pekerja temuseru sering kali distigma dan didiskriminasi kerana kerja yang mereka lakukan. Mereka memerlukan kekuatan dalaman yang kuat dan perasaan mereka sering dicabar kerana suasana kerja yang belum mendapat tempat yang baik dihati masyarakat. Bagi pekerja temuseru yang merupakan bekas pengguna dadah, ini merupakan satu pekerjaan yang merbahaya dan mencabar kekuatan kepulihan mereka. Setiap kali mereka membawa keluar jarum dan picagari untuk PWID, mereka dihambat pengalaman bahawa mereka pernah menyuntik dadah sendiri sebelum ini. Jika mereka tidak mempunyai kekuatan emosi, psikologi dan sosial, mereka boleh kembali semula kepada tabiat lama sebagai pengguna dadah. Bagi pekerja temuseru yang baru, naif dan tidak berpengalaman mereka sering dimanipulasi oleh PWID. Apabila berurusan dengan pihak-pihak berkepentingan yang mempunyai kefahaman yang tidak jelas terhadap program NSEP, ini boleh menimbulkan konflik yang membawa kepada ketegangan. Sehingga kini, masih sedikit kajian yang telah dilakukan untuk mengkaji peranan pekerja temuseru dalam menyediakan perkhidmatan kepada PWID di Malaysia atau di mana-mana sahaja di dunia. Jika pekerja temuseru kekal menjadi tulang belakang program NSEP, maka kita perlu mengetahui bagaimanakah mereka berhadapan dengan tanggungjawab kerja dan apakah cabaran yang mereka dihadapi dalam menyampaikan perkhidmatan kepada PWID. Kita juga perlu melihat adakah kualiti pekerja temuseru menjamin perkhidmatan yang disediakan kepada pelanggan mereka. Setelah kajian ini selesai, kita akan dapat mengenalpasti bagaimana kita boleh meningkatkan kualiti perkhidmatan yang diperlukan untuk NSEP di Malaysia. Selain itu, kajian ini bertujuan untuk melihat faktor-faktor yang kurang berkualiti dalam menyediakan perkhidmatan oleh pekerja temuseru untuk PWID melalui program NSEP.

DRUG ABUSE AMONG YOUTH IN NIGERIA: STRATEGIES FOR COUNSELLING

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The use of alcohol, tobacco and other drugs, such as amphetamines, cannabis, heroin and cocaine, is one of the most serious risk-taking behaviors amongst the youth of Nigeria. A number of recent studies suggest that quite a large majority of Nigeria’s young people try one or more drugs from time to time, particularly, alcohol and tobacco. The primary concern is that these young people will become addicted to such dangerous drugs, thereby, jeopardizing their own health and safety, as well as creating problems for their families, and for the public at large. It is also widely accepted that drug use has negative consequences for the users, physically, psychologically, socially and academically. The menace of drug abuse is deeply rooted in Nigerian society, however, effective counseling programs can help, significantly, to minimize the consequence of this serious problem. Drug counseling centers
should be established by the government, and other community stakeholders, in every community in Nigeria, and be staffed with health counselors, professionally qualified to provide various helping interventions to users of the centers. Moreover, drug awareness units should be set up by the federal, state, and local government authorities in all the 36 states in the country to provide assistance to drug users. The paper discusses the concept of drug abuse, types of drugs, causes of drug abuse, theories of drug abuse, symptoms of drug abuse, effects of drug abuse and counseling strategies to deal with drug abuse.

Key Words: Drugs, Drugs abuse, Drug dependence, Youth, Peer group.

DIALECTICAL BEHAVIOR THERAPY WITH SUICIDAL BEHAVIORS AND BORDERLINE PERSONALITY DISORDER

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Dialectical Behavior Therapy (DBT) is a psychotherapeutic approach, designed by Linehan, particularly to treat the problems of chronically suicidal individuals whose disorder symptoms meet the criteria established for the identification of borderline personality disorder (BPD). Suicide is associated with several mental disorders, such as, depression, substance dependence, and schizophrenia. BPD is one of only two DSM-IV diagnoses for which suicidal behavior is a criterion. BPD is a severe and persistent mental disorder experience of severe emotional distress and behavioral dysfunction. According to statistics, 69% to 80% of patients with BPD engage in suicidal behavior, with a suicide rate of up to 9%. In addition, 40% of the highest users of inpatient psychiatric services are patients with diagnosis of BPD. Although, inpatient treatment for those with symptoms which meet the criteria for BPD is both widespread and expensive, unfortunately, previous studies that dealt with the effectiveness of inpatient treatment are limited. In recent times, psychoanalytic treatment and DBT are recommended as treatments of choice. DBT is based on a transactional bio-social theory of the etiology of the affect regulation problems of BPD. Individuals with a biological emotional vulnerability and grown up in settings that systematically dispense their inner experiences and overt behaviors develop deductions in both capacity and motivation to manage their emotions and other aspects of their lives. DBT treatment programmes broadly addresses these capability, motivational deficits, providing a multi-modal, and staged treatment that targets the full range of comorbid disorders of the client. DBT integrates strategies from cognitive-behavioral treatment with aspects of Zen practice. The treatment applies the dialectical philosophy to combine these two contrasting perspectives into a coherent set of treatment principles. This study aims to make a deep comprehension of dialectical behavioral therapy and how it could be applied in social work educational programs.

Key Words: Dialectical behavior therapy, suicidal behaviors, borderline personality disorder, Zen, dialectic.
IMPLICATIONS OF ENFORCED DISAPPEARANCES ON WOMEN HEADED FAMILIES IN THE NORTHERN PROVINCE, SRI LANKA

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Enforced disappearances persist in many countries all over the world. It creates severe social and psychological repercussions on families left behind. The Sri Lankan internal ethnic conflict lasted for three decades ended up with the deaths of more than 150,000 people and massive internal and external displacements. Additionally, a new social phenomenon has been evolved as “Women-Headed Households of persons with forcibly disappeared” from all ethnic groups. The government of Sri Lanka and rebels have used forced disappearances as a weapon to suppress dissents and combat the armed conflict. This study attempted to examine the impact of enforced disappearances on women-headed households of North Province in a post conflict context. Predominantly, it intended to focus on identity crisis, patriarchal domination, psychological implications, handling with painful experiences and potential challenges in implementing psychosocial programs for their well-being. The potential role of social work professionals also has been discussed. Mentioned the methodology use and highlighted the major findings.

Key Words: Sri Lanka, enforced disappearances, psychosocial challenges, women-headed households

FORMULA MILK DISGUISED: A NEW THREAT FOR BREASTFEEDING

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Breastfeeding, the natural way to feed an infant, has now become a secondary choice in modern society due to increasing promotion and commercialization of artificial substitutes for breast-milk, which has been given the name formula milk. The first protest against formula milk began, following a speech given by Dr. Cecily Williams, in an address to the Singapore Rotary Club in 1939. The protest continued for decades and led to the formation of the International Baby Food Action Network (IBFAN) in 1979 and the creation of the International Code of Marketing Breast-milk Substitute in 1981. (Will be referred to as ‘Code’ hereafter). It is a set of guidelines designed to control competitive promotion and advertising of commercial products which may undermine mothers’ intent and ability to breastfeed, especially with the help and support of healthcare facilities and medical professionals. Malaysia adopted the Code on a voluntary basis, and modified it to a local context. It is now known as the Code of Ethics for the Marketing of Infant Foods and Related
Products. Despite its early success, the influence of the Code has been weakened over the years by the seemingly inexhaustible resources of the formula milk companies that make changes to their marketing techniques, mischievously navigating through the loop holes of the Code and thus staying away from a direct violation. One of the strategies used to camouflage their intent was the “creation” of three additional categories of milk, namely, Maternal milk for pregnant mothers, Lactating milk for breastfeeding mothers and Growing-up-milk for toddlers (these 3 types of milk will be referred as ‘MLG’ hereafter). MLGs have become a new threat to breastfeeding because mothers start to believe that their babies need formula milk assistance right from the womb. Mothers’ pregnancy information is obtained via enrolling into fancy mothers’ clubs and if at any instance she is unable to breastfeed, formula milk will step in easily. The 2008 catastrophic incident of young babies dying in China due to consuming formula milk that was contaminated by a potentially toxic chemical (melamine) has renewed the awareness and sensitivity towards formula feeding. The author who is a certified Malaysian Breastfeeding Peer Counselor and currently pursuing a Master’s Degree in Social Work at Universiti Sains Malaysia, strongly believes in bringing this intriguing topic to a very wide audience, drawn from academicians and postgraduates from interdisciplinary fields that blend well into the seminar’s objective to provide a platform that can have an impact on the drive for the betterment of human life, civilization and development. This paper studies the introduction of MLGs, and its social impact in Malaysia. It also explores multiple solutions that may be introduced to tackle this growing issue, globally.

Key Words: Policy, Breastfeeding, Formula Milk, Marketing

**UNWED TEENAGE PREGNANCY IN MALAYSIA: IMPLICATIONS IN SOCIAL WORK PRACTICE**

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The number of unwed pregnant teenagers is increasing in recent years in Malaysia. At the same time the issue is receiving media attention but not committed policy interventions. Literature shows that number of teen pregnant has been increasing every year. It is evident in a data documented by Datuk Rohani Abdul Karim (Minister of Women, Family and Community Development), statistics by the Social Welfare Department (SWD) showed that there was 172 cases of teen pregnant in 2010 and it increased into 204 cases in 2011. It is predicted that consequences of teen pregnancy will lead to the increasing of children trafficking, stigmatizing toward to be born children, and the collapse of family institution. It is believed that peer influence, family conflict, and girls’ sense of “want to experience” are among the causes of teen pregnancy. This paper examines these causes and attempts to draw out some implications in social work practice with teen pregnancy.
REASONED DECISIONS IN EMPLOYMENT UNDER THE MALAYSIAN FEDERAL CONSTITUTION

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This paper looks at the issues of Reasoned Decisions in employment under the purview of the Federal Constitution of Malaysia. The Federal Constitution must be applied in prismatic fashion in order to afford protection to fellow workmen in Malaysia in accordance to the notion of equality and Constitutional protection. We look at the industrial jurisprudence part of the legislation to afford justice and equality to fellow workmen in Malaysia so that the utmost best possible protection of their livelihoods can be achieved. A workman in Malaysia must know of the reasons behind an industrial decision taken against him leading to him to face the disciplinary tribunal and the rationale of that reasoning that affect his livelihood.
Key Words: Reasoned Decisions, Federal Constitution.

LEGISLATING A GOOD FAITH OBLIGATION

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In Australia, good faith has played an important role in the contract law. Despite it is an important concept, there remains no High Court decision that has decided on the status of good faith. The concept of good faith received much attention by way of an attempt to enshrine it in legislation. Two attempts have been made to legislate a good faith obligation as a general obligation and as a specific obligation. As a general obligation, there is an attempt to legislate good faith similar to civil law codes mode where good faith is not defined. As a specific obligation, the Australian government had accepted the recommendation made by Wein report to legislate good faith in the context of franchising. In this context, good faith is not defined but assisted with a ‘non discretionary reference criteria’. Both approaches did not provide a definition of good faith but the interpretation of good faith is left in the hands of the judges which lead to the issue of uncertainty. This article argued that good faith can be defined by way of multi categories to eliminate uncertainty issue which is a big impediment to legislate good faith.

Keywords: good faith, uncertainty, legislation and contract law
WANITA DAN PEKERJAAN: ETIKA BERPAKAIAN PEKERJA HOTEL DALAM INDUSTRI PELANCONGAN DI PULAU LANGKAWI, KEDAH

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Industri perhotelan mewujudkan banyak peluang pekerjaan di samping meningkatkan pertumbuhan ekonomi negara. Pembabitan wanita dalam industri pelancongan adalah salah satu peluang untuk memperkasakan diri ke arah kehidupan yang lebih baik. Objektif utama artikel ini membincang bentuk penglibatan wanita dalam industri pelancongan di Pulau Langkawi dan pengaruh etika berpakaian dalam menentukan bentuk kerja yang dilakukan wanita. Oleh itu, data kualitatif dikumpul menggunakan kaedah temubual secara mendalam yang melibatkan 20 responden terdiri daripada pekerja hotel wanita yang memegang pelbagai jawatan di 13 buah hotel di Pulau Langkawi. Hasil kajian menunjukkan isu gender memainkan peranan penting dalam mempengaruhi penglibatan wanita dalam industri pelancongan sekaligus memberi kesan terhadap bentuk pekerjaan wanita dalam bidang perhotelan. Cara berpakaian pula telah menjadi penentu penting kepada bentuk pembahagian kerja wanita dalam bidang perhotelan.

Kata kunci: Etika berpakaian, Gender, Pelancongan hotel

POLITISASI PEMIMPIN BAWAHAN DALAM PENTADBIRAN NEGERI: RUJUKAN KHUSUS INSTITUSI PENGHULU/KETUA KAMPUNG DAN PENGGAWA DI KELANTAN

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Perubahan bentuk politik daripada tradisional kepada moden semakin mengambil tempat dalam persekitaran masyarakat di negara ini. Pada peringkat awal, system politik yang diamalkan adalah berbentuk feudal, dengan institusi kesultanan menjaditunjang utama dalam aspek pemerintahan. Walau bagaimanapun, perubahan politik dan bentuk masyarakat ini telah memperlihatkan bahawa, institusi kesultananyang pada awalnya merupakan institusi yang memiliki kewibawaan mutlak dalamaspek pemerintahan, kini diganti dengan bentuk politik yang lebih demokratik dengan pengenalan pelbagai entiti politik baru seperti parti politik, Badan BukanKerajaan (NGO) dan sebagainya. Pengenalan kepada bentuk politik baru yanglebih demokratik ini secara tidak langsung turut memberi kesan kepada keberadaan institusi politik tradisional tempatan seperti penghulu/ketua kampung dan penggawa. Selain daripada memberi kesan kepada berlakunya degradasi fungsi dan peranan, kesan lain turut terlihat dalam aspek hubungan yang terjalin antara penghulu dan penggawa. Makalah ini akan cuba menganalisis perubahan bentuk hubungan kuasa.
yang dialami oleh kedua-dua pemimpin tradisional tempatan iaitu penghulu dan penggawaya yang terdapat di negeri Kelantan hasil daripada wujudnya pengaruh politik yang kuat terhadap kedudukannya. Makalah ini menekankan bahawa, akibat daripada wujudnya perbezaan fahaman politik antara kerajaan negeri dan kerajaan pusat serta terdapatnya pengaruh kuat politik dalam urusan pentadbiran peringkat tempatantelah menyebabkan berlakunya kesenjangan hubungan antara penghulu dan penggawa. Di satu pihak, penghulu bernaung dibawah penguasaan kerajaannegeri dan merupakan jawatan atas lantikan politik, manakala penggawa beradadibawah struktur kuasa kerajaan pusat dan merupakan jawatan atas lantikanperkhidmatan awam. Perbezaan struktur kuasa yang dimiliki oleh kedua-dua pemimpin ini menyebabkan hubungan antara penghulu dan penggawa yang awalnya adalah saling melengkapi antara satu sama lain, kini menjadi semakin terpisah.

Kata kunci: Penghulu, Penggawa, Politisasi, Politik Tempatan

SOCIAL NETWORKING SITES (SNSS) AND ADOLESCENT RELATIONSHIP

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Social networking sites (SNSs) have become increasingly important in the lives of Y and Z generations today, compared to their counterparts 10 years ago. SNSs are virtual communities where people can interact with one another despite of their geographical boundaries. Emerging studies find that adolescents are heavy users of SNSs and spend a lot of their time interacting through social networking sites. Adolescents use SNSs as a platform for them to reinforce existing relationships, especially with their friends and also to establish new relationship. Furthermore, establishing interpersonal connections with others is one of the most important developmental tasks during adolescence. Thus, this paper is meant to review theoretical frameworks researchers have used to understand adolescents’ usage of SNSs and its influence on their relationships with family and friends. Is this new media helps to improve relationships?

Keywords: Adolescents, developmental psychology, social networking sites, relationships
A CONCEPTUAL MODEL OF ASSESSING TEACHERS’ COMPETENCE IN GRADING PRACTICE: A THEORETICAL FORMULATION

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The purpose of this study was to explore and propose a theoretical model for the construct of teachers’ competency in grading practice. In this study, the formulation of theoretical framework for assessing teachers’ grading practice competencies was based on the finding from empirical studies and literature concerning assessment and grading procedure in making a decision about student performance. A literature analysis was conducted to identify the aspect or content domain of grading practice through the research finding and related literature. The result indicated that the aspect or content domain of grading practice comprise four dimensions: (1) the use of assessment methods, (2) the consideration of grading factors, (3) the application of grading process, and (4) the grading behavior.

Keywords: Assessment and grading practice, teacher assessment, teacher competency

POLITICAL PARTIES INFLUENCES IN PASIR MAS DURING PRE-INDEPENDENCE

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Pasir Mas is one of the biggest districts in the state of Kelantan and had influences in overall Kelantan political environment. In every Malaysian general election, Pasir Mas seats were among the hot seats between two biggest Malay political parties; UMNO and PAS. Both parties had similar strength and influences in Pasir Mas which merely contributed by the history of the establishment of the parties and also by cultural of the people in Pasir Mas itself. In early stage, UMNO was lead by Malay aristocrat while PAS by religious leaders and Pasir Mas was the centre of activities of both parties in Kelantan. This article will discuss further on the history of both parties’ establishment, development and its influences in political environment of Pasir Mas during the pre-independence era of Malaysia.

Keywords: Pasir Mas, Kelantan, UMNO, PAS
ECONOMIC POLICIES FOR SUSTAINABLE DEVELOPMENT AND GROWTH

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There is a growing concern that continued expansion of the world economy will cause irreparable damage to the earth’s environment and a reduced quality of life for future generations. This fear rests on two intuitive notions: first, more outputs require more inputs and so the earth’s ‘sources inevitably will be depleted by continued growth of production and consumption, and second, more outputs mean more emissions and waste, and so the earth’s ‘sinks’ will inevitably become overburdened by continued economic growth. To avoid such a tragic outcome, it is argued that it is necessary for global economic expansion to cease and for humankind to make the transition to a steady-state economy. The paper noted that more research will be needed to provide greater precision to the relationships between economic policies and sustainable development. In highlighting a number of the crucial linkage indicates the breadth and significance of the economy-wide dimension to environmental management. Also, the researcher has seen that sustainable development has become the top of the international and domestic policy agendas. However, while the notion of sustainability is widely accepted, its precise content has remained elusive. Sustainable development is often defined as development that meets the needs of present generation without compromising the ability of future generations to meet their needs.

A COMMUNITY REACTIONS TO THE INTERNET USE AMONG HIGH SCHOOL STUDENTS IN PATTANI, THAILAND

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The Internet use brings psychosocial problems to young people globally. Many studies showed that the long term use of internet can affect young people socially, psychologically and physically. This paper is about the use of internet among high school students. The main research question of this study is to answer what are the community reactions on the internet use among high school students in Patani, Thailand. A qualitative study and in depth interview were used for data collection. Informants consisted of directors of several schools in Pattani, teachers, parents, students, local enforcement officers, owners of internet cafes and individuals that representing of the general public. Overall, the findings indicate that high school students in Pattani spent more than 8 hours a day using internet, therefore this has affected their psychosocial functioning such as poor academic performance, negative relationship with their parents, skipping school, sleeping in class, skipping meal and watching pornography. The findings also indicate that these young people began showing symptoms of negative behavior such as that they became easily upset, aggressive, moody, depressed, and unfriendly and not getting along with others. Implications of the study suggest that relevant stakeholders such as parents, government and non-governments organizations must play their role to overcome this problem. As far as the social work intervention is concerned, social workers in schools must enhance their role through the Student Care and Support System (SCSS) program that has been introduced in Patani.

Key Words: Internet use, high school students, psychosocial, stakeholders, social work intervention.
<table>
<thead>
<tr>
<th>PRESENTERS BY INDEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ahmad Izahan bin Ibrahim, 57</td>
</tr>
<tr>
<td>Alshadli A. Edwick 18</td>
</tr>
<tr>
<td>Awwalu Muhammad Inuwa, 24</td>
</tr>
<tr>
<td>Ayoub Zareie 14</td>
</tr>
<tr>
<td>Azzyikin Binti Naser, 53</td>
</tr>
<tr>
<td>Che Hamdan Che Mohd Razali, 32</td>
</tr>
<tr>
<td>Ching Eng Leong 16</td>
</tr>
<tr>
<td>Dora Nurlaily Binti Azman 15</td>
</tr>
<tr>
<td>Enas Ahmed Abdulla Shaqra’a, 34</td>
</tr>
<tr>
<td>Engku Arif Bin Engku Harun 49</td>
</tr>
<tr>
<td>Faizatul Najiah binti Mohd Azaman, 32</td>
</tr>
<tr>
<td>Fazreena Binti Mansor 35</td>
</tr>
<tr>
<td>Hamisu Mamman, 50</td>
</tr>
<tr>
<td>Hamizah Abdul Fattah 44</td>
</tr>
<tr>
<td>Hanna Ambaras Khan 41</td>
</tr>
<tr>
<td>Hekmet Almakadmi 58</td>
</tr>
<tr>
<td>Hilmiyah Zakaria, 29</td>
</tr>
<tr>
<td>Hj. Ahmad Nazzan bin Abdullah 41</td>
</tr>
<tr>
<td>Jalilah Md. Shah, 12</td>
</tr>
<tr>
<td>Jeevasuthan Subramaniam, 52</td>
</tr>
<tr>
<td>Kanlaya Daraha 58</td>
</tr>
<tr>
<td>Khairul Amri Ahmad, 47</td>
</tr>
<tr>
<td>Khatijah Othman 31</td>
</tr>
<tr>
<td>Le To Do Quyen 45</td>
</tr>
<tr>
<td>Lim Fang Keong 25</td>
</tr>
<tr>
<td>Lim Yen Wei, 21</td>
</tr>
<tr>
<td>Liyana Binti Romli 13</td>
</tr>
<tr>
<td>Lydia Leaw Beng Sim 23</td>
</tr>
<tr>
<td>Mahathir Yahaya, 48</td>
</tr>
<tr>
<td>Mardiana binti Idris 25</td>
</tr>
<tr>
<td>Masni Salleh, 36</td>
</tr>
<tr>
<td>Mayuти Duerama 57</td>
</tr>
<tr>
<td>Mitshel Lino 46</td>
</tr>
<tr>
<td>Mohammad Rahim Kamaluddin, 17</td>
</tr>
<tr>
<td>Mohammad Rahim Kamaluddin, 18</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>
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