

**PROGRAM PERSIDANGAN /  
CONFERENCE PROGRAMME**

**MAJLIS PERASMIAN / OFFICIATING CEREMONY**

4 Disember 2014 pada 08.45 pagi - 09.15 pagi /  
4th December 2014 at 08.45 am - 09.15 am

- Ucapan alu-aluan oleh / *Welcoming remark by* Prof. Madya / *Assoc. Prof. Dr. Mashitoh Yaacob* (Pengerusi Persidangan/ *Conference Chairperson*), Universiti Kebangsaan Malaysia (UKM)

**PEMBENTANGAN KERTAS KERJA /  
PAPER PRESENTATION**

4 Disember 2014 / 4th December 2014

09.15 pagi/am - 10.25 pagi/am

Pengerusi/*Chairperson*: Prof. Madya Dr. Mashitoh Yaacob

Tema/*Theme*: Etika ekonomi Islam / *Islamic economics ethics*

- Hainnur Aqma Rahim, Penerapan Nilai-Nilai Islam oleh Syarikat Berkaitan Kerajaan (GLC) dalam Pemuatan Etika berkenaan dengan Isu Alam Sekitar (09.15-09.45)
- Suhaimi Mohd Sarif, The Roles of Business Firms in Protecting Natural Environment: An Islamic Perspective (09.45-10.15)
- Sesi Soal Jawab/*Questions & Answers Session* (10.15-10.25)

10.25 pagi/am - 10.40 pagi/am

- Minum pagi / *Tea break*

**PROGRAM PERSIDANGAN (SAMBUNGAN) /  
CONFERENCE PROGRAMME (CONTINUED)**

4 Disember 2014 / 4th December 2014

10.40 pagi/am - 12.20 petang/pm

Pengerusi/*Chairperson*: Prof. Madya Dr. Maisarah Ahmad

Tema/*Theme*: Bioetika/*Bioethics*

- Noor Sharizad Rusly, Persepsi Pihak Berkepentingan terhadap Undang-Undang Biokeselamatan di Malaysia (10.40-11.10)
- Mohamad Adha, Review Paper: Bioethic Regulations in Malaysia (11.10-11.40)
- Noor Munirah Isa, Memahami Prinsip-prinsip Keutamaan dalam Penilaian Etika Sesebuah Aplikasi Bioteknologi Moden dari Perspektif Islam: Makanan Yang Diubahsuai Secara Genetik (GMF) sebagai Kajian Kes (11.40-12.10)
- Sesi Soal Jawab/*Questions & Answers Session* (12.10-12.20)

12.20 petang/pm - 02.00 petang/pm

- Makan tengah hari / *Lunch & Poster*

02.00 petang/pm - 03.40 petang/pm

Pengerusi/*Chairperson*: Dr. Muhammad Hilmi Jalil

Tema/*Theme*: Tingkah laku beretika alam sekitar / *Environmentally ethical behavior*

- Suhaila Abd Kadir, Aplikasi Teori Kelakuan Terancang dalam Menentukan Niat Kesiediaan Mengubah Sikap terhadap Penggunaan Polisterina dalam Kalangan Pelajar UKM (02.00-02.30)
- Chua Kean Boon, Environmentally Significant Behaviour: Problem or Panacea? (02.30-03.00)

**PROGRAM PERSIDANGAN (SAMBUNGAN) /  
CONFERENCE PROGRAMME (CONTINUED)**

4 Disember 2014 / 4th December 2014

- Zubaidah Mohd Nasir, Amalan Etika Perniagaan dalam Kalangan Ahli Perniagaan di Lembah Klang (03.00-03.30)
- Sesi Soal Jawab/*Questions & Answers Session* (03.30-03.40)

03.40 petang/pm - 03.55 petang/pm

- Minum petang / *Tea break*

03.55 petang/pm - 05.05 petang/pm

Pengerusi/*Chairperson*: Datin Paduka Prof. Dr. Jawiah Dakir

Tema/*Theme*: Etika alam sekitar Islam / *Islamic environmental ethics*

- Mashitoh Yaacob, Environmental Justice in Islam (03.55-04.25)
- W. Syairah Hazwani W. Petera, Pengaruh Nilai Akhlak Islam terhadap Tingkah Laku Beretika Alam Sekitar (EEB) Masyarakat Muslim di Kuala Lumpur (04.25-04.55)
- Sesi Soal Jawab/*Questions & Answers Session* (04.55-05.05)

**PROGRAM PERSIDANGAN (SAMBUNGAN) /  
CONFERENCE PROGRAMME (CONTINUED)**

**5 Disember 2014 / 5th Disember 2014**

**08.30 pagi/am - 09.40 pagi/am**

**Pengerusi/Chairperson: Pn. Zurina Mahadi**

**Tema/Theme: Tingkah laku pengguna / Consumer behavior**

- Sakina Shaik Ahmad Yusoff, Penyelesaian Pertikaian Perdagangan Pengguna: Hala Tuju dalam Era Teknologi (08.30-09.00)
- Noorasikin Mohd Mandak, Altruistic Consumer Perceived Value in Consumer Sustainable Recycling Experience (09.00-09.30)
- **Sesi Soal Jawab/Questions & Answers Session (09.30-09.40)**

**09.40 pagi/am – 09.55 pagi/am**

- Minum pagi / Tea break

**09.55 pagi/am - 12.05 petang/pm**

**Pengerusi/Chairperson: Dr. Ahmad Zamri Mansor**

**Tema/Theme: Etika perniagaan / Business ethics**

- Ida Saliny Hassan, Exploring the Lived Experiences of High-Performance Micro Entrepreneurs in Malaysia: A Hermeneutic Approach (09.55-10.25)
- Hanimas Ayu Ahmad Tarmizi, Exploring the Factors Related to Malaysian Brain Drain (10.25-10.55)
- Jihad Mohamad, The Moderating Role of Islamic Work Ethic on the Relationship between Organizational Justice and Organizational Citizenship Behavior in the Islamic Banking Context (10.55-11.25)
- Atefeh Charmchian, Co-Creation Experience in Malaysian Hotel Industry (11.25-11.55)

**PROGRAM PERSIDANGAN (SAMBUNGAN) /  
CONFERENCE PROGRAMME (CONTINUED)**

**5 Disember 2014 / 5th Disember 2014**

**12.05 petang/pm - 02.45 petang/pm**

- Makan tengah hari / Lunch & Poster

**02.45 petang/pm - 04.25 petang/pm**

**Pengerusi/Chairperson: Tn. Haji Shamsul Azhar Yahya**

**Tema/Theme: Etika kepenggunaan / Consumption ethics**

- Zurina Mahadi, Nilai Masyarakat, Etika Kepenggunaan dan Kelestarian: Di antara Potensi dan Cabaran (02.45-03.15)
- Muhammad Ilham Raduan, Etika Penggunaan Air dalam Konteks Berwuduk: Menurut Pandangan al-Qur'an dan al-Sunnah Terhadap Konsep Pembaziran (03.15-03.45)
- Farzana Quoquab, How Do Epicureanism and Global Consumerism Affect Muslim Buyers' Consumption Pattern? (03.45-04.15)
- **Sesi Soal Jawab/Questions & Answers Session (04.15-04.25)**

**04.25 petang/pm - 05.00 petang/pm**

- Minum petang / Tea Break
- Majlis Penutup dan Penyampaian Sijil / Closing Ceremony and Presentation of Certificates

**PROGRAM PERSIDANGAN /  
CONFERENCE PROGRAMME**

**Etika Kepenggunaan / Consumption Ethics**

**4 - 5 Disember 2014 / 4th - 5th December 2014**

**Hotel Puri Pujangga / Puri Pujangga Hotel,  
Universiti Kebangsaan Malaysia (UKM)**

**Anjuran / Organized by  
AP-2013-014**

**Islamic Environmental Ethics: Addressing the  
Phenomenon of Consumer Culture in Malaysia**



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**DPP-2014-088 Penerokaan Aspek Nilai, Sosial dan  
Perundangan dalam Perkembangan Sains dan  
Teknologi Semasa / Exploration of Values, Social  
and Legal Aspects of Current Development in  
Science and Technology**