

Kuala Lumpur International Islamic Studies And Civilisations Conference

This certificate is presented to

ASSOC. PROF. DR. SUHAIMI MHD SARIF

INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA

in recognition of his/her participation as

Presenter

for the paper entitled

THE EFFECTS OF TAAWUN IN SUSTAINING ETHICAL AND SOCIALLY RESPONSIBLE MANAGERS FOR SUSTAINABLE COMPETITIVE ADVANTAGE

in

THE 7th KUALA LUMPUR INTERNATIONAL ISLAMIC STUDIES AND CIVILISATIONS CONFERENCE

“ISLAM AND ITS PERSPECTIVES ON THE 4TH INDUSTRIAL REVOLUTION CHALLENGES”

21 - 22 JULY 2018

Hotel Bangi - Putrajaya, Malaysia



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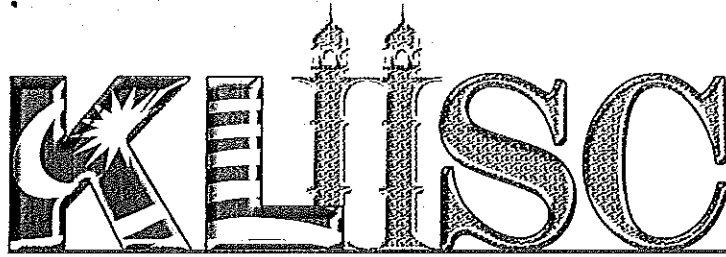
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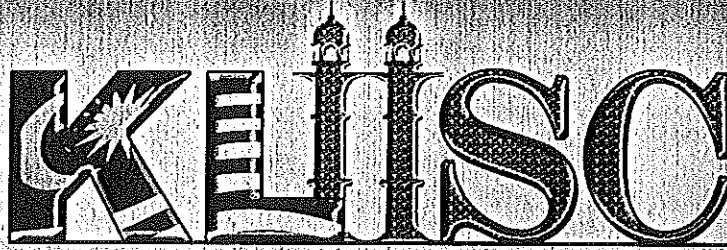
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Session Chair

in

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AND CIVILISATIONS CONFERENCE**

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The 7th Kuala Lumpur International Islamic Studies
And Civilisations Conference



Keynote Speaker
DR NOR AZURA ADZHARUDDIN,
Department Of Communication
Faculty Of Modern Languages And Communication
Universiti Putra Malaysia

21-22 JULY 2018

Hotel Bangi-Putrajaya,
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KLiCELS

“Rethinking communication, education,
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010-025	Arief Ruslan <i>Universitas Budi Luhur</i>	PORNOGRAPHIC CONTENT IN SECURITY UGAL-UGALAN MOVIE (JEAN BAUDRILLARD SEMIOTICS ANALYSIS ON PAMELA AND OVI CHARACTER)	KLICELS 041-041
014-012	Fairuz Liza binti Shuhaimi <i>Pollteknik Ungku Omar</i>	ENGLISH COMMUNICATION FOR DIGITAL TECHNOLOGY: BRIDGING THE GAP BETWEEN INDUSTRIAL REVOLUTION 4.0 REQUIREMENTS AND GRADUATES READINESS.	KLICELS 041-043
016-016	Farahidatul Akmar binti Awaludin <i>Universiti Teknologi MARA Perak</i>	SMARTPHONES IN ESL CLASSROOM: IS IT WORTH THE RISKS?	1.00pm - 2
019-018	Benny Muhdaliha M.Sn <i>Universitas Budi Luhur</i>	VISUAL ANALISYS OF ARENA OF VALOR GAME INTERFACE WITH VISUAL PERCEPTION AND MANGA MATRIX	2.00pm - 5
021-020	Rahajeng Puspitosari <i>Universitas Budi Luhur</i>	THE ROLE OF WOMAN IN PREVENTION OF DENGUE FEVER OUTBREAK (STUDY ON THE ACTIVITY OF THE JOURNEY GUIDES IN PONDOK CABE, SOUTH TANGERANG)	Session Ch 059-057
020-058	Arbi Cristional Lokananta <i>Universitas Budi Luhur</i>	PRODUCTION MANAGEMENT AT TELEVISI REPUBLIK INDONESIA (TVRI) TO MAINTAIN MAGAZINE PROGRAM	037-059
024-062	Wenny Maya Arlena <i>Universitas Budi Luhur</i>	PRODUCER EXECUTIVE STRATEGY IN CHILDREN SONGS PROGRAM BASED EDUCATION (CASE STUDY OF CHILD SONGS AND SONG PROGRAMS "DUBI DUBI DAM" IN RTV, JAKARTA)	044-046
Session Chair: Assoc. Prof. Dr. Suhaimi Mhd Sarif		Venue: Raya (KLIISC7)	15 min
004-001	Assoc. Prof. Dr. Suhaimi Mhd Sarif <i>International Islamic University Malaysia</i>	THE INFLUENCE OF QURANIC ETHICS ON RESPONSIBLE RESEARCH FOR SUSTAINABLE PERFORMANCE	013-024
004-012	Assoc. Prof. Dr. Suhaimi Mhd Sarif <i>International Islamic University Malaysia</i>	THE EFFECTS OF TAAWUN IN SUSTAINING ETHICAL AND SOCIALLY RESPONSIBLE MANAGERS FOR SUSTAINABLE COMPETITIVE ADVANTAGE	042-042
012-008	Dr. Akhlaq Ahmad <i>International Islamic University Islamabad, Pakistan</i>	ISLAM AND WESTERN CIVILIZATION IQBALS POETRY - THEIR VISION AND FUTURE	043-044
023-015	Dr. A'dawiyah Ismail <i>Universiti Kebangsaan Malaysia</i>	THE SPIRITUAL WELLBEING OF FEMALE CANCER PATIENTS AT THE NATIONAL CANCER SOCIETY MALAYSIA	048-048
014-009	Dr. Aulia Rosa Nasution <i>Medan Area University</i>	ACTS OF TERROR AND RADICALISM IN THE 21ST CENTURY FROM THE PERSPECTIVE OF INTERNATIONAL LAW AND HUMAN RIGHTS	4.00pm - 4 045-051
029-020	Dg Nooremah Ag Said <i>National Metrology Lab, SIRIM</i>	THE CONFUSIONS OF CONVERSION OF GANTANG INTO METRIC SYSTEM	052-052
002-013	Assoc. Prof. Dr. Saad Eldin Mansor <i>International Islamic University Malaysia</i>	السباق الحديث في تكثير النسل وتوزيعه	056-054



CONFERENCE ABSTRACTS (KLISC6)

004-001

THE INFLUENCE OF QUR'ANIC ETHICS ON RESPONSIBLE RESEARCH FOR SUSTAINABLE PERFORMANCE

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ABSTRACT

In recent years, responsible and accountable business researchers are highly sought after in the wake of Fourth Industrial Revolution due to deficit of trust and sustainability in the market. The automated and artificial intelligence driven connectedness and networking in the business world has serious deficiency in terms of trust, integrity, ethical and sustainable. The influence of Qur'anic ethics from *Surah al-Mulk* manifested a few ethical conducts necessary for business researchers in the Fourth Industrial Revolution. The study explored what are the factors influencing business researchers to have ethical conduct and responsible in all research projects. The study interviewed 10 technopreneurs in Malaysia to solicit their views on the factors influencing business researchers to behave ethically in conducting research. The feedback from the informants suggested three ethical factors namely the reason for existence into the strategic direction and purpose of enterprises, being vigilant in investment for any venture, and being consistent with character (*khuluq*) manifest the Qur'anic lessons from *Surah al-Mulk* for being ethical in conducting research so that the results of the research contribute to the performance of companies on sustainable manner.

Keywords: Business researchers, Qur'an, Business Ethics.

005-004

PERAWI-PERAWI AL-MUDALLIS DALAM SAHIB IBN HIBBAN: PERBANDINGAN KRITIKAN ANTARA IBN HIBBÓN DAN AHLI NUQQAD

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ABSTRAK

Kitab *Sahih Ibn Hibban* adalah satu khazanah yang bernilai dalam deretan kitab hadith yang telah diwarisi sejak zaman al-mutaqaddimin. Oleh itu, memahami dan mengkaji metodologi kitab tersebut adalah salah satu usaha murni bagi mengetahui ketinggian ilmu penulis kitab ini. Apabila menelusuri kitab ini maka telah di ketahui terdapat beberapa perawi al-mudallis yang telah dimasukkan oleh penulis ini. Meskipun di awal penulisan

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012-008

ISLAM AND

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ABSTRACT

This study i
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yang terdiri daripada pakar dalam bidang bahasa Melayu, Pendidikan, Sosiologi dan Sosiobudaya. Dapatan daripada pusingan kedua dan ketiga adalah untuk mendapatkan median dan Julat Antara Kuartil (JAK). Dapatan kajian ini menunjukkan 7 tema dan 35 elemen falsafah bahasa untuk penyatupaduan nasional telah dibentuk dan disepakati oleh 23 orang pakar setelah melalui tiga pusingan Delphi. Pada keseluruhannya dapatan berkaitan jangkaan terhadap tema dan elemen falsafah bahasa yang berupaya untuk mewujudkan penyatupaduan nasional dalam Pembelajaran dan Pemudah Cara (PdPc) bahasa Melayu ini mampu memperluaskan skop dan peranan falsafah bahasa daripada bidang yang hanya berfokus kepada pendidikan bahasa kepada usaha penyatupaduan nasional dengan lebih jitu kerana hanya mencapai kesepakatan yang tinggi dalam kalangan pakar yang berlainan bidang tetapi menjurus kepada matlamat yang sama.
Kata kunci: Pembangunan, Falsafah Bahasa, Teknik Delphi, Model Prototaip, Penyatupaduan Nasional

004-012

THE EFFECTS OF TA'AWUN IN SUSTAINING ETHICAL AND SOCIALLY RESPONSIBLE MANAGERS FOR SUSTAINABLE COMPETITIVE ADVANTAGE

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ABSTRACT

In competitive market, having sustainable competitive advantage is necessary to remain competitive and survive. The process of creating and sustaining competitive advantage is integrative, interactive and comprehensive among stakeholders. *Ta'awun* or Tawhidic driven cooperation from Islamic perspectives enables the process to produce ethical and socially responsible. Integration through scope of organisational operations through vertical and horizontal integration strengthens organisational strategies on sustainable manner. The integration theory allows for strategic cooperation or *ta'awun* to achieve sustainable competitive advantage. This study aimed to explore the effects of *ta'awun* in sustaining ethical and socially responsible managers. The study used personal interview with marketing and sales managers in Malaysia to solicit their views on the effects of being mutual co-operative or *ta'awun* with stakeholders in sustaining performance and competitive advantage. The results of the study showed that the effects of *ta'awun* are in a few factors, namely social integration with social contract, norms and belief; organisational structure and process; management policies, systems and resources; and continuous (*fastaqim*) training for ethical (*tarbiyyah khuluq*) and socially responsible practices (*khuluq bil'amal ijtima'ie*). The implications for practice are to institutionalise standard operating procedure (SOP), code of conduct, and regular education for managerial ethics. The results of the study is not to generalise or confirming of any theory, but to understand the situation of the event from the real context of the situation. The implications of practice and policy of organisations are in the code of conduct and training programmes to include continuous education and job training. As for theory, this study contributed to the contemporary theory of normative ethics from Islamic perspective of *ta'awun*, spritual or soul-based strategic cooperation and alliances. Future studies should use mixed methods or case study method to include more views and insights from many stakeholders.

Keywords: Ta'awun, Business ethics, Social responsibility.

002-013

السياق الحديثي في تكثير النسل وتثويته
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ملخص البحث



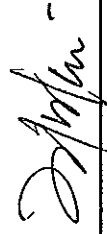
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CERTIFICATE OF PARTICIPATION

This is to certify that
SUHAIMI MHD SARIF
has collaborated in the conference as a session chair.



Dr Abdul Kadir Othman
WAIM Honorary Secretary



Emeritus Professor
Dr Mohamed Sulaiman
WAIM President

