



# 2<sup>nd</sup> ASIA AIMC INTERNATIONAL MULTIDISCIPLINARY CONFERENCE 2018



2<sup>nd</sup> ASIA INTERNATIONAL MULTIDISCIPLINARY CONFERENCE

AIMC 2018

- THEME**
- 1) Life Sciences (LS)
  - 2) Social Science and Humanities (SSH)
  - 3) Economics, Business and Management (EBM)
  - 4) Science Technology Engineering and Mathematics (STEM)

Organised by



# 2<sup>nd</sup> ASIA AIMC INTERNATIONAL MULTIDISCIPLINARY CONFERENCE 2018

## ABSTRACT BOOK

ECONOMICS, BUSINESS AND MANAGEMENT (EBM)

### TECHNOLOGY & SOCIETY: A MULTIDISCIPLINARY PATHWAY FOR SUSTAINABLE DEVELOPMENT

## 12-13 MAY 2018

FACULTY OF MANAGEMENT  
UNIVERSITI TEKNOLOGI MALAYSIA JOHOR BAHRU, MALAYSIA



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## Pre-Conference and Post-Conference Training Workshop



**UTM**  
UNIVERSITI TEKNOLOGI MALAYSIA



**ASIA**  
ACADEMIA SOCIETY & INDUSTRY ALLIANCE

**12-13  
MAY 2018**

FACULTY OF MANAGEMENT  
UNIVERSITI TEKNOLOGI MALAYSIA  
JOHOR BAHRU, MALAYSIA

# 2<sup>nd</sup> ASIA INTERNATIONAL MULTIDISCIPLINARY CONFERENCE (AIMC 2018)

## PRE CONFERENCE WORKSHOPS (11 MAY 2018)



### PROF. DR. AMRAN RASLI

"How To Write A Good  
Chapter One For Your  
Research"

Dr. Amran is a Professor at Universiti Teknologi Malaysia. He authored more than 300 articles in reputable journals. He is the former director of Innovation and Commercialization Center (ICC) UTM.



### DR. AHMAD JUSOH

"Moderation and Mediation  
analysis: Theoretical  
development and testing"

Deputy Dean (Research, Innovation, Commercialization, Network) & Associate Professor at Faculty of Management Universiti Teknologi Malaysia. He is attached with various reputable journals as an editor and reviewer. Dr. Ahmad Jusoh has several publications to his credit in highly reputable journals.



### DR. IMRAN QURESHI

"Advanced Issues in  
structural Equation modeling  
(SEM) using SmartPLS"

Dr. Imran is the founding Director of Connecting Asia and Senior Lecturer at University Kuala Lumpur (UniKL). Dr. Imran Qureshi has more than 100 articles published in reputable journals to his credit and his cumulative Impact factor is more than 45.



### DR. MD MAMUN HABIB

"How to publish  
high Impact journal papers"

Dr. Md. Mamun Habib is an Associate Professor at BRAC Business School (BBS), BRAC University, Bangladesh and the Visiting Scientist of University of Texas – Arlington, USA. Editor-in-Chief of International Journal of Supply Chain Management (IJSCM), London, UK (SCOPUS Indexed). Dr. Habib published more than 100 research papers, including Conference Proceedings, Journal articles, and book chapters/books. He serves as the Editor-in-Chief/Lead Guest Editor/Editor/Editorial Board Member/Reviewer of more than 20 journals, particularly Scopus and Thomson Reuters Indexed Journals.



### ARSLAN UMAR

"UTM Thesis formatting using Endnote"

Aslan Umar is a PhD Scholar in Faculty of Management, UTM, working with Connecting ASIA and other reputable journals for managing their format in MS word using endnote. He is having several articles published to his credit in reputable journals.

WORKSHOP FEES ONLY

**RM50**

LAST DATE FOR  
WORKSHOP REGISTRATON

**30TH APRIL 2018**

BANK DETAIL FOR FEE SUBMISSION: CIMB 7614244284 (ABDUL SAMI)

For further information and abstract submission please visit <http://www.utm.my/asia/> or <http://connectingasia.org>

All accepted articles will be published in Scopus Indexed Journals and selected articles will be published in the Journal of Cleaner Production (Elsevier, IF 5.71), Clean Technologies & Environmental Policy (Springer, IF 3.33)



**AIMC-2018-EBM-842****DETERMINANCY OF QALB BEHAVIORAL TRAITS TOWARDS ENTREPRENEURIAL INTENTION AMONG THE YOUTH IN MALAYSIA****Corresponding Author:** MHD LOUAI SARHAN**Co-Authors:** ASSOC. PROF. DR. KAMARULZAMAN. AB AZIZ

Multimedia University Cyberjaya

**Abstract**

*In transforming Malaysia into an entrepreneurial nation thus addressing the unemployment issue, poverty, income inequalities, and lack of inclusive innovation goods as well as services available in the markets for the bottom of pyramid (BoP), there is a need to have a healthy number of active inclusive entrepreneurs. In the context of Islam, a Muslim's business activities must be focused foremost on pleasing Allah, which includes conducting a business consistent with the moral and ethical standards of Islamic practices, fulfilling one's religious obligations, and contributing to the overall Islamic goal of benefitting society as a whole (Hassan & Hippler, 2014). Therefore, there is a need to nurture the creation of learned values-driven talents to become holistic and well-balanced entrepreneurs. This study will develop a model of Qalb-based entrepreneurship. This model is formulated to test and explain the relationships between the three different levels of Qalb entrepreneurial traits and the inclusive entrepreneurial intention of Muslims. The underpinning theories of this model are the theory of planned behavior (TPB) and the levels necessity of Maqasid al-Shariah. The TPB has been used to predict the entrepreneurial intention, while the Maqasid (purposes) al-Shariah is used to understand the Islamic belief and goals from the Shariah perspective by focusing on individuals, community, nation and humanity in general. Hence this study will be merging the TPB and the levels of necessity of Maqasid al-Shariah to produce and identify the Qalb behavioral traits in order to measure and understand the intention of inclusive Muslim entrepreneurs. This study focuses on developing the conceptual model to measure the intention of Muslim youth entrepreneurs to produce inclusive products or services that serve the entire nation or Ummah including the bottom of the pyramid and B40. Therefore, this study will have important implications especially to policy makers in promoting and developing future entrepreneurs in Malaysia such as in the area of entrepreneurship education and further researches*

**Keywords:** Entrepreneurship; Qalb; Entrepreneurial; Entrepreneurial Intention; Malaysian Youth**AIMC-2018-EBM-845****PRIORITIZING SAFETY TRAINING FOR A MORE PERSONAL COMPLIANCE OF A SAFE AND HEALTHY WORK ENVIRONMENT AMONG STUDENTS AND STAFF OF HIGHER EDUCATION INSTITUTIONS OF SELANGOR****Corresponding Author:** Mokana Muthu**Co-Authors:** Mokana Muthu Kumarasamy , Mazni Saad , Reeny Karlina Abdul Rauf , Noor Malinda Mohamed Mohan , Mohd Hanafi Azman Ong

University Selangor (UNISEL)

**Abstract**

*Safety is an important element in an organization. A safe work space makes safety a priority throughout the organization. Improved safety will minimize job accidents, injuries, medical illnesses and death. Occupational safety and health (OSH) training that is provided by the top management of universities will create a safe and comfortable environment for both the staff and students. It also guarantees that every employee is safe in the workplace. Thus, the primary objective of this study is to investigate the effect of safety training towards personal compliance. A total of 234 questionnaires were distributed to 20 higher educational institutions in Selangor, Malaysia. A conclusion was reached once the data were analyzed using SPSS; that safety training ( $B = 0.364$ ,  $t = 11.90$ ,  $p$*

**Keywords:** Safety Training; Personal Compliance; Private University**AIMC-2018-EBM-846****INVESTIGATING THE EFFECTS OF CORPORATE GOVERNANCE ON THE RELATIONSHIP BETWEEN EARNING MANAGEMENT AND CORPORATE PERFORMANCE IN THE BURSA MALAYSIA****Corresponding Author:** mojtaba nasiri**Co-Authors:** Mojtaba Nasiri ,Saudah Sofian

UTM

**Abstract**

*The lack of transparency in financial reports has several reasons, but the most important is earnings management practice which is implemented by managers. Indeed, managers by using Earnings Management tools manipulate accounting information to achieve some goals. Corporate governance, whose primary goal is to deal with identifying potential mechanisms in which the shareholders of a corporation have more power and exercise control over the managers to protect their interests, has recently brought the acute attention of academics and policy makers around the world. Most researches have been concentrating on the relationship between corporate governance and firm performance, but a few studies have regarded the moderator functionalities of corporate governance on firm performance from different aspects. This study investigates whether corporate governance affects the relationship between earnings management and corporate performance by using listed companies' data in Bursa Malaysia. Data from FTSE Russell has been used by applying the intersection function to the constituents of FTSE Top 100 Bursa Malaysia during years 2011 to 2015, which includes 59 companies in the form of 295 company-year. The results show that discretionary accruals (DAs) has significantly negative effect on return on equity and has significantly positive*