

SOCIAL SCIENCES POSTGRADUATE INTERNATIONAL SEMINAR (SSPIS) 2017

28 November 2017

sains@usm, Bukit Jambul,
Penang, Malaysia

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Perpustakaan Negara Malaysia Cataloguing-in-Publication Data

Social Sciences Postgraduate International Seminar, 2017/ Editors Nadhrah A Kadir, Abdul Rais Abdul Latiff, Azmil Mohd Tayeb, Intan Nooraini Haji Zainol, Maslina Mohammed Shaed, Law Chee Hong, Paramjit Singh Jamir Singh, Radin Firdaus Radin Badaruddin, Siti Rahyla Rahmat

ISBN 978-967-11473-8-2

1. Anthropology & Sociology 2. Arts & Humanities 3. Communication and Mass Media & Education 4. Development, Planning & Management 5. Economics 6. Housing, Building & Planning 6. Languages 7. Political Science 8. Psychology 9. Social Work I. Nadhrah A Kadir. II. Abdul Rais Abdul Latiff. III. Azmil Mohd Tayeb. IV. Intan Nooraini Haji Zainol. V. Maslina Mohammed Shaed. VI. Law Chee Hong. VII. Paramjit Singh Jamir Singh. VIII. Radin Firdaus Radin Badaruddin. IX.. Siti Rahyla Rahmat.

eISBN 978-967-15440-1-3



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PREFACE

The Social Sciences Postgraduate International Seminar (SSPIS) was held on 28th to 29th November 2017 at sains@usm, Penang, Malaysia. Like the past seminars, SSPIS 2017 focused on three main disciplines of pure arts, applied arts and applied sciences. Social Sciences is not a stand-alone discipline but trans-disciplinary, encompassing several fields including anthropology, sociology, social work, development, planning and management, economics, political science, psychology, education, language, humanities, communication, mass media and housing, building and planning. The trans-disciplinary nature of social sciences allows for the weaving of new knowledge, and at the same time, allows researchers to move beyond known boundaries, as society's problems are far too complex and cannot be solved only within the domain of one discipline. Hence, SSPIS is the right platform for all participants to share knowledge, findings, and ideas across many different fields.

The SSPIS 2017 attracted a total of 110 research papers from various institutions and organizations from around the world. All the full papers were subjected to double-blind peer reviews. Out of 110 research papers, only 22 papers were selected to be included in the Proceedings of Social Sciences Postgraduate International Seminar that will be submitted to Thomson Reuters for the Conference Proceedings Citation Index.

We would like to take this opportunity to convey our appreciation to all authors and participants for their contribution and support. We would also like to thank all paper reviewers for their invaluable input and constructive comments in reviewing the papers. Finally, we would like to extend our deepest gratitude to the staff and post graduate students of School of Social Sciences, USM for having supported and successfully organized the SSPIS2017.

Thank you

Nadhras A Kadir
Abdul Rais Abdul Latiff
Azmil Mohd Tayeb
Intan Nooraini Haji Zainol
Maslina Mohammed Shaed
Law Chee Hong
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Proceedings of Social Sciences Postgraduate International Seminar (SSPIS) December 2017

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New Look, New Identity: Re-Inventing Muslim Women Through Fashion

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Abstract

Malaysia is a multi-ethnic country that admires traditions including its traditional costumes. Muslims living in Malaysia are encouraged to incorporate the Malay traditional wear in schools and offices, especially those under the government sector. However, globalization has resulted in many contesting ideas about what is right to wear and what garments are unacceptable. Through rapid development of the Islamic fashion industry and from its designers to modelling agencies, fashion revolution has empowered women in ways of projecting their personal identities with various choices of fashion available. While being influenced highly by the global consumer culture, understanding of Islam and its beliefs on “covering” has created new interpretations that reject traditional perceptions of women’s subjugation and submissiveness. Thus, the objective of this paper is to identify how Muslimwomen reinvent their identities through fashion within spaces. Secondary materials that emphasize on fashion issues and their effects on identity among Muslim women are studied. This paper reveals that clothing becomes specifically regulated and scrutinized within spaces. The understanding of covering is becoming more individualistic, personalized and accustomed to one’s own identity formation. Nevertheless, tensions in rising consumer desires in participating within the global fashion movements of the West become activated as one’s obedience to stay loyal to the local culture and its perseverance of national identity becomes affected by the decision processes of consumption. In short, Muslim women use fashion in order to re-negotiate their roles and ascribe their personal identities as a way of power play in modern society thus, making them more visible.

Keywords: Bodies, fashion, identity, Muslim, space, women

1. Introduction

The international fashion industry emerged since the Renaissance period where the development of trade and commerce has demanded supplies for their production. With the expansion of cities and industries, class shifts in the power structure brought upon a Humanist thought that was very much interested in individuality and a desirable visual display (Arnold, 2009). Following the Industrial Revolution of the 18th century, diversified fashion became visible as the birth of fashion designers of *houte couture* (an elite form of fashion) evolved in France, making custom hand-made garments especially for individuals and becoming one of the determinants of what was fashionable at that particular time. According to Arnold (2009: 7), fashion is “a vibrant form of visual and material culture that plays an important role in our cultural and social life... it shapes our bodies and the way we look at others [and also] ... enables creative freedom to express alternative identities” that becomes personally dictated with what is deemed beautiful and acceptable. Barnard (2002 cited in Chen et al., 2014) maintains that clothing serves material and cultural functions. The first functions as a way of protection, modesty and attraction and the second communicates personal expression, status symbol and religious condition, and plays socio-economic roles and rituals.

In bringing the focus on women and society in Malaysia, a new phenomenon of *Muslimah* fashion now dominates the fashion trend amongst the Malays and Muslim communities. Contractor (2012 cited in Hassim, 2014) defines the term *Muslimah* as female Muslims who represent themselves through Islamic culture and faith. To date, globalization, consumer culture and the advancement of technology have played fundamental roles in providing women with numerous arrays of clothing articles to choose from. This “freedom to choose” acts as a very powerful tool for women empowerment in their identity constructs as women are able to share with each other despite borders. There are different ways in which they use clothing articles in transforming their socially gendered character into a more empowered outlook in society, including by showing their visibility through different mediums of space (Hassim, 2014). This idea is in accordance with the government’s *Transformasi Nasional 2050* (TN50) policy which aims to sustain the norms and values of Malaysia’s Islamic and multi-ethnic heritage dressing to further encourage Islamic values and culture through fashion. Thus, the objective of this paper is to examine how fashion helps Muslim women reinvent their identity within their private and public spaces.

2. Literature Review

Besides dressing to appear Islamic, Malaysia is a multi-ethnic country that admires traditions and its traditional costumes. Malaysian women also incorporate their “New Look” through the re-fashioning of their traditional attires as a way of negotiating their power prescribed by men, which becomes a common practice amongst women to date as it is considered as a “soft-power” play against patriarchal discourses. As *Muslimah* reinvent themselves in terms of fashion and consumption, vanity, competition and social-consciousness become probable. In line with the static unchanging nature of *Abaya* that imposes modesty on Gulf women, traditional Malay attires have also been transformed into fashionable and stylish apparels that ostensibly exude vanity (Sobh, Belk & Gressel, 2012). The re-invention, which occurs through various types of clothing, allows women to unite in order to negotiate conflicting demands that embrace both local and global trends and also seek to find compromises between the new and the old. Therefore, out-globaling the global becomes tangible while still embracing their cultural heritage.

What is more, Warner (1992) and Cinar (2005 cited in Ismail, 2008) argue that “the public sphere is not just an arena of deliberation, but also a space of identity formation through performances and subjectivities of visual displays as well as through validation and authorization” (p. 420) which administers a sense of belonging for women within a society. Nowadays, trying to achieve a sense of belonging has become a very challenging practice as globalization has brought upon significant social and economic upheavals that have shifted discourses of beauty, religion and modernity through mediated channels of advertising and commercial imagery. Modernization integrated with secularization of the public sphere has proliferated consumer culture and consumerism through immigration, global media dispersion and access to multinational products and services (Sobh, Belk & Gressel, 2012). Accordingly, many nations urge women to embrace a modernized fashion sense of style that embraces the changes of modernity and its openness to the West. Nonetheless, as the increasing adoption of Western values conflicts with local religious and patriarchal principles, conservatives fear over its moral decadence of this impure lifestyle that is regarded as a disguise of Western imperialism (Sobh, Belk & Gressel, 2012). Modes of clothing amongst Malaysian Muslim women have also been transformed by incorporating and adapting international fashion trends and designs that are supplemented by popular Western brands and fashion items.

With new technological advancements, the “marketing” of Muslim women through the Internet and social media platforms displays new fashion avenues that have been developed in

broadcasting the latest fashion styling of a wider selection of garments (Waninger, 2015). What materializes is their aim to look “cool” in order to assimilate within the expression of modernity. To that account, this cultural phenomenon has progressively emerged amongst urban middle-class women who are using space especially in today’s context and in special arenas to project their identities by re-fashioning their bodies publicly (Noormohamed, Nadia, 2008). This has resulted in the *Muslimah* fashion industry that creates and develops women’s own identities through modest wear in portraying Muslim women as more independent, strong, educated, bold and confident.

3. Research Design

- This research is a secondary analysis study that is descriptive in nature as the data collected were based on local Malaysian magazines. This particular study focused on six different magazines: *Hijabista*, *Hijab Fesyen*, *Era Muslimah*, *Wanita*, *Mingguan Wanita* and *Keluarga*. The focus in studying these magazines was to explore how Muslim women today define their personal identity through visually expressing their sense of fashion in different spaces. Hence, all the magazines chosen for this study were chosen for their contents which highly cater for Muslim women who are their main target of readership. The analysis on the data examined the types of attire worn by Muslim women in specific locations that are highlighted in the magazines. The study categorizes the data into fashion and space; where space is sub-divided into smaller categories of private and public realms in order to visually comprehend a clearer understanding of what types of clothing are chosen in re-inventing their new looks as Muslim women. The researcher has separated the findings of the fashion worn by women located in studio settings. This is due to the reason that the studio could be regarded as a space that is both private and public; private in the sense that it is within confined spaces and often an area dominated by women and also public in the sense that the studio is a place of socialization and work.

4. Findings and Discussion

4.1 Fashions in the Private Realm

Based on the analysis, this study discovers that Muslim women become commonly depicted in wearing traditional attires within the private sphere. The private sphere found in the magazines is mainly staged at home as the magazines chosen for this research comprised of those that focus on women, family and fashion. It was clearly observable within magazines such as *Mingguan Wanita* and *Wanita* that women choose to wear the traditional *baju kurung* at home despite it being their private realm. Although other forms of casual clothing are also visible (see Table 1), women still choose to be seen in *baju kurung*. Nevertheless, these women re-fashion their looks by wearing a more “fashionable” and “fashion savvy” look that coincides with new trends that portray a “modern women” as positioned in *Mingguan Wanita*. By adding embellishments to their clothing, women choose to enhance their visibility and attractiveness in the private sphere of the home while playing their roles as mothers or daughters. The embellishments that are favoured by these women are three-dimensional flowers, appliqués, feathers, lace, sequins, *Songket* material, ruffles and prints. Hence, it shows that women prefer traditional wear to be worn in homes compared to other locations depicted within the private and public realms. Muslim women, despite their need to play important roles at home, still choose to wear the traditional attire as a symbolic way of communication over the ideological identity of respecting the traditional Malay ways of life; they still play around with detailing in their attempt to beautify and make themselves more visible (Fakhruroji & Rojiati, 2017).

Nevertheless, these magazines highlight an enormous emphasis on a few particular casual clothing, such as palazzos, culottes, oversized jackets, cardigans and blouses, flowy long skirts,

Abaya, princess cut dresses, black and white pairing and flared sleeved blouses. What is more, in terms of traditional wear, *baju kurung* is re-styled into a more modern look where features of peplum, fishtail and *kurung Kedah* cuttings are in fashion and further embellished with ruffles, beadings, three dimensional flowers, lace, prints and *Songket* which are incorporated to make women more visible.

4.2 Fashions in the Public Realm

Correspondingly, this research also focuses on the fashion attributed within the public realm as depicted in the selected magazines. Large amounts of imagery of these women in fashion can also be seen in hotels, gardens or parks, the streets and mosques. With reference to Appleford's (2016) research, the aspects of "dressing up" in fashion mostly occur in the context of special occasions and places of high socialization. It is in these locations that women feel it necessarily important to "put more effort" in the way they look.

Based on imagery depicted in *Hijab Fesyen* magazine, hotel space presented the most significant data collection as it was found to have held many corporate or charity events and product launchings. What becomes obvious is the fact that it was in this space that women were seen to be wearing trousers the most. Although other variations of clothing such as traditional wear and *Abaya* were also visible, women in this space re-fashioned their look by incorporating a more modern twist. For instance, women paired their *kebaya* tops, blouses and jackets with pants that were either slim-fitted, culottes or palazzos.

Next, gardens or parks are the second common sphere captured in the magazines under study. Here, women became visible in a large array of clothing that mixed both traditional and casual look. There was a higher visibility of women wearing modern *baju kurung* than the casual two-piece consisting of blouse and trousers. Similarly, for fashion on the streets, women too were seen to prefer wearing either traditional wear or clothes that are modest in their appearances such as long cardigans, long blouses and *jubah*. In contrast, it was observed in *Mingguan Wanita* magazine that women on the streets were more daring in their choices of fashion as they seemed to showcase the use of leather jackets and jeans. Street-wear in this case is still very much conservative but women do show a sense of exploration as they are devoted towards creating expressions of modest dressing that resonates with post-modern representations of urban modesty (Hassim & Khalid, 2015).

Lastly, analysis made on *Hijabista* magazine found an astounding data where the focus is on mosques being the locality of Muslim women's fashion. It became apparent that women's fashion in this space was made visible through the events of the '*akad* or marriage ceremony that are currently popularly held in mosques. Women were characterized in the magazines as either brides or bridesmaids. Fashion in this manner visually displayed a significant amount of imagery of lace *baju kurung*, lace peplum bridal gowns, lace princess dresses and *Abaya* with lace. It could be observed that lace has a large correlation with how women style themselves for weddings. Apart from wedding events at the mosques, daily clothing articles such as black *Abaya*, *jubah* and *baju kurung* were also presented in the categorization of religious-wear. Although these clothing articles are considered to be conservative Islamic dress, women give a "personal touch" to their look by typically choosing to wear a piece of article that is colorful, beaded or with embroidery (Chen et al., 2014).

It must be noted that one other commonly focused location is in bridal boutiques. However, imagery of clothing represented in bridal boutiques lie largely in the focus of bridal-wear where the fashion covers a variety from traditional bridal-wear of modern *baju kurung* or *kebaya* to ball-gowns with trains. What is more, it was found that women who were in casual attires in bridal boutiques were the owner, sales-girls or tailors of the boutique.

Table 1: Fashion in Different Spaces

Spaces	Fashion
Private	
House	<i>Baju kurung</i> , long dress, <i>plain modern kurung</i> with 3D flowers, long sequined dress with ruffles, mermaid <i>kurung</i> with border lace, blouse with jeans, <i>songket kurung</i> , flared sleeved blouse with pants, printed <i>kurung</i> , modern <i>kurung</i> , blouse with pants, sequined <i>abaya</i> , plain <i>abaya</i> , jacket with pants, lace <i>kurung</i> , sequined long-sleeve-dress, long blouse with brocade pants, long cardigan, <i>jubah</i>
Public	
Hotels Gardens Parks Mosques Streets	Blouse and jeans, <i>kebaya</i> with pants, blouse and pants, princess dress, <i>jubah</i> , jacket with pants, modern <i>baju kurung</i> , ball-gown dress, long cardigan, long dress, <i>baju kurung</i> , <i>abaya</i> , denim, leather jackets with jeans, <i>songket</i> dress, long jacket, ball-gown skirt, modern <i>kurung</i> , peplum <i>kurung</i> , lace <i>kurung</i>

5. Discussion

Space has fundamental influences over one’s identity formation (Cote, 1996). Cote (1996) identifies three different perspectives of identity. The first is understood under the term “social identity” that designates the position of one within a social structure. The second prevails the conceptions of personal identity that denote the more concrete aspects of “individual experiences” rooted within interactions (institutions) and lastly the notion of an ego identity which refers to a “more fundamental subjective sense of continuity” that characterizes the personality. This social structure and personality perspective framework employ the term “space” as intertwined with culture as the interaction between one’s personality and the social forces becomes inseparable. The distinction between the private and the public space becomes credible within a number of understandings. This research takes upon its literal meaning which separates both realms spatially.

Consequently, as it personifies the roles of gender politics in the social arena, clothing becomes specifically regulated and scrutinized within spaces as a management mechanism of public Muslim presence by institutions (Ismail, 2008). This process of control over the bodies of Muslim women and their sexuality through forms of veiling or covering the body becomes interpreted into social forms of backwardness, patriarchal domination, false consciousness and female subservience. Therefore, this symbolic discourse of women’s social and sexual submissiveness calls for a re-negotiation of their appearances.

As Muslims live within the *Ummah*, globalization has brought upon many contesting ideas about what is right to wear and what garments are unacceptable. This polarized view of fashion discounts Muslim women as either a) plain, dull, boring, and religious in an overzealous sense or, on contrary, as b) flashy, an attention seeker or free (Sobh, Belk & Gressel, 2012). What becomes apparent here are the discourses of where garments become the subject of debate as fashion choices has offered Muslim women an open field to explore their religion and how they personally wish to express it (Janmohamed, 2016). As a result, the understanding of covering is becoming more individualistic, personalized and accustomed to one’s own identity formation

and thereby, convey a vision of Muslim women being endowed with modern agency (Mossière, 2012).

6. Conclusion

With the focus of exploring how Muslim women in Malaysia re-invent their identities through this “new look”, it is apparent that magazines play a huge role in influencing them to keep-up-to-date with fashion, yet still remain covered (Muhammad Tahir & Abdullah, 2015). Women have the option to choose the kind of fashion based on their space. By displaying different styles, materials and colours, women make adjustments in their new look. In conjunction with the government’s aims in *Transformasi Nasional 2050* (TN50), this research aspires to guide women in new Muslim fashion avenues as it is the aim of the policy to globally rise in Islamic values, specifically in culture and fashion in order to sustain the norms and values of Malaysia Islamic and multi-ethnic heritage in dressing

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The Awareness and Practice of Essential Oil Among Malaysians: Preliminary Findings

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Abstract

Essential oil (EO) is a subtle, aromatic and volatile liquid extracted from the plant source by a distillation process or mechanical methods. EO is used widely to enhance the quality of life and treat illnesses. Aromatherapy, the art of using EO for therapeutic practice, is believed to promote the healing process through relaxation especially among people who suffer from stress-related disorders. The objective of this paper is to examine the socio-cultural practices among Malaysians in relation to the use of EO. A pilot study using an online survey questionnaire was conducted to identify the socio-cultural practices of EO preferences and usage among Malaysians. A total of 88 responses were recorded from both males and females of different educational and employment status. The researchers use the Statistical Package for the Social Sciences (SPSS) to analyse the data. The analysis suggests that 89.6% of women use EO compared to men. The application of EO is different according to gender, age, economic standing and employment status. This study finds that 72.9% choose EO for relaxation, 44.8% to treat physical ailments/illnesses and 40.6% to reduce stress. Interestingly, 58% of the users learned about EO from friends and peers, while 55% from the social media. Indeed, most of the respondents agree that EO can help them maintain their physical and emotional wellbeing. Our data show that EO is also applied for other purposes such as beautifying the skin and strengthening the immune system. In conclusion, this study provides culturally relevant implications of EO usage among Malaysians. Although the clinical support for the effectiveness of EO is scarce, the application of EO is widely accepted and is being practised among Malaysians particularly to maintain their emotional wellbeing.

Keywords: Aromatherapy; Beauty; Essential oil; Health; Wellbeing.

1. Introduction

EO is used widely to enhance the quality of life and treat symptoms in patients. However, the scientific evaluation of how the oil itself works on the human body is rather scarce (Hongratanaworakit, 2011). It is widely believed that EO can be absorbed through the skin due to its micro particle properties and its ability to penetrate into the bloodstream which will promote health wellness. Aromatherapy is identified to be practised by most of the ancient Eastern civilizations such as China, India and Egypt at least 6000 years ago (Hutapea, 2016). The contemporary usage of EO and aromatherapy has its origins in traditional plant medicine. The modern form of EO usage dates from the early twentieth century in France. René-Maurice Gattefossé and Dr Jean Valnet were the first to discover the medical use of essential oils (Barcan, 2014). Today, many studies about EO have been conducted. However, they offer very little in the way of scientific evidence on the efficacy of EO on patients and are reported in a rather less scientific way (Lis-Balchin, 1997).

The National Centre for Complementary and Alternative Medicine states that biologically based therapies are among the most practised alternative therapy in the United States (NCCAM, 2011). Snyder and Lindquist (2009) categorise EO and aromatherapy as biologically based therapies since they are naturally derived from plant substances. In Malaysia, the usage of EO can be

considered as a new trend; the EO industry in Malaysia was almost non-existent (Hunter, 2009) as Malaysia is not a country that produces EO on a production scale. However, the application of EO products in Malaysia is sustained with the flooding of EO products and brands from the United States, France, Indonesia and the Middle-eastern countries. In the recent decade, people have started to feel that what is natural is better, safer and healthier compared to the artificial product. Thus, they have a strong preference for things that are natural and organic (Rozin et al., 2004). In order to understand why EO is preferred, this paper attempts to examine the socio-cultural practices of EO usage among Malaysians.

2. Literature Review

In the early century, EO is used in traditional healing practices. While existing studies are inconclusive, a number of studies have pointed out some promising uses, effectiveness and benefits of using EO. In Korea, for instance, researchers reveal that EO is among the best natural remedies to reduce menopausal symptoms among climacteric women (Choi et al., 2014; Hur, Yang and Lee, 2008). Besides, EO is also being used to treat pain and ailments (Lakhan, Sheaffer and Tepper, 2016; Hutapea, 2016; Apay et al., 2012; Setzer, 2016). A recent trend shows that the study of EO usage is meant to relieve pregnancy discomfort symptoms and to reduce labour pain among women (Pasha et al., 2012; Namazi et al., 2014). In addition, there are many cases reported of clinical aromatherapy being used for relaxation, to release stress and to uplift the emotional concern (Hongratanaworakit, 2011; Bekhradi and Vakilian, 2016; Sanchez-Vidana et al., 2017). However, little is known about EO consumption and exposure within the society. Thus, Dornic et al. (2016) have conducted a study which aims to explore the usage patterns of aromatherapy among the French people. In a similar vein, Fitzgerald et al. (2007) have also started to make a connection between EO usage and some social aspects by studying the effect of gender and ethnicity on children's attitudes and preferences for essential oils in Minnesota, United States. More importantly, research on EO from the social and cultural point of view in the Malaysian context is very limited. Thus, this paper attempts to address that gap.

3. Materials and Methods

This research employs the quantitative approach. To obtain relevant data, an online survey questionnaire is designed as the research instrument. Briefly, key questions are directed at the respondent to discuss the practice of EO usage and their experience of it. The questionnaire has two parts. The first part addresses the demographic information which covers the respondents' personal background such as gender, age, education and income level as well as employment status. The second part focuses on the cultural practices of EO which include the frequency of using EO, the purpose of using EO, source of information and others. A pilot study was conducted from October until November 2017 to test the validity and reliability of the questions. A total of 88 respondents from various backgrounds participated in the pilot study. The respondents are selected via the sampling technique as the researcher sets the criteria that only those who use EO will be invited to participate in this study, and to answer the questionnaire. All information is gathered and statistically analysed using the Statistical Package for the Social Sciences (SPSS).

4. Findings

4.1 Socio-demographic background of the participants

The participants' demographic characteristics are described in the table below:

Table 1: Socio-demographic information

Items		Age group, n=88				
		15 - 20	21 - 30	31 - 40	41 - 50	above 51
Gender	Male	-	6	3	-	-
	Female	10	50	16	2	1
Marital Status	Single	-	10	34	5	-
	Married	-	22	14	2	1
Ethnicity	Malay	10	55	15	2	1
	Chinese	-	1	2	-	-
	Indian	-	-	-	-	-
	Others	-	-	2	-	-
Education Level	Secondary	6	1	-	-	-
	Certificate/ Diploma	2	4	3	-	1
	Undergraduate	2	45	11	1	-
	MA/ PhD	-	6	5	1	-
Employment Status	Student	10	25	-	-	-
	Self-employed	-	9	4	1	1
	Employed for wages	-	19	14	1	-
	Unemployed	-	3	1	-	-
Income Level	Below RM 1,000	9	34	2	1	1
	RM 1,001 - RM 5000	1	21	9	-	-
	RM 5,001 - RM 10,000	-	1	8	-	-
	Above RM 10,001	-	-	-	1	-

Based on Table 1, EO usage is higher among respondents whose age is 21 and above compared to teenagers or children. This finding confirms those of a previous study by Vuckovic and Nichter (1997) which document age as a factor that influences self-medication. The table further depicts that males use EO less frequently compared to women. Most respondents have completed their first degree which indicates that the use of EO is common among the educated group.

Table 2: Frequency of EO usage based on monthly income

Monthly income	Frequency of using EO			
	Everyday	Once a week	Once a month	Rarely
Below RM 1,000	7	6	6	28
RM 1,001 - RM 5000	10	5	2	14
RM 5,001 - RM 10,000	4	2	-	3
Above RM 10,001	-	-	1	-
Total	21	13	9	45

Interestingly, respondents whose income levels are higher tend to purchase EO compared to other income groups. As reported in Table 2, respondents whose income is below RM 1,000 rarely use EO. Respondents who earn more than RM 1,001 are likely to use EO.

4.2 Socio-cultural practices of EO among Malaysians

As shown in Figure 1, most respondents (73%) choose EO for relaxation. Inhalation of odours may activate the limbic system, generating an effect on arousal and emotional response. Inhaling EO may also trigger the recollection of pleasant, scent-associated memories which may be related to positive emotional connections leading to general relaxation and stress reduction (Fitzgerald et al., 2007). A total of 43% choose EO due to its capability to treat ailments. These ailments range from the relieving of sore muscles to treating influenza. A total of 41% believe that EO is can reduce stress. This is done through the inhalation of EO and external applications i.e massage oil.

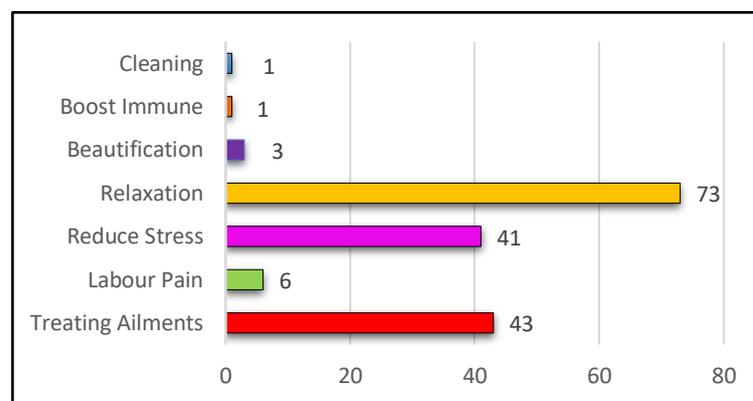


Figure 1: Purpose of using EO

Figure 2 show that 51% of the number of respondents indicates that they rarely use EO. This population is among students. Interestingly, the number of people that consumes EO on a daily basis is 24%. These people are among the working group which has a stronger purchasing power and urgency towards EO usage.

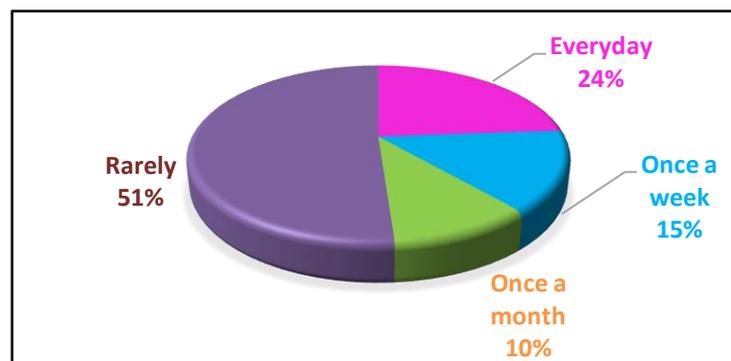


Figure 2: Frequency of using EO

The common application of EO is for external use (75%) as reported in Figure 3. This includes diluted EO massage oil, spray and inhalation. Other than that, 49% use EO by diffusing it into the air. Usually, frequent EO users may have their own diffuser, either the electric mist diffuser or a candle burner. The type of EO diffused may differ according to their preferences. Ingestion is the least popular method of using EO.

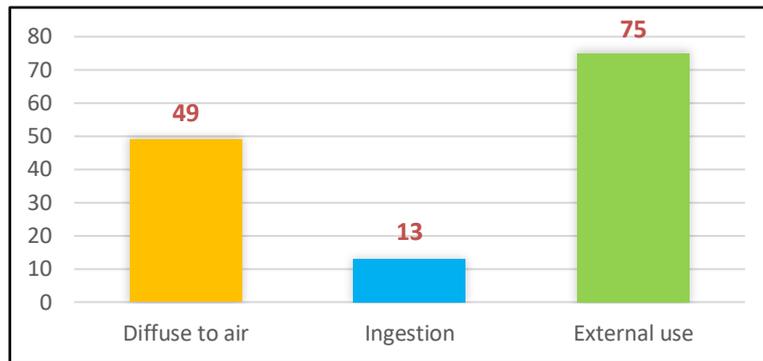


Figure 3: Methods of using EO

Another important element that determines the use of EO is the place or space where the users apply EO (see Figure 4). The findings show that 74% of the respondents use EO at home as home remedies. It is more convenient to use EO at home particularly to treat less severe illnesses such as insect bites, bloating, muscle sore and many more. They apply EO on themselves or on family members such as spouse and children. On the other hand, 14% use EO in spas mostly for relaxation. A total of 12% use EO in their offices. EO is a great tool to create a good working ambience in the office and can reduce the workload stress among workers.

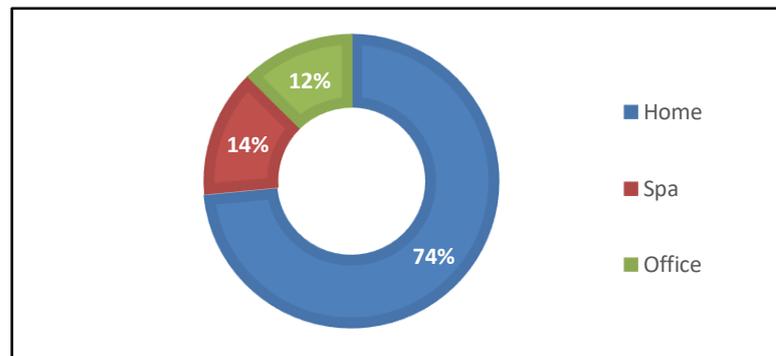


Figure 4: Place where EO is used

As shown in Figure 5, 22% of the respondents claim that they first heard about EO from friends and peers. A total of 21% learn about EO from the social media and 16% from the internet. Today, these platforms are crucial in disseminating information about EO. A total of 16% report that the family is responsible for providing information about EO. Nevertheless, only 2% seek information from more reliable sources like the hospital or the clinic. However, these places do not contribute significantly to EO practises which are not a part of the allopathic treatment but serve as alternative and traditional applications.

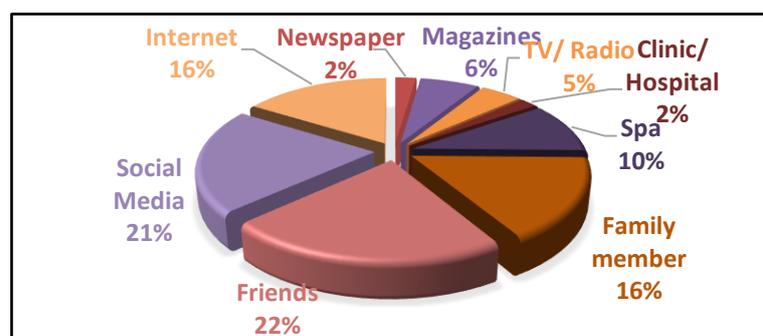


Figure 5: Source of information about EO

5. Discussion

This paper aims to examine the socio-cultural practices of EO among Malaysians with the indication that limited literature exists on EO consumption and exposure among the society from the local context. The pilot study shows that the application of EO differs according to gender, age, education, economic standing and employment status. Research on EO from the social and cultural point of view in the Malaysian context is very limited. EO and aromatherapy are two options available without prescription. Consumers do not have to seek doctor's advice resulting in time and money savings (Vuckovic and Nichter, 1997). EO can be considered as an expensive item and is less compared to synthetic fragrances. Therefore, those who can afford to purchase EO enjoy both the material privileges and cultural capital (Barcan, 2014). Not all EOs are suitable and safe to be ingested. In other words, they need to be diluted before they come into contact with the human body. EO such as lemon oil is commonly used to treat influenza either by external application, diffusion or ingestion (Anon, 2013). The spa too offers aromatherapy massage and EO applications for those who need to escape from stressful environments, to clear the mind, to connect with family and friends, and to feel pampered and comfortable (Bowden, 2009). In recent years, aromatherapy has become increasingly popular in the consumer culture. Thus, it is essential to understand the motives behind EO usage/preference as well as the ideology of health and wellness embraced by individuals.

6. Conclusion

The result from this pilot research can be utilized as a reference to understand the socio-cultural aspect in the practice and experience of EO usage among Malaysians. *Status quo* shows that the physical science approach dominates most of the studies on EO. Thus, this study presents an indication that EO usage can also be understood from the social and cultural contexts. Further multidisciplinary research should be conducted to discover the pattern of EO usage in a more holistic manner. In doing so, we would be able to understand better why EO and aromatherapy have been accepted as such in the modern world. In short, this study is pertinent to social scientists as how EO is seen and experienced are greatly influenced by the socio-cultural aspects.

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Bride Wealth in Marriage: The Case of *Uang Panai* in South Sulawesi, Indonesia

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Abstract

Bride wealth is the amount of substantial resources such as money, property or other forms of wealth that is given to a bride's family by the groom. Recently, bride wealth has become a significant issue particularly in many traditional societies. The objective of this paper thus is to examine the socio-cultural determinants of bride wealth known as *uang panai* in South Sulawesi. The researchers conducted a summative content analysis to see variations of bride wealth practices across cultures. The analysis suggests that culturally, the groom is compelled to provide bride wealth to his future wife. Although it is not grounded in religion, *uang panai* is compulsory to legalize marriage, enhance social stratification and maintain family stability. Various factors are regarded as significant in which the amount of *uang panai* is stipulated, for instance, educational level, economic standing, family stratification and physical appearance. Indeed, *uang panai* is crucial in marriage in South Sulawesi and it has an important role in many societies. It can be maintained as an important tool that perpetuates culture and tradition. Finally, the paper suggests for more interdisciplinary studies into the modern practice of bride wealth in order to find new ways of fulfilling one's cultural obligation due to the fact that there are changes in society today which challenge the relevance of bride wealth practice.

Keywords: bride wealth; identity; Makassar; Bugis; marriage; *uang panai*

1. Introduction

The custom of bride wealth is widespread in many parts of rural areas (Schler, 2003) such as in Africa, Indonesia, China, Pakistan and India. Even though there are similarities between different regions in terms of bride wealth practices, each society has its own idiosyncratic nature. Bride wealth becomes very significant for people from these areas since it is a compulsory requirement for any marriage (Rudwick and Posel, 2014). (Apostolou, 2008) reports that this practice is generally famous in most developing countries which embrace the patrilineal system such as in the Sulawesi islands of Indonesia. These islands are divided into five – North Sulawesi, Central Sulawesi, West Sulawesi, South Sulawesi and South-east Sulawesi, all of which maintain the practice of giving bride wealth. Interestingly, the practice of bride wealth or known as *uang panai* is considerably famous in South Sulawesi, particularly among Makassar and Bugis ethnic groups. Despite living in different parts of Sulawesi, *uang panai* is still practised accordingly.

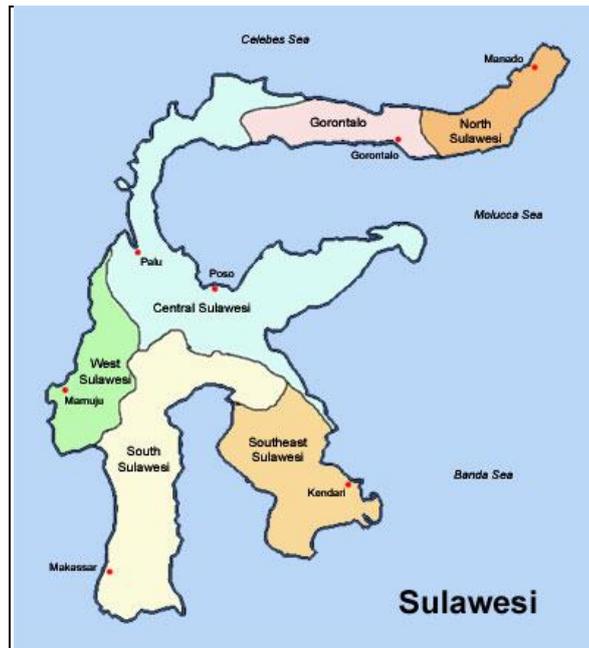


Figure 1: Sulawesi map

Source: Geography: Planet Indonesia (www.planet.sulawesi.com)

According to *Badan Pusat Statistik* South Sulawesi in 2015, the population in South Sulawesi numbered at 8,432 million people of whom 1,429.2 million come from Makassar, the capital city. The religion of Sulawesi Island is Islam with a total number of 983,006 Muslims, followed by 114,631 Protestants, 66,581 Catholics, 16,886 Buddhists, 9,129 Hindus and 3,264 Konghuchu (<https://sulsel.bps.go.id>). Most of the inhabitants are farmers. They engage in rice production and plant cocoa, corn, cassava and vegetables (Mulyoutami, Martini and Khususiyah, 2013). The capital city of South Sulawesi is Makassar which is ruled by a governor as the highest official in the structure of South Sulawesi governance. The governor is helped by a regent and many village chiefs to carry out their duties in South Sulawesi area. There are four ethnic groups in South Sulawesi which are Makassar, Bugis, Toraja and Mandar. The majority of people in South Sulawesi are from Makassar and Bugis ethnic groups. They use their own traditional language to communicate with their own people. The traditional language of Makassarians is called *Mangkasara* and that of Bugis is *Bugisi*.

The aim of this paper is thus to examine the socio-cultural determinants of bride wealth as practised in South Sulawesi. This paper is pertinent in the study of culture particularly in the discipline of sociology and anthropology because how *uang panai* is seen and managed rests upon social and cultural factors.

2. Literature Review

In our life, the culture of society is highly influenced by the environment and circumstances in which people live. In the case of bride wealth, the literature has suggested that there are variations in the practice particularly in traditional societies in countries like Africa, China, India, Bangladesh and others. In Africa for example, bride wealth is called *ilobolo* and the practice originally constituted giving cattle to the bride. However, in the past century cash payment is the practice as it is more convenient. Rudwick (2014) claims that this change is linked to colonial modification in pre-capitalist era where the colonialists demanded the sons to be involved in the labour system that led to the development of money economy and accumulation of the sons' wealth.

In a similar vein, a historical account on bride wealth evolution was studied by Yan (2005). According to Yan, China has also transformed their bride wealth known as *caili* in 1950 from giving food and wine to making cash transactions. However, this practice was challenged by a political campaign that attempted to abolish the traditional marriage transaction. In the 1960s, *caili* was changed to *maidonxiqian* (money to buy things such as clothes, shoes and other items for the bride) which is understood as trousseau money. In this practice, the amount of money was not given directly to the bride's parents, but the family of the groom would purchase the trousseau for the bride. In 1970s and early 1980s, the bride would transfer *zhuangyanqia* (cigarette money) to prepare tobacco for the groom's family during the wedding reception. This practice had no longer been practiced since the middle of the 1980s. Trousseau has been changed to *ganzhy*, which means material gifts have been changed into monetary gifts. By the early 1990s, material gifts scheduled to be given are requested to be converted into cash. This is called *daganzle* (grand converting) which includes all category of bride wealth. By the end of the 1990s, bride wealth had been converted again into a new house and production tools such as tractor and cow. Therefore, it is estimated that expenses of marriage increased significantly ranging from 200 Yuan in 1950 to 50,000 Yuan in 1999.

The practice of bride wealth in Zimbabwe is called *roora*. There are two kinds of customary marriage which are the regular proposal marriage and the elopement. These types of marriages require the man to pay bride wealth in instalments rather than cash on the wedding day. Another reason for this is that full payment is regarded as a sign of disrespect. In fact, instalment payment prevents the husband from ignoring his responsibilities towards his wife (Dekker and Hoogeveen, 2002).

Like Indonesia, Malaysia and its neighbouring country Thailand practice bride wealth. In Malaysia, for instance, among the Malays, bride wealth is called *wang hantaran*. In Thailand, it is known as *sinsod*. In the past, Thai parents will request the groom to work for the family to prove his ability to work. Today, it is no longer the practice. Instead, a man is obligated to give bride price to the bride. The amount of *sinsod* is based on the economic status of the woman, her level of education and social status. Bride price can be in the form of materials like car, bank account, land or a house. In many traditional societies, bride wealth is demanded by the family to compensate the loss of their daughters' labour.

Whilst bride wealth is given to the bride, the situation is the opposite in India. In India, the structure of marriage is different as the bride will give money to the groom. This practice is called *dowry*. The amount of bride wealth in India has increased over time. This is the result of the high number of women compared to men. Here, marriage is endogamous. People are only permitted to marry within their sub-caste. If the prohibition is violated, social sanction will be imposed (Bloch and Rao, 2016). The amount of dowry in India has led to the impoverishment of the bride's family (Anderson, 2016). Even though the bride gives money to the groom, a wealthy wife has a tendency to appear aggressive towards her husband. This happens when the husband requests for an extra transfer of money from his bride's parents.

In short, the practice of bride wealth is not new in the patrilineal system and developing countries since many evidences show that it has been widespread in Africa, China, India, Bangladesh, Pakistan, Zimbabwe, Malaysia and Indonesia, among others. The characteristic of bride wealth is highly dependent on the culture of the society. Thus, the practice of bride wealth differs from one culture to another.

3. Methodology

The study analyses secondary data through summative content analysis of scholarly articles published in journals. Summative content analysis identifies and quantifies specific words or content in the text or literature. The quantification is used to explore usage and focuses on counting the frequency of specific words or content (Stemler, 2014). To screen the relevant articles within the literature overload, the researchers conducted a comprehensive literature search on all original research articles provided by Google Scholar from 2002 until 2017 and used full text searches on *uang panai*. Seventeen scholarly articles were selected for this paper. The selection was based on two criteria 1) original article using primary data and 2) articles which discuss the practice of *uang panai*.

4. Findings and Discussion

4.1 The practice of *uang panai* in South Sulawesi

The term for “bride wealth” in Makassar is *uang panai*. Basically, the practice of *uang panai* has no significant difference to those in other regions since *uang panai* is also regarded as the amount of money given by the groom to the family of the bride. However, the differentiation in the ritual of giving *uang panai* is obvious. In most regions in which bride wealth exists, a ritual for giving it is not highly important but in Makassar, the ritual of *uang panai* has become very significant. Before reaching the determination of *uang panai*, there are some rituals that should be done. The rituals are as follow:

4.1.1 *Mappese’-pese* means the family of the groom will examine the prospective bride in terms of her attitude, relation to her parents, etc. If the attitude is satisfactory, then the proposal will be continued. In contrast, if she is found lacking in attitude and relation with parents, then the proposal will be cancelled (Elvira, 2014).

4.1.2 *Massuro* is the ritual of visiting the bride’s house by the groom’s family to convey the interest of the groom to propose to their daughter. If it is approved, then another ritual will be held (Yudi and Rahayu, 2015). The representatives of the groom’s family are called *madduta* while those of the bride are called *to ridutai*.

4.1.3 *Mappettuada’* is a ritual to negotiate the amount of *uang panai* and set the date of the wedding. This step is highly sensitive because the proposal may sometimes be rejected if the proposed amount of money required by the bride family is really high and cannot be accepted by the groom. The high amount of *uang panai* is also regarded as a way to refuse the proposal if the bride’s family is not interested with the groom. There are two ways to solicit the amount of *uang panai*, which are traditional lobby (family approach) and society lobby (Andriani, Sirajuddin and Iba, 2016).

4.1.4 *Mappaenre’ doi’* is a ritual to hand over the amount of *uang panai* which has been agreed upon in the previous step (Ikbal, 2016). *Uang panai* is placed in a small receptacle which is then given to the family of the bride. The ritual takes place in a highly respectful event since the majority of the bride’s family will attend this ritual.

The fifth and sixth rituals which are *Mappaenre botting* and *Mapparolla* respectively are related to the wedding event. *Uang panai* is highly essential to the practice of marriage in South Sulawesi because *uang panai* becomes the basic factor to legalize the relation of prospective spouses. It also enhances the woman and her family status within the society if the amount of

money is large. Finally, *uang panai* is also regarded as a significant factor to maintain the economic stability of the family.

4.2 The importance of *uang panai*

Uang panai is significant in the marriage of Makassar people. Without sufficient *uang panai*, there will be no marriage (Ikbal, 2016). In other words, *uang panai* is an element which legalizes marriage (Adiningsih, 2016). This is also supported by Anderson (2016) who made a similar observation in Africa. In South Sulawesi, the range of *uang panai* is 20 million Rupiah (USD1,475) and above. Therefore, men who plan to get married have to prepare a lot of money. One of the implications of not preparing enough *uang panai* is *silariang* (elopement). In the study of Adiningsih (2016), she discovered that there are also cases where women engage in pre-marital sex and become pregnant in order to get married easily. Also, many men are willing to sell their land or property to be united with the women they love.

Besides the legalization of marriage, *uang panai* also affects the status of a woman and her family. The higher the *uang panai* the higher the status of the woman and her family. Therefore, the family of the prospective bride would ask for a large *uang panai* because they argue that the luxurious wedding party can enhance their stratification in the society. Generally, the proposed money in the *mappetu ada* ritual will be used to pay for the wedding expenses. In the case where wedding party expenses exceed the amount of *uang panai*, the bride's family will use their own money instead of asking for more from the groom (Adiningsih, 2016). However, Syarifuddin and Damayanti (2005) have also observed that *uang panai*, to some extent, is abused by the bride's family who organizes an excessive and extravagant party which consequently burdens the groom and puts him in a difficult situation (Syarifuddin and Damayanti, 2015).

Another important aspect of *uang panai* is maintaining family stability. It is assumed that the large amount of *uang panai* is an indication of the man's ability to provide a prosperous life for the woman. In the era of Bone and Gowa Tallo king, the king's family required any man who was interested to marry their daughters to bring money as a sign of his ability to provide for the family (Aini, 2017). Indeed, *uang panai* is essential in the marriage of people in South Sulawesi. *Uang panai* is the determinant factor in which a marriage is legalized. It also enhances the woman and her family status within the society apart from ensuring economic stability of the family.

4.3 The determinants of the amount of *uang panai*

The amount of *uang panai* is determined by the family of the bride. The potential bride is not allowed to take part in making the decision. There are several factors that may result in a high amount of *uang panai* which are educational level, economic standing, family stratification and physical appearance of the potential bride. An educated bride normally has a big opportunity to receive a large *uang panai*. If the woman completed elementary school only, the amount of *uang panai* is small. On the contrary, if a woman graduated from university and has a job, definitely, her *uang panai* would be higher (Syarifuddin and Damayanti, 2015). Furthermore, it is believed that educated women are an investment of the parents to get high bride wealth since a huge sum of money had previously been spent on their education (Ashraf et al., 2015; Mwamwenda and Monyooe, 1997).

Another factor is the economic standing of the woman's family. Wealthy families are honoured in Makassar and Bugis tribes. The richer the woman, the higher will her *uang panai* be. One possible reason for this is that they want to maintain the honour of the family because it is uncommon for the folks in these tribes to receive low *uang panai*. In other words, wealthy

families deserve a handsome amount of *uang panai*. Lesser *uang panai* is recognized only in low income families (Yudi and Rahayu 2015).

Equally important in determining the amount of *uang panai* is family stratification. The stratification in Makassar consists of *bangsawantinggi* (nobles), *bangsawan menengah*, *arungpalili*, *to deceng*, *tomaradeka* and *ata* (slaves). If the women are from *bangsawan tinggi*, *menengah* or *arungpalili* groups, the *uang panai* is high as they are from noble or aristocratic families compared to women who belong to *to deceng*, *to maradeka* and *ata* groups (Yudi and Rahayu, 2015). In addition, the physical appearance of the potential bride is another consideration that determines the amount of *uang panai*. Ikbal (2016) argues that as long as women have fair skin and are tall, they are likely to receive high *uang panai* even though they are not from the *bangsawan* family or an educated one. Apart from the aforementioned factors, an exorbitant amount of *uang panai* is sometimes proposed purposely to reject the man's marriage proposal. This happens when the prospective groom does not meet the criteria of the woman's family such as being a good financial provider and so on.

5. Conclusion

Uang panai is the amount of money from the groom to the bride's family. It is well-known that the money is significant in order to legalize marriage, enhance family stratification and maintain family stability. The amount of *uang panai* is influenced by several factors such as economic standing, educational level and physical appearance of the bride. Thus, the higher the woman's position, the larger the *uang panai*. Bride wealth is a topic that attracts social scientists, particularly sociologists and anthropologists. The researchers found that several aspects of *uang panai* have not been studied. For instance, we have yet to understand the relationship between *uang panai* and the well-being of educated women, the abuse of *uang panai* by the bride's family as well as women's perception about insufficient *uang panai* which leads to the cancellation of marriage. Therefore, it is hoped that future researchers will address these issues. Finally, the researchers suggest the government, particularly the religious affairs office, to come up with a policy to limit the amount of *uang panai* in order to prevent negative impacts such as the cancellation of marriage, elopement and pre-marital pregnancy.

6. Acknowledgment

The researchers thank the Indonesian Endowment Fund for Education (LPDP) for sponsoring this study.

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Internationalization of Higher Education: The Pros and Cons

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Abstract

Globalization in the twenty first century has reshaped virtually all facets of human life, higher education inclusive. Higher institutions of learning respond to this new trend through internationalization. Thus, international dimensions such as internationalized curriculum and exchange programme are being incorporated into the school activities. Higher institutions of learning are undoubtedly undergoing aggressive modifications. The modification does not only involve the curriculum but also philosophical foundations of the school. However, different views have emerged in relation to internationalization of higher education. It has been regarded by some as a curse rather than blessing. It is perceived as a neo-colonialism rather than possibility for national development. On the other hand, some see it as an opportunity for global cooperation, cultural integration and economic interdependence. Based on these divergent views, this paper looks at the pros and cons of internationalization of higher education and how it can be effectively handled by the educational leaders.

Keywords: Globalization, Internationalization, Higher Education, Internationalized Curriculum

Globalization

The world is dramatically changing; every facet of human life is revolutionarily wearing new faces. New lifestyles, priorities and aspirations begin to emerge on daily bases. The political, economic, social and educational systems of every country begin to change in response to global trends (Estacio & Karic, 2016). The new revolution changes the world outlook and globalizes the whole world into a ‘global village’.

Globalization has been differently defined by authors. To some it is an ideology, a world policy, a marketing strategy or international alliance (Veronica, 2014). Pierre Bourdieu, a French philosopher sees globalization as a ‘myth’ or discourse used by neo-liberal ideologues to dismantle welfare states and construct a universe of individualistic consumers (Carnoyet al, 2002). It is also described as a process of global economic integration and social interdependent (Ennew et al, 2012; Block, 2016). Some view it as a way of struggling for new market for the purpose of political, cultural and economic dominance (Galtung 1971; Beerkens; 2003). However, some view it out of economic and political context; it is rather believed to be an adaptation of knowledge from one country to another (Umboh, Arief, Furinto & Hamsal, 2015).

By and large, globalization consciously or unconsciously changes the structure of every sector of a country. Education sector, being the centre for socio-cultural transformation, is majorly affected by this global trend. At present, there is pressure on institutions of higher learning to produce ‘international’ manpower rather than ‘local or national’ outputs hitherto produced. This therefore leads to a shift from being ‘national institution’ to ‘international institution’.

Internationalization of higher education

Internationalization is an implication of globalization. It is defined as the process of integrating international and inter-cultural dimensions into the teaching; research and service of institutions (Larrinaga & Amurrio, 2015; Veronica, 2014). Through internationalization, institutions of higher learning accommodate international dimensions which include faculty involvement in international activities, an internationalized curriculum, study exchange programme and recruitment of international staff. Thus, internationalization leads to migration of students and exchange of knowledge among the institutions all over the world. With this, internationalization programme ushers in many advantages for higher institutions of learning in particular and the nation in general. Some of them are discussed below:

The Pros of Internationalization

Creation and fostering of world social relationships

Every nation of the world has its own cultures, values and norms. To foster mutual relationship among these divergent nations, there is needed to understand and appreciate culture of each other. This is rightly achieved through internationalization. Several students from different nations of the world come together under one roof and share experience and cultural values (Castro, Woodin, Lundgren, & Byram, 2016). Higher institutions of learning as well are able to interrelate with each other through exchange programme. This has led to research collaboration and several international conferences. Hence this bridges social and cultural structures in the world (Lumby& Foskett, 2016). (Kim 2016) maintains that internationalization fosters world relationship.

Internationalization expands world view

Through internationalization, the world view of both students and lecturers magnified and there is reconceptualization of citizenship. They understand other peoples' cultures and values better. Thus, rather than confining their citizenship to their country or region or accentuating ethnic egocentrism, they view themselves as world citizens. The programme changes orientation of both students and lecturers. They are aware of advantages of cooperating with others and opportunities accruable in working harmoniously together at national and international level (Hammond, 2016; Deniko, Shchitova, Shchitova & Lan, 2015). This invariably fosters world peace and harmony which are essential factors for sustainable progress and development.

Collaboration in academic research

Internationalization of higher education has paved way for more collaborative research work in all academic areas. The researcher in a particular higher institution now has opportunity to work with his contemporaries in other institutions with no barrier to national boundary. This has led to more standardization of academic research through sharing of resources and expertise (Umboh, Arief, Furinto, & Hamsal, 2015; Nasser, 2017). In addition to this, exchange programme also gives students of a particular institution opportunity to form a formidable research team with their counterparts in other part of the world.

Economic benefit

Both host country and university derive economic benefit from the presence of international students. The former gains economically, through day to day transaction of the international students in the country while the latter benefits from the exorbitant tuition fee paid by the foreign students to the institution. Armstrong & Becker (2004) maintain that many institutions world-wide engage in recruitment of international students to increase their income.

The Cons of Internationalization in Higher Education

Shifting of role and function of university

The principal role and function of education in the society is to transmit and preserve the culture of the society. University, being a vehicle for achieving this lofty aim, is expected to inculcate right attitudes of the society into the teeming youth of the nation. Thus, higher education is instrumental to the development of right citizenship. However, the advent of globalization has changed this prime objective. Higher education today now focuses majorly on how to respond to international world market with the output of the institutions. Hence economic orientation becomes only crucial objective of higher education. The curriculum of the institutions focuses on provision of knowledge, skills, and competence that will be useful for business and international competition. Hence, inculcation of values, norms and culture becomes the opportunity cost of the shift. On this paradigm shift Lewis (2006 p.3) laments ‘this superimposition of economic motivation on ivory-tower themes has exposed a university without a larger sense of educational purpose or a connection to its principal constituents.

Eroding national citizenship and integrity

Internationalization has created a wide range of interconnectivity and interdependence of nations. As a result of this, many nations and institutions now focus on how citizens and students will be able to adapt to international culture. English language becomes only dominant language in the world and the only appropriate mode of instruction in the institutions (Larrinaga & Amurrio, 2015; Duong, V. A., & Chua, 2016). The resultant effect of these moves is that patriotism and dedication to one’s country are being tactically eroded. This thus ushers in new form of colonialization or precisely neocolonialism (Le Ha, & Barnawi, 2015).

Shifting control and priority of higher education

At the national level, globalization shifts the control of economy. What we witness today is privatization at a larger scale. Higher education programme which is hitherto single handily controlled by the government has been allowed to be operated by private individuals or corporations. The private institutions, thus, provide education that best suit the interest of their ‘client’ at the detriment of the national objectives and needs (Vardhan, 2015). Funding of public higher education is also drastically reduced, and institutions are left to source for their survival. Hence, higher education institutions develop ‘consumerist mentality’. Students are now seen as customers who come to make transaction with the school and who must be satisfied. Education is therefore transformed into a product exchangeable in an open market (Altbach, 2007; Slaughter & Rhoades, 2004). With this ‘in the absence of any credible educational principles, money is increasingly the driving force of decisions in universities. Students’ best interest gets lip service, but profitable enterprises get attention (Lewis 2006 p.195).

Internationalization leads to brain drain and knowledge mismatch

One of the issues related to internationalization is mobility of people. Scholars can now move from one country to another. This has negatively affected many countries especially developing countries because it leads to brain drain. Many intellectuals who might hitherto be of help to the institution of learning in their countries now leave their innate countries in seeking for greener pasture abroad. This ‘brain migration’ then invariably affects the quality of education provided in such countries.

Also, internationalized curriculum and programmes are sometimes poorly adjusted to local needs. It therefore creates knowledge mismatch between the local need and acquired competence (Lepori, Seeber, & Bonaccorsi, 2015).

Internationalization affects quality education provided in the institution of higher learning

Global ranking is one of the trends of internationalization. In order to reach the top of the global rank, institution of higher learning makes publication in an index journal as one of the requirements for lecturers' promotion and renewal. To fulfil the requirement, the lecturers are always busy with the research, neglecting prime mission which is to teach students, and this invariably affects the quality education provided by the institutions (Hashim, 2011).

Conclusion

This paper discusses the pros and cons of internationalization. It is described as double-edged sword which has both positive and negative sides. In view of this, institutions of higher learning have to re-strategize so that they can respond to internationalization process in a way that will benefit their institutions and their countries. University must get their vision and mission clear and hold wholeheartedly onto it so that they don't lose their philosophy as they struggle to internationalize their activities.

Also, Internationalization should not be seen as an act of subordination to foreign policy but rather as a process characterized by mission difference. Institutions should then dwell into the process without compromising their noble mission.

Institutions of learning have to reconsider their principal function as inculcators of right attitudes and values. So, 'edu consumerism' ideology brought by globalization should be avoided. Students should be given right education without compromising quality.

Higher institutions of learning should endeavour to include character and effective teaching as part of criteria for promotion and renewal of staff rather than over reliance on the publication. The culture of the nation should be taken along with the western culture in the process of internationalization. For instance, the language of the nation should not be neglected in lieu of foreign language. This will help to avoid over valuing of foreign language such as English language over the indigenous language. If all these points are put into consideration during the process of internationalization then the programme will be a blessing rather than a curse for the institution, students and nation at large.

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Developing a Technology Implementation Framework from the Perspective of Sustainability

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Abstract

Consideration of sustainability elements during the decision-making process of a construction project requires knowledge and awareness on various issues affecting environmental, social and economic aspects. Malaysia's construction agencies have highlighted the importance of environmental sustainability in the Construction Industry Transformation Programme (CITP) as a guideline in achieving a more sustainable construction. Every year, a gigantic amount of solid waste generated from the construction industry which creates multiple environmental issues and causes pressure to disposal sites. Implementation of information technology such as building information modelling (BIM) is considered as one of the alternatives in resolving the construction issues. The capability of BIM in predicting potential waste generation can reduce the increase of project's cost. This will produce better quality of end products and improve the image of the construction industry. However, there is still lack of BIM implementation among the construction players in Malaysia. As the first step in exploring technology implementation in the construction industry, the development of proper framework is needed to identify the potential numbers of companies that have the capability to drive BIM implementation. In order to validate the proposed technology implementation framework, an analysis related to student's sustainable daily-life activities was conducted. A total number of 155 students from a local university in Malaysia were involved in the survey. The results indicate that students require information to increase awareness on the daily-life activities that can contribute to sustainability. In academic institutions, practicing sustainable life would increase student's awareness on the impact of simple daily-life activity towards the physical environment of the planet. This attitude should be maintained by each student and the sustainable life shall be practiced continuously particularly when students are venturing into the real working environment. Thereby, young engineers will appreciate the nature and develop a more sustainable infrastructure for future generations.

Keywords: Malaysia; Construction Industry; Building Information Modeling; Sustainability; Academic Institutions

1. Introduction

The growing concerns about social responsibility towards environmental protection to maintain the essential resources for present and future generations have placed sustainability under the spotlight. In modern economies, the consideration of financial aspiration must also be placed in a balance condition with social and environmental interests (Zavadskas et al., 2016). This aligns with the triple bottom line dimension used in numerous studies on sustainability, which is to balance between environmental, social and economic goals (Aarseth et al., 2017). In practice, the construction industry is closely linked to sustainability elements as it is the heaviest consumer of natural resources (Bahaudin et al., 2017) which usually used in the construction of buildings, infrastructures and other development to support current population and demand. Therefore, in each construction project, considering sustainability elements is necessary in developing more sustainable infrastructures for future generations.

Even though, there is no consensus on the definition of sustainable development in previous studies, the sustainable development as defined by Brundtland Commission in 1987 stated that sustainability is “*the ability to make development sustainable – to ensure that it meets the needs of the present without compromising the ability of future generations to meet their own needs*”. This statement obviously becomes a standard definition due to its widespread use and the frequency of its citation in numerous studies on sustainability (see Yılmaz and Bakış 2015). The common interpretation of sustainability in the construction industry is the provision of buildings that use less virgin material and energy, and produce less pollution and waste (adapted from Wong and Fan, 2013). Therefore, the construction industry plays a crucial role to produce buildings or structures that sustains the environment, enhances the quality of life and generates long term wealth (Le et al., 2012).

The construction industry can be described as one of the most challenging industries in various countries around the world including Malaysia. Cost and time overrun are the most common issues associated with construction industry. In Qatar, the public projects also faced the same issues where the constructed projects between years 2000 to 2013 experienced 54% cost overrun and 72% time delay (Senouci et al., 2016). Most of construction projects in Malaysia also experienced cost overruns (Shehu et al., 2014). Poor planning and site management, lack of contractor’s experience, high level of project’s complexity and delay in payment are some of the factors that contributed to cost overrun and project delay (Shah, 2016).

Additionally, massive waste production created by the construction industry is also considered as one of the major issues highlighted by numerous researchers. Every year, a gigantic amount of solid wastes is generated from the construction industry which creates multiple environmental issues and causes pressure to the disposal sites. This is due to the lack of communication, frequent changes of project design (Bekr, 2014; Nagapan, 2011) and mistakes during construction (Ikau et al., 2016; Nagapan, 2011). In essence, issues in the construction industry are usually interrelated among each other. An extra waste produced due to the changes of design during construction process causing the increment of project’s cost and affecting project’s schedule.

In Malaysia, the Government has highlighted on the issue regarding high volume of construction and demolition waste under one of the main thrusts in the Construction Industry Transformation Programme (CITP) (CIDB, 2015). This indicates that the government is committed in overcoming the issues pertaining the generation of construction waste in Malaysia. Therefore, leverage on Information Technology (IT) such as building information modelling (BIM) is perceived as essential in reducing issues pertaining in the construction industry.

Nowadays, BIM is one of the technologies that can be used to assist stakeholders to plan for sustainable building construction. By having this type of technology, waste production from construction activities can be minimised at the design and construction stages as well as throughout the lifecycle of the project by improving building construction performance (Liu et al., 2011). Despite positive records on BIM technology implementation from other countries, the construction industry practitioners in Malaysia are still considering the changes of technology implementation from current practices to BIM adoption. Based on this scenario, BIM implementation was around 17% in 2016 (Hamid et al., 2017). This rate is comparatively low in Malaysia due to the lack of BIM-ready workers (Ahmad Latiffi et al., 2015), high upfront investment cost (Ahmad Latiffi et al., 2015; CREAM, 2014), lack of awareness (Memon et al., 2014; CREAM, 2014) and reluctant to change (CREAM, 2014). Thus, proper planning on BIM implementation stages is needed to encourage the Malaysian construction players to implement BIM technology and overcome its related issues.

2. Building Information Modelling (BIM) Implementation Stages

Implementation of BIM technology has allowed the construction industry to achieve remarkable gains especially in terms of productivity, efficiency and construction work quality. BIM is currently growing and expected to continue in the coming years. In the North America, the implementation of BIM expanded from 28% in 2007 to 71% in 2012 (McGraw-Hill Construction, 2014). A similar dramatic expansion in the United Kingdom (UK) with the current rate of implementation is 62% (2017) as compared to 13% in 2011 (Malleon, 2017). Besides the successful implementation, some of the countries are still experiencing slow up-take of BIM technology. The implementation of BIM in Malaysia is considered at the nascent stage where the development is slow and stagnant (Memon et al., 2014). This scenario prevents the real benefits of BIM to be utilised by all construction industry practitioners in Malaysia.

The slow uptake of BIM technology among construction practitioners, the concern towards high-investment costs and lack of BIM-ready engineers have urge the needs to develop a proper framework on series of stages for BIM implementation process in Malaysia. This framework aims to assist the construction industry practitioners in implementing BIM according to the stages and determine the current trend of BIM implementation in the Malaysian construction industry. (Ettlie, 1980) model was selected as a guideline to develop BIM implementation stages based on the Malaysian scenario. Four (4) stages were proposed in the sequence of awareness, adaptation, adoption and application as shown in Figure 1.

The criteria for each stage are based on the following definition: (1) *Awareness*, the innovation exists but complete information is not yet available or has not been obtained; (2) *Adaptation*, the innovation is presently being used on a limited basis in order to determine its utility in a full-scale of implementation; (3) *Adoption*, the innovation has been adopted and now is being implemented on a full-scale basis; (4) *Application*, the innovation is being transferred to other parties with the same interest of using the technology.



Figure 1: Proposed BIM Implementation Stages Framework

In order to verify the sequence of the proposed technology implementation framework, an analysis on the process that indicates the possibility of having a similar sequence of stages need to be conducted. In this case, the implementation of sustainable lifestyle among students was identified as the most relevant study to be used as a fundamental and guiding principle in the verification process. The reason of selecting student's lifestyle is basically because: (1) the participants are from the engineering background; (2) the participants have been exposed to various engineering-related knowledge, skills and experience; (3) the participants were considered as the fundamental source of sustainability and technology related community.

During the whole year of study in the university, the participants have taken several sustainability related courses, for example, integrated project design, building and construction technology, sustainable infrastructure development and sustainable transport. It anticipated that these courses can create not only awareness, but knowledge on sustainability that are related to the daily life activities of students. For example, the understanding on the impact of transport towards sustainability may potentially increase awareness on the needs to minimise the use of transportation in their daily activities. This attitude should be maintained by each student and

sustainable life style shall be practiced as a culture, particularly when students are venturing into the real working environment. Thereby, young engineers will appreciate the practice of sustainability and develop a more sustainable development for future generations. Thus, the aim of this study is to verify the proposed framework and understand the sequence of technology adoption stages for students to implement a sustainable lifestyle.

3. Methodology

The study was conducted at one of the local universities in Malaysia involving the total number of 155 students. A questionnaire survey was distributed to the students and Table 1 presents the background of the participants. The questions were designed based on Likert’s scale of five (5) ordinal measures from never to always. The respondents were required to provide information on their daily-life activities.

Table 1: Participant’s Information

Gender		Age		Race			Current Residence	
Male	Female	< 23	> 23	Malay	Chinese	Indian	Hostel	Off-campus
95	60	77	72	51	82	22	144	11

In order to analyse the data, the questions were divided into four (4) main stages according to the proposed BIM technology implementation framework and were analysed using index average or relative importance index formula to establish the ranking for each of the stages.

$$\text{Index average} = \frac{\sum a_i X_{xi}}{\sum x_i x_i} \quad \text{where: } a_i \text{ constant (weighing factor)}$$

Variables representing respondents’ frequency of response

4. Results and Discussion

A simple daily-life activity may contribute to the saving of physical environment pertaining our planet. In this context, information and communication technology (ICT) plays an important role in disseminating and providing information on sustainability to their user. Based on the results, students were more preferred to gain information on sustainability from social media, websites and blogs. Thus, leverage on ICT to share information would increase the possibility for the students to be more aware on sustainability.

Table 2: Sources of Information

Sources of Information	Social media	Websites	Blogs	Online classes	Newspapers
Total	95	87	66	48	45

Awareness

In order for students to understand the real meaning of sustainability, they should be exposed to the sustainable environment in their daily life. Most of the students agreed that sustainability elements had influenced their decision in choosing which university to attend and where to live as shown in Figure 2 and 3. These figures show that students were aware of sustainability, despite their limited information and knowledge.

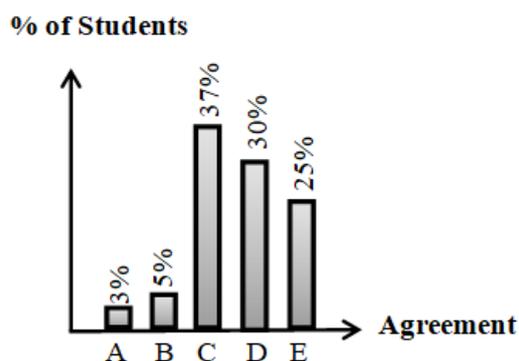


Figure 2(a)

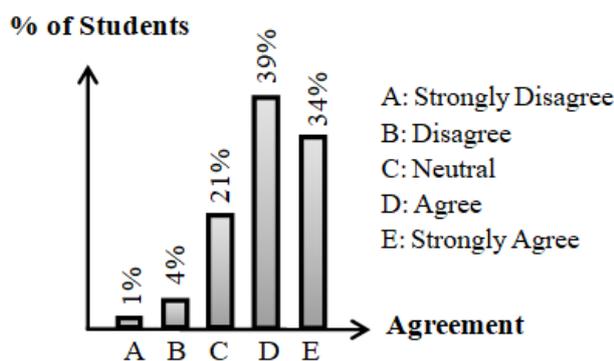


Figure 2 (b)

Figure 2(a): Sustainability influence on the decision of choosing college/university to attend;
 Figure 2(b): Sustainability influence on the decision of choosing place to live

In the survey, five (5) environmentally friendly actions were identified as the factors that contributed to the increment of student's awareness towards sustainability. Based on the results, majority of the students stated that they never or only sometimes doing the listed actions under the awareness stage as tabulated in Table 3. The results indicate that students were requiring information to increase their awareness on the daily-life activities that can contribute to the environmental sustainability. Thus, university should organise more programmes or events to educate students on sustainability and improve the facilities around campus such as providing/increasing recycle bins or develop sustainable parks.

Table 3: Activities for Awareness Stage

Sustainability Behaviour	Never to Sometimes	Often to Always	Mean	Total Mean
Think about sustainability issues	88	67	3.41	3.10
Attend programme/event related to sustainability	106	49	3.15	
Attend lectures focused on sustainability	109	46	3.03	
Take classes on sustainability subjects	112	43	2.94	
Perform research on a sustainability topic	105	50	2.95	

4.1 Adaptation

Once the students are aware on the activities that can contribute to the environmental sustainability, changing their current practices would conserve the physical environment of our planet. The students may realise on the factors affecting environmental sustainability but only limited to certain activities. Adaptation stage consists of the activities of changing our daily-life activities into a more sustainable way without or with less involvement of cost.

At the adaptation stage (Table 4), nine (9) activities were identified and the results indicated that the majority of students were practicing six (6) out of nine (9) sustainable behaviours in their daily activities. Refill water bottles, turn of lights when not in use, using backside of printed paper for taking notes, exercise in sustainable way and bike/walk to campus/classes are the activities that often or always been implemented by the students. The students should also be

encouraged to use recycle bag when going out for shopping, recycle, take short showers and donate unwanted belonging to needy people to reduce the impact of waste generation from their activities towards the environment. Thus, exposing students to a more sustainable environment would increase the possibility for the students to maintain their sustainable practices in the future.

Table 4: Activities for Adaptation Stage

Sustainability Behaviour	Never to Sometimes	Often to Always	Mean	Total Mean
Refill water bottles	35	120	4.26	3.68
Turn off lights when not in use	35	120	4.15	
Use backside of printed paper for taking notes	53	102	3.84	
Exercise	66	88	3.69	
Bike/walk to campus/classes	68	87	3.63	
Use paper/recycle bag when going out for shopping	74	81	3.53	
Recycle	88	67	3.43	
Take short showers (5 minutes or less)	88	67	3.30	
Donate unwanted belongings	92	63	3.29	

4.2 Adoption

Adoption stage involves activities that can contribute to the saving of physical environmental with the involvement of some amount of cost as shown in Table 5. The results indicate that the majority of the students requested double-sided pages when doing photocopies or printing jobs and using public/alternative transportation when travelling (e.g. carpool). However, other activities under the adoption stage were regarded as never or only sometimes be implemented by the students. Thus, exposing students to more intensive information on sustainable products or certified organic products, besides reminding them through flyers or information board in the university would increase student's knowledge towards sustainability. This shows that students preferred to choose activities that could save their time and money without the consideration of the environmental aspect.

Table 5: Activities for Adoption Stage

Sustainability Behaviour	Never to Sometimes	Often to Always	Mean	Total Mean
Double-sided copies and print jobs	48	107	3.89	3.34
Use public/alternative transportation (e.g. carpool)	66	89	3.66	
Purchase sustainable products (e.g. recycled paper notebooks)	84	71	3.40	
Purchase locally-sourced, certified organic products	95	60	3.27	
Use car for going short distances (less than 2 km)	95	60	3.15	
Use own container to 'tapau' food from cafeteria/ local stall (in campus)	105	50	3.03	
Gardening	102	53	2.96	

4.3 Application

Application stage possesses three (3) environmentally friendly actions that show the tendency of the students to share their knowledge on sustainability with others as shown in Table 6. Based on the results, majority of the students were not active in the programmes or events related to sustainability. These actions were usually influenced by the attitude of the students themselves or through the influence of their classmates/roommates. Therefore, universities should organise more programmes related to sustainability. In addition, it is also important to set a requirement for students who are active in sustainability-related programmes to obtain their hostel placement for the following semesters. As a result, students will be more aware towards sustainability-related programme and can start to participate and share their knowledge with others.

Table 6: Activities for Application Stage

Sustainability Behaviour	Never to Sometimes	Often to Always	Mean	Total Mean
Participate in student organisations focused on sustainability	93	62	3.21	3.16
Participate in campus recreation outdoor trips	95	59	3.21	
Have conversations outside of class on sustainability issues with friends	106	49	3.05	

4.4 BIM Implementation Framework

Based on the analysis, adaptation stage is having the highest mean value compared to other stages (adoption and application) as tabulated in Table 4, 5 and 6. This mean value is used in determining the position of each stage in the framework as proposed in Figure 1. Thus, adaptation stage is placed at the following stage after awareness stage and followed by adoption stage and application stage. The results indicate that the framework is in a proper sequence and will be used in measuring the real respondents who are involved in BIM implementation.

5. Conclusion

Principally, the implementation of new technologies (in this context is BIM), a company need to go through the step-by-step approach of implementation stages to avoid the presence of resistance and to increase employer confidence towards the technology. Based on this study, BIM implementation process framework was proposed involving the sequence of awareness, adaptation, adoption and application. These stages allow companies to measure and understand the current stage of BIM implementation in their organisation. In order to verify the sequence of this framework for adaptation, adoption and application, a study related to student's daily-life activities towards sustainability was conducted. The results indicated that the framework is in the proper sequence with the highest mean value is in the adaptation stage followed by adoption and application stage. Through this study, the inputs and sources of information on the understandings of the engineering students towards sustainability could be used a foundation to perform other related studies. Ultimately, it is expected that sustainability will be one of the imperative values expected from the future engineers especially in construction related activities. Thus, the framework will be used to measure the results from the construction stakeholders who are involved in BIM implementation.

6. Acknowledgement

This study was supported by the School of Civil Engineering, Engineering Campus, Universiti Sains Malaysia. The authors appreciate the contributions of the students involved in the data collection process.

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Determinants of Awareness to Invest in *Shariah*-based Private Retirement Scheme (PRS): The Case of Public University Students in Malaysia

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Abstract

This study aims to identify four determinants that influencing students' intention to invest into *Shariah*-based Private Retirement Scheme (PRS) in Malaysia among public university students. The purpose of this study is to identify the relationship between determinant namely attitude, social influence, religious obligation, and government support on intention to invest into *Shariah*-based PRS. The sample comprised of 370 students who were taking business courses in their programme. By using survey as a method to collect the data, the study found that only two determinants which were attitude and social influence have positively and significantly influence on the awareness to invest in *Shariah*-based PRS. In addition, these findings will enhance the students' awareness, knowledge and understanding of the importance of having a good financial planning for their retirement once they start their career.

Keywords: Awareness; *Shariah*-based PRS; Retirement planning.

1. Introduction

Retirement planning is important to ensure that each individual has enough saving during retirement period. A retiree will face a dilemma when he/she is unable to have a steady income after their retirement. This situation will bring negative effects in their life especially if it has an impact to the family financial resources and also will affect society living standards. According to (Warshawsky and Ameriks, 2000) indicated that half of the individuals aging between 25 years old to 71 years old do not have sufficient funds to support themselves during retirees. Also the old age group that is getting bigger due to a very low population growth and an increasing average life span of 71.7 years for males and 75 years for female (Samad and Mansor, 2013). So that, due to burden of life expenses after retiring and an increasing average life span, people need to have a smart financial planning for their future after they are retired.

From the Islamic perspective, planning for future especially planning for retirement was encourage to human especially Muslims. Based on *hadith* that was narrated by Al Hakim, as Prophet (pbuh) said that;

“Take benefit of five things that is youth before your old age, your health before your sickness, your wealth before your poverty, your free time before you are preoccupied, and your life before your death”.

(Narrated by Al Hakim, Kitab al-Mustadrak, vol. 4, p 341).

From the *hadith* above, it strongly reminds Muslims to have prevention or protection planning which must be in a good manner. The planning serves as assurance that human needs to focus on planning for future in order to guarantee a better life. As Islam teaches us from the *hadith* that we have to plan for the better life starting at young age for the betterment of our old age. We have to allocate some saving now for our early preparation while having difficulties in the future.

In Malaysia, there are an issue with regards to the Malaysian people attitude towards their financial planning especially retirement planning. The current changes of human lifestyle and people need to be fulfilled with the changes in human daily expenses have bring a burden if they do not have enough saving for their retirement. According to (Jamaluddin and Wah, 2013) they revealed that retirees were forced to continue working during their retirement to sustain their living standards. Also, according to (Hamid and Tyng, 2013) they claimed that majority Employees Provident Funds (EPF) members will retain their EPF fund within first five years after they retired and then they are out of savings to survive for their life.

In addition, it is hard to create awareness among Malaysians about the need to have a good sound of financial planning especially during their retirement days. Even though this matter must be stressed and emphasized more in order to create awareness among youth, but most college students do not care enough about their retirement planning. James, Hadley, and Maniam, (2002) from their study indicated that most college students fail to understand the importance of retirement planning because they do not care what will happen when they retired. They also found that students' main concern is to find a job and start their new career once they graduated hence they could not grasp the idea of having a plan for their retirement.

Therefore, the aim of this study is to investigate four determinants that may significantly influence students' awareness to understand the Islamic private retirement planning known as *Shariah*-based Private Retirement Scheme (PRS). The four determinants are attitude, social influence, religious obligations and government support. Section 2 of this paper provides a review of the literature on the attitude, social influence, religious obligation, government support, and awareness. Section 3 outlines the method use for this study includes sample of the study, data collection, research instruments and data analysis. Finally, results and conclusion from the study is discussed in Section 4 and 5, respectively.

2. Literature review

This section discusses the Islamic private retirement scheme in Malaysia. Furthermore, this section also discusses few determinants that may influence students' awareness to invest in the *Shariah*-based PRS. Some of the factors are attitude, social influences, religious obligation, and government support.

2.1 *Shariah*-based Private Retirement Scheme (PRS) in Malaysia

The introduction of private retirement planning known as Private Retirement Scheme (PRS) in Malaysia in 2012 is to provide complementary retirement scheme for employees and employers in Malaysia. With the introduction of PRS, Malaysians have another option to have an additional saving plan for their retirement period instead of only depending on the Government Pension Scheme especially for government servant only and Employee's Provident Fund (EPF) as their income when they retired. This PRS offers both conventional funds and Islamic funds. For Islamic funds are called as *Shariah*-based PRS.

The *Shariah*-based PRS is based on the *Wakalah* principle. *Wakalah* principle is a fee-based contract. Providers act as agent that manage members' fund. They are responsible in managing PRS members' fund to invest in *Shariah* compliance stocks that were listed by Security Commission (SC).

This *Shariah*-based PRS offers three core funds that are similar with the conventional funds' options. These three core funds are Growth fund, Moderate fund, and Conservative funds. Every

fund is different according to the asset allocation for the investment purposes. Members are allowed to invest under default option funds that is based on the members' age or based on the members' risk appetite. Currently PRS funds that offered in the market are about 56 numbers of funds. Detail of the PRS funds as shown in Table I below.

Last but not least, the introduction of *Shariah*-based PRS is also supported by Malaysian government by giving RM 1000 to encourage youth involvement to invest into PRS. The RM 1000 is one-off incentive and qualified individuals will only receive it once for the entire period between 2017 until December 2018 (Private Pension Administrator, 2017). For this incentive youth of Malaysian must be aged between 20 to 30 years old within the incentive period. Table 1 shows the performance of the PRS until 30 September 2017.

Table 1: Private Retirement Scheme Statistic as at 30 September 2017

No. of Launched Funds	56
-Conventional	31
- <i>Shariah</i> compliant	25
Units in Circulation (billion units)	4,201
-Conventional	2,822
- <i>Shariah</i> compliant	1,379
Total NAV (RM billion)	1,868
-Conventional	1,256
- <i>Shariah</i> compliant	0.613

Source: Security Commission Malaysia, 2017

2.2 Attitude

According to (Ajzen and Fishbein, 1980) attitude is an index of degree to determine like or dislike of people towards behaviour. Attitude has a positive and significant relationship with customers' preference to choose Islamic banking products and services (Taib, Ramayah, and Abdul Razak, 2008; Amin, et al., 2011). In addition, according to (Zainuddin, Jahyd, and Ramayah, 2004) they also found that attitude is significant with the intention to use Islamic banking services and products. Based on these previous findings, this study believes that attitude could be the main factor in influencing respondents to get involved and invest in the Islamic financial transaction.

It is also supported by (Ramayah and Suki, 2006) who found in their study that students' intention to use mobile personal computer are significant with attitude. In brief, preference to use Islamic banking product and services are positively related by customers' attitude.

2.3 Social influence

Subjective norms are an original construct from Theory of Reason Action (TRA) that deals with the influences of social environment or social pressure on the individuals and thus on behavioural intention (Fishbein and Ajzen, 1975). The term of social influence used in this study refers to subjective norm or normative pressure. It can be defined as one's perception that those who are important to her or him should or should not perform the behaviour (Fishbein and Ajzen, 1975).

Previous study found that social influence is significantly influence customers behaviour towards Islamic banking product and services (Amin, et al., 2011; Taib, et al., 2008). In addition

according to (Chan and Lu, 2004) who study about adoption and user behaviour in the context of internet banking services in Hong Kong, their findings show that subjective norms are significant in influencing the intention to adoption of internet banking among respondents.

2.4 Religious obligation

Other factor that could influence the awareness towards preference for choosing Islamic banking products is religious obligation. According to (Metawa and Al Mosssawi, 1998) religion is the highest factor that influences the selection of Islamic banking services. They found that the religious score is 4.7 where the mean value is not more than 5. Whereas other factors that were determined from their study are family and friend, convenience of location, and rate of return with the score 3.51, 3.00, and 3.85 respectively.

It is also supported by (Renneboog and Spaenjers, 2009) their findings show that religion has a relationship with the financial decision to get involved in the financing transaction. Gait (2008) also concludes that religion is the main factor for preference involving the Islamic finance services.

2.5 Government support

Government plays a vital role in encouraging the development of economic growth in particular country. In other words, the rules and regulations which is posed by the government also affect the economic growth. Moreover, according to (Amin, et al., 2006) the government has an influence in developing the Islamic banking industry in Malaysia, as Malaysia had established a full fledged Islamic banking institution – the Bank Islam Malaysia Berhad since 1983.

As discussed earlier, even customer awareness in consuming Islamic bank products and services is significant but it is not a major determinant. According to (Amin, et al., 2011) they deduce that government support may be positively related with the intentions to use the Islamic banking products and services, but it is not in great significant. But their study indicates that even the government provides a good support, but it is less likely Islamic financing going to be used by the customers.

2.6 Awareness

To create awareness is really crucial as it helps the public in general and youth in particular to understand and realise the existence of the Islamic financial products and services. However, the level of awareness sometimes is different when it involves with age, gender, and income level. According to (Amin, 2007) from his study on Borneo Islamic automobile financing, he found that the consumers of Islamic banks are homogeneous in terms of their awareness and usage as supported by age, marital status and occupation.

Although this may be true, people may be aware on the current existing Islamic products, but they are unwilling to engage themselves with the products. This scenario has been supported by (Rammal and Zurbruegg, 2007) who found that people who are considered of being aware of Islamic banking products cannot be considered that they are willing to get involved in the *halal* products. They perceived by engaging in this activity they might incurred high losses due to the risk exposure. This strengthens the fact that although people know about the existence and nature of the Islamic financial products, they are still unwilling to do any transaction.

Moreover, the lack of financing knowledge might be one of the reasons even though they may realise that there are a lot of Islamic banking products in the market. Hamid and Nordin (2001) indicate that even the level of awareness among Malaysian Islamic banking customers is high but

they are still lacking financial knowledge in order to invest in the Islamic banking product and services.

3. Research method

A total of 370 local students consist of 120 male and 250 females from one of public universities in Malaysia participated in this study. Respondents are choosing based on their courses background and majority from business study faculties. There are four major courses that offered by their faculties such as Islamic business, accounting, business management, economic finance and banking.

A set of questionnaires was developed and has been distributed in the library. Respondents are randomly selected in the library entrance. For every 10 students who are entered to the library, researcher will select one person and ask them to answer the questionnaire. This survey is conducted during weekday to ensure and get many respondents can answer the survey. Researcher took about 3 weeks to distribute 400 set of questionnaires.

The questionnaire was divided into two sections. The first section consists of demographic profile while second section consists of the measurement of independent and dependent variables. Three of the measures for each determinant was adapted and adopted from previous studies. The adoptions of instruments are as shown in Table 2.

For this study, researcher run a pilot test by distributing 30 set of questionnaires to the respondents to ensure the items are reliable and valid. The study also used Cronbach's alpha test in order to assess the reliability of the scales employed in this study. Cronbach's alpha for attitude is the highest which is 0.895. Cronbach's alpha value for social influence and awareness are 0.836 and 0.750 respectively. These three alpha values are exceeding minimum alpha value of 0.6 (Hair, et al., 1998).

Table 2: The sources of the independent and dependent variables of the questionnaire

Variables	Original author	No. of items
Awareness	Amin (2007)	7
Attitude	Taib et al.,(2008)	6
Social influence	Taib et al.,(2008)	5
Religious obligation	Naser et al., (1999)	5
Government support	Amin et al., (2006)	5

4. Results

4.1 Correlation

Table 3 presents the correlations analysis for the major variables used in this study. The results indicated that attitude and social influence, religious obligation, and government support are positively correlated with the awareness to invest in the *Shariah*-based PRS significant with p-value less than 0.01. This means the stronger the attitude, social influence, religious obligation, and government support, the greater the awareness to invest into *Shariah*-based PRS. Results were supported and consistent with (Taib, et al., 2008) indicating that attitude, religious obligation and social influence have great influence on the respondents to get engage in the Islamic financial transaction and business.

Table 3: Bivariate Pearson's Correlations results

	Attitude	Social influence	Religious obligation	Government support	Awareness
Attitude	1				
Social influence	0.644**	1			
Religious obligation	0.724**	0.612**	1		
Government support	0.519**	0.518**	0.578**	1	
Awareness	0.468**	0.563**	0.423**	0.366**	1

**Correlation is significant at the 0.01 level (2-tailed).

4.2 Multiple regression analysis

Table 4 summarises the results of the regression analysis based on the study. The adjusted R^2 is 0.323, indicating that 32.3% of the awareness towards *Shariah*-based PRS has been explained by these four determinants. It can be seen that attitude is significantly related to the awareness to invest into *Shariah*-based PRS (p -value = 0.035, t = 2.115) and the result is in line with previous studies (Ramayah and Suki, 2006; Zainuddin et al., 2004).

Social influence is also related to the awareness towards *Shariah*-based PRS (p =0.000, t =6.928). This result confirms the findings of (Taib, et al., 2008) as they used social influence as the determinant to measure the intention to use Islamic financing product. The study however, found insignificant results of the impact of religious obligation and government support on the awareness towards *Shariah*-based PRS in Malaysia.

Table 4: Regression results

Variable	Standardized B	t-value	p-value
Attitude	0.145	2.115	0.035**
Social influence	0.415	6.928	0.000***
Religious obligation	0.052	0.764	0.445
Government support	0.041	0.734	0.464
F -value=41.266			
R^2 =0.331			
Adjusted R^2 =0.323			
Notes: Dependent variable: Awareness towards <i>Shariah</i> -based PRS			

*** Significant at 0.01, **significant at 0.05, *significant at 0.1

5. Conclusions

The findings of this study revealed that there are only two determinants of awareness are significant and influence them to invest in the *Shariah*-based PRS. From this study it can be conclude that attitude and social influence are those determinants that are significantly influence awareness to invest into *Shariah*-based PRS among public university students in Malaysia. The findings are consistent with previous studies (Taib, et al., 2008; Amin, et al., 2011; Chan and Lu, 2004; Renneboog and Spaenjers, 2009).

Interestingly, attitude is the highest correlation with awareness towards the *Shariah*-based PRS as compared to other three determinants such as social influence, religious obligation, and government support. Meanwhile, government support has the lowest correlation with the awareness on the *Shariah*-based PRS.

Last but not least, social security scheme in Malaysia are still in the infant stage. Therefore, more efforts must be put in placed especially from the government support. Government needs to put more effort in promoting and also creating awareness towards this scheme especially focusing on the youth. There are also more other factors of awareness that were not analysed in this study for example the sources of awareness.

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Goodness of the Data: A Study of Board's Intellectual Capital, Board Effectiveness and Corporate Performance in an Emerging Market

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Abstract

Many factors influence corporate performance and among them, intellectual capital (IC) and corporate governance are the most important determinants. Based on the literature, the direct effect of IC and corporate governance mechanisms on corporate performance have been measured in the past several years. Nevertheless, to empirically test indirect effect of board IC and board effectiveness on corporate performance remains scant. In addition, most of the research in these areas has been conducted in developed countries. It is found that not much research has been carried out in the emerging markets of Middle-East like Iran. The purpose of this paper is to exemplify goodness of data processes in analyzing a mediation model involving board IC (with human capital and spiritual capital dimensions), board effectiveness (board process and board task performance) and corporate performance (with financial and non-financial dimensions) of listed companies in Iran. The goodness of data involves screening and purifying of raw data in accordance with the assumptions of multivariate analysis. The study was employed census method where all listed companies in Tehran Stock Exchange (TSE) were investigated. Data were obtained through the questionnaire survey which contained 65 items derived from three factors (board IC, board effectiveness and corporate performance) on 292 board members in TSE. A descriptive statistic, treatment of missing data, univariate assessment and removing of outliers, normality and multicollinearity tests were conducted. The results from data cleaning revealed significance and the suitability of the data for multivariate analysis.

Keywords: Intellectual capital; Board effectiveness; corporate performance; Data screening

1. Introduction

Corporate performance consists of a set of management and analytic processes, supported by technology, that enable businesses to define strategic goals and then measure and manage performance against those goals. It involves consolidation of data from various sources, querying, and analysis of the data, and putting the results into practice (Hagos and Pal, 2010). Complex environment competitive business world and customer expectations increase made it clear to know about weaknesses and strengths of organizations and improvement of productivity (Adjaoud et al., 2007; Usoff et al., 2002). Recognition of IC as a significant resource for creating value now dominates corporate's patterns of strategy formulation (Kaen, 2003). It is catalyst to achieve business goals and improve corporate performance (Earnest and Sofian, 2013). In addition, the board of directors with a better decision-making process could ultimately improve corporate performance (Madininos et al., 2011). Generally, the performance of a company reflects the quality of its directors and their effectiveness. The board of director's skills, attitudes, and behaviors are the matter to improve board effectiveness in the pursuit of company success (Shen, 2005; Roberts et al., 2005). Despite the rapidly growing literature on IC and board governance, however, the gaps still exist in the literature to examine the effect of board IC and their effectiveness on corporate performance. Further, examine the mediating role board effectiveness between the relationship of board IC and corporate performance.

This study employed a quantitative measure using questionnaire survey as the research instrument for collecting data. Before starting any data analysis in a research, it is necessary to run a preliminary exploration of data set to prove if the data were suitable for further analysis (Pallant, 2001). Data should be purified to provide meaningful and reliable results when analyzed (Hair et al., 2010). Indeed, it cannot be expected to get good models from scanty data. Even if they seem completely logical, preprocessing the data must take place before initiating training. Data screening is the main factor to be given due consideration to achieving consistency and accuracy in an analysis (Tabachnick and Fidell, 2007). The aim of this paper is to describe data cleaning process applied in determining the effect of board IC and board effectiveness on corporate performance. The second section discusses the literature review, the third section is the methodology, the fourth section presents the process of data collection, the fifth section demonstrated the response rate, and the sixth section focused on data screening and purification issues including treatment of missing data, removing outliers, normality test and multicollinearity test, and finally the conclusion.

2. Literature Review

There is a consensus among scholars that IC is vital to organizations to build competitive advantage (Kong and Prior, 2008; Schiuma et al., 2008), carries unconditional economic value in business (Tayles et al., 2007; Abdullah et al., 2015) and boost corporate performance (Earnest and Sofian, 2013, Pardis et al., 2016). Besides IC, corporate governance is also identified as an important factor that positively influences on corporate performance. A good corporate governance system would increase financing, reduce costs of capital, manage stakeholder interest, and foster dynamic economic growth. In fact, the board of directors as the heart of corporate governance (Gillan, 2006; Lawal, 2012), are responsible for corporate decisions and play a key role in creating value for both shareholders and other stakeholders (Tricker and Tricker, 2015). In general, company's performance reflects the board of director's quality and their effectiveness. However, lack of vigilance, incompetence and negligence of directors in their duties and responsibilities were the main causes of governance issues in the past decades. The board of directors must ensure the implementation of company's manager strategic decisions, seek adequate and accurate information on their status and look to the future to provide promotion and improve corporate performance. The board of directors as company's ultimate decision control (Roberts et al., 2005), with high-quality members, promote their effectiveness and supports organizations to get better performance class and acquire competitive advantage (Nicholson and Kiel, 2004; Nadler et al., 2006). Therefore, a well-constructed board has a broad range of relative competencies, where power and ability to perform assigned tasks depend on the board member's intellectual capacity.

Despite the rapidly growing literature on IC and board governance, however, the gaps still exist on the assimilation of board IC with board effectiveness to determine corporate performance, especially in the developing countries of Middle East with relatively less developed capital markets. Figure 1 shows the research theoretical framework of this study which is based on Payne et al. (2009), Ogbechie (2012), Zattoni et al. (2015), and Jamshidy et al. (2014) research models. Board IC is defined as the collection of knowledge, information, experience, routines, procedures and culture that the directors may employ to create value (Stewart, 1997). In addition, Nicholson and Kiel (2004) define the IC of the board as "the intellectual resources such as knowledge, information, experience, relationships, routines, procedures, and culture that a board can employ to create value to a company." Board effectiveness is defined as the ability of boards of directors to successfully carry out their tasks and responsibilities (Zona and Zattoni, 2007). Board effectiveness is achieved through a well-constructed board who have broad range of relative competencies to perform assigned tasks (Nicholson and Kiel., 2004).

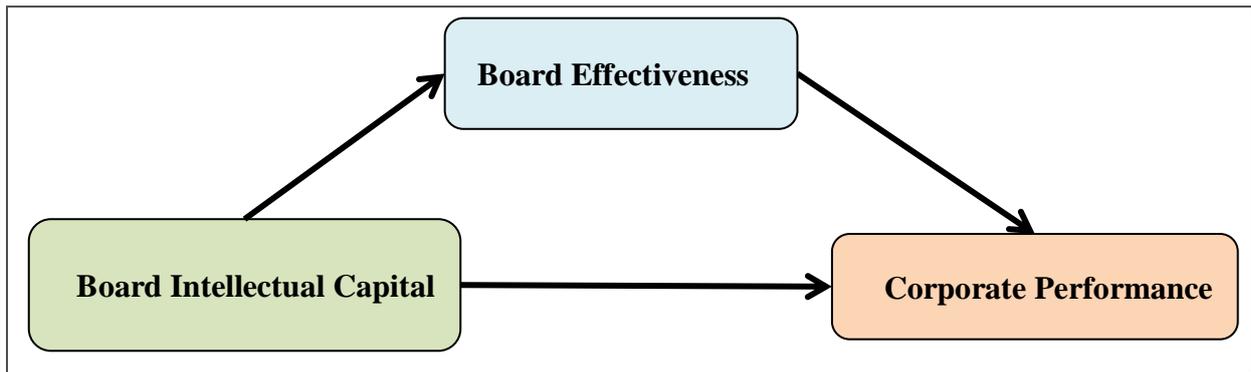


Figure 1, Theoretical Framework of the Study

3. Methodology

This study employed survey questionnaire method as the data collection mechanism (Sekaran and Bougie, 2016; Mark et al. 2009). Past studies have considered the method as the main data collection instrument (Payne et al., 2009; Machold and Farquhar, 2013; Zona and Zattoni, 2007; Minichilli et al. 2009; Minichilli et al., 2012; Zattoni et al., 2015). The aim of survey questionnaire in this study is to get perceptions on the effect of the board IC and board effectiveness on corporate performance in listed companies in TSE. Hence, to achieve the objectives of the study closed questions was used. The population was derived from listed companies in TSE. Since the target population was small, this study employed census method where all the companies in the target population have been investigated. Therefore, a complete questionnaire which included 65 items along with a cover letter explaining the general purpose of the survey and ensuring the anonymity of the response was posted to the board members of all the 292 listed companies in TSE. Board of directors is deemed suitable respondent as they are directly or indirectly involved with company resources, financial and non-financial reports and are concerned with board activities. After data retrieval, they were keyed into SPSS version 22.0 and Smart-PLS statistical software for further analysis.

4. Data Collection Process

In this study 65 items were derived from three factors such as board IC (10 items), board effectiveness (32 items) and corporate performance (23 items) to have a full-scale data which collected from 292 board members that represent the respective listed companies in TSE during July to November 2016. In the questionnaire survey, non-response bias has been considered as a major limitation of the survey. One way to reduce response bias is to obtain a high percentage of returns. To increase the response rate, several attempts were made by reminding the respondents through telephone calls and self-visit. Table 1 shows the summary of data collected survey responses.

Table 1: Summary of Questionnaire Survey

Description	Number	Percentage
Total Number of Questionnaires Distributed	292	100%
Questionnaires Not Returned	126	43%
Questionnaires Received:	166	57%
Less: Incomplete Questionnaires	14	5%
Usable Questionnaires	152	52%

Out of the 292 questionnaires distributed by post 166 (57%) were returned and 126 (43%) were not. However, 14 (5%) discarded because of incomplete sections, resulting in a sample of 152 usable completed questionnaires. Babbie (1990) suggested the response rate of 50% is adequate, 60% is good and 75% is very good. On the other hand, Sekaran and Bougie, (2016) and Hair et al. (2010) state that 30% response rate is acceptable for social sciences. In line with the perspective of Babbie (1990) and Sekaran and Bougie, (2016), the response rate of 52% is considered adequate for further analysis.

5. Rate of Response

Table 2 represents the frequencies and percentages of the demographical variables. These data show gender, age, educational background, work experience, and job position of respondents in the company board.

Table 2: Profile of Respondents

Group	Frequency	Percentage
Gender		
Male	152	100
Female	0	0
Age		
25 to 30 years old	0	0
31 to 40 years old	0	0
41 to 50 years old	138	90.8
51 to 60 years old	13	8.6
Above 60 years old	1	0.7
Educational Background		
Diploma	2	1.3
Bachelor Degree	72	47.4
Master Degree	62	40.8
PhD	16	10.5
Work Experience		
10 to 15 years	82	53.9
16 to 20 years	54	35.5
20 years and above	16	10.5
Job Position		
Executive Directors	32	21.1
None Executive	120	78.9

All 152 questionnaires were received from male respondents. Therefore, the sample of this study was all male. In specifying the age of the respondents, the larger percentage (90.8%) of the respondents are between 41 to 50 years old, 8.6% are between 51 to 60 years old and only 0.7% of them are more than 60 years old. To introduce the background of respondents, it is important to know about the level of education of the respondents. Table 4.7 shows that most of board members (47.4%) have a bachelor's degree, and 40.8% of the respondents have a master's degree while 10.5% the respondents have PhD and 1.3% has a diploma. This indicates that the participants in this survey are mostly educated; therefore, their participation has enriched the quality of the survey findings in explaining the situation of company's board of directors in listed companies in TSE. The respondents were also asked to determine their working experience. As the result, the largest percentage (53.9%) of them have 10 to 15 years of experience, followed by those that are between the range 16 to 20 years (35.5%) and 10.5% have 20 years of experience

and above. In specifying the position of the respondents, 78.9% were None-Executive Directors while the remaining, 21.1% were Executive Directors.

6. Data Screening and Purification Processes

Data collection with questionnaire is typically loaded with some primary issues that must be addressed. Data screening is the process of checking data for errors and correcting them before performing data analysis. However, screening and cleaning data include treatment of missing data, assessment of outliers and to confirm that the distribution of variables is normal (Meyers et al., 2006).

6.1 Treatment of Missing Data

Missing data primarily result from errors in data collection which can be caused by many things. For instance, respondents may fail or refuse to answer one or more items purposefully or mistakenly (Enders, 2010). This can reduce the statistical power of a study and can produce biased estimates, leading to invalid conclusions (Kang, 2013). Most statistical procedures automatically drop cases with missing data. This means that in the end, the researcher may not have enough data to perform the analysis. There are some techniques to impute missing data include hot or cold deck attribution, case substitution, mean substitution and relapse ascription. In this study, mean substitution technique was applied to replace missing data (Huisman, 2000; Howell, 2007). The justifications behind this methodology were that it is the most widely employed/acknowledged strategy for missing completely at random. There are three missing data mechanisms include missing not at random, missing at random, and missing completely at random (Rubin, 1976; Hair et al., 2012; Soley-Bori 2013). In this study, to ensure the data were free from missing values, researcher utilized SPSS software and, hence preliminary descriptive statistic was run with the aim to discover whether missing data exist. The statistically insignificant outcome indicated that types of missing values were completely at random. In random types, Cohen et al. (2013) suggested that the missing values less than 10% is not large, therefore, can usually be ignored. However, if they are greater than 20% to 30% levels, they need to be considered. Likewise, Cohen et al. (1983) proposed that 5% or even 10% missing data on the scale is not adequate.

6.2 Removing Outliers

There are two types of outliers including univariate outliers an instance of a great worth on single item, and multivariate outlier's instances of an irregular grouping of abnormal values in two or more variables (Kline, 2011). Hence, the only univariate outlier was detected and remedied. For univariate detection, apart from testing box-plots and histograms, each variable was tested for the standardized z-score (Tabachnick and Fidell, 2012). There are some general guidelines which recommend inside univariate outliers a case is abnormal when the standard score for small sample size (Eighty or Less) is ± 2.5 or greater. In fact, for a large sample size (greater than 80 observations) standard score can be deliberately more than 4 (Selst and Jolicoeur, 1994; Cousineau and Chartier, 2010). As mentioned in the earlier section, the sample of this study was 152 (greater than 80), therefore a case would be an outlier when its standard score is ± 4.0 or beyond. By using SPSS software function of descriptive statistics, the data estimations of every assessment were changed to standardized score known as z-scores (Tabachnick and Fidell, 2012). The outcomes revealed the standardized z-scores of the cases for the research variables ranged from -3.936 to 2.308, which indicates that none of the items exceeded the threshold of ± 4 . Thus, among 152 cases, there is no any univariate outlier.

6.3 Data Normality Test

In this study, a statistical method of Skewness and Kurtosis to assess the normal distribution of data was applied. A data would be normally distributed if the values of skewness and kurtosis are equal to zero (Tabachnick and Fidell; 2001). Skewness is positive when most of the values are below the mean, negative points, showing just the opposite. Positive kurtosis suggests high peak and the negative, the opposite (Kline, 2011). (Curran et al., 1996) suggested using the cutoff point less than 7 as an acceptable value for the kurtosis and skewness should be within the -2 to +2 range when the data are normally distributed (Everett, 2013). (Kline, 2011) pointed out that skewness values should be lower than 3 and kurtosis values should be lower than 10 for each item. The absolute value of Skewness greater than 3 and Kurtosis value greater than 10 may indicate a problem, and values higher than these are problematic. In this study, skewness and kurtosis were employed to assess normality of the data. The skewness and kurtosis values for all 65 items were computed using SPSS software. It can be concluded that the data set of all items were well-modelled by a normal distribution. However, the Smart-PLS a robust statistical technique will be used for further statistical analysis, which is not require meeting all the assumptions about the normality of the data distributions (Hair et al., 2013; Henseler et al., 2009). This statistical software transforms non-normal data in accordance with the central limit theorem (Hair et al., 2012).

6.4 Multicollinearity Test

There are two forms of multicollinearity test which include determine the bivariate and multivariate relationship matrix and computing the variance inflation factors and tolerance impact (Tabachnick and Fidell, 2012). The tolerance effect specifies the inconsistency identified by endogenous construct, while variance inflation factors are the inverse of tolerance effect. If the value of tolerance is less than 0.1 and simultaneously the value of variance inflation factors 10 and above. Then the multicollinearity is problematic (Cooper and Schindler, 2003; Hair et al. 2010). (Hair et al., 2010) remarked that multicollinearity exists if the correlation between independent variables is 0.9 and greater. Meanwhile, (Pallant, 2010) stated that the correlation value above 0.7 as a threshold for multicollinearity among independent variables. In this study, multicollinearity was tested first by examining correlation matrix and secondly by tolerance and variance inflation factors level for the independent variables. Pearson's correlation has been utilized to calculate bivariate correlation matrix. The correlation analysis in Table 3 shows the significant correlation among the independent variable in the main model. The result demonstrates that all the correlation values between the variables were within 0.9 (Hair et al., 2010; Pallant, 2010). It is, therefore, concluded that there is no problem of high correlation among the variables.

Table 3: Pearson's Correlation for Observing Multicollinearity

Description	BHC	BSPC	BP	BTP
Board Human Capital (BHC)	1			
Board Spiritual Capital (BSPC)	0.634**	1		
Board Process (BP)	0.597**	0.676**	1	
Board Task Performance (BTP)	0.610**	0.704**	0.617**	1

**Statistically significant at 10 percent significance level.

Secondly, multicollinearity was tested through examination of tolerance and variance inflation factors using regression results provided by the SPSS collinearity diagnostics result. As recommended by Hair Jr et al. (2010), tolerance and variance inflation factors are the most important and reliable test of multicollinearity. Table 4, shows that the tolerance ranges between 0.385 and 0.515 substantially greater than 0.1, variance inflation factors ranges from 1.943 and 2.599. Therefore, it is accepted as being less than 10. The result also revealed that multicollinearity does not exist in this study since tolerance values are above 0.10 and variance inflation factors values is below 10.

Table 4: Calculation of Tolerance Effect and Variance Inflation Factors

Description	Collinearity Statistics	
	Tolerance	VIF
Human Capital	0.515	1.194
Spiritual Capital	0.385	2.599
Board Process	0.475	2.102
Board Task Performance	0.441	2.267
a. Dependent Variable: Corporate Performance		
VIF: variance inflation factors		

7. Conclusion

This paper presents the goodness of data of the study on board IC, board effectiveness and corporate performance which involved different processes to achieve the purpose of this study. The processes include data collection process, the presentation of the response rate of the respondents which is quite impressing as an adequate response rate of 52% has been achieved. Data screening is an important factor to achieving consistency and accuracy in an analysis. In addition, it also has a significant effect on the quality of the analysis; however, ignoring data screening can affect the predictive power of any analysis outcomes. Data screening is the phase of identifying and correcting existing errors or at least minimizing their impact on the analysis. The issue relating missing data, assessment of outliers, normality and multicollinearity tests has also been discussed in the paper. The result of the analysis revealed the significance and the suitability of the data for multivariate analysis.

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The Mediating Role of Skill-based Habit in the Relationship between Customers Perceived Value and Repurchase Intention in Smartphone Industry in Malaysia

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Abstract

The increasing number of smartphone vendors have made the competition in smartphone industry becomes fiercer than before. The implementation of habit construct in building customer loyalty has recently gained increasing attention among the IT researchers. Despite preliminary literatures perceived consumer habit as determinant of repurchase behavior in digital context, majority of the studies have defined consumer habit from the perspective of situation of use, and still lack of research focusing on habit from the perspective of skill developed related to the technology usage. This study therefore aims to provide research model investigating the mediating role of skill-based habit in the relationship between customer perceived value and customer repurchase intention in smartphone context.

Keywords: Smartphone; Habit; Perceived value; Loyalty.

1. Introduction

Smartphone industry is one of the fastest growing industry in the world. Survey has indicated that the adoption of smartphone has experienced tremendously an increasing from year to year in both developed and developing countries (Poushter, 2016). Nowadays, the smartphone users in Malaysia has reached 16.4 million from 30.9 million of its population and it is predicted to keep increasing to reach 23.31 million of smartphone users in 2022 (Statista, 2017). Despite the increasing number of smartphone users, the main concern of smartphone manufacturer has shifted from inducing the customers to adopt smartphone to retain the customer from the competitors. Previous survey conducted by “Growth for Knowledge” (GFK) has reported that smartphone industry is one of the top industries that experience the greatest loss in customer loyalty whereby only 25 % of the users are loyal to their current brand (Reuters, 2010). Furthermore, the survey conducted by Australian research firm Telsyte revealed that the switching activity does not only occur between different operating system, but also within the Android handset as there are many smartphone vendors use Android as their smartphone operating system (The Australian, 2015).

According to Statista report in 2017, the average of smartphone replacement cycle in Malaysia is about 22 months. While, Malaysian Communications and Multimedia Commission (2015) has also reported that 38.8% of smartphone users in Malaysia change their smartphone within 12 months period. With the short lifecycle of smartphone usage and the increasing number of competitors in smartphone industry, retaining the existing customers from competitors has become top priority for manufacturer in smartphone industry. Therefore, it is important for manufacturer to understand the factors that influence repurchase intention of smartphone users.

Previous empirical studies have reported that when the people decide to stay or switch with particular brand, they might first evaluate about the value of the product or service (e.g. Chen, 2015). Past mobile technology related studies have also argued that the success of retaining the customer is determined by the value that the customer received (Chuah et al., 2017; Yeh et al.,

2016; Kim et al., 2016; Lim and Shankar, 2014). However, the non-value factors could not also be ignored and its effect on customer purchase behavior must also be explored. Studies have suggested that the continuance usage of technology such as smartphone on the daily basis may cause the users to develop habit and it may also affect their future purchase behavior (Zhang et al., 2015; Murray and Haubl, 2007). Furthermore, study of (Olsen et al., 2013) has posited that once habit has been developed, the loyalty behavior is mainly guided by automaticity. Therefore, it is also necessary to consider habit as important predictor of customer repurchases intention.

Despite the adoption of habit has recently gained a lot of interest and has been widely examined in the IT related literature. However, only few studies have sought to understand how habit is produced thus influence future purchase behavior (Chiu et al., 2012). In addition, the perspective of habit related to the skill in using the technology (skill-based habit) has not previously been examined in IT related literature particularly in smartphone context. To fill this gap, this study therefore aims to investigate the mediating role of skill-based habit in the relationship between customer perceived value and customer repurchase intention.

2. Literature Review

Repurchase Intention

The focus of this study is to understand the drivers of customer purchase behavior as it is perceived to be the main purpose of retaining the customers (Khan et al., 2015). The term repurchase intention is commonly used in marketing literature to measure customer purchase behavior due to the actual data (real purchase data) may be difficult to obtain (Duman and Mattila, 2005). In this study, repurchase intention can be defined as the customer's strong commitment to rebuy the same smartphone brand in the future. Previous technology related studies have shown that repurchase intention does significantly predict the actual purchase of the technology or application (e.g. Yeh et al., 2016; Hsu and Lin, 2015).

The perception of value has been commonly adopted in mobile technology related studies to predict consumer behavior intention due to it covers various aspects of value such as cognitive, affective, and social aspect. Consequently, various models related to customer perceived value in IS context has also been proposed by previous studies whereby technology acceptance model (TAM) and unified theory of acceptance and use of technology (UTAUT) models have been perceived to be the most recognized model used to predict consumer behavior. However, in consideration of the frequent use of smartphone, the way the users use their smartphone may also be influenced by the system applied in their device (Lin et al., 2015), thus they may develop skill in using smartphone and may also become habitual. Therefore, this study will also examine the habitual construct of "skill-based habit" to predict the repurchase behavior of smartphone users.

Consumption Value Theory

Consumer value has been perceived to be the key factor for organization success. Although there are many premises of conceptualization of perceived value that can be divided into unidimensional approach and multidimensional approach (Sánchez-Fernández & Iniesta-Bonillo, 2007), literatures have shown that customer perceived value is better conceptualized as multidimensional constructs as it captures various value dimensions thus provides better prediction of customer purchase behavior (Zauner et al., 2015). In this regard, this study adopts the consumption value theory proposed by (Sheth et al., 1991). According to consumption value theory (Sheth et al., 1991), customer behavior choice is influenced by five value dimensions such as functional value, emotional value, social value, epistemic value, and conditional value. The study postulated that consumption values are independent to each other and contributing to

behavioral choice incrementally.

The earlier study of (Sweeney and Soutar, 2001) has extended consumption value theory by dividing value into four generic dimensions consists of functional value, monetary value (sub element of functional value), emotional value, and social value, as well as have developed the scales to measure such dimensions so-called “PERVAL” in their study. In perceived value literature, PERVAL has been perceived to be the most recognized as well as effective scale measurement to measure perceived value among the marketing researchers. However, due to the study was focusing on durable product category, some value dimensions proposed in the consumption value theory therefore have not been examined as well as its measurement are not provided in the study (e.g. conditional value and epistemic value).

Since the use of smartphone involves various type of values apart from what has been mentioned above, few studies have addressed the need to enhance the perceived value concept by including more dimensions related to the use of smartphone and to examine its effect on the user’s purchase behavior. Previous studies on digital telecommunication context have provided significant evidence that epistemic value (e.g. Wang et al., 2013) and interaction support value (e.g. Phang et al., 2009) should not be ignored in the research model when measuring customer purchase behavior. Therefore, in this study, the various dimensions of perceived value have been integrated in the research model for the investigation of smartphone usage among Malaysian users which includes functional value, emotional value, monetary value, social value, epistemic value, and interaction support value.

Functional value can be defined as the utility derived from using the smartphone related to ease of use, its quality, and performance of smartphone (Kim et al., 2016; Sun and Su, 2013). Monetary value is defined as the monetary benefits that the customers gained from purchasing the smartphone (Tseng and Lo, 2011). Emotional value refers to the user’s perception of fun, happiness or pleasure from using the smartphone (Sun and Su, 2013). Social value is defined as the utility derived related to the enhancement of social self-concept from using the smartphone (Sun and Su, 2013; Chun et al., 2012). Epistemic value pertains the benefits received by the users related to the product capacity in arousing the user’s curiosity or offer novelty through personal experience in using smartphone (Pihlström and Brush, 2008). Finally, interaction support value relates to the benefits that the users receive to enhance the social interaction with other smartphone users (Phang et al., 2009).

Cognitive Lock-in (Skill-based Habit) Theory

In general, habit is defined by the researchers as the automatic response related the certain situational cues (Yang et al., 2016). In this regard, (Limayem et al., 2001) has postulated that the automaticity of habit occurs due to the repeated learning process. That is, people are likely to perform some actions unconsciously because they are used to perform it for several times. The importance of habit has recently gained an increasing attention in information technology related studies and has been adopted to predict customer behavior phenomenon (Amoroso and Lim, 2017). In this study, the cognitive lock-in (skill-based habit) theory of (Murray and Haubl, 2007) is adopted in order to understand the role of habit in predicting purchase behavior of smartphone users.

According to cognitive lock-in (skill-based habit) theory (Murray and Haubl, 2007), habit may also be produced through skill that is developed from using the technology. That is, after repeated learning process, people will have specific skill in using the technology which will gradually become a habit over time or also known as skill-based habit. (Murray and Haubl, 2007) has argued that the skill that is developed in using incumbent technology is not transferrable to other

technology thus increases the switching cost perception, which in return will increase the loyalty level.

In the context of smartphone usage, habit may be referred as the automatic behavior in using smartphone due to certain situational cues such as browsing internet or checking email whenever entering the subway (Venkatesh et al., 2012). However, based on reviewing previous IT related literatures, the habit construct adopted was mostly conceptualized as general habit (habitual choice) or focused on the automaticity use of smartphone due to certain situation (Soror et al., 2015) and lack of research focusing on the specific habit related to the skill in using the technology. Therefore, in this study, the conceptualization of habit construct will be focused on the specific skill related to the system rather than the general use of smartphone.

Unlike the common IT literatures, in this study, habit is conceptualized as second order multi-dimensional construct. Previous study of (Polites, 2009) has argued that in order to have better measurement, habit is better modelled as second-order multidimensional construct due to the automaticity-nature of habit may be produced by several factors. The study of (Polites and Karahanna, 2012) further has proposed three dimensions of habit constructs such as “controllability”, “awareness”, and “mental efficiency”. Controllability can be defined as the level of difficulty that the users perceived in controlling or resisting a particular behavior (Polites and Karahanna, 2012). Awareness is defined as the extent to which the users may be unaware about the presenting of the situational cues that triggers them to do a particular behavior (Polites and Karahanna, 2012). While mental efficiency can be referred as “the extent to which the perceptual or judgmental process demands attentional resources.” (Polites and Karahanna, 2012). In other words, it can be understood that when the users have high level of habit, they can be considered to have high level of mental efficiency. Hence in this study, these three dimensions of habit are employed into the context of smartphone use.

3. Research Model and Hypotheses Development

To understand how smartphone manufacturer could enhance customer brand loyalty, this study develops research model based on consumption value theory (Sheth et al., 1991) and cognitive lock-in (skill-based habit) theory (Murray and Haubl, 2007). This study proposes that customer repurchase intention is influenced by both customer perceived value and customer skill-based habit. In addition, this study also argues that the effect of perceived value on repurchase intention may be mediated by consumer skill-based habit. The following hypotheses therefore are developed.

Perceived Value and Repurchase Intention Relationship

Previous mobile technology related studies have provided evidence that perceived value is the key determinant of repeat purchase behavior (e.g. El-Adly and Eid, 2016; Wu and Ho, 2014; Tseng and Lo, 2011). The study of (Osman et al., 2012) have identified that people use smartphone for various purpose besides for telecommunication, such as for entertainment, study, and navigation. Consequently, predicting customer purchase behavior in smartphone context will be more accurate if the study includes various elements of customer’s value.

UTAUT model has been recognized as the complex as well as effective model to predict customer behavior intention in IS context as it integrates various aspect of customer value including functional value, hedonic value, and social value. The subsequent studies have also revealed that the elements related to customer value significantly affect customer behavioral intention in different IS context such as mobile payment (Oliveira et al., 2016), technology acceptance of Phablets (Huang and Kao, 2015), and mobile banking (Yu, 2012). As perceived

value associates with the benefits that the users receive from using smartphone, hence it is expected that the higher the value receive by the users, the stronger the commitment to repurchase the same smartphone in the future. Therefore, it is hypothesized:

H1: overall customer perceived value (functional value, emotional value, monetary value, social value, epistemic value, and interaction support value) have positive effect on customer repurchase intention.

Perceived Value and Skill-based Habit Relationship

Previous literatures have postulated that habit is developed through certain amount of repetition (e.g. Venkatesh et al., 2012; Limayem, 2001). The study of (Chiu et al., 2012) further have argued that the repetition of using the technology such as smartphone will only occur when the customer perceived that the technology they use offers superior value to them. That is, it can be understood that when the people evaluate their consumption experience from using the technology positively, it is likely that their willingness to perform the same behavior increases, thus become a habit (Hsiao et al., 2016; Venkatesh et al., 2012; Chiu et al., 2012). (Ye and Potter, 2011) noted that through the frequent use of technology such as smartphone, people will also learn and increase their understanding on how to operate the device and how to gain more advantages from it. Accordingly, it can be inferred that as positive experience increases the smartphone usage, people will also gradually learn and develop specific skill in operating their smartphone related to its system, thus such behavior may gradually become habitual. Hence, it can be hypothesized that:

H2: Customer perceived value is positively associated with customer skill-based habit

Skill-based Habit and Repurchase Intention Relationship

The relationship between habit and continuance intention has been supported by both habit theory (Kim and Malhotra, 2005) and previous IS related studies (Amoroso and Lim, 2017; Hsiao et al., 2016). The study of (Chiu et al., 2012) have also evidenced that habit has both direct and interactive effect on consumer behavior. Although the findings from previous studies showed a significant effect of habit on consumer behavior intention, however the relationship between skill-based habits on consumer repurchase intention is hardly found. Unlike prior IT related studies, this study views habit from the perspective of the automatic response related to skill developed in using the technology or system. (Murray and Häubl, 2007) have postulated in their skill-based habit theory that the consumer may become lock-in to particular technology when the cost of switching (e.g. perceived ease of use of the product) to a competing brand outweigh the benefits. This means, the specific skill that has been developed during the use of the technology may lock-in the consumer to switch to another brand. This is because when the new technology or new system is introduced, the skill that the user has developed in using the incumbent technology will not be transferable (Murray and Häubl, 2007), thus it will increase the perception of ease of use of the incumbent system as they need to adapt and learn with the new introduced system. Consequently, the commitment to repurchase the same smartphone brand will increase as the skill-based habit starts to develop. Study of (Kroenung et al., 2017) has demonstrated that the users who have developed skill-based habit in using particular technology or system (e.g. document management system) are found to be loyal and less likely to adopt into new system. Thus, it can be hypothesized that:

H3: Skill-based habit has positive influence on repurchase intention

Mediating Effect of Skill-based Habit in Perceived Value and Repurchase Intention Relationship

Despite perceived value has been suggested to be key determinant of customer repurchase behavior (El-Adly and Eid, 2016; Wu and Ho, 2014; Tseng and Lo, 2011), however the relationship between these constructs may be mediated by customer skill-based habit. The linkage between customer perceived value and customer habit has been supported by previous study of (Chiu et al., 2012). The study has argued that the repetition of using the technology such as smartphone will only occur when the customer perceived that the technology they use offers superior value to them. That is, when the people evaluate their consumption experience from using the technology positively, it is likely that their willingness to perform the same behavior increases thus produces a habit over time. Empirical evidence has also shown that when people developed skill-based habit, it will disrupt or inhibit them to adopt new technology or new system (Polites and Karahanna, 2012) thus increases the loyalty level (Kroenung et al., 2017).

The study of (Hsiao et al., 2016) has evidenced that the effect of customer perceived value (perceived usefulness) on continuance intention is fully mediated by usage habit. As the development of usage habit may also produce skill related to the use of that technology (Ye and Potter, 2011) and gradually may become automated (Murray and Haubl, 2007), therefore it can be expected that the effect of perceived value on repurchase intention may also be mediated by skill-based habit.

H4: Skill-based habit mediates the relationship between customer perceived value and customer repurchase intention.

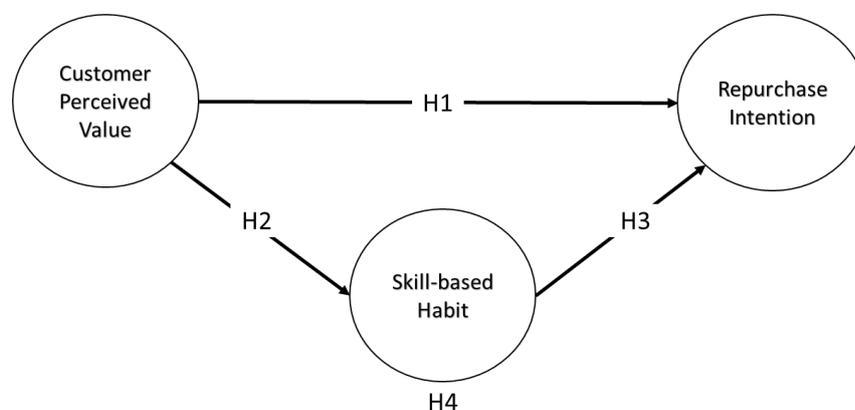


Figure 1: Proposed Research Model

4. Research Method

The respondents of this study will be focused on the smartphone users in Malaysia who were born between 1981 – 1997 or in the age between 21-37 years old or also known as “Gen Y” customers (Pew Research Center, 2016). This is because Gen Y customers are the largest smartphone users in Malaysia (MCMC, 2015) and they have been found to be heavy users of smartphone, have high purchasing power, and less loyal compared to other generations (Chuah et al., 2017). The total of 400 questionnaires will be distributed via convenience sampling

technique. As this research is focusing on the mediating role of skill-based habit related to smartphone system, the participants therefore will only be chosen for those who have used their smartphone for more than one year to ensure their skill-based habit towards the system is well-developed.

In this study, the three constructs (customer perceived value, skill-based habit, and repurchase intention) employed in the research model will be measured by multiple item scales adapted from previous studies. For the customer perceived value construct, in line with the study of (Chuah et al., 2017), the construct is conceptualized as second-order multidimensional construct that consist of six value dimensions. All the measurement items for each value dimension are adapted from the specific sources such as functional value (Sweeney and Soutar, 2001; Sun and Su, 2013), value for money / monetary value (Sun and Su, 2013; Pihlström and Brush, 2008), emotional value (Sun and Su, 2013; Sweeney and Soutar, 2001), social value (Chun et al., 2012; Sun and Su, 2013; Sweeney and Soutar, 2001), epistemic value (Pihlström and Brush, 2008), and interaction support value (Phang et al., 2009).

For skill-based habit construct, this study conceptualized it as second-order multidimensional construct as suggested by (Polites, 2009) that consist of three dimensions of habit including “awareness”, mental efficiency”, and “controllability”. The items used to measure these dimensions are adapted from previous study of (Polites and Karahanna, 2012). Lastly, to measure repurchase intention construct, the items used are adapted from previous mobile technology studies such as (Kim et al., 2016) and (Chaudhuri and Holbrook, 2001). All of these measurement items are rated based on five-point Likert scales from strongly agree to strongly disagree.

Since the measurement items used in this study have been modified to fit with the target context, the questionnaire pretesting therefore will be conducted to ensure its content validity. Content validity is referred as the judgment of the expert regarding the scales developed whether it logically and accurately reflects the actual meaning of what it intends to measure (Thanasegaran, 2009). The total of three academicians specialist in consumer behavior and information technology and two company managers from mobile technology related industry will be involved in this study to review the scales. Their opinions and feedback regarding the scales developed in this study will be refined and the questionnaire items used in this study will be revised accordingly.

5. Conclusion

The objective of this study is to explore the factors influencing customer repurchase behavior in smartphone context. The non-value factors such as consumer skill-based habit is included in the research model of this study to understand its mediating effect in the relationship between customer perceived value and customer repurchases intention. The authors believe that the result of this study could provide useful information as well as may have crucial implication to the future studies and manufacturer in IT related fields particularly in smartphone context.

6. References

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A Meta Analytic Review of Factors of Stress Affecting the Academic Performance among the University Students

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Abstract

Stress is a psychological and physiological response to the demands of the environment and it can be negative or positive one. Those in working environment and university environment face stress in their daily life regardless of age and gender and it could either improve their performance or vice versa. An acceptable amount of stress can improve the students' performance while an excessive amount of stress will decrease the student academic performance. For university students, stress can affect the students' academic performance badly if students failed to control their level of stress. According to some researchers from previous research, high level of stress can turn to depression which in several cases may lead to high numbers of suicide attempts. Many researches regarding stress among students had been conducted all around the world but with the current economic condition and high technology advancement in Malaysia, this study will prove whether all the findings by the previous researchers are still relevant. Hence, this study aims to identify the most dominant factor of stress faced by university students. Among the factors of stress are academic stress, social stress, financial stress and other minor stressors. Therefore, the objectives of this study are to identify the relationship between academic stress, social stress and financial stress with academic performance, to compare the most dominant factor of stress between genders and to identify the stress relievers taken by students in coping with their stress.

Keywords: stress; academic performance; academic stress; social stress; financial stress

1. Introduction

Stress is a psychological and physiological response to the demands of the environment and it can be negative (distress) and can be positive (eustress) (Votta & Benau, 2014). High number of students feels that their student life in university or college is the most stressful one (Schafer, 2000; Swick, 1987 as cited in Messarra, 2005). Stress is good for motivation and is helpful. However, if the level of stress is too high, it can bring negative effects to the body and mental of individuals such as lead to depression and some illnesses such as high blood pressure, headache, sleeping problems and many more. In addition, stress can affect the students in term of their societal aspect, increase in suicide rate, alcoholism and drug addiction as the effects failure to cope with their stress (Blonna, 2004; Messarra, 2005). According to (Messarra 2005), social, academic and micro stressors are among of the factors. Social factors include culture shock, relationship among students, campus environment and homesickness. Under academic stress; it includes stress for the main course of study, grades, faculty or staff interactions with students as well as students' current status. As for the minor factors, it includes support services, family support, financial support, peers support, organizational support and others (Messarra, 2005). According to Elliot et al., 2005; Choi, Abbott, Arthur & Hill, 2007, as cited in Habibah, Ping

&Maria, 2011, it is found that stress do affect the academic performance of undergraduate students based on past researches. Academic performance here is referring to the academic achievement of the students and is measured using the cumulative grade point average (CGPA) obtained by the students. Therefore, factors that contribute to stress must be identified and should be taken seriously since stress is risky for those who cannot deal or cope with their stress effectively.

2. Literature Review and Concept

As mentioned before, stress among the university students as stated by (Messarra 2005) are due to academic stress, social stress and several other minors concerned. However, for the purpose of this study, the factors that will be emphasized are on academic stress, social stress and financial stress. In a study conducted by (Kosheleva, Amarnor and Chernobilsky 2015), students facing high level of stress due to high work load and they are least bothered by the social stress. Meanwhile, financial stress is not being mentioned as the major factor of stress in the previous research by Messarra, but we believed that students do face stress due to financial problems. In 2014, research by Votta and Benau considered financial stress as the major factor of stress. According to (Mouza 2014), those students with low family income facing higher levels of stress in related to college or non-college activities.

2.1 Academic Performance

Academic performance has been a huge aspect that being used to measure students' achievements. Most of the university use Cumulative Grade Points Average (CGPA) or Grade Points Average (GPA) to measure students' academic performance. Academic stress, social stress and financial stress are believed to have effects on students' academic performance (Messarra, 2005). Students believe that academic performance is important as it will affect their long-term future especially when it comes to job opportunity (Mohd Remali et al., 2013). Students need to compete in order to secure for their job as the organization require highly talented candidates to be recruited (Mohd Remali et al., 2013). Thus, it is important to determine the factors of stress affecting the academic performance among the university students. Academic performance is defined as examination performance (Admin.cam.ac.uk, 2003). In this study academic performance was characterized by the overall performance in each year which culminates in a Cumulative Grade Point Average (CGPA). The CGPA score would take into account students' performance in tests, course work and examinations. Examination scores or grade clearly differentiate one's performance with others that includes their level of knowledge as well. Students pay extra attention to their academic performance as it acts as their individual reflection how good they have done in their academic where it can be represented by a CGPA or GPA (Mohd Remali et al., 2013).

2.2 Academic Stress

Education has become a vital element and aspect in today's life. Nowadays, people having the mind-set believing, without education an individual may not be successful (Yoko and Susan, 2010). Apart from that, students tend to be stress due to their family pressure especially parents. It is every parent's dream to see their children' success and perform very well in their studies (Yoko and Susan, 2010). Some parents tend to become too obsessed and start to give too much pressure towards their children causing high level of stress due to high expectations from their parents. As university students, parents' expectations and hopes somehow to give them motivation to study hard but for ones that unable to manage it properly it may cause them stress and somehow are unable to perform their studies well (Yoko and Susan, 2010).

Besides, academic stress also majorly contributed by the academic work assessments such as test, quiz, assignment, presentation and other types of courses assessments that basically give effects to the students' academic performance (Messarra, 2005). University students tend to receive excessive amount of academic work assessments at the same time. For instance, the students may have to seat for 3 tests for a different subject plus with their assignments date line submission (Brown, Johnson and McPherson, 2016). Some survive and perform well but some might not be able to handle their level of stress and started to freak out and in the end instead of being able to perform better, their performance got even worse (Brown, Johnson and McPherson, 2016).

On top of that, academic stress may also be related to the students' status as part-time students or full-time students. Research had shown that full-time students faced less level of stress as compared to part-time students due to their amount of commitment that they have (Messarra, 2005). In reality, part-time students have more commitments in their life such as working commitment and family commitment. As compared to full-time students, the intensity and level of stress are higher towards part-time students. It would be much higher when they are actually studying while working and at the same having children to be taken care of (Messarra, 2005).

2.3 Social Stress

According to (Greenberg 2004), as cited in (Messarra 2005), one of the most stressful factors faced by university students are having a problem in their friendship such as losing friend or to find new one. Students will have the problem to find ones that shared the same interest and who will able to understand them and at the same time feel comfort to be with them (Greenberg 2004), as cited in (Messarra 2005). (Pistole 1995), as cited in (Messarra 2005) said that main source of upset for most of the students are the process of making and breaking of close relationship among the students. This statement is supported by (Habibah et. al 2011) findings where one of the main stressors is when the students are in the process of making new friends and get along with their friend. Students' focus on academic will be dragged away due to too much stress on the failed relationship. Some students might lose motivation to study and this would affect their grades on certain or even all the subjects. The student's emotional life, study habits and their academic performance will also be affected (Schafer 2000), as cited in (Messarra 2005).

Apart from that, homesickness is also one of the factors under social stress. (Guinagh 1992), as cited in (Messarra,2005) define homesickness as a negative emotional reaction to leaving home. Students who studied away from their home may lose their important support which is their family (Kosheleva, Amarnor & Chernobilsky, 2015). Students might not focus on class which leads to low academic achievement and might even cause them to fail in many subjects. (Messarra,2005) indicate that some students are able to cope with their homesickness throughout their academic years, but some are not. (Woulff,1975), as cited in (Messarra,2005) said that the homesickness felt by the female and male students are different where his finding is female students possess greater homesickness rather than male students. In contrast, (Fisher, 1989), as cited in (Messarra,2005) did not agree that there are differences in gender among the students regarding their homesickness

On top of that, according to (Wintre &Yaffe,2000) as cited in (Habibah et al, 2011), a situation that leads to stress is when the students have to adapt to new environment. Students become most stressful during the transition adjustment to college because from there, they will face a loss of control over the new environment (Fisher, 1994, as cited in (Messarra, 2005). Besides, Students Mental Health Manual (2000-2002), as cited in (Messarra, 2005) state that one of the major sources of stress for college residents are their feeling of dissatisfaction towards the facilities

provided and also the housing problems. According to (Pace, 1970), as cited in (Messarra, 2005), students who had problems with their roommate tend to achieve lower academic performance. In addition, university acquire too many bureaucratic processes and procedures that students have to obey and (Chaskes, 1996), as cited in (Messarra, 2005) also mentioned that the level of stress among the first-year students increases when the students usually not familiar with some process before they actually do it.

Furthermore, according to (Whitman et al., 1987), as cited in (Messarra, 2005), good relationship between teacher and students will motivate students and make them feel satisfied with their educational goals. He also mentioned that increasing level of stress might due to extreme demands from the others, inappropriate feedback from teachers, feelings of not belonging and lack or personal relationships with teachers. In short, positive relationship will make students feel accepted by the lecturers and by university as well.

Last but not least, living in a problematic family condition also increases the students' level of stress. (Omoruyi, 2014) state that living with a divorce parent or broken home can be stressful for both the child and parent. Meanwhile, (Rochlkepartain, 2003), as cited in (Omoruyi, 2014), said that family and its structure play vital role in children's academic performance. Students who have incomplete family might lose their happiness and it make them stress to see their friends are so lucky to have both mother and father around.

2.4 Financial

According to (Votta and Benau, 2014), financial were one of the most common stressors among the pharmacy students. Students become stress due to the increase in the cost of education which is affected much by the inflation. (Guo et al., 2011), as cited in (Mouza, 2015) said that stress level of senior students found to be higher caused by the economic recession, the employment situation and also financial burdens.

In addition, it is hard for students to settle down as they have limited free time to have a part time job to help them cover up their expenses (Votta & Benau, 2014). Students will become overwhelmed to complete their job while working on tight schedule (Macan et al., 1990), as cited in (Messarra, 2005). As a result, it affects their academic performance and grades. (Astin, 1997), as cited in (Messarra, 2005) stipulated that having a job during study period give big impacts towards students' performance because the time that they used to work should be used for academic work and this led to higher level of stress. While trying to handle the problems of personal finances, the students were burdened with the need to have good grades at the same time.

Besides, students get stressed as they need to spend a lot to pay for their education fees, purchasing books and also buying foods, drinks and other necessary things. According to (Chen, 1999), as cited in (Kosheleva et al., 2015), the tuition fees and living expenses which are increasing are among the concern of the students. Financial problem might cause them to less focus on their study and goals to perform well in their academic. Majority of university students failed to meet their financial commitment (Roberts, Golding, Towell and Weinreib, 1999), as cited in (Kosheleva et al., 2015) and students get stressed due to their financial management (Tyrell, 1992), as cited in (Kosheleva et al., 2015). According to (Mouza, 2015), in 2013, students who lived at town and away from their families suffer high levels of stress.

There is close relationship between students' bad financial status and high level of stress due to similar results obtained in previous studies (Demirbatir, 2012; Stallman, 2010; Andrews and Wildin, 2004) as cited in (Mouza, 2015). According to (Bennett, 2003), as cited in (Mouza, 2015), when financial hardship hit the student especially those with low grades, they tend to quit

their studies. (Elias et al., 2011) & (Bennet, 2003), as cited in (Mouza, 2005) stated that it is hard for students to focus on their academic duties if they study under stress.

3. Discussion

A study had been conducted to prove whether the previous researchers' findings are still relevant since so many changing occurred in the world wide especially with regards to information and technology advancement as well as the economy condition. With regards to the aim of the study which is to identify the most dominant factor of stress among the university students, it is found that all the three factors which are academic stress, social stress and financial stress are actually did not contribute much towards the students' stress. In order words, there are some other factors that actually cause stress among the students such as interest and laziness of the students themselves. As for the first objective, it is found that there is a positive weak relationship between the three factors with the students' academic performance which means that the students will perform better in their academic when they are stress. The stress is called positive stress (eustress) which motivates students to perform although the relationship s quite weak. For the second objective, it is found that stress did not really differ between males of females. Hence, A gender has no influence towards the students' stress and possesses more or less the same type of stress. Last but not least, praying and asking helps from God, listening to favourite music, express feeling to family members of close friends, do things that make them happy and involve in outdoor games are among the popular suggestion given by the students in order to relieve their stress.

4. Conclusion and Implications

Academic stress, social stress and financial stress are among the factors that contribute to stress among the students. However, it depends on the current environment whether these three factors contribute much or less towards the students' stress. Throughout this study, stress having huge impacts on students' academic performance. Students' academic performance gives a long-term effect on their life especially when it comes to applying for job. It portrays their level of knowledge, skills and ability that most employer are seeking for a potential and good candidate. Stress is the earlier stage that might lead to depression if it is unable to be handled which might also lead to suicide attempts or cases. Huge increase in suicide attempt by the university students due to their stress and depression has been in alarming situation that require more focus and efforts to tackle the problem. Therefore, the result from this study would be useful for the university or faculty to identify other stress factors that currently might affect the students' mental health or academic performance. Another implication is university will be more aware on stress issues among university students and will plan for more programmes related to stress. Besides, the stress relievers suggested by the respondents from this study might also be useful for other students as well and they can try to adapt to the ways suggested since different people have different ways to overcome their stress.

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Reevaluating Successful Franchisees Characteristics

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Abstract

This paper presents the literature reviews of a study that evaluate and identify the criteria of successful franchisees in Malaysia. The report can be adopted by the franchisors in determining the best candidate for the franchise business. A systematic review was conducted to explore and to gather the findings from the empirical journal articles. Articles from 1997 to 2018 were included and analyzed. This method gave a thorough understanding of the franchisee criteria that contributed to the success factors from various perspectives. The findings indicate that entrepreneurial capacity, professional experience, motivation and financial capacity had given direct impact towards determining the best criteria for the sales performance and franchisee success. In addition, personal franchisee characteristics are important for the franchise business success. Result from this study is expected to contribute and to add on to the body of literature on the above subject matter. The author contends that this paper would significantly provide a practical framework for franchisors in the selection process of franchisees.

Keywords: Franchisees, entrepreneurial capacity, professional experience, motivation and financial capacity.

1. Introduction

Franchising is a business model, in which a franchisee is granted the right to engage in offering, selling, or distributing goods or services under a marketing system which is designed by the franchisor (Nason & Wiklund, 2018; McKelvie & Wiklund, 2010; Justis & Judd, 2003). The franchisor permits the franchisee to use the franchisor's trademark, name and advertising (Kacker, 2015; Michael & Combs, 2008;Kostecka, 1987).

Effects of franchising in the world are extensive and important. Franchising has helped the business development and growth strategy in various context around the globe (Khan, 2016;Rahatullah & Raeside, 2009). Franchising's endurance and success may be due to the fact that, organizationally, it represents a cooperative cooperation (Dant & Grunhagen, 2011; Hoffman & Preble, 2003). The success of the franchise business depends on the cooperation of two entrepreneurs (franchisor / franchisee) in order to be successful (Davies, Lassar, Manolis, & Prince, 2011; Shane & Hoy, 1996). Selecting the right partner is vital for the success of relationships (Hurtado & Cataluna, 2011; Rahatullah, Raeside 2009). Robust studies are necessary to help to identify the best franchisee characteristics that best match the needs to be successful.

It is important to recognize that all franchises are not the same, any more than all shops are the same. Even within the same industry, each franchise will be set up differently. It will have different business systems, different cost structures, different support services for franchisees and, above all, different people - both as franchisors and franchisees. Thus, it gives us the more reason to scrutinize the franchisee characteristics that in return will be able to facilitate the franchise industry to grow bigger and more successful.

This paper evaluates franchisors preferences about franchisees. Specifically, the objective of this study is to identify the characteristics that form the franchisee profile preferred by the franchisors. Thus, this paper seeks to compile the findings from previous studies. The method used; the franchisee profile was grouped and categorized according to the common characteristics and dimensions. Then this paper addresses the questions of the best characteristics that best suit the franchise business.

2. Successful franchisee

Success of a franchisor relies intensely on the utilization of a systematic selection process to carefully guarantee the selection of good potential franchisees (Hurtado & Casas, 2011; Olm, Eddy, & Adaniya, 1988). The franchise business may not be fit for all businesspeople. Some enter the franchise business and make greater influence to the success of their brand and system and some fail in their tasks (Sarasvathy & Venkataraman, 2011; Jambulingam & Nevin, 1999). Hence to ensure the right criteria for the franchisees is critical for the continuation and sustenance of the franchise business.

According to (Lee, 2015) and (Eliango & Fried, 1997), studies on franchisee criteria in franchise business should be more prescriptive rather than descriptive. Empirical research has demonstrated a clear bias towards descriptive research over prescriptive research. These studies leave a gap in determining how franchisors should select franchisees. Analysis of the studies shows that there is apparently little consensus among franchisors about the ideal franchisee (Gaul, 2014; DeCeglie, 1993). Candidates with vast experienced in businesses or management has been the criteria in selection process, whereas others do not place this as their priority. Many franchisors will select franchisees that have no previous experience in the industry (Schaper & Buchan, 2014; McCosker & Frazer 1998 & Mendelsohm 1993) because they feel that it will be easier to mold these franchisees into the system (Santos, 2015; Muina & Lopez, 2007; Frazer, 2001). Therefore, the study of the personal and business characteristics of a franchisee is vital to understand the success of the franchise business especially in Malaysian context.

We discover only a handful of literatures discussing in detail the personal and/or business characteristics of a franchisee in this study. Table 1 below provides the primary objectives of successful franchisees from each of the article reviewed, which would assist us understand the scope of previous studies undertaken on this matter.

Table 1: Successful franchisee primary objectives

Author	Primary objectives
Morrison, A.K, 1997	Examine the influence of franchisee job satisfaction and personality dimensions and intention to remain.
Jambulingam, T & Nevin, J.R, 1999	Appropriate selection criteria can improve the efficiency of the contractual relationship.
Lim, J, 2004	Collaborating franchisor-franchisee roles and competencies
Doherty & Alexander, 2004	Retail franchisors criteria ie right chemistry
Sivakumar, A. & Schoormans, J, 2011	Determine franchisee selection as key ingredients in clinical franchising success.
Hurtado, R, Casas, G, Cataluna, F.J., 2011	Identify and rank the characteristics of the franchisee profile preferred by franchisors in the service industry.
Altinay, L, Brookes, M & Aktas, A, 2013	Identify and evaluate the partner selection approaches, processes and criteria use by tourism franchisees to select their franchisor partners.

3. Methodology

3.1 Meta-analysis

This study used Meta-analysis to analyze and summarize the findings of previous articles from 1997 to 2018. This method helps to give a better understanding of the successful franchisee's characteristics. Meta-analysis is defined by Merriam Webster dictionary as a quantitative statistical analysis of several separate but similar experiments or studies in order to test the pooled data for statistical significance. Thus, the meta-analysis is about analysis and summarize from prior research (Cheung & Slavin, 2013; Creswell, 2003). In short meta-analysis will enhance the literature review to be more systematic and helps researchers to answer the research question in the current study (Talib, Rahman, & Qureshi, 2013; Jitpaiboon & Rao, 2007)

3.2 Sample

The sample of literature used was obtained through secondary sources of library-based research with key words such as Successful, franchisees, characteristics, entrepreneurial capacity, professional experience, motivation and financial capacity. Journals in the areas of marketing, marketing management and general management were examined. The list of journals included in this study are Journal of small business management, Journal business venture, Journal of business research, Service business, Journal of service marketing, European journal of marketing, Journal of business venturing, Journal of retailing and consumer service and Journal of business and management.

These papers were examined carefully, where conceptual and case study paper was excluded. Data were collected from papers that are published from 1997 to 2016. The article proceeds with a brief review of the literature on franchisee characteristics, after which we developed and grouped the franchisee profiles based on a common characteristics and dimensions. We then describe the data, methods and result, after which we offer our conclusions.

4. Findings and Discussion

4.1 Dimensions of Successful franchisees characteristics

The compilation of different studies on characteristics of franchise profiles.

Table 2: The details of studies reviewed in franchisees characteristics

Author	Characteristics
Morrison, A.K, 1997	Performance, organizational commitment, congeniality of franchisor relations.
Jambulingam, T & Nevin, J.R, 1999	Franchisees' financial capability , experience and management skills, demographic characteristics, attitude toward business dimensions
Lim, J, 2004	Competencies required by franchisors: Experience, knowledge, skills, attitude. Competencies required by franchisees: Financial capabilities , motivation , managerial skills, possess business acumen.
Doherty & Alexander, 2004	Financial stability , attitudes & personal characteristics.

Sivakumar, A. & Schoormans, J, 2011	Objective factors; financial capability, professional qualification , presence of viable market, space availability, and qualified human resources availability. Subjective factors; business acumen, local market knowledge, practical intelligence, computer literacy, & family/social support.
Hurtado, R, Casas, G, Cataluna, F.J., 2011	Professional , entrepreneurs
Gaul, 2013	Small size franchisor – managerial ability, trustworthiness and work experience . Medium size franchisor – managerial and entrepreneurial abilities . Large franchise system – technically competent, culturally compatible, financial ability & flexibility
Altinay, L, Brookes, M & Aktas, A, 2013	Task related criteria: Financial resources , natural resources, technological resources, culture, distribution channel & product. Partner related criteria: Past association, partner status, reputation, trust.
Watson, 2016	Franchisor desires to select franchisees that have the potential for entrepreneurial behavior .

This list does not claim to be exhaustive

Table 2 suggest that there would be a significance impact of right combinations of franchisee characteristics to ensure the success of the franchise business. Among the criteria of franchisee from table 2 are:

1. Entrepreneurial Capacity
2. Professional Experience
3. Motivation
4. Financial Capacity

There is a generalized agreement about the importance of a suitable selection of franchisees for the success of the franchisor-franchisee relationship. Hence, the analysis and study to reevaluate the characteristics of good franchisees is a key aspect for the success of franchise business as discussed below:

1) Entrepreneurial capacity

Franchise firm; in particular, face uncertainties in terms of business model, competitors, customers, and overall viability. Thus, entrepreneurial capacity as criteria of franchisee is crucial to ensure potential franchisees are fully aware of the business risk that they are venturing in. Entrepreneurial capacity is the capacity and willingness to develop, organize and manage a business venture along with any of its risks in order to make a profit. The most obvious example of entrepreneurship is the starting of new businesses.

In economics, entrepreneurial spirit is characterized by innovation and risk-taking, and is an essential part of a nation's ability to succeed in an ever changing and increasing competitive global marketplace (Business Dictionary, 2016). However, it is suggested that physical dispersion of outlets and the value of brand name will increase the entrepreneurial capacity

(Combs, Michael, & Castrogiova, 2004; Norton, 1988). It appears that candidates with entrepreneurial capacity is expected to have a strong will power to move on with the business especially when the business are facing a difficult time or at the peak for growth and expansion.

2) Professional experience

Another desirable characteristic for the franchisee profile, professional experience. Familiarity with a skill or field of knowledge acquired over months or years of actual practice and which, presumably, has resulted in superior understanding or professional is person formally certified by a professional body of belonging to a specific profession by virtue of having completed a required course of studies and/or practice. And whose competence can usually be measured against an established set of standards (Business Dictionary, 2016). Thus, this characteristic means that the candidate should have knowledge of the necessary management tools required for the successful development of the franchise business.

According to (Avanade UK's general manager 2017), work experience provides many benefits, giving skills and experiences that will allow franchisee to stand out and it cannot be taught in the classroom. Furthermore, professional experience equips franchisee with soft skills such as team working, communication skills and commercial awareness.

3) Motivation

Franchisor demands franchisee to be with high motivation level. Motivation is internal and external factors that stimulate desire and energy in people to be continually interested and committed to a job, role or subject, or to make an effort to attain a goal. Motivation results from the interaction of both conscious and unconscious factors such as intensity of desire or need, incentive or reward value of the goal, and expectations of the individual and of his or her peers. These factors are the reasons one has for behaving a certain way (Business Dictionary, 2016). Therefore, people who have a strong character are required, ready to assume responsibilities and to manage difficult situations and, essentially, dedicated full time to the franchisee unit.

An article written by Samiksha, S, five importance of motivation in business highlighted that poorly motivated people can nullify the soundest organization. Motivation will drive one's ability to do work and boost performance level. Moreover, they are more willingly to meet the business KPIs and be able to reduce the rate of turnover and accelerate the franchisees business success.

4) Financial capacity

In addition, a person with financial capacity is desired. Financial capacity is the maximum level of output that a company can sustain to make a product or provide a service. Planning for capacity requires management to accept limitations on the production process (Investopedia, 2016). All franchisees should have a financial level of required initial investment. It is indicated that analysis of the franchise business needs to be done carefully.

Even if the business is profitable, it can still fail if its customers have not paid on time and it runs out of money to pay its own bills when they fall due. Understanding the difference between cash flow and profit can mean the difference between surviving and failing. Likewise, with reinvesting in the business – a failure to do so progressively could eventually result in massive reinvestment works that can lead to franchisee failure.

4.2 Outcomes of Franchisees characteristics

An efficient contract between a franchisor (principal) and a franchisee (agent) can be established by the use of selection criteria. Franchisors can use franchisee selection criteria as a determinant in recruiting the best future franchisees. Becoming a franchisee involves more than being financially stable or professionally qualified. Attentions on franchisees personal characters need to be reevaluated.

Attitude towards business dimensions such as innovativeness, desire for personal development, personal commitment to the franchise business and business risk taking is equally important. Successful franchisee is emotionally more stable. They exhibit a higher degree of shrewdness, displayed higher self-esteem and were more compliant (Von & Kasselmann, 2002). Hence a franchisee personal characteristic is indeed crucial for a successful franchise business.

5. Conclusion

The success of the franchise has strong correlation with the quality of franchisees involved in the network and their characteristics. Therefore, the selection of franchisees can be a big challenge for franchisors. The major findings derived from this study showed that franchisee selection takes serious consideration towards franchisee characteristics; entrepreneurial capacity, professional experience, motivation and financial capacity. However, franchisee selection is a multidimensional activity involving several key stages such as profitability, brand name, operations support as decision making criteria while selecting the best franchisees (Vaishnav & Altinay, 2009). Every franchisee should fulfill some minimum requirements. Before, they can accept in the business.

In addition, a person with a professional experience is desirable. It means that the franchisee should have knowledge of the necessary professional and management skills required for the successful development of the franchise business. Hence, this study will help provide guidelines for franchise development in Malaysia and search for qualities in potential franchisees. In addition, the contributions of this study will provide franchise system with the key elements for maintaining successful long-term franchising among franchise business in Malaysia.

In conclusion, re-evaluating successful franchisees characteristics have proven to be important in the franchising business. Satisfaction among franchisor-franchisee is critical in determining the quality of franchising relationship. By establishing the right franchisees characteristics during the selection process therefore, increase the level of franchisees success and satisfactions.

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The Relationship Between Big-Five Personality Traits and Gender towards Academic Achievement of Bachelor Students: A Review

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Abstract

Academic achievements are assessed through multiple criteria such as exams, quizzes, assignments, and personality is considered as one of the factors that contribute to attainment among students. Besides, majority of the society agreed that student's academic achievement or performance have significant impact towards the students' future. Most studies conducted under this topic are among different countries. Meanwhile in Malaysia, there are limited study on the relationship of Big-Five personality traits and students' academic achievement. Therefore, the purpose of the study is to examine the relationship between Big-Five personality traits and gender towards academic achievement of Bachelor students in UiTM Samarahan 2. A questionnaire is use for collecting data and 242 Bachelor students from UiTM Samarahan 2 take part in the study. The objectives of this paper are to investigate the most dominant traits and also identify the association between Big-Five personality traits with degree students' academic achievement in UiTM Samarahan 2. The researchers also review whether there are any gender differences in personality traits that influence academic achievement. In place on accomplish the objective of this study; we use a cross-sectional design by using quantitative method. The quantitative research methods that are used in this study are paper survey. However, not all five traits are considered as influential factors because various studies show different results between conscientiousness, agreeableness, and openness to experience, extraversion and neuroticism towards academic achievement. Conscientiousness has been found by various educational researchers to be the most consistently associated or positively related with all academic achievement criteria which also lead to higher and better results.

Keywords: Big-Five personality traits; academic achievement; personality; conscientiousness; gender

1. Introduction

Personality traits are a vital factor that influenced students' academic achievement. (Lim and Abdullah, 2012) state that personality as a multidimensional psychological construct that affect students' academic achievement and the way they involve in learning. (O'Conner and Paunonen, 2007) found that students' academic success is influenced by personality that form the behavior of a person that will affect a person's learning habit which will lead to academic success. Other than that, the researchers and educators can recognize the student's individual differences by taking personality traits into account (Soraya hakimi et al. 2011). This shows that Big-Five personality traits is crucial in predicting students' academic achievement.

The Big Five traits is the most widely used model to evaluate personality traits. Big Five Traits includes: Extraversion, Agreeableness, Conscientiousness, Neuroticism, and Openness to Experience. The first researchers who identify a set of words describing personality features or characteristics in the English language is Allport and Odbert in 1936 (Horward and Horward, 2004). (Howard and Howard, 2004) also added that it was the essential beginning stage of language-based personality trait research throughout the previous sixty years that conducted by Allport and Odbert in 1936 with a conclusion of 4500 words. (Liebert and Spieler, 1994) mentions that (Cattel, 1946) later deductively determined 16 personality traits using factor-

analytic and related measurable techniques whereby (Cattell, 1946) suggest that these variables speak to the real measurements for clarifying the distinctions in human personality. However, (Fiske, 1949) recommends that five components represented the variance in personality trait descriptor, not sixteen. Hence, it can be clearly observed from the evolution of the Big-Five factors model that is primarily observationally based, although other theories of personality were based on psychological theory that is found in factor analysis (Attia, 2013).

2. Literature Review and Concept

2.1 Big-five personality traits and academic achievement

The Big-Five personality traits that consist of neuroticism, extraversion, openness to experience, agreeableness, and conscientiousness have been associated with an extensive variety of behaviors (Ozer and Benet-Martinez, 2005). It is additionally have been most generally utilized approach in clarifying the learning behavior and academic achievement of students (Gray and Watson, 2002; Chamorro-Premuzic and Furham, 2003a; Chamorro-Premuzic and Furham, 2003b; Nofle and Robins, 2007). As indicated by (O'Connor and Paunonen, 2007), big-five personality domains which are neuroticism, extraversion, openness to experiences, agreeableness and conscientiousness were observed to be associated with academic achievements of more established understudies, including those at the university and college level. Previous studies have indicated positive associations between academic achievement with openness to experience, agreeableness and extraversion but negative associations between academic achievement with neuroticism (Laidra et al. 2007; Lounsbury et al. 2003a).

However, an examination on 308 college understudies conducted by (Komaraju, Karau and Schmeck, 2009), strikingly detailed a positive connection among neuroticism and academic achievement. This is in contrast with other studies where there is no relationship has been accounted for between academic performance and extraversion (Bratko et al. 2006), neuroticism (Hair and Graziano, 2003), and agreeableness, extraversion and openness to experiences (Wolfe and Johnson, 1995). However, previous research conducted by (Rothstein, Paunonen, Rush and King, 1994) discovered that agreeableness and openness to experience were strongly associated to CGPA. Furthermore, studies conducted by (Laidra, Pullman and Allik, 2007), shown that there is a positively connection among conscientiousness and academic achievement. (Komaraju, Karau and Schmeck, 2009) also reported the positive associations between conscientiousness and academic achievement. The other domain such as agreeableness has few significant positive correlations with academic achievement (O'Conner and Paunonen, 2007). Thus, various outcomes reported by different researcher demonstrate that there is a connection between Big-Five personality traits and students' academic achievement.

2.2 Dominant personality traits that predict academic achievement

Diverse personality domains appear to have particular impact on academic achievement. Previous researchers have distinct results from their studies in investigating the connection between Big-five personality traits and academic achievement. For instance, previous studies conducted by (Laidra, Pullman and Allik, 2007), reported that negative associations between neuroticism with academic achievement but positive associations between academic achievement with openness to experience, agreeableness and extraversion. This is in contrast with studies conducted by (Komaraju, Karau and Schmeck, 2009), reported that there is positive connection between neuroticism and academic achievement. To sum up, (Ridgell and Lounsbury, 2004) state that, the model of relationships among personality domains is inconsistent even though Big-five personality traits are evidently associated to academic achievement. This seems that academic achievement not only related to personality traits but also

partially depends on other factors, for example, academic year at college and standards used to assess performance (Ridgell and Lounsbury, 2004).

2.3 Gender differences in personality traits

Gender differences in the personality traits have likewise caught the consideration of educational researchers apart from academic achievement (Lim and Abdullah, 2012). In Malaysia, females seem to perform better at all academic levels (Primary, Secondary and tertiary) compare to male students (Loh, 2008). According to (Dunsmore, 2005), gender is a variable that impact academic outcomes among dimensions of personality at diverse academic settings. This means that the association between these five components, gender and academic achievement is probably going to bring about diverse outcomes, even though the Big-five model of personality has been witnessed among both male and female students (Hakimi, Hejazi and Lavasani, 2011). Women were found to acquire higher scores in neuroticism, agreeableness and openness to experience (Costa, Terracciano and McCrae, 2001). Furthermore, study conducted by (Nguyen, Allen and Fraccastoro, 2005) also discovered that female students were found to obtain higher in agreeableness and conscientiousness while male students were emotionally steady compare to female students. (Feingold, 1994) also found that female scored very slightly higher in conscientiousness than male based on seven studies relevant to the trait of order which yielded a median of -0.07. Higher score in conscientiousness as reported by (e.g. Feingold, 1994; Nguyen et. al., 2005) is the possible reason why female students seem to have high academic achievement compare to male students. This is because majority of previous researchers found that conscientiousness is the strongest factors that influence high academic achievement.

However, (Khairul, 2003) indicate that there were no critical gender differences in agreeableness, extraversion, conscientiousness and openness to experience between male and female, but he found that female students' mean score in neuroticism area was more prominent than male students. This seems that there is no much dissimilarity in term of academic achievement between male and female because both of them have few differences in personality traits. This is in contrast with the study conducted by (e.g. Chapman, B., Duberstein, P., Sorensen, S., and Lyness, J. M., 2007) whereby female college students had more agreeableness characteristic compare to male students. However, in term of neuroticism traits, (Chapman et. al., 2007) also found the same results whereby female students had more neuroticism traits compare to male students. In term of openness to experience, (Costa et al., 2001) discovered that men scored higher in a few aspects of openness to experience such as openness to idea while women score higher in other facets of openness to experience such as openness to aesthetic and feelings. Besides, (Costa et al., 2001) also found that in a few aspects of extraversion, for example, excitement seeking, men score higher than women while in other extraversion aspects, for example, warmth, women score higher. Thus, the finding from these past investigations indicates that there are gender differences in personality traits between male and female students that influence their academic achievement.

2.4 Personality

'Personality' can be defined as the relatively enduring pattern of thoughts, emotions, and behaviors that characterize a person, along with the psychological processes behind those characteristic (McShane, 2013).

2.5 Big-Five personality traits

Conscientiousness characterizes people who are organized, dependable, goal-focused, thorough, disciplined, methodical, and industrious. A person with low conscientiousness tends to be careless, less thorough, disorganized, and irresponsible. **Agreeableness** includes the traits of

being trusting, helpful, good-natured, considerate, tolerant, selfless, generous, and flexible. According to (Mc Crae and John, 1992) agreeableness is described by traits such as sympathy, altruism, honesty, sense of cooperation and hospitality. **Neuroticism** characterizes people who tend to be anxious, insecure, self-conscious, depressed, and temperamental. People with low neuroticism (high emotional stability) are poised, secure, positive, and calm. **Openness to experience** refers to the extent to which people are imaginative, creative, unconventional, curious, nonconforming, autonomous, and aesthetically perceptive. Extraversion characterizes people who are outgoing, talkative, energetic, sociable, and assertive. The opposite is introversion, which characterizes those who are quiet, cautious, and less interactive with others.

2.6 Academic achievement

Academic achievement represents performance outcomes that indicate the extent to which a person has accomplished specific goals that were the focus of activities in instructional environments, specifically in school, college, and university (Steinmayr, Meibner, Weidinger and Wirthwein, 2014).

3. Conclusion

The personality traits are believed have some influence towards academic achievement. Therefore, it is essential to the educators to predict students' academic achievement through observing and studying the personality domains so that they can recognize or understand the factors that lead to students' excellent academic performance. This is also to ensure that the students understand their capabilities and fully actualize their talents to achieve higher and better academic results. It is also essential to be comprehended by the students because they themselves know better about their personality well compare to the others. It is crucial towards the students as the academic achievement is not only depending on intelligence but also non-cognitive factors which is their own personality. Hence, it will help the students in improving their academic performance for the benefits of their future.

4. Acknowledgement

We would like to express our gratitude to Allah SWT upon his blessings. We are also immensely grateful towards our research supervisor, Madam Arenawati Sehat, the Senior Lecturer of Administrative Science & Policy Studies at Universiti Teknologi MARA Sarawak who patiently guided us and also gives great comments that greatly improved the manuscript. We would also like to show our gratitude to all our friends, family and others who directly or indirectly helps and support us throughout this journey.

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Performance Audit and the New Public Management (NPM) Reforms: Addressing the Public Sector Inefficiency in Nigeria

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Abstract

With the advent of NPM in the public sector, the auditing profession has been elaborately transformed to include many other classes of audit. NPM has been a guiding public sector reform template for over 25 years. Performance audit is one of the audit exercises promoted by the NPM regime. Over the years, the emphasis on 3Es (efficiency, effectiveness and economy) has necessitated the government agencies in many countries around the globe to bring government activities under meticulous scrutiny. Thus, performance audit is a formal tool for evaluating 3Es in the public sector by ensuring that, conformity and compliance with the principles and procedures of the public governance are adequately guaranteed. Specifically, the performance audit practice is at the infant stage in Nigeria. Hence, public agencies that adopted the performance audit are poised to face unanticipated challenges. Therefore, driving from that emphasis, this study presents a multi-level experience of OECD countries on the performance audit. Explicitly, this study is a conceptual review of views and experiences of the OECD countries on the impact of the performance audit with regards to NPM reforms. Equally, the study also reflects on the consensus that, 3Es determines the public sector organizational performance.

Keywords: Performance Audit, NPM, 3Es, Public Sector.

1. Introduction

New Public Management (NPM) has been one of the paradigm shift and reform ideas that bring about audit explosion in the global space of management and governance especially in the public sector (Verbeeten & Spekle, 2015; Verbeeten, 2008). NPM or “reinventing the government” is an approach of running the public sector organizations in a business-like fashion and in line with the principles of managerialism (Bryson, Crosby & Bloomberg, 2014; Verger & Curran, 2014). NPM is aimed at reorganizing and reforming the public sector agencies to be more competitive and efficient in the resources allocation and utilization, unlike the traditional public administration system where strict adherence to rules and fidelity to the bureaucratic norms were order of the day (Verbeeten, 2008). Audit explosion on the other hand, is the unprecedented increase in the emphasis on audit outputs by a broad range of stakeholders in both public and private sector (Alwardat, Benamraoui & Rieple, 2015). According to Power (2000), audit explosion refers to the sharp growth of the usage of auditing and other related monitoring mechanisms in the public management reform processes. Consequently, audit explosion has given birth to a number of classes of auditing practices, thereby expanding the auditing profession itself beyond the familiar terrain of financial audit and compliance audit (Power, 2000). In addition to compliance audit and financial or statutory audit, there is also a performance audit. With performance audit, the management of the public sector entities have now become an interesting subject of extensive audit regime and interest (Pollitt, 2003; Power, 2000).

Specifically, the NPM which give birth to performance management system and the performance audit began taking shape initially in the UK and US in 1980s, and later spread to many OECD

countries (Bryson *et al.*, 2014). Incidentally, governments across OECD nations embraced the NPM owing to the sustained pressure for improved performance from the critical stakeholders in the affected countries (Verger & Curran, 2014). Thus, the belief in the concept that promotes the market-based doctrine would prove significantly appropriate in the countries with profound issues regarding the efficiency, effectiveness and economy (Pollitt, 2003). Specifically, it is quite ironic and interesting to realize that, proponents of NPM claims rather strongly that, one of the key advantages of NPM is that it promoted the techniques of achieving better performance like performance audit exercise (Alonso, Clifton & Diaz-Fuentes, 2015). Incidentally, having seen the impact of the NPM and performance audit in the public agencies of OECD countries, then, various developing countries adopted the idea so as to derive efficiency benefits from the system (Simonet, 2015). For instance, globalization has promoted several cross-border pressures on the public sector organizations of developing countries to improve efficiency, effectiveness and economy (Verbeeten & Spekle, 2015). Thus, the outrageous public expenditure growth of the public agencies could be controlled.

The objective of this study is to examine the OECD countries model of performance audit development, and to recommend how this model could be domesticated in the Nigerian public sector. The paper is a conceptual review of the experiences and perspective of OECD member states on NPM reform and performance audit, especially in UK, Netherlands, Australia and USA. Equally, the paper spelt out the proposed plans for data collection including the likely measurement to be adopted of the constructs under review. The whole paper is divided into five sections comprising of firstly, NPM-OECD countries experience, then the next section is on the practice of the performance audit in different countries. Thirdly, the antidote of the Nigerian public sector inefficiency is highlighted. In addition, a brief methodology is integrated on the plans for data collection as well as the likely measurement of the variables to be adopted. Finally, the last section delves on the conclusion and recommendation of the study.

2. Literature Review

2.1 New Public Management: OECD Countries experience

Specifically, NPM is a wide-ranging concept that is associated with distinct and often multiple and contradictory public reform policies (Dunleavy, Margetts, Bastow & Tinkler, 2006). According to Verger and Curran (2014), “NPM is philosophical corpus of managerial ideas that aims at driving public sector reforms in a range of policy areas (p. 253).” For example, many researchers have agreed that, NPM principles began as a phenomenon in Anglo-Saxon countries and thereafter spread prominently, picked up and promoted by countries in almost every continent of the globe (Clifton & Diaz-Fuentes, 2011). Although, this paradigm shift in public sector management started in mostly OECD countries, but African countries including Nigeria keyed into it in a quite interesting number (Brinkerhoff & Brinkerhoff, 2015). For instance, in OECD countries, NPM is considered a two-level phenomenon consisting of two broad layers namely, top layer and second tier layer (Pollitt, 2007). Top layer involves general motivation to promote and improve public sector, whereas the second-tier layer contains a set of specific policies, concepts and practices aimed at reforming the public sector generally (Dunleavy *et al.*, 2006; Pollitt, 2007). Both of the layers are quite instrumental to the extensive operations of NPM as a policy doctrine in OECD countries and beyond (Pollitt, 2007; Dunleavy *et al.*, 2006). Explicitly, concepts of global effect and prominence like NPM quickly spread among countries especially developing countries (Bringselius, 2012; Buckingham & Goodall, 2012).

Moreover, it is arguably believed that, in OECD countries, the NPM doctrine has resulted in disaggregation and fragmentation of sub-optimal government departments and agencies as well as the practice of strict performance audit exercise (Verhoest, Bouckart & Peters, 2007).

Therefore, the coordination capacity of these agencies would be significantly strengthened and renewed in line with the market-type mechanisms (Modell, 2010; Verhoest et al, 2007). Specifically, it is worthy of note that, although, the trajectories followed by these countries may be different, but the evidence of discernible progress in the public sector operations of these countries is clearly demonstrated (OECD, 2002; Simonet, 2015). This implies that, even in the OECD countries, the implementation of the NPM variant reforms differs substantially from one country to another (Alonso et al, 2014). Incidentally, the entirety of the OECD member countries recognized that, these reforms are fundamental shift from the bureaucratic style of management with every bit of its complexity to a simpler and a more streamlined and accountable management model where the organization's target are negotiated, and the public agencies are judged on their ability to meet these targets (Verger & Curran, 2014; Kloot & Martin, 2000). In summary, driving from the prominence of NPM in these countries, Alwardat et al (2015) maintain that, performance audit is one of the basic pillars of NPM, thus, improving 3Es from the point of view of public sector audit must take into cognizance the performance audit exercise. Equally, Funnell and Wade (2012) stressed that, performance audit is a significant variant that emerged from the NPM regime and audit explosion that comes along with it. Therefore, it is critically imperative to link the concepts in a public sector domain especially in developing countries (Eze & Ibrahim, 2015).

2.2 Performance Audit Practice

Building a good public sector practice in accordance with the principle of 3Es has been one of the recommended practices of OECD countries' NPM doctrine (Alwardat et al, 2015; Barzelay, 1999). Specifically, countries like UK and Netherland have fundamentally established the standard practice of conducting performance audit in the public sector as a norm in order to ensure that, the 3Es are guaranteed in the core public sector (Alwardat et al, 2015). Initially, the public sector of most OECD countries, if not all has been significantly influenced by increasing emphasis on the results as well as exceedingly growing demand for greater accountability in public governance by the significant stakeholders (Funnell & Wade, 2015; Sterck & Scheers, 2006). Therefore, with this principle, the public sector auditors face a challenge of not only giving assurance that, the financial statements dutifully comply with the various financial and legislative requirements, but rather a new mandate of extending their operations to the management of governments programmes and activities to ensure that, performance is promoted and safeguarded through the lenses of 3Es (Barrett, 2017; Shand & Anand, 1996). Incidentally, that fact is what performance audit is out to achieve (Alwardat et al, 2015; Eze & Ibrahim, 2015).

Generally, researchers are of the view that, there are number of factors that necessitated this paradigm shift in many OECD countries. For instance, the sustained pressure by the public sector stakeholders to curtail the expenditure due to some technological advancement as well as demographic changes has reinforced a genuine search for an alternative audit view that looks generally at the performance of management actions with regards to programmes and activities (Barzelay, 1996). Equally, a changing social attitude and economic liberalization as well as changing command of control within the public agencies has been replaced by a new management concept where the efficiency gains are the focal consideration (Verbeeten & Spekle, 2015). Moreover, the public sector administrators are forcibly demanded to display high degree of accountability in managing and utilizing public resources (Adeosun, 2016; Shand & Anand, 1996). These significant issues gave birth to NPM as a whole and performance audit in particular (Abubakar, Saidin & Ahmi, 2017).

Historically, OECD countries have an established tradition of conducting traditional auditing dated back to the 19th century (Shand & Anand, 1996). But in many of these countries, the efficiency audit as a legitimate audit concern appears to have taken a center stage only in 1970s

and 1980s. Explicitly, the Government Accountability Office (GAO) in USA is one of the foremost public institutions in OECD countries that typically highlighted the need for performance audit so as to ease the legislative oversight functions of the US parliament (Alwardat et al, 2015). Moreover, the UK National Audit Office is mandated in 1983 by the British parliament to provide the performance audit reports of the public agencies for the conduct of the required legislative oversight process (Sterck & Scheers, 2006; Shand & Anand, 1996). Equally, the Netherlands' experience with performance audit also originated from the citizens pressure through their representatives in parliament which precipitated the public agencies to turn up the performance audit reports at regular interval (Barrett, 2017; Shand & Anand, 1996). Likewise, the Australian National Audit Office insisted on the conduct of the performance audit with regards to government activities in 1980s up till this moment owing to the country's legislative requirement for oversight functions (Sterck & Scheers, 2006; Shand & Anand, 1996). Thus, the performance audit could pave way for increased efficiency and curtails the possible incidence of corruption in the Australian public sector (Adeosun, 2016; Abubakar et al, 2017; Pollitt, 2003). Therefore, it is worthy to note that, performance audit exercise was exhaustively used in the OECD countries to build strong efficiency in the public sector and to give an added impetus to the stakeholders about the public accountability (Pollitt, 2003).

Despite the fact that, each of the OECD countries has its own unique audit history and peculiar institutional and legal framework, the practice of the performance audit in their public sector is well-rooted in different style, dimension and fashion which is fundamentally aimed at bringing efficiency, effectiveness and economy of government activities and programmes (Arnaboldi, Lapsley & Steccolini, 2015). Therefore, developing countries that have a problem of 3Es in their public institutions are poised to turn to OECD countries for more tested variant of performance audit (Loke, Ismail & Hamid, 2016). Therefore, Nigeria is one of the countries that have known challenges with regards to the audit of 3Es, thus, the OECD variant performance audit practice would likely offer a good solution to Nigerian public sector policy makers.

2.3 Nigeria's Public Sector Inefficiency: Antidote

It is widely acknowledged that, Nigeria's public sector is replete with inefficiency and unimpressive performance (Abubakar et al, 2016; Esu & Inyang, 2009). Despite its unique challenges, Nigeria is not the only country in the developing world that is affected with issues of efficiency and effectiveness in its public sector (Abubakar et al. 2017; Brinkerhoff & Brinkerhoff, 2015). In fact, it is quite strongly argued by the researchers that, public sector organizations in the developing countries are generally having fundamental issues with 3Es (Eze & Ibrahim, 2015; Brinkerhoff & Brinkerhoff, 2015; Esu & Inyang, 2009). For example, studies have recommended that, public sector inefficiency within the modern public management framework can be successfully mitigated by the adoption of the performance audit exercise to take care of the judicious management and utilization of the public resources (Abubakar et al, 2017; Loke et al, 2016). Specifically, making recourse to the principles of performance audit has presented a multifaceted challenge to some public sector organizations in Nigeria, principally because of the twin problems of weak accountability and corruption (Buckingham & Goodall, 2015; Iyoha & Oyerinde, 2010). Equally, the management support and the legal framework are quite lacking in Nigeria to strongly compel the public institutions to adopt the performance audit (Abubakar et al, 2017; Abubakar et al, 2016; Esu & Inyang, 2009).

Specifically, governments at different levels in Nigeria usually budgeted and allocated huge amount of money to Ministries, Departments and Agencies (MDAs) on annual basis (Adeosun, 2016). But, at the end of the budgetary period, the impact of the budgeted funds in concrete terms has always been a mirage (Adeosun, 2016; Iyoha & Oyerinde, 2010). Thus, in the accounting parlance, this issue of not judiciously utilizing the budgeted funds for the purpose for

which it was meant for is the question of 3Es (Eze & Ibrahim, 2015; Tanko, Samuel & Dabo, 2010). Despite this problem, many public sector organizations in Nigeria fail to completely embrace the performance audit (Eze & Ibrahim, 2015). It is argued that, Nigerian public sector could be significantly improved if the country's public policy experts decide to adopt the OECD countries model of performance audit (Shand & Anand, 1996; Tanko et al, 2010). Extant literature on government performance has extensively highlighted this fact severally. Therefore, the efficacy of this model has never been in doubt either.

3. Brief Methodology

This study proposed to gather data from the public sector organizations in Nigeria popularly known as the government Ministries, Departments and Agencies (MDAs). The data, if gathered, will be used in analyzing the role of performance audit in engendering efficiency in the Nigerian public sector. Overall, it is envisaged that, 250 questionnaires will be distributed across the MDAs in the North-Eastern states of Nigeria (specifically, those MDAs with relative experience in the performance audit will be chosen). The study would focus on the MDAs at the state governments' level in Nigeria. The study's proposed unit of analysis is organization. Thus, the Director of Finance of each chosen organization will be required to fill the research instrument (questionnaire) on behalf of his/her organization. The study will analyse the relationship between the performance audit practice and organizational performance (efficiency). Thus, the instrument to be used on the performance audit practice will be adopted from the study of (Arthur, Rydland and Amunsden, 2011). This instrument contains five questions to be answered on a Likert-type scale. Equally, the instrument on the organizational performance (efficiency) will be adopted from (Spekle and Verbeeten, 2014) with some modifications. The instrument contains seven questions to be answered on a Likert-type scale.

4. Conclusion

In conclusion, (Schick, 1998) maintain that, OECD countries have introduced far-reaching reforms in their public sector spanning over two decades which rekindle the operational efficiency of their government department and agencies. One of the models introduced and strongly strengthened is the performance audit exercise. Given the interest these reforms attracted worldwide, it is believed that, developing countries have prospects of making significant gains in operational efficiency in their public institutions if they domesticate similar approach (Schick, 1998). Therefore, some developing countries like Nigeria that have the burning desire for accelerated reforms in their public sector could likely hit the development trajectory. However, few public sector organizations in Nigeria that adopted the performance audit exercise are at the infant stage and facing multitude of challenges (Tanko et al, 2010; Esu & Inyang, 2009). This is because, the integrated concept of how governments work in the country does not perfectly and easily support the performance audit models (Esu & Inyang, 2009).

Therefore, this study recommended that, the management support, legal framework and sincerity of purpose with regards to the government accountability issues need to be aggressively promoted in line with many OECD countries requirement. Again, the study also recommended that, the impact of management support and other likely factors on the performance audit acceptance should be empirically investigated in some of the public departments and agencies that embraced the performance audit exercise in Nigeria.

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Motivation Towards Knowledge-Sharing Behaviour Among Staff at Sarawak State Library

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Abstract

For the past decade, research on knowledge-sharing has not been quite intensive although numerous activities of sharing the knowledge have been practiced widely. In today's world, knowledge-sharing has been controversial due to the era of knowledge and information explosion. So, the continuous growth of knowledge and information has impacted all institutions including libraries. In many organizations, employees' knowledge has been a critical resource, and if it is not properly shared, the organization will lose their most vital assets. However, sharing of knowledge depends on the individual itself. Some people may agree to share the knowledge, and some may not mostly due to their personal reasons. Therefore, one's direction to behaviour plays a pivotal role to the success of knowledge-sharing behaviour. What makes individual to share their knowledge is actually the core question. This study employs Self-Determination Theory (SDT) as a conceptual framework to examine employees' motivation and knowledge-sharing behaviour. Motivational factors are regarded as a foundation behind people's decision whether to share their knowledge. It has a long root in library practice in terms of knowledge-sharing. Sarawak State Library which is known as the state library is the perfect spot for exchanging the knowledge since it consists of large range of knowledge. Hence, by perceiving the motivational factors, more individuals will be assisted to exchange information and knowledge in order to integrate effective knowledge-sharing behaviour environment throughout the libraries.

Keyword: motivation, knowledge, knowledge-sharing behaviour, Sarawak State Library, library

1. Introduction

Motivation is one of the prior factors that leads to the sharing of knowledge (Ozlati, 2012). This topic attempts to examine the relationship of motivation towards knowledge-sharing behaviour which focusing that knowledge is to be shared and not to be kept by oneself. Knowledge sharing can be defined as the transference of knowledge either tacit or explicit from an organization, group or individual to another (Osmani, Mohd Zaidi and Nilashi, 2014). When knowledge is shared, people tend to preoccupy themselves with other knowledge that beyond their capabilities. So, knowledge is crucial for creating an intangible asset within the organization and upon that, organization are able to be more effective and efficient towards customers (Merlo *et al.*, 2006 cited in Reyshav and Weisberg, 2014). This paper aims to address the question of what actually motivates people to share knowledge.

Generally, when it comes to knowledge sharing, there are two types of individuals which are the people who are willing to share and people who hoard their knowledge (Aliakbar *et al.*, 2012). Those who are hoarding their knowledge mostly have the exact same reason which they tend to think that they will lose their most valuable asset and worried that other people will be rewarded without crediting them. Thus, this statement really proved that knowledge-sharing is a choice of

oneself and cannot be forced (Ozlati, 2012). In other words, the action of sharing the knowledge is depending on the individuals themselves. To support more, according to Staples and Webster (2008), it appears that employees may not always be motivated to share their knowledge.

Hence, this has come to attention that the main reason individuals to share their knowledge is the expectation and impression to be seen as skilled, knowledgeable or respected (Mohammad Hosseinet *al.*, 2012). Meaning to say, motivation is crucial in order for employees to share knowledge as it may enhance the organization to keep the assets for future use. It is understood that most of the time, there are reasons why people share knowledge and what motivates them to share the knowledge. All is because of the motivation that lies beneath them. Motivation is somewhat the key that will lead to successful knowledge-sharing process (Ardichvili, A. *et al.*, 2012).

In conclusion, this topic prompts individuals to actually oblige in sharing the knowledge. The reason is due to the fact that knowledge-sharing actually give more benefits than pitfalls. Individuals should require motivation to exchange the knowledge in order for the organization to gain competitive advantage (Merlo *et al.*, 2006).

2. Literature Review and Concept

Knowledge-Sharing Behaviour Concept

Knowledge-sharing can be defined as a process of creating, acquiring, synthesizing, learning and experiencing in order to achieve organizational goals (Osterloh and Frey, 2000). This knowledge can either be located in the heads of individuals or in form of documents and journals. Data and information are linked with knowledge; however, they are not the same. This is consistent with (Russ-Eft and Preskill's, 2001) study cited in (Ozlati, 2012) which noted that knowledge is integrated when only the data and information are analyzed. Most knowledge that is located in the employees' heads is seen as the intangible assets that walk around the company every day. Hence, it is very much necessary to preserve the people in the organization because they are valuable as they that hold a large amount of knowledge and skills.

Sharing of knowledge is transference of knowledge either explicit or tacit from organization, group or individual to one another (Osmani, Mohd Zaidi & Nilashi, 2014). Tacit knowledge is knowledge that is located in individuals' mind which consists of deep thoughts and beliefs (Osterloh and Frey, 2000). In other words, an excellent organization must require employees to have same mental models. Same mental models are similar to "know-how" knowledge as it allows them to set their brain to achieve organizational goals. As mentioned by (Townley, 2000) cited in (Onifade, 2015), if tacit knowledge is held by the librarians, they could share it with one another and hence, more effective knowledge-sharing environment will be developed. One can presume then that libraries are the ideal place to gain useful knowledge when needed (Onifade, 2015). In contrast, explicit knowledge is knowledge that has been codified and digitized in books, documents, reports and forth (Nonaka, 1994). For example, explicit knowledge that is stored in online database will make it easier for employees to get involve in knowledge sharing as the knowledge is documented and articulated. Combination between tacit and explicit knowledge will actually provoked the organization to expand its knowledge.

In this era of globalization, our economy has largely transformed into knowledge-based economy (Ologboet *al.*, 2015). Knowledge-based economy implies the organizations to broaden their intellectual capital, hence, helps them to increase their work capability. Upon that, libraries around the world would also need drastic changes as well (Lee, 2000 cited in Onifade, 2015). It is to be the center for learning and knowledge-sharing that should be made widely available to all people. However, (Jantz's, 2001) study stated that many library settings have lack integration of

knowledge-sharing and it is difficult to make knowledge available to each of the staffs. As a result, they carry the knowledge they have when they decided to quit the job. This is true as (Parirokh *et al.*, 2006) further supported that knowledge-sharing initiatives have not been formalized in many libraries, hence, knowledge-sharing activities have always been held on an informal basis (Maponya, 2004).

According to (Ozlati, 2012), knowledge-sharing is an asset that can be transformed into new services and products that can increase profits to organizations. With the effective use of knowledge, organizations may encourage its employees to develop more skills and sustain their competitive advantage. This is in-line with the study by (Renzl, 2008) where knowledge is an organization's most valuable resource as it represents intangible assets, routines and creative processes which is hard to imitate. Exchanging of knowledge will actually help employees to grow and be more innovative as it is said that innovation plays a prominent role in determining the long-term survival of organizations. Hence, knowledge-sharing is pivotal in enhancing employees' work productivity.

According to the study by (Aliakbar *et al.*, 2012), knowledge-sharing is a process meant to obtain experience from others. Organization should create a sharing culture as well as making it as a good habit among people in the firm so that more information and knowledge could be created and can be reused in the future. When employees believe that knowledge that they shared will be beneficial to the organization, they will be inspired to practice it more. However, human behaviour is inevitable when it comes to sharing valuable information. This is contrast with Staples and Webster's 2008 statement which noted sharing of knowledge is a personal choice and getting individuals to share their knowledge is difficult. In certain situation, knowledge hoarding behaviour among employees might exist. Some employees might reluctant to share their knowledge because of the fear of losing one's unique values. Despite that, they may not always be motivated to share their knowledge because they think that they will remember everything and afraid of not being credited.

Definitions of knowledge-sharing behaviour varied from various researchers. It is important for people to have good understanding about what knowledge-sharing behaviour actually is, especially for people in an organization which requires effective flow of information in order to remain successful and competitive in the market.

Motivation Based on Self-determination Theory

Self-determination Theory proposed by (Ryan and Deci, 2000) is one of the frameworks in studying knowledge-sharing motivation. This theory is a method to human motivation and personality that uses experiment and observation rather than theory (Ryan *et al.*, 1997 cited in Ryan and Deci, 2000). Its field is the analysis of the basis for self-motivation and personality integration which are people's inherent growth tendencies and intrinsic psychological needs and includes the conditions that nurture those processes (Ryan and Deci, 2000). Motivation is not a single concept and it is a variety alternating from extrinsic and intrinsic motivation. People who are motivated intrinsically will be performing their task because of the enjoyment and satisfaction of doing it whereas people who expect external rewards for their performance usually have least autonomy (Ozlati, 2012). Intrinsic motivation is internal and self-directed where people will be doing something for the inherent enjoyment and satisfaction of the activity itself while extrinsic motivation is where people will be doing something to obtain some separable outcome. Based on relative autonomy, there are a number of extrinsic motivation types (Ozlati, 2012).

Based on Self-determination Theory, it is proposed that there are four types of motivational reasons which are external, introjected, identified, and intrinsic (Ryan and Connell, 1989 cited in Ryan and Deci, 2000). External reasons are when behaviour is explained by external reasons, fear of punishment, or rules and regulations obedience. Introjected reasons are when people do something for internal reasons or esteem-based pressures to act for example, as avoidance of guilt or concerns with self-approval and other-approval. Identified reasons are when one does something from his or her own values or goals. Intrinsic reasons are when one does something for the sake of enjoyment and satisfaction of doing it.

Motivation and Knowledge-Sharing Behaviour Association

According to the study by (Husted and Michaiwola, 2002) cited in (Onifade, 2015), most people in the organization tend to hoard their knowledge, but, if the right environment is created, more people will actively share their knowledge. The survival ability of an organization merely depends on important attributes which are knowledge and knowledge management (Aswath and Gupta, 2009). Therefore, motivation for knowledge-sharing behaviour is very crucial especially in the library as it is a suitable environment for the integration of a good knowledge management. As a result, when people practice knowledge-sharing behaviour, they will become expert in applying the knowledge magnificently thus helping them to serve better products and services (Aswath and Gupta, 2009). In this 21st century, libraries are experiencing extreme changes and tend to be the learning as well as knowledge facilities for their clients and people. So, with such environment, people are more comfortable to participate in sharing of knowledge activities as there is existence of culture and set of behaviours in the library itself (Lelic, 2001). Further supported by (Aghoghovwia's, 2004) study which noted that knowledge management can be one of the values that can gain satisfaction from the customer. Hence, when people voluntarily share their knowledge, in return, others will eagerly gather the knowledge shared (Liao *et al.*, 2007). All in all, it is very important for the libraries to motivate their staffs to exercise knowledge-sharing behaviour as the association between motivation and knowledge-sharing behaviour is a critical factor that should be acknowledged by them.

Studies of knowledge-sharing motivation have always resulted in different conclusions which give people a number of guiding theoretical framework. Several studies proposed that people share their knowledge for personal outcomes (Hsu *et al.*, 2007) whereas in (Chiu *et al.*, 2006)'s study stated that people share their knowledge for community-related outcome expectations. For example, by helping the virtual community to gather its knowledge and carry on with its operation (Ozlati, 2012). Other than that, expectation of being seen as skilled, knowledgeable, or respected are the main reasons individuals share their knowledge (Butler *et al.*, 2002). They have the motivation to share knowledge because they think that by sharing knowledge, other people will have a positive impression about them. Furthermore, the expectation of respect, inspiring knowledge, looking for support, and cultivating self-esteem and self-worth are also reasons for individuals to share their knowledge (Zhang and Hiltz, 2003 and Hsu and Lin, 2006). This statement is in line with the finding by (Butler *et al.* 2002). On the other hand, finding from study conducted by (Zhang *et al.*, 2009) cited in (Ozlati, 2012) shows that people do not share knowledge because of reputation which is contrast with statement noted by (Butler *et al.*, 2002). Therefore, there are no specific reasons agreed by individuals on why they share their knowledge.

Moreover, knowledge-sharing has inconsistent relationship with extrinsic and intrinsic motivation. In a study conducted by Zhang *et al.* (2009) cited in Ozlati (2012), extrinsic rewards affect knowledge-sharing positively. People will be more eager to share their knowledge as there are extrinsic rewards by the organizations. This is opposing with Bock and Kim's (2002) study, which showed that attitude of sharing knowledge, is negatively affected by expected rewards. On

the other study of (Bock *et al.*, 2005), it showed that extrinsic rewards had no effects on individual's attitude towards sharing their knowledge, but it is driven by anticipated reciprocal relationships. This is contradictory with the first study conducted by (Bock and Kim, 2002). Furthermore, knowledge-sharing behaviour and willingness to share knowledge in individuals are both having intrinsic motivation as their strongest forecaster, compare to extrinsic rewards (Liu and Fang, 2010). Another study conducted shows that intrinsic motivation which is represented by organizational citizenship behaviour in the study, was a strong motivating factor to initiate the behaviour of knowledge-sharing whereas extrinsic rewards effect on an individual's knowledge-sharing intention is moderate (Amin *et al.*, 2011).

This clearly indicates that there is no specific explanation on what really motivates individuals on sharing their knowledge. To be specific, outcomes of studies about knowledge-sharing motivation are rarely in line with each other. Therefore, it is important to have motivational framework in order to apply knowledge-sharing in organizations.

3. Conclusion

The review of the literature has highlighted the relationship between motivation and knowledge-sharing behaviour among employees in the workplace. To understand the concept of knowledge-sharing behaviour, it has become clearer with the various types of motivation proposed by various researchers. Based on motivation theory, Self-determination Theory (SDT) will be used as a framework in studying people's motivation to their knowledge-sharing behaviour. (Ryan and Deci, 2000) clearly stated that motivation has direct influence towards knowledge-sharing behaviour. This is especially true given that motivation does not stand alone, but, consist of extrinsic and intrinsic motivation. Despite the highly undeniable value of knowledge-sharing behaviour in the workplace in today's current era of globalization, motivation cannot be left behind as one of the important and precious values for achieving organizational objectives and for the organization to remain competitive in the market. Thus, the relationship between motivation and knowledge-sharing behaviour is crucial to be understood as to maintain the sustainability of the organization.

4. Acknowledgement

We would like to thank and express our gratitude to Allah on His blessings and guidance. With His help, we are able to successfully complete this manuscript without facing too much difficulties and problems. The completion of this manuscript could not have been possible without participation and assistance of all parties involved which had kept us motivated even though there were situations when things did not go as planned. We would like to give special thanks to our research supervisor, Madam Arenawati Sehat Binti Haji Omar for her guidance, endless support and patience during the process of completing this manuscript. Her mentorship is truly such an amazement as well as inspiration to us. Our appreciation goes to all relatives, friends and others who directly and indirectly give their hands and support during the process of completing this manuscript.

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The Extent of Social Media Measurement Practices in Business: The Perspective of Southern Malaysian SME

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ABSTRACT

Social media is leveraged by businesses at a discernible pace. Despite the increasing imperative to the varieties of business routines, the measurement aspects of social media marketing initiatives are limitedly discussed. Furthermore, the literature has found the lack of firms' sensitivity to measurement activities or success indicators for their social media marketing investments. The purpose of this paper is to discuss the extent of social media measurement practices in business from two contexts: first, in the prominent platform of social networking sites (SNS), and second, in the perspective of Malaysian SME. A preliminary investigation was conducted with 30 respondents from services and manufacturing sectors to acquire the well-informed data in the SMEs of the southern region. The main findings are frequencies of demographics and informational knowledge in regard to adoption as well as measurement among the targeted respondents. These findings have shaped several themes of SNS adoption and evaluation practices for Malaysian SMEs. Accordingly, the barriers and future directions of measurement efforts on the social media platform are discussed.

Keywords: social media, measurement, SNS, SME, Malaysia

1. Introduction

The ubiquitous social media has entered the mainstream to rapidly transforming the common practices in many firms (Stockdale, Ahmed and Scheepers, 2012; Meske and Stieglitz, 2013; Kadam and Ayarekar, 2014; Constantinides, 2014). A sudden proliferation rate in social media adoption recently has proven the importance of this disruptive technology. WeAreSocial (2016) has reported that nearly 1 in 3 of the world's population is using social media. Malaysia is identified among the highest in the ASEAN regions that have the most users of social media. With 67.7% of social network penetration, it is a clear indication of its widespread use in the business field (Malaysia Digital Association, 2016). A recent survey by Adobe suggested that as many as 70% of Malaysians turn to social media platforms to research and find out more about the products (Marketing-Interactive, 2015). In line with the statistics, SME Annual Report 2016/2017 has reported that most of SMEs (85.4%) were selling products and services online through social media platforms such as Facebook and Instagram. As consumers race to these nascent channels, most businesses are impelled to comply with the aim to reach broader customers and outlined mission objectives.

Despite the spectacular growth of social media use in business worldwide, there are signs of firms' weakening performances in social media initiatives. These issues stem from the incapability of firms to strategically use social media and measure the success of their initiatives (Bartholomew, 2013; McCann and Barlow, 2015; Effing and Spil, 2016). Although some firms evaluate their marketing efforts through social media, they are lacking adequate knowledge and workforce to fully understand how to place well-planned integrated social media strategies that align collectively the multi-channels objectives, the structural business and the organizational goals (Owyang, 2010; Lovett, 2011). This resonates even in developing countries when social

media employment among firms has become a new concern (Oztamur and Karakadilar, 2014; Kadam and Ayarekar, 2014). In Malaysia, the Government has reported the status of poor uptake and low marketing strategies as SMEs' weaknesses in leveraging the technology-related adoption (SME Master Plan 2012-2020, p.51; SME Annual Report 2016/2017). Even though many SMEs have been capitalized the use of social media to modernize their business operational activities, they still be seen not well-recognized the indicators to quantify their business-related activities on a digital platform.

At this stage, the literature that focuses on the assessment of social media by small firms is still in the stage of infancy in Malaysian perspective. Therefore, there is a key force that warrants the urgent necessity among Malaysian SMEs to implement measurement in their leveraged efforts through social media platform. Unless the measurement is embedded in their strategic actions, it will inhibit the competitive advantage and lower the maximum potential of SMEs in reaching the impressive achievements (SME Master Plan 2012-2020). Following the disclosure of the stated issue, this study pinned a focus on the question, namely "*How well do Malaysian SME measure their social media initiatives?*".

The aim of this paper is to discuss the extent of social media measurement practices in marketing area from two contexts: first, in the prominent platform of social networking sites (SNS hereafter), and second, in the perspective of Malaysian SMEs that located in the southern region. The remainder of the paper will work as follows. The second section presents a review of the study, followed by the methods. With the demographic analysis obtained, the findings will be discussed in the next section. Finally, this study provides the measurement barriers and directions toward the future research.

2. Study Background

2.1 Disclosure of Social Media in Business

Social media encompasses a broad continuum of online channels and platforms that can facilitate collaborative creation and dissemination of information. Based on their scope and applicability, (Aichner and Jacob, 2015) have classified the wide social media platform into thirteen categories. The prominence is including blogs, microblogs, forums, business networks, collaborative projects, photo sharing, social bookmarking, social games, and social networking sites. A large number of scholars claim that social media is different from Web 2.0 (Kaplan and Haenlein, 2010; Berthon et al., 2012) in terms of scope, typology, and business models. In fact, Web 2.0 become the pillar of social media technology to sprout and allows the implementation of its applications and platforms.

The literature on social media adoption are focusing these emerging technologies on various aspects; a vehicle for communication and promotion (Constantinides, 2014), a strategic tool for marketing (Taiminen and Karjaluoto, 2015), a medium to nurture and sustain customers (Zain and Saidu, 2016), an element to facilitate online communities (Clark et al., 2017) and an avenue for strategic competitiveness (He et al., 2015). As mentioned above, the context of this study narrows the scope to SNS channels due to their popularity as a tool for businesses and the ability to attract a fast-growing number of consumers.

2.2 The Relevance of Social Media for SMEs

The small business environment is inhibited by financial, resources and technical constraints. However, this industry is harnessing more often social media effectively to improve external

communications with stakeholders and to produce long-term value creation from the development of relationships (Gordon, 2009; Fischer and Reuber, 2011). Social media has proven to be increasingly relevant to SMEs in terms of easy use, relatively quick, low-cost method of connecting customers, facilitative features and less technical platforms (Fischer and Reuber, 2011; Broekemier, Chauand Seshadri, 2015).

SME Annual Report 2016/2017 has presented a discernible increase in the usage of social media to promote and market firms' products and services to 85.4% (1Q 2014:12.1%, 1Q 2016:78.2%), indicating the absorption of this technology is increasingly noticeable among businesses. Such wave of adoption has indeed been expected as social media seems to be compulsory for small online entrepreneurs as presented through current observations, reports, and newspaper clippings. In addition, SMEs often have limited resources to undertake in-house marketing activities or to engage a good marketing consultant (SME Master Plan 2012-2020, p.55), making the online marketing through social media as a good platform in enabling SMEs to gain some advantages in the latest wave of technology including the wider reach of market and business opportunities (Meske and Stieglitz, 2013; McCann and Barlow, 2015; SME Annual Report 2016/2017).

2.3 The Obligation of Social Media Measurement

A social media measurement is defined as a process to gauge, explain and report the success of social media initiatives by using metrics to generate the outcome required by firms to ascertain the successful alignment with social media and business objectives and corporate goals. Metrics are certainly needed to measure and evaluate all business-related activities via social media. (Farris et al. 2006) define a metric as a measuring system that quantifies a trend, dynamic, or characteristic. Further, businesses are compulsory to employ Key Performance Indicator (KPI), measures that help firms understand how they are doing against their target objectives. The sound KPI will signalize that marketing strategies are properly aligned with the business mission and corporate goals (Owyang, 2010; Lovett, 2011).

There is a limited research on firms' development of strategic plans regarding the use of social media in marketing (Effing and Spil, 2016; Keegan and Rowley, 2017). Whereas, the need to measure social media endeavors such as brand posts and product campaigns is a growing concern for firms (Hoffman and Fodor, 2010; Aichner and Jacob, 2015; Marzouk, 2016). Theoretically, as a continuation of social media adoption, measurement is compulsory for identifying the weaknesses and further looking for improvement in business performance (Smits and Mogos, 2013; Ruhi, 2014). Some authors have contributed to knowledge of the evaluation models and guidelines on social media marketing in general context (see Bartholomew, 2013; McCann and Barlow, 2015; Keegan and Rowley, 2017). However, the extent of measurement practices particularly in the developing countries is not widely covered in research space. In an approach to uncover the existing gaps, this paper is looking forward to conducting a relevant survey in Malaysian SME.

2.4 The Challenge of Measuring Social Media Initiatives

There is a need for an effective social media measurement tool to capture, quantify, and analyze tremendous data source in multimedia formats across multiple social media channels. The enormous User-Generated-Content (UGC) mediated by the social platform, to some extent, has overwhelmed many firms and sometimes go beyond control. Thus, questions have been raised about the challenges to the measurement approach in the highly interactive platform (Peters et al., 2013; Barger, 2013; Bartholomew, 2013; McCann and Barlow, 2015).

Social media can be clearly differentiated from traditional media based on their unique features (Peters et al., 2013). Therefore, firms need the integration of tangible measures (simple, quick to develop, compulsory to implement and easy to count for a final result, for instance, reach, and view), and intangible measures (difficult and requires the longer time to formulate and execute, for instance a measure to assess advocates). Without neglecting each other, the firm must take into account the ability of both types of measures in assessing the effectiveness of their marketing efforts (Owyang, 2010; Lovett, 2011; Smits and Mogos, 2013; Marzouk, 2016). Firms typically rely on analytical tools, such as Facebook Insights and Google Analytics that have mastered the use of firms' social media analysts. An analytic dashboard usually places a variety of metrics from tangible and intangible categories that help monitor progress, identify patterns and trends, and predict social media outcomes.

3. Methods

The preliminary investigation was conducted by employing a quantitative approach to aim for well-informed data in regard to the extent of social media measurement practices in Malaysian SMEs. The objectives of the survey are 1) to obtain updated information on the use of social media, in particular, SNS for their products and services marketing efforts; 2) to ascertain the level and practice of measurement efforts through the medium of SNS. Malaysian SMEs located in the southern region in which participate actively in the prominent platform of SNS has become a target population for this survey. The sampling frame was businesses from the manufacturing and services sectors where the data were drawn from the list provided by SME Corporation Malaysia (Malacca branch) awarded the MyScore scale from 2 to 5 stars. Besides, the face-to-face approach was also implemented by visiting randomly many premises in the Malacca area. In sequence, they need to be called and followed up consistently to fulfilling the survey form. The area of southern region of Malaysia is selected because it covers the broad business population with diversified sectors and industry groups. According to SME Corporation Malaysia, there is no clear formal definition for SMEs in urban and rural areas, as well as between SMEs in any state/city across Malaysia in today's digital economy environment.

The development of the questionnaire adopted the five sequential steps posited by (Radhakrishna, 2007) consisting of research background, questionnaire conceptualization, format and data analysis, and establishing validity and reliability. The questionnaire was divided into four parts namely profile of respondent and SME, their experience in SNS adoption and measurement practices as well as experience with customers in SNS communities. Questions were comprised of closed-ended, open-ended and semi-opened format. It was later validated by four academic experts and four industry representatives and was distributed to 30 respondents encompassing of SMEs in services and manufacturing sectors. The data were collected from the respondents through e-mail and face-to-face approach then analyzed using Microsoft Excel software to generate demographic and statistical information.

4. Findings

Findings from the survey are classified into three areas; business profile, social networking site adoption and measurement presented Table 1 – 3. The business profile represents the overview of firms that were involved as survey respondents (refer Table1). Most of the respondents have been operating within the industry beyond their maturity and the business that runs food and beverages is the largest group.

Table 1: Demographic of respondents

Finding 1	Items/Subitems		%
Business Profile	Sector	Manufacturing	30.0%
		Services	70.0%
	Category	Microenterprise	53.3%
		Small	33.3%
		Medium	13.3%
	Industry Groups	Food Beverages	23.3%
		Education and Training	16.7%
		Services Provider	13.3%
		Business and Professional Services	10.0%
		Others	36.7%
	Year Of Establishment	< 2 Years	20.0%
		2 - 5 Years	23.3%
		6 - 10 Years	26.7%
> 10 Years		30.0%	

The finding of SNS adoption demonstrates current practices of firms on leveraging this technology (refer Table 2). The results upon the popularity of the existing SNS channels and the purpose of its use have proven to be consistent with the observations and inputs extracted from the literature study. As recognized in recent literature (Pereira Correia et al., 2014; Lin and Kim, 2016), Facebook, has ranked first (100.0%) as it provides the ability to reach promotions and campaigns to massive audiences, facilitating and expediting service to customers, raising awareness to prospects as well as facilitates the sharing of ideas and information from marketers and advocates. Firms also classified Instagram (60.0%) as a second important channel, followed by Google Plus (16.7%) and Twitter (13.3%). Although the largest percentage of firm-setting years is more than 10 years (refer Table 1), it is surprising that most of them only use SNS for online marketing for less than 2 years. This suggests that the age of the business does not reflect the period of SNS utilization in their marketing efforts. It takes a while for firms to stabilize the business before deciding to engage with online marketing which in their perspective would incur cost and skills to be implemented.

Another finding reveals that firms' owners are the ones most involved in promotion through SNS. Due to most of the respondents are microenterprises, firms seem unable to provide special staff to promote their brand online or hire consultants for this purpose. However, on average firms allocate 2 to 4 staff members to directly involve with SNS marketing. This is viewed as a reasonable effort to look into a continuous and consistent awareness to achieve a predetermined target. The more staff engagement for online promotions, the greater the opportunity for marketers to reach customers to their brands. Firms necessitate having well-trained staff in order to realize business objectives and corporate goals using SNS medium. However, the investigation dismantled nearly a quarter of the total amount have received the official marketing guide at SNS. Whilst, nearly half (46.7%) of firms have budget allocations for SNS investments in product and brand marketing, but slightly few of them (40.0%) give priority to their respective staff training. At the same time, as much as 20.0% firms use full organic marketing that is not charged by SNS channels, 26.7% more organic than paid mechanism, while the rest either

balances both or hires consultants. The diversity of these approaches is aimed at optimizing tactics, in order to align their objectives with these mediums, with priority to reduce costs, especially for micro marketers.

Table 3 shows the results of the assessment after SNS utilization for firms to identify whether their marketing efforts are successful. The analysis shows that there is a similar number of firms practicing measurements on SNS efforts compared to those not. Unfortunately, some firms directly ignore measurement practices in their work arising from timing, technical and cost constraints. From a group of firms that practice measurements, 50.0% of them implement it regularly to monitor the progress of their commitment to SNS. A large number of firms see the success of brand promotion at the SNS as an average, meaning there were times when the measures show a good performance, while at other times it may happen otherwise. To find out whether the firm's marketing efforts have succeeded in achieving targets, the scale used is to evaluate performance through existing metrics on SNS interfaces (tangible metrics) or being formulated through the integration of certain metrics (intangible metrics). The success indicators of marketing efforts on every SNS platform are thought to be successful when the activity achieves the targeted objectives, in line with the firm's vision set in a given period. Finally, the analysis reports some common analytical tools used to monitor the performance progress. The results have generated a list of these tools according to their frequency of usage, namely Facebook Insights (34.4%), Instagram Insights (21.9%), Google Analytics (12.5%), Twitter Analytics (6.3%) and others (25.1%). These metrics usually serve as the basis for organizational KPI achievement. The tabulated results (Table 1 – 3) will be derived in the final section for shaping resolution of measurement initiatives by firms for future research.

Table 2: Statistic of SNS

Table 3: Statistic of SNS

FINDING 2	ITEMS/SUBITEMS		%
SOCIAL MEDIA ADOPTION	CHANNEL POPULARITY	FACEBOOK	100.0%
		INSTAGRAM	60.0%
		GOOGLE PLUS	16.7%
		TWITTER	13.3%
	NUMBER OF ADOPTED YEARS	< 2 YEARS	43.3%
		2 - 5 YEARS	33.3%
		6 - 10 YEARS	13.3%
		> 10 YEARS	10.0%
		RESPONSIBLE PERSON	SOCIAL MEDIA MANAGER/BRAND MANAGER/ ADMINISTRATOR
	EXECUTIVES		7.7%
	MARKETER/HUMAN RESOURCE		17.9%
	OWNER		53.8%
	OTHERS		2.6%
	STAFF INVOLVEMENT	MORE THAN 10 STAFF MEMBERS	0.0%
		5 - 9 STAFF MEMBERS	6.7%
		2 - 4 STAFF MEMBERS	53.3%
		ONLY 1 STAFF MEMBER	23.1%
		NO STAFF ASSIGNED	16.7%
	STAFF TRAINING	EXTERNAL TRAINING	16.7%
		IN-HOUSE TRAINING	6.7%
		SELF-TRAINING	73.3%
		UNCERTAINTY	3.3%
	INVESTMENT	ON SNS TRAINING	46.7%
ON STAFF TRAINING		40.0%	
FUTURE BUDGET		66.7%	

FINDINGS 3	ITEMS/ SUBITEMS		%
SOCIAL MEDIA MEASUREMENT	IMPLEMENTATION STATUS	YES	53.3%
		NO	46.7%
	THE FREQUENT OF MEASUREMENT	VERY OFTEN	18.8%
		ALWAYS	50.0%
		MODERATE	18.8%
		SELDOM	12.5%
	THE LEVEL OF SUCCESS	YES, ALWAYS	31.3%
		YES, AVERAGE	37.5%
		YES, SELDOM	12.5%
		UNCERTAIN	6.3%
	ALIGNMENT WITH GOALS	NOT YET	12.5%
		REVENUE GROWTH	11.1%
		CUSTOMER SERVICE	33.3%
		COST REDUCTION	16.7%
	ALIGNMENT WITH BUSINESS OBJECTIVES	FIRM PERFORMANCE	16.7%
		BRAND EQUITY	19.4%
		OTHERS	2.8%
		BRAND AWARENESS	8.5%
		FOSTER DIALOGUES	6.8%
		IMPROVE SALES	20.3%
		ADVOCATES	8.5%
		BRAND LOYALTY	5.1%
		COMMUNITY GROWTH	16.9%
		SATISFACTION	16.9%
		ENGAGEMENT	13.6%
	INNOVATION	3.4%	
	ANALYTIC TOOLS USED	GOOGLE ANALYTIC	12.5%
		FACEBOOK INSIGHTS	34.4%
		INSTAGRAM INSIGHTS	21.9%
TWITTER ANALYTICS		6.3%	
GOOGLE+ INFLUENCE		6.3%	
SOCIAL REPORT		6.3%	
OTHERS		12.5%	

5. Discussion and Future Research

At this stage, it can be concluded that social media adoption has mastered the key activities of small businesses including marketing and strategic management. However, many firms are facing barriers to the integration of measurement practices into their business routines. It was found that the smaller the size of the firm, the greater their concerns are to spend on three things: 1) brand marketing and advertising on a paid basis, 2) providing adequate and updated formal training and skills to the staff on effective social media adoption, 3) performing measurements on digital marketing practice that depends on the cost and technical knowledge. Plenty of firms leveraged SNS after being influenced by the trends and popularity without a strategic plan, guidelines or understanding a good digital marketing culture. It was also found that most firms still do not place reassessment practices on activities within the SNS medium as a necessity. They have no clear knowledge of SNS's ability to be optimized with various effective use tactics through a bit of investment and technical effort. These results in less impact on satisfactory performance, for instance, an inaccurate metric selection will cause firms to fail on measuring the post results for new product campaigns being run. With the advent of social media tools and applications, various site metrics across multiple platforms reflect the measurement and analysis of non-standard data, thus affecting the preparation of reports and trends for some figures among businesses in the network. Therefore, firms are insisted to apply the distinct approach that might cause the requirement of qualitative and quantitative measures which is less considered and embraced by traditional and smaller online marketers.

In the scholars' point of view, the revealed analysis will provide the additional information upon the rare social media measurement research. They can introduce the new models and guidelines on measurement activities that specifically design for Malaysian small-scale firms. More literature on social media measurement is sought from scholars to find the exact ways of resolving the upcoming bigger data analysis on this nascent platform. Reaching the conclusion, this study has exposed literary and practitioners in SME Malaysia on understanding the importance of measuring their committed efforts in the SNS medium. The recent analysis provided will contribute to the clear figure in regard to what extent do Malaysian SME measure their social media initiatives, as well as meeting the objective of this study.

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Social, Economic and Political Implications of Nuclear Power Plant in Bangladesh

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Abstract

Whether a global nuclear renaissance will usher or sustain, the affair hinges on a myriad of the socio-political and economic factors. In one hand, the consistent rise in the prices of oil, coal, fossil fuels and on the other, the lack of natural gas reserves has indicated the struggle of Bangladesh for energy demand, which is eventually going to persist in future. Consequently, due to the scarcity of oil and natural gas resource, nuclear energy surfaces as a palatable strategic option for Bangladesh's future development agenda. However, a successful nuclear power program entails an extensive infrastructure. The control of nuclear energy is one of the prime concerns of science, industry, and politics. Henceforth, emancipating these issues, the paper will analyse the social and political implications regarding the incorporation of nuclear power plant in Bangladesh. The study of this paper is based on secondary sources where a qualitative research is conducted to analyse the socio, political and economic issues relating to the nuclear energy generation in Bangladesh. The study combines doctrinal and comparative socio-legal analysis. Consequently, one of the prime researches of the paper will skirt around the topic related to the public awareness and embroilment of such nuclear energy development in Bangladesh. The paper recommends Bangladesh to adopt a comprehensive energy law that should be realigned to consider noteworthy emphasis on sustainability, developing technical, financial and institutional constraints, and promoting public awareness and involvement associated with the generation of nuclear energy.

Keywords: Reactor safety, Nuclear waste treatment, Nuclear Regulation, Public acceptance

1. Introduction

Nuclear energy has emerged as an issue of global and local importance, propelled in large part by increased costs of fossil fuels, rising energy needs, concerns over inefficiencies in the energy mix, security of energy supply, climate change, its cleanness as less carbon polluting than fossil fuels, raw material availability, technicians and scientist's interests etc. Nuclear power supplies a large amount of the world's electricity needs. Likewise, the case Bangladesh is no exception.

The consistent rise in prices of oil, coal, fossil fuels and the lack of natural gas reserves has meant that Bangladesh's struggle for energy demand is going to persist in future. The environmental impact of this phenomenon should not be discounted either (Qvist & Brook, 2015). Under these circumstances, nuclear energy is an attractive strategic option for the Bangladesh government. This reflected in the government's decision to construct nuclear power plants to stimulate the ongoing economic growth and meet consumer and industry demands. Thus, Bangladesh has undertaken serious initiatives to commence nuclear power plants to mitigate the ever-surging power demands in one of the sprinting economies in the world.

The objective of the paper is to analyse the social, regulatory, economic and political practices of the countries which have a long experience in nuclear energy production and to recommend the government of Bangladesh to adopt some of them. The paper recommends Bangladesh to adopt a comprehensive energy law that should be realigned to consider more noteworthy emphasis on sustainability. Bangladesh also needs such a comprehensive atomic energy law in order to strengthen nuclear safety laws. The nuclear energy production cannot bring development if government of Bangladesh cannot possess solid state inclusion in managing monetary advancement, centralization of national energy planning, efforts to connect innovative advance to a national rejuvenation, impact of technocratic philosophy on approach choices, subordination of difficulties to political hegemony, and paltry scale of civic activism in the country. In sum, it is high time for Bangladesh to take all necessary steps that can assure a safe, sustainable and efficient nuclear energy production.

2. Prospects and Challenges of Nuclear Energy in Bangladesh

While Bangladesh has been known worldwide as an agriculture-based economy that frequently combats natural disasters, it has undergone significant industrialization in the past two decades. The proportion of heavy industries' contribution to the gross domestic product bears testimony to that. Thus, it is hardly surprising that Bangladesh's policy makers have connected the increase of power generation to raise the GDP growth. The greatest ratio behind the nuclear power production is the prospect of minuscule input to produce an immense amount of power. The first batch of these projects, Ruppur (located in Pabna district) (M. A. Haque & Rahman, 2010), is a joint collaborative effort with Russia's state-based Nuclear Energy Corporation (Rosatom).

Prospects

Amidst the renewable sources of power, Nuclear energy turns out to be much of a lucrative pick within the wellspring of energy. And as we speak, this sheer power-source cater to 4.8% of this planet's call for energy and 9.7% of the Organization for Economic Co-operation and Development's (OCED) energy requisite (Hariharan, 2011). Be that as it may, the quest persists on how reliable the nuclear energy is in contrast with the alternative wellsprings of energy, for instance, hydroelectric & photovoltaics pertain to environmental and safety matters, economic viability, and keeping the future frame of mind.

This comparison is difficult to make since an extensive number of variables are related with these energy technologies. To cite an instance, location is one such vital factor. To exemplify, wind turbines demand powerful gust of wind and vast flat stretches of land, photovoltaics operate in optimum within territories drawing sunlight year-round, and hydroelectric power needs huge fast-streaming water-ways (Nicholson, 2012). Again, to avail the supply of conventional fossil-fuel is a crucial factor as well since its transportation can be quite pricey. To exemplify, France generates 80% of their total electricity by using nuclear power plants as they virtually have zero natural fossil fuels (Olah, 2005).

Nonetheless, the cost of nuclear energy is critical to pin, which again relies on numerous factors. While putting coal, gas, and oil in comparison with nuclear energy, by and far, the former turns out to be an expensive alternative (Grübler, 2004). The strength of nuclear energy is its colossal steadfastness of 'Price' since fuel represents only 31 percent of production costs (Yetiv, 2004). Fuel costs soar up to 80 to 90 percent when electricity is generated by consuming coal or natural gas (Yetiv, 2004). This makes fossil-fuel plants electricity production exceedingly sensitive due to price-fluctuations in coal & gas.

Nuclear Energy's appeal sprawls in vast quantities, for example, its "cleanliness" (environment-friendly), enormous fuel energy density and inexpensive transportation. Moreover, the

technology underpinning nuclear energy is highly- advanced than that of photovoltaics, for instance, the technology which is still a work in progress since energy efficiencies have improved. Consequently, a rapid increment in energy supplied was prompted by nuclear power plants since the 1970s.

However, evolution has backed off because of escalating expenses from financing challenges, increased safety regulations, and prices of competitive technology. Many experts believe that nuclear energy's future growth is, and more importantly should be, limited (Lior, 2008). Countries tagged-developing (rapidly), such as India and China, where mounting expenses are not much of an issue since capital & financing costs are much lower than that of in the US. Therefore, as nuclear energy may have a stifled future in developed countries, it might have a market in less-developed countries (LDC).

In cases, where the energy management is not efficient, and the lack of natural gas reserve is still an unresolved challenge, nuclear energy itself is a very prospective option for Bangladesh. Despite enthusiasm at the state's administrative level, some resistances exist in the implementation of nuclear power plants, especially in the form of negative perception and attitude held by certain quarters of the population and intellectual crowd. However, some experts contend that such negative mindset may be overcome in a relatively small amount of time once the public grows tired of the rising fuel cost (Sovacool & Valentine, 2010). This is bolstered by the fact that Bangladesh Government has been actively, on an incremental basis, raising the power prices since 2010-2011 (Kabir, 2011). However, for substantial progress to take place in the nuclear power attainment, many obstacles would have to be surmounted (Kessides, 2012). These barriers can be classified, in broad terms, based on technical, financial, and institutional constraints. It is also inevitable that amplifying nuclear power as a source of electricity is the optimal choice for the developing countries like Bangladesh.

Challenges

One of the fundamental points concerning immediate interest for the nuclear energy-active countries will be the preparation and accessibility of qualified staff to meet the overwhelming needs of the proceeding and extending programs. In any case, the 'human resource advancement' needs to incorporate every one of the issues that influence human execution, for example, initiative, administration frameworks, working society, nuclear information administration, and individual states of mind. Specifically, for the Bangladeshi landscape, it is imperative that a fruitful atomic power program requires a broad framework. This incorporates nuclear establishments, facilities, investigate associations, administrative facilities, government divisions with atomic skill, and instructive organizations with the suitable nuclear preparing programs.

Moreover, political stability has been an ever-present predicament since Bangladesh's inception, which impedes not just the nuclear power plant projects but also economic development and industrialization process in general. In addition, the high initial costs of embarking a nuclear power plant project reverses the tepid public attitude towards nuclear energy, convincing them of safety of such projects, building a workable nuclear energy law, and developing capable human resources to operate such projects are matters of concern as well.

Environmental experts also underline the need for emphasizing sustainability and safety regulations to prevent unwanted blowback in the event of disasters (Wildermuth, 2011). The safety and security of the new nuclear establishment specifically rely on how Bangladesh government manages to protect exchange and further develop nuclear information and knowledge inherited from the countries which have experience in nuclear power plants, such as United States of America, Russia, China, and Japan. It is necessary for Bangladesh to broaden the discourse on two focal issues of nuclear education administration which are progression

arranging and nuclear data conservation. The upcoming generation of operators, programmers, physicists, engineers and other relevant work-personnel must be equipped for applying, controlling, and advance creating nuclear innovations in Bangladesh.

Scholars always contended that it's not the disastrous event, rather the regulatory ineptitude added to the most noticeably bad nuclear calamity since Chernobyl had clarified how the comfortable connection dispatch among the administration, controllers, and nuclear administrators is the prime explanation behind debacle (Wang, Chen, & Yi-chong, 2013). A successful nuclear power program requires an extensive infrastructure (Jewell, 2011). It is a question of fact that whether Bangladesh, still known as a developing country, can build the infrastructure which eventually secures the safety concern of the nuclear power plant. Building infrastructure includes nuclear installations (Jewell, 2011), facilities, research organizations (Yanev, 2013), regulatory agencies, government departments with nuclear expertise (Yanev, 2013), and educational institutions with the appropriate nuclear training programs.

3. Recommendations for Nuclear Power Plant in Bangladesh

A gradually developing economy keen on procuring its first Nuclear Power Plant regularly does not have the vital legitimate and administrative structure to guarantee appropriate outline, development and safe operation of its nuclear workplace (Echavarri, 2007). The outcomes of failure of an atomic facility can go well past its national limits, one just can't let the administrator of such a facility to manage itself (La Porte & Thomas, 1995). Then again, it is not ingenious to request that an emerging nation set up an absolutely autonomous administrative body to screen its first NPP (M. M. Haque, Islam, & Zulquarnain, 2009). The trade-off, which is frequently made is to set up a different gathering inside the nuclear experts to execute the administrative viewpoints.

Creating a Comprehensive Legal and Regulatory System

The only law regarding nuclear power project is the *Nuclear Power Plant Act 2015* which sets up the Nuclear Power Company of Bangladesh (NPCB) to run the plant, though the ownership remains with the Atomic Energy Commission (BAEC). However, the law does not contain any provisions for the consequences of any nuclear power plant disaster. Bangladesh needs a comprehensive law on nuclear power production which is necessary in order to guide the future safe energy production. The government should make clear policies to address the impact of nuclear safety regulations and liability rules. The liability rules must address channeling of liability through the nuclear plant operator, raise the general issue of the optimality of mandating or even allowing, transfers of liability from one agent to another as part of a set of liability rules.

At present, Nuclear Safety and Radiation Control Division (NSRCD) is working as the regulatory wing of Bangladesh Atomic Energy Commission (BAEC). There is a plan to form an independent regulatory body. A new act has already been submitted to the Government entitled "Bangladesh Atomic Energy Regulatory Authority-06" with a view to establishing a suitable organization having the adequate independence to meet the IAEA/National obligations for ensuring nuclear safety and radiation control in the country. For the most part, the common law of torts decides the common risk for most accident related expenses (Trebilcock & Winter, 1997). Be that as it may, for accidents occurring at nuclear power plants, statutes in numerous nations extremely limit the utilization of tort law (Faure, 1995). In this way, we urge the Bangladeshi Government and the competent administration to assess the monetary impacts of these constraints, looking at the security motivating forces under the current laws to venture a realistic risk estimation. It cannot be denied that upgrading and strengthening a nuclear

regulatory system is not optional but imperative to prevent any disaster relating to the nuclear power plant.

Accordingly, Bangladesh also needs a comprehensive “Atomic Energy Law” (Cohen, 1979) to strengthen nuclear safety laws and to establish a nuclear safety fund in order to provide adequate compensation during the event of an accident. Such laws should also provide optimal liability scheme for the Government of Bangladesh which expounds the following topical challenges: full strict liability for the operator; (Trebilcock & Winter, 1997) joint and several liabilities with upstream suppliers (Trebilcock & Winter, 1997), the upstream suppliers' liability (Hewitt, 2008) being restricted to a negligence standard; (Hariharan, 2011) mandatory liability insurance (Hariharan, 2011) to be provided by the market to some extent, and above this amount by the government. As the tort law does not exist in a legal form in Bangladesh, such regulations must also describe the role played by criminal law in ascribing meaning to people's actions on and after the events of any disaster which might happen due to the negligence of the government or the operator.

Need for Public Awareness & Involvement

Moreover, the Government of Bangladesh ought to likewise clarify explanations on their methodologies towards the most imperative focuses identifying with the nuclear power plant, for example, radiological assurance of laborers, radiological insurance of open, radioactive waste administration and ecological radiological examination. Open mindfulness and contribution are likewise rudimentary before setting up the nuclear power plant. Though exceptionally progressed and refined new reactors may decrease perils in light of "characteristic" security features, for instance, "latently sheltered" measures made by the era III reactor, we assume that any country that does not give genuine straightforwardness and enable open commitment with respect to atomic issues ought to never use atomic vitality. Along these lines, the Government of Bangladesh should contribute convincing consideration work to keep up open responsibility. It should be yielded that atomic expert expansion is in the meantime social, political, and financial, and along these lines, the Government of Bangladesh should take the perspectives of masters in different fields before totally chipping away at the nuclear power era.

In spite of satisfactory access to assets, able labor and coordination, developed (affluent) nations like Germany, Switzerland, and Italy have understood that atomic power era dangers are inadmissibly high. In this manner, it is not legitimate to proceed with the atomic vitality alternative in spite of its indicated benefits. Moreover, other vitality sources like sustainable sources posture less threat and look good for these progressed countries– both physically and in addition financially. Besides, as of late, two planned atomic power plants with help from Russia and Japan have been rejected by Vietnam and the prime reason referred to the cancelation is vital threat to the earth. Despite the fact that the two plants guaranteed to slake the vitality emergency that Vietnam confronts, it was in the long run chosen that the cons far exceed the masters. The cancelation of these two plants supported by Russian state-claimed ROSATOM and a Japanese consortium should be fit for producing 4000MW worth of energy. Had they been introduced, they would have been the biggest atomic power plants in South East Asia. In any case, atomic power alternative is one the best activity to take care of the vast energy demand for any monetarily creating nation like Bangladesh. Subsequently, it is the perfect time for the administration of Bangladesh to make all the vital strides in setting up the atomic power plant securely and proficiently.

Moreover, other than these huge steps, the organization of Bangladesh ought to moreover have strong state commitment in controlling fiscal change, centralization of national vitality masterminding, endeavours to interface imaginative advances to a national restoration, effect of

technocratic conviction framework on course of action decisions, subordination of troubles to political administration, and low levels of urban activism which are convincing components in supporting the augmentation of atomic power. The article recognizes that a level of unsteadiness weaving machines whether these propositions are followed in bracing legitimate and administrative structure in Bangladesh for the atomic power plant.

4. Conclusion

Bangladesh has distinguished atomic power as a piece of sustainable energy framework. Usage of Ruppur NPP is a piece of energy security plan of Bangladesh and development of 2000 MW atomic limit has turned into an integral piece of the 'Vision 2021' (Akbar, 2012) of Bangladesh Government. Pragmatic strides towards setting up national atomic power framework for building "Ruppur NPP" by 2020 have as of now been taken and along these lines, the government ought to consider for building up an instrument of coordination among Bangladesh, the recognized enterprises, and IAEA (Akbar, 2012). After a large portion of a century of fruitful advancement, experiencing superb achievement and eagerness and indistinct feedback, nuclear power has made a substantial commitment to human advancement. No other energy innovation has such an across the board widespread demand, spanning from nuclear material science, physical sciences, chemistry, biology, medicine, and other disciplines like software engineering, psychiatry, or pharmacy. The education to utilize atomic innovation has been aggregated amid the most recent fifty years and must be managed promote irrespective of the part nuclear energy will play in the 21st century onwards. The safety and security of the presently existing nuclear establishments and particularly the new ones that are being manufactured and anticipated that would be inherent in the creating scene, which will frankly rely on how countries, governments, and regional powers learn to implement, design, safeguard, exchange and further develop nuclear learning and talent around the world.

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Joining Parti Amanah Negara (Amanah) and Leaving Parti Islam seMalaysia (PAS): The Case Study of Amanah Party Activists in Terengganu

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Abstract

Party activists are assets to the political party. Their contributions to the party in terms of time, money and energy are undeniable. They are the strongest supporters of the parties and candidates during elections, very loyal and dedicated to the party and research shows that the more active members a party has in a constituency, the more votes it will win there. This paper explores the factors that drive individuals to become political party activists of a newly established party, Parti Amanah Negara – Amanah (National Trust Party). Then it is followed by a discussion on why they leave the party (Parti Islam seMalaysia – PAS) they once became very active. The discussions are mainly guided by the General Incentive theory that suggests seven incentives that motivate individuals to become party activists. The last part briefly analyses the future and prospects of Parti Amanah Negara in the next 14th General Election, specifically in Terengganu, the PAS stronghold state. The respondents reveal that ideological differences between them and the former party are too great and they are more skeptical about the value of political engagement through PAS. This study also opposes the existing literature that the tendency for ideologically-extreme activists to leave the party is lower compared to the moderate activists since all the respondents were former active PAS activists in Terengganu and had been with party for years.

Keywords: Party Amanah Negara, Parti Islam seMalaysia, General Incentives model

1. Introduction

The ultimate goal of political parties in democratic world is to gain political office through elections. Their other objectives may be broader than just winning election, but electoral success is always the central objective. In order to secure the votes and maintain people supports for the political parties in the elections and make them understand and approve party policies and leadership, a strong team consisting of loyal, committed and faithful party members is necessary to give the parties life, shape and permanence (Blake, Carty, & Erickson, 1991; Layman, Carsey, Green, Herrera, & Cooperman, 2010). This group of party members is known as political party activists that aims to see their desired candidate or party gets support, remains relevant and acceptable, wins the elections and forms the government (Milliar, 2012; Clark, Khan, & McLaverty, 2002; Vergani, 2014). Political party activists is unique people. They are unusual people because they voluntarily become active in a costly activity and take vigorous actions in politics (McLean & McMillan, 2003) like coordinating various party programs, attentively attending meetings and other party programs and making sure the party remains relevance. Majority citizens, on the other hands, choose to free – ride rather than getting involved with political and party affairs, as the benefits are already reaped without being political party activists. Not surprisingly, political party activism attracts only relatively small numbers of individual (Whiteley, Seyd, & Richardson, 1994). Scholars have been bewildered by the motives behind their decisions to be active participants in political parties. They have to be incentivized, proposed (Whiteley & Seyd, 2002). They then formulated seven cost-benefits and value-norms

incentives that motivate political party activism that is called the General Incentives Model.

Unfortunately, many political parties faced a significant decline in membership and grassroots party activism (Biezen & Poguntke, 2014; Mjelde, 2015; Ponce & Scarrow, 2014; Ingrid, Mair, & Poguntke, 2012). It is worrying phenomenon since activists and members are the central spines to the political parties, hence, this absence of a voluntary dimension to party activity has directly weakened the performance of political parties and their organizational capacity and threatened the future of democracy. Studies reported that the main reason for party activists to leave the party is the ideological differences between them and their party were too great (Dassonneville, Blais, & Dejaeghere, 2015; Wagner, 2016). There is a tendency for more moderate members to leave the party when they feel the party is loosening its ideological stance compared to more ideologically extreme activists. The altruistic - based activists leave the party when they think that they have little influence on the party line, and their involvement in political parties do not give any impact on society. The ideology promoted by the party is not well-translated into action, thus, keeping them away from that political party. They are more skeptical about the value of political engagement through parties they once joined.

2. From PAS to Amanah

This study throws light on the factors that lead someone to become committed political party activist while others refuse to do so and the factors they decide to leave the party they once became very active. Attention is given to the former activists of Parti Islam seMalaysia (PAS) in Terengganu, a PAS stronghold state in the northeast of Malaysia. The first part of this paper focuses on the factors they chose to be political party activists, followed by the factors that led them to leave PAS and join a new party, Parti Amanah Negara (Amanah). Lastly, this paper concludes with a discussion on the future and prospects of Amanah in Terengganu and how its emergence may affect PAS' performance in Terengganu.

Historically, the organizational conflicts that lead to splintering and factionalism in PAS previously befell due to the differences in their political approaches and strategies. It is not peculiar when PAS top leaders and committed members left the party to form a new party as a result of internal fractions and dissatisfaction. The 1960's three-cornered leadership crisis of PAS in Terengganu and the internal clash between the "Old Guard" led by PAS President, Asri Muda against the "Young Turks" of the ABIM prominent figures such as Abdul Hadi Awang, Fadzil Muhammad Noor and Nik Abdul Aziz Nik Mat are two crises worth mentioning. Asri Muda, for instance, left PAS in 1983 to form HAMIM. Others left and formed Parti Islah Malaysia and Angkatan Keadilan Insan Malaysia (Wan Saiful, 2017). Whether these splinter parties survived or otherwise is another story. With the fading influence of the Old Guards, the Young Turks in PAS were pushing for more extensive and intensive Islamization process in the country. They relied on the issue of establishing an Islamic state to rival UMNO's nationalistic and secular ideology. PAS's success in wresting back Kelantan in 1990 was generalized as Malay-Muslim acceptance of PAS' Islamic state. However, the general election results in the 80s and 90s indicated the extremely weak support of the non-Malays for PAS. PAS understood the message and demonstrated its readiness to compromise its Islamic state and Hudud principles.

The combination of *ulama* and professional has shown the wave tolerance within party. *Ulama* faction generally adheres to a conservative interpretation of how Islam should be applied to public policy. They also hold an exclusivist view when it comes to dealing with non-Muslims, believing that major policy decisions affecting Islam must be mainly in the hands of Muslims. The progressive faction in PAS, on the other hand, are commonly called the professionals, implying that they come from professional backgrounds as opposed to the usually traditionally

educated *ulamas* (Wan Saiful, 2017). PAS' commitment to uphold democracy and support reform movement could be seen through its association with other opposition parties and NGOs, whose members are multi-ethnics. Moreover, this development brought the new approaches in dealing with the sensitive issues regarding the relationship between Muslim and Non-Muslim (Kasim & Ahmad, 2002). PAS then joined a tripartite alliance known as Pakatan Rakyat (PR), headed by Anwar Ibrahim. PR, comprises of Democratic Action Party (DAP) and Parti KeAdilan Rakyat (PKR), relentlessly tried to impose viable alternative *vis a vis* the ruling government of Barisan Nasional (BN) in the next general election. PAS, now holding 23 parliamentary seats, the least number of seats in PR, understandably occupies the lowest rung of the political power hierarchy within the alliance. This status quo does not go down well with PAS members who believe that the party commands no influence at all within PR. This development has given birth to 'the reformist Erdogan faction that had managed to reinvent the party to such an extent that it was able to join the Pakatan Rakyat coalition and present itself to the wider Malaysian electorate (including non-Muslims) as a viable alternative to the UMNO-led BN coalition' (Farish, 2014). For *ulama* camp, remaining in PR dominated by multi-ethnic DAP and PKR means that PAS runs the risk of giving up its fundamental vision of state and society based on Syariah (Islamic law) that the party has long been championing (Hamayotsu, 2010).

Behind the veil, this development has sparked the internal conflict between the reformists and the conservative *ulama* camp (Farish, 2014). The absence of diplomatic approaches in handling the conflict has worsened the psyche war between the two camps. Later, the en masse rejection from the PAS members during its 61st *muktamar* (general meeting) in 2015 was the turning point that saw the progressive group within the party stray to the new path. All the PAS stalwarts from this progressive group lost their positions in the party and have then left PAS including Mohamad Sabu, Salahuddin Ayub, Dzulkefly Ahmad and Khalid Samad. Started with the movement called Gerakan Harapan Baru formed in Johor, this group drifted to form Parti Amanah Negara or Amanah. Amanah was officially launched on 16th September 2015 with former PAS deputy president, Mohamad Sabu was appointed as a President and other high ranks leaderships was held by the former leaders of PAS mixed with the top figures from NGO IKRAM (Pertubuhan IKRAM Malaysia) and ABIM (Angkatan Belia Islam Malaysia).

Over the years, the competition over Islamization process in Malaysia is between PAS and UMNO. Now, PAS suddenly has a new competitor who is also staking a claim on the right to define and shape the discourse on political Islam in the country (Wan Saiful, 2017). Amanah promotes the motto of '*Amanah, Progresif, Peduli*' (Trustworthy, Progressive, Caring) with the hope 'to redefine the Islamic movement to a newer, bigger framework that fits the national agenda, and sees the movement as a continuation of what was left by the Prophet Muhammad' (Mujahid, 2015). It tries to posit itself as a progressive and inclusive Islamist party and offer itself as an alternative to PAS, whose discourses are dogmatic and exclusive. It tries to persuade the middle – class urban voters to view the party as a new platform for future Malaysia that would not marginalise and discriminate any segment of Malaysian society. The party allows full and equal membership to all Malaysians above the age of 17, regardless of race or religion.

3. Parti Amanah Negara in Terengganu: The Prospects

The politics in Terengganu is dominated by two Malay political parties; UMNO and PAS. The arena of political contestation and politicization in Terengganu is highly critical, causing the high-intensity political activism among the party activists from both parties. Both parties are blessed with highly committed and faithful party activists. For record, PAS ruled the state twice (1959 and 1999), and the rest of elections are won by UMNO. Yet, PAS domination and influence cannot be underestimated as PAS denied UMNO's two-third majority in the 2008 and 2013 elections. Other than UMNO – PAS contestation, the other parties generally did not garner

enough attention from the voters. Splinter parties like Parti Negara led by Onn Jaafar and Semangat46 led by Tengku Razaleigh Hamzah did not last longer in Terengganu even though they had won few seats. PSRM (Parti Sosialis Rakyat Malaysia) was noticeable in urban areas but never won any seats in this north eastern peninsular state. PAS' splinter parties, HAMIM (Parti Hizbul Muslimin Malaysia) and BERJASA (Barisan Jemaah Islamiah Se-Malaysia) formed by two former Chief Ministers of Kelantan due to party's internal conflicts were in action form one term only.

Reading the fates of splinter parties and small parties in Terengganu based on historical records, would Amanah Terengganu receive the same fate? Contesting in a PAS stronghold state would be tough for Amanah, as it is not financially well resourced and having small base of grassroots activists. However, the entrance of PAS leading figures in Terengganu to Amanah including Raja Bahrin Shah (Kuala Terengganu Member of Parliament), Dr. Sulaiman Abdullah (former PAS Assemblyman of Ladang), Ustaz Roslan Ismail (former PAS Assemblyman of Bukit Besi), Ustaz Aziz Abas (former PAS Assemblyman of Jerteh), Ustaz Rozali Mohamad (former PAS Assemblyman of Permaisuri), Syed Azman Syed Nawawi (Batu Buruk Assemblyman) and Hasbie Muda (former PAS Youth Central Committee) should not be underrated by PAS.

Huat (2015) analyses the future of Amanah in Malaysian politics and concludes that Amanah can survive based on protest votes. He brought two situations, where PAS benefited protest votes in the 1990 and 1999 elections. In the 1990, the UMNO internal crisis between team Mahathir and team Tengku Razaleigh had weakened UMNO and given advantage to PAS until it won Kelantan. In the 1999 election, PAS won Terengganu due to voters' rejection against the six-term Chief Minister, Wan Mokhtar Wan Ahmad, who had held the position since 1974. In addition, Anwar Ibrahim's dismissal also affects the victory of PAS. PAS did not win solely due to its own strength and strong support base, but also due to protest votes by the voters who were disappointed with the incumbent party. Huat (2015) then suggests that Amanah should learn from the failures of new and small parties like Parti Negara in 1959, Parti Semangat46 in 1995 and Parti Keadilan Nasional in 1999 elections. These parties received promising popular votes but they lost due to scattered seats they contested. They contested in many constituencies without having strong base and strong groundwork. They were popular in certain areas but not in other areas. Parti Keadilan learnt from its 1999 mistakes by focusing on mixed constituencies. As a result, they received unprecedented victory in the 2008 election. Similar to Amanah Terengganu, focus and strategy should be on specific constituencies like urban areas that could accept its ideology. Amanah might loss its election deposits in rural areas in under Parliament Besut, Hulu Terengganu and Setiu. Contesting in all state seats also is not a right decision since they may lose focus. Fielding winnable candidates, offering practical promises that can ease voters' burdens and not over – depending on lame issues like IMDB and its 2.6 billion scandal are amongst the formula that should be applied.

Amanah's close relationship with DAP also has tarnished its Islamic image in the eyes of conservative voters in Terengganu. Amanah's stands on several religious and moral issues like rejecting Hadi's Syariah bill, reluctant responses on rights of non – Muslims and non – Malays on open festival of beer drinking, criticizing the failure of *Tahfiz* schools to observe fire safety and mingling around with liberals supporting LGBT (lesbian, gay, bisexual and transgender) like Siti Kassim and SIS (Sister in Islam) during women's demonstration on toxic politics have been questioned by Malay voters. They are being cynical over Amanah's motto – *Rahmatan lil Alamin* (Mercy to All).

4. Theoretical Approach: The General Incentives model

The general incentives model of political participation refers to the individual's motivation to participate in political activities beyond a narrowly cast economic analysis of incentives and resources (Baras, Correa, & Rodriguez, 2013; Milliar, 2012; Haute & Gauja, 2015; Whiteley & Seyd, 2002). It is a comprehensive model as it adds the elements of affective motives, moral concerns, and social norms that have not been touched by other political participation models like the Rational Choice model and the Civic Voluntarism model. Prominent party membership researchers, Whiteley & Seyd, (2002) propose seven incentives that motivate individuals to involve actively in political parties.

The first incentive is selective process incentive. It is the psychological satisfaction derived from the process of participation itself. The entertainment values of being involved in political activities like an opportunity to meet like - minded people, participate in various political activities, learn about the political process at first hand and receive better political information. They join for the benefits of group distinction and the status resulting from membership. The second one is selective outcome incentives. They are the positive results of being party activists in the materialistic form such as gaining politically appointed positions in the executive and legislative branches, developing a full-time career in party politics and getting government projects or contracts (Weldon, 2006; Whiteley & Seyd, 2002). In order to survive, Farouk, (2011) suggests that parties must from the very beginning distribute material incentives such as prestigious positions and projects or contracts to some of its members to tie them up. However, he reminds enticing the activists with material returns will weaken the credibility of the party as an organization dedicated to a public good and therefore adversely affect its distribution of collective incentives.

The next incentive is collective incentive. Party activists believe and identify themselves with political ideas convicted by political parties. They have a greater incentive to be active if their party is pursuing policies which closely congruence with their own policy preferences. Collective incentives to be active in a political party are twofold: positive and negative. Activists will participate not only because they want to promote particular policy goals but also because they oppose the policy goals of other parties (Whiteley & Seyd, 2002). Collective incentives are always equated with ideological incentives. The ideology manifestoes and directions of the party are the factors party activists feel motivated to be active compared to those who attach a lower priority to the party policies. The normative incentives are directed at compliance with social norms and the perceived opinions of significant people whose opinions they respect and value. Some party activists receive a pressure that forces them to win the respect or approval from their circles like it is a family tradition to become activists, influence by educational institution, religious institution and peers (Back, Teorell, & Westholm, 2011; Cross & Young, 2008). It is also about the public perception of the status and image of the party and its activists. They also choose to be politically active because they feel they ought to be, since party activism is normal and it provides them with an opportunity to express their values and loyalties to the social norms (Gallagher, Liston, Marsh, & Weeks, 2002).

Individuals are also motivated by altruistic incentives where they have an emotional attachment to the party which has little to do with the policy positions which it espouses, and they contribute without considering the costs and benefits of their actions (Young & Cross, 2002). They defend the perceived civic duties like fight for the interests, rights, and identities of others, offer aids to asylum seekers, political refugees, immigrant workers, peoples whose human rights are being infringed, victims of racist acts or sentiments, and populations of Third World countries and never serve their own interests (Passy, 2001). Altruistic concerns are expressed in terms of idealistic goals, such as the desire to create a more compassionate and tolerance society (Young

& Cross, 2002). Political activism is also the result of the desire to support specific political ideologies of the party. The 'official' political ideas and ideologies of political parties such as nationalism, communism, liberal - democratic and Islam have structured one's political understanding and inspired his/her path to party activism. It also frames one's perspective through which the world is understood and explained. (Heywood 2012) claims that party ideologies are commonly associated with particular social classes such as liberalism with the middle classes, conservatism with the landlord aristocracy and socialism with the working class. Finally, the expressive incentives have to do with publicly expressing one's perceived psychological, ideological and moral values attached to the party without fear. Strong party identification allows an activist to publicly express their attachment to the party. They proudly wear shirts with party logo, hung posters at the windows, posting, sharing and re-tweeting political statements at social media and joining rallies. Party activism provides a way of expressing their loyalty to the party (Back et al., 2011) and supporting party's stand on certain values include ethnic supremacy, religion, human rights, economic justice, political equality or supremacy of the constitution.

5. Method

A survey was conducted on 13-14 January 2017. The questionnaire was distributed to the Amanah activists during its party program; "Anti-Takfiri Tour with Ustaz Wan Ji". This tour was held in five different parliament constituencies in Terengganu including Besut, Setiu, Kuala Nerus, Dungun and Kemaman. As a newly established political party in a PAS stronghold state, the attendance was encouraging. Of all distributed questionnaires, 98 were returned, consisting of 73% of males and 21% of females. The female activists mostly came with their husbands and other family members, who happen to be Amanah activists as well. Majority of them claim to be active members of the party (80%) and 53% have been active in politics for more than five years. Majority voted for PAS in the last election (79.1%) and another 19.9% did not respond. However, it is assumed that the respondents who did not respond to this question are either voted for PAS as no respondent ticked for UMNO column or were yet registered voters at that time. The questionnaire consists of two parts; measuring respondents' political party activism and the factors that motivated them to leave PAS. The data are analysed using SPSS 17.0.

6. Results and Discussions

The first part of the questionnaire consists of 10 questions on respondents' motivations of becoming a party activist. Questions are extracted from (Whiteley & Seyd, 2002) and modified to suit Malaysian political situation.

6.1 Factors to Become Party Activists

As shown in Table 1, altruistic incentives score the highest percentage (83%). Party activists are unique people; they are party worker, party funder and party supporter, become active in a costly activity and take vigorous actions in politics (McLean & McMillan, 2003). Majority citizens, on the other hands, choose to free - ride rather than getting involved with political and party affairs, as the benefits are already reaped without being political party activists. The noble desire to serve one's fellow human beings and create a better nation through political parties motivates respondents to become party activists. They regard activism as a way to fulfil their civic duties, and the indescribable feeling of satisfaction pushes them to maintain their activism. When asked about voting and its obligation, 95.4% strongly agree that voting is compulsory and should be taken as serious matter. In contrast to pessimist citizens who do not trust politicians, 71% of respondents trust politicians as agent of change. Most of them are also very optimist that opposition pact is capable to become the next government (86.5%).

Table 1: General Incentives that Motivate Respondents to be Party Activists

General Incentives	%
Altruistic	83
Political Ideologies	76
Collective	64
Expressive	41
Normative	28
Selective Process	9
Selective Outcome	6

Party ideologies are also the main factor one chooses to support and work for that particular party, followed by collective incentives. This is congruent with the overall findings in ten parliamentary democracies covering 77 political parties that party activists are generally motivated by ideological incentives and political values hold by the parties (Haute & Gauja, 2015). Respondents identify themselves with political ideas and policies convicted by political parties. Majority of respondents (75%) rejects the controversial statement that only Malay-Muslim political parties can be trusted to uphold Malay supremacy and 66.2% believe that Islamic state, including *hudud*, is not suitable to be implemented in Malaysia yet as Malaysia is a multi-racial country. Material rewards, positions and titles do not motivate them to give unconditional support to the party. This could be explained that Amanah is not a ruling party, hence, there is no direct access to government contracts, tenders and executive positions. Moreover, respondents are former PAS grassroots activists, who are very well known for their financial generosity and commitment to the party. When they crossed over to Amanah, they brought that culture with them. They are willing to work for free and to contribute towards paying for party activities as and when necessary (Wan Saiful, 2017). Likewise, the entertainment values enjoyed by activists as a result of being involved in political parties and group distinction and society's positive perception towards them are obviously not the main reasons that force them to be party activists.

6.2 High – Intensity Participation

(Whiteley and Syed, 2002) have introduced a concept of high-intensity and low-intensity participation. High-intensity participation is a participation that takes a lot of time and effort involving the most committed members of the party (Goodwin, Ford, & Cutts, 2012), the gladiators who are prepared to participate even in the highest-cost activities (Spier, 2013). The political activities categorized as high-intensity are contacting and communicating not only with fellow party members but also with other members of the community on behalf of their party, campaigning for their party, fund-raising, recruiting members and preparing for and running election campaigns, representing their party by holding office and donating money to their party (Seyd & Whiteley, 2002). Table 2 indicates that 81% of respondents have donated money to fund party activities. Higher levels of emotional (Fisher, 1999) and religious attachments (Zaki, 2003) to political party or candidates motivate activists to donate money. However, (Pattie, Seyd, & Whiteley, 2003) argue that donating money is relatively a low cost, low risk and less time consuming form of political activism, resulting it to be the most preferable party activities.

Table 2: Types of High-Intensity Participation

Types of Political Activities	%
Donate money	81
Attend party program	78
Campaign in election	75
Become parti machienery	70
Join demonstration	65
Attend party meeting	61

For the political party to stay relevant and get supports, party programs at a big or small scale must be held frequently. The activists coordinate and plan party programs, promote them to the society and ensure they achieve party's objectives. *Tamrin* (training courses), weekly *usrah* (religious circle), *ceramah* (public talk), sports and entertainment carnivals, rallies, charity dinner and walkabout are among the party activities that rejuvenate party image and help maintain people support to the party. Party activists are backbones of the party. Their absence may cause the candidates or party loss elections (Nexon, 1971). Subsequently, their time, money and energy are the most sought-after during election campaign period. Campaigning in elections includes putting up posters and flags (55.4%), house-to-house campaign (50.8%), uploading political statuses and relevant photos to social media (49.4%) and canvassing and mobilizing voters (44.6%). Of all respondents, 76.9% revealed that they became full-time party activists in the last general election. They also join demonstrations (70%) as a way to express political solidarity with the party.

6.3 Factors of Leaving Former Party

There are ample studies on why people become active in politics and the political activities that take place along with their involvement. However, the study on what drive members' decisions to leave the party is very little. (Wagner, 2016)'s study reveals two main reasons on why members leave the party they once became active. Firstly, they feel more disengaged from politics and are more sceptical about the value of political engagement through parties. Secondly, they are more likely to hold moderate ideological beliefs, probably because they feel less strongly about their ideological preferences. This study asks why respondents had left PAS and they were given a list of seven possible reasons cited from Whiteley & Seyd, (2002), from which they could select as many as applied. Table 3 presents the most relevant factor that motivates Amanah activists to switch party is due to their disagreement with PAS' standpoint on various issues particularly on the idea of forming a unity government between PAS and UMNO.

Table 3: Factors Former PAS Activists Left the Party

Factors of Leaving	%
Ideological difference	66.7
Former party did not bring change to society	65.6
Did not receive benefit from the party	16.9
Involve in other social activities	10.8

The rumours over *muzakarah* (talks) between conservative *ulama* team and UMNO spread among PAS supporters and create tense between the two camps. PAS President, Abdul Hadi suggested that cooperation with UMNO would only take place under certain conditions and solely focus on the advancement of Muslim faith and their interests in Malaysia, and at the same time, allow PAS to monitor abuses of power by the regime. The President stressed that in

handling national issues, any party is allowed to cooperate with any party (Hamayotsu, 2010; Liow, 2011). Hadi's pro-UMNO decision was not welcomed by the progressive senior members and supporters who strongly committed to PR. Informants firmly argued that they have been committed in PAS for years due to PAS' unshaken stand to fight UMNO, which for them is full of corruptions, scandals, cronyism and lies, and replacing UMNO and BN (Barisan Nasional) should be PAS' utmost objective. PAS decision to be lenient and close to UMNO, and leave the promising PR was considered as backward and frustrating decision. For them, this move simply prolongs the sinking UMNO's lifeline.

It is understood that they have made a heavy decision to leave PAS, a party they used to fully devote their time, money and energy to see PAS stays relevance and gets supports from Malaysian voters. Therefore, accusing them as failing to display *wala'* (loyalty) regarding the party policy on *hudud* and *kafir* (allegation of infidels and away from Islam) is simply baseless accusations. The informants are basically having moderate view over *hudud* and Islamic state. They do not against *hudud* and formation of Islamic state but stress that serious focuses should be put on other urgent issues such as economic downturn, uncontrolled price hiking, Goods and Services tax (GST), rampant corruption, mismanagement of country's resources like 1MDB and unemployment. Informants also mentioned that the rampant *takfiri* (allege others as infidel) culture in PAS is not suitable with their moderate stand. For them, Islam is not exclusive to PAS only, and PAS does not hold the key to Heaven. They idolize Erdogan's and Ghannouchi's approaches and political ideas in Turkey and Tunisia, where Islam is inclusive and contextual and relevant in a multi-racial, multi-ethnic country like Malaysia (Wan Saiful, 2017; Maszlee, 2017).

Interestingly, this study opposes Wagner's finding on the tendency to leave the party is obvious among the ideologically – moderate members as their faith to party ideology is incomparable to ideologically – extreme activists. Respondents were staunch PAS supporters and they left the party. As 83% of respondents are altruistic – type of activists, they left PAS because PAS did not bring positive change to society and did not walk the talk. They are sceptical about PAS' ability to translate its party ideology and promises into action and perceive their engagement with PAS did not bring altruistic values. The absence of material benefits and group distinction were not the factors that pulling them out from their former party. Moreover, 93.8% of respondents will not vote for PAS in the next election. This is congruent with (Dassonneville's et al., 2015) findings that political dissatisfaction and frustration probably motivates the voters to find another platform.

7. Conclusion

The factors that led the former PAS activists to leave the party they once became very active can be explained by two main factors. It appears that the decisions for Amanah activists to leave PAS are associated with their specific attitudes towards recent development in PAS and the nature of PAS that deviates from its initial objectives. Reversing Whiteley's & Seyd's, (2002) General Incentive theory, this study found respondents' political and ideological distance from PAS and their disappointment and frustration with the current nature of PAS in handling socio-economic issues have steered the respondents to choose a new platform. In the context of Amanah's future in Terengganu, initial observation concludes that it would be hard for Amanah as a PAS splinter party to compete in PAS stronghold state. The demography and political views of Terengganu voters are different with their counterparts in urban constituencies like Selangor, Johor and Kuala Lumpur. Focuses should be on winnable seats like Kuala Terengganu and Dungun, and the efforts to increase the number of active grassroots activists should be doubled. Amanah Terengganu also should display more strict and firm stands on Malay and Islamic issues and prove that they are not a DAP puppet.

Future research should increase the number of respondents as this study is only focusing on Amanah activists in Terengganu. Furthermore, it is suggested that a qualitative study should be applied to explore why these former PAS activists left the party they used to strongly affiliate with, as quantitative studies may not be able to deeply explore their inner feelings (Pierre, 1986).

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Presenting the Archaeological Evidence in Aceh: International Trade Perspective

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ABSTRACT

This study aims to examine the evidence of the archaeological evidence founding in Lamreh, Aceh province, Indonesia. A huge number of trade ceramics has been found at Lamreh site, Aceh-Indonesia. These specific ceramics originally come from mainland China, Thailand, Vietnam and Myanmar. It shows that the ceramics fragment proves the connection of trade between Aceh and Southeast Asia. The same types of ceramics have been already found in Nusantara such as Malaysian Peninsula and Indonesian archipelago and confirm the similarities. It reaffirms that Aceh was the hub of international trade. This study used exploratory research approach. This approach with the narrative perspective to examine what ceramics tells us around 13th until 15th CE regarding to international trading in Lamreh, Aceh. The research will give the new perspective on historical record based on archaeological evidences. Previous researches are mainly focussing on record from international explorers. This study will help us to understand possibility to connect Aceh as part of ASEAN community to build a new international trade hub in Aceh.

Keywords: ceramics, trade, Lamreh, Aceh

1. Introduction

Since early 16th CE, Aceh was known as the largest international trade centre in Nusantara world. Most of the merchant came to trade the species. It was in great demand in West and Middle East markets (Reid, 1975). This information was collected in detail on local sources such as *Bustanus Salatin* and *Hikayat Aceh*. Both references are associated to the Aceh Sultanate, an Islamic kingdom that arise in Banda Aceh from the beginning of the 16th AD until 20th AD. (Lombard, 1986). On the other hand, a number of explorers had visited Aceh in 16th CE was also declared the similarities (Cortese, 2017).

Moreover, there are several foreign references wrote the emergence of the global commerce in northern tip of Sumatra Island before the first millennium. The early records were from Middle East voyages. Since 9th AD, Ibn Khurdadbeh noted that *Ram(n)i* produce forest product such as white rattan and camphor (Meri, 2005). At the same period, Arabic encyclopaedia *Akhbar al-sin wa'l Hind* mention the similar toponym (*Ram(n)i*) which is located between Harkand (ancient name for Bay of Bengal) and Salait which is known as Malacca Strait (Tibbetts, 1979). Other Middle East voyagers including Abu Zaid Hasan (916 AD), Masudi (943 AD) and Ibn Rasyidun (1310 AD) declare that Lamuri is a global trading hub providing a range of high value forest products (Meri, 2005). The similar toponym (*Illamuridesam*) is also appear in the Tanjore inscription which is related to the attack of Rajendra Cola in 11st CE (McKinnon, 1996).

Chinese geographer in 1178, Chou Ch'u-fei conveys the similar things. He noted that *Lan-li* (Lamuri) is the transit point for Chinese trader before they continued voyage to the west or going back to east (McKinnon, 1988). Luckily, we know specifically the items of trade in Lamuri market based on Wang Ta-yuan's record (1349). He listed that Lamuri's product were super aromatic camphor, bird's nets and tortoise shells while the Chinese vessels were carrying silvers,

golds, textiles, porcelain ware and iron tools. According to Zheng He record (15th CE), he said that *Nan-po-li*(Lamuri) has more than one thousand Muslim families(Sen, 2009).

The information was given by the foreign traders related to the global commerce is limited. Majority of the traders does not explain correctly where the centre of Lamuri located was. Secondly, they did not describe perfectly of the trading volume that occurred in Lamuri at that time. Therefore, the partial information is very difficult to explaining in detail the sustainability of global trading in Lamuri for six centuries.

A systematic survey has been done throughout coastal area of Banda Aceh and Aceh Besar district in term to find the archaeological remains. Eventually, a large quantity of ceramics has been discovered at Lamreh, Aceh Province-Indonesia. This site is located approximately 30 km to the north of the provincial capital, Banda Aceh. Generally, the ceramics is dated back to the period of the Song, Yuan, and early Ming dynasties. Refer to historical records, ceramics was the merchandise in the past beside other items(Chaudhuri, 1985; Hall, 2010). Therefore, this paper will underline Lamreh site as the centre of trade in Aceh before 16th CE. As well as, the discovery the ceramics is proving that Lamreh was a hub of international trade in Southeast Asia until 15th CE.

2. Methodology

This research is aimed to identify the international trade in Aceh before 16th CE. To gain the purpose, the research applied several methods. Firstly, library research was used to obtain the record of the ancient trade in Aceh by international explorer. Then, field work was conducted in the site. A coastal survey of Banda Aceh and Aceh Besar district has been done. It found that Lamreh was the site of the oldest ceramics. Lastly, a comprehensive survey for 3 weeks onsite was conducted to collect the ceramics fragment as the main data of this research. The final steps are ceramics analysis. Morphological analysis was used to identify the shape and decoration of ceramics fragment. The technological analysis was to determine the raw material of ceramics while the contextual analysis was applied to correlate the ceramics with the site. These methods are considering will answer the origin of the ceramics where the ceramics were produced. Lastly, relative dating was used to search the date of ceramics by comparing the similarities of another ceramic in Southeast Asia.

3.Literature Review

The word of Lamuri often mention in foreign account and their relation to the place of trade in northern tip of Sumatra Island. Several writings on Lamuri are summarized through historical approach and only declared as the transit point for traders. The first researchers who did the archaeological investigation related to Lamuri Kingdom were conducted by McKinnon. In 1988, did an archaeological survey in Ujong Pancu – a coast to the west of Banda Aceh city – finding several ceramics fragment that produced before 15th CE. Most of them were exported during South Song and Yuan Dynasties-China.It shows that before the Sultanate of Aceh established, ithad a commercial trade with international merchants.McKinnon has claimed that Ujong Pancu was the centre for international trade in Aceh. Furthermore, he argued that thecapital of Lamuri kingdom is in Ujong Pancu. The founding of those ceramics demonstrates that Aceh had a strong connection with international trader long time before the establishment of Aceh Sultanate (McKinnon, 1988).

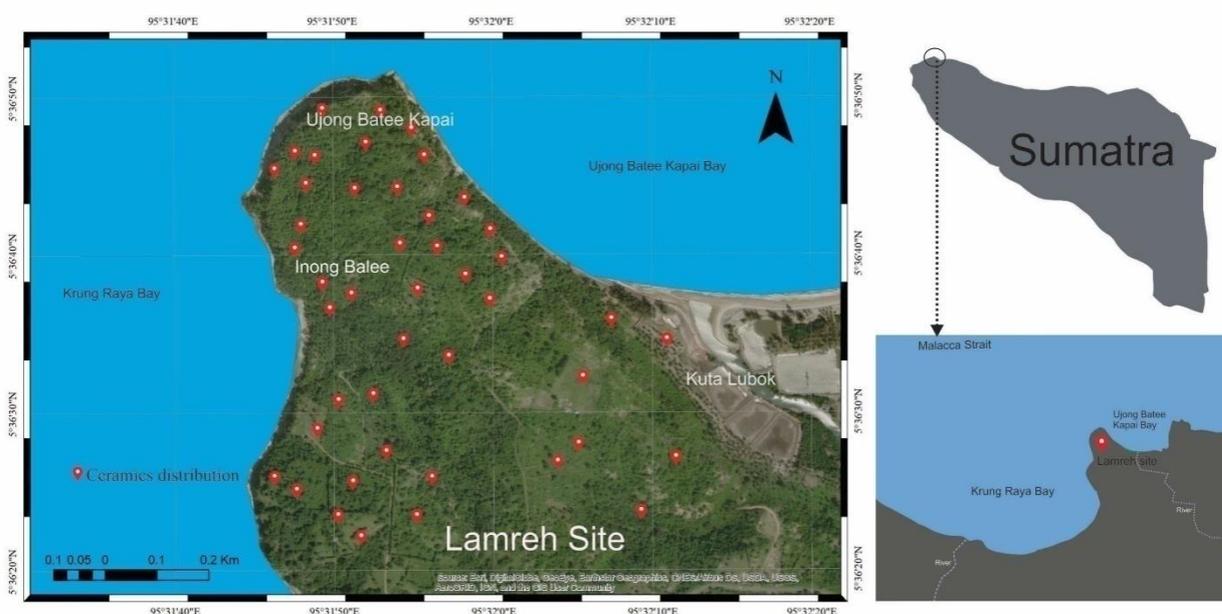
Lastly, the archaeological research related to the Kingdom of Lamuri rebutted by Suwedi Montana in 1995. Nevertheless, heinvestigated the kingdom trough Acehnese gravestones (*Batu Aceh*). In his publication entitled *Nouvelles donnees sur les royaumes de Lamuri et Barat* reported five gravestones were present at Lamreh site, but he did not report any ceramics

distribution at that site. One of his important finding is the royal gravestones belonged to Sultan Sulayman ibn Abdullah ibn al-Basyir who died in 1211CE. Therefore, he claimed that Lamreh site was the centre of Lamuri kingdom as reported by foreign voyagers(Montana, 1997). Nonetheless, the gravestones as reported by Montana no longer appear while this research is conducted. Montana’s information is very important and useful as secondary data to reconstructing a new hypothesis associated to the global commerce in Aceh since the early second millennium.

4. Discussion

Lamreh is a village located on the northern tip of Sumatra Island-Indonesia. This is a hilly area and facing directly with the Strait of Melaka. Lamreh site is situated at N 5°36’42.7” and E 95°31’54.2”. This site is about 30 km to the northern of Banda Aceh city or 50 km from the north direction of Ujong Pancu site. Lamreh site has 2 bays namely Krung Raya Bay positioned in south side of site and Ujong Batee Kapai Bay in north side of site. There are two freshwater rivers and empties to the bays (picture 1). This landscape provides a good safety to foreign ship anchored, protected from swells of Bay of Bengal and a source of fresh water. Therefore, Lamreh site is very strategic as an important transit point that connecting between Middle East and China.

During 3 weeks’ survey onsite, numerous pieces of ceramic fragment were collected for analysis. All the ceramics found at Lamreh site are in fragments. Therefore, the main issue to be addresses are the classification, dating and context. Previously, the format of ceramics classification in Southeast Asia was created by Harrison in 1959 based on his research in Borneo (Harrison, 1959). He provides that any discovered ceramics are classified by shapes and types. A few decades later, the format was applied by McKinnon in 1984 to addresses the similar issues on his research in Kota Cina, North Sumatra-Indonesia (McKinnon, 1984). This format is slightly modified since the ceramics from Lamreh site were commonly in fragments. All the ceramics fragments at Lamreh site divided into three categories they are bases, body and fragments. This format is believed to answer the origin of ceramics, dating and context. As the result, it shows that mostly the ceramics found at Lamreh site were from China, Thailand and Vietnam which will be explain in detail below.



Picture 1: Site locations and distribution of ceramics at Lamreh site

As mentioned above, there are several types of ceramics that found at Lamreh site. Mostly, they are divided into two groups that are Chinese ceramics and Southeast Asian ceramics. The classification, dating and context of the artefact is described in detail below.

4.1 Chinese Ceramics

According to the classification's result, there are several types of Chinese ceramics found at Lamreh site that are celadon, Qingbai and blue white porcelain. Firstly, the word of celadon refers to green glaze ware, all the green glaze ware called celadon. The main production of celadon was in Zhejiang province, southern China. The great qualities of celadon were produced in Longquan city located at southern Zhejiang then known as Longquan celadon (Wood, 1999). A large number of Longquan celadon was produced since 12nd CE when the capital of Song Dynasty moved to Hangzhou-southern China. Since that time, the craftsman began improved the technology of ceramics and successfully produced the great quality of celadon ware. This achievement due to several factors. Firstly, the main location of ceramics production was nearby to the court and it was easy to control by government. Then, the policy of Southern Song Dynasty launched the ceramics as one of the official commodity export other than silk. Since 12nd CE, a massive amount of celadon was exported and accepted in the international market due to their quality (Valenstein, 1988). Finally, celadon ware reached the greatness in 12nd until 14th CE under Song and Yuan dynasties. These ceramics have been already found in several sites in Southeast Asia either in Malay Peninsula (Muhamad, 2010; Rahman & Yatim, 1992; Yatim, 1978), Borneo (Azman, 2016) and Indonesia as the evidence of their distribution outside China (McKinnon, 1984).

Celadon ware is a common type of ceramics found at Lamreh site, the total number of celadon collected were 1,809 sherds of different sizes, colours and motifs. The shapes of bases fragment are flat base and ring foot. Rims fragments has a lot of shapes including flattened rims, flattened rims with raised edges, straight rims, averted rims and folded rims. Most of them has a various colour such as olive green, bluish green, yellowish green, pale green. The characteristic is different; they are a thin, thick, smooth, coarse, heavy cracked glaze which applied on off-white fabric and greyish fabric. The prevalent motifs on celadon fragments are incised vertical fluting on rims exterior, incised floral motif on body interior, incised lotus petal on bases interior, a carved lotus petal on interior and appliqué lotus petal on interior. The morphological analysis shows that the ceramics fragment was a part of utensils ware such as bowls and dishes. Those character is representing the identity of celadon ware produced in Zhejiang Province during Song and Yuan dynasties around 13rd – 14th CE (picture 2).

The second type of Chinese ceramics is Qingbai ware. Qingbai's word is refers to bluish-white glazed ware or white egg glazed ceramics. These ceramics was produced in Jiangxi province northern China. The raw material of this ceramics is a pure kaolin stone. These ceramics reached the glory in 12nd – 14th CE under Song and Yuan Dynasties (Wood, 1999). It was the important commodity beside celadon ware and silks. Qingbai was the common ceramics and some scholar believed these ceramics not produced for the royal court. Mostly, it was used for household and some part in Southeast Asia was used for funerals (Valenstein, 1988).

Qingbai is the large quantity of ceramics fragment after celadon that has already found in Lamreh site, Aceh. The total fragments of Qingbai ware found are 981 sherds with different sizes and shapes. As celadon fragments, Qingbai ware is also divided into three categories including bases, bodies and rims fragments. All the fragments are plain and heavy cracked bluish-white glaze applied on off-white fabric. The result of morphological analysis shows that the shape of Qingbai ware is bowls and dishes for daily life activities. However, another shape has not been

found until today. Relative dating was found the Qingbai ware from Lamreh site is dating back from 13rd until 15th CE (picture 2).

Blue and white porcelain is the last type of Chinese ceramics at Lamreh site. It was the most popular on the history of ceramics production. They have a blue decoration on white ceramics body then known as the blue white ceramics. Jingdezhen in Jiangxi Province-southern China was the largest kiln where the ceramics were produced (Valenstein, 1988). Blue white porcelain was produced since 14th CE under Yuan Dynasty and continued until 19th CE. The blue colour began to be used on ceramics on 14th CE when cobalt successfully imported from Persia (Wood, 1999). Jingdezhen started produced the porcelain ceramics in 14th CE and finally this area is known as the porcelain city. The combination of blue and white colour brought these ceramics as a pearl on international market in the past (Valenstein, 1988).

The blue white porcelain was exported in a huge quantity to Southeast Asian market since 14th CE. Currently, a new discovery of blue white porcelain from early Ming Dynasty has been already found in Lamreh site, Aceh Province-Indonesia. The total number of fragments is 591 sherds with different shapes, sizes and ornaments. There are few pieces among blue-white porcelain fragments has a good quality. One of the important findings, a complete base fragment of blue white porcelain featured with a slim ring foot, on its interior surface are decorated in a very vivid blue with a sprays of blackberry lily inside medallion. Another fragment is a body sherds decorated with lotus petal panels framing abstract leaf design on exterior. Those characteristics represent the identity of blue-white porcelain produced under Yuan and Ming dynasties (14th – 15th CE) in Jingdezhen kiln, Jiangxi Province (picture 2).

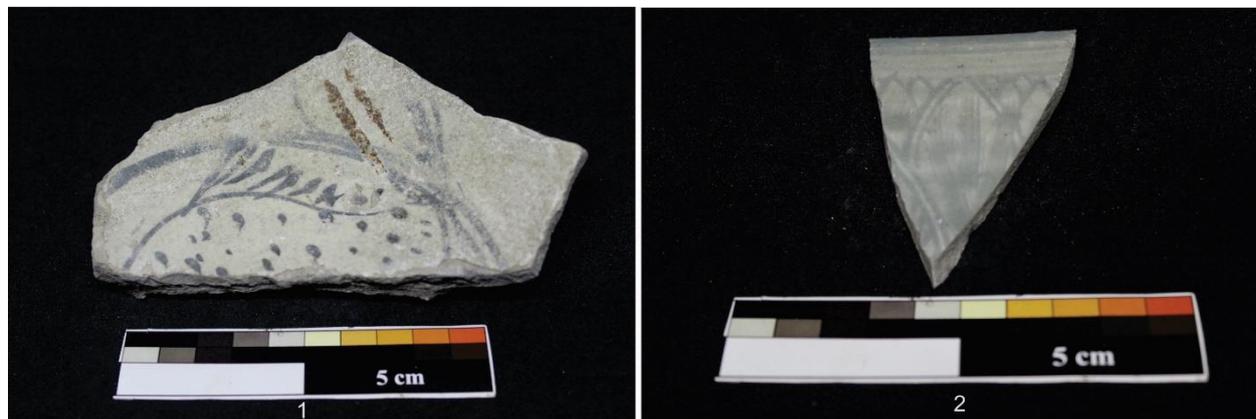


Picture 2: (1) Longquan celadon bowl fragment with incised floral design on base interior (14th CE), (2) Qingbai bowl fragment with trimmed corner foot ring (14th CE), (3) blue white porcelain dish fragment with underglaze floral design on base interior (15th CE).

4.2 Southeast Asian Ceramics

Besides Chinese ceramics, another type of ceramics that have been found at Lamreh site is Southeast Asian ware. There are Thai, Vietnamese and Burmese wares. However, the largest number of Southeast Asian ceramics at Lamreh site is Thai ware. The total numbers collected are 213 fragments with different sizes and motifs. Generally, the largest diameter of the fragments is 8 cm and the smallest are 2 cm. Mostly, they are divided into two categories including brown slip ware and green glaze ware. The brown slip ware known as Sukhothai ware and Thai green glaze known as Sawankhalok ware (Brown, 1988). Based on morphological analysis it show that all of Thai fragments are bases, bodies and rims sherd. Sukhothai's fragments from Lamreh site featured with white-grey slip applied on dark grey fabric. A few pieces of rim fragment son edge interior have brown horizontal geometric line. One of the important discoveries of Sukhothai ware is a half complete dish. Its featured with a dark brown motif decorated above white slip and covered with a transparent glaze. There were also contained unglazed dots or mostly known as "spur mark" on base interior where the ring foot are thin and low (picture 3).

Another type of Thai ware from Lamreh site is Sawankhalok fragments. However, they have no variations. The result of morphological analysis show that the Sawankhalok fragments shapes consist body and base. A few pieces of body fragments featured with incised lotus petal on interior while the exterior is plain. The most identical motif of Sawankhalok ware is incised lotus also found on base fragments interior. All of the Sawankhalok fragments have a pale green glaze applied on greyish-black fabric. Relative dating show that the Thai green glaze ware from Lamreh site came from late 14th CE or early 15th CE (picture 3).



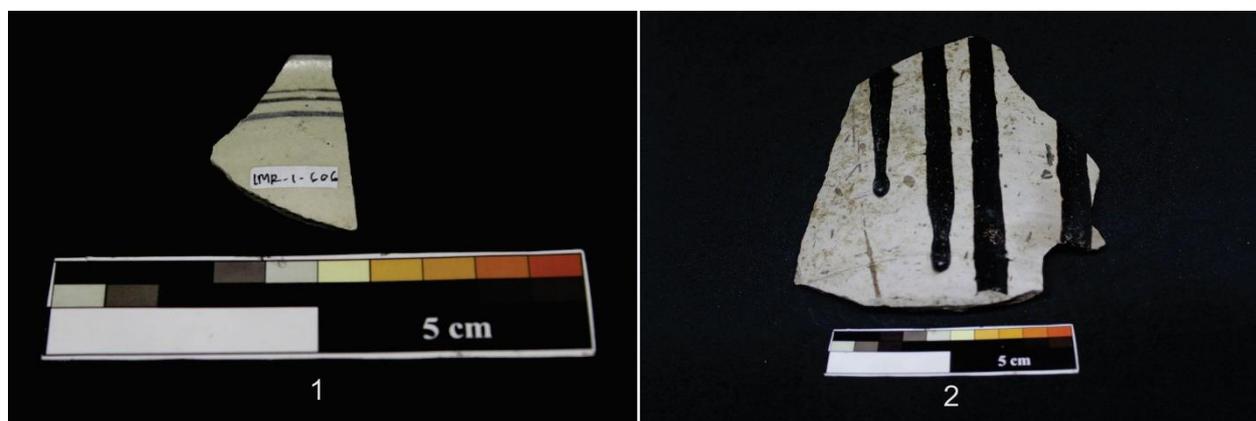
Picture 3: (1) Sukhothai ware fragment with black motif inside medallion on base interior (15th CE) and (2) Sawankhalok fragment with incised lotus petal on body interior (15th CE).

The second type of Southeast Asian ceramics at Lamreh site is Vietnamese wares. Refers to the history of the productions, Vietnam has a long time of ceramics production, but the early exported ceramics was begun since late thirteen or early fourteen centuries (Brown, 1988). It was associated to the Chinese refugees who migrated to the Southeast Asia when the Mongol invaders attack South Song Dynasty. The early Vietnamese exported wares identical with monochrome and under glaze black. Mostly, they are bowls decorated in different pattern (Guy, 1986). Interestingly, a few pieces of ceramics fragments with the characteristics explained above has been discover at Lamreh site during field work (picture 4). Generally, all the fragments found are not identifiable due to the size is too small, but, a few pieces of them come from bases and rims fragments. The bases fragments have a brown slip decorated with under glaze black floral on interior and the inner base exterior is chocolate in colour. The morphological analysis of rim fragment shows the fragment has an averted rims and brown exterior with a cream-glazed interior. Another identical shape of Vietnamese under glaze black ware such as cup-like bowls, dishes, oval shape covered box, flat base jar lets, ever and bottles never been found in Lamreh site until today.

A huge development of Vietnamese ceramics begun in fifteenth century when the Annamese potters introduce blue and white ceramics (Miksic, 2009). This achievement was also the impact of Chinese culture and probably, also, to the migration of Chinese potters. All the Vietnamese blue and white ceramics is quite similar with the Chinese blue white porcelain (Brown, 1988). Vietnamese blue and white ceramics also found at Lamreh site, but the quantity is low compare to the Chinese porcelain. Mostly, they are found in bases fragments. They have a geometric motif inside medallion on base interior. Another important finding is body fragments its size is below 3 cm. They are decorated with modified flowers petal on exterior. All of them have a faded blue and it's a main characteristic of 15th CE Vietnamese blue and white ceramics.

Among the ceramics fragments, there are several largest sizes of fragments collected during field work. Mostly, its diameter is ranges from 7 cm to 10 cm, but, one of them is more than 10 cm in diameter. The result of technological analysis is show that is the stoneware fragments. The fabric

colour is greyish white, and a thick blackish brown glaze applied on exterior. Several pieces of stoneware fragments are displayed with blackish brown slip a stripe flowing down (picture 4). This is the typical character of Martaban Jar produced in Pegu state, Myanmar. Generally, the diameter of Martaban is more than 1 meter and states that Martaban was the largest jars ever produced in the history of ceramic trade. The jar was in great demand since 15th until 18th CE by the Arab, Indian and later European merchants to store water, wine, oil and other goods (Borell, 2014).



Picture 4. (1) Vietnamese bowl fragment with black lines motif on body exterior (15th CE) and (2) Martaban jar fragment with blackish brown slip stripes flowing down (15th CE).

Based on discussion above, there are several types of ceramics has been collected and analysed to get their context. However, the total number of ceramics fragments found at Lamreh site is 4,601 pieces and mostly they are from 13rd – 15th CE. It is indicated that the ancient global commerce was carried out in Lamreh site. Those ceramics also demonstrated that Lamreh was the important point for a global activity. However, the important issue is why Lamreh was so important as of many artefacts were found here. Probably, it is indicated that the possibility of the establishment of a sea port in northern part of Sumatra Island since 13rd until 15th CE. The significant number of the artefacts is also declared that Lamreh site was the centre of Lamuri Kingdom, a place for global commerce as mentioned by ancient traders since 9th until 15th CE. This is exactly suitable as mentioned by Arabian traders that location of the Lamuri kingdom lies in front of the Strait of Melaka and Bay of Bengal.

Around 50% of fragments are China ceramics from 14th CE and 35% of fragments are Southeast Asian ceramics from 15th CE and 15% of fragments is unidentified. The high quantity of Chinese ceramics from 14th CE indicates that the growth of global commerce in Lamuri occurred in 14th CE and decline in 15th CE. The founding of Southeast Asian ceramics from 15th CE is believed to be related to the policy of Ming Dynasty to close the international trade. This occurrence gave the opportunities to Southeast Asian countries to introduce their products into global trade network. Therefore, the discovery of Southeast Asian ceramics at Lamreh site is the strong evidences that Lamuri Kingdom had a strong connection with Southeast Asian countries in 13rd until 15th CE. The products from China, Thailand, Vietnam and Burmese were accepted in Aceh market before 15th CE. Probably, the ships from China stop in Vietnam and Thailand to sale the Chinese commodities such as silks and ceramics. Then, the trader bought their ceramics to re-trade in another Southeast Asian market. The discovery of Chinese, Thai, Vietnamese and Burmese wares in Lamreh sites as the evidence that Aceh was the important market for Southeast Asian ceramics in Nusantara world.

5. Conclusion

Based on exploration of the coastal area of Banda Aceh and Aceh Besar, Lamreh is the site where much oldest ceramics was distributed. Detail survey onsite has found many ceramics fragment from China and Southeast Asia. Chinese ceramics types are celadon from 13th – 15th CE especially was made at Longquan kiln, qingbai ware (13-14th CE) from Jiangxi kiln and blue white porcelain from Jingdezhen kiln (15th CE), while the Sukhothai ware (14th – 15th CE), Vietnamese ware (15th CE) and Burmese (15th CE) are the types of Southeast Asian ceramics. The discovery of ceramics at Lamreh site described the growth of trade volume that had occurred in Aceh until 15th CE. Consequently, the development of trade in Aceh occurred in 14th CE which is confirmed by the founding of numerous celadon wares from Yuan period at Lamreh site. Lastly, the founding of Thai and Vietnamese wares at Lamreh site shows that Aceh was the hub of international trade and had a strong connection with South East Asia communities in the past.

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Relationship Between Psychological Well-Being And Quality Of Life Among Teachers In Kuala Terengganu

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Abstract

The main purpose of this study was to investigate the relationship between psychological well-being and quality of life among teachers in Kuala Terengganu. The participants consist of 380 teachers from 36 secondary schools in Kuala Terengganu, Terengganu with the division of 113 male teachers and 267 female teachers. The respondents were randomly selected and the data were gathered through the distribution of questionnaire. The questionnaire used consists of two main scales which are Ryff's Psychological Well-Being Scale consist of 54 items reflecting the six areas of psychological well-being which are autonomy, environmental mastery, personal growth, positive relation with others, purpose in life, and self-acceptance and World Health Organization Quality Of Life Scale (WHOQOL-BREF) consist of 26 questions covering four domains of factor contributing to quality of life – physical health, psychology, social relation and environment. The finding of the study indicate that the level of psychological well-being among teachers was in the moderate level where majority 350 (92.1%) of the respondents got moderate score and 30 (7.9%) of them got high score of psychological well-being, while the level of quality of life among teachers was in the high level where majority 336 (88.4%) of the respondents got high score and 44 (11.6%) of them got moderate score. Further, Pearson correlation analysis revealed that there was positive relationship ($r = 0.332^{**}$, $p = 0.00$) between psychological well-being and quality of life among teachers. It shows that the higher level of psychological well-being will increase the level of quality of life among teachers. Reflection for future research and occupational health, interventions are suggested.

Keywords: Psychological Well-Being, Quality Of Life, teachers

1. Introduction

Highly competitive conditions of today's global world put workers under a lot of stress. The teaching profession has been categorized as an occupation at high risk of stress (Chan and Hui, 1995; Pithers and Forgy, 1995). (The Health and Safety Executive, 2000) in the United Kingdom reported that teaching was the most stressful occupation, compared to other occupations, such as managing, nursing, and professional and community service occupations. It was also reported that two out of five teachers in the United Kingdom experienced stress, compared to one in five workers from other occupations. Consequently, this stress influences the Psychological Well-Being (PWB).

According to (Reis, Araújo, Carvalho, Barbalho, & Silva, 2006) teaching at primary and secondary education level put higher emotional rates compared to other formal profession in Brazil. This is supported by the idea launched by the International Labour Organization (Organisation Internationale du Travail [OIT], 1981) that teaching is a profession with high physical and mental risk levels. This phenomenon was not only revealed at Brazil, United Kingdom and Hong Kong, but it becomes an international phenomena including Malaysia.

By looking at the recent review by Union of Teaching Profession (NUTP), pressures faced by the teachers in Malaysia has been increasing over the last few years mainly due to the introduction of

new various educational programs as well as the use of an electronic system (e-system) to record all the activities at school (Lok Yim Pheng, 2015). There were many international researchers have demonstrated that the adverse conditions of teaching significantly affect teachers' rates of psychological wellbeing and quality of life (Kyriacou, 2003; Penteado & Pereira, 2007; Xavier & Morais, 2007).

Past studies shows that there are several contributing factors of stress among teachers in Malaysia such as use of information technology (Hanizah, 2003), the working environment and feelings of responsibility (Ismail, 1998) and the school type and perceptions of inadequate school facilities (Chan, 1998). Teachers are at increased risk for burnout (Azlihanis, 2015)

Teaching is a very important profession in each country. It involves the creation and development of human capital which is the most important asset for countries' development. According to (Wan Nor Hayati Wan Othman, 2014), good psychological well-being will lead to a better quality of life and good performance. So that, it is important to explore about the psychological well-being and quality of life among the teachers to ensure the better quality of educational system in Malaysia. So that, this study focuses on teachers around Kuala Terengganu by evaluating their level of psychological well-being and quality of life and the relationship between them.

1.1 Psychological Well-Being

Psychological well-being can be defined according to individual judgment towards his life, evaluation toward condition and expected value based on past experience and achievement in life (Tamara Turashvili and Marine Turashvili, 2015). It is supported by Goldberg et al., (1997), psychological well-being is understood as individuals' personal evaluation about their experiences of emotional tension, depression, anxiety, somatic symptoms, insomnia, social skills and skills to cope with adverse situations. Otherwise, (World Health Organization, 2003) has defined that psychological well-being as individual who is physically and mentally healthy and able to maintain positive relationship with others, take part in society's program and able to contribute to society as well. So that, we can conclude that psychological well-being can be referring to individual who is physically and mentally healthy and have positive judgments toward him and the surrounding environment.

(Ryff, 1989), see psychological well-being as an attempt to realize the potential of the individual, the development of individual potential and actual capabilities. She has distinguished six core dimensions and also developed an instrument that is now widely used by researchers. The theoretically derived dimensions of positive psychological well-being included *Autonomy*: Self-determination, independence and regulation behavior from within, *Environmental Mastery*: The ability to develop in the world and change it creatively by engaging in physical or mental activities, *Personal Growth*: Developing one's capacity to grow and expand from birth to death, *Positive Relation With Others*: Having close interpersonal relation based on trust and ability to love others, *Purpose in Life*: Having intentions, goals, and self-direction, and *Self-Acceptance*: The center of psychological well-being, characteristic of self-actualization, optimal functioning and maturity.

Current issues on teachers' psychological well-being are on rise. According to (Espinoza, 2015), the finding from an online survey among 3500 teachers in England, Wales, Scotland, and Northern Ireland reported that 84% of them claim that their health and well-being have been negatively affected by their job in the last 12 months. Compared to the year 2014, the percentage rose by 4%.

Teachers' psychological well-being can be affected by various job-related issues especially high level of stress. According to (Osman, 2015), recently in Malaysia, the Minister of Education had stated that over 420,000 teachers across the country are experiencing occupational stress, which have already affected their focus on teaching. The caused of teachers' stress is mainly due to their great amount of workload in school. (Eres & Atanasoska, 2011), found that teachers experience more stress compared to other profession due to the handful of task at work, poor results among students and discipline problem among students.

1.2 Quality of Life

The World Health Organization (WHO) has defined Quality of Life (QOL) as an individual's perception of their position in life, in the context of culture and value system in which they live and their relationship to the goals, expectations, standard and concerns. WHO has outlined four key elements that affect quality of life. These elements are psychological, physical health, social relationships and environment. In the other way, the determination of one's quality of life is influenced by the internal and external aspect of a person that's come from the environment.

In Malaysia's context, (Omar, 2009) mentioned that QOL encompasses the fulfillment of human needs such as a satisfactory material life, health, education, security, living in a clean environment and also the enjoyment of the aesthetic and spiritual needs. Malaysia has outlined ten key components that affect the quality of life of an individual in the Malaysian Quality of Life Index. These components are income and distribution, work environment, transport and communication, health, education, housing, environment, family life, social inclusion and public safety.

The study by (Louis, 1998) showed significant positive relationships between quality of life and teachers' commitment. The nature of work stress, dissatisfaction, negative effects, and the classroom environment may have negative impacts on teachers' feelings, emotions, and behaviors (Waugh & Hyde, 1993). Study by Ho (1996) found that teachers with high levels of stress had lower job satisfaction that can negatively affect their quality of life.

2. Method

2.1 Study Design

This study used a cross-sectional study design. The samples are randomly selected from the identified population and contacted at a specific time to obtain information.

2.2 Participants

Participants of this study were 380 teachers from 36 secondary schools in Kuala Terengganu, Terengganu. 113 of them were male teachers and 267 of them were female teachers. They were randomly selected by the researcher regardless of their background, age, teaching experiences and income. There are 36 secondary schools in district of Kuala Terengganu. All of the teachers have the same chances to be chosen as the respondent. The respondents were randomly selected by the list of teachers in every school.

2.3 Instruments

1) *Ryff Scale of Psychological Well-Being*. The Ryff Scales of Psychological Well-Being is a theoretically grounded instrument that specifically focuses on measuring multiple facets of psychological well-being. This instrument consists of 54 items reflecting the six areas of psychological well-being: autonomy, environmental mastery, personal growth, positive relation with others, and purpose in life, and self-acceptance. Respondents rate statements on a scale of 1

to 5, with 1 indicating strong disagreement and 5 indicating string agreements. According to (Tricia, 2005), all scales domain of psychological well-being showed satisfactory internal consistency (positive relation with others: $\alpha = .91$, autonomy: $\alpha = .86$, environmental mastery: $\alpha = .90$, personal growth: $\alpha = .87$, purpose in life: $\alpha = .90$ and self-acceptance: $\alpha = .93$).

2) *World Health Organization Quality Of Life (WHOQOL-BREF)*. The WHOQOL-BREF consist of 26 questions covering four domains of factor contributing to quality of life – physical health, psychology, social relation and environment. This instrument also includes 2 general questions about quality of life. Respondents rate statements on a scale of 1 to 5. According to (Hasanah Che Ismail, 2002), all scales domain and general questions of quality of life showed satisfactory internal consistency (physical health: $\alpha = .95$, psychology: $\alpha = .93$, social relation: $\alpha = .89$, environment: $\alpha = .95$, general questions of quality of life: $\alpha = .84$).

2.3 Procedure

Data Collection- Initially, the school's principal was contacted to obtain the permission data collection process with the teachers at their school. During that meeting, they had received deep explanations about the objectives of the study, the benefits of the study and the procedure for data collection. The questionnaires were distributed to the selected respondents and they were given one week of time to fill up the questionnaire in order to avoid from disturbing them with their work and to give a space for them fill up the questionnaire sincerely without rush and stress.

Data Analysis- For data processing, Statistical Package for Social Sciences (SPSS) version 20 was used. Initially, descriptive analyses of frequency distribution were calculated (mean, min, max and standard deviation). Then the subjects were classified in three different groups (low, intermediary and high score) according to their scores on the variable 'Psychological Well-Being' (PWB) and Quality of Life (QOL). Finally the relation between psychological well-being and quality of life among the teachers were tested.

3. Results

Data were systematically analyzed by using Statistical Package for Social Sciences (SPSS) version 20 software. The background of the respondents, level of psychological well-being, level of quality of life and relationship between psychological well-being and quality of life among teachers were determined according to the tables below.

Table 1: Background of the respondents

Variables		Frequency (N)	Percentage(%)
Sex	Male	113	29.7
	Female	267	70.3
	Total	380	100
Age	20-30 years old	18	4.7
	31-40 years old	105	27.6
	41-50 years old	176	46.3
	51 years old and above	81	21.4
	Total	380	100
Income	RM3000 and below	3	0.8
	RM3001 – RM4000	12	3.2
	RM4001 and above	365	96.0
	Total	380	100
Level of Education	Diploma	17	4.5
	Degree	353	92.9
	Master	10	2.6
	Total	380	100
Marital Status	Single	19	5.0
	Married	350	92.1
	Divorced	11	2.9
	Total	380	100

3.2 Level of Psychological Well-Being

Table 2 sets out the mean ratings and standard deviations to the six domains of psychological well-being for all samples. The means range from 31.6 to 35.1, and standard deviations range from 3.37 to 4.25. As evidenced by means rating, the top domain that contribute to psychological well-being is environmental mastery with mean score 35.1 (highest) and standard deviation 3.90. This followed by positive relation with others and purpose in life (mean = 34.6), personal growth (mean = 32.4), autonomy (mean = 31.6), and self-acceptance (mean = 31.2). The study shows that the level of overall psychological well-being among teachers is in intermediate level with means 199.5 and standard deviation 16.78. The same results showed by the frequency of the respondents, where majority 350 (92.1%) of the respondents have moderate level of psychological-well-being.

Table 2: Scores obtained on psychological well-being

Factor	Psychological Well-Being (54 items)							
	N	Mean	Min	Max	SD	Frequency of Participants per interval n (%)		
						Low	Moderate	High
Autonomy	380	31.6	22.0	44.0	4.16	0 (0%)	167 (43.9%)	213 (56.1%)
Environmental Mastery	380	35.1	23.0	45.0	3.90	0 (0%)	50 (13.2%)	330 (86.8%)
Personal Growth	380	32.4	22.0	41.0	3.52	0 (0%)	106 (27.9%)	274 (72.1%)
Positive Relation With Others	380	34.6	20.0	45.0	4.25	0 (0%)	65 (17.1%)	315 (82.9%)

Self- Acceptance	380	31.2	21.0	44.0	3.61	0 (0%)	154 (40.5%)	226 (59.5%)
Purpose In Life	380	34.6	22.0	45.0	3.37	0 (0%)	38 (10.0%)	342 (90.0%)
Overall Psychological Well-Being	380	199.5	151. 0	254. 0	16.78	0 (0%)	350 (92.1%)	30 (7.9%)

3.3 Level of Quality of Life

Table 3 sets out the mean ratings and standard deviation to six factors of quality of life for all samples. The means range from 14.1 to 16.2 and standard deviation range from 1.40 to 3.30. The top domain that influence quality of life is general domain with mean score 16.2 (highest) and standard deviation 1.97. This followed by physical health and social relationship (mean = 16.0), psychological and environment (mean = 14.7), and general question of quality of life (mean = 14.1). The overall level of quality of life among the respondents is in high level with mean 15.3 and standard deviation 1.57. It also can be seen by the frequency of the respondents, where majority 336 (88.4%) of them have high level of quality of life.

Table 3: Scores Obtained on Quality of Life

Factor	WHOQOL-BREF (26 items)						Frequency of Participants per interval n (%)		
	N	Mean	Min	Max	SD	Low	Moderate	High	
General 1	380	14.1	8.6	18.9	1.72	1(0.3%)	32 (8.4%)	347 (91.3%)	
General 2	380	16.2	8.7	20.0	1.97	3(0.8%)	103 (27.1%)	274 (72.1%)	
Physical Health	380	16.0	6.7	20.0	2.34	0 (0%)	131(34.5%)	249 (65.5%)	
Psychological	380	14.7	11.0	18.0	1.40	0 (0%)	46 (12.1%)	334 (87.9%)	
Social Relationship	380	16.0	4.0	20.0	2.12	0 (0%)	53 (13.9%)	327 (86.1%)	
Environment	380	14.7	4.0	20.0	3.30	0 (0%)	50 (13.2%)	330 (86.8%)	
Overall Quality of Life	380	15.3	9.1	19.2	1.57	0 (0%)	44 (11.6%)	336 (88.4%)	

3.4 Relationship Between Psychological Well-Being And Quality of Life

Table 4 indicates that there are positive relationship between psychological well-being and quality of life among the teachers with coefficient of significant $p = 0.00$ and $r = 0.332^{**}$. This means the level of psychological well-being of the respondents is positively associated with their quality of life. The higher the level of psychological well-being will lead to higher level of quality of life among the teachers, and vice versa. So that, it is important to improve the level of psychological well-being among teachers in order to have better quality of life.

Table 4: Relationship Between Psychological Well-Being And Quality of Life

Variables	Quality of Life	
Psychological Well-Being	Correlation (r)	.332**
	Significant (2- tailed)	.000
	N	380

**Correlation is significant at 0.01 level (2-tailed)

3.5 Limitation of the Study

This study is limited to the teachers in district of Kuala Terengganu only, due to the time constraints and budget. Besides, it is only focusing on six element of Ryff' Psychological Well-Being theory as the contributing factors to psychological well-being among teachers.

4. Discussion and Conclusion

The main objectives of this study are to identify the level of psychological well-being and quality of life among teachers in Kuala Terengganu, and also determine the relationship between them. The result of this study has shown that the overall psychological well-being levels among the respondents are moderate. It is possible to conclude that the level of teacher's psychological well-being is not sufficient and need to be improved. In addition to the factors of psychological well-being, the present study identified environmental mastery is the main factors that contribute to psychological well-being among teachers. This followed by positive relation with others and purpose in life, personal growth, autonomy, and self-acceptance. Research finding also state that the level of quality of life among the respondents are high.

The results reveal that there are positive relationship between psychological well-being and quality of life among the teachers. This result is consistent with the finding of (Monica, et al., 2010), and (Elisa, et al. 2012). Teachers with good psychological well-being tend to have high level of quality of life. According to (Refahi, et al., 2015), good psychological well-being will influence positive attitude, feeling of satisfaction, intimacy about relationship, feeling of independency, having purpose in life, feeling strong in life.

In conclusion, the result of the current study is a confirmation for the role of autonomy, purpose in life, positive relation with others, personal growth, self-acceptance and environmental mastery in influencing psychological well-being among teachers. Results also confirm the important of psychological well-being in teacher's quality of life. This finding support the study by (Abdurrahman, Oyku, Atakan & Mohammad, 2015), which stated the entire component from Ryff' Psychological Well-Being is positively significant with the teachers quality of work life in Turkey.

With respect to the achieved results, it is suggested that other researchers repeat this study in other state and societies in Malaysia to achieve more accurate and generable results. And it is suggested to the person in charge of the educational systems to pay more attention on

psychological well-being aspect among teachers to improve and sustain good work quality among them. A good intervention program or module also can be created to improve psychological well-being and quality of life among teachers.

5. Acknowledgment

This research was supported by Kementerian Pengajian Tinggi Malaysia under MyBrain15 program. I would like to thank my lecturers and colleagues from Institute of Community Development and Quality of Life, Universiti Sultan Zainal Abidin who provided insight and expertise that greatly assisted the research.

Nobody has been more important to me in the pursuit of this project than the members of my family. I would like to thank my parents, whose love and guidance are with me in whatever I pursue. They are the ultimate role models. Most importantly, I wish to thank my loving and supportive husband, and my daughter who provide unending inspiration

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The Conceptualization and Operationalization of Cultural Tolerance: Adopting Positive Psychology Perspective

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Abstract

Tolerance is a concept commonly found in fields such as sociology, political sociology, multiculturalism and liberalism, but not in positive psychology. This concept paper aims to conceptualize and operationalize cultural tolerance by adopting positive psychology perspective. It begins with reviewing past literatures on tolerance from various perspective and comparing the definitions, complexities, challenges and gaps. Through addressing the conceptual gaps of tolerance from various perspectives and taking into consideration the positive psychology philosophy and theories, a distinctive concept and operational definition of cultural tolerance from positive psychology are presented.

Keyword: cultural tolerance; positive psychology; intrinsic tolerance; autonomous tolerance.

1. Introduction

The definition of tolerance from the psychology perspective is one's ability to look at different perspectives, to empathize with other's perspectives, to be open and accept divergent cultures (Pacino, 2015). A tolerant society is indicated by its members' willingness to be attentive and create a continuous and steady relation with people who are different (Ahmad et al., 2013). From past literature, although tolerance is an established concept in many fields but not limited to; sociology, political sociology, multiculturalism, liberalism, but it is not in positive psychology. Yet, tolerance has been suggested as a part of positive institutions that can potentially contribute to well-being and flourishing societies (Seligman and Csikszentmihalyi, 2000). To further examine the concept of tolerance and explore its potential as a positive construct, there is a need to conceptualize and operationalize tolerance, particularly from the positive psychology perspective. Thus, this paper aims to conceptualize and operationalize tolerance by adopting the positive psychology perspective.

2. Literature Review of Studying Tolerance from Various Perspectives

From the sociological perspective, tolerance is defined as the link between tolerance subject and object, whereby the subject is willing to accept the object's sociocultural differences in terms of visible and behavioral features, statements, and others (Matskovsky, 2004). Hence, in interethnic relations, tolerance constitutes two-pronged approaches whereby both the minority and majority establish mutual understanding (Kuznetsov, 2003). Meanwhile, in political sociology, tolerance is defined as a submission to specific democratic principles whereby both the proposing and opposing groups in the society coexist regardless of contrasting goals and interests (Jackman, 1977). Both perspectives posit that tolerance is viewed from external sources. In sociology, tolerance is viewed from the connection among situational, societal, environmental, social system and cooperation with subjective reality. Meanwhile, in political sociology, tolerance is seen from the degree of compliance toward certain democratic principle, especially from the opposing groups in a society. These perspectives are looking at tolerance from the macro level and not taking into consideration the individual's perspective as a member of a society.

In multiculturalism, the act of tolerance is exemplified by accommodating different cultural communities and advocating fairness as well as equality (Kumar, 2011). However, this approach

is plagued with a misconception that everyone should be treated equally due to perceived similarity in characteristics and only valuing a particular way of life (Parekh, 2001). Despite sharing a common identity, human beings are differentiated by cultures; the similarities and differences may cross (Parekh, 2001). Those who do not live up to the prescribed value do not merit equality. Therefore, equality based on the assumption of human uniformity is deemed philosophically incoherent and morally problematic (Parekh, 2001).

Multiculturalist believes toleration does not necessitate people to give negative evaluation on different culture or beliefs and accept restraints in acting on that negative evaluation (Horton, 1996). There are no clearly defined choices of either a prohibition to criticize other cultural practices (“multiculturalism”) or acceptance on one’s prejudices providing that they do not act on such behavior (“toleration”) (Horton, 1996). Above all, the choices to implement toleration must consider the actions that can be sensibly objected or the objectionable actions that can be tolerated. This shows the issues of tolerance from multiculturalism; firstly, the issue of people treating members of different cultures equally and disregarding the specific customs and needs of the individual groups. Secondly, to what extent tolerant people can object certain cultures, allow others or restrain themselves to act out on the cultural practices/ beliefs that they disagree with.

In contrast, liberalism stresses the relation between individuals and their memberships in the society. An individual is seen as the foundation of a society, with autonomy and free will to act, freedom of expression and conscience, and association. Tolerance and respect for the rights of others are part of the required features of liberalism (Kymlicka, 1995). The concept of liberalism has promoted tolerance as one of its merits (Horton, 1996).

However, non-liberals criticize that the liberals are only tolerant on subjects that they approved. Therefore, the concept of ideal tolerance from liberalism is very limited (Horton, 1996). In addition, liberalism focuses on the neutrality concepts of good (Horton, 1996). It is not possible to be tolerant with a negatively valued concept. Despite being viewed as part of liberalism, the concept of tolerance is still not clearly defined and operationalized. The issues of defining tolerance from liberalism are whether liberalists can be tolerant with cultural practices/ beliefs that they perceived to be negative, or others who are intolerant or prejudiced.

As for social psychology, (Verkuyten, 2010) proposed that tolerance can be conceptualized in multiple ways, such as appreciating difference, adopting favorable attitude toward an out-group, demonstrating a lack of prejudice, enduring with something that one disagrees with or is prejudiced against (Verkuyten, 2010). Usually, there is a group with unequal power status in society that withholds a particular behavior. Thus, the majority’s reaction to multiculturalism poses a significant impact on group relations (Verkuyten, 2010). Social psychology provides the clearest conceptualization of tolerance, yet it does not adopt the positive constructs that can potentially contribute to societal and individual’s well-being.

Tolerance is a complex concept found in a culturally diverse society due to its highly debatable and multifaceted natures. For instance, a positive attitude towards an out-group does not essentially mean acceptance towards the out-group’s rights and practices (Verkuyten, 2010). Conversely, prejudice towards a specific group does not imply rejection of specific rights and actions. In addition, one’s positive affect does not automatically translate into unconditional acceptance of the culture (Verkuyten, 2010). Furthermore, accepting different cultural beliefs in abstract does not automatically result in tolerating the public expression of the said belief or the actual cultural acts/practices (Vogt, 1997). Generally, the complexity of tolerance from social psychology is such that to tolerate is to allow, but it does not necessarily translate into refusal to judge or an unconditional acceptance of different cultural practices/acts. This highlights how the conceptualization of tolerance must be carefully defined to address all of the above complexities.

The field of psychology mainly emphasizes on the pathology model on humanity, i.e. healing and repairing the damage since the Second World War (Seligman and Csikszentmihalyi, 2000). Abraham Maslow pioneered the concept of positive psychology in 1954, who noted that the “science of psychology has been far more successful on the negative than on the positive side. It has revealed to us much about man’s shortcomings, his illness, his sins, but little about his potentialities, his virtues, his achievable aspirations or his full psychological heights. It is as if psychology has voluntarily restricted itself to only half its rightful jurisdiction, the darker, meaner half” (p.354). The study of psychology should encompass both the negative and positive. In addition, Maslow (1954) also argued that it is imperative for psychology to reflect a well-rounded story about human nature and to assist human beings in reaching their full potential, instead of just aiding them in prevention or absence of ills (Maslow, 1954).

Martin Seligman reintroduced positive psychology 40 years later by directing the focus into positive development, such as research on strength and well-being (Lopez and Gallagher, 2009). He defined positive psychology as a scientific study of an ideal human life that discovers and encourages factors that facilitate the flourishing of individuals and communities (Seligman and Csikszentmihalyi, 2000). It is normal for human beings to experience the ups and downs in life; both experiences are relevant aspects of human life. Thus, positive psychology aims to provide a balanced view in a way that it provides the positive aspects and simultaneously does not negate the negative aspects of human life. Concurrently, tolerance can be viewed as part of the positive constructs that can potentially lead to well-being and flourishing individuals and societies.

Similarly, in the field of cross-cultural psychology, there are more emphasis on the negative aspects of intercultural relationship such as prejudice, discrimination and racism but rarely on positive aspects such as tolerance (Lopez, Snyder and Rasmussen, 2003). Due to the all-encompassing nature of humans, focusing and validating the issues alone without considering the strength aspect is incomplete. The field of positive psychology has limited exploration on the cross-cultural field, let alone tolerance. Thus, this paper intends to conceptualize tolerance while adopting the philosophy of positive psychology.

3. Summary of Research Gaps from Literature Review

From the above discussion, the current perspectives of studying tolerance were summarized and argued, that overall it was not satisfactory because:

1. Tolerance from an individual’s perspective was not addressed.
2. Tolerance was not viewed as part of the positive construct.
3. Tolerance was still not clearly defined and operationalized.
4. Current approach of studying tolerance in positive psychology, especially in cross cultural context, was still limited.
5. All complexities that can be part of conceptualizing and addressing were important to address tolerance.

In addition, the specific challenges and complexities of the concept of tolerance from each perspective were also summarized:

6. In sociology, tolerance is viewed from macro perspectives; i.e. situational, societal, environmental and social system. In political sociology, tolerate means to comply and submit to specific democratic principle, usually determined by the majority group. In addition, it also means whether both the proponents and oppositions can live together and put up with differences in goals and interests.

7. In multiculturalism, the question is whether it is tolerance when people treat members of different cultures equally without considering the distinctive needs as well as the customs of individual's culture.
8. In liberalism, the challenge is whether tolerant people can still be considered tolerant if they cannot accept others who are prejudiced/intolerant of others' cultural practices.
9. In both multiculturalism and liberalism, the question is whether people are considered tolerant if they ignore, deny, refuse to judge or allow the manifestation of cultural beliefs/practices that they deem unacceptable.
10. In social psychology, the question is if people have positive attitude towards any cultural beliefs whether they can be tolerant of the real-life acts of the said cultural practices.

For example, if people have a generalized positive attitude towards a controversial cultural practice such as circumcision, can they still tolerate the real-life act of circumcision carried out by a certain group?

This is also applicable vice versa, as in when people have a generalized negative affect/hold prejudice towards certain cultural beliefs, whether they will forbid that particular cultural practices in real life.

The overall arguments regarding the complexities of tolerance from different perspectives surround the questions of compliance, over-generalization/ color-blindness, and the consistency of people's emotional reactions versus their own cultural beliefs and practices. Below is the discussion of theoretical framework of positive psychology, followed by the conceptualization and operationalization of tolerance in adopting the positive psychology perspective.

4. Positive Psychology Theoretical Framework

Albeit positive psychology has been mainly focusing on individual well-being, positive institution is a vital aspect in positive psychology such that it has generated a growing interest in the community and organization (Seligman and Csikszentmihalyi, 2000). The theories related to the examination of positive psychology in community settings are the Broaden-and-Build theory (BBT) and model of sustainable happiness (MSH).

The Broaden-and-Build theory (BBT) of positive emotions was initiated by (Fredrickson, 2001) to examine the effects of positive emotions. Each positive emotion, such as joy, interest, contentment, pride and love, despite appearing to be distinctive, all may empower to broaden people's transitory thought-action and build stable resources of physical, intellectual, social and psychological resources (Fredrickson, 2001). Evidences for this theory were exemplified in fields of cognition, intrinsic motivation, attachment styles and animal behaviors (Fredrickson, 2001). The evidence suggested that positive emotions widen the scopes of attention, cognition and action and that they build physical, intellectual and social resources (Fredrickson, 2001).

The model of sustainable happiness (MSH) suggests a possibility of creating a sustainable increase in happiness. It is a hybrid model that incorporates six categories of well-being theories by (Diener and Ryan, 2009), including telic (achievement or goal), top-down vs bottom-up, cognitive, evolutionary, temperament and personality, and relative standards (comparison of other's and one's past and present standards) (Diener and Ryan, 2009). A person's happiness at a particular point in life, or chronic happiness, can be influenced by three factors; set point (nature/genetic), life circumstances (nurture) and engagement in intentional activities (personal choice) (Lyubomirsky, Sheldon and Schkade, 2005). Set point accounts for about 50% of individual differences in chronic happiness (Boehm and Lyubomirsky, 2009), while life circumstances,

contrary to popular belief, and only contribute to around 10% of variance in chronic happiness (Diener and Ryan, 2009). Hence, both aspects are fairly fixed and do not contribute to improvement in sustainable happiness. It is only the engagement in intentional activity that may affect chronic happiness (Boehm and Lyubomirsky, 2009).

One's engagement in intentional activity, therefore, offers the most hopeful element in changing chronic happiness, for up to 40% (Lyubomirsky, Sheldon and Sckade, 2005). Intentional activities comprise of committed and effortful behaviors, cognitions, or motivations.

5. Conceptualization and Operationalization of Cultural Tolerance Adopting the Positive Psychology Perspective

By integrating the aforementioned theories and addressing the research gaps no. 1-5 (see section 3) the concept of cultural tolerance in the present paper is derived from the combination of BBH and MSH. Tolerance should be an intentional act to ensure effective interaction with people in interethnic communities. Consequently, positive emotion can be achieved from effective interaction. The ultimate objective is to build personal resources, gain sustainable happiness and achieve a sense of communal well-being.

Although this study sets to examine tolerance as a practice within a particular society, the analysis is derived from the individual's perspective. The study aims to address the current research gaps within the sociological approach to studying tolerance that tends to focus on societies and groups. It views tolerance as part of societal strengths, which is consistent with the positive psychological approach that puts more emphasis on individual strengths and societies.

The operational definition of tolerance from the positive psychology perspective is individual's agreement to allow people from different religions/ ethnicities to practice their own culture. This further refines the definition by focusing specifically on cultural practices.

When describing cultural tolerance, it is an over-generalization to label a person's cultural belief to be just either positive or negative (Gasser and Tan, 1999). For instance, people's negative reaction toward a certain culture is not necessarily parallel with their action. According to (Fishbein and Ajzen, 1975) within the concept of attitude, there are three distinctive, mutually exclusive elements i.e. affect belief and intention. Affect indicates the emotional response; belief is an attribution to characteristics of an object while intention is the possible action. Therefore, to further narrow down the operational definition, cultural tolerance in the present study can be measured through three separate components: existing cultural preference, values and practice in the interethnic community (belief), reaction towards multicultural practices (affect) and decision making (intention). Each of these components may be separately explored from the individual and community perspective.

6. Discussion and Conclusion

The present conceptual and operational definitions of cultural tolerance adopting positive psychology perspectives are distinctive from that of other perspectives. In addition to the implementation of positive psychology theoretical framework, the distinction is also derived from addressing the conceptual challenges and complexities of tolerance from other perspectives.

Cultural tolerance adopting positive psychology has addressed the conceptual complexities of tolerance (see section 3). To address No. 6 and 7, in contrast to tolerance from sociology, political sociology and multiculturalism, it is not a tool of compliance to the majority's rules and racial color blindness. Subsequently, to address no. 9, as opposed to tolerance from both multiculturalism and liberalism, the intrinsic nature of tolerance from positive psychology

indicates an effort to accept that arises from a motivation to understand different ethnic values. It is not to accept due to ignorance, indifference, refusal to judge or allowing unacceptable acts or acceptance of objectionable behaviors so long as not impose on them. Lastly, to address no. 10, unlike tolerance from social psychology, the attitude and action of the person practicing tolerance from positive psychology are parallel with each other, because the act of tolerance is stemmed from autonomy and understanding, not due to societal pressure.

However, there is a limitation to the present concept of cultural tolerance in addressing the conceptual complexities of tolerance (see section 3). As for no. 8, when compared with tolerance from liberalism, there is no such indication of whether people are still considered tolerant if they cannot accept others who are intolerant. This indicates the limitation of the conceptualization and operationalization of cultural tolerance in positive psychology in the present paper.

Cultural tolerance adopting positive psychology perspective shares certain similarities with its counterpart from different school of thoughts. It is similar with that of sociology and political sociology perspectives such that it shares the element of mutual acceptance and understanding between two groups of people from different ethnicities. It is also comparable with that of liberal multiculturalism in a way that it recognizes the individual's unique identity while simultaneously acknowledges the shared ethnic group values. This is achieved through understanding individual's standing in their membership within an ethnic group. Aligned with (Lopez's, Snyder's and Rasmussen's, 2003) suggestion on the examination of human strength, a person with tolerance in positive psychology also considers the interaction among people, the environment and culture.

On the other hand, there are differences between cultural tolerances in positive psychology from that of other perspectives. Unlike tolerance from the political sociology perspective, it does not mean putting up with the shared civil rights regardless of conflicting individual's interest. It neither complies with the liberals' notion of overemphasizing on individualism and tolerating only subjects that they do not object, nor the multiculturalists' stance on treating all human beings equally due to perceived similarities. Cultural tolerance in positive psychology is a display of inherent human's behavior resulting from understanding not forbearance, conditional tolerance or indiscrimination.

As a novel attempt to conceptualize cultural tolerance, it has both similarities and differences from the established concept of tolerance from different disciplines. Moreover, it is a unique but definitely not an all-encompassing concept; it possesses both the strengths and limitations in addressing the conceptual gaps from the past literatures and various schools of thoughts. Nevertheless, the ultimate aim of the present conceptualization and operationalization of cultural tolerance is to align with positive psychology emphasis on achieving a well-rounded mission on not just focusing on the illness or prevention, but also the strength aspect. In the end, we argue that our proposed conceptualization of tolerance is clearer, has predictive power and addresses most of the existing research gaps.

7. Acknowledgement

The first author wishes to acknowledge Universiti Sains Malaysia for financial support under the USM Fellowship scheme.

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Root Cause Analysis of Encumbrances Faced by Indigenous Building Contractors during Bidding in Nigeria

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ABSTRACT

This paper intends to address one problem that is yet to be systematically examined. The focus is on the causal factors underlying the encumbrances faced by indigenous building contractors during bidding in Nigeria with a view to mitigating the hindrances and resultant effect of increasing their success rate in bidding. To achieve this, the expand-focus approach of the root cause analysis was adopted because root cause analysis is not just an unscientific expression; rather it is systematic and well-structured methodology. A general list (pool) of 78 potential causes assembled from the literature as well as from focus group meeting experts. The 78 causes went through two cycles of expand-focus, hence, filtered and merged into 18 root causes. The 18 causes were further investigated through a structured interview by purposive sampling technique, among 80 participants from 16 indigenous firms who ranked the 18 root causes according to their perceived importance. The finding revealed that root cause number 1 is lack of financial capability (undercapitalisation and one-man business setbacks); cause number 2 is insufficient equipment and non-availability of specialist equipment, and cause number 3 is weak macroeconomic environment (high inflation and interest rates). This paper, therefore, recommended among others that the Nigerian Government should create a stable macroeconomic environment and be ethical in their daily activities, draw up a new mechanism, policies, and programmes that will enhance technology and innovation in indigenous building firms.

Keywords: Bidding Performance, Building Contractors, Encumbrance, Indigenous, Root Cause.

1. Introduction

In most developing countries in Africa, Nigeria inclusive, the building industry is a competitive commerce sector driven by the lowest cost mentality, maybe because of the level of poverty (Dulaimi & Shan, 2002). A large proportion of construction businesses in developing countries are small and medium sized, thus, one of the reasons why this paper is looking at indigenous building contractors that is within this group and emphasis will be on government projects. Mostly, these indigenous firms are often described as the growth engine of the construction industry (Ofori, 2007). There are two concepts of bidding in the construction industry: competitive and non-competitive bidding practice (Johnstone, Bedard, & Ettredge, 2004). Most building projects are let through competitive bidding, which requires that roles of the client and contractor be duly defined and documented. Bidding is a very complex decision requiring simultaneous assessment of large numbers of highly interrelated variables to arrive at a decision. These interrelationships are complex and intractable so that management expertise is mostly implicit and very difficult to be extracted and modelled, and because of this, contractors adopt various strategies to enhance their chances of winning projects. Competitive bidding is the route for obtaining a sizeable proportion of building project by contractors globally. (Harris and McCaffer, 2000) assert that bidding is said to be achieved in a fair way, set out to produce the lowest commercially viable tender price in the current market condition.

(Min and Yean, 2005) assert that construction bidding is the process of submitting a proposal (tender) to undertake or manage the undertaking of a building project. However, bidding involves building contractors making strategic decisions as it concerns the financial, managerial,

manpower and physical resources of the firm before considering embarking on the project (Odusote & Fellow, 1992). This process normally commences with the construction estimate prepared by the estimator of the construction firm. This is germane to any building contractor and most noteworthy decisions that must be made by the building contractor's firm will centre on whether to bid (Egemen & Mohammed, 2007). The ability of contractors to address various bidding situations is an important ingredient for survival, particularly in today's competitive market. These different bidding situations together with the decision involved in the conversion of the estimate into a tender bid are often considered to be the most important step in the bidding process in the life of the indigenous contractor once a decision has been reached to bid. Hence, the need to evaluate the root cause of encumbrances faced by indigenous building contractors during bidding in Nigeria. This is an important dimension to these organisations on how they manage their ambitions within their complex commerce environment with a view to mitigating the encumbrances faced from the root and resultant effect of enhanced chances of indigenous building contractors' winning bid cannot be overemphasised. This research would birth useful and practicable policies and proffer solutions to the root cause of problems confronting indigenous building contractors bidding for jobs. The following objectives will assist to achieve this aim:

- i. To identify the root cause of the encumbrances faced by indigenous building contractors during bidding.
- ii. To suggest mechanisms to mitigate these encumbrances faced by indigenous building contractors during bidding.

Several research studies have looked into the subject of building contractors bid, both developed and developing economies, for example Bagies and Fortune (2006, 2009), Jensen (2011), Inuwa, Saiva, and Alkizim (2014), Ugochukwu and Onyekwena (2014), Inuwa, Wanyona, and Diang'a (2014), Inuwa, Mafimidiwo, and Iyagba (2015), Oyeyipo, Odusami, Ojelabi, and Afolabi (2016), and Olatunji, Aje, and Makanjuola (2017). None of these studies have been able to identify the root cause of the challenges being faced by building contractors during bidding, both in the developed and developing countries. Only Bagies and Fortune (2009) attempted in the developed economies when they research on factors affecting the bid/no bid decision in the Saudi Arabian construction contractors yet it was impassive. Because of the importance of the developing economies and the uniqueness and complexities of business environments in developing economies, it is necessary to address this issue knowing that the developing economies contribute nearly half of global wealth as reported by United Nations' World Economic Outlook (2015). Another important knowledge gap, which this study aims to bridge, is that previous studies on challenges faced by indigenous contractors often adopt questionnaire approach in data collection. Whereas Maunganidze (2013) opines that interview method of data collection allows the participants to express themselves freely without being confined in their responses during collection of data and was adopted for the root cause analysis of this study.

The Nigerian Indigenous Building Contractor

The construction industry of any nation provides the driving force necessary for sustaining economic buoyancy. In Nigeria, (Omole, 2000) reports that the industry contributes an average of 5 percent to the annual gross domestic product and an average of about one-third of the total fixed capital investment. Many stakeholders are involved in this industry. For the purpose of this paper, indigenous contractors are Nigerian firms or companies owned by Nigerian that carry out construction works. (Ugochukwu and Onyekwena, 2014) assert that a contractor is a person(s) that offer their skills and services and accept the challenge of executing the works in exchange for financial reward. (Inuwa, Wanyona, and Diang'a, 2014) gave a brief history of the concept of indigenous contractors came to limelight with the introduction of the Nigerian Enterprises

Promotion decree of February 1972, and since then indigenous contractors have been playing an important role in the construction industry. An indigenous contractor in Nigeria is regarded as a person or private organisation established under the Nigerian Enterprises Promotion Decree of February 1972 and has no other base or citizenship than Nigeria and its capital base and ownership is entirely Nigerian. With the level of corruption in Nigeria today, does this law still stand? Well, this is a moot point that will be addressed in another paper. The firms of these building indigenous contractors range in size from the self-employed craftsmen known as jobbers who engage mainly in repairs and maintenance of buildings to the very large multinational or foreign-based construction company.

Standard Bidding Document (2011) states it categorically in the evaluation and qualification criteria that a bidder shall show having capital and experience adequate to meet the aggregate of the qualifying criteria for the work. Second, a bidder shall have a minimum level of financial capacity to be eligible for the performance of the works under the contract with average annual construction turnover as specified in the special instruction to tenderer (SIT). Third, a bidder shall have a construction manager with minimum years of experience as specified in the SLT and other key staff with qualification and experience as specified in the SIT. Fourth, the bidder shall own or have guaranteed through lease or hire of equipment in good working condition. The big question is “how many Nigerian indigenous building contractors can meet up with these conditions during bidding as specified in the Standard Bidding Document (SBD) (2011) during bidding in order for their bid to become successful? This is a food for thought. The Nigerian indigenous contractor base is largely incompetent and inexperienced and these have affected them during bidding (Ogbebor, 2002). While Ogunlana (2010) opines that for this reason, the Nigerian Government still lacks confidence in its indigenous building contractors. Although this perception has since changed as some indigenous contractors now compete with their foreign counterpart both in technology and innovation.

Indigenous building contractors are generally seen as holding the greatest potential for increasing building industry capability and for general economic growth. (Oyeyipo et al., 2016) surmise that the combination of the small and medium sized construction firms make up 90 percent of the total registered contractors in Nigeria. Thus, this is one of the reasons why this paper’s emphasis is on small and medium indigenous building contractors. These indigenous contractors are characterised by under-capitalisation, under capacity utilisation, understaffing, and are generally managerially handicapped. All these variables are some of the encumbrances faced by them as identified by (Oyeyipo et al., 2016). Over the years, the poor performance of this category of contractors has been a source of concern and worry particularly when compared with their foreign counterparts in terms of encumbrances faced during bidding, judging by the record of high number of bankruptcies in this group, poor quality work, mismanagement, diversion and embezzlement of project fund. Also, the general economic depression, high bidding failure rate, the survival and growth of indigenous contractors may be difficult, particularly in view of inflationary trends, the high cost of construction materials, the high cost of borrowing capital, government policy change in favour of deregulation. Researchers have observed that the Nigerian building industry is a remarkably complex business sector (Mafimidiwo & Iyagba, 2015). Therefore, bidding within the Nigerian building industry as an indigenous contractor is extreme; risks are high, uncertainty is rife.

(Oyeyipo et al., 2016) reveal that financial capability of the client; project size and several competitors are significant when an indigenous contractor is making a decision to bid. While (Olatunji et al., 2017) identified nature of the project, project size, and availability of equipment, corepersonnel, finance and cash flow arrangement and contractors’ expectations regarding the rate of return on investment as significant factors. (Mafimidiwo and Iyagba, 2015) identified the problem faced by indigenous building contractors as high-interest rates from commercial banks,

lack of capital equipment, lack of incentives from government to emerging contractors, lack of access to funding from commercial banks, and the inability of the company to compete with big construction contracts. Others are the inability to develop long term strategy, poor cash flow, lack of access and reliable information about the contract, bad debt, lack of confidence in business by clients, lack of management skills, poor contractor's attitude towards competitiveness, lack of experience and lack of professional advisors and consultants in the construction industry. (Bahman-Bijari, 2010) identified cost estimate, and mark-up uncertainties as the challenges faced by building contractors. The author asserts that the cost estimate uncertainty is because of errors in the bills of quantities, inflation, regulation changes, and management interference. (Williams and Wayne, 2006) identified the problems facing bidders in construction as follows: inability to bid for many building projects, size of the projects, the location of the projects, type of projects, limited available personnel, the competitive environment, and reputation of the consultant. Others are lack of construction funding, shoddy bidding procedure, bid peddling/shopping, the uncertainty of getting the job, and lack of sound bidding strategy.

2. Methodology

The aim of this paper is to investigate the root cause of encumbrances faced by Nigerian indigenous building contractors during bidding with a view to increasing their success rate in bidding. Thus, the expand-focus approach of the root cause analysis (RCA) was adopted, tailored to fit the topic at hand (Rein, Greaves, & Kirby, 2017). Root cause analysis is a joint term that explains wide ranges of approaches, and tools that branch out to finally expose the root cause through a systematic and well-structured methodology. The authors of this paper have gained experience with root cause analysis in some previous research where it was considered crucial to getting to the root of the problems. Based on this, it was hypothesised that similar approaches and tools would be suitable also for identifying and analysing the root causes for encumbrances faced by Nigerian indigenous building contractors. (Andersen and Fagerhaug, 2006) report in Table 1 the summary of main steps and tools used in RCA as adopted in this paper. For the purpose of this paper, the RCA steps were followed. First, due to the peculiarity of the subject matter, a national literature survey was performed to create an initial pool of possible causes of encumbrances faced by indigenous contractors. The literature survey yielded a total of 45 potential causes. In a parallel route, a focus group meeting was conducted on 6th June 2017. It was attended by 6 famous representatives of indigenous contracting firms in Abuja and Lagos State. Purpose sampling technique was adopted in picking the participants. The aim of the focus group meeting was a brainstorming process to create an additional pool of possible causes of challenges faced by indigenous contractors. The participants were exposed to the previous findings from the literature survey. The brainstorming focus group meeting yielded 33 new causes in addition to the previous 45 from the literature, making a total of 78 causes.

Thus, the study went further to categorised, filtered duplications, and merged similar or closely related causes in each of the two groups (literature and focus group meeting) as adopted by (Rosenfeld, 2014). At this stage, the process left 32 causes of the 45, and only 23 causes of the 33, making a total of 55 causes. However, this list still included some overlapping, some cases similar and hence, qualified to be called direct causes but not root causes. Then, it went through the second phase. At this stage, the root causes were extracted and refined from the combined pool of 55 causes. The process ended up with a final list of 18 independent national root causes. It should be noted that most of the 18 root causes appeared in both initial pools (literature survey) and focus group meeting. Hence, they are qualified to be called universal root causes faced by indigenous Nigerian building contractors during bidding. The final stage of the research pertained to further investigation to distinguish between the vital few significant and the remaining, not significant root causes. The ranking was done with the aid of structured interview

questions among 16 firms (5 participants per firm and one participant per section: administration/management, engineering/building, construction/field engineering/operational, technical/logistics, and estimating/contract administration) within Abuja and Lagos State based on their professional experience, with a view to selecting the most frequent 5 root cause from the 18 identified in the structured interview question and suggest any other ones if any. A random purposive sampling technique was adopted because it gives a platform for identifying a population interest. A total of 80 participants were involved in the study, from June to July 2017. (Rosenfeld, 2014) approach of using Pareto chart to finding the vital few was adopted in this paper. It identified six conspicuous vital few root causes, in two different categories (1, 2, 3, & 4, 5, 6).

Table 1: Root-Cause Analysis Main Steps and Tools

Steps	Main tools	Instrumentality of the tool
Problem understanding	Flow chart	Portrays the flow of activities in a process
	Critical incident	Helps in understanding the most symptom of a problem
Brainstorming	Brainstorming	Generates ideas—suitable for finding multiple solutions
Data gathering	Sampling	Collects data about a large group based on a smaller sample
	Surveys	Collects qualitative and quantitative data from respondents
Data analysis	Histograms	Displays distributions and variations; clarifies the data
	Pareto chart	Assists in finding the vital few; provides a skewed distribution

Source: Andersen and Fagerhaug (2006) as modified by the authors

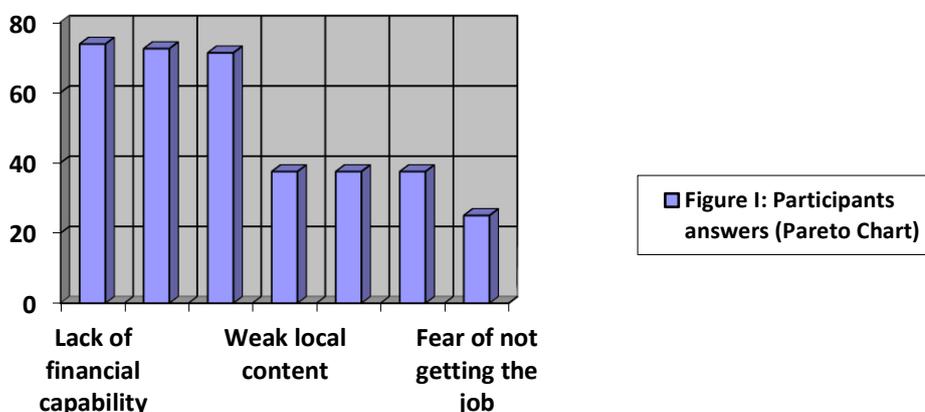
3. Findings and Discussion

The findings and discussion are discussed in this section. As detailed in the methodology section, the expand-focus principle adopted in this paper led to the steady convergence from a list of 78 initial causes to 18 independent national root causes as presented in Table 2. Based on the fact that 18 causes are too many for effective simultaneous treatment, for easy identification in terms of significant, they were ranked as revealed in Table 2 via a cross-sectional survey interview. A total of 80 participants answered the structured interviewed questions properly because they were chosen purposively by the authors and are all authority in bidding with vast experience. Figure 1 shows a Pareto Chart of some votes (1-7) in descending order in terms of rank. The following first three of the 18 causes evidently stand out in the ranking, that is banks unwilling to loan working capital, insufficient equipment and non-availability of specialist equipment, and weak macroeconomic environment (high inflation and interest rates). These first three causes are perceived highly importance by the participants, and thus to its relative share in the encumbrances faced by Nigerian indigenous building contractors. There is need to state here that this may not be an accurate.

Table 2: The National Root Causes with the Participants' Answers

Nos	Cause	Nos of Votes	Percentage	Rank
1	lack of financial capability (undercapitalization & one-man business setback)	59	73.8	1 st
2	Insufficient equipment and non-availability of specialist equipment	58	72.5	2 nd
3	Weak macroeconomic environment (high inflation and interest rates)	57	71.3	3 rd
4	Weak local content implementation (SBD- Anti-indigenous)	30	37.5	4 th
5	Lack of technical expertise because of weak currency and inability to pay	30	37.5	4 th
6	Bribery and corruption (Indiscipline, greed, and reckless spending)	30	37.5	4 th
7	Fear of not getting the job and ability to pay by the client	20	25.0	7 th
8	Fear of continuity of government	14	17.5	8 th
9	Unrealistic cost estimate/mark-up (lack of consultation with experts)	14	17.5	8 th
10	Government prefers large and foreign companies because they are reliable	14	17.5	8 th
11	Personnel job insecurity	13	16.3	11 th
12	No capacity to coordinate many jobs	12	15.0	12 th
13	Lack of systematic planning before bidding	11	13.8	13 th

14	Restriction to certain zone because of size of firm	10	12.5	14 th
15	Fear of regulation changes	9	11.3	15 th
16	Politic in the award of contract (politicians interference)	8	10.0	16 th
17	Fear of diversion of project fund	6	7.5	17 th
18	Unwilling nature to change to new mechanism of bidding and construction	5	6.3	18 th



Measure; however, it is still a good indicator based on the perceived assessment of the experienced participants. Serial number 4 to 6 were ranked 4th position concurrently because they had same percentage (37.5%). The fear of bribery and corruption, being ranked 6th as encumbrance faced by the indigenous contractor is an indication that corruption is probably a norm in the system. Twenty-seven of the participants agreed that a percentage is factored to their mark-up to cover for a bribe if eventual the contract is awarded to them. This again is a confirmation of President Buhari Mohammadu, (President of the Federal Republic of Nigeria) statement that says “...if Nigerians refused to kill corruption, corruption will kill Nigeria...” as confirmed from newsprint. This is saddening and too bad for a developing country like Nigeria. It is interesting to note that no cause remained un-voted for, the fewest was five (unwilling nature to change to a new mechanism of bidding and construction). Findings show a relationship between the significant encumbrances faced by Nigerian indigenous building contractors and significant factors affecting the bid/no bid decisions by (Oyeyipo et al., 2016) and (Olatunji et al., 2017).

Based on these findings, the need for Nigerian Government as a matter of urgency to put machinery in place to create a stable macroeconomic environment cannot be overemphasised. Also, the Nigerian National Construction Policy should be strengthened to enhance the institutional and technological advancement of indigenous building contractors’ capacity in training and retraining of staff. Reorientation of Nigerians starting from the top-down (leaders-to-followers) is long overdue to fight this cancerous disease called “bribery and corruption”. The fear now is that the presumed present federal government that seems as “righteous” are facing series of alleged corruption issues from the top government officials, just to mention few examples: Chief of Staff to the President (contract for cutting of grasses), Executive Secretary to National Health Insurance Scheme (nepotism, workshop fees for staff, contract award), as reported in the newsprint. Also, the newsprint reports that the Senate to review construction of vice president’s gatehouse of the three-bedroom apartment put at N250million because it has been inflated as alleged by Senator Dino Melaye among others. This is saddened.

4. Conclusion

The need to encourage Nigerian indigenous building contractors because no one will patronise them if the government does not lead by example, after all, the multinational and foreign based companies started same way too. However, with appropriate measures implemented and adhered to, the indigenous contractor would be better equipped and overcome major encumbrances faced during bidding. This would translate to having sufficient quantity of indigenous contractors to deliver building projects within a reasonable or pre-planned cost, time and quality, which in turn will curb project abandonment and cost and time overrun and result to job creation for the unemployed youths. Also, they (indigenous contractors) would be able to compete favourably with their foreign contractors or expatriates during bidding to achieve project success.

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The Transformation of Affordable Housing Provision Policy in Johor

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Abstract

State governments are given flexibility in forming housing policies based on demand and suitability of locations. Johor Housing Policy was formed in 1997 and re-enacted in 2012 branded as Johor Affordable Housing Policy (*Dasar Perumahan Rakyat Johor*). Changes of a public policy are a condition that requires a legal or policy reviewed to monitor its effectiveness from time to time. Johor housing policy transformation performed in order to overcome the problem of excess low-cost houses because of several factors such as invalid target group of buyer, non-strategic location and unsatisfied design of housing. Affordability housing issues in Johor is a reflection of mismatch between the supply and demand of housing due to net enhancement of households. In addition, the increase rate of household income is slower than the house price. Therefore, state authorities evaluate the previous housing policy to tackle affordability issues to ensure people of Johor can own a house per family by year 2020. This study will identify the transformation of Johor Affordable Housing Policy by reviewing Johor's background affordability to own a house and how the changes of housing policies could solve the problem of housing ownership. The compulsory provision of forty percent of affordable housing in each housing project construction shows that the housing policy changes made turned out to bring positive impact to the ownership of affordable houses in Johor.

Keywords: Housing Policy, Policy Changes, Affordable Housing, Johor

1. Introduction

Provision of affordable housing remains a nation priority and the affordability problem, itself, with regard to housing market is one of the most controversial issues within most developed and developing countries. In Malaysia, provision of affordable housing is one of the main agenda by relevance authorities to ensure social-economic stability and to promote nation development as well as a part of benchmark towards developed country status is the tranquility of the people including the provision of adequate housing (Malaysian Well-Being Index, 2012). As (Beer, 2007) stated, the adequate and affordable housing is an endless global challenges. Majority of previous researchers argued that affordable housing is determined by the level and the difference in house prices, household income per month and financing cost. The problem of affordable housing can be seen based on the implementation of housing policies in each stage started from poverty scenario; through facing up to a larger problem which is how to enter the housing market itself (Aziz *et. al.*, 2012).

The provision of affordable houses is based on the current economic climate and an ideal location (National Housing Policy, 2012). (Woetzelet.al, 2014) and (Samadet. Al, 2016) for instance, stressed that the economic and human cost involved on the ability of the housing is high which would effect on 330 million households around the world. Based on this trend, the number of households with insecure housing or financial problem due to expenditure is expected to exceed 440 million to 1.6 billion people by the year 2025.

Meanwhile, the ability of individual to buy a house is based on the household income. (Arimah, 1997) stated that household income is the main characteristic that should be evaluated first in order to determine individual ability to buy a house. (Whitehead, 1991) also suggested that to find out whether someone is able to own a house or otherwise; by calculating the balance of the remaining income to buy the needs of household after paid an amount monthly to own the house. In addition, UN-Habitat also outlined two main components of finance capability to buy a house which are; (i) the cost of purchase the house, and (ii) the cost of maintaining the house, which influenced by property price, booking or advance fees, the amount of financing loan approved, as well as the ability to finance the property maintenance and commitment to repay mortgage loan every month.

In 2012, low income group in Malaysia is defined as household earning below RM3,000 per month while household below than RM6,000 per month is in middle income group (National Housing Policy, 2012). National Housing Policy (NHP) also noted the low income group in Malaysia calculated to 33.4 percent while middle income group calculated to 42.4 percent by year 2012. Couple reports prepared by the Economic Planning Unit (EPU), a total of 76 percent of Malaysians earning below than RM5,000 per month. Pan to the report by EPU and Department of Statistics whom conducted a survey on household income for Malaysian, averagely total income of a household by year 2014 is RM6,141 per month with the increase rate 10.3 percent per annum. On the other hand, the average of household income in urban area is RM6,833 per month compared to RM3,831 per month for in rural areas (Institute of Economic Research, 2014). Surprisingly, Bumiputera households are reported to have the lowest average income which is RM5,548 per month compared to RM7,666 per month for Chinese and RM6,246 per month for Indian as year 2014. Plus, the average size of household is 4.4 person per house. If divided into strata, the size of rural household is larger; 5.1 person per house compared to 4.1 person per house for urban household. This means majority of rural residents are Bumiputera who face lower average income with bigger household size due to the fact that Bumiputera is the largest ethnic group in Malaysia which is 48 percent (Department of Statistics, 2014).

In 2015, Economic Report came out with the new terms of group income which are B40, M40 and H20. B40 is a group of earners who earn less than RM3,855 per month while group M40 is the earners between RM3,860 until RM8,319 per month. Group H20 is for earners who earn more than RM8,320 per month. Based on the financial report above, it is shown that the average of Malaysians and Bumiputera (especially) earners belong to the groups of B40 and M40. In addition, Khazanah Research Institute expressed in a study in 2015, a total of 65 percent of the Malaysian individuals earning below than RM3,000 per month (B40). This means the majority of earners still being on the same class since 2012. Within four years Malaysians income has not yet been so satisfactorily increased which is cause to the low purchasing power of house. Therefore, this paper focuses on scenario of housing affordability in Johor and how housing policies changes is a solution of affordability problem in order to help people of Johor own a house per family by year 2020.

2. Housing Affordability and Price

Based on Department of Statistics (Malaysia) in 2014, Johor recorded an average gross income of households is RM6,588 (urban areas) and RM4,971 (rural areas). While the median income for the people of Johor is RM5,197 per month. This means that the middle income household or M40 is majority group in Johor. In addition, through the multiple median price house indicator based on household income used by Khazanah Research Institute reported that housing indicator in Malaysia is at the level of 4.4 which is 'housing not affordable to own'. Meanwhile for Johor, housing indicator located at the level of 4.2 which is insidious stage of 'housing not affordable to

own'. This shows that for a status of a State with vastly different from neutral affordable housing indicator which is at a level of 3.0 (Figure 1).

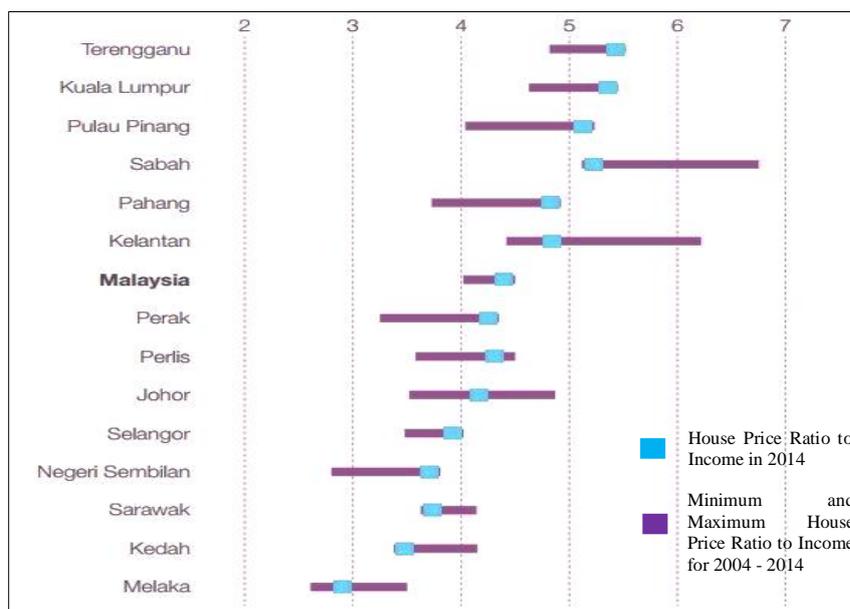


Figure 1: Affordability Housing Indicators Using Median Multiple for State

Source: Department of Statistics (Malaysia), National Real Estate Information Center and Estimation by Central Bank of Malaysia

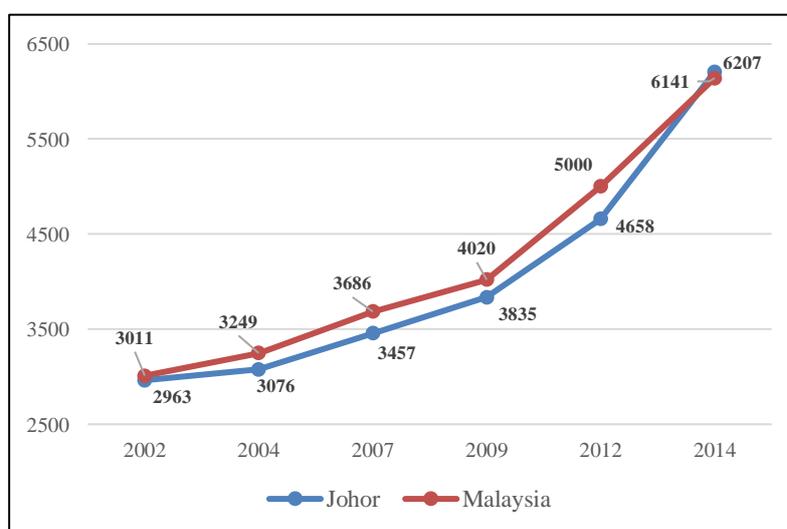


Figure 2: The Average of Monthly Gross Household Income in Malaysia and Johor (2002-2014)

Source: Johor Structural Plan 2030 (Review), 2016

On the other side, house price reportedly increased every year. According to a Global Property Guide report, house prices in Kuala Lumpur are classified as the most expensive house prices in Malaysia with an average price RM497,535 per unit as of the end of the year 2012. Followed by Sabah and Selangor which reportedly have an average price RM382,414 and RM372,499 per unit. These prices put Malaysia on the tenth most expensive houses in Asia after Philippines (<http://www.globalpropertyguide.com>). Based on the report of the Malaysian House Price Index (MHPI), the average house price in Malaysia increased by 8 percent per annum since 2011

(Table 1). While averagely, Malaysians is able to buy a house that costs less than RM300,000 based on 30 percent of net income per month (used for the housing loans commitment) with current loan rate was 6.6 percent.

Table 1: House Price Index and House Price in Malaysia (by Year) and in District Johor Bahru (2012)

Year	House Price Index (2000 = 100)	Price (RM)	SCENARIO OF HOUSE PRICE IN MALAYSIA (2000–2015) AND IN DISTRICT JOHOR BAHRU (2012)	Type of Housing	Housing Area	Price (RM)
2000	100.0	138,712		Single Storey Terrace House	Kangkar Pulai (Skudai)	151,130.00
2001	101.1	140,507			Pulai Indah (Skudai)	157,879.00
2002	103.6	144,830			Mount Austin (Johor Bahru)	124,480.00
2003	107.7	150,705			Putri (Kulai)	137,700.00
2004	112.9	156,549			Lagenda Putra (Kulai)	146,900.00
2005	115.6	160,654			Taman Gemilang (Senai)	169,915.00
2006	117.8	165,111			Genting Indahpura (Kulai)	144,900.00
2007	124.0	172,464			Taman Daya (Johor Bahru)	173,230.00
2008	129.8	179,359		Double Storey Terrace House	Horizon Hill (Nusajaya)	774,180.00
2009	131.8	184,002			Dato' Onn (Johor Bahru)	313,480.00
2010	140.7	196,720			Mutiara Rini (Skudai)	272,000.00
2011	154.6	216,034			Sierra Perdana (Johor Bahru)	196,690.00
2012	172.8	241,591			Scientex (Pasir Gudang)	153,000.00
2013	192.9	266,304			Seri Austin (Johor Bahru)	315,996.00
2014	211.0	280,885			Bandar Putra (Kulai)	221,900.00
2015	228.7	302,716			Ehsan Jaya (Ulu Tiram)	397,800.00

Source: Malaysia House Price Index Report, Valuation and Property Services Department (2016) and *SetiausahaKerajaanNegeri Johor (SUKJ)*, Housing Department (2012)

The details based on median multiple method implemented by the Khazanah Research Institute, a household is calculated able to own or buy a house with price that are not over than triple annual income. As example, in simple calculation, for low-income household (B40) who earns less than RM3,855 per month (RM46,260 per annum) able to buy a house less than RM138,780.

Similarly, for middle income household (M40) who earns less than RM8,319 per month (RM99,828 per annum) able to buy a house for less than RM299,484. However in reality, the average market house price was at least RM302,716 per unit (see Table 1) by year 2015. This shown clearly why Malaysians still cannot afford to buy or own a house because of the targeted buyers is beyond the ability of the majority earners in Malaysia.

3. Factors of Transformation of Johor Affordability Housing Policy

These factors are identified by research conducted by the state government of relevant low-cost housing for the low and middle income groups as well as income projections research carried out by Iskandar Development Regional Authorities (IRDA). The transformation of housing policy changes are on the following factors:

3.1 The excess of low-cost houses

The study found that the house offered does not meet the needs and requirements of the target group, such as the size of a unit and the location it was built. Even though there are many families from low and middle income group still do not have their own house, the needs and other unsatisfied reasons are the cause why the low cost housing was in a bubble situation.

3.2 Invalid targeted group

Through a projected income study by IRDA, more families will be migrated to the better status group which are medium-low income and middle income group. Therefore, Johor Affordable Housing Policy (JAHP) focused on the new target groups due to the lack of provision of affordable houses for medium-low and middle income groups. This study does not include other group such as young fresh graduator from higher education institution as well as those in other civil support staff which need other income projections studies.

3.3 Buyer subsidies

The existing mechanisms causing the subsidies for low-cost houses construction transferred to the purchaser of other type of properties. According to the 10th Malaysia Plan, usually government bears about 30 percent to 75 percent of subsidy from the total cost of the low cost housing construction. So that, the price gap between construction cost and selling price of low cost houses could recovered. Therefore, the current policy was to review the logical and bearable selling price for low cost houses in accordance with the current market price so that the subsidy could reduce.

3.4 Pressure to the middle income group (M40)

Most families in this group cornered as they are not eligible to buy the medium-low cost housing and more badly, they cannot afford to own a house (other than scheme houses) because the cost is higher compared to the income they earned. Through JAHP, qualification of buyers reviewed including providing Johor Affordable Housing (JAH) with controlled housing price.

3.5 Circumstances which do not meet the needs of residents

The study found that low-cost houses provided were not sensitive to the needs of the communities. Among the issues identified were the size of the house is not proportionate to the size of the family as well as unsatisfied quality of built houses and impracticable design. Therefore, state authorities proposed the current policy to make affordable housing supply more sensitive to the changing demands.

3.5 The bad image of some low-cost housing area

The lack of maintenance and care often plagued low-cost housing image. Thus, the need of low-cost houses maintenance besides a comfortable and safe environment are the several important components that is included in developing affordable houses.

3.6 Non-strategic location

Low-cost houses are often developed in areas far from urban or business area. This is causing the problem of accessibility to residents of low-cost houses. The residents were forced to spend more in order to access and exit from their residence. JAHP added an obligation to build affordable houses in area that offers employment opportunities and nearby to the public transport facilities.

4. Exploring Johor Affordability Housing Policies (Previous and Current)

In Principle 3 (Core 1) in the National Housing Policy (NHP), State Governments are given flexibility in determining the quota of low-cost houses to be built in the mixed development projects depends on the suitability of location and demand (National Housing Policy, 2012). Johor government stipulated the quota of low-cost housing and affordable housing amounted to 40 percent, slightly higher than the original quota from Federal government which is 30 percent. The adjustment of the quota provision of affordable housing taking into account the aspects of buyer's affordability, demand and the width or the number of houses in the development projects (Action Plan of National Housing Policy, 2012).

4.1 Previous Housing Policy (1997-2012)

The formation of the previous housing policy focused on the provision of low-cost housing and affordable housing. State government has formed a housing policy in 1997 which is applicable to housing development for more than 5 acres with the requirement of low-cost and medium houses development as much as 40% from the total development (30 percent of low-cost houses and 10 percent medium-low cost houses). This policy is formed by take into consideration the income of people of Johor at that time, where the majority of them earned below than RM3,000 for a household. However, there were other requirements for development project less than 5 acres as explain in Table 2 below:

Table 2: The Requirement of Low-Cost Housing Development

Requirement	Quota of Affordable Housing
Housing construction > 5 acres	40% of affordable housing
Housing construction 3 – 5 acres	20% of affordable housing
Housing construction < 3 acres	Exceptional

4.2 Current Housing Affordability Policy (2012 and onward)

Due to the problems occurred while implemented the previous housing policy, state government has taken the initiative to re-enact the existing housing policy in April 2012. The objective of the implementation of JAHP is to provide a comfortable, conducive and affordable housing for low and middle income, thus reducing the pressure to the group that not eligible to apply affordable housing before which are the medium income earners (M40). At the first stage of implementation, state government focused on Flagship A area which are Nusajaya and Johor Bahru. In 2015, state started to apply the policy outside than Flagship A area including rural area. Current policy does not change the quota of affordable housing development which is still 40 percent of total development. The changes were made by focusing into middle income group (M40) as explained in Table 5.

4.3 The Transformation of Previous and Current Johor Housing Affordability Policies

Basically, a policy changes is a result of a process of monitoring legislation, where the policy is reviewed to see its effectiveness in short and long period. Policy changes made in accordance with the requirements of legislation and the current state. In another form, there are also policy changes occurred in the bureaucracy. Policy changes were more prevalent than the termination of policy (Hussain, 2008). There are some form of policy changes, namely: i) adding changes to existing policy (incremental changes); ii) the enactment of new statutes in some policies; or iii) the transition of public policy as a result of rebalance the elections (realigning elections). For the case of changes in affordable housing policy in Johor is made based on the requirements of current legislation the provision of housing and the current state of the middle income group who need more affordable houses compared to the low income group.

A comprehensive changes of housing policy were made such as dismantling the house branding, the quota of each type of affordable housing, the extensive of width each unit, the ceiling of house price, the eligibility of application, the target group of buyers and the quota of provision programmed as shown in the Table 3 as below:

Table 3: The Changes of Johor Affordable Housing Policy (Previous and Current)

Type of Changes	Johor Housing Policy (1997-2012)	Johor Affordability Housing Policy (2012 till current)
Rebrand of Housing Programmes	Low-Cost Housing (LCH)	Johor Community Housing A (JCH A)
	Medium-Low Cost Housing (MLCH)	Johor Community Housing B (JCH B)
	Medium Cost Housing (MCH)	Johor Affordable Housing (JAH)
Percentage of Quota (%)	LCH – 20%	JCH A – 5%
	MLCH – 8%	JCH B – 10%
	MCH – 8%	JAH – 20%
	Medium Cost Shop – 4%	Medium Cost Shop – 5%
Area (Width)	LCH – 680 kp	JCH A – 720 kp
	MLCH – 750 kp	JCH B – 850 kp
	MCH – 850 kp	JAH – 1,000 kp
Price (RM)	LCH – RM35,000	JCH A – RM42,000
	MLCH – RM50,000	JCH B – RM80,000
	MCH – RM80,000	JAH – RM150,000 - RM220,000
	Medium Cost Shop – RM150,000	Medium Cost Shop – RM150,000 - RM200,000
Eligibility of Application (Not Exceed Than)	LCH – RM3,000	JCH A – RM3,000
	MLCH – RM3,500	JCH B – RM4,500
	MCH – RM4,500	MCH – RM6,000
Target Group	28% - low income group 8% - middle income group	15% - low income group (B40) 20% - middle income group (M40)
Quota Provision	Low Cost and Middle Cost Housing	Low Cost and Affordable Housing

Based on the table above, JAHP to expand the percentage of affordable homes to middle income earners who are having problem not eligible to buy low-cost house before and cannot afford to buy house priced above RM250,000 per unit. Percentage of medium cost houses previously amounted to 8 percent was increased to 20 percent with the introduction of Johor Affordable Housing (JAH) targeting the middle income group or M40.

5. Conclusion

Johor aiming for 60,000 units of affordable house (JCH A, JCH B, JAH and medium cost shops) has been built by year 2020. As in 2017, 66,482 units was registered and 5,248 units were ready for occupancy. In addition, a total of 15,139 key recipients of affordable housing has been approved. The efforts shown seriously by Johor in ensuring all residents of Johor could own a house by year 2020. Even though for the first three years of implementation Johor quite slow in catching up the timeline as planned, starting 2016 Johor committed by speeding up the construction of affordable housing with few exceptions given to government developers to cover the slow progression in the past.

In conclusion, the transformation of housing policy provides the benefits to the urban residents especially to the group M40 earners to have their own comfortable and conducive house with affordable price. The existence of affordable housing contributes geographical and geoeconomic impacts with the entry of immigrants from outside of the city which is mainly are Bumiputera. However, state government of Johor is advised to evaluate the unsold of non-affordable housing too since it was expected an occurrence of property bubble in future. New build cannot be the total solution for improving housing affordability. Therefore, it is important for policy-makers to investigate the use of the existing housing stock to alleviate affordability problems since most housing transactions relied on demand and supply of housing. An evaluation for every ten years is much needed so that housing supply is more sensitive to changing demands and affordable to own based on the current state.

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Mitigating Poverty Through Islamic Ideals of Administration in Nigeria: A Paradigm Shift

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ABSTRACT

Reducing poverty has been plaguing the Nigerian state for time immemorial, and a quite number of policies and programs were conceived, designed and implemented to some certain degrees through the ages, however, the efforts are almost fruitless as the incidence of poverty has been rising defying all the efforts at mitigating its menace. Accordingly, this paper aims at exploring a paradigm shift in the course of addressing the scourge of poverty in Nigeria. To achieve this objective a conceptual model for poverty reduction has been proposed by the paper with a shift from the conventional mechanism or perspective to a proposed ideal Islamic conceptual model which if adhered to would ensure comprehensive prosperity in Nigeria thereby ensuring poverty reduction and overall well-being of the Nigerian populace. In the proposed conceptual model this paper envisaged the role of Islamic ideals of governance and administration in the quest for a better society free of squalor, hunger, hopelessness and despair. Consequently, relevant literature were used to develop the conceptual model and a discourse on Nigeria's strive towards poverty reduction was carried out. Specifically, the conceptual model emphasized on *Amanah* (trusteeship), *Adlah* (justice), and *Istislah* (public interest) as the mechanisms that would usher-in and ensure prosperity and poverty reduction in Nigeria.

Keywords: Poverty Reduction, Amanah, Adlah, Istislah.

1. Introduction

Reducing poverty has been in the agenda of Nigeria government for quite some time, however, the rise in the menace of poverty in Nigeria has been steadily (Anyebe, 2014). Specifically, (Oxford Poverty and Human Development Initiative (OPHI), 2015) using multidimensional poverty indicators observed that Nigeria had 53.3% as poverty incidence, 56.8% as intensity of poverty, with 32.8% as people in severe poverty, and 34.6% as destitute while 17.5% was identified as vulnerable and potential poor. The above submissions indicated that much is desired in assuaging poverty in Nigeria. The quest for poverty reduction led to the designing and implementation of various poverty reduction policies, however, corruption, mismanagement of resources, top-bottom approach and poor policies have been identified as the banes to the programmes and Nigeria's poverty reduction drive (Oshewolo, 2011).

Therefore this piece proposes a shift from the conventional programme-based poverty reduction effort to Islamic *Tauhid* Paradigm which emphasized on leadership and management as trust bestowed on mankind by Allah (SWA) as His vicegerent and representative (*Khalif*) thus, *Amanah*, *Adlah* and *Istislah* are conceived as the fundamentals of well-being (*falah*) and Islamic vision of a just and egalitarian society (Serif & Ismail, 2017). Basically, the paradigm centres the its argument on the supremacy and unity of Allah (SWA) and that mankind is nothing but a representative of his creator, therefore he/she should understand that accountability awaits him/her concerning his stewardship. Arguably, the management and administration of poverty reduction related policies and programmes in Nigeria over the years has been contrary to the Islamic paradigm as the programmes and policies were criticized as been corruption-laden, inefficient and ineffective, thus had failed to address the menace of poverty in Nigeria. This paper stresses on the adoption of *Tauhid* (Islamic) paradigm in respect of public policies and

specifically, policies that relate to poverty reduction which is the main concern of the paper. It should be noted that, various strategies had been used or tried but to no avail, therefore this paper sees *Tauhid* model as a panacea to poverty reduction in Nigeria.

2. Literature Review

In this section, the paper centers on an overview of the concepts of poverty, poverty reduction, *Amanah* (trusteeship), *Adlah* (justice), and *Istislah* (public interest) which basically formed the framework for the discourse in this endeavor and the

Poverty

Poverty has been conceived as deprivation that is related to economic resources considered crucial to meeting the basic necessities of life that include food, shelter, clothes and other essential services that make life meaningful (Handley *et al.*, 2009). Contrary to the above conception (Akindola, 2009) argued that income measurement of what poverty is cannot explain poverty, as human life needs capabilities that enable the human person to pursue his/her goals and meet the myriad of wants, therefore, income component of poverty is one out of numerous elements that indicate a person is poor, neglecting other important components which involve capabilities like education and skills, power, rights and liberties, and social inclusion. Similarly, (Jacob, 2015) stressed that poverty is a multidimensional concept that encapsulates various dimensions of deprivation which revolve around human capabilities, including food consumption and its security, health status, vocational skills and education, socio-economic and political rights, freedom of speech and expression, security of life and property, dignity and worth in the society, and responsible means of livelihoods. It has been argued that if well-being and quality of life are considered, importantly, security, self-respect, access to information, effective institutions and socio-political empowerment are as important as income to the poor (Robb, 2000). Therefore, it suffices to say that poverty involves an array of socio-economic and political dimensions which incapacitate and individual and make him/her to be in despair.

Poverty Reduction

According to (Barder, 2009) poverty reduction symbolizes policy-action taken by the state to ensure redistribution of income in the society, provide public goods, and design socio-economic and political reforms that have positive impact on the lives of the people. Further to the above, (Loewen, 2009) asserts that poverty reduction depicts conscious effort being made by the state or government to enhance sustainability of livelihoods of the people which by implication improve their capabilities, income and general well-being. Conversely, poverty reduction has been adjudged to be a policy-action that government follows to change the socio-economic condition of the people particularly those identified as having issues with basic necessities of life. It represents efforts at enhancing social inclusion, economic empowerment and better living standard (Kanayo, 2015). Therefore, poverty reduction in this context is conceived as policy frameworks designed and implemented by government with a view to empower the poor socio-economically so that they live a decent life worthy of living and to give them a sense of belonging in the society.

Amanah (Trusteeship)

The concept of *Amanah* is one of the basic principle of governance and administration in Islam which literally refers to trust meaning to keep intact what has been given to someone for custodianship (Samsudin & Islam, 2015), thus the need for trustworthiness (*Amanah*). Trust in this regard means to fear Allah S.W.T and to be aware that Allah is ever seeing at all-times which should make an individual to hold the trust given to him and discharge his responsibilities with

maximum diligence, accountability in compliance to both the injunction of Allah (S.W.T) and the rules governing the responsibility he/she has been entrusted with either by electorate or place of employment (Salleh & Mohamad, 2012). Accordingly, one fundamental feature of *Amanah* (trust) in this sense is that human being as trust-holder is just a representative of Allah S.W.T (a vicegerent) who only do the biddings of Allah is running affairs of others (trusteeship) which by and large brings the notion of accountability in relation to stewardship (Triyuwono, 2004). To crown it all, Allah (S.W.T) in the holy Qur'an emphasized on the burden therewith attached to *Amanah* which surely indicates that trust (*Amanah*) is a burden and indeed something to be accounted for here and the hereafter. Thus, Allah S.W.A in the Qur'an says..., "Surely We offered the trust to the heavens and the earth and the mountains, but they refused to undertake it and feared from it, but man undertook it; surely he is unjust, ignorant" (Al-Ahzab, 33:72).

Adlah (Justice)

In a broad term, justice entails to render to everyone what is due him. However, far from that Islam transcends further in defining justice. It has been posited in Islam that to ensure a utmost justice there shall be proper allocation of what is due to everyone, compensate good for good and exert appropriate punishment to a crime committed, therefore, anything contrary to the above cardinals amount to the opposite of justice, hence, injustice (Gonaim, 2016). Similarly, the assertion by Gonaim (2016) was in conformity with Qur'an 4:58 that...,

Indeed, Allah has commanded mankind to render back the trust which he was bestowed with to the rightful owner, and when dispensing justice between the people (ummah) judge with justice, And surely excellent is that with which Allah admonishes you! Surely, Allah is All-Hearing and All-Seeing.

The above verse of the Qur'an literally and technically expressed *Adlah* (justice) as a concept that emphatically deals with being trustworthy and honest in the socio-economic and political senses in which absolute fairness and equity in a social relation between and amongst individual without prejudice to either social, economic or political status, therefore, *adlah* (justice) in the Qur'anic literature abhors any act that breeds injustice, dishonesty and inequality in the society.

Istislah (Public Interest)

The notion of *Istislah* (public interest) grows out of the need to ensure voice of the people thrive in the realm of policy making and implementation. It is a concept in the ideals of administration in Islam that aims at explaining the quantum of people choices in terms of public policy. In essence, *Istislah* (public interest) preaches the supremacy of the overall need of the people in the society (Inayatullah, 2011). In a related view, (Hasan, 2015) conceives *Istislah* (public interest) in Islamic sense as (*masāliḥ al-mursalāh*). It captures the concept of "*lāḍararwa-lāḍirār*" (no harm be imposed, and nor harm should be a penalty for an imposed harm).

The idea of public interest from the Islamic standpoint revolves around taking into account the overall welfare of the public in making decisions and implementation of programmes that are formulated for the public good in the socio-economic and cultural realms which by and large affect the public (Ajija & Kusreni, 2011). *Istislah* (public interest) in Islamic ideals or ethics of leadership encourages those at the helms of affairs to consult their people when making decision and that their inputs from the consultation must be allowed to bear or reflect in the decision-making.

3. Research Design and Methodology

This paper basically adopts a qualitative design and data for the analysis and discourse were based on the available existing literature (secondary data) that explained the menace of poverty in Nigeria and the failure of the institutions towards mitigating the steady incidence of poverty in Nigeria. Similarly, the proposed new conceptual framework was developed using existing literature that support the efficacy of the Islamic (Tauhid) paradigm as it relates to public policy and administration towards well-being and prosperity.

Nigeria' Poverty Reduction Efforts in Perspective

The alarming poverty trend in Nigeria over the years made government at different times to make efforts towards combating poverty in the country. The efforts have been categorized as the pre-structural adjustment, (PSA) and post-structural adjustment (PTSA) eras (Oshewolo, 2011), while Development plans were rolled out towards poverty reduction (Ukpong & Ibrahim, 2014). Specifically, General Gowon's Administration in (1973) launched Agricultural Credit Guarantee Scheme Fund (ACGSF) aimed at providing Agric-loan to farmer, while in 1976 the Military government of General Obasanjo initiated Operation Feed the Nation (OFN) a programme designed to enhance food production and to trickle down development to the rural areas, however, ACGSF and OFN failed as corruption and inefficiency, misplacement of priorities deled the programmes (Oshewolo, 2011). Similarly, the Green Revolution Program of Shagari's Administration (1979-1983) envisaged to promote food security failed to meet the desired goals as corruption and inefficiency manifested (Adawo, 2011).

In a similar vein, General Buhari's regime (1983-1985) introduced "Go Back to Land" programme which began to yield positive result in food production but short lived by a military coup which overthrew Buhari's military government. General Babangida on assuming power in 1985 came with series of programmes designed as steps further towards poverty alleviation in Nigeria, via Structural Adjustment Programme (SAP) which include Directorate for Food Roads and Rural Infrastructure (DFRRI), National Directorate of Employment (NDE), People's Bank, Community Bank. However, the implementation of SAP programmes sapped the people and worsened the living condition of the Nigerians (Oshewolo, 2011). Similarly, in 1999 President Obasanjo attempted to reduce the 70 percent incidence of poverty in Nigeria therefore launched Poverty Alleviation Program (PAP) in 2000, with a view to create jobs for the unemployed in Nigeria (Iheanacho, 2016). Not satisfied with the performance of PAP, the Federal government rebranded the programme to National Poverty Eradication Programme (NAPEP) and committed ₦10 Billion to finance the Poverty alleviation programme (Ogwumike, 2001), with a package of programmes on skills acquisition, however over-politicization and mismanagement of resources over-ran their goals (Umukoro, 2013). Furthermore, National Economic Empowerment & Development Strategy (NEEDS) was designed by the Obasanjo's administration in 2004. The ideals of NEEDS were premised on the Millennium Development Goals (MDGs), with core priorities on poverty reduction, education, sanitation, environment, energy and health, with about US\$1 billion expended since 2006 (UNDP, 2009). The NEEDS was designed enhance infrastructure development, entrench transparency, accountability, anti-corruption crusade and promote good governance (Bambale, 2011), however NEEDS philosophy failed to enable Nigeria meet MDGs' poverty reduction in Nigeria (UNDP, 2009). Additionally, President Goodluck launched the Transformation Agenda in 2011, which was judged for marginal success on education (Oladimeji, & Opeyemi, 2013). Regardless of the series of programmes initiated by various governments in Nigeria, incidence of poverty in Nigeria has become a worrisome (Adawo, 2011; UNDP, 2013). The National Bureau of Statistics put poverty prevalence for 2010, using USD 1 per (poverty line) day basis, at 61.20%, which revealed that the country suffered a relapse in its efforts towards meeting the MDGs target (NBS, 2015). In a similar vein (Oxford Poverty and Human Development Initiative (OPHI), 2017) in its report on Nigeria indicated that the menace of poverty is still high with more than half of the population living in poverty and

penury, for instance it has been shown by the report that Nigeria has a multidimensional poverty indicator (MPI) value of 0.303 which is very high, poverty incidence of 53.3%, poverty intensity 56.8%, with 17.5% as vulnerable which could plunge into poverty at any slight misfortune (shocks).

The above overview on the efforts made and pursued by the Nigeria’s government and the latest figures about the incidence of poverty have indicated that much is desired in addressing the menace of poverty in Nigeria, particularly, a paradigm shift from the conventionally oriented poverty reduction measures to an Islamic ideals of governance and administration that aspire for public good, greatest happiness and comprehensive prosperity.

Proposed Conceptual Model for Poverty Reduction In Nigeria

The incidence of poverty in Nigeria has been attributed not to the lack of human and material resources as it has been observed that Nigeria witnessed, over the years, an economic growth of rate 6% (Ajakaiye *et al.*, 2015). Similarly, Nigeria was indicated to have a GDP of \$521.8 billion and a GDP growth rate of 5.4% and a population of about 173.6 million people which are fair enough to guarantee well-being of Nigerians (World Bank, 2014). In the contrary, literature indicated that, the banes to the Nigeria’s poverty reduction or alleviation drive are mismanagement, corruption and poor policy related (Anger, 2010).

Consequently, in an attempt to find an way forward to the daunting challenge of poverty in Nigeria this paper suggests that Islamic ideals of administration and public management should be adhered to by the leaders, managers and those saddled with the responsibility of ensuring public good, security and overall well-being of the people, through embracing Tauhid Paradigm’s principle of public governance that sees leadership as trust which stewardship must be accounted for before Allah (SWA) in the hereafter. These principles of *Amanah*, *Adlah* and *Istislah*, basically, are the mechanisms for ensuring social-economic and political justice in the society therefore, if those in the position of authority in Nigeria apply and adhere to the three (3) principles in governance and sharing of the national resource surely comprehensive prosperity will flourish in Nigeria, thus poverty reduction will take place. These principles should be applied, as explained below, for poverty reduction to take place in Nigeria. The figure below is the proposed model for poverty reduction.

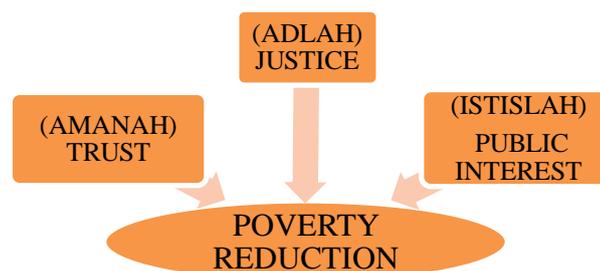


Figure 1 Proposed Conceptual Model for Poverty Reduction in Nigeria

Practical Application of Islamic Paradigm Principles

In practical term, and for the purpose of poverty reduction this paper envisages the importance of *Amanah* in poverty reduction policy formulation and implementation as it involves allocation or budgeting of resource which means that ensuring poverty reduction and changing the condition of the people from being poor to well-being has become a trust, therefore a task and

responsibility which must be ensured on the side of the policy makers. In essence, policy makers must embrace *Amanah* while applying the resources meant for poverty reduction effort, and must realize that the trust must be accounted for in the hereafter. It is imperative to note that mere allocation of resources without proper accountability and judicious use, honestly and sincerely, corruption and mismanagement will hold way and the objective of poverty reduction will not be accomplished.

In the context of poverty reduction, this paper sees *Adlah* (justice) as a frame for successful poverty reduction in the society, particularly as justice is very critical in the socio-economic and political relations amongst people in the society. In essence, allocation of resources, management of public resource and policy making generally should be for the benefit of all mankind and not just a group, class or section of a society, therefore poverty reduction policies and activities must be for the common good of all people without consideration of either social or economic status of the people, and that the policy makers must fear all and share resources equally amongst the identified poor and needy in the society.

In the context of this piece, *Istislah* in relation to poverty reduction is conceived to be involving, through consultation, the poor, destitute and the downtrodden in matters related to poverty reduction that affect them, as the status of being poor can only be explained by the subject, that is a person afflicted by it. Emphatically, this piece believes that, practically, genuine poverty reduction would take place when the poor's interest is taken into account when formulating poverty reduction related policies poverty reduction policy because it is the poor that knows actually what his/her real problem is, therefore consultation with the poor is central towards addressing his/her poverty situation which would also mitigate against misplacement of priority, policy failure and top-down approach in term of poverty reduction in Nigeria. Summarily, the paper discussed and emphasized on the practical application of the Islamic (*Tauhid*) paradigm in the quest for poverty reduction in Nigeria as doing so would entrench the philosophies of trusteeship, justice and public interest in the conception, design and implementation of poverty reduction related policies in Nigeria as such desired mitigation against poverty would thrive.

PROPOSITIONS

This paper based on the Nigeria's poverty reduction efforts discussed and the conceptual framework discussed, has the following propositions which would aid towards poverty reduction in Nigeria;

1. Nigerian state should appoint and entrust the responsibility of poverty reduction policies, to people familiar with the knowledge of leadership as trust and a burden.
2. Government in Nigeria should devise a mechanism for accountability and transparency, one which is built of the fear of Allah, thus inculcating the idea dual-face of accountability (here & hereafter) in the minds policy makers.
3. Government in Nigeria should embrace the spirit of consultation (*shurah*) for the purpose of engaging the poor through collating of input from them for proper formulation of poverty-related policies.
4. Government should consider merit and expertise in the delegating poverty reduction related responsibilities.
5. Managers/Administrators should be regularly reminded that they are trustees of Allah, thus they should aspire towards fulfilling the will of Allah and the public good and welfare.

4. Conclusion

In line with the discussion above on the poverty reduction drive in Nigeria and the conceptual framework explained, this paper concludes that if leaders and public managers in Nigeria in the area of policy making and implementation, particularly in the area of poverty reduction, embrace the philosophy of Islamic Administration through *Tauhid* paradigm's principles of *Amanah* (trust), *Adlah* (Justice) and *Istislah* (Public Interest) certainly human development and prosperity would thrive and poverty reduction would then be achieved. This is basically so because the pivotal point of administration in Islam is *Ihsan* (welfare) and *Falah* (comprehensive prosperity). Therefore it suffices to say that embracing Islamic ideals of leadership and management of public resources would ensure transparency, accountability, socio-economic justice and equality in Nigeria, and in the final analysis would guarantee poverty reduction in Nigeria.

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