



UNIVERSITI  
TEKNOLOGI  
MARA

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dan Perniagaan

# SOCIO ENVIRONMENT COMPENDIUM

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# 2021

**-SOCENTIUM-**  
keeping you informed

FACULTY OF BUSINESS AND  
MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA



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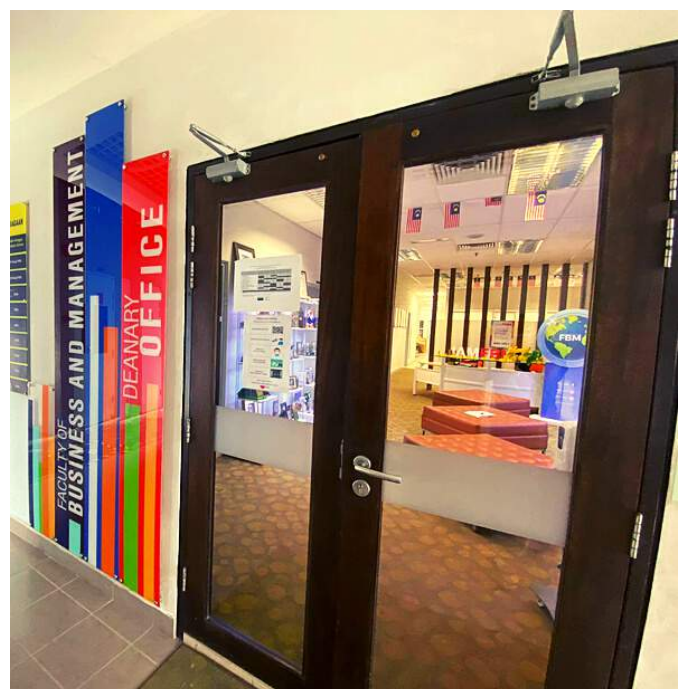
# INTRODUCTION



The Socio Environment Compendium (SOCENTiUM) is a web magazine that is published quarterly by the Faculty of Business and Management, Universiti Teknologi MARA. SOCENTiUM encompasses a collection of articles that will provide readers with up-to-date information related to socio-environment.

## "BUSINESS BEYOND USUAL"

Content from this report is form Wikipedia. According to section 496, the company auditor must give its own report on the Directors' Report (a requirement that should be brief, and only operates as a badge of good health) stating whether the report is inconsistent with anything in the accounts and liabilities.



# MESSAGE FROM THE DEAN

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An annual report is a comprehensive report on a company's activities throughout the preceding year. Annual reports are intended to give shareholders and other interested people information about the company's activities and financial performance. They may be considered as grey literature. Most jurisdictions require companies to prepare and disclose annual reports, and many require the annual report to be filed at the company's registry. Companies listed on a stock exchange are also required to report at more frequent intervals (depending upon the rules of the stock exchange involved).

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Professor Dr. Noryati Ahmad  
Dean  
Faculty of Business and  
Management





# *Notes From The* **CHIEF EDITORS**

Assalamualaikum and hello to everyone.

I would like to take this opportunity to congratulate the editorial board of Socientium for the 2021 issue. Truly, it is not an easy task, having to manage various tasks from academic affairs to students' activities, as well as research and publications. Likewise, my deepest appreciation goes to the Dean of Faculty of Business and Management, Prof Dr Noryati Ahmad for the relentless support to the research and innovation activities including this Socientium. I believe most of the countries that being affected severely by the Covid-19 are towards the recovery phase. Insya-Allah, the year of 2022 will be better for everyone including the education sector. Nevertheless, for 2021, the Faculty of Business and Management has achieved various achievements in spite of the challenges brought by the Covid-19 since 2020. Please read through this e-magazine to know more about that. I hope that our strategic university partners will always remember us; and working together with us in the areas of student exchange, research and publication, student activity as well as community and industry linkages. Border is no longer the hindrance for such activities as long as the connectivity is there.

Thank you.



Assoc. Prof. Dr. Amirul Afif Muhamat  
Deputy Dean (Research and Innovation)/  
Chief Editor for Socentium  
Faculty of Business and Management



Dr. Norliza Che Yahya  
Chief Editor for Socentium  
Faculty of Business and Management

Welcome to all our readers to the new issue of The Socio Environment Compendium (SOCENTIUM). On behalf of our editorial board, I would like to convey a word of thanks to our readers, contributors, authors, editors and anonymous reviewers, all of whom have volunteered to contribute to the success of the new issue of SOCENTIUM and also for helping us in ensuring this magazine achieve the high quality that it aims for enormous amount of work has been done towards the publication of this magazine in the past months and I hope everyone; from authors to reviewers will continue to give your strong support to SOCENTIUM for an up-to-date information related to socio-environment engaged by the members of FBM in our coming issues.

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# EDITORIAL BOARD



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# UP-CLOSE AND PERSONAL

**PROFESSOR PREM  
CHHETRI**

*Editor: Nur Atiqah  
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**DR. SITI DALEELA  
MOHD WAHID**

*Editor: Lina Nadia  
Abd Rahim*

---

A circular portrait of Professor Prem Chhetri, a man with dark hair and a slight smile, wearing a dark shirt. The background of the portrait is white. The overall background of the slide is orange with diagonal white lines.

**VISITING PROFESSOR**

# **PROFESSOR PREM CHHETRI**

**HEAD OF DEPARTMENT-SUPPLY CHAIN  
RMIT UNIVERSITY, AUSTRALIA**

**Please provide a brief introduction on your goodself. You might want to include your education background, passion, achievement at the state, national and international levels, and some background on your current position(s) at RMIT?**

I am the Head of the Department of Supply Chain and Logistics Management within the School of Accounting, Information System and Supply Chain, RMIT University. I am a spatial analyst with a strong interest in transport and logistics analysis, emergency services planning, urban infrastructure, supply chain modelling, and management of geographic information. I hold a number of degrees that include a Master degree in Regional Development and Planning from Jawaharlal Nehru University and a Master degree from Delhi School of Economics, Delhi University in India – the two most prestigious institutions in India.

After completing a Doctorate in Geographic Information Systems (GIS) from RMIT University, I commenced my career as a Consultant in a planning firm and later worked with the Local Government in Melbourne, Australia. I formally started my academic career as a Research Fellow with the University of Queensland where I successfully contributed to a number of Australian Research Council's projects. I have an international reputation for multi-disciplinary, applied and policy-driven research. I am passionate about developing multidisciplinary approaches, innovative methods and paradigms to capture a phenomenon in a multi-dimensional space in order to optimise their spatial-temporal distribution and interactions to reduce cost, improve efficiency and save lives.

**What values do you hold that have made you who you are today?**

Being the Dean of Faculty of Business and Management, UiTM is indeed challenging and a mammoth of responsibility. My main role is to be a strategic leader that helps others focus towards making the school visible, financially sustainable, and effective and efficient operationally.

This is not an easy job. For strategic initiatives to be implemented successfully at the Faculty level, I have to match Faculty members' interests with the priorities of the Faculty or it will be difficult to inspire and mobilise them to support the key initiatives.

**Could you share about your successful collaboration or experiences with UiTM?**

I am a Visiting Professor at UiTM. I feel that it is a second home university for me. The people, collegiality, and academic culture at UiTM have created a highly congenial environment for transdisciplinary research and learning and teaching innovation.

I am privileged with the opportunity to be able to publish with esteemed scholars from UiTM and submit research proposals. We are currently collaborating on the Organizational and Information System Management International Conference (OISMIC 2021).

### **What are the best parts of becoming an academician and educator? What is your favorite aspect of teaching and conducting research?**

The best part of becoming an academician is the rewards that we gain by guiding future leaders to shape the direction of the globalised and highly connected world. Personally, the best part of conducting research is the ability to travel overseas. I have visited and learnt the cultures of more than 50 countries in the world. Global Study tour is my favorite component of learning and teaching where I have the opportunities to learn more about the mindsets of students to help inform and improve the future learning.

### **Kindly share about your contributions to your organisation and local community.**

As Head of Department, my major contributions are my concerted efforts to empower staff to achieve their own career aspirations while maintaining a good work-life balance. I do this by adopting a distributed leadership model which enables staff to participate and feel a part of decision process and thus accountable for their decisions. My major contribution to the local community is via the research that I undertake on critical societal problems including bushfire and emergency management, business improvement and continuity, and workforce skilling and training.

### **The Covid-19 Pandemic has affected students' learning process. Would you mind sharing with us RMIT's response to the situation? What are your pandemic response plans?**

The health, safety, and wellbeing of students and staff are an absolute priority for RMIT. We have adopted rigorous COVIDSafe practices and protocols. I am truly privileged to work at RMIT University who has effectively implemented the COVIDSafe Plan, which consists of the measures required to safely support the resumption of on-campus activities when it is safe to do so. Wearing of masks in teaching spaces is essential as well as the requirement to maintain a 1.5m social distance. During the peak of COVID-19, we delivered all lectures online; more recently we moved to a blended learning mode. I am proud of the staff in my department for their willingness to innovate and adapt during this difficult time.

### **From your point of view, why it is important for academicians to get themselves involved in research and publications?**

Research is vital to academic career as it defines our character, shape our thinking, and provide opportunities to innovate and contribute to society. Publication is a means to showcase the quality of research as well as gain reputation, recognition, and satisfaction with our own academic career.

**Kindly share about your career planning and future collaboration plans at national and international levels, especially in academia.**

Majority of my current research is funded by state and federal governments of Australia. I have now started to internationalise my research and reach out to scholars in Asia and Europe where technological and management solutions to critical social, economic, and environmental challenges are sought via collaboration and equal partnership to support mutual learning and respect.

**What advice would you give young lecturers/scholars?**

I don't think I am wise enough to advise. Nonetheless, my own academic success is attributed to publishing in top-tier journals, attracting competitive grants and linking with international academic networks to access leadership opportunities. However, younger academics should define the meaning and purpose of success themselves. Don't let anyone define success for you. As an academic, we often get overwhelmed by our research and teaching commitments. We often try to do everything and do them immediately. We forget the true essence of life, the *raison d'être* of our existence, which needs to be understood to maintain a good work-life balance to lead a successful and satisfactory life.



Professor Prem Chettri with his research colleagues

# DR. SITI DALEELA MOHD WAHID

Senior Lecturer, UiTM Melaka



**ANUGERAH EMAS KEDOKTORAN  
(SAINS SOSIAL)**

Dr. Siti Daleela Binti Mohd Wahid is a senior lecturer from the Faculty of Business & Management, UiTM Melaka. She has recently been awarded with the prestigious 'Anugerah Emas Kedoktoran (Sains Sosial) Doktor Falsafah (PhD)' during UKM's 48th Convocation for her outstanding performance.

The SOCENTiUM team sat down with Dr. Siti Daleela for a short interview to find out how we can emulate her success.

**Please provide a brief introduction on your good self. You might want to include your education background, family background, interests/passion, and your current roles at UiTM Melaka.**

My name is Siti Daleela binti Mohd Wahid. My colleagues call me Dee or Dell. I am the eldest of three siblings. I grew up in a happy and lovely family. All my family members work in the private sector, and I am the only one who serves the government. As the eldest in the family, I always portray a good example to my siblings. I want them to be proud to have me as a big sister. I know that my family constantly looks up to me and cheers me on. They are my strength and the backbone of my success.

I am passionate about my work. Because I love what I do, I have a steady source of motivation that drives me to do my best. This passion leads me to challenge myself daily and learn new skills that help me to work better. Besides, I am highly organized. I always take notes, and I use a series of tools to stay on top of deadlines. I think because of my habit, I was appointed as the Head of Curriculum Affair Cluster, Unit of Curriculum Affairs and Academic Development, Universiti Teknologi MARA Cawangan Melaka. I am also a result-oriented person who constantly checks my targets to determine how close or how far away they are and what it would take to make them happen.

**What are the habits that made you successful?**

I do not know if this can be called a success habit or recipe. For me, success depends on how fully you embrace and master your own strategies. Here are mine:

- When entering an institution's gate, lower your ego. I always put myself as a student. I never bring my so-called "position" at the organization to the university.
- I would never say NO to my supervisor's demand or request. I will always ensure that I complete every task assigned to me on time.
- Be punctual on any occasion – meeting supervisor, attending class, joining seminars, and even socializing with friends. Punctuality is the key to success. If you respect other people's time, people will respect yours too.
- I attended seminars every time I finished a chapter. For example, when I completed Chapter 1, I found a seminar or course related to Chapter 1. From that, I know what I need to improve and which areas to enhance. I would consistently do the same for other chapters too.
- I always give myself enough time to research, write, and edit the essays in manageable stages.

- Reward yourself when your daily mission is accomplished.
- Pray, pray, and pray.

## What was your PhD journey like? How did you push through your worst times? What motivated you?

I believe everyone has different experiences in their PhD journey. Though it was challenging, I would say it was a fruitful and interesting journey. I will never reveal the hardship or the challenging parts. Let us celebrate the success and share the positive stories. I was not born smart; it was Allah's will, people's prayers, and my hard work that brought me to where I am today. I am glad I chose this path. My PhD journey has made me more resilient and optimistic about the future. I believe with good support, determination, and by staying focused, I finished my PhD on time and managed to make it quite an enjoyable journey.

I call my daily struggles "the battle of the moment." Trust me, you will have that moment countless. Again, it is truly a battle between your future self and your resistance. One of you will win and one of you will lose. The best way to win the battle of the moment is to first understand that it is normal for your resistance to show up every day when it is time to do something related to research. Set your goal daily. Once it is achieved, reward yourself. Treat yourself to a nice steak or go for a holiday. I always buy myself a "cendol" to celebrate my daily achievement. Once you stack up enough daily wins, you will see that you are making progress on your thesis.

"Keep your circle small and your mind will be at peace." In my experience, you should

surround yourself with friends who have the same goal as you. What you need the most is a positive community that supports you through the ups and downs and celebrates your successes every step of the way. I have a small number of friends during my study. We share many similar characteristics - all of us are married, scholarship holders, we have high determination, persistence, and are disciplined. If you want to seriously work on your thesis, find and join the right friends, and you will quickly start to see the light at the end of the tunnel.

## Could you share with us some of the sacrifices that you have had to make to be who you are today, and do you feel the sacrifices were worth it?

Everything in life requires sacrifices, regardless if it is studying or something else. No one succeeds without giving something. As far as studying is concerned, I, like others, sacrificed a few things a few years back. I had the opportunity to further my study at The National University of Malaysia located in Bangi, Selangor. The first sacrifice I made was to leave the house I purchased in Melaka to live in a rented house in Bangi in order to allow me to regularly meet my supervisor and go to the library. Although the monthly expenses increased drastically, it was worth it because I considered many factors such as the security when travelling from Bangi to Melaka and back, the health or fitness condition, the children's schooling, and the lists keep going on and on.

I limited myself when watching television. Do not be surprised - I deactivated my social media accounts for 2-years. I also unsubscribed my Astro channel until today. No Netflix. No Infix. No Viu. Nothing.

Study is not the only reason why my lifestyle is like that. Normally, after spending a few hours studying, I would devote more time with my kids. I also found a new passion for cooking during my study. I experimented with so many recipes from Asian cuisine to Western food. I found cooking to be the best “healing therapy” to overcome my hurdles or hardship. Trust me, every PhD student will discover new talents during the wonderful journey.

Apparently, success requires sacrifices more than what I mentioned. I sacrificed many things to develop a passion and keen interest towards studies. “Study hard. Do good and the good life will follow you.” Always remember, success did not come free, nor easily. Lots of sacrifices, lots of risks, lots of effort, along the way before being awarded PhD scholars.

### **In your opinion, what kind of skills/attributes/qualifications are most essential to be effective in our job as an educator?**

I believe every educator possesses all kinds of skills, attributes, and qualifications. Many debate about what makes successful educators. Most universities list their expectation towards academics through the promotion criteria that determine recognition and advancement. For me, a skillful or qualified academician should have a strong research track, positive academic evaluation, powerful leadership skills, and influential networking. I believe with these elements, you can be a successful educator. Let us look into the first point - a strong research track. This is related to publishing research work in esteemed publications and generating citations, patents, innovations, and commercialization. When an educator is able to do all these, it will equip them with up-to-date or new knowledge. Therefore,

they can deliver the “findings” or “new information” to the students. Indirectly, the research outputs will boost the university's scoring index.

Secondly, educational excellence is measured by student and peer evaluations including teaching practices, awards, recognitions, and disciplines advancement. It is important to attain constructive evaluation on your educational practice in order to be a role model for every member of the university. What I mean is your great achievement will probably inspire your colleagues to follow in your footsteps. Moreover, your students will always be proud of you and set your achievements as a benchmark. After all, Gale Anne Hurd said, “If you can’t find a good role model, be one”.

Leadership is looking into the element of participation or involvement of the faculty or university members. The idea is that as an educator, you must be able to create a participatory environment in all activities. A successful educator should always be creative in designing activities that promote involvement from many parties like colleagues and students – “If you want to lead, you must serve.” You must always believe that the vitality of your network will determine your professional fate. Establishing collaborations and building networks with industry players, community, academicians, students will aid in translating your knowledge and expertise into practice or policy.

### **What is the best advice you can give to potential and on-going PhD candidates?**

“Play hard, work hard and study harder”. Push harder than yesterday if you want a different tomorrow.

## Is there anything else you would like to share with us?

Receiving the best student award is everyone's dream but there are some criteria to fulfill. Among the critical requirements are publications, leadership, and community service. The award receiver also needs to portray a good image or trait as a student. Therefore, I would advise all potential and on-going PhD candidates to identify the criteria and requirements of your institution if you are looking to achieve this promising award. You can ask your university! In my case, I knew nothing about this award. My aim was simply to graduate with flying colours.

It always seems impossible until it is done! Always believe in Allah's plan. Keep seeking doa and blessings from parents, husband, and friends. Constantly believe in your supervisor's dedication; they once said – "You continuously make us proud." "You deserve this award with your stunning achievement." In a nutshell, you must not prioritise what is on your schedule; you should schedule your priorities.





# RESEARCH REVIEW

EDITOR: DR. NUR ZAHIDAH BAHRUDIN  
DR. AZLUL KALILAH ZAGHLOL

# GRANTS

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## **A Qualitative Study of Factors Influencing Employee Ecological Behaviour of Academics in Higher Education**

Funding Organisation: FRGS

Amount: **RM87,000**

Project duration: 01/09/2019 - 31/08/2021

## **RAKYATPRENEUR 2.0**

Funding Organisation: Bank Rakyat

Amount: **RM198,000**

Project duration: 01/01/2019 - 31/12/2020

## **Shariah-Compliant Islamic Medical Service Standard Framework For Health Providers In Malaysia**

Funding Organisation: FRGS

Amount: **RM85,200**

Project duration: 01/09/2019 - 31/08/2021

## **Malaysia Sustainable University Campus Network/MySun**

Funding Organisation: Erasmus & European Union

Amount: **RM374,141.90**

Project duration: 15/1/2020 - 14/1/2023

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# THE UTILISATION OF GAMES-BASED INTERVENTION [DAWN OF CIVILIZATION (DOC)] IN IMPROVING THE ENGLISH LANGUAGE PROFICIENCY OF HIGH SCHOOL B40 STUDENTS

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DR. NOR LELAWATI JAMALUDIN  
(FBM, UITM)  
SITI SALWA ISA  
( FSSR,UITM),  
SHAHRUL NIZA SAID,  
(SCHOOL LANGUAGES,  
CIVILISATION AND PHILOSOPHY,  
UUM)

## WHAT IS IT?

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### ABOUT

The application of Game-Based Learning (GBL) intervention to teach English using Dawn of Civilization (DOC) games.

### SAMPLE

Secondary school students aged 13 – 17 from B40 socio-economics group in Klang Valley

### METHOD

Measure the level of improvement of students based on The Common European Framework of Reference for Languages (CEFR)

## FINDINGS

---

The findings will assist the education industry in sparking the interest and motivation for improving language literacy achievement among high school students using technological kits as a pragmatic learning approach.

## REFERENCES

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Dichev, C., & Dicheva, D. (2017). Gamifying education: what is known, what is believed and what remains uncertain: a critical review. *International journal of educational technology in higher education*, 14(1), 1-36.

Foster, A., & Shah, M. (2020). Principles for Advancing Game-Based Learning in Teacher Education. *Journal of Digital Learning in Teacher Education*, 36(2), 84-95.

Mahdzan, N. S., Zainudin, R., Sukor, M. E. A., Zainir, F., & Ahmad, W. M. W. (2019). Determinants of subjective financial well-being across three different household income groups in Malaysia. *Social Indicators Research*, 146(3), 699-726.

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## **RAKYATPRENEUR 2.0**

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**MOHD ALI BAHARI ABDUL KADIR  
(PHD)  
ASSOC. PROFESSOR  
DEPARTMENT OF  
ENTREPRENEURSHIP &  
MARKETING STUDIES  
FACULTY OF BUSINESS &  
MANAGEMENT, UITM**

## **WHAT IS IT?**

---

### **ABOUT**

RAKYATpreneur 2.0 is an training grant from Bank Rakyat awarded to a team of training consultants from UiTM.

It is a program designed to elevate the entrepreneurial competencies of micro and small entrepreneurs so that they can heighten their skills to better run their enterprises effectively and ultimately help to increase the revenue.

### **SAMPLE**

200 asnaf entrepreneurs (the beneficiaries of Bank Rakyat) nationwide.

### **METHOD**

The program will be running for 6 months and comprises of four phases, is specially designed to train micro and small entrepreneurs to scrutinize their businesses thoroughly via series of workshops, coaching and advisory services, networking facilitation as well as scheduled follow-up and performance monitoring.

Engage a total of 50 experienced speakers, trainers, business coaches, and facilitators from various organizations that are directly involved in the country's entrepreneurship development agenda.

## **FINDINGS**

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This training grant hopes to help asnaf entrepreneurs to prepare themselves with adequate knowledge and skills that would enable them to identify and seize opportunities and remain relevant in the market even during unprecedented situation of the Covid 19 pandemic

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# **SHARIAH- COMPLIANT ISLAMIC MEDICAL SERVICE STANDARD FRAMEWORK FOR HEALTH PROVIDERS IN MALAYSIA**

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**DR. M RIDHUAN TONY LIM –  
UNIVERSITI TEKNOLOGI  
PETRONAS  
PROFESOR MADYA DR. MOHD  
NURI AL-AMIN BIN ENDUT –  
UNIVERSITI TEKNOLOGI  
PETRONAS  
DR. SHARIFF BIN HARUN –  
UNIVERSITI TEKNOLOGI MARA  
DR. KAMARUL AFENDEY BIN  
HAMIMI – UNIVERSITI KUALA  
LUMPUR**

## **WHAT IS IT?**

---

### **ABOUT**

The application of Game-Based Learning (GBL) intervention to teach English using Dawn of Civilization (DOC) games.

### **SAMPLE**

Secondary school students aged 13 – 17 from B40 socio-economics group in Klang Valley

### **METHOD**

Measure the level of improvement of students based on The Common European Framework of Reference for Languages (CEFR)

## **FINDINGS**

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The findings will assist the education industry in sparking the interest and motivation for improving language literacy achievement among high school students using technological kits as a pragmatic learning approach.

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Dichev, C., & Dicheva, D. (2017). Gamifying education: what is known, what is believed and what remains uncertain: a critical review. *International journal of educational technology in higher education*, 14(1), 1-36.

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# **DEVELOPING A MODEL OF FINTECH ADOPTION IN BANKING SERVICES AMONG MALAYSIAN SINGLE MOTHER**

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**HUSNIYAH BINTI ABD.  
RAHIM@ABDUL WAHAB  
FACULTY OF HUMAN  
ECOLOGY (UPM)**

**HAWATI JANOR  
FACULTY OF ECONOMICS  
AND MANAGEMENT (UKM)**

**MOHAMAD FAZLI SABRI  
FACULTY OF HUMAN  
ECOLOGY (UPM)**

**MOHD AMIM OTHMAN  
FACULTY OF HUMAN  
ECOLOGY (UPM)**

**ZAHARIAH SAHUDIN  
FACULTY OF BUSINESS AND  
MANAGEMENT (UITM)**

## **WHAT IS IT?**

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### **ABOUT**

This grant aims to determine the adoption of FinTech banking services and the predictors of the intention to adopt among the single mothers in Malaysia.

It will focus on developing a FinTech banking services adoption model comprising of attributes of innovation, perceived risk, and personal finance factors controlled by socioeconomic characteristics.

### **SAMPLE**

Data will be collected on Malaysians single mothers in Peninsula Malaysia. A multi-stage random sampling is employed for a total sample of 400 respondents registered with Department for Women's Development.

### **METHOD**

Use a cross-sectional survey by distributing questionnaire to obtain information on socioeconomic characteristics and other factors.

## **FINDINGS**

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The adoption of FinTech banking services by single mothers will contribute to their financial well-being and the society well-being leading towards Society 5.0 and enhancing towards IR4.0. It may enhance the economic condition of the country as single mothers are more aware and knowledgeable in their financial matters leading to a better decision. Single mothers and vulnerable group as a whole in turn, would experience a better service that will reduce time consumption in their transaction deals with the service sector agencies.

## **REFERENCES**

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Dillman, D. A., Stern, M. J., Smyth, J. D., (2007). European survey research association visual design, order effects, and respondent characteristics in a self-administered survey, Survey Research Methods, 1, 3, 121-138.

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# PUBLICATIONS

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## **Does Leverage Matter to Market Spread?**

International Journal of Innovation, Creativity and  
Change

**Scopus Q2**

## **Evaluating Variations in Healthcare Outcome Using Health Insurance Big Data: A Multilevel Analysis**

Medicine

**Scopus Q2**

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# **PRACTICE OF BUSINESS SUSTAINABILITY: EVIDENCE FROM THE MALAYSIAN MANUFACTURING SECTOR**

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**YUSMAZIDA MOHD YUSOFF\***  
**MUHAMAD KHALIL OMAR AND**  
**MALIZA DELIMA KAMARUL**  
**ZAMAN**  
**YUSLIZA MOHD YUSOFF**

## **WHAT IS IT?**

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### **ABOUT**

The aim of this study is to gain a better understanding of the level of business sustainability practices (economic, social and environmental) of manufacturing small and medium-sized enterprises in Malaysia

### **SAMPLE**

manufacturing small and medium-sized enterprises in Malaysia

### **METHOD**

Quantitative survey technique is used to collect the data. 168 usable responses were received and further analysed using SPSS 23 package software.

## **FINDINGS**

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The findings show the existence of business sustainability practices as the majority of statements have high and medium mean scores. However, economic sustainability is the least compared to the other two dimensions of business sustainability (social and environmental).

## **REFERENCES**

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Comin, L. C., Aguiar, C. C., Sehnem, S., Yuseliza, M.-Y., & Carla Fabiana, Cazella Dulcimar, J. J. (2019). Sustainable business models: a literature review. Benchmarking: An International Journal. <https://doi.org/10.1108/BIJ-12-2018-0384>

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**DR ISMAH**

## **WHAT IS IT?**

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### **ABOUT**

The application of Game-Based Learning (GBL) intervention to teach English using Dawn of Civilization (DOC) games.

### **SAMPLE**

Secondary school students aged 13 – 17 from B40 socio-economics group in Klang Valley

### **METHOD**

Measure the level of improvement of students based on The Common European Framework of Reference for Languages (CEFR)

## **FINDINGS**

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The findings will assist the education industry in sparking the interest and motivation for improving language literacy achievement among high school students using technological kits as a pragmatic learning approach.

## **REFERENCES**

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Dichev, C., & Dicheva, D. (2017). Gamifying education: what is known, what is believed and what remains uncertain: a critical review. *International journal of educational technology in higher education*, 14(1), 1-36.

Foster, A., & Shah, M. (2020). Principles for Advancing Game-Based Learning in Teacher Education. *Journal of Digital Learning in Teacher Education*, 36(2), 84-95.

Mahdzan, N. S., Zainudin, R., Sukor, M. E. A., Zainir, F., & Ahmad, W. M. W. (2019). Determinants of subjective financial well-being across three different household income groups in Malaysia. *Social Indicators Research*, 146(3), 699-726.

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**NOR LELAWATI JAMALUDIN**  
(FBM, UITM)  
**SITI SALWA ISA**  
( FSSR,UITM),  
**SHAHRUL NIZA SAID,**  
(SCHOOL LANGUAGES,  
CIVILISATION AND PHILOSOPHY,  
UUM)

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**DR LENN**

## **WHAT IS IT?**

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UUM)



# RESEARCH ACHIEVEMENT

EDITOR: NUR'ASYIQIN RAMDHAN

# Total Active Grants 2021

There are five (5) categories in active grants. This year marked a total of **129** grants with amount of **RM2,806,191.90**

**11**

**International**  
RM523,141.90

**18**

**National**  
RM1,112,800

**3**

**Private**  
RM215,000

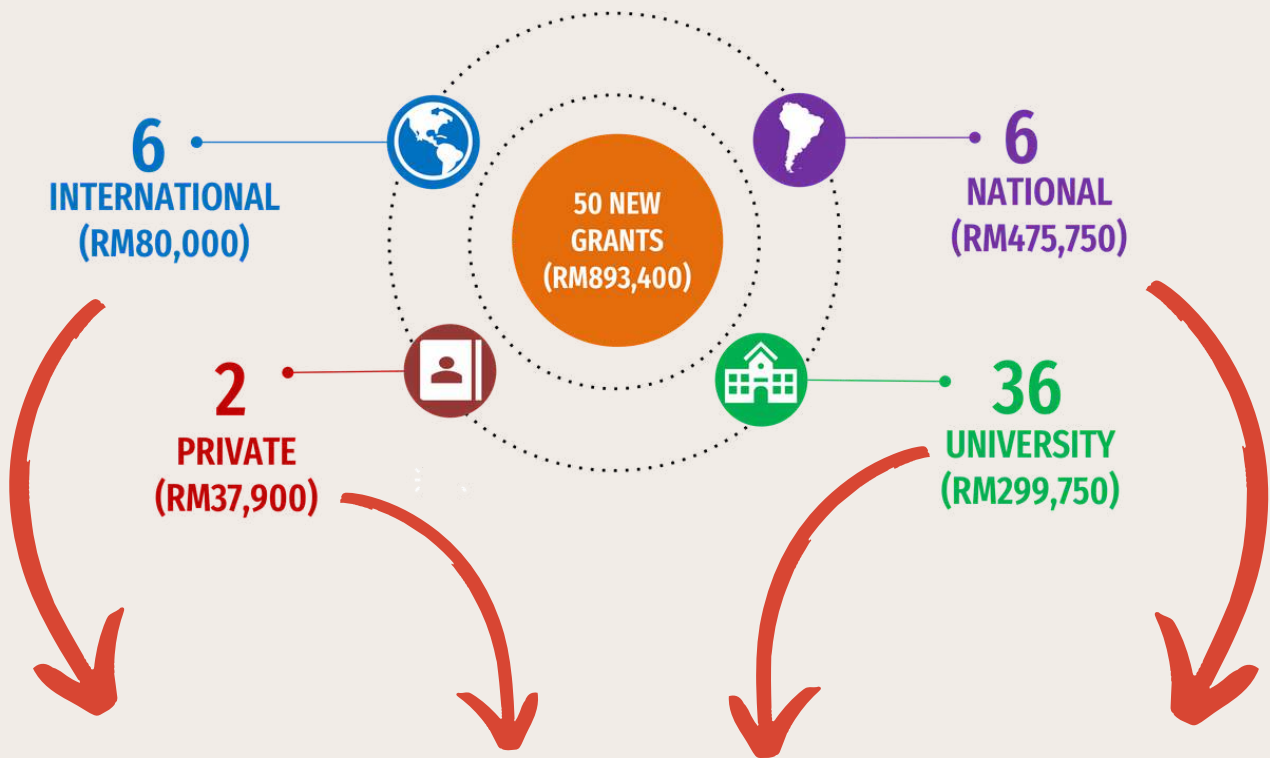
**1**

**Self-funded**  
RM87,000

**96**

**University**  
RM847,250

# TOTAL GRANTS ACQUIRED IN 2021




## External Grant

- Bank Pembangunan Malaysia Berhad
- Percetakan Keselamatan Nasional
- SOLVE Education Singapore
- FE UNESA
- IIUM-UMP-UiTM Sustainable Research Collaboration Grant 2020

## Geran Inisiatif Penyelidikan (GIP)

- Bestari
  - Geran Penyelidikan MyRA
  - Geran Penyelidikan Professor
- Dana Dalaman Fakulti (DDF)
- Dana DUCS
- MITRANS
- Geran Penyelidikan Khas (GPK)
  - MASMED

## Fundamental Research Grants Scheme (FRGS)



# Total Publication 2021

## JOURNAL ARTICLE

**186**  
Publications

- SCOPUS: 41
- WOS: 20
- ERA: 85
- MYCITE: 18
- Non-Indexed: 24

## PROCEEDING PAPER

**32**  
Publications

- SCOPUS: 2
- Non-Indexed: 30

## CHAPTER(S) IN BOOK

**5**  
Publications

- Non-Indexed: 5

## BOOK

**10**  
Publications

- Non-Indexed: 10

## GENERAL PUBLICATION

**81**  
Publications

- Non-Indexed: 81



# QS WOW NEWS

EDITOR: DR. NUR ZAHIDAH BAHRUDIN



## UITM ORGANIZES AN INTERNATIONAL ONLINE DEBATE TOURNAMENT

## UITM ORGANIZES AN INTERNATIONAL ONLINE DEBATE TOURNAMENT



## UITM ORGANIZES COMMUNAL WORK WITH RESIDENCE ASSOCIATION





## UITM LECTURER SHARES GOVERNMENT INITIATIVES DURING COVID-19



## RESEARCH INTEREST GROUP FROM FBM, UITM INITIATES AN AUTISM FRIENDLY MOSQUE PROGRAM



## UITM MALAYSIA AND UNESA INDONESIA INITIATE THE TRANS- BORDER RESEARCH COLLABORATION



## UITM DISCUSSES CHALLENGES OF HALAL SUPPLY CHAIN SUSTAINABILITY POST COVID 19

## UITM EXPLORES HALAL BUSINESS VENTURES

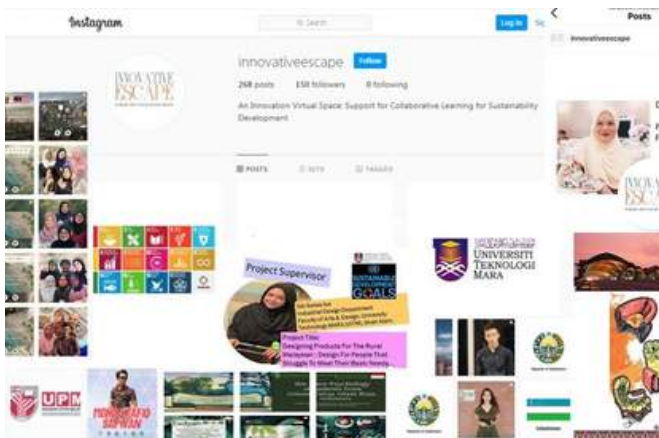


## UITM COLLABORATES WITH SKSU, PHILIPPINES ON HALAL TRAINING PROGRAMS

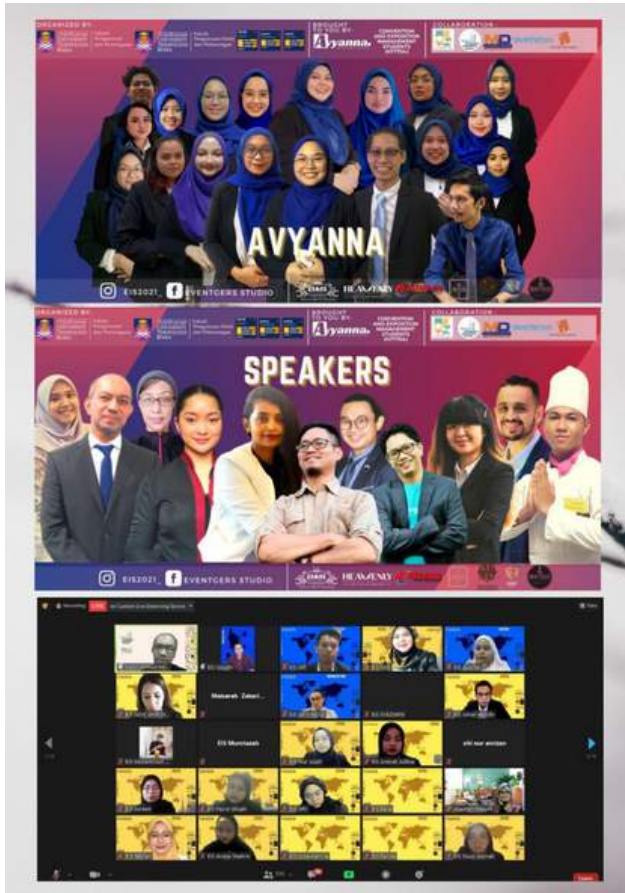


## UITM STUDENTS EXCEL AT IPB UNIVERSITY'S SUMMER COURSE PROGRAM AND INTERNATIONAL STUDENT'S COMPETITION

## FBM-UITM BECOMES AN AFFILIATE MEMBER OF THE EUROPEAN FOUNDATION FOR MANAGEMENT DEVELOPMENT



## UITM HOLDS THE INNOVATIVE ESCAPE INTERNATIONAL VIRTUAL EXHIBITION 2021



**UITM'S EVENT  
MANAGEMENT STUDENTS  
ORGANIZE THE GLOBAL  
EVENT INDUSTRY  
SYMPOSIUM 2021**

**FBM, UITM ORGANIZED A  
GREEN INITIATIVES FOR  
SUSTAINABLE CAMPUS  
SEMINAR**



**GREEN INITIATIVES FOR SUSTAINABLE CITY**

**AGENDA**

**9.00 am – Opening**

**9.15 am – MySUN Project Introduction**  
Assoc. Prof. Dr. Norlida Jaafar  
Manager of MySUN UITM

**9.45 am – UGC & Green Initiatives in UITM**  
Assoc. Prof. Datin Dr. Annis Asmat  
Director of UITM Green Centre UGC

**11.00 am – Shah Alam Low Carbon City & Sustainable Development Plans**  
Annie Syazrin Ismail  
Senior Officer of Town Planning (MBSA)

**12.15 pm – Closing**

**Moderator:**  
Assoc. Prof. Dr. Ramlian Zailani  
Solar Research Institute (SRI)  
Universiti Teknologi MARA (UITM)

**22 July 2021 (Thursday)**  
Google Meet:  
[meet.google.com/wqj-jgci-qwp](https://meet.google.com/wqj-jgci-qwp)

[www.mysuncampus.eu](http://www.mysuncampus.eu)

Duration  
15/01/2020 - 14/01/2023





UNIVERSITI  
TEKNOLOGI  
MARA

Fakulti  
Pengurusan  
dan Perniagaan

"Business Beyond Usual"

Unleashing Potentials  
Shaping the Future

RENOVA RESEARCH SERIES

**ENHANCING RESEARCH  
IDEA USING THE PITCHING  
FRAMEWORK**

18th August 2021 | Wednesday  
10:00 am - 12:00 pm (GMT +8:00)

ZOOM:  


Meeting ID: 996 3199 7485  
Passcode: 557266

FB LIVE:  
FBM\_Official

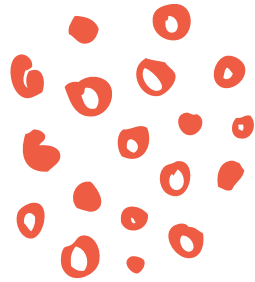
<https://fbm.uitm.edu.my> FBM\_UITM FBM\_UITM

**Speaker**  
**Prof. Dr. Robert Faff**  
Emeritus Professor  
Bond Business School  
Bond University, Australia  
School of Business  
University of Queensland, Australia  
President & Founder  
InSPiRe2S Network  
Pitching Research Framework  
Editor-in-Chief  
Pacific-Basin Finance Journal

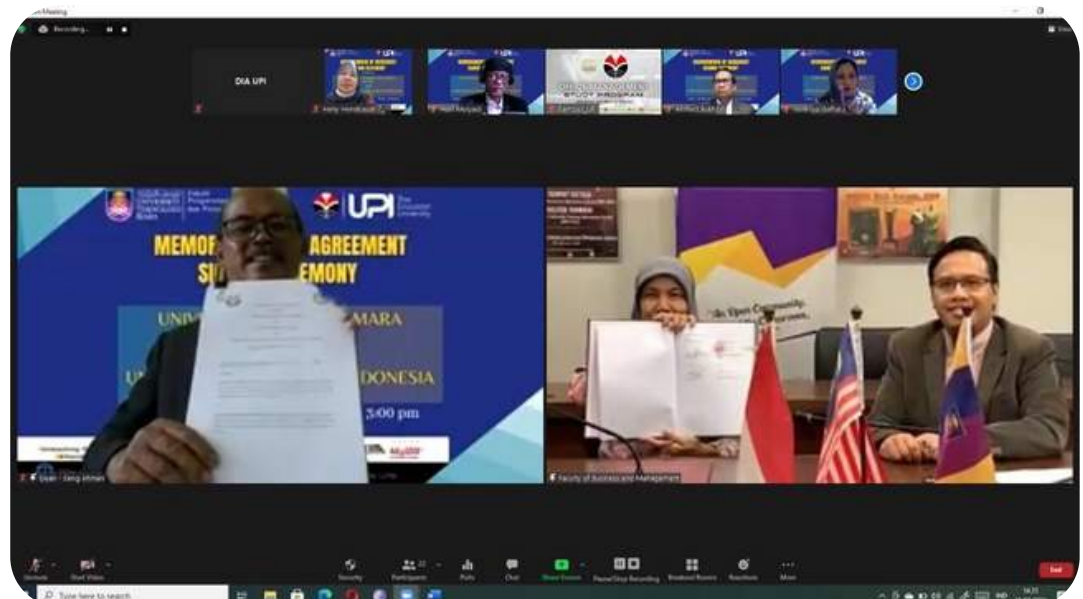
RESEARCH AND INNOVATION (RENOVA) UNIT  
FACULTY OF BUSINESS AND MANAGEMENT



## UITM ORGANIZES "ENHANCING RESEARCH IDEA USING PITCHING FRAMEWORK" SEMINAR



## UITM AND UPI FOSTER MORE RESEARCH COLLABORATION



# UiTM Dihatiku!



## BUSINESS BEYOND USUAL



# UiTM Dihatiku!

