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(Annual Serial Landmark International)

AQoL2023Bali

07th Asia-Pacific International Conference on Quality of Life

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Wina Holiday Villa, Kuta, Bali, Indonesia
30 Sep - 02 Oct 2023

AMER cE-Bs emAs e-IPH

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Editor

Mohamed Yusoff Abbas

Acknowledgement

The organiser, Association of Malaysian Environment-Behaviour Researchers (AMER) in collaboration with the cE-Bs (Centre for Environment-Behaviour Studies), College of Built Environment, Universiti Teknologi MARA, Malaysia, and the Co-Host, Politeknik Internasional Bali (PIB) Bali, Indonesia, congratulate the Abstract contributors in making this publication possible.

Thank you all!

Foreword

The 07th Asia Pacific International Conference on Quality of Life (AQoL2023) being held at Wina Holiday Villa, Kuta, Bali, Indonesia, from 30 Sep – 02 Oct 2023, is organised by AMER (Association of Malaysian Environment-Behaviour Researchers) in collaboration with cE-Bs (Centre for Environment-Behaviour Studies, College of Built Environment, Universiti Teknologi MARA, Malaysia, and co-hosted by Politeknik Internasional Bali (PIB), Bali, Indonesia. It marked AMER's 43rd international conference to be organized and fully managed by AMER's subsidiary, emAs (AMER Event Management & Services) under emAs emAs Resources

The Game Changer 2021 (#GC2021) initiated in early 2021 whereby it is compulsory for contributions from Malaysia to include international co-authors, is to increase our publications to be contributed by multi-national authors. We believe that initiative would tremendously increases the chances for our publications to be indexed by more reputable indexing bodies, such as Scopus. As such, commencing 2021 only multi-national authored contributions from Malaysia shall be accepted for publications.

AQoL2023Bali managed to attract an overall total of 66 abstracts. However only 62 abstracts were approved while the remaining four abstracts were rejected due to non-compliance. Of the abstracts approved, authors from 17 countries contributed. Majority of the abstracts were in collaboration with Malaysian authors. The most were together with China (28 numbers) followed by Indonesia (18), United Kingdom and United States of America (3 each), Libya, Philippines, Thailand (2 each), Australia, Egypt, Germany, India, Japan, Nigeria, New Zealand, Oman, and Saudi Arabia (1 each).

The approved abstracts were simply grouped generally under 16 sub-categories, although quite a number could have been easily placed under more than one category. The top three categories in order of popularity involved the following environments: -
Communication / Social Media Environment and Educational / Learning Environment (7 abstracts each); Commercial / Retail / Services Environment, Health / Healing Environment, and Sustainable Environment (6 abstracts each), and Local Heritage Environment (5 abstracts).

The approved abstracts were finally transformed into 56 approved papers, a return of 90%.

Hopefully this conference will inspire and encourage more researchers to participate in our forthcoming serial conferences.

Thanks again for your continuous support as always, and hope for an enlightening conference!

Prof. Dr. Mohamed Yusoff Abbas
Chair
AQoL2023Bali, 30 Sep – 02 Oct 2023
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About the Conference

Background

Asia is the world's largest and most populous continent with a population of about 4.5 billion people as of 05 Jul 2020. Together with Africa's 1.3 billion people, both continents altogether are hosting about 74% of the world population. Coupled with a high growth rate, it is imperative that both Asia and Africa establishes an international research organisation that specifically focus on the well-being of the Asian / African communities.

Hence, the establishment of ABRA (Association of Behavioural Researchers on Asians), officially formalised on 20th October 2014, represented by seven member countries – Egypt, Iran, India, Indonesia, Malaysia, Taiwan and Turkey. ABRA was renamed the Association of Behavioural Researchers on Asians/Africans/Arabians on 26 Jun 2020, with the inclusion of three new member countries – Morocco, Nigeria and Saudi Arabia. AMER (ABRAmalaysia) with its headquarters in Shah Alam, Malaysia is the permanent secretariat for ABRAworldwide.

To mark the establishment of ABRAworldwide, the maiden international conference AQoL2014 (ABRA International Conference on Quality of Life) was held in Istanbul, Turkey, from 26-28 December 2014. The 1st ABRAworldwide Board Meeting was also held in conjunction with the conference. To enhance the QoL conferences further, the AQoL to be held in non-ASEAN countries (except Malaysia) shall be the sister conference to the more established annual AicQoL (AMER International Conference on Quality of Life), held in the ASEAN countries. Both back-to-back AQoL conferences form the ASLI (Annual Serial Landmark International) Conferences on QoL).

Sadly, ABRA was deregistered in Mar 2023, due to the inability to conduct proper AGMs from 2015-2019. It should be noted during that period, online meetings were not yet popular. Attending the AGM physically was beyond the means of the members due to the lack of travelling fund.

Commencing 2023, the AQoL will be renamed as "Asia-Pacific International Conference on Quality of Life".

Thus far, the AQoL conferences organised were as follows:-

06th AQoL2022Putrajaya, Malaysia, 22 Nov 2022 (hybrid)
5th AQoL2021LangkawiIsland, Malaysia,15-16 Dec 2021 (hybrid)
4th AQoL2018Istanbul, Turkey 03-06 Nov 2018
3rd AQoL2017Kuching, Malaysia,14-16 Oct 2017
2nd AQoL2015Izmir, Turkey, 09-13 Dec 2015
1st AQoL2014Istanbul, Turkey, 26 – 28 Dec 2014

AQoL2023Bali, Indonesia, 30 Sep-02 Oct 2023

The 07th Asia Pacific International Conference on Quality of Life (AQoL2023) held at Wina Holiday Villa, Kuta, Bali, Indonesia, from 30 Sep – 02 Oct 2023, is organised by AMER (Association of Malaysian Environment-Behaviour Researchers) in collaboration with cE-Bs (Centre for Environment-Behaviour Studies, College of Built Environment, Universiti Teknologi MARA, Malaysia, and co-hosted by Politeknik Internasional Bali (PIB), Bali, Indonesia. It marked AMER's 43rd international conference to be organized and fully managed by AMER's subsidiary, emAs (AMER Event Management & Services) under emAs emAs Resources

The conference focuses on Quality of Life issues affecting the Asian/African/Arabian communities in both their countries and nons. Issues affecting other communities are also most welcomed.

Paper presenters are allowed to either present F2F or virtually. However, only those who present F2F shall be in the running for the Best Paper awards, amounting to more than cash MYR 10,500.00 with the grand prize of cash MYR 3,000.00 for THE Best Paper.

The e-IPH, UK published both the Abstract Book (eISBN 978-1-913576-12-7), and the Proceeding in the E-BPJ (Environment-Behaviour Proceedings Journal), eISSN 2398-4287, 8(26) Oct 2023, issue. Currently, the E-BPJ is indexed in Clavirate Analytics Web of Science (WoS) and ScienceOpen. Extended versions of the selected papers shall be published as freely accessible articles, online, in our other international journals – AjBeS, AjQoL, ajE-Bs or jABs, @ no publication charges.

Continuing with our Game Changer 2021 initiative, #GC2021 – only internationally-authored* (for Malaysians) papers shall be considered for publications in the Proceedings (E-BPJ), and in our other four international journals.
(* At least one of the authors must be from abroad; Failing which, a 100% additional surcharge of the published Registration Fees shall apply. Those from abroad must not be Malaysians, nor non-Malaysians studying/working in Malaysia. The co-author from abroad must also not co-authored in another paper. Failing which all the papers they co-authored will be disqualified in the running for the Best Paper awards).

Conference Tracks

Paper contributions involved the following environments (though not exhaustive):-
Children / Youth Environment;
Climatic Environment Commercial/Retail/Services Environment; Communication / Social Media Environment; Community Environment / Social Psychology; Construction Environment;
Design & Creative Environment; Educational / Learning Environment; Elderly Environment;
Energy Environment;
General Psychology;
Green Environment;
Healthcare / Healing Environment;
Hospitality / Tourism Environment;
Inclusive Environment;
Landscaping Environment;
Legal Matters;
Leisure / Recreational / Sports Environment;
Local Cultural / Heritage Environment (Food included);
Management & Production Environment;

Natural Environment;
Policy Matters
Public Sector Environment,
Residential Environment;
Rural Environment / Rural Psychology;
Sustainable Environment;
Technology-related Environment;
Transportation / Travelling Environment;
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Children / Youth Environment

A 01
CYE 003

Rehabilitation Space Design for Older Children with Autism

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Abstract

"Designing to give people dignity" this is a quote from Japanese first-class architect Motojima Takashi, mentioned in the Chinese variety show "The Almighty Remodeling King" when designing a residence for Chinese families with autism. As an autism patient, it is a lifelong condition; autism can be treated, but it cannot be cured (Anderson, 1990). The characteristics of autism are social communication difficulties, emotional expression challenges, and repetitive behaviors (Lord, 2000). Autism usually develops in infants around eight months old, and the optimal healing time is before the age of 3 years (National Research Council, 2001).

According to the "Report on the Development of China's Autism Education and Rehabilitation Industry II," there are 10 million autistic children in China, accounting for 1% of the total number of children. Moreover, the number of children with autism is increasing at a rate of 20% annually. However, autism research in China began in the 1990s, and compared to foreign countries, there are certain gaps in China's autism research institutions, guaranteeing institutions for autistic children, and rehabilitation institutions for autistic children (Yang, Y. 2019).

In April 2008, the Chinese government proposed to strengthen education for special children to address the issues faced by autistic children in China. The proposal was passed in July 2008, and it was fully implemented throughout China. In 2010, revisions were made to ensure fair rights and the development of special education for special children, proposing the basic guarantee for their living, education, rehabilitation, and economic issues. With the issuance of national policies, there has been an increase in awareness and cognition of autism among the Chinese population. As a result, some special education institutions have emerged in various parts of China. However,

when compared with foreign special education institutions, there are still certain gaps and problems in China's special education and rehabilitation institutions (Jiang, 2008).
To avoid leaving autistic children's parents feeling helpless and worried about "What will happen to my child after I'm gone?" twenty years later, the author conducted field research on rehabilitation institutions in mainland China to address the specific biological and pathological characteristics of childhood autism. The author also drew from the profound theories of autism rehabilitation research and rehabilitation space research from abroad to study, integrate, and improve a set of autism rehabilitation space design concepts suitable for China. The hope is that this design concept can have a positive therapeutic effect on more autistic children in China and enable them to live with dignity (benjianguishi, 2018).
The research in this article is based on on-site investigations of autism spaces in Sichuan and Yunnan provinces in China. The rehabilitation space design concept for children with autism includes structured spatial design.

Keywords: Rehabilitation Space; Older Children Rehabilitation Space; Rehabilitation Space Design (Maximum 4)

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A 02
CYE 001

Social Problem-Solving Skills and Self-Efficacy among Youth in Selangor, Malaysia

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Abstract

Background: Young people worldwide face diverse challenges requiring effective social problem-solving skills and self-efficacy. These skills are vital for tackling obstacles and reaching personal goals. Understanding their connection offers valuable insights for designing effective youth interventions and support systems. This research explores the correlations between social problem-solving skills (SPSS) and self-efficacy in young individuals.

Significance: This study filled the gaps of knowledge on SPSS and self-efficacy by exploring the relationships between these two fundamental psychological elements among youth in Malaysia. The findings can inform educational institutions and youth support programs to cultivate these skills for positive growth and achievement.

Aim: To explore the relationship between SPSS and self-efficacy among young individuals.

Objectives: i) To identify the level of SPSS and self-efficacy and ii) To determine the correlation between SPSS and self-efficacy among young individuals.

Methods: A cross-sectional study was conducted among 89 young individuals using structured questionnaires comprising relevant items to measure SPSS and self-efficacy assessed by the Young People-Social Problem-Solving Skills and the General Self-Efficacy, respectively. Both questionnaires utilised Likert-type scales to assess the participants' responses. Correlation analyses were performed to identify the relationships between the variables.
Limitations: The study relied on self-reported data, possibly introducing response biases. The sample was limited to a specific geographic area, potentially affecting the generalisability of the findings.
Findings: The results revealed significant positive correlations between self-efficacy and the following SPSS: "Choosing the best way of solving problems" (r=0.452,p<000),"Analyzing the good and bad ways of solving problems"(r=0 .400, p<.000), "Ability to feel calm by self-relaxation"(r=0.345,p=.001), and "Solving problems according to priority" (r=0.383,p<.000). Contrarily, a significant inverse correlation was observed between self-efficacy and the skill of "Sense of inability to solve problems"(r=-0.418, p<0.000). All significant relationships demonstrated low to moderate correlations.
Implications: The findings suggest that fostering SPSS in young individuals may enhance their self-efficacy. Educators, counsellors, and policymakers can use this information to design interventions and educational programs that specifically target the development of SPSS, ultimately fostering self-efficacy in young people.
Conclusion: Strengthening social problem-solving skills may increase self-efficacy, empowering young people to overcome challenges, reduce the risk of involvement in social problems and embrace a healthy lifestyle. It is recommended that future research explores longitudinal designs and diverse samples to explore the causal relationships further and expand our understanding of these essential attributes in youth development.

Keywords: Malaysia; youth; self-efficacy; social problem-solving; social problems

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A 03
CYE 002

Young People-Social Problem-Solving Skills: Development and Psychometric Properties

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Abstract

Background: Social problem-solving skills are essential for navigating life challenges effectively. However, lack of culturally suitable tools to measure social problem-solving skills among young people in Malaysia. Hence, this study was conducted to provide empirical evidence on the reliability and validity of our newly invented Young People-Social Problem-Solving Skills (YP-SPSS) questionnaire.

Significance: The YP-SPSS represents a pioneering effort to create a psychometrically sound tool that aligns with the cultural context of Malaysia and other Malay-speaking regions. By grounding the development of the questionnaire in a local context, we aimed to enhance its relevance and applicability, when assessing social problem-solving skills among Malay-speaking young individuals.

Aim: To develop a relevant and culturally appropriate psychometric test to measure the social problem-solving skills of young people.

Objective: To determine the reliability and validity of the Young People – Social Problem-Solving Skills (YP-SPSS) questionnaire.

Methods: The YP-SPSS questionnaire is a 6-point Likert- skill survey comprising 14 items. The survey was conducted in one public university in Selangor among 90 young people between 20 and 24 years old (mean±SD=21.81±0.78 years). The YP-SPSS questionnaire's reliability and validity were assessed through Cronbach's alpha and Exploratory Factor Analysis (EFA) using the Statistical Package for the Social Sciences (SPSS) software version 23.

Limitations: Limitations included potential sample representation bias and limited generalisability to other linguistic or cultural groups. Future research could explore test-retest reliability and concurrent validity.

Findings: The Cronbach's alpha test shows that the overall score was 0.764 indicating good reliability of the items in the instrument. To establish validity, the items underwent EFA using principal component analysis extraction and Varimax rotation. Fourteen items were retained with factor loadings that were above 0.5. The factor analysis shows that the YP-SPSS produced four factors: i) emotional awareness, ii) insight of having problems, iii) steps in solving problems, and iv) analysing the problems.

Implications: The YP-SPSS offers a culturally sensitive tool for researchers to accurately assess social problem-solving skills among Malay-speaking young people. Practitioners can use it to identify individuals in need of targeted interventions.

Conclusion: The YP-SPSS is a reliable and valid questionnaire to measure social problem-solving among young Malay people. Its psychometric properties and cultural relevance make it a valuable asset to impact research and interventions. Future studies can explore its applications across diverse settings, unlocking its potential to enhance problem-solving capabilities among Malay-speaking individuals.

Keywords: Malay; social problems; problem-solving; skill; questionnaire

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Commercial / Retail / Services Environment

A 04
CRSE 006

Assessing the Adoption of M-commerce in SMEs in the Service Industry of Malaysia

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Abstract

There is potential for mobile commerce (m-commerce) adoption to take over the pattern of Malaysia's economy, accelerate economic growth, improve the overall revenue, preserve the well-being of the people and hence, assist Malaysia in reaching high-income status. However, in Malaysia, m-commerce is still at an infant stage, and there are limited literature studies about the key factors that influence the successful adoption of this technology. Unfortunately, Malaysia will be more vulnerable to the disruptions of the economy if unable to grab the opportunities offered by modern m-commerce technology adoption and hence lack behind to compete globally. Therefore, it is essential to conduct a study on factors that influence m-commerce adoption. The purpose of this paper is to examine the relationship between performance expectancy, effort expectancy and government support for m-commerce adoption among Small & Medium Enterprises (SMEs) in the service industry. The study was quantitative, and a self-administered questionnaire was used to collect primary data from 396 SMEs in Kuala Lumpur and Selangor, Malaysia. The data was analyzed using PLS-SEM, and findings discovered that the proposed model explained 65% of the variance in the dependent variable. The findings show that there is a positive significant relationship between performance expectancy, effort expectancy, and government support for m-commerce adoption. The implication of this study is to aid SME owners or managers and Information Technology professionals who might use this research finding to intensify efforts of deploying m-commerce technology in business organizations. This research finding also will provide knowledge towards the potential entrepreneurs to invest in m-commerce technology and formulate effective business strategies. This research finding will enlighten the

benefit derived from m-commerce when they want to use and continue to adopt m-commerce in their business. The limitation of this study is inherent in the sample used, which involves two states in Malaysia only, which are Selangor and Kuala Lumpur.

Keywords: Performance Expectancy; Effort Expectancy; Government Support; M-commerce Adoption

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A 05
CRSE 007

CSR activities in SMEs: The impact of TPB's factors to firm's performance and firm size as moderator

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Abstract

In this study, Small and Medium Enterprises (SMEs) in Malaysia are examined in terms of their intentions, Corporate Social Responsibility (CSR) activities, and the results of those activities. This study employed the Theory of Planned Behaviour (TPB) to examine the effects of an SME's owner and manager's attitude towards behaviour, subjective norms and perceived behavioural control on their intention to participate in CSR activities. It also determined the impact of an SME's intention to engage in CSR causes on its CSR behaviour. In addition, this study focused on the impact of the SME's CSR behaviour on the firm's performance and the moderating impact of the firm's size on the relationship between the firm's CSR behaviour and its performance. The study included 301 surveys from 1,545 listed SMEs for the final data. PLS-SEM, or partial least squares structural equation modelling, was used to analyse the respondents. The analysis's findings not only confirmed that every factor that was discovered to have a significant impact on an owner's or manager's intention to engage in CSR activities, but it also found a correlation between that intention and the owner's or manager's behaviour in carrying out those activities, which in turn was reflected in the firm's performance. While for the association between CSR activities and corporate performance has been found to be stronger the larger the firm is in terms of size. This study indicates that engaging in CSR activities has a substantial impact on SME success by showing a positive association between a firm's CSR activities and its performance, even though other studies have identified discrepancies in the firm's performance results. In addition, this study is one of the few to empirically examine each of the TPB variables in CSR participation, supporting the paradigm proposed by Azjen. SMEs also need to be encouraged to focus more on the

formalization of their CSR practices for positive output and the policymakers in the Malaysian government can be suggested establishing a flexible resource criterion based on SME size for them to participate in CSR activities to increase their involvement. This study has a limitation in the selection of SME firms as this study exclusively sampled SMEs from only five states in Malaysia.

Keywords: Corporate Social Responsibility; Theory of Planned Behaviour; Firm Performance; Firm Size

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A 06
CRSE 004

Customer Satisfaction of using Food Delivery Apps: From the sociodemographic viewpoint

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Abstract

In recent years, the rapid growth of the digital economy has revolutionized various sectors, including the food industry. In Malaysia, the emergence of food delivery apps has transformed how people access and enjoy meals. The global Covid-19 outbreak further accentuated the reliance on food delivery services, making them an integral part of daily life for many individuals. These apps have proven to be a convenient and speedy solution, offering a wide array of culinary choices, leading to widespread popularity among the masses. However, the level of satisfaction experienced by individuals when using food delivery apps is not solely determined by their convenience and diversity of options. Numerous factors dynamically influence their overall satisfaction. Despite the growth in research on satisfaction with food delivery app usage, past studies have generally overlooked the importance of segmenting the Malaysian market based on sociodemographic factors. Recognizing the critical role sociodemographic variables play in shaping user experiences and preferences, this paper aims to analyze the significant differences between various demographic factors and user satisfaction with food delivery apps among online consumers in Peninsular Malaysia. The factors include the significant differences between demographic factors (such as age, monthly income, gender, occupational level, marital status, educational level and order frequency) towards satisfaction when using food delivery apps. The online survey was collected by using convenience sampling. A total of 447 questionnaires were collected and further analyzed. Analyses were done using IBM SPSS 28. The result showed no significant differences between age, monthly income, gender, occupational level and educational level towards satisfaction of using food delivery apps. However, significant differences were found

between marital status and order frequency towards satisfaction with using food delivery apps suggesting these variables play pivotal roles in determining satisfaction levels. Limitations and conclusions were highlighted at the end of this paper. The findings shed light on individuals' diverse perspectives and preferences in the Malaysian context and will assist food delivery app companies in targeting the most crucial segmentation component in developing an efficient food delivery app model.

Keywords: food delivery apps, Malaysia, sociodemographic, satisfaction

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A 07
CRSE 002

Exploring the Key Marketing Elements that Shape Brand Awareness in Service-Oriented Sector

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Abstract

The energetic economic environment has resulted in significant alterations in how businesses respond and tailor their strategies to align with the ever-changing patterns of consumer spending. In particular, the service-oriented industry such as food sector, has undergone notable transformation in response to these changing behavioral trends. Consumer are selecting brands based on their level of awareness and consciousness. In addition, marketers employ various factors to create brand awareness. Within two years, 3.5 percent of small and medium- scale enterprises in Malaysia experience failure, while 54 percent cease operations within four years. Small businesses specifically in the service industry encounter challenges in attracting consumers, adapting to market competition, and enhancing business awareness, contributing to the factors leading to their struggles. If consumers are aware of the brands, they will likely make purchases. Therefore, this paper reviews the marketing elements that shape brand awareness in a service-oriented sector.

The purpose of the paper is to elaborate on the relationship between social media marketing, advertising, price and product towards brand awareness. In this research, a quantitative method was used, and research data was obtained via questionnaires. Convenience sampling method

was applied and a total of 125 sample sizes of restaurant consumers in Perak were collected. To test the hypotheses, the Social Science Statistical Package (SPSS) 29 was used. Specifically, correlation and regression analyses were employed to examine the association. The study findings indicated a significant and positive influence of all the variables predicting brand awareness. The outcomes from the study provide precious guidance on the essential measures that the service industry should implement to secure their sustainability in the industry over the long-term. In terms of theoretical contributions, this study aims to enrich the existing literature on brand awareness. From a managerial standpoint, the study suggests that marketers and enterprises should evaluate the importance of social media marketing, advertising, price and product in the context of brand awareness.

Keywords: Brand awareness; marketing elements; food and beverages; service industry

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A 08
CRSE 005

Palm Oil Export and Environmental Pollution in Malaysia: Evidence from ARDL approach

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Abstract

Commodity export revenues are essential for some commodity-dependent developing countries, and Malaysia is no exception. As a small open economy, the concern about environmental measures such as greenhouse gas emissions (GHG) may affect Malaysia's market access and export competitiveness. Palm oil significantly contributes to the Malaysian economy, with the country supplying more than 40% of the global palm oil. However, palm oil is claim caused has a significant impact on the quality of the environment, particularly in European countries. In short, Malaysia's palm oil export growth can no longer be sustained at the expense of the environment. Therefore, This paper seeks to identify the effect of palm oil export on environmental pollutants. The National Income (GDP) and Foreign Direct Investment (FDI) were also included in the model as control variables. This study employs the auto-regressive distribution lag (ARDL) econometric technique, and the analysis is based on time series data from 1990 to 2020. The bound F-test and Johansen cointegration tests confirmed that palm oil export significantly accelerates environmental pollution. At the same time, national income is responsible for deteriorating environmental pollution in the long run. The negative significance of the error term from the error correction model (ECM) is another proof of the established long-run relationship between environmental pollutants and Malaysian palm oil export. However, the results from the short-run estimate explore that all the variables are insignificant. This study concludes that Malaysia should control international trade activities to deal with pollution problems. Environmental protection

policies should aim to strike a balance between economic growth through exports and environmental protection. The policy maker should also consider carbon pricing mechanisms that include exported products and carbon footprints that would incentivize companies to reduce emissions. Moreover, The government can also make Environmental Impact Assessment (EIA) mandatory for exporting industries to mitigate potential environmental impacts throughout their supply chains. This will ensure This will ensure that exports are not causing significant harm to the environment.

Keywords: Palm Oil Export, Agricultural Methane Emissions, ARDL Bounds Testing.

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A 09
CRSE 003

Role of Brand Awareness on Marketing and Purchase Intention in Service-Based Businesses

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Abstract

The global economic impact has significantly changed how businesses can respond to and adjust their strategies to align with evolving consumer consumption patterns. Consumer behavior patterns have undergone shifts in terms of consumption as well as individual and social identity. Businesses operating in the service-oriented industry, especially the restaurant industry have witnessed notable transformations in response to these changing behavior patterns. Data gathered from the Department of Statistics Malaysia in 2020 has shown that the GDP statistics for the food and beverage sector have sharply declined by 31.5% in the second quarter of 2020. The Covid19 significantly impacted the restaurant industry globally, including Malaysia, with temporary closures, reduced dine-in capacities, and shifts towards delivery and takeaway services. While the pandemic may have been the cause, service-oriented businesses, especially restaurants in this context, must address this challenge. Previous research has focused on and pointed out the digital transformation needs for these restaurants in adapting to the changes in consumer purchase patterns. It is notable the limited understanding in the study that addresses the key marketing elements. This research investigates the impact of crucial key marketing variables on purchase intention; specifically, four independent variables, social media marketing, advertising, price, and product, were tested for correlation against purchase intention.

Additionally, the study explored the role of brand awareness as a mediator in this correlation. The study utilizes a quantitative research method and examines a sample of restaurant consumers in Perak, employing a convenience sampling method for data collection. The data analysis involves examining 125 sample sizes using SmartPLS 4.0. with mediating effect of brand awareness. The results of the study demonstrated that all the variables had a positive and significant impact on predicting purchase intention.
Furthermore, brand awareness was found to have a mediating effect in this relationship. The results provide valuable insight into the actions that restaurants need to take in order to maintain their sustainability in the industry. Implications and recommendations were highlighted in the study.

Keywords: Brand awareness; purchase intention; food and beverage; service industries

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A 10
CRSE 001

Warehouse Automation Implementation Environment: Case of Central Warehouse Management in Mali, West Africa

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Abstract

Many warehouse processes are becoming more efficient as technology augments the work of humans and allows them to focus on more complex tasks. These are known as warehouse automation. Warehouse automation can take many forms, including machines, automation tools, and robots, to assist workers with inventory processes from the time it arrives at the warehouse until it is distributed. It is well known that warehouse automation solutions can assist warehouses in increasing productivity, inventory accuracy, lowering labor costs, and improving safety. As a result of the automation, the manual aspects of environment provisioning, configuration, and inventory data management are eliminated in a warehouse-automated environment. It also ensures that all processes associated with and related to software development testing are seamless, linked, and fully integrated; therefore, warehouse automation implementation (WAE) is essential for warehouse operation as it allows for the completion of repetitive, time-consuming tasks with less human labor. Despite the widespread success of these approaches, a lack of study focuses on the implementation of warehouse automation, leaving a huge gap between the issue and the critical success factors. Therefore, the main objective of this study is to determine the variables affecting the implementation of warehouse automation among warehouse managers and employees in the peacekeeping mission in Mali, West Africa. The second objective is to develop a modern warehouse automation model as a solution for full implementation in

warehouse automation operations. The target responders for the study include the warehouse managers and employees deployed in seven geographical locations in Mali, West Africa, namely, Bamako, Timbuktu, Kidal, Gao, Mopti, Menaka, and Tessalit. A set of questionnaires was created to collect the data from the respondents. This study was conducted using a quantitative method. A total of 100 responses were gathered through an online survey. Smart PLS 4 software was used to analyze the survey data. The independent variables, namely, productivity, accuracy, cost, and safety, significantly influence the dependent variable.

Keywords: Automation, Environment, Implementation, Warehouse

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Communication / Social Media Environment

A 11
CSME 001

Chinese Teachers' Perceptions on Implementation of CLT in College Business English Class

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Abstract

Communicative Language Teaching (CLT) originated in Western countries in the 1970s. It is a student-centred language teaching approach that emphasizes improving students' communicative competence through meaningful interactions and collaborations in authentic contexts. According to the principles of CLT, teachers are expected to teach grammar rules implicitly. In other words, students acquire grammar rules through the use of target language rather than passively listening to teachers. Regarding error correction, teachers should have a high tolerance for students' errors if the meaning of communication is not seriously affected. Though previous studies have investigated the implementation of CLT in EFL classes in many Asian countries, very limited studies have been conducted, especially in the Business English context in Chinese colleges. The objective of this study is to investigate Chinese college Business English teachers' perceptions of CLT and the challenges they encountered in the implementation of CLT in class. The participants were a group of nine college-level teachers who specialized in teaching Business English at a private college in Chengdu, China. The data were collected through semi-structured interviews conducted in Tencent Meetings and analyzed using thematic analysis. The findings of the current study revealed that the majority of the participants have favourable perceptions towards the implementation of CLT in Business English classes. They highly advocated the principles of CLT, which can create a friendly learning environment for students to practice Business English and improve communicative competence. However, the participants expressed different opinions on whether to implicitly or explicitly teach grammar and correct students' errors. In addition, participants mentioned teacher-related challenges (e.g., lack of CLT knowledge), student-related

challenges (e.g., lack of English proficiency), and policy-related challenges (e.g., big class size and lack of in-service training) that hinder their implementation of CLT in Business English class. The findings of this study are beneficial to the field of CLT in China, especially in the English for Specific Purpose context. The current research is, however, limited by the small sample size and single data collection method. The recommendations for future studies are discussed.

Keywords: Communicative Language Teaching; Business English; Teacher's Perception; Instructional Challenge

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A 12
CSME 005

A Scientometric Analysis and Critical Review of Research on English for Specific Purposes

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Abstract

Research on English for Specific Purposes (ESP) began in the 1960s. To understand the historical development of this specific field, a few researchers conducted systematic reviews of ESP literature. However, a holistic review combining both scientometric analysis and critical review from an international perspective in the last ten years is still lacking. The study objectively maps the knowledge area and aims to identify the research status quo, key research themes, knowledge evolution, and emerging trends within the field. Based on literature retrieved from the Web of Science core collection, a total of 1528 bibliometric records published from 2011 to 2022 were visualized and analyzed via Citespace to identify the research status quo, key themes, knowledge evolution, and emerging trends. This paper provides references for researchers to understand the structure, evolution of research, and emerging trends in English for Specific Purposes. The research status quo through publication distribution and co-country network shows that the research has undergone exponential growth and highly international authorship and cooperation. Co-word analysis, clusters, and critical review of citing articles indicate seven themes, i.e., “pedagogy”, “genre”, “corpus”, “needs analysis”, “student”, “teacher”, and “English for Specific Purposes branches”. Through the timezone view of the keyword co-occurrence network, four features, such as the predominance of genre, corpus, and pedagogy, varied pedagogies, varied research methodologies, and technology-assisted teaching, were identified. The keyword and citation burst detection and a critical review of citing articles were conducted to identify the emerging trends. It is found that teacher development, academic literacy, English medium instruction, academic vocabulary, and corpus-based teaching are the new frontiers in

this field. The findings provide researchers and practitioners with several research networks and insights to facilitate their understanding of the structure and evolution of English for Specific Purposes and promote further teaching or research in this field. Given the limitations in relying solely on one visualization tool and the focus on an international perspective, future research in this field could explore the utilization of other visualization tools in addition to Citespace to enhance the visualization of literature, or delve into more localized contexts and compare the trends observed within these contexts with the international landscape. These avenues of research contribute to a deeper understanding of English for Specific Purposes research and its specific applications in different contexts.

Keywords: English for Specific Purposes; Scientometric analysis; Critical review; Citespace

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A 13
CSME 005

Cyberbullying in the Social Media Environment: Investigating young adults' experiences in Malaysia

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Abstract

The emergence and widespread adoption of social media platforms have marked a paradigm shift in communication and interaction, offering individuals unparalleled avenues for connectivity and self-expression in Malaysia. Nevertheless, this digital landscape has also facilitated the growth of cyberbullying, a harmful phenomenon that causes significant psychological and emotional harm to its victims in the country. To effectively address this issue, a comprehensive understanding of the language dynamics inherent in cyberbullying incidents is essential. Thus, this study aims to explore the experiences of young adults in Malaysia regarding cyberbullying, focusing on the prevalence of offensive language, language use in cyberbullying and the coping mechanisms employed by respondents. Using purposive sampling, this mixed-methods study gathered data from 148 students at a Malaysian public university through a survey questionnaire. The data covered cyberbullying experiences, language use, coping mechanisms, and awareness of the issue. In this study, limitations like self-report biases and a narrow focus on young adults in public universities were also acknowledged by researchers. In addition, quantitative data were analysed using suitable statistical techniques, including descriptive statistics via SPSS, while qualitative data were analysed thematically. The recent experiences of cyberbullying indicated that physical-related cyberbullying and intelligence-related cyberbullying were the most common forms reported by the respondents. Moreover, most participants believed offensive language in

cyberbullying can severely affect the victim's mental health and well-being. Moreover, a significant portion of respondents ignored incidents and uncertainties about awareness, emphasising the necessity for focused interventions and educational efforts to address cyberbullying among young adults in Malaysia. Overall, the findings indicate that cyberbullying is a prevalent issue among young adults in Malaysia, with offensive language and harmful consequences for victims being significant aspects to consider. In conclusion, the study may contribute to policy recommendations to foster an online culture of respect, empathy, and kindness, thereby creating a safer social media environment in Malaysia.

Keywords: Cyberbullying; Language Use; Young Adults; Social Media

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A 14
CSME 002

Efficacy of Inquiry-Based Learning and Teaching Approach among Chinese High School Students

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Abstract

English language mastery relies heavily on reading comprehension, which requires robust inferential reasoning. However, Chinese high school EFL reading approaches, largely teacher-centric, often neglect this critical skill. Responding to the emergent demand for pedagogical progression in English as a Foreign Language (EFL) reading comprehension within Chinese high schools, this investigation proposes transitioning from a didactic, teacher-focused methodology to an Inquiry-Based Learning and Teaching (IBLT) framework. Anchored in cultivating curiosity, active exploration, and direct engagement, the IBLT paradigm is anticipated to augment student involvement, stimulate advanced cognitive capabilities, and thereby enhance EFL inferential reading comprehension skills. These improvements align with the tenets of the National English Curriculum Standards for Senior High Schools in China, emphasizing the necessity to foster such critical proficiency. The research accomplishes two main objectives: initially, it gauges the present inferential reading comprehension proficiency of Chinese high school students in the EFL context; secondly, it scrutinizes the effectiveness of IBLT on the enhancement of these competencies. A meticulously designed nine-week empirical study was conducted comprising a control and an experimental group, selected through matched sampling, ensuring equivalent English scores and homogeneous proficiency levels. The experimental procedure entailed the implementation of pre and post-tests, augmented with questionnaires, to assess the efficiency of the IBLT approach in

advancing EFL inferential reading comprehension and to evaluate students' competency across varied inferential reading facets. Data gathered from the questionnaires and reading comprehension tests were scrutinized using SPSS25 software. The analysis incorporated t-tests to verify the statistical significance of discernible variations and to decipher the impact of the IBLT approach on students' EFL inferential reading comprehension abilities. Comprehensive examination of the collected quantitative data indicates a favorable impact of the IBLT methodology on Chinese high school students' EFL inferential reading comprehension skills. This research endeavors to enrich academic dialogue by shedding light on the EFL reading proficiency levels of Chinese high school students and the potency of the IBLT approach in bolstering EFL inferential reading comprehension. The derived insights aspire to guide EFL practitioners, curriculum architects, and policy decision-makers in formulating efficacious pedagogical tactics and strategies, augmenting students' EFL inferential reading comprehension skills, and promoting a more interactive, learner-centric instructional model.

Keywords: EFL; Inferential Reading Comprehension Skills; Chinese High School Students; IBLT Approach

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A 15
CSME 003

Multimodal Discourse Analysis Theory applied to Senior High School English Reading Teaching

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Abstract

Acquiring language knowledge, improving grammatical function, enhancing literacy, and expanding global vision are critical benefits of English reading for high school students. To ensure that students maximize their learning in the English reading classroom, exploring an effective and suitable reading teaching pattern aligned with their cognitive development is essential. The study aims to guide the new class by comparing it with traditional classroom observation in multimodal discourse analysis theory. Furthermore, the study intends to determine if classroom performance is different between high-group and low-group students and whether it correlates with how well they score on a read. This study examines the current state of high school English reading classroom teaching through various methods such as literature research, questionnaire investigation, test method, classroom observation method, and interview method. It examined the impact of a new reading teaching mode on students. After a semester, a reading test was administered and analyzed. The participants of this study were six English teachers and ninety students in a public college. Questionnaires, classroom observation, and semi-structured interviews were used to collect data. The findings revealed that applying the theory of multimodal discourse analysis in the high school English reading classroom is beneficial in enhancing students' attention and learning efficiency. In addition, the guidance of the new reading teaching model using this theory significantly impacts students' reading scores. Furthermore, applying multimodal discourse analysis theory in high school English reading classrooms can aid students in comprehending text information more effectively and promote diversity in speaking, reading, and writing, laying a solid foundation for their future learning. Teachers should guide students in developing literacy skills through practical applications, explicit instructions, and emotional connections. Students must be active problem-solvers, engage with the material, and cultivate an

interest in learning. Being self-reliant, adaptable, and applying knowledge to real-world situations can help build confidence and improve abilities. This study enriches the connotations of multimodal discourse analysis theory. It provides an academic reference for the innovation and reform of high school English classrooms. This study will facilitate the transition to new classroom teaching and hasten the implementation of teaching reforms. There are limitations in the number and breadth of research objects. Extending the research time and supplementing classroom observation with quantitative data analysis and more professional qualitative analysis is necessary.

Keywords: Multimodal Discourse Analysis Theory, Senior High School, English Reading Teaching

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A 17
CSME 004

Online English Courses to ODL: Instructors' perspectives and implications in higher education

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Abstract

The sudden shift from traditional face-to-face instruction to virtual platforms prompted a profound transformation in higher education pedagogy, including English proficiency courses. The post-Covid-19 era has demonstrated that online learning was not merely a temporary solution, but a sustainable long-term option. This study aimed to investigate the perspectives of Malaysian higher-education instructors who are actively engaged in delivering English courses online. A comprehensive understanding of the instructors' viewpoints and experiences becomes imperative in uncovering the implications of online English courses in higher education, ultimately offers valuable insights as a guide for educational institutions and policymakers in refining and adapting to the evolving pedagogical landscape, leading to more effective and engaging teaching practices within Open and Distance Learning (ODL) environments. The objectives of this study are three-fold: first, to identify the implementation and the key challenges instructors encounter in online teaching and learning, and second, to explore instructors' perceptions of the digital tools and resources employed by instructors and their implications in the realm of online language instruction. Lastly, to investigate the instructors' views on transforming online English proficiency courses to a fully-fledged ODL mode. The study employed a mixed-methods approach, utilizing a survey design, incorporating both qualitative and quantitative data collection techniques through a 4-point Likert scale questionnaire, involving 46 instructors from diverse higher education institutions across Malaysia as the primary method in achieving the objectives. The open-ended question from the questionnaire allows instructors to elaborate on their perceptions concerning

the future trend of English proficiency courses in ODL mode, providing valuable qualitative data. The findings revealed technical difficulties and limited student interaction as major challenges. Instructors recognized the usefulness and engagement potential of digital tools, but perspectives on ODL mode varied. The implications of this research are significant for higher education institutions seeking to optimize their ODL programs. By addressing identified challenges and experiences, and recognizing digital tools and resources employed by instructors, the overall quality of ODL courses can be significantly improved, leading to enhanced student learning outcomes in online settings.

Keywords: English proficiency courses; Open and Distance Learning; online language instructions

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A 17
CSME 007

Research Status, Hotspots and Trends of Business English Writing in China

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Abstract

Business English Writing is a fundamental and obligatory course for Business English majors in China. While numerous studies have explored it from various perspectives, there is very limited research that systematically reviews the literature on Business English writing, particularly through the method of bibliometric analysis. As a result, gaining a comprehensive understanding of the complete structure and underlying patterns within the literature remains challenging. This research objectively maps the knowledge area and aims to identify the research status quo, research hotspots, and the research trends of Business English writing in China from 1985 to 2022. A total of 936 journal papers published from 1985 to 2022 in the China National Knowledge Infrastructure database were used as the data source for bibliometric analysis to visualize the research status, research hotspots, and research trends using Citespace 6.1. R6. The research on Business English writing in China has undergone three stages, the embryonic stage (1985-2006), the prosperity stage (2007-2017), and the maturity stage (2018-2022). These three stages are consistent with the development of the Business English undergraduate program in China. The research hotspots are divided into six themes: writing ability, writing principles, teaching approach, textbook, genre analysis, and others. There is an obvious research transition from the generic features of Business English writing at the early stage to teaching approaches lately. By identifying the hotspots and trends in the literature, this paper offers valuable references for both researchers and instructors to understand the hidden structure and evolution in the literature in Business English writing in China. Such insights can enhance the teaching and learning of Business English writing, ultimately equipping students with improved writing competence and facilitating their future employment prospects. This research has certain limitations that should be

acknowledged. Firstly, the study solely relied on data from the CNKI database, which may not fully represent other countries' perspectives. Additionally, when interpreting hotspots and research themes, a degree of subjectivity might have been present, potentially impacting the accuracy of the findings. Future studies can use more comprehensive sample data from different databases and more diversified research analysis methods to reflect the international research trends and development in Business English writing.

Keywords: Business English writing; Bibliometric analysis; Citespace; Visualization

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Community Environment

A 18
ComE 003

Money Attitude and Saving Intentions of University Students in Malaysia

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Abstract

This study investigated money attitudes and saving intentions (motivation to save) of university students in Selangor, Malaysia by sampling 100 students using questionnaires. This study delved into the money attitudes and motivations to save among university students to establish any relationship between them as well as to compare males and females on these subjects. Structural Equation Modelling (SEM) was employed in the data analysis. A statistically significant and positive relationship was found between retention attitude toward money and saving intention, although no statistically significant relationships were found between the power, obsession and anxiety attitudes toward money and saving intention. In all, it can be stated that young adults in Selangor, Malaysia are not very much concerned about money (i.e. do not have obsessive attitude toward money, are not very anxious about money, have no difficulty in spending money, and do not perceive money as a source of power). However, they seem to be motivated to save. On the basis of motivation dimensions, what really motivates young adults in Turkey to save is introjection. That is, young adults feel a sense of pride if they have more money than usual left at the end of the month. According to the findings, power is the most exhibited money attitude by university students in Selangor, Malaysia toward money. The study has also found interesting distinctions between the university students males and females regarding their attitudes toward money and saving intentions. That is, males are more obsessive and anxious about money and tend to perceive money as a source of power. Females on the other hand are neither obsessive,

anxious nor perceive money as a source of power, but they tend to have a retentive attitude toward money and are more motivated to save compared to males.

Keywords: Money Attitude; Saving Intentions; university students; attitude

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A 19
ComE 002

Purchase Intention for Halal Cosmetic Product among TikTok Application Users in Johor

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Abstract

Malaysia is the world's first country to establish a halal eco-system that caters to the local and global halal industry. Malaysia, which is located in the Asian Pacific region, has added potential benefits to the presence of major production and consumption sectors that eventually have further produced a favorable operating environment, policies and efficient institutional infrastructure to support the growth of the halal industry. The demand for halal cosmetic products among the 2.0 billion Muslim consumers is growing internationally. There are concerns about halal products including cosmetic, considering the rising demand for halal cosmetics among Muslim and non-Muslim citizens. Meanwhile, TikTok Shop is an e-commerce solution integrated within TikTok. TikTok shopping options are plentiful for users looking to buy products directly from their favorite businesses on the platform. Specifically, this paper aims to identify the influence on attitude, subjective norm, perceived behavioral control and knowledge towards the intention to purchase halal cosmetic product among consumers that use TikTok shop application. In this quantitative research study, a structured questionnaire using a 5-point Likert Scale was used as an instrument for the data collection. A total of 100 questionnaires were distributed to TikTok users. The data was analysed using SPSS statistics. The findings indicated that attitude, subjective norm, perceived behavioral control and knowledge were found to be positively significant with purchase intention of halal cosmetic products. The limitations of this study was based on the method. As this research was designed as a quantitative research, the respondents were required to answer based on the given answer options only. This caused the respondents to not be able to provide

their own answers and feedbacks. Future research can be conducted in both methods, qualitatively and quantitatively to acquire more accurate results that could make a worthwhile contribution to the body of knowledge. This study also provides further insights of potential marketing strategies by halal cosmetic product manufacturers, as well as the prospective halal cosmetic industry in Malaysia as a whole.

Keywords: Purchase; Intention; Halal; Cosmetic

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A 20
ComE 001

Waqf Crowdfunding and the *Zakat* Agricultural Mosque Project: Empowering farmers

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Abstract

This qualitative study aims to investigate the potential for farmer empowerment through an innovative combination of cash *waqf* and *zakat* funds managed by selected mosque project sites. This research seeks to comprehend the impact of these two Islamic financial mechanisms on the agricultural community, particularly small farmers in the mosque district. *Waqf* is the Islamic tradition of setting aside assets for charitable causes. In contrast, cash *waqf* is a modern concept that enables individuals to pool small donations to fund larger projects. The role of the mosque is integrated into the agricultural project managed by the mosque in order to provide assistance to *asnaf* farmers. Data was collected through semi-structured interviews with the manager of mosque XYZ, and the data was analysed using NVIVO 12 to ensure a thorough comprehension of the topic. The findings of this study indicate that mosque administrators play a crucial role in the development of an innovative financial mechanism for farmer empowerment and socioeconomic development within an Islamic context. In addition, it will illuminate the potential of crowdfunding *waqf* and *zakat* agricultural mosque projects to enhance agricultural sustainability and social welfare. The implications of research findings can inform policymakers, religious institutions, and financial institutions regarding the viability and scalability of similar initiatives in other agricultural communities. In addition, the study's limitations and recommendations for future research will be discussed to provide a comprehensive foundation for future research in this field.

Keywords: *Waqf; Zakat*; Agriculture; Mosque

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Design / Creative Environment

A 21
DCE 001

Dance Workshops as a tool for performing the Allemande in a Baroque Dance Suite

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Abstract

There is a considerable challenge in interpreting and performing period music like Baroque music. Besides adapting to a modern instrument, pieces regarded as stylized Baroque dance involve inspiration from period dances such as Allemande, Courante, and Sarabande. The stylistic cross-pollination distinguishes Baroque Dance music, particularly the Bach keyboard suite, from his other keyboard pieces. The suite, or collection of stylized dance music consists of several movements of contrasting moods and metre. As a result, the majority of pianists lacked adequate knowledge of the movement's intrinsic artistic characteristics. The purpose is to derive musical characteristics derived through dance choreography that will give shape to one of the movements, the Allemande. The study aims to establish a framework by investigating the dance steps to generate musical interpretation. The objective is to give specifications or indicators or markings by adding slurs, and accents, and providing the tempo or tempo range to evoke the characteristics of the dance within the keyboard suite. The methods involve a review of the literature and an inquiry to consider the use of dance steps or choreography to refine the characteristics of the pieces performed. Using dance choreography has not only had been neglected, but unfortunately, experts are harder to find. The specialization in Baroque dance and Bach's keyboard suites have been less extensively treated compared to his other pieces. Since the physicality of the dance transferred into the movements from suites, using dance as a mechanism is crucial, as is understanding the dances that serve as models for Bach's movements. The findings from this research are a framework of procedures looking into selected dance choreography and

translating those movements or gestures into articulations that can contribute to variations of slurs in pieces performed by the modern piano. The contribution of the study offers a fresh perspective and understanding, particularly to those unexposed to period music, in performing the dance suite through the inclusion and exposure to dance movements. The significance of the study results to a framework can benefit those who lacked the privilege or exposure to Western period culture when studying or performing baroque dance suites.

Keywords: Allemande; Baroque Dance; Keyboard Suite; Dance Music (Maximum 4)

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Educational / Learning Environment

A 22
ELE 007

Development of a Learning Progression Assessment Tool for Electrostatics Utilizing the Rasch Model

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Abstract

The Learning Progression (LP) model has gained significant attention in science education, particularly in the United States and Canada, due to its successful ntegration of students' cognitive development with scientific concepts. The learning Progression (LP) model provide a framework for understanding he progression of students' learning in a specific domain, allowing educators to identify gaps in knowledge and tailor instruction accordingly. The significance of this study lies in the development of a physics learning progression assessment tool for electrostatic fields, utilizing the Rasch model at the tertiary level. It provides valuable insights into students' cognitive development, enhances teaching strategies, and contributes to the advancement of learning progression research in education. This study aims to address the challenges of delivering the electrostatic field topic in physics education at the tertiary level, where students often find it abstract and challenging to grasp. In order to create a tailored electrostatic LP model suitable for this educational level, appropriate teaching tools were developed. The objectives of the study is to develop a comprehensive physics learning progression assessment tool for electrostatic fields and analyze students' cognitive development in core concepts, scientific methods, and mathematical tools. Using the Rasch model, the research will validate the tool's reliability and provide guidance for educators to enhance students' learning outcomes in tertiary-level physics education.The Electrostatic Field Test (EFT) was devised and subjected to validation using Rasch models and 85 students participated in it. The validation results affirm the EFT's reliability and validity. This study has some limitations: limited sample size, potential gaps in the assessment tool's coverage of cognitive development, and possible influence on the model's accuracy due to

the complexity of learning progression. The study's implications are highly valuable as they encompass the enhancement of electrostatics teaching and the improvement of students' comprehension and practical application of the subject matter within the context of physics education at the tertiary level. Educators can effectively address their students' learning needs in this intricate study area by employing the LP model alongside the validated EFT.

Keywords: Learning Progression, Rasch Model, Physics teaching and assessment

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A 23
ELE 005

Double Bass Profession In Northeast China: Development and Its Inspirations for the Contemporary Double Bass Profession

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Abstract

As symphony music is becoming increasingly important in life, double bass plays a more important role in symphony music The background of this report is the professional development and education development of double bass in the Harbin area of Northeast China from the late 19th century to the mid-20th century. Some performance experiences and teaching activities of double bass in Northeast China from the late 19th century to the mid-20th century have introduced and researched findings have been founded based on these performance experiences and teaching activities. Some recommendations for the Chinese double bass profession can be provided by analyzing these performance experiences and teaching activities in Northeast China. The research methods adopted in this report are mainly literature research, data study, and case study. Previous theoretical and empirical literature reviews of the double bass profession and education from the late 19th century to the mid-20th century in northeast China show less research done by prior authors on this area. This report aims to providing some recommendations for a double bass profession in contemporary China. There are six parts to this report. A brief history of the use of double bass in the court orchestra in Qing Dynasty China has presented in the first part. The Double Bass Performance in Early Western Orchestras in Northeast China during the Late Qing Dynasty has introduced in the second part. The third part has introduced the educational figures and Personnel Mobility of Early Double Bass in northeast China during the Early 20th Century. The fourth part presented Performances and Double Bass Playing Talent Mobility of the Harbin Symphony Orchestra in the 1930s and 1940s in the Northeast Occupied Areas of China. The fifth part shows double bass education in the Northeast Region from the year of Victory of the Anti-Japanese War to the year of the founding of the People's Republic of China. The final part of this report is the conclusion. Some recommendations of the Chinese double bass profession have been suggested in this part.

Keywords: Double bass; Performance; Teaching.

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A 24
ELE 008

High-Quality Transformation of newly Built Undergraduate Colleges

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Abstract

China's higher education has entered a period of rapid development. Still, due to the lack of policy support and other factors, newly built undergraduate colleges(NBUC) have a severe trend of homogenization development, such as mindlessly imitating the development path of research universities. Not prominent educational characteristics, these problems lead to low-quality development of such colleges, and this development mode needs to be changed urgently.

Newly built undergraduate colleges occupy a high proportion of the total number of colleges and universities in China. On the one hand, the educational level of these colleges is closely related to the region where they are located. On the other hand, the development level of newly built undergraduate colleges also affects and reflects the development level of China's entire higher education system. Therefore, studying the transformation of NBUC has important theoretical and practical significance.

This research closely focuses on the theme of the high-quality transformation of NBUC. Taking a newly built undergraduate college in Henan Province as an example, comprehensive research methods such as literature research, case study, and interview are used to explore the current situation and problems of the high-quality development of NBUC. Based on this, relevant strategies for the high-quality transformation of NBUC are proposed, Attempting to provide a reference for the high-quality transformation and development of NBUC.

The research found that newly built undergraduate colleges are facing difficulties such as ambiguous school running orientation, unreasonable faculty structure, and imperfect practical teaching systems. Based on the problems, countermeasures and suggestions for high-quality transformation and development of NBUC are proposed from three aspects. The government

should strengthen policy support and guidance and improve relevant policies and regulations. Social needs to deepen cooperation between colleges and enterprises, establish long-term participation mechanisms, and so on. Colleges must clarify their educational positioning and goals and build a diversified teaching staff. The limitation of the research is that the sample size is not large enough, so the research results may not apply to all newly built undergraduate colleges.

Keywords: High-quality; Transformation; Newly built undergraduate colleges

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A 25
ELE 002

Impact of Martial Arts Education on College Students' Social Adaptability Skills

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Abstract

Studying martial arts has a rich history and is deeply embedded in the national spirit. Focusing on cultivating mind and body before beginning martial arts training is essential. Compared to other sports, martial arts education stands out in its ability to promote national culture and build the character of Wushu practitioners. This study focused on the impact of martial arts education on the social adaptability of college students in public sports courses. Specifically, a group of college students from a university in Shandong were selected as research subjects. The aim was to investigate the relationship between social adaptability and martial arts education and to explore the effectiveness of implementing martial arts education activities. Cultivate college students' ability to social adaptation into their strengths. This study explores how martial arts education can enhance the social adaptability of college students through project planning and implementation. The study uses both empirical research and theoretical analysis, utilizing quantitative and qualitative inquiry methods, logical analysis, questionnaire surveys, mathematical and statistical analysis, and other research techniques for a comprehensive analysis and discussion.

From the study, it can be concluded that martial arts education improves communication and valuable life skills. Additionally, it can enhance character and help college students overcome challenges. Moreover, martial arts education is more effective than other programs in improving college students' social adaptability. Therefore, promoting Wushu education in colleges is crucial to strengthening students' social adaptability and cultural self-confidence. Universities should prioritize educating students on martial arts culture and encourage participation in related events. Martial arts instructors should lead by example to cultivate an intense cultural atmosphere. Lastly, promoting structured martial arts education can enhance college students' adaptability. However, to improve the scope and depth of research, it is crucial to incorporate quantitative data analysis

and expert qualitative analysis alongside prolonging the research period to address any limitations in the study. This study focuses on the influence of martial arts education on the social adaptability of college students. It aims to offer practical and theoretical references to support this research, making it highly valuable.

Keywords: Martial Arts Education, College Students, Social Adaptability skills

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A 26
ELE 006

Influence of Parental Expectations on Young Children's Approaches to Learning

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Abstract

Approaches to learning (ATL) is a covering term that refers to learning disposition, attitudes, habits, and learning styles shown in the process of children's learning. Abundant studies have proved that ATL is essential to children's learning and development. ATL is a significant predictor of young children's school readiness, which is related to their early cognitive, mathematical, and linguistic development. It also profoundly impacts their ability to achieve good academic outcomes in the future. Bronfenbrenner's Ecological Systems Theory states that the family is an essential environment for young children, and parents serve as their first teachers. Parental expectations, which are defined as realistic beliefs that parents have about their children's future achievement, play a positive role in children's development, such as academic achievement and social development. However, there needs to be more research related to the impact of educational expectations on young children's ATL. In order to investigate the level of young children's ATL and examine the influence of parental expectations on children's ATL, 428 parents with preschool-aged children from Shanxi, China were invited to participate in the questionnaire survey. In this study, descriptive statistics, inferential statistics, correlation analyses, and regression analyses were performed on the collected data. The results suggested that the ATL of young children was at a moderate level, and the level of children's ATL varied significantly between children's genders and ages, the scores of ATL was considerably higher for girls than for boys, and the scores of

ATL was considerably higher for 5-6-year-olds than for 3-4-year-olds and 4-5-year-olds. Correlation analysis showed that parental expectations and their sub-dimensions were significantly positively correlated with children's ATL and sub-dimensions. Furthermore, after accounting for children's gender and age, parental expectations significantly predicted young children's ATL. These results corroborate the idea of the Rosenthal effect. Therefore, parents should set reasonable expectations according to the developmental level of their children, and let them know clearly what their parents expect of them, to promote the active development of their approaches to learning (ATL).

Keywords: Approaches to Learning (ATL); Parental Expectations; Young Children

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A 27
ELE 001

Measuring the Determinants of Student Satisfaction in Practical Teacher Training Education Program in China

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Abstract

Student satisfaction is vital to higher education institutions, as it directly influences academic performance, retention rates, and overall institutional success. Despite extensive research on student satisfaction within higher education institutions, notable gaps exist in investigating the profound impact of practical teacher training in education programs, particularly within the distinct context of China, which encompasses diverse educational systems, cultures, and norms. As a bridge between theory and practice, practical teacher training plays a crucial role in pre-service teacher training. However, there is limited research evaluating the quality of practical teacher training from the student's perspective. Furthermore, a model to measure student satisfaction in these programs has yet to be developed, which hinders further improvement in the quality of practical teacher training programs. The present study investigates the main factors influencing student satisfaction in practical teacher training programs. Additionally, it examines the relationship between student satisfaction and its predictors in practical teacher training programs. A quantitative questionnaire was employed to collect data from 365 students enrolled in practical teacher training programs across four universities in Shanxi province, China. This study used SPSS and AMOS to analyze descriptive statistics, factors influencing student satisfaction, measurement models, and structural models. The results show that student expectation, perceived administrative service quality, perceived teaching quality, and perceived value are significant predictors of student satisfaction. However, university image and teacher-student interaction have no significant relationship with student satisfaction in practical teacher training.

University image, student expectation, teacher-student interaction, perceived administrative service quality, perceived teaching quality, and perceived value represent 49% of the variance for student satisfaction. These findings indicate the necessity for enhanced management of practical teacher training programs to ensure sustainable development. It is recommended that universities devise new strategies, including helping students form proper expectations and establishing a student-centered philosophy to promote administrative service quality, teaching quality, and perceived value. These measures are essential for improving student satisfaction, boosting retention rates, and elevating overall performance and competitiveness.

Keywords: Student Satisfaction; Practical Teacher Training; Perceived Value

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A 28
ELE 004

Self-Regulated Learning and Academic Achievement in Blended Learning in China

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Abstract

With the rapid increase in student enrollment in Chinese colleges and universities, the Chinese Ministry of Education requires integrating Web-based teaching models to improve the current teacher-centered pattern of language teaching to enhance students' ability to apply language comprehensively and improve their learning efficiency. Blended learning allows students to manage their learning pace, especially in online sessions. However, blended learning brings more challenges to college students because they cannot realize good academic achievement without good self-regulated learning (SRL) from the students themselves. Thus, the purpose of this study is to examine the EFL learners' SRL level, investigate the correlation between SRL and academic achievement, and determine the predictive power of SRL on achievement.

Convenient sampling was used to distribute a questionnaire to 90 English as a Foreign Language (EFL) students at a Shandong Province, China university. A structural equation modeling (SEM) approach was used to analyze the data. Results of the study indicate that EFL learners have medium levels of self-regulated learning. Yet, they tend to focus more on managing their environment and seeking help, and their overall self-regulated learning ability needs to be enhanced. In addition, self-regulated learning is highly correlated with learners' academic achievement and predicts their academic achievement. Therefore, attention should be paid to using self-regulated learning strategies and cultivating students' self-regulated learning. These findings provide insight into improving learners' self-regulated learning in a blended learning environment. It also provides instructors with better insight into designing a more effective language curriculum by integrating SRL into blended learning. This study has two limitations: firstly, the sample size is small, more is needed in other regions, and the overall sample size

should be increased. Secondly, the data were from learners' self-reports, which has some limitations in terms of objectivity. Teacher observation and learning data from blended learning platform recordings should be employed in future studies.

Keywords: self-regulated learning; academic achievement; blended learning

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A 29
ELE 003

Visible Learning: Lecturers' perspectives on enhancing the quality of teaching life

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Abstract

The evolving global perspective on teaching and learning has driven the shift towards sustainability in a quality teaching life. A quality teaching and learning context involves exploring lecturers' views on Visible Learning and its correlation with students' academic achievement. Visible Learning is a contemporary educational concept initiated by John Hattie, which focuses on what works best in enhancing the quality of teaching and learning. This study aligns with the current significance of the Malaysian Qualifications Agency (MQA) to ensure quality assurance transformation for a sustainable higher education ecosystem. The literature review reveals that students' learning gains are the outcomes of the lecturers' quality of teaching. The quality of teaching is manifested through aligned teaching pedagogies that foster active engagement and constructivist learning, effective feedback and evaluation, and knowing the impact of teaching. Therefore, this study aimed to explore the lecturers' perspectives on the Visible Learning mindframe constructs and the predictor mindframes of Visible Learning, making a statistically significant contribution to students' academic achievement. This study was conducted in a private institution of higher education in Selangor, involving 93 lecturers teaching at the undergraduate level. The study employed an explanatory sequential research design with a mixed-methods approach where data were collected through survey questionnaires and interviews. The quantitative data were analysed through Pearson Correlation Analysis using SPSS version 25, whilst qualitative data were analysed via thematic analysis. The findings revealed lecturers highly

valued engaging students through positive relationships in Visible Learning. Besides that, results indicated that lecturer roles emerged as significant predictor mindframes on students' academic achievement, namely lecturers as evaluators, change agents, communicating the language of learning, and actively receiving and acting on feedback. These results imply the need for practical training for lecturers emphasising Visible Learning for effective teaching skills and techniques. Finally, the limitation of this study lies in its ability to generalise findings to the total population, as this involved a small sample size of 93 lecturers in one institution of higher learning. Nonetheless, it has contributed to the field of effective teaching and learning at higher education levels.

Keywords: Visible Learning; Mindframes; Quality Teaching Life.

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Elderly Environment

A 30
EE 001

Mapping the Evolution of AI Applications for Falls in the Aging Population: A bibliometric analysis

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Abstract

Background: The high prevalence of falls among the senior population has emerged as a significant public health concern, resulting in severe injuries and a decline in the quality of life of older adults. The application of artificial intelligence (AI) in fall prevention and detection has emerged as a promising approach to mitigate these risks. Aims: To identify the research themes related to AI and falls among the senior population and suggest a research agenda based on a thematic mapping approach. Methods: The present study systematically analysed 276 articles on AI and falls among the senior population sourced from reputable databases like Scopus and Web of Science between 2002 and 2023. In a preliminary analysis, the duplicates were meticulously removed using ScientoPy to ensure data accuracy. The remaining dataset underwent bibliometric analyses, including performance analysis and science mapping, utilising Biblioshiny, an R-based tool, and VOSviewer. These methods enabled the identification of prominent countries, institutions, authors, and critical research themes in AI. Limitations: While this study utilised articles from Scopus and WoS databases, there is a chance that relevant publications from other sources were unintentionally left out. Findings: The analysis provided valuable insights into the AI research landscape concerning falls among older adults. Leading contributors in this area included the United States, India, and China, with the University of Hong Kong and the University of Manchester being active publishers of related articles. Among the most cited papers, Ozdemir and Barshan's "Detecting falls with wearable sensors using machine learning techniques" (2014) stood out with the highest number of citations (271). Thematic analysis of extracted keywords revealed recurring themes such as "machine learning," "fall detection," "artificial intelligence," "deep learning," "falls," "accelerometer," and "wearable sensors." Understanding these thematic

clusters can guide researchers and policymakers in identifying crucial areas for further investigation. Implications: The findings of this study hold significant consequences for stakeholders invested in senior care and AI research. Healthcare professionals can leverage insights from highly cited papers and research themes to design more effective fall detection and prevention strategies for older adults. Technology developers and AI researchers can identify gaps and opportunities for innovation, focusing on wearable sensors and machine learning algorithms to enhance fall risk assessment.

Keywords: Artificial intelligence; Ageing; Bibliometric analysis; Falls

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Health / Healing Environment

A 31
HE 007

Adapting Medical Museums: Technology, education, and research

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Abstract

Background: Medical museums are experiencing an evolution in their role within society, encompassing education, public health awareness, and research. Traditionally, medical museums in Malaysia are exclusively for medical students' usage. However, in the modern context, museums play a vital part in understanding medical history, promoting public health knowledge, and advancing medical research, which can bridge the public and academia. Realising this role, medical museums must adapt to changing times by incorporating technological innovation and defining strategies to maximise exposure and impact on the community.

Significance: Medical museums are essential in educating the public about medical history and public health and advancing research. To keep up with changing audience expectations, they should diversify their exhibitions to include a broader range of health-related topics beyond pathology and anatomy. This can attract a wider audience and raise more awareness about public health issues.

Aim: Integrating technology and modern branding into the museum experience is essential for engaging visitors actively. Adding terms like "gallery" to the museum's name and incorporating technologies like 3D printing, virtual reality, augmented reality, and LED screens can create a more interactive and immersive atmosphere, aligning with the educational purpose of museums.

Methods: Medical museums should appeal to a diverse audience with interactive exhibits, virtual museums, and QR codes. Hands-on learning, dynamic studios, and real-life stories can deepen understanding. Collaboration between multimedia and artists can enhance the presentation. Charging admission can generate income to fund such costly projects.
Limitations: Collaborating with other museums and institutions can enrich the learning experience for visitors. However, idealistic medical museums are under the patronage of the universities, whereas the other non-medical museums are under the care of the Ministry of Tourism.
Findings: The article highlights that leveraging medical-related celebratory events enhances health awareness, education, and revenue through admission charges. Medical museums offer research opportunities and can bolster medical education. Appointing curators and research officers ensures collection accuracy, enabling up-to-date information dissemination. Museum collections drive medical research advancement.
Implications: In conclusion, medical museums must adapt to technology, diverse exhibits, collaboration, audience engagement, and health promotion. Embracing innovation and community ties sustains their role as vital resources for professionals, researchers, students, and the public, bridging medical education and community through evolving strategies.

Keywords: Medical museum; technology; medical education

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A 32
HE 002

Factors that Influence Feeding Practices among Parents in Puncak Alam, Selangor

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Abstract

Understanding the factors that impact feeding practices allows us to promote healthier eating habits for children. Proper nutrition in the early years of a child's life is critical for their growth, development, and overall health. This study aimed to identify the factors influencing eating habits development in Puncak Alam, Selangor. Some key factors that impact feeding practices include socioeconomic status, cultural beliefs, educational background, access to information, and the influence of social networks. This cross-sectional study was conducted at Puncak Alam, Selangor, Malaysia. A validated questionnaire consisted of two parts; demographic information and a comprehensive feeding practices questionnaire (CFPQ) was used. The questionnaire was distributed online and offline. A total of 201 participants, including 148 mothers (74%) and 53 fathers (26%), responded to the questionnaire. Parents with at least one child aged one to five years old residing in Puncak Alam and able to understand the English language were recruited. Results were presented descriptively and analysed using Kruskal-Wallis and Mann-Whitney tests. Emotion regulation was found to be significantly associated with mothers' body mass index, while household income significantly influenced the involvement and monitoring of feeding practices. Working mothers and non-working mothers were found to significantly influence emotion regulation and restriction for weight control feeding practices. One of the strengths of this study is that it uses an established and validated questionnaire. However, this study has several limitations. First, it only involves parents residing in Puncak Alam and does not reflect parents'

feeding practices in general. Second, the sample size was small and non-parametric tests were used, which may reduce the power of the analysis. In conclusion, improving feeding practices has a lasting impact on the health of future generations. By understanding the factors involved, efforts can be made to create a positive and sustainable nutrition environment for children in Puncak Alam, Selangor.

Keywords: Eating habits, feeding practices; parents; Selangor.

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HE 005

Hemodynamic Challenge Changes in Post-Cardiac Operation Patients with Early Mobilization

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Abstract

Early mobilization was commonly practised in cardiothoracic Cardio Intensive Care Unit (CICU) patients. An early mobilization protocol for the patient in the CICU was created under the Malaysian Government Anesthesia Program and the Malaysia Society of Intensive Care. The study focuses on early mobilization's impact on post-cardiac surgery patients, and it emphasizes the need for related research in Malaysia. The problem statement identifies the gap in research regarding early mobilization in post-cardiac surgery patients in Malaysia, despite the existence of a protocol under the Anesthesia Program and the Malaysia Society of Intensive Care. The aim of the study is to determine the hemodynamic changes experienced by post-cardiac surgery patients during early mobilization at the National Heart Institute. The study adopts a quantitative descriptive cross-sectional approach and targets patients in the Intensive Care Unit (ICU) at the National Heart Institute (Institut Jantung Negara - IJN) who underwent cardiothoracic surgery. The sampling method used is simple random sampling, and the study gathers data from June 2022 to September 2022. The instruments used to measure hemodynamic challenges include SBP (systolic blood pressure), DBP (diastolic blood pressure), CVP (central venous pressure), SPO2 (oxygen saturation), HR (heart rate), and MAP (mean arterial pressure). Additionally, socio-demographic data such as age, ejection fraction, CPB time (cardiopulmonary bypass time), comorbidities, and type of surgery are collected. The data analysis utilizes SPSS 26. The study uses a Paired T-test to determine the association between hemodynamic challenge changes and

early mobilization post-cardiac surgery. Furthermore, One-Way ANOVA, Pearson Correlation, and Simple Linear Regression are employed to analyze the relationship between socio-demographic data and hemodynamic challenge changes during early mobilization. The study includes 130 respondents aged between 60 and 69 years, with 76.9% being male. Significant associations are found between early mobilization and hemodynamic challenge changes in SBP, DBP, MAP, and SPO2 (all with $p < 0.05$). Additionally, the study identifies relationships between gender, BMI, and EUROScore (a risk assessment tool for cardiac surgery) with hemodynamic changes during early mobilization (all with $p < 0.05$). Based on the results, the study concludes that early mobilization is a safe practice for post-operative cardiac surgery patients. However, it recommends further research to implement early mobilization protocols for other diverse cases in Malaysia.

Keywords: Intensive Care; Post-cardiac surgery; Hemodynamic; Early mobilization

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A 34
HE 004

Navigating Wellness: Investigating Attitudes as Mediators in Menu Information Promotion

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Abstract

This study explores the mediating role of attitude in the relationship between perceived behavioural control (PBC) and subjective norms (SN) concerning customers' intentions to recommend the use of menu nutrition labelling. Utilizing the Theory of Planned Behavior (TPB) as the conceptual framework, the research aims to assess the impact of nutritional labelling on consumer behaviour, particularly their intentions to diversify healthier meal choices, aligning with Sustainable Development Goal 3 (SDG 3) - Good health and well-being among university student (n=355) using an online survey.

Employing SmartPLS 4 software for analysis, the study focuses on examining the associations between TPB constructs and the intent to recommend a menu with nutritional labelling. The results demonstrate significant positive connections between perceived behavioural control, subjective norms, attitudes, and consumers' intentions to recommend a menu with nutritional labelling. This underscores the pivotal role of consumer attitudes towards using nutrition labels in shaping their intent to advocate for healthier food options among peers and acquaintances. Consequently, understanding the mediating effect of attitude provides valuable insights into the psychological mechanisms influencing consumer decision-making regarding nutrition labelling and sustainable food consumption.

The study's implications are profound, as it contributes to promoting good health and well-being (SDG 3) by fostering positive behavioural changes among consumers. Policymakers and marketers can leverage these insights to design targeted interventions that encourage nutritional labelling adoption and support healthier food choices within society. Moreover, the study highlights the significance of transparently presenting nutritional information on fast food menus, empowering consumers with the knowledge needed to make informed decisions, thereby promoting healthier eating habits and sustainable lifestyles.

While the findings focus on university students, generalizability to other populations may be limited. In summary, this study underscores the positive impact of nutrition labelling on customer intentions to recommend healthier menu options, supporting efforts towards Sustainable Development Goal 3: Health and Well-being.

By applying the theory of planned behaviour and emphasizing the mediating role of attitude, it provides valuable information for policymakers, marketers, and researchers advocating sustainable practices. To maximize the study's impact, future research should explore the effectiveness of nutrition labelling measures in diverse populations and settings, ultimately encouraging healthier and more nutritious food choices and contributing to a healthier and more sustainable future for all.

Keywords: nutritional labelling, mediation role, Theory of Planned Behaviour (TPB) & Sustainable Development Goal (SDG)

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A 35
HE 001

Parental Feeding Practices in Relation to Child Weight Status in Puncak Alam, Selangor

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Abstract

Undernutrition remains a severe problem in certain low-income countries and regions, particularly in Sub-Saharan Africa and Asia. Children in these areas often suffer from malnutrition due to inadequate access to nutritious food, poor feeding practices, and insufficient healthcare services. In Malaysia, children aged one to five face a dual burden of undernutrition and overnutrition. Over the years, the incidence of overweight and obesity among children has increased, while wasting remains a significant concern. This problem is often influenced by poor parental feeding behaviours, leading to abnormal BMIs in children. In order to explore parental feeding practices among Puncak Alam residents, a cross-sectional study was conducted using quantitative research methods. The study employed a quantitative approach and utilized descriptive statistical methods to analyze the data. The study involved 201 parents with children between one to five years old, with 148 mothers and 53 fathers responding to the questionnaire. Most participants were Malay and aged between 30 and 39 years old. The collected data was analyzed using descriptive statistics, frequency and mean. The results revealed that the most commonly used parental feeding practice for weight control was restriction, while the least frequent practice was emotion regulation. Additionally, specific subscales of parental feeding practices showed significant differences when the p-value was less than 0.05. The study found that parental feeding practices have influenced the child's weight status and behaviour. Specific practices such as involvement, emotion regulation, monitoring, restriction for weight control, and using food as a reward showed significant relationships with the child's weight status, parents' weight status,

household income, level of education of parents, and the mother's employment. This research sheds light on parental feeding practices that contribute to unhealthy weight status in children in Puncak Alam. Understanding these practices can help identify risk factors and guide the development of targeted strategies to address childhood obesity and malnutrition. In summary, the study emphasizes the importance of health education due to parents' adoption of improper eating practices, as evidenced by their weight status.

Keywords: Parental; Feeding Practice; Children; Weight Status

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A 36
HE 001

Reliability of the Malay Version of the Koos Patellofemoral Questionnaire

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Abstract

Introduction: The Knee Orthopedic Outcome Score- Patellofemoral (KOOS-PF) is a valid tool for assessing patients with CMP. Nevertheless, as of right now, a Malay version of KOOS-PF is not available. **Significant:** To assess the reliability of the KOOS-PF Malay version for the Malaysian population. **Aims:** This study aimed to choose a cultural translation and adaptation reliability strategy with the Malay version of the Knee Injury and Osteoarthritis Outcome Score-patellofemoral (KOOS-PF) instrument with Malay-speaking students in Malaysia. **Objectives:** To investigate the KOOS-psychometric patellofemoral qualities (construct reliability) by conducting a Cronbach's alpha, as well as to translate and culturally adapt the KOOS-PF into Malay for Malaysian patients who suffer from patellofemoral pain and knee osteoarthritis **Methods:** The sample size was calculated using G-Power 3.1 with a total of 55 participants. Ethics approval was obtained from the UiTM Research Ethics Committee (ref: REC/03/2023(PG/MR/86)). All processes followed regulations. Participants gave informed written consent before data collection. The English version of KOOS-PF was translated into Malay using a forward and backward translation process, followed by KOOS-psychometric patellofemoral qualities (construct reliability) and internal consistency (Cronbach's alpha) for the KOOS-PF Malay version. Measurements of test-retest with 7-day intervals were conducted among the university students. **Limitations**: The information was only obtained from students aged 18 to 40. As older individuals tend to develop osteoarthritis, the findings of this study cannot be applied to assessing the quality of life of older

adults. **Findings:** Fifty-five participants attending the UiTM completed the Malay version of KOOS-PF. The Cronbach's alpha value for the Malay version ranged from 0.737, indicating acceptable reliability. **Implications:** The Malay Version of the KOOS-PF shows a high degree of goodness-of-fit, and it was discovered to be highly reliable as an evaluation tool for symptoms, pain, daily living activity, sports, and recreational activities, and quality of life in Malaysians who have PFPS. This questionnaire can be handy during a visit as a brief assessment and to monitor changes in activity levels among patients experiencing patellofemoral discomfort. **Conclusion:** The three-factor model with 11 items in the Malay version of the KOOS-pf questionnaire demonstrated an excellent degree of goodness of fit and was found to be reliable and straightforward as an assessment tool for stiffness, pain, and quality of life for Malaysian physiotherapy students.

Keywords: Knee Orthopedic Outcome Score- Patellofemoral; Patellofemoral pain; Patient-reported outcome measures; Reliability test of Malay version

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A 37
HE 006

Role of Physiotherapists Knowledge in enhancing Quality of Life for Scoliosis Patients

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Abstract

Scoliosis is a complex spinal deformity characterized by lateral curvature of the spine. It affects individuals of varying age groups, but most commonly adolescents between the ages of 10 and 18, with a prevalence estimated at around 2–3% of the Malaysian population. This condition entails physical manifestations and causes considerable health concerns due to its potential to impact daily activities, self-esteem, and emotional health. Scoliosis is comprehensively managed through medical, surgical, and rehabilitative approaches. Physiotherapy is a crucial non-surgical measure to improve postural alignment, enhance muscle strength, and mitigate pain. However, the effectiveness of physiotherapy interventions depends upon physiotherapists' knowledge of scoliosis biomechanics and progression. Therefore, this study aims to determine the knowledge level on scoliosis among practising physiotherapists registered under the Malaysian Physiotherapist Association (MPA) in Malaysia and identify specific areas of knowledge deficit among these physiotherapists. An online survey using Google Forms was used to collect the data. A validated questionnaire by du Toit et al. (2020) and updated based on the Society of Scoliosis Orthopedic Rehabilitation Treatment (SOSORT) 2016 guidelines was used in this study. A total of 63 registered physiotherapists under the MPA were recruited for this study. The

questionnaire contained 15 items and was analyzed using Fisher's exact test and descriptive statistics. Out of 63 physiotherapists, five (7.9%) had a good level, 18 (28.6%) had a moderate level, and the remaining 40 (63.5%) had a poor level of knowledge of scoliosis. Out of 63 physiotherapists, 40 did not know the prevalence of scoliosis, 43 did not know how the diagnosis of scoliosis is confirmed, and 51 did not know how to treat patients with scoliosis. The findings showed that physiotherapists in Malaysia have insufficient knowledge of scoliosis, which may lead to mismanagement of patients with this condition. Although 60 physiotherapists in this study have treated patients with scoliosis, the questionnaire did not investigate how they managed the patients.

Keywords: scoliosis; physiotherapist; knowledge; Malaysia

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Inclusive / Less Abled Environment

A 38
IE 001

Public Acceptance of Disability: Views of Japanese mothers caregiving a child with a learning disability

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Abstract

There have been growing statistics of learning disability reported worldwide. In Japan, five million people are registered with intellectual disabilities, and about 68 per cent of special needs education enrolment represents the learning-disabled group. People with disability are regarded as among the most socially excluded groups and encounter discrimination implying the low acceptance of public members on their disability. Some studies reported that people with learning disability as more likely to experience all types of discrimination and violence than those with physical disabilities suggesting the group is the most vulnerable group of disability that may be subject to poor acceptance by the public community. A study revealed that neighbours opposed having people with severe learning disability next to them because they felt they threatened their security. Poor acceptance can lead to a lack of opportunities and access to education and work, low self-esteem, and isolation, and consequently to stigmatization, marginalization, and possible recurring adverse health outcomes that prolong the discomfort of people with disabilities and create a substantial social burden. Simply put, the existence of low acceptance will be a stumbling block that prevents people with disability, notably those who have a learning disability, from experiencing full social and economic inclusion, thus, putting their socio-economic status at stake, hence increasing the risk of poverty. Understanding the public's views toward disability, the learning disability, specifically, is argued as a cornerstone for the likely success of inclusion policies that promote social and educational integration, independence, and empowerment of people with disability. Sequel to these arguments, the study hopes to shed light on the public acceptance of disability, particularly learning disability. Three Japanese mothers who are currently childrearing a child with a learning disability were interviewed. The findings enlighten

that the three mothers are inclined, there is little understanding of the public regarding the special support needs of their learning-disabled child, and unsurprisingly, the low acceptance. It has inevitable implications for the well-being of the child and the mother.

Keywords: Public acceptance; Learning disability; Mothers; Japan

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Landscaping Environment

A 39
LaE 001

Impact of Child-Friendly School Campus Landscaping on Learning and Social Behavior

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Abstract

The campus environment is an essential factor in students' learning and development. High-quality campus landscapes can provide a comfortable, safe, and stimulating learning environment that positively impacts student motivation and social interaction. However, research on the effects of child-friendly school campus landscape design on learning and social behavior is relatively limited. This study aims to fill this research gap by exploring the impact of child-friendly school campus landscape design on student learning and social behavior. Understanding the importance of landscape design in the school environment will help guide administrators and landscape designers to create a more favorable school environment for students' development and promote their overall development. We will collect data through field surveys and student questionnaires to delve into the impact of campus landscape design on students' learning motivation, academic achievement, social interaction, and social skill development. The objective is to determine the impact of child-friendly school campus landscape design on learning and social behavior and to establish a relevant research framework to guide school administrators and landscape architects in their decision-making in optimizing the school environment. Some child-friendly schools will be for study, and fieldwork will be conducted. At the same time, we will use a questionnaire survey to collect students' opinions and feedback. The sample covers different grades and genders to ensure representative survey results. This study has certain limitations, such as a small sample size and the selection of only child-friendly schools, which may affect the generality of the findings. Data analysis showed that beautiful campus landscape design can stimulate students' learning interests and improve learning motivation and academic

performance. At the same time, reasonable campus landscape design promotes social communication among students and promotes the development of social skills. The findings provide valuable insights for school administrators and landscape architects, which can use to optimize the school campus environment, improve students' learning motivation and social interaction, and promote the overall development of students. However, the limitations of this study also suggest that further expansion of the sample size and geographical range is needed in the future to enhance the generalizability and reliability of the results..

Keywords: Child-Friendly Schools; School Landscape; Social Interaction; Mental Health

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Local Heritage Environment

A 40
LHE 002

Architectural Evolution of Heritage Masjid in Negeri Sembilan: Sustainable cities and communities

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Abstract

Understanding how historical events influenced current events is made feasible through learning about the past. Heritage Masjid is essential for preserving history and establishing a sense of roots in society. It is crucial for future usage of cultural diversity, education, tourism, and sustainable development. As cities expand, the Negeri Sembilan Heritage masjid's disappearance highlights the need to safeguard cultural heritage by considering history, social culture, and architectural influences. This study provides suggestions to assist future architects and conservators in managing heritage masjid conservation initiatives. Additionally, it helps non-specialists and traditional carpenters restore historic buildings while supporting authority oversight. The research also encourages tourism by highlighting national treasures and fostering a sense of community among the "adat perpatih" community in Negeri Sembilan. The study aimed to explore the Negeri Sembilan Heritage Masjid's architectural evolution while contributing to sustainable development. The aim can be achieved with several objectives: to identify the existing condition of the selected heritage Masjid, to determine the original and extension of the layout design, and to investigate the evolved architectural evolution. The study will involve on-site observation and interviews with the local communities and authorities. This study examined three buildings representing the architectural evolution of heritage masjids over a century old, particularly in Negeri Sembilan. Data was collected as artifact-based evidence gathered on-site,

strengthened with academic research and documentation, and the results were contextualized and corroborated with the evolved layout design. Initial findings have shown that heritage masjid evolution and transformation exhibit the characteristics and different concepts of extension and highlight the existing historical approaches. Finally, critical issues in the studies of heritage masjid evolution in Negeri Sembilan will be foregrounded in the hope that it will shift the focus toward sustainable cities and communities.

Keywords: Architectural Evolution, Heritage Masjid, Sustainable cities and communities

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A 41
LHE 003

Cultural Exploration of Shanxi Local Opera Costumes and Malaysian Chinese opera costumes

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Abstract

Costumes are a central element of theatrical performance. Theatrical costumes are rich in symbolic, stylistic, decorative, and performative. This article aims to explore the cultural connotations and aesthetic characteristics of different operas. As a local opera, Shanxi local opera has evolved to integrate the cultural characteristics of the region. Malaysian Chinese opera originated in China and has gained a lot of nourishment in its long history. Although the two operas are different, their development can present innovation in the development Chinese of opera costumes. This paper aims to further explore the trend of inheritance, development, Chinese innovation, and integration of opera costumes through the research segmentation of the two opera costumes. This paper uses diversified qualitative research methods such as literature, case studies, and comparative research to focus on Shanxi local opera and Malaysian Chinese opera costumes. The article found that clothing is a unique labor product of human beings, which is not only the crystallization of material civilization but also has the connotation of spiritual civilization. The development of Shanxi local opera and Malaysian Chinese opera costumes is the outcome of cultural identity and inheritance; The changes in opera costumes are a new visual form formed after transcendence, integration, and identification. Shanxi local opera and Malaysian Chinese opera costumes have created a new pattern in the development of culture and costumes. This paper analyzes the similarities and differences between local opera costumes in Shanxi and Malaysian Chinese costume arts, which is helpful to deepen the cognition of the visual communication art of theatrical costumes, broaden the understanding of costume art, and provide an opportunity and source of power for promoting the innovation of visual communication of costume art from the level of artistic performance and cultural integration. This paper can also

boost the exchange between Shanxi local opera and Malaysian Chinese opera costumes, and further enrich the current global cultural civilization.

Keywords: Opera costume; Shanxi local opera; Malaysian Chinese opera; Culture

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A 42
LHE 001

Heritage Conservation: Documentation of Rumah Tok Gajah, Kuala Berang, Terengganu

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Abstract

Malaysia is highlighting the uniqueness of its local history and culture through its traditional Malay heritage. The Malay legacy included wood carving, decorations and ornamentation. Rumah Tok Gajah, a 150-year-old Malay traditional house is located in Kuala Berang, Terengganu. It is typical of Terengganu in its form and layout. It is essential to preserve this heritage for future generations due to Rumah Tok Gajah's age and history, which serve and reflect the local heritage and identity of the Terengganu Malay traditional house. The traditional patterns and regional identity will eventually disappear unless local heritage is preserved and recorded. Furthermore, inadequate documentation may make it more difficult to preserve this heritage. Physical heritage preservation and conservation, however, are difficult and expensive tasks. Thus data documentation and compilation are another alternative option. This research paper was undertaken to establish heritage conservation documents of the selected case study. Thus, this study aims to identify the Malay architectural heritage and the uniqueness of the Malay traditional house of Rumah Tok Gajah. The data were collected through on-site measurement, observation, pictorial analysis and details evaluation of the house components. The output of this study is limited to two-dimensional drawing, which has become the basis of the documentation. A total of 36 heritage conservation documents were documented, which consist of 2D measured drawings, sketches and detailed drawings of building components. In addition, 8 laser-cut models with frames are also being produced. The unique characteristics of Rumah Tok Gajah are made obvious at the study's

conclusion, and it is acknowledged that it is more important to maintain Malay architectural heritage in general and the Terengganu regional style in particular through documentation. These inventories are feasible as a preservation endeavor, a legacy for upcoming generations, and a source of information for further study. Indeed, through the process of data documentation, there is a transferred knowledge from multigeneration to the younger generations to know about it, and this effort will contribute to the growth of young people's awareness and appreciation of the Malay legacy as a local heritage and respect for the nation's past.

Keywords: Heritage; Conservation; Documentation; Malay Traditional House

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A 43
LHE 005

Influence Of Aem Mode On The Development of Traditional Handicraft

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Abstract

Traditional handicraft was once inseparable from people's life because of its functionality and practicability. With the rapid development of society, traditional handicrafts are gradually unable to meet the living needs and aesthetic tastes of contemporary people due to their conservative form and single function. In addition, traditional handicrafts are gradually marginalized by society due to the impact of high-tech production technology and the pressure of fast-paced modern life. Malaysia is close to China and an important cooperative partner of China's Belt and Road Initiative. China and Malaysia enjoy a long history of diplomatic relations and profound international friendship. From the perspective of intercontinental research, this research focuses on the traditional weaving and dyeing techniques of the Malay in western Malaysia, the Dong in Guangxi Province and the She in Zhejiang Province of China. The research explores the integration and innovation mode of traditional handicrafts of different ethnic groups, aiming at protecting and inheriting these intangible cultural heritages bearing the ethnic spirit, so as to promote cultural exchanges between the two countries. Therefore, this research constructs a AEM mode which can promote the sustainable development of ethnic handicraft industry. This mode mainly helps the development of ethnic handicrafts from the three aspects of artistic creation, education and market economy, while promoting cross-regional ethnic cultural integration. In the

research process, field investigation, literature analysis and studio experiment creation are the main research methods. Because of the limitation of the research scope, the research is limited to the traditional dyeing and weaving craft of the Malay, Dong and She ethnic groups. It is found that AEM mode can express different ethnic cultural integration with the help of ethnic fiber art creation, improve the cultural influence of ethnic handicraft with the help of the platform of school campus, and tap the market economy of traditional ethnic handicraft industry, so as to carry out multi-dimensional innovation and development of traditional ethnic handicraft, promote its sustainable development

Keywords: influence; AEM mode; traditional handicraft; development.

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A 44
LHE 004

Performing Piano Works Inspired by Folk Dances: “Wu Kui ”and “My Spirit Is Dancing”

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The piano work "Wu Kui" (1983) was composed by Chinese composer Zhou Long, inspired by the Manchu folk dance "Da Wu Kui", "My Spirit is Dancing for solo piano" (2010) was composed by Malaysian composer Yii Kah Hoe, inspired by the Balinese baris dance. Both piano works are based on folk dances and use Western compositional techniques to innovate the language of folk music. The author takes these two piano works which are both inspired by folk dances and analyses the performance difficulties of these two piano works to enable the performer to better interpret the piano works and make the performance more convincing. When we learn the French suite of Bach, we must know the origin, speed and rhythm of the dances of Allemande, Courante and Sarabande in order to play them in their original flavor. Similarly, when we come across a piano work based on a folk dance from a multi-ethnic country in the East, we must first understand the characteristics of the folk dance, its steps, rhythms, occasions it is danced in, and its musical characteristics, so as to better restore the characteristics of the dance itself, to find the rhythm of the music, and to play it well and convincingly. The paper adopts a qualitative research method by conducting case studies on two piano works inspired by folk dances, "Wu Kui" (1983) and "My Spirit is Dancing for solo piano" (2010). Due to geographical limitations, the folk dances “Da wu kui” and Balinese baris dance could not be watched live, but only through video and articles to restore the appearance of the dance. This paper promotes a sense of national cultural identity in multi-ethnic Eastern countries, allows performers to interpret piano works adapted from folk dances in a more scientific way, and promotes the development of cross-cultural piano works.

Keywords: Piano works; folk dances; ethnic cultural identity

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Management / Production Environment

A 45
MPE 001

Certification of Halal Meat: An overview on the management & production environment in Australia

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Abstract

Halal meat certification has become an essential aspect of the global food industry due to the increasing demand for halal products from Muslim consumers. In Australia, the certification of halal meat is significant as the country exports halal meat to Southeast Asia, European, and Middle East countries. The credibility and recognition of Australian halal meat certification on the international stage also play a crucial role in promoting export opportunities for the country. Through collaboration with Islamic scholars, certifying bodies, and government authorities, Australia aims to maintain a transparent and compliant halal certification system. One of the primary challenges faced in the certification of halal meat in Australia is the varying interpretations of halal practices among different Muslim communities. Different sects and cultures may have nuanced interpretations of halal requirements, leading to potential disagreements over certification standards. Establishing a unified and universally accepted set of guidelines is an ongoing effort to maintain the integrity of the certification process. Another significant challenge lies in ensuring compliance throughout the supply chain. This study explores the administration, mechanisms, and challenges of the certification process of halal meat in Australia. The objective of the study is to provide guidelines and insights on how halal meat is certified and monitored in Australia. The data for the study was acquired through doctrinal study and observation during the benchmarking visit in Australia. The observation was done at the Islamic Coordinating Council Victoria, Melbourne based on structured variables that include inspections of slaughterhouses,

processing facilities, and retailers to verify adherence to halal standards. The findings will be valuable information to the importing countries including Malaysia. One of the limitations of the study was the culture differences between the researcher and the observer entity. In conclusion, the certification of halal meat in Australia is an indispensable process to meet the dietary requirements of Muslim consumers both domestically and internationally. By addressing challenges such as diverse interpretations and ensuring strict adherence to halal practices, Australia continues to solidify its position as a trusted provider of halal meat in the global market.

Keywords: Halal Meat; Australia; Halal Certification; Administration of Halal

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Policy Matters

A 46
PM 001

Beyond the Monarch: Rulers and the policy environment in Malaysia and the United Kingdom

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Abstract

This study researches the captivating monarchical influence on the policy environment in two separate but interrelated countries: Malaysia and the United Kingdom. Despite the evolution of democratic systems, these countries uphold ancient monarchies that remain to hold symbolic and constitutional significance. By exploring the intricacies of rulers' contribution to the policy environment, this study underwrites the wider discussion on the connection of traditional institutions with modern governance, shedding light on the delicate balance between historical imagery and effective policy formulation in both Malaysia and the United Kingdom. The aim of the study is to investigate the instruments through which monarchs exercise their influence on the policymaking process as well as how their contributions have changed over time. Portrayal from an inclusive review of scholarly literature, governmental documents, and public discourse, the paper sheds light on the various facades of royal involvement in policymaking. The research identifies and offers insights into the dynamic forces of monarchical influence within contemporary policy environments, considering factors such as political culture, constitutional limitations, and the rulers' individual inclinations. The primary data for this study were collected through semi-structured interviews with five respondents and focus group discussions with eight respondents from the constitutional experts, judiciary, attorney general chamber, SUHAKAM, and historians. Thematic and content analysis were used to examine and triangulate the data from the interviews and focus groups. Analysing rulers' involvement in policymaking in Malaysia and the United Kingdom is an interesting endeavour; yet, this study has limitations such as restricted

transparency, access to information, and constitutional limits. This study discovers that the exercise of power by the monarchy has led to constitutional challenges in the courts, which often were decided differently in similar cases. In most cases, the courts have decided such cases according to the Westminster principles, which might not augur well for political stability, racial harmony, and unity in this country.

Keywords: Monarchy system; Ruler; Policy Environment; Malaysia and UK

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A 47
PM 002

Impact of Change Management for Minority Foundation Students' Ethnic Identity in China

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Abstract

Background: This study illustrated the practical pedagogy of ethnic identity for minority foundation students. Research objects are minority students who had enrolled for the bridge year between undergraduate and senior high school with the policy from National College Entrance Examination in China.

Significance: It employed IPE as a national education policy to examine its implication on identity with change management for ethnic minority students.

Aim of Study: This study aims to focus on the analysis and implication of 'Ideological and Political Education' (IPE) to impact ethnic identity for minority students.

Objectives: To analyze the impact of managing change for ethnic minority students, and to identify the problems and challenges of managing change for those students. To determine the coping strategies for managing change for them.

Methods: This paper combined both deductive and inductive methods. In analyzing the development of change management and ethnic identity, it conducted a deductive method, from general phenomenon to this particular minority foundation students' issue. While integrating change management and ethnic identity according to the hypothesis, this paper used the inductive method, by proposing IPE as a sustainable educational policy to solve the research problems. A small scale of 35 samples was analyzed through an adapted survey to test the impacts of change management on minority foundation students' ethnic identity.

Limitations: This study was conducted in public universities in east coast areas in China, limiting its scope. Meanwhile, all data were collected through the Internet only.
Findings: This study found that there are five categories of embodied change management that have impacts on ethnic identity for minority foundation students, which are teaching, assessment and reporting, on-campus experience, campus operation, and human factors. It further examined IPE as a national top-down ESD (Education for Sustainable Development) policy, takes an important role in its implementations on ethnic identity construction in factors of exploration, commitment, resolution, and affirmation for minority foundation students in HEIs.
Implications: This paper rectified problems and challenges of change management for ethnic minority foundation students, and the coping strategies of change management which IPE lies, for ethnic students' identity in HEIs (Higher Educational Institutions).

Keywords: Change Management; Ethnic Identity; Ideological and Political Education (IPE); Education for Sustainable Development (ESD)

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Residential Environment

A 48
RE 001

Assessment of Housing Quality and Infectious Disease Outbreaks in Nigeria

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Abstract

Nigeria is plagued by high endemic rates of infectious diseases, some of which are unintentionally caused by the poor quality of housing. Poor-quality housing has been shown to cause a variety of ailments in occupants, including infections, chronic diseases, and psychological issues. This places a significant strain on the public health system since it affects residents' quality of life. Thus, housing quality is a critical area in which the building is dependent not only on structural soundness but also on architectural design characteristics and the conditions of the inside living environment. To achieve a resident-centered quality of life, however, attention must be made to housing characteristics that may deteriorate indoor conditions and increase vulnerability to infectious diseases. This study aims to investigate housing characteristics, its indoor environment, and the associated health risks in naturally ventilated residential buildings (NVRBs) in Nigeria. The objective is to establish a resident-centered quality of life through quality housing provision for the Nigerian populace. The study used a three-pronged quantitative approach to collect data from household, building audit, and indoor environment monitoring in Bauchi metropolis. Out of 140 invited participants and the 140 questionnaires distributed, 116 participated in the household survey. The participating residents from randomly selected residential neighborhoods provided their health reports while the building audits were simultaneously carried out using a self-developed health-based standardized questionnaire. Occupants' exposure to indoor CO_2 emissions and $PM_{2.5}$ and PM_{10} particulate matter was quantified using a high-sensor air node

device. The findings showed that several buildings had poor ventilation. However, the average CO_2 emission (584 ppm) indicates acceptable ventilation in the buildings. On the other hand, the mean IAQ values of $PM_{2.5}$ (63 µm/m^3) and PM_{10} (228 µm/m^3) concentrations were found to exceed the World Health Organisation (WHO) recommendation values of 25 µm/m^3 ($PM_{2.5}$) and 50 µm/m3 (PM_{10}). In rare cases, IPM was shown to be associated with diseases such as tuberculosis, meningitis, and chicken pox. The study demonstrates some association between certain building characteristics and potential risk factors in NVRBs for certain diseases. However, its limitation lies in the sample size, which was considered to be small. Meanwhile, the study's implication is its potential for a broader approach to housing and health issues that incorporates the significance of building design. It concluded by advocating for policies regarding housing that would boost house design and quality in the years to come.

Keywords: Housing quality; Quality of life; Public health; Nigeria

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A 49
RE 002

Ladies First: Privacy and the female domain in Malay vernacular houses of Sarawak River, Borneo

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Abstract

The Malay vernacular house is characterized by its adaptability to human needs for shelter, comfort, and living patterns. Past scholars agreed that the spatial configuration of Malay vernacular houses gives priority to the female members of the household, for example, through the proportions of the building, restricted access, and separate rooms only for the women. Additionally, the main form of the house is called 'rumah ibu' or mother's house, further emphasizing women's value and significance within a family structure. However, research hitherto has primarily concentrated on the spatial study of Malay vernacular houses in the Malay Peninsula, assuming that Malay dwellings elsewhere in Malaysia must have shared similar spatial traditions. This study attempts to address this gap by exploring the architectural spaces of Malay vernacular houses in the eastern state of Malaysia, Sarawak. It aims to examine the female domain in the spaces of Sarawak Malay vernacular houses, as well as the impact of socio-cultural elements such as privacy and gender segregation on their form and spatial arrangement. Observational methods were conducted through a series of field studies in the riverine settlements of the Sarawak River in Kuching, Sarawak's capital city. Four case studies were selected from a sample of eighty (80) vernacular houses. Semi-structured interviews were then conducted with house occupants on the use of space, domestic routines and gender roles. Finally, the collected observation and verbal data were thematically analysed. The case studies only focus on the rectangular house type, which is considered the most authentic model of a Malay vernacular house in Sarawak, built between the 1880s and the 1920s. The findings uncover significant

architectural attributes such as balconies, 'padong' and peeping galleries, which are unusual for other Malay vernacular houses in Malaysia. These features develop a unique form of privacy measures for the female household members while protecting the family honour, as symbolised by the maidens, by putting the ladies first and 'above'. The research findings provide insights into how the spatial arrangement of Sarawak Malay vernacular houses accommodates women's need for seclusion while mutually defining the architectural identity by determining the house form.

Keywords: female realm; gender-segregated space; privacy; vernacular house

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Sustainable Environment

A 50
SuE 002

Antecedents of Green Purchasing Intentions among Higher Education Population in Malaysia

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Abstract

Unrestrained consumption of goods and irresponsible handling of the environment have greatly harmed the environment, ultimately affecting the balance of ecosystems and the whole life of humans. With the continuous rise of environmental awareness, "green purchase behavior" is regarded as a behavior that contributes to environmental improvement. However, despite the increasing number of green consumers and the expanding green market, the green purchase rate remains relatively low in Malaysia. The higher educated individuals may be more likely to become societal leaders and role models. Their environmental behaviors and attitudes can positively influence others, driving the entire society towards sustainability.Thus, the aim of this research is to reveal the influencing factors of green purchase behavior among higher education consumers. Specifically, we explore the effects of green trust, environmental knowledge, green purchase attitude, and green purchase intention on green purchase behavior and investigate the mediating role of green purchase intention.

To achieve the research objectives, this study extends the Theory of Planned Behavior （TPB ） by replacing subjective norms and perceived behavioral control with environmental knowledge and green trust to more accurately assess their applicability in determining consumer green purchase intention and behavior. Through a questionnaire survey using convenience sampling, we collected 303 valid responses and employed Structural Equation Modeling （SEM） to assess the strength of relationships between the constructs. The research findings indicate that environmental knowledge, green purchase attitude, and green trust significantly influence the green purchase intention and behavior among the higher education population. Particularly noteworthy is the mediating role of green purchase intention between green purchase behavior

and its antecedents. This research sheds light on the psychological factors and attitudes of the higher education population in the green purchase decision-making process.
The study holds significant implications for understanding the relationship between green purchase behavior and environmental consciousness among the higher education population. The results offer targeted measures for marketers and decision-makers to promote green purchase behavior within this group, thereby guiding and influencing Malaysian consumers towards more environmentally friendly purchase decisions. Moreover, by expanding the Theory of Planned Behavior （TPB） and integrating it with environmental knowledge and green trust, this research provides a novel perspective for the theoretical framework of green purchase behavior, inspiring future studies in a similar context.

Keywords: Green purchase attitude, Environmental knowledge, Green trust, Malaysia

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A 51
SuE 005

Factors Influencing Green Purchase Intention and Pro-Environmental Behavior among Young Consumers

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Abstract

The increase in wealth and technological progress has undeniably enhanced individuals' quality of life. However, these developments have also played a role in numerous environmental issues, such as pollution, depletion of natural resources, escalating greenhouse gas emissions, and the consequential phenomena of global warming and climate change. These adverse environmental consequences are a result of contemporary unsustainable patterns of consumption and production (Kumar, 2020; Shittu, 2020; Ansu-Mensah & Bein, 2019). The emphasis of all interested parties has shifted to the planet's ecosystems because of the threats posed to the ability of nations to maintain sustainable rates of economic development, environmental protection, and social well-being. The environmental consciousness, sensitivity, and knowledge of the general public have increased dramatically during the past few decades. As people become more cognizant of the threats to the environment, they are altering their behaviour and outlook accordingly. As a result of growing environmental awareness and concern, the "green" movement has been sparked, leading to an increase in the demand for ecologically friendly products (Ellahi, Jillani, & Zahid, 2021; Sreen Purbey, & Sadarangani, 2018). Additionally, consumer attitudes are beginning to shift in the direction of green products. The rise of ecological marketing (Deo & Prasad, 2022; Kuzior & Lobanova, 2020), responsible consumption and production (Ho, 2022; Jacob-John, D'Souza, Marjoribanks, & Singaraju, 2021), and environmentally conscious consumers (Ansu-Mensah, 2021; Parung, 2019) have all contributed to this upward trend in green consumption and production. The observed increase in this trend is consistent with the objectives outlined in Goal 12 of the United Nations' Sustainable Development Goals, which aims to achieve

"responsible consumption and production patterns" by the year 2030. Additionally, it aligns with the strategic goals outlined in Malaysia's 12th Malaysia Plan (2021-2025), which expresses a commitment to implementing economic mechanisms such as carbon pricing and payments for ecosystem services to enhance the country's climate and environmental initiatives. This study is, therefore, in the right direction as it examines the factors that affect the green purchase intention of young consumers and whether this intention can transform their behaviour to become more pro-environment. This study will put forward policy recommendations for going green that can be designed to encourage and support environmentally friendly practices and behaviours among individuals, businesses, and governments.

Keywords: Green Purchase Intention; Pro-Environmental Behaviour; Sustainable Development Goals; Climate Change

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SuE 004

Fostering Sustainable Communities: Vital role of Local Authorities in urban agriculture practices in strata housing

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Abstract

Urban Agriculture is a concept of agriculture gaining attention in urban areas. It is based on sustainability principles and efficient resource use. With global population growth and increasing urbanization, cities face pressures on environmental resources at the local, regional, and global levels. Rapid urban development has led to a nearly 10% reduction in agricultural areas yearly. The dependence on food imports has added pressure to the food needs of urban populations and increased the cost of living, affecting the quality of life of communities. Strata housing, which encompasses multi-unit buildings that consist of common areas and facilities, provides a suitable platform for fostering sustainable urban agriculture practices. Urban agriculture in strata housing offers many benefits, including improving food security, reducing the carbon footprint through localized food production, enhancing community cohesion and social interactions, green space creation, and improving aesthetics and opportunities for skill development and education. Despite the benefits, several challenges and barriers hinder the widespread adoption of urban agriculture in strata housing, such as limited space and land availability, potential conflicts with existing regulations and by-laws, lack of knowledge and expertise among residents, and concerns about hygiene and safety. Hence, local authorities are crucial in supporting and promoting urban agriculture in strata housing. This paper explores the significance of urban agriculture practices in strata housing and aims to highlight the essential role of local authorities in fostering sustainable communities. The qualitative method was employed in this study using semi-structured

interviews. The data collected was analyzed using NVIVO. The findings indicated that the roles of local authorities could be manifested in various ways, including creating policies and regulations that encourage urban agriculture, allocating public resources and funding for community gardens and agricultural projects, providing technical assistance and educational programs for residents, collaborating with community organizations and experts to facilitate project implementation, engaging in public outreach and awareness campaigns to promote the benefits of urban agriculture in the strata housing. Urban agriculture in strata housing holds immense potential for fostering sustainable communities and addressing pressing urban challenges. By actively engaging with communities and providing necessary resources, urban agriculture in strata housing, leads to healthier, greener, and more resilient urban environments.

Keywords: Urban Agriculture; Role of Local Authorities; Strata Housing; Sustainable Communities

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A 53
SuE 006

Green Purchase Behavior in Malaysia: A mediation effect analysis based on the TPB

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Abstract

This study focuses on educated consumers in Malaysia and applies the Theory of Planned Behavior (TPB) to explore their green purchasing behavior. Green consumption is a crucial component of sustainable development, holding significant implications for businesses and policymakers alike. Drawing from 203 relevant TPB-related articles, data from 330 educated consumers was collected through an online survey and analyzed using Partial Least Squares Structural Equation Modeling.

The findings reveal that green purchase intention mediates the relationship between green purchase attitude, subjective norm, perceived behavioral control, and green purchasing behavior among educated consumers in Malaysia. However, certain divergent results were observed compared to previous research. Perceived behavioral control negatively influenced green purchasing behavior, suggesting that some educated consumers may feel less capable of effectively controlling or influencing the process and outcome of green purchases due to environmental concerns and challenges.

Moreover, while green purchase attitude did not directly impact green purchasing behavior, it significantly and indirectly influenced green purchase intention. This indicates that when educated consumers hold more positive attitudes toward green purchases, they develop a stronger desire to buy green products, leading to actual green purchasing behavior.

These research findings hold practical significance for businesses and policymakers. Businesses can develop targeted green marketing strategies by understanding educated consumers' attitudes, subjective norms, and perceived behavioral control in green purchasing. Policymakers

can formulate relevant policies based on the research findings to encourage and promote environmentally friendly purchasing behavior among educated consumers.

However, this study also possesses certain limitations. The sample was skewed, with a relatively high proportion of participants from the Malaysian Chinese ethnic group (83.3%). Future research can enhance sample diversity and representativeness by employing different sampling techniques. Additionally, future studies can categorize consumers based on different types of focal points in their green purchase attitudes to reveal variations in green purchasing behavior within the proposed model.

Overall, this study provides valuable insights into the green purchasing behavior of educated consumers in Malaysia and lays a foundation for future research and practical applications. By applying the TPB framework, this study contributes positively to the promotion of sustainable consumption and environmentally friendly practices. We hope these research findings contribute to the construction of a greener and more sustainable society.

Keywords: Green purchase behavior;Educated consumers;Theory of Planned Behavior (TPB) ;Sustainable consumption

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A 54
SuE 003

Influence of Environmental Knowledge and Green Trust on Green Purchase Behavior

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Abstract

Environmental issues are increasingly severe, and green purchasing behaviour has become essential for promoting sustainable development. A thorough understanding of environmental knowledge and green trust can contribute to formulating effective green consumption policies and promoting consumers' green purchasing behaviour. This study aims to investigate the impact of environmental knowledge and green trust on green purchase intentions and actual green purchasing behaviour and explore the mediating role of green purchase intentions. A questionnaire survey was conducted with a sample size of 330. Research hypotheses were tested through statistical analysis and structural equation modelling. Due to time and resource constraints, the sample of this study was limited to a specific group in a particular area. Therefore, the research findings may need to be more generalizable. The study's results indicate that environmental knowledge and green trust significantly influence green purchase intentions and actual green purchasing behaviour and that green purchase intentions mediate the relationship between environmental knowledge and green trust, and green purchasing behaviour. The findings of this study have important implications for formulating environmental education and environmental advocacy strategies. They can help enhance consumers' environmental awareness and promote the development of green purchasing behaviour. This abstract examines the impact of environmental knowledge and green trust on green purchasing behaviour and the mediating role of green purchase intentions. Through questionnaire surveys and statistical analysis, the research findings reveal that environmental knowledge and green trust significantly

influence green purchase intentions and actual green purchasing behaviour. The results of this study hold significant meaning for the formulation of environmental education and environmental advocacy strategies, contributing to enhancing consumers' environmental awareness and promoting green purchasing behaviour. However, further research is needed to validate these findings due to sample limitations.

Keywords: environmental knowledge; green trust; green purchase behaviour; mediating effect

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A 55
SuE 001

Sustainable Development in Luang Prabang: Analysis of trends, challenges, solutions

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Abstract

Today practices of sustainable development represent a necessary tool which is capable to help businesses in their growth and success, along with the support for counties to develop and adapt to quickly changing natural environment amid worldwide climate change. The main issue of sustainability lies in increasing and ineffective use of natural resources which leads to both environmental and social challenges, especially in developing countries.

Transition towards sustainability in Luang Prabang is the main object of this study where is compulsory, first, to identify a current status of the level of sustainable tourism development and, second, to establish a preferred and present-day scenario for the local NGOs and government to consider. Therefore, an essential aim lies initially in providing an awareness and understanding of existing problems, trends, and challenges in tourism industry that the town faces nowadays; and besides, by demonstrating that the proposed recommendations have been successfully implemented in other countries as a future development direction for the city.

The interest for the research was influenced after a participation in Workshop and Symposium *JSPS Core-to-Core Seminar Deepening and Enlargement of the Network for Safeguarding and Development of the Cultural Heritage in the Mekong Basis Countries*, that happened in December 2022 in Laos. There were many discussions aimed at sustainability, heritage, and environment conservation in Greater Mekong Subregion, in part, World Heritage Town of Luang Prabang.

To obtain the most relevant and accurate information for the analysis, the attention has been given to recent research articles and publications, books, local organisations, and other reliable sources. As practical method, on place observations have been used together with semi-structured interviews with merchants and local citizens.

This study reports the current state of sustainable development in Luang Prabang featuring industry of heritage tourism and draws attention to use of collaborative methods in meeting the needs of local communities, visitors, businesses, and environment preservation.

Keywords: Sustainability; Luang Prabang; Heritage; Tourism

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Technological Environment

A 56
TE 003

Enhancing Talent Development using AI-Driven Curriculum-Industry Integration

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Abstract

In the ever-evolving landscape of academia and industry, developing a skilled and adaptable workforce is paramount to ensuring national progress. The specific scope and needs of hiring by new and disruptive startups and multinational companies render the basic level of knowledge and low-skill-based hiring invalid in coping with the need of the nation's economic development. Currently, the analytical model to assist industries in identifying the needed domains in graduates for hire remains the most significant limitation for adopting the disruptive model. To complicate matters, the number of graduates increases annually, yet there is a considerable gap in the graduate readiness for the industry's needs. The link to bridge the knowledge and skills provided in the institute of higher learning and the industry's demand must be included. If this skill gap is not appropriately addressed, the nation will suffer from high unemployment and economic instability. This paper explores the transformative potential of Artificial Intelligence (AI) in fostering a symbiotic relationship between academic curricula and industry demands, aimed at building a robust talent pool for the future. Specifically, the paper aims to formulate a new hiring selection model based on specific industry-identified hiring parameters and match it with the knowledge and skills obtained from the university to reduce mismatches and gaps in hiring issues. Keywords from the curriculum and the job advertisement are extracted and matched using artificial intelligent techniques to measure the job-suitability index and optimize the hiring parameters. Moreover, the proposed system should provide suggestions for additional knowledge and skills if the jobseeker needs more specific job requirements. The suggestion will promote life-long learning for individual empowerment. The institute of higher education can also reflect and improve on its offered

syllabus, making it more relevant and well-accepted by the industry. By aligning educational programs with real-world challenges and market needs, this novel approach seeks to propel the growth of individuals and organizations, contributing to advancing the nation's socio-economic landscape as highlighted in the Malaysian Economic Monitor, Realizing Human Potential and Shared Prosperity Vision 2030.

Keywords: Talent Development; Artificial Intelligence; Graduate Employability; Industry Needs

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A 57
TE 002

Exploring Primary school Teachers' Attitudes Towards Technology Integration in Primary Education

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Abstract

In the context of our contemporary society, technology has become an omnipresent force, permeating every facet of our lives, whose indispensability in our daily routines underscores its significance. Consequently, within the realm of education, particularly among educators, there exists a compelling imperative to delve into the perspectives and convictions held by teachers regarding the incorporation of technology within primary classrooms. This paper is primarily dedicated to exploring very attitudes among primary school teachers, with a specific focus on the utilization of technology in such educational settings. Furthermore, the study aims to discern the potential impact of educators' academic backgrounds and years of pedagogical experience on their attitudes towards the integration of technology in primary education. As for the objectives of this research, which are to identify the primary teachers' attitudes on the use of technology and to investigate the difference in the attitudes on the use of technology in teaching pupils based on years of teaching experiences as well as the educational qualification of teachers. This research employs a methodology centered around a questionnaire survey administered to 50 teachers at primary schools in Guangzhou, China with rigorous quantitative analysis. The outcomes of this study reveal a prevailing trend that the majority of primary school teachers exhibit a positive disposition towards the incorporation of technology within classrooms of primary classes. While quantitative analysis provides valuable insights into the prevalence of certain attitudes, the research may lack depth in understanding the underlying reasons for these attitudes. The implications of these findings are manifold. They extend to a diverse spectrum of stakeholders,

encompassing teachers themselves, parents, school administrators, and even governmental bodies such as the Ministry of Education. As the formative years of Elementary school wield a profound influence on future trajectories and cognitive development, it is incumbent upon primary educators to comprehend the pivotal role technology assumes within the educational landscape. This comprehension is augmented by an adept grasp of how to effectively harness technology's potential in the pedagogical process. Furthermore, the research serves to enlighten parents about technology's place within primary school education, thereby facilitating a more harmonious equilibrium between the domains of learning and technology. This enhanced awareness equips parents with the tools to strike a judicious balance. By uncovering the intricate interplay between teachers' views, the integration of technology, and primary class education, this study contributes to a comprehensive and nuanced comprehension of contemporary educational paradigms.

Key words: Primary school, Teachers, Attitudes, Technology integration

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A 58
TE 004

Investigating Behavioural Intention of Artificial Service Robots in the Hospitality in China

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Abstract

The blooming of service robots in the hospitality industry was accelerated by the pandemic for the past three years in China. Adopting artificial intelligence (AI) service robots in the hospitality industry involves state-of-the-art, powerful, and cost-effective technology, similar to cutting-edge technology, i.e., ChatGPT. Such technology not only boosted the application and streamlined customer service but also enhanced the service quality of the employees. Application of AI and robotics technology was perfected and well-developed in multiple fields during the Covid-19 period, especially in the hospitality industry in China, where more customization and flawless processes were needed to satisfy customers' needs. As such, this study investigated the customer behaviour intention for the acceptance of the AI robotics technology service in the hospitality industry in China. The researcher drew upon the extended unified theory of acceptance and use of technology (UTAUT2) and technology readiness index (TRI), as well as perceived risk theory (PR), to construct the conceptual framework. The independent variables were performance expectancy, effort expectancy, social influence, price-saving orientation, time-saving orientation, facilitating conditions, perceived privacy risk, perceived security risk, and technology readiness. These variables were moderated by satisfaction with the behavioural intention. This research, therefore, aimed to examine the demographic factors toward the behaviour intention of AI unmanned robot service in hospitality and to investigate the aspects of AI service robots affecting

the behaviour intention of the users in the hospitality industry in China. Deductive research was conducted with 300 valid responses through questionnaires. The findings were vitally important to the hospitality industry as China is a diverse country emphasising tourism development. The results contributed practical insights for relevant governmental departments and hotel operators as well as restaurant managers in their decision-making on whether to adopt unmanned services. The limitations of the research were time constraints and funding, which further reduced the research scope and external validity. Future research can be conducted on other industries with additional variables such as manpower supply and demand conflicts and so forth.

Keywords: Hospitality Industry; Service Robots; Artificial Intelligence; Behavioural Intention.

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A 59
TE 001

Unlocking Nanotechnology Adoption Intention in the Malaysian Food Industry

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Abstract

Modern technology, which is currently utilised in a variety of sectors, including the food industry, is revolutionising business operations. One of the most promising technologies for revolutionising the traditional food industry is nanotechnology. The contribution of nanotechnology is gradually increasing, and the entire nanotechnology market size and expected value in the food industry is greater than RM1.31 (US$0.31) billion in 2025. In terms of food supply chain advances, nanotechnology has the potential to improve overall food quality, increase product shelf life, improve food safety, and promote human health in a creative and innovative way. Similarly, the incorporation of nanotechnology into food products may increase nutritional absorption as well as the targeted administration of bioactive substances. Although the usage of nanotechnology is rapidly expanding and increasing, there have been relatively few studies on the subject published, particularly in the emerging market economy setting, and there is a huge need for scholarly research in this sector. Hence, the aim of this study is to investigate the factors that influence nanotechnology adoption in the food industry. The study collects 101 responses from food industry operators in Klang Valley, Malaysia, via a quantitative field survey. Structural Equation Modelling (SEM) was used to analyse the data. The findings show that effort expectation, top management support, and trust have no statistical impact on nanotechnology adoption, whereas performance expectancy and price value have positive effects. Hence, this study provides food operators with important insights into the significance of nanotechnology adoption in the food

supply chain. Furthermore, food operators must prioritise nanotechnology adoption when allocating resources in terms of investment and technology. Given that this study is one of the few that investigates factors influencing nanotechnology adoption, it should give useful information for future research on the food industry and nanotechnology adoption. This study offers future scholars simple access to data related to factors affecting nanotechnology adoption associated with the food industry, which is in accordance with the SDGs agenda. The authors anticipate that this study will have a substantial impact on practitioners, notably food producers and other relevant stakeholders about the potential benefits of nanotechnology adoption across the food industry, particularly in emerging market economies.

Keywords: Nanotechnology, Food Industry, Food Supply Chain, Sustainability

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Tourism / Hospitality Environment

A 60
THE 003

Integrative Digital Platform Based on Collaborative Governance Model for Green Tourism Village in Bali

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Abstract

Green Tourism Village (or Desa Wisata Hijau/DWH) has become an actual issue as a new locomotive due to the change in the tourism industry post-COVID-19 in Indonesia. DWH is a new generation of tourism village incorporating a Green Economy that aims to improve people's welfare and social justice by reducing environmental risks and avoiding limited resource exploitation. As a favorite destination, the increasing number of tourists coming to Bali every year contradicts the declining occupancy rate, and this paradox results in an oversupply of hotel rooms. This can be explained by the changing trend for tourists to visit villages in rural areas to get authentic Bali, but at the same time, this tourist invasion threatens environmental sustainability. Therefore, the DeWiKu apps and the SIDeWi*HuB (Sistem Integrasi Desa Wisata Hijau Bali) digital platform have been developed to tackle this upcoming problem as an integrated system regulating the appropriate balance between tourism requirements and environmental sustainability. This study aims to investigate the feasibility of collaborative governance using digital networking as the objective is to establish a multi-stakeholder E-administration model involving academia, government, business, community, and tourists for marketing green tourism villages in Bali. The process consisted of three phases; 1) online assessment, screening out of tourism villages that meet the green requirements in the SIDeWi*HuB; 2) registration, where those villages with green homestays and green attractions can register; and 3) e-commerce, where those homestays and attractions are marketed in the DeWiKu apps. Of 238 tourism villages registered in the Tourism Office of the Bali Government, 30 villages from all nine cities/regencies in Balu are selected to be sample pools. There are 3 variables measured in this study to determine a DWH; 1) N-GreenV (the need for Green Village), 2) Community Participation, and 3) Perception

of Sustainability. This study proposed a collaborative governance model to create quality tourism by ensuring environmental sustainability.

Keywords: Green Tourism Village, Collaborative Governance, Digital Platform, N-GreenV

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THE 002

Tourists' Preferences for Architectural Tourist Attractions in Bali

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Abstract

Every country or region fosters tourism, one aspect of which involves constructing or developing iconic architectural attractions. For instance, Spain boasts the iconic Guggenheim Museum in Bilbao as a significant architectural attraction. Dubai features towering skyscrapers, with Burj Khalifa being a prominent example. Malaysia's architectural icon is the Petronas Towers. The National Monument (Monas) is an iconic architectural attraction in Indonesia. At the same time, Bali has numerous landmarks, such as Bajra Sandhi Monument, Garuda Wisnu Kencana (GWK), and Tanah Lot Temple. These landmarks attract a significant number of visitors. However, their visitation rates are comparatively lower than those of natural attractions like Kuta Beach. Nature and culture constitute the two most popular attractions for travellers in Bali. Among the cultural aspects, traditional customs and traditions are the most favoured, followed by culinary experiences, traditional arts, spa treatments & aromatherapy, architecture, handicrafts, religion/spirituality, and rural life. Architecture ranks fifth in terms of popularity. This indicates that architectural attractions in Bali could be more appealing to tourists. Concurrently, the relatively low tourist numbers at architectural attractions in Bali coincided with the rise of non-Balinese architectural attractions. These attractions often adopt modern or contemporary architectural styles that deviate from traditional Balinese designs. Examples include iconic beach clubs, restaurants, and shopping venues. In light of these circumstances, a research study is initiated to explore the various iconic architectural attractions that have emerged in Bali and analyse tourists' preferences regarding these architectural styles. The research employs qualitative methods, involving questionnaires and interviews with 100 tourists who have visited Bali. The study has

identified 11 types of tourist attractions in Bali. Among the recognised types of iconic architectural attractions, tourists mainly visited and favoured Types C, A, K, and D. The research findings suggest that tourists are drawn to these architectural attractions because they encapsulate the essence of Bali's cultural heritage while embracing innovation and modernity. This phenomenon highlights the delicate balance architects and developers strive to achieve when designing iconic landmarks in Bali. It is an ongoing challenge to honour Bali's rich traditions while catering to the evolving tastes and preferences of tourists seeking novel experiences. The research's insights are instrumental in guiding the development of architectural attractions that align with Bali's unique identity and contribute to the island's cultural tourism landscape.
Keywords: iconic architectural, tourist attractions, typology, preferences

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THE 001

Understanding the Ecotourism Behavioral Intention by Expanding the Theory of Planned Behaviour

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Abstract

According to TIES, the International Ecotourism Society, ecotourism has become the fastest growing segment of the overall tourism market in the 21st century, with an annual growth rate of 25% to 30%. In developed countries in Europe and the United States, ecotourism accounts for 55% of national tourist arrivals, and in Asian countries the proportion reaches 35%, while in European countries 70% of the population is interested in ecotourism. After the Covid-19 outbreak, "nature and health" became the first choice of many Chinese tourists. According to the 2021 Chinese Government Open Information Report, China's nature reserves, government-owned forests, government forest farms and other areas received a total of 2.083 billion visits in 2021, an increase of more than 11.5 % year-on-year. The vigorous development of ecotourism can create more wealth for China. As such, this research aimed to measure the explanatory and predictive power of ecotourism behavioural intention and contribute to the expansion of the theory of planned behaviour (TPB) in exploring the extent to which attitudes, subjective norms, perceived behavioural control and perceived value influence ecotourism behavioural intentions from the perspective of ecotourism tourists, as well as the role of satisfaction as a mediating variable in the model. Behavioural intentions were divided into ecotourism revisit intention and ecotourism recommendation intention. This paper adopted random sampling method in surveying 350 tourists who had visited ecotourism sites in Yunnan, China. Structural equation modelling using SmartPLS 3.0 was then carried out to test the integrated relationships between the variables. The

findings indicated customer satisfaction mediated the relationship between perceived values, attitudes, subjective norms, perceived behavioural control and ecotourism behavioural intention. This study was significant as it had identified the key factor influencing Chinese tourists' ecotourism behavioural intention was satisfaction, followed by perceived value. Ecotourism behavioural intention are not influenced by attitudinal factors of tourist behaviour. This study enhanced the understanding of the importance of tourists' ecotourism perceived values, attitudes, perceived behavioural control, behavioural norms and satisfaction with tourists' continued choice of ecotourism. Although the coverage of variables was limited and the study was conducted only in China, this study provided crucial insights for ecotourism managers, policymakers and practitioners in China in narrowing their knowledge gaps and assisting in strategic decision making. It further improved the overall understanding of the sustainable development of ecotourism in China. Future research could be conducted in under different context with additional variables.

Keywords: Ecotourism; Theory of Planned Behavior; Perceived Value; Ecotourism Behavioural Intention

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Transport / Travel Environment

A 63
TTE 002

Analysis of the Determinants of Work-Life Balance (WLB) on Transportation Employees in China

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Abstract

The service sector in China plays a crucial role in the nation's economy. In 2020, China's service sector contributed to 54% of China's GDP and 60% of China's total economic growth. This questionnaire survey covered 386 valid respondents who worked in the transportation industry in China. This research aimed to investigate the employees' perceptions and the factors affecting their job satisfaction towards work-life balance, mediated by their job characteristics. There were 12 factors affecting work-life balance have been selected and identified from different dimensions. These determinants include fair compensation, opportunity for growth, work environment, supervisor support, justice and equality, reward and recognition, job security, autonomy and control, participation in decision-making, effective communication, professional respect and work challenge. This study was significant as the researchers found that more scholars emphasised the high-pressured work environment in a specific industry, such as teaching and labour workers, but not in the transportation industry. The researcher found many factors affecting job satisfaction had been evolving after the pandemic, it was needful to re-examine these factors with new instruments. Companies stand a chance in encouraging their employees to perform better if they have satisfactory job characteristics. This research included job characteristics as the mediator in the conceptual framework to measure its effectiveness against the determinants. This study is crucial because the factors influencing the employees' job satisfaction are critical in understanding the staff's attitudes and perceptions towards their job characteristics, company policies, culture and other elements, which will lead to changes in job performance. The problem statement is that nowadays, the emergence of the younger generation demands more from employers, besides monetary rewards. This phenomenon, however, is less investigated and

understood by the industry as their human resource management is usually occupied with routine business activities. The findings contributed to both scholars and practitioners in the transportation industry in China. This research is considered imperative in helping the industry players to elicit information to explain the phenomenon of workforce shortage, especially in cities in China. This study is limited to the transportation industry in China and the research design is solely a cross-sectional quantitative survey. Rigorous research such as longitudinal research with mixed research methods can be proposed for future research.

Keywords: Work-Life Balance; Job Characteristics; Job Satisfaction; Transportation Industry

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A 64
TTE 001

Revised version of Attitude towards Safe Driving Scale (ASDS-23/*SaringSikap-23*)

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Abstract

Background: The role of occupational therapists in evaluating and carrying out programs in driving rehabilitation is vital. Occupational therapists usually use assessment and screening forms that can identify the problems faced by their clients/customers. In the field of driving rehabilitation and return to work, the initial assessment is usually used to get an overview of a problem faced by the client. Concerning assessment, a simple and accurate screening should save time and human resources. Significance: This study is critical because it will report the latest results and improvements from the previous version of ASDS/SaringSikap. Aim: This study explores the potential screening and reporting used using the Attitude towards Safe Driving Scale (ASDS) or is also known as *Saringan Skala Sikap Selamat (SaringSikap)*. Objective: The re-evaluation of the ASDS/SaringSikap is done to report the latest findings of the instrument. Method: The original version of ASDS46 (46 items) was distributed to potential respondents using the Google platform. All respondents were required to rate their driving attitude. In order to maintain confidentiality, all sensitive information was not collected. In case of dispute, participants may leave the survey at any time. Limitations: To increase the usability of ASDS-23/SaringSikap-23, multiple and mixed

groups of respondents may include in future research. Findings: From the online survey conducted, 240 respondents voluntarily participated in this survey. Female respondents dominated the survey with 72.9%. A total of 166 respondents were among 18-22 years old, followed by 69 respondents from 23-27 and 5 respondents from 28-32 years old.
Reanalysis of ASDS-23/SaringSikap-23 manages to reduce the items from 46 to 23. The Cronbach alpha value for selection was set above 0.75; less than that were deleted. Nine domains were developed, adding three new domains from the previous version of ASDS46. Implications: The revised Attitude Towards Safe Driving Scale (ASDS-23/SaringSikap-23) version was more specific and sensitive in domain assessment. It is also more short and easy to administer. Users currently using the old version (ASDS46) were strongly recommended to transfer their data to this version. This latest finding will be a new reference for occupational therapists in driving rehabilitation programs.

Keywords: Human factors, Occupational therapist, Drivers attitude, Driving rehabilitation

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Work Environment

A 65
WE 002

Employee Perception of Information Sharing on Supply Chain Performance

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Abstract

As the telecommunication industry is categorized under the service sector, this industry holds an immense share in Malaysian economic activities. Given the telecommunication industry's increasing competitiveness and customer demand for lower cost and higher quality service, telecommunication companies must increase operational efficiency for their supply chain management to function optimally. In response to the demand for knowledge, the purpose of this study was to determine the relationship between information sharing and supply chain performance, as well as whether this relationship is mediated by logistical integration. The study was conducted among 361 respondents from 21 Malaysian telecommunication firms in Malaysia by applying a structural equation modeling with SmartPLS. Findings revealed information sharing associated with supply chain performance and supported. Logistics integration mediated the relationship between information sharing and supply chain performance. The study established that by sharing information with suppliers, supply chain performance may be improved through logistics integration. The results suggest that enhancing information sharing increases the success level of the logistics sector. The integration in supplying data and making it observable to other parties in the supply chain permits quicker and more precise business decisions that translate to a better foundation of competitive advantage. The study has implications for practitioners in the decision-making process of supply chain management procedures, particularly in the telecommunications industry. Thus, telecommunication managers can be more informed in their decision-making processes in terms of building sustainable customer relationships and

information sharing that result in positive performance outcomes. However, this study is limited to telecommunication industry with limited numbers of respondents.

Keywords: Information sharing; Logistics integration; Telecommunication; Supply Chain Performance

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A 66
WE 001

Mind Matters: Exploring employees' mental health literacy in the hotel industry

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Abstract

In recent years, the hospitality industry has witnessed a surge in mental illness cases, affecting one in every five employees with work-related mental health issues. The occurrence of mental illness at the workplace can be significantly reduced by promoting mental health literacy through enhancing knowledge and beliefs about mental illness, which aids individual's recognition, management, and prevention of such conditions. This study explores mental health literacy among hotel employees in Malaysia through in-depth interviews with ten individuals from functional and operational departments. The researchers manually transcribed the interviews, hand-coded the data, analyzed for themes, and employed Atlas.Ti for data visualization. Data from the interview suggest that the hotel employees demonstrate sound mental health literacy, manifested into four prominent themes: (i) functions of mental health, (ii) mental illness contributors, (iii) implications of mental illness, and (iv) intervention techniques. Notably, the theme of mental illness contributors' emerged as the most frequently mentioned and reiterated among the informants. All informants demonstrated the ability to identify and articulate various risk factors associated with mental illness, such as work pressure, medical conditions, environmental factors, personal challenges, and family issues. Additionally, the results highlight that employees with sound mental health literacy exhibited a comprehensive understanding of

the risk factors and preventative measures related to mental illness. It was also found that hotel employees' good mental health literacy is rooted in their awareness of the current mental health issues in Malaysia. As mental health issues become more prevalent in the workplace, assessing employees' mental health becomes increasingly critical. Managers play a pivotal role in establishing a healthier and more supportive working environment. Implementing necessary adjustments, such as providing workplace support, empowers hotel managers to proactively protect the well-being of their employees. Consequently, this enhances employees' capacity to deliver superior customer service. This study stands as a significant contribution to the literature in the hospitality and tourism domain, where employees' perspectives of mental health are often overlooked. Recognizing the crucial role of mental health literacy, employees are better equipped to identify early signs of mental illness, thereby facilitating prompt help-seeking and preventing further deterioration of mental health. Furthermore, well-informed employees can act as effective agents of awareness or knowledge dissemination, advocating for mental health within their community. To further enhance our understanding, future research may consider adopting a quantitative approach to objectively measure the level of mental health literacy in this population.

Keywords: mental health; mental health literacy; hospitality

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