

AcE-Bs2024Langkawi

12th ASIAN Conference on Environment-Behaviour Studies

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Holiday Villa Beach Resort & Spa, Langkawi Island, Malaysia
01-03 Mar 2024

AMER



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12th ASIAN Conference on Environment-Behaviour Studies (AcE-Bs)

Holiday Villa Resort & Spa, Langkawi Island, Malaysia

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Editor

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

Thank you all!

Foreword

This 12th ASIAN Conference on Environment-Behaviour Studies, AcE-Bs2024, being held at the Holiday Villa Resort & Spa Langkawi island, Malaysia on 01-03 Mar 2024 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.. It marked AMER's 45th international conference to be organised, 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.

AcE-Bs2024Langkawi managed to attract an overall total of 56 abstracts. Only 49 abstracts were approved as the remaining 7 abstracts were non-compliance. Of the abstracts approved, authors from 6 countries contributed. Majority of the abstracts were in collaboration with Malaysian authors. The most were together with Indonesia (28 numbers), China (13), United Kingdom (5), followed by Australia and Thailand (1 each),

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

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

Prof. Dr. Mohamed Yusoff Abbas

Chair

AcE-Bs2024Langkawi 01-03 Mar 2024

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About the Conference

Background

The success of the 1st National Conference on Environment-Behaviour Studies, InCEBS2009 held at UiTM Shah Alam, Malaysia, from 14-15 Nov 2009, inspired the organiser to organise future conferences beyond the nation. The AcE-Bs, an initial acronym for ASEAN Conference on Environment-Behaviour Studies, which targeted venues at ASEAN countries, was later extended to be held in Asian countries, thus the current acronym for the Asian Conference on Environment-Behaviour Studies.

AcE-Bs conferences main theme address Environment-Behaviour (E-B) issues affecting the Asian communities living in both Asian and non-Asian countries. E-B issues affecting non-Asian communities are also most welcome.

Prior to 2014, AcE-Bs was organized by cE-Bs (Centre for Environment-Behaviour Studies, FSPU, UiTM, Malaysia, supported by AMER (Association of Malaysian Environment-Behaviour Researchers) and ABRA (Association of Behavioural Researchers on Asians). Post-2014, with AMER and ABRA being formalised, cE-Bs took the supporting role. AMER's Event Management & Services (emAs), a private entity, manages all of AMER's events, under emAs (Emas Emas Resources). The anchor theme of the conference is "Environment-Behaviour in the Built & Natural Environment". Thus far, the AcE-Bs conferences organised were as follows: -

- 1st AcE-Bs2010Kuching, Malaysia, 07-08 Jul 2010
- 2nd AcE-Bs2011Bandung, Indonesia, 15-17 Jun 2011
- 3rd AcE-Bs2012Bangkok, Thailand, 16-18 Jul 2012
- 4th AcE-Bs2013Hanoi, Vietnam, 19-22 Mar 2013
- 5th AcE-Bs2014Seoul, South Korea, 25-27 Aug 2014
- 6th AcE-Bs2015Tehran, Iran, 21 – 23 Feb 2015
- 7th AcE-Bs2016Taipei, Taiwan, 09-10 Apr 2016
- 8th AcE-Bs2019LangkawiIsland, Malaysia, 18-19 Dec 2019
- 9th AcE-Bs2021KotaBahru, Malaysia, 28-29 Jul 2021 (Virtual)
- 10th AcE-Bs2022Cherating, Malaysia, 08-09 Jun 2022
- 11th AcE-Bs2023KualaTerengganu, Malaysia, 14-16 Jul 2023

12th AcE-Bs2024Langkawi, Malaysia, 01-03 Mar 2024

The conference focuses on E-B 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 978-1-913576-14-1), and the Proceeding in the E-BPJ (Environment-Behaviour Proceedings Journal), eISSN 2398-4287, 9(27) Feb 2024, 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 –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;
ICT Environment
Inclusive Environment;
Landscaping Environment;
Legal Matters;
Leisure / Recreational / Sports Environment;
Local Cultural / Heritage Environment (Food included);
Management & Production Environment;
Natural Environment;
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Technology-related Environment;
Transportation / Travelling Environment;
Urban Environment / Urban Psychology;
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A 01 CYE 001

Development and Validation of Hypertension Educational E-Book for Children Aged 10-12 Years Old

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Abstract

During the Movement Control Order (MCO), parents were restricted to send their children with Autism Spectrum Disorder (ASD) for occupational therapy intervention at hospitals or private centers. Most of the parents were supported by online materials and video-communications. However, parents' competency in providing home-based therapy to their children is less studied and explored even before the MCO. Parents reported having a significant amount of stress in taking care of their children. Thus, the objectives of the study were to examine parents' sense of competence and stress and to predict parents' sense of competence in providing home-based therapy based on demographic characteristics and level of stress. Data were collected via an online survey using Parenting Sense of Competence Scale (PSCS) and Parental Stress Scale (PSS). 125 parents of ASD children were approached and offered participation in this study. The samples of this study were parents and guardians of children with ASD. They were recruited using purposive sampling technique. The inclusion criteria were; (1) parents or guardians who had received occupational therapy intervention coaching via online method during the MCO; (2) parent attempted to do the home-based therapy at home by themselves as coached by therapist; and (3) able to read and understand either Malay or English. Parents of Children with ASD were excluded if their child has other comorbidities such as epilepsy, attention deficit disorder or other conditions related to developmental disability. Potential participants were approached through

Autism Advocacy and Family Support Networks to offer participation in this study Descriptive analysis was used to determine the level of sense of competence and stress among the parents of children with ASD, and general linear model was used to identify any associated factors (stress and demographic characteristics) to parent's sense of competence. Result shows that parents or guardians were having high stress level in handling their ASD children during MCO. However, with the frequent guidance and support from occupational therapists, their level of competency increases. A significant output of this research is to expand knowledge about the experiences and difficulties facing parents during the MCO.

Keywords: Competency; Autism Spectrum Disorder; Parents; Occupational Therapy

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A 02 CYE 003

Effect of Food Intake on Mood in Higher Education Institute Students in Malaysia

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Abstract

The high prevalence of anxiety and suicidal thoughts in Higher Education Institute (HEI) students calls for an immediate intervention. The higher education system not only opens the gate to new opportunities but also presents students with various challenges, such as transition to a new environment, separation from family, and facing greater academic responsibility. These factors may serve as a few fundamental issues that may affect the mental well-being of HEI students. The literature suggests that there is a link between mood, food intake and mental health; hence, identifying food intake that affects mood may be a way to better mental health. Hence, this study was designed to understand the relationship between food intake and mood in HEI students who reported being depressed, anxious, or stressed. Twenty-four students from various HEIs in Malaysia were recruited using a grounded theory method. A questionnaire was used to gather information on sociodemographic data, while mental health status was screened using the Depression, Anxiety and Stress test (DASS21). In-depth interviews were conducted, and interviews were transcribed verbatim. Data was arranged according to codes and themes using thematic analysis. The results indicated that participants aged 18-22 were prone to severe depression (12.5%), anxiety (50%) and stress (37.5%) as compared to participants aged more than 23 years. The Four major groups of food that were reported to have an influence on participants' mood were sweet, salty, spicy and caffeinated food. Participants reported that they consumed sweet food to make them feel happy and calm, while they consumed salty food to feel calm and focused. Spicy food was also reported to calm the participants, and ingesting food with caffeine increased their focus. This study revealed that participants consume food according to

their mood, and particular food groups affect their mood. Given the increasing prevalence of obesity and NCD in this country, it is vital to educate our young adults in HEI on healthy food choices to reduce these future health outcomes and improve their mental health.

Keywords: Eating behaviours, Food Choices, Mental health, Higher Education Institute (HEI) Students.

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A 03 CYE 002

Enhancing Well-being: Insights into food choice decisions among allergic university students

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Abstract

Food allergies have a detrimental effect on the quality of life, economy, education, and can even be fatal. Food choice decisions among university-aged consumers with food allergies have been understudied, although the literature identifies a variety of crucial factors for food choice decisions among young adults. The true incidence of food allergies in Malaysia also remains unknown. Therefore, this conceptual paper aims to investigate the impact of food allergies on the food choice behaviour of university students with food allergies. Additionally, it sought to identify the factors that influence the decision-making process of this susceptible population when it comes to selecting food. These factors include intrapersonal, social-environmental, physical-environmental, and societal factors. The implications of this research extend beyond academic circles, advocating for the creation of safe, supportive, and accommodating environments to enhance the well-being and quality of life of university students with dietary restrictions. By providing a nuanced understanding of the interplay between food allergies and food choices, this conceptual paper calls for proactive measures to address the unique challenges faced by this demographic in navigating their dietary preferences within university settings. This study employed a self-administered questionnaire as a research instrument by using Internet survey and it was carried out on a sample of around 193 individuals from multiple universities located in Malaysia. Social media platforms such as WhatsApp, Instagram, Facebook, and Twitter, which are adapted towards university students with food allergies, were approached and consented to spread a link to the web-based survey, thereby facilitating an over-representation of university

students with food allergies. Individuals who consented to participate in the study were directed to the survey. Last but not least, each and every piece of information was categorized and entered into the SmartPLS software version 4 for measurement models and the structural model, including the HTMT criterion, bootstrap based significance testing.

Keywords: food allergy, food choice behaviour, university students

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A 04 CYE 004

Healing Library@Seberang Jaya: A conceptual Snoezelen Room for mind, body, and soul

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Abstract

Autism is defined as a spectrum disorder, and the symptoms impact a person's ability to interact socially, relate to others, and communicate. Children with autism may also experience over or under-sensitivity to sound, touch, taste, smell, and light. Children with autism interacting with others may be challenging, and their sensory environment around them may feel overwhelming. The literature indicates that the 'Snoezelen' environment provides direct and indirect stimulation of sensory modalities and could be used individually or as a collection to provide a sensory approach. The Snoezelen room is also known as a multisensory room because, once inside, there are opportunities to stimulate all the senses of vision, sound, smell, taste, touch, and vestibular experiences. The research found that the snoezelen environment was enjoyable and relaxing, and their challenging behaviors were associated with a reduction. Snoezelen's environment could improve the behavior and quality of life with mental retardation and mental illness. Snoezelen environments are used in education, therapy, and leisure provision for children

and adults with intellectual disabilities. Snoezelen and relaxation positively affected concentration and seemed to be the most enjoyable therapies compared to hand massage and active therapy. This paper explores the elements of the 'Snoezelen' environment that aid the autistic space. Healing Library at Seberang Jaya, Pulau Pinang, is the first public library in Malaysia that accepts snoezelen rooms as part of their 'home' library unit. The concept aims to offer a balanced life for every visitor across all ages. The healing library with a multisensory room typically aims to create a space that engages various senses for therapeutic or educational purposes. This concept paper aims to identify design considerations in creating the 'Snoezelen' room. Based on reviewing previous literature, the researcher identified the sensory issues and experiencing autism behaviors, characters, and surroundings through an intensive literature review to understand their needs. The 'snoezelen' environment promotes a sense of enjoyment and relief from tension and pressure, consequent improvement in general behavior. The finding for this literature review summarizes the narrative studies, highlighting the key elements that support creating this environment. The snoezelen environment may provide direct and indirect stimulation of sensory modalities and can be used individually or as a collection to offer a sensory approach. With strong collaboration with local therapists, this room can also be used as an intervention space for people with special needs.

Keywords: Autism; Sensory design; Snoezelen environment

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Commercial/Retail/Services Environment

A 05 CRSE 002

A Walk of ESG and Firm Performance: A bibliometric analysis from 2016-2022

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Abstract

To realize better financial returns and to evident compliance with the market, companies participate in ESG (Environmental, Social, and Governance) activities. The equalization between ESG and firm performance is ambiguously established with contradicting results and rationale. This study utilizes a hybrid review of bibliometric analysis and systematic literature review to examine ESG literature. The combined method allows researchers to further understand the evolution of ESG through quantitative bibliometric analysis and qualitative systematic review. The Scopus database was chosen as the main database to extract the ESG articles. Preliminary research concluded 121 documents related to ESG and firm performance. However, not all the documents extracted will be used for analysis. This study has decided only to include articles that are published in the fields of business, management, and economics field. As a result, 87 documents were chosen. Only an article published in the form of 'articles will choose and as a result, 51 documents were extracted. This study also decided only to examine empirical articles and excluded any other articles in the form of reviews, recent and highlights by generating EID (Scopus unique identity). The last filtration process is to exclude any irrelevant articles with Scopus ID and a total of 50 articles were ready for analysis. Co-authorship analysis suggested ESG analysis was connected into 5 main continents: Africa, America, Europe, and Oceania. Analysis of co-occurrences incorporates 233 keywords from 50 articles. The publication curve suggested an interest in this topic started in 2016 and started to intensify in 2018, however, in the following years, the articles declined. The highest production on ESG is in 2022 with a total

publication of 22 articles. Trend overview and trajectories are visual also equipped in this study to specify the researcher's current interest in this topic. The analysis focuses on discovering top authors, top journals, active institutions, and also top citations in sustainable studies. Bibliometric analysis successfully visualizes differences in each of the study stages as well as the potential field of this topic that can be further examined by upcoming researchers.

Keywords: ESG, Firm Performance, Bibliometric Analysis, Co-Authorship, R-Tools

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A 06 CRSE 005

Assessing the Market Potential of Mamachef's Purply Ice Cream Made from Underutilized Local Crops in Malaysian Retail Markets

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Abstract

In Malaysia, sweet potato is highly produced by farmers, and it was found to be a cash crop with a 24.93% planted area. Nevertheless, the demand for and consumption of local sweet potatoes, as one of the local tubers, especially the purple sweet potato (PSP), by Malaysian consumers has been alarmingly low. In the culinary sector, sweet potatoes, and especially the PSP, are not considered to be a significant ingredient in most traditional Malaysian dishes, including Malay food. The use of sweet potato in Malay traditional food preparation is mainly limited to dessert making. Desserts such as *che mek molek* (a Kelantan delicacy) and *bubur keledak* are examples of Malay traditional food that are made from orange sweet potatoes, but not the purple variety. Most children, adolescents, and young adults do not prefer to eat PSP in general. Therefore, Malaysian sweet potatoes, particularly the PSP, remain an underutilized crop. It is common to see most Malaysian purple sweet potatoes left unsold at the supermarket compared to other local vegetables. Recently, several manufacturers have reportedly produced snacks made of sweet potatoes as an addition to their snack varieties without the intention of promoting their health benefits to the population. This shows that the high nutritional values of Malaysian PSP are still overlooked. The consumption of sweet potatoes, especially the PSP, as a food source has

decreased, even though they contain high vitamins and minerals, are a good source of fibre, and are also suitable to be used in food product formulation.

Thus, Mamachef Purple Ice Cream is particularly developed and created to be one of Malaysia's healthiest ice creams made from purple sweet potato to promote its consumption, added value, and marketability. To evaluate the ice cream's quality, a sensory analysis and interview session was done with 11 trained panellists. The information gathered has been analyzed using Atlas.ti based on thematic analyses. This unique ice cream is free from food preservatives, colouring agents and food additives. The flesh of the purple sweet potato also acts as a fat replacer in the Mamachef Purple Ice Cream. The processing of Mamachef Purple Ice Cream would increase the economic aspects among small and medium entrepreneurs (SMEs) and farmers. It also has an excellent potential to be marketed in domestic and international commercial food outlets.

Keywords: Purple Sweet Potato; Malaysia; Sensory Evaluation; Underutilized.

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A 07 CRSE 001

Stabilizing Halal Status in a Food Industry Company: Challenges and solutions

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Abstract

Global demands for halal-certified food and products are rising quickly. By 2030, Malaysia's domestic halal industry is expected to be worth RM400 billion and contribute 11% to the country's GDP, according to BNM 2021. The status of halal products is essential to many entrepreneurs, and the demand for a halal status is significant. However, many halal industrial operators and product manufacturers are not complying with the principles and ethics of halal management and requirements. This paper therefore aims to investigate the lack of understanding of the halal procedures that commonly arise in the halal food industry when managing halal requirements. This requires comprehensive attention that involves aspects of the food supply network from farm to fork. The objective of this research is to examine the relevant halal requirements and investigate the challenges faced by food industry companies in maintaining a halal status with the solutions adopted. Moreover, a qualitative approach consisting of a semi-structured interview with the halal executive and library research was used to obtain the data for this study. The study identified four challenges and four solutions in standardizing the halal status in the food industry. The challenges faced by the halal industry in stabilizing halal status are documentation management, changes in the halal logo, employee training, and the absence of background

studies on the halal industry management. Meanwhile, the solutions taken by halal executives in solving these issues are good documentation management, pasting new halal logo stickers on the packaging of products, giving easy training to the workers, and strengthening the halal management more effectively. The results of the study also suggested to always be updated about the halal requirements, collaborating with Jabatan Kemajuan Islam Malaysia (JAKIM) and Halal Development Corporation Berhad (HDC) and lastly giving more time to the compulsory conversion of the halal logo. It is hoped that this study can help improve SME companies in stabilizing the halal status of their companies.

Keywords: Challenges, Stabilize, Halal Requirement, Food Industry Company.

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A 08 CRSE 003

Unraveling the Impact of Visual Merchandising on Consumer Impulse Buying in Hypermarket

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Abstract

In the contemporary retail landscape, hypermarkets face intense competition not only among themselves but also from diverse retail establishments such as supermarkets, department stores, shopping centres, and traditional grocery stores. To enhance the desirability of their products and counter rival offerings, retailers and product manufacturers utilise Visual Merchandising (VM) techniques. The coordination and collaboration between hypermarket retailers and product manufacturers in implementing VM practices create an environment where consumer impulse buying becomes a pivotal factor in attracting shoppers. Despite this dynamic, there is a scarcity of studies examining VM in the context of Malaysian hypermarkets. Grounded in the Stimulus-Organism-Response (S-O-R) model, this study investigates the relationship between VM and Consumer Impulse Buying Behavior (CIBB) as the stimulus and response, respectively. Moreover, the study examines the mediating role of Consumer Self-Control (CSC) in this relationship. The objective is to comprehend and establish the connections between VM practices arranged by manufacturers and retailers, CIBB, and the interplay with CSC in hypermarkets. By doing so, this research contributes to the existing literature by shedding light on how VM elements influence CIBB in hypermarkets, particularly within the Malaysian context. Data for the study were collected through a survey questionnaire administered to 265 respondents, using a purposive sampling technique and a mall-intercept approach to capture the behaviours of hypermarket shoppers. The quantitative approach involved testing the hypotheses using Partial Least Squares

Structural Equation Modeling (PLS-SEM). The results indicated that elements such as Cleanliness, Product Packaging, In-store Digital Media, Point-of-Purchase (POP) Display, and the Height of Shelves significantly influenced CIBB in hypermarkets. Moreover, the study revealed a significant influence of CIBB on CSC. The study's practical implications and theoretical contributions highlight the importance of VM practices in hypermarkets, providing insights for both practitioners and academicians. The reliability of the S-O-R theory was affirmed, emphasizing the need for a synergistic relationship and collaboration between retailers and manufacturers in hypermarkets. Consumers, as revealed by the results, are particularly persuaded by store cleanliness, shelf height, POP display, digital media appeal, and attractive product packaging, all contributing to impulse buying in hypermarkets. This study serves as a valuable resource for hypermarket retailers and product manufacturers to optimize their VM and merchandising strategies, thereby boosting consumer impulse buying in hypermarkets.

Keywords: Consumer Impulse Buying Behaviour; Visual Merchandising; Consumer Self-Control; Hypermarket

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Communication / Social Media Environment

A 09 CSME 001

Social Media Usage from Islamic Perspectives: Purposes and importance in creating a sustainable environment

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Abstract

Islam always emphasizes the importance of niyyah or intention and urges that Muslim actions and intentions be aligned with the higher objectives of Islamic values. Today, as social media is becoming a crucial and essential part of humans' lives, its use must be managed and governed by its own users according to a set of guidelines that can be applied to all social media platforms. To make the use of social media as environmentally healthy and sustainable as possible, these guidelines should include the aspect of the higher objectives of Islamic values. However, the main objectives or purposes of using social media from the Islamic perspective remain unclear. Thus, this paper aims to outline the most significant objectives or purposes of using social media from Islamic perspectives taken from the concept of al-Ta'lil bi al-Hikmah and how these purpose-integrated guidelines can create a sustainable environment in using social media. This study used a qualitative approach and utilized content analysis and interviews to collect data. The data was analyzed by using thematic analysis. This research found that there are five main objectives and purposes of using social media recognized by Islam, which are to propagate Islamic teachings (da'wah); to build and sustain relationships (ukhuwwah); to educate; to establish one's character; to enjoin good and forbid harm; as well as to maintain a digital wellbeing. If adhered to properly,

knowing and following these purposes and objectives of using social media can create a sustainable social media environment even for non-Muslims. Hence, this article suggested that all these primary objectives of using social media from the Islamic perspective should be taught to social media users as early as possible so that they can propagate a mindful and healthy usage of social media and, in turn, create a sustainable environment for social media use.

Keywords: social media, al-Ta'lil bi al-Hikmah, higher objectives, the purpose of using social media, a sustainable environment of social media use.

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Construction Environment

A 10 CoE 002

BIM Integration in Design Workflow for C&S Engineering Consultants In Malaysia

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Abstract

Efficiently integrating Building Information Modelling (BIM) into specific design phases is crucial for civil and structural (C&S) engineering consultants aiming to streamline the construction projects. However, previous studies reflect a noticeable gap exists in the systematic use of BIM, particularly in the conventional contract-based C&S engineering design process in Malaysia. This paper addresses this gap by proposing an integration of BIM into the design workflow and strives to advance the overall understanding and application of BIM processes in the Malaysian construction context. The study has two main objectives: firstly, to compare three (3) government BIM projects executed under conventional contracts; and secondly, to develop a detailed BIM process integrated into the conventional contract-based C&S engineering design workflow, with a specific emphasis on the design stage. The methodological approach involves semi-structured interviews with C&S engineering consultants involved in the selected projects to provide firsthand perspectives. By drawing insights from a chosen case study, this paper contributes significantly to the academic discussion on BIM implementation in the Malaysian construction sector. The goal is to enhance the technical knowledge of C&S engineering consultants, offering valuable insights

applicable to similar projects in Malaysia. Ultimately, the integrated BIM in C&S design workflow proposed in this paper aims to accelerate BIM adoption in Malaysia, paving the way for more efficient and collaborative construction practices. However, the research is limited to focusing on BIM implementation in Building Government projects in Malaysia up to the design stage at Level of Development 300 (LOD300). Future research should delve into extending the BIM implementation to subsequent construction phases, examining its impact on project management and collaboration. Additionally, investigating the potential integration of artificial intelligence and machine learning within BIM processes could enhance decision-making and project outcomes.

Keywords: Building Information Modelling; Civil and Structural; Consultant; Design Workflow

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A 11 CoE 003

Valuers' Perception on the Current Practice of Ecosystem Service Valuation in Malaysia

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Abstract

Malaysia, one of the world's megadiverse countries, derives a significant amount of its economic activity from the natural environment and the ecosystem services (ES) it offers. As per the 2022 estimate by Bank Negara Malaysia, the adverse effects of Malaysia's ES collapse are expected to cause a significant loss by 2030, amounting to 6% of GDP in the event that certain ES components are reduced by 90%. Since we must make decisions about how to manage an environment of scarcity, striking a fair balance between benefits and adverse outcomes is essential in the economic evaluation of ES. Which degree of benefit is required? And what sort of effect is expected? This study investigated valuers' perception on the current practice of ES valuation in Malaysia. The investigation focuses on 1) valuation approach, 2) factors effecting the ES value, 3) provision on ES. This results from the fact that ES support a nation's economic growth. Therefore, a practical approach to valuation should be used. Nevertheless, the literature study has shown that not a set method used for ecosystem services. The research design was qualitative approach. The valuers were interviewed in order to gain some insight in their practice and perception. The findings indicated that the valuers are in favor of a novel approach that could make an ES valuing strategy more effective. This will enhance scientific knowledge by furthering the current investigation into creating a hybrid method for valuing ES. Survey and document

Malaysia's ES; research to evaluate its direct and indirect values; and pinpoint possible dangers to ES loss and viable countermeasures. Our study provides important information for developing ES standards, and it can be used as a guide for analyses. It can also be used to revise current laws to better represent the needs of ES, establish new laws if needed. In addition to including a defined dissemination plan for sharing results, future valuation studies in Malaysia should attempt to develop more robust engagement between valuation practitioners and key stakeholder groups, notably decision-makers, at all phases of the study process.

Keywords: Ecosystem Service; Valuation Method; Valuer; Economic Value

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Design / Creative Environment

A 12 DCE 001

A Scientometric Analysis and Visualisation of Sustainable Fashion

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Abstract

Several studies on sustainable fashion have been reported. However, there needs to be more literature dealing with the scientometric analysis of sustainable fashion. To understand the current status of sustainable fashion, this study aimed to use bibliometric analysis and historical review to highlight recent research in sustainable fashion, to predict future research hotspots and trends in sustainable fashion, and to summarise and analyse the shortcomings in sustainable fashion. The Web of Science core collection was searched for literature on sustainable fashion up to 31 December 2023. Origin was used to statistically describe the number of articles and journals published in the eligible literature, and VOSviewer and CiteSpace software were used to perform visual analyses. Scientometric analysis revealed 573 research papers on sustainable fashion, with a gradual increase in publications from 1 in 1993 to 110 in 2023. The scientometric analyses revealed the distribution of the field, the structure of knowledge, the evolution of the research themes and the main explorations of the emergence of the themes. The following findings were obtained from this study: 1) From the keyword analysis, the research hotspots on sustainable fashion focus on sustainable fashion concepts (including fast fashion, slow fashion, ethical fashion, green fashion, etc.), sustainable fashion consumption (including consumer's environmental knowledge, attitudes, behaviours, and intentions, etc.), sustainable fashion production (including circular economy, supply (including consumer ecological knowledge, attitude, behaviour and intent, etc.), sustainable fashion consumption (including consumer environmental knowledge, attitude, behaviour and intention, etc.), sustainable fashion production (including circular economy, supply and fashion industry), and other dimensions. 2) According to

the analysis of the timeline mapping, it can be seen that sustainable fashion originated from sustainable development, and has gradually been systematised and improved, and has expanded to the cross-disciplinary fields of business, materials, etc. 3) The current existing literature has the highest proportion of research on sustainable clothing consumption. These findings provide a strong road map for further research in sustainable fashion.

Keywords: Sustainable fashion; Scientometric analysis; visualisation; VOSviewer and CiteSpace

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A 13 DCE 002

Differences in Painting Styles of Malaysian Chinese Artists in Different Periods

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Abstract

Chuah Thean Teng, a Malaysian Chinese painter, is recognised as a pioneer of batik painting through his continuous experiments in refining the traditional batik technique into artworks. His sons, Chuah Siew Teng; Chuah Seow Keng; Choy Siew Kek, and his grandson, Chuah Seong Leng, have all been nurtured to varying degrees. In the process of passing on, innovating, and reinventing batik painting, they have developed their painting language. The cultural environment significantly impacts shaping the individual cultural identity and artistic characteristics of artists. The diversity of Malaysian art stems from the multiracial cultural background of Malaysian society, which enriches the artists' ideological beliefs, lifestyles and artistic creation. As three generations of immigrants of different periods, their painting styles are influenced by the local humanistic environment and show different visual tendencies in the same medium.

Using the catalogue of "The Pioneer and his Legacy: Three Generations" held at ILHAM Gallery in 2016 as a data reference, this paper will conduct a qualitative study of 13 works by three generations of Chuah's painters, guided by Feldman's critical theory of art, focusing on the work's form, content, and image analyses. to understand how they continued and reinvented batik art in the existing context. The main purpose of this study is to explore the batik works of artists from different periods, including the form, theme, and inner meaning. It aims for art analysis to

understand the influence of context on art creation and to judge the differences in the creative concepts of the three generations of Chinese artists based on their different artistic styles. The results show that from the first to the third generation of Chinese artists, their creations have gradually diversified from the original focus on the human figure to themes such as landscapes, plants and personal experiences. Some of the Chinese elements have been slowly weakened and replaced by more localised colours and styles. This study enriches the study of batik painting and Malaysian Chinese art styles, and while the results of this study are limited due to the small sample size, the understanding of this study provides a valid perspective for research in this area.

Keywords: Batik Painting; Malaysian Chinese Artist; Chuah Thean Teng; Art Analysis.

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A 14 DCE 003

Knowledge Map on Construction of Ceramic Tableware Design

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Abstract

This research using visualization software CiteSpace present knowledge evolution in China ceramic tableware design, focusing on research clusters. Consistent monitoring of knowledge development is crucial due to progressive accumulation. Based on this, the study thoroughly examines the state of the field of ceramic tableware design research in China over the past two decades, providing an overview of the field's development path and possibly enhancing the standard research review methodology while also lowering the study's complexity and expense. Bibliometric analysis uses empirical statistics to examine literature distribution so academics may assess the health and direction of the field. Knowledge mapping is a new bibliometrics technique that uses co-occurrence maps to track research trends. This research searches CNKI database core journals for "ceramic tableware" articles from 2003 to 2023 and obtains 347 items. Data cleaning, combining, and de-weighting yielded 326 valid data. Statistics were performed in CiteSpace using 326 valid data. After generating 257 nodes and 158 connecting lines, the core author knowledge graph ultimately attains a modularity of 0.7112. Additionally, the clustering average silhouette value S is determined to be 0.9243. The mean silhouette coefficient (Q, S) is 0.8038. According to the knowledge clustering map of this study, the network's modularity degree is 0.7112, its average silhouette value for the cluster S is 0.9243, and its average silhouette for

the clusters Q and S is 0.8038. These values suggest that the clusters have a high degree of homogeneity. The knowledge graph analysis of ceramic tableware research shows a significant increase in relevant literature from 2003-2023. The study encompasses diverse disciplines and a broad scope. The keyword structure and timeframe reveal two primary patterns. The study approach and perspective on ceramic tableware are still in its infancy. A strategic-level trend study is recommended, with future research on Chinese ceramic tableware having significant value and potential. The research on ceramic tableware design has achieved some results, but there are limitations due to the limited collection of articles in the CNKI core journal database from 2003-2023. The interpretation of the overall development of ceramic tableware research is weak, and some articles are removed when a balance is reached between search accuracy and completeness. The study's analysis of the 20-year core paper publication data in China's ceramic tableware field reveals some limitations. Future research should focus on expanding literature, optimizing algorithms, establishing academic cooperation networks, and exploring research tools and methodological innovations.

Keywords: Ceramic Tableware Design, CiteSpace, Knowledge Graph, Chinese

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A 15 DCE 004

Waste Materials as a Sustainable Medium in Contemporary Art: An analysis of Malaysian artists' creative practices

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Abstract

This study aims to address the urgent problem of waste contamination by incorporating environmental considerations into the realm of creative representation. The primary emphasis is placed on Malaysian artists who specialise in various disciplines of artwork, specifically in the realms of two-dimensional (2D) and three-dimensional (3D) artworks. The study investigates artworks that utilise waste and recyclable resources as the primary medium, as well as artworks created from non-traditional materials. This study seeks to highlight the importance of using waste-derived materials in the wider framework of artistic representation. The process entails the identification of artists who exhibit expertise in converting diverse forms of waste into captivating artworks. An examination of the chosen artwork was conducted utilising Feldman's theory in order to comprehend the content and context employed within the artwork. This study acknowledges that, while standard art materials are commonly used, incorporating waste into artistic activities may be a potent means of effecting change. By addressing environmental concerns and raising awareness about waste by using art as a creative and sustainable approach. It recognises waste as an important and relevant artistic medium to foster environmental consciousness in Malaysia and beyond.

Keywords: waste pollution, waste material, creative artwork

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Educational / Learning Environment

A 16 ELE 001

Blended Learning Environment in EFL Class: Role of Face-to-Face and online learning

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Abstract

Education faces unprecedented challenges in this globalised, technology-driven, and ever-changing world. The provision of effective learning environments is crucial to the successful implementation of quality education for all. Blended learning, integrating the strengths of face-to-face (F2F) and online learning environment, has rightly become a promising alternative to provide equitable access to a quality learning environment for all in the post-pandemic era. This mixed-method study investigated EFL learners' perceptions of blended learning environment (BLE) in College English at a public university in Hebei, China. It explored the respective roles of F2F and online components in English learning within BLE, examined EFL learners' preference for the learning mode among F2F learning, online learning and blended learning, and sought suggestions from the learners on how to improve BLE in College English. The quantitative data were collected through 5-point Likert scale questionnaires distributed to 439 EFL undergraduate students. The qualitative data were obtained from an open-ended survey question in the questionnaire as well as in-depth semi-structured interviews with 20 purposively selected students. The study found that the students generally had positive perceptions of BLE in College English, albeit some issues related to the workload, integration, and interaction. The students preferred the blended learning mode although the majority favoured F2F learning over online learning. Both F2F and online learning were perceived as beneficial for enhancing learners' English language skills, with each component having its advantageous roles to play. F2F learning offers an interactive and focused learning atmosphere, enhances interest, and improves

communicative ability. Online learning, on the contrary, was more helpful for basic knowledge learning (e.g., vocabulary learning) and skills that entail much time of practising (e.g., listening). The students proposed a variety of suggestions for improving BLE in College English, with a specific focus on strengthening the integration of F2F and online components, creating appropriate learning activities and enhancing interaction. Blended learning offers the opportunity to extend EFL learning beyond the traditional classroom setting and enhance the interaction between teachers and students, but it must be done with thoughtful integration not only in its form but in its content and methodology.

Keywords: Blended learning environment; EFL Learning; College English

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A 17 ELE 003

Bridging Success and Well-being: Insights from B40 university students

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Abstract

Well-being is the most significant area to be studied due to the impact of the COVID-19 pandemic, which poses a challenge to public health, the economy, and social disruption. Therefore, personal well-being will be the main determinant in measuring an individual's feelings about their life, which encompasses emotional responses, satisfaction with their living environment, and a personal evaluation of their overall quality of life. This study aims to investigate the impact of the cost of living, learning, social engagement, and academic performance on the well-being of B40 university students. In addition, the objective of this study is to identify the level of well-being among B40 university students and examine statistically significant differences between gender and family background in the well-being of B40 university students in the UiTM environment. A quantitative cross-sectional design was employed, involving a sample of 157 UiTM students. A survey questionnaire, in both English and Malay, assessed dimensions of well-being, cost of living, learning, social engagement, and academic performance. Data were analyzed using Pearson correlation analysis, reliability coefficients, and an independent sample t-test. Findings revealed a positive but relatively low correlation between the cost of living and well-being. Learning, social engagement, and academic performance demonstrated a significant positive relationship with well-being among B40 university students. However, no significant differences in well-being according to gender were identified. Several recommendations have been made to reduce the difficulties of financial burdens, including financial aid programs, community support, and policy initiatives. The absence of gender-based differences implies that well-being strategies should cater to the diverse needs of all students. In conclusion, this research underscores the

multidimensional nature of well-being among B40 university students and highlights the interconnectedness of living costs, learning, social engagement, and academic performance. The study provides practical recommendations for educational institutions, policymakers, and support services to enhance the overall well-being of B40 university students. The study acknowledges limitations, including reliance on self-reported measures that may be subject to bias. Future research could employ objective indicators and a longitudinal design to explore dynamic relationships. Additionally, comparisons with other student groups and the inclusion of additional variables could enrich our understanding of well-being determinants. This study adds to the growing body of literature addressing the well-being of university students, particularly those from economically disadvantaged backgrounds, offering valuable insights for both research and practical interventions.

Keywords: Well-being, Conservation of Resources (COR) theory, Academic performance, B40 university students

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A 18 ELE 005

Consciousness and Transcendence Effects the Emotional Quotient and Teaching Quality

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Abstract

As part of the evolution of educational environments, the institution prioritises instructional quality. Instructional quality, or quality teaching, contains a few qualities concerning emotional stability, known as emotional quotients. It has been discovered to be closely related to the spiritual quotient (SQ) to influence teaching quality. Significant; - SQ plays a vital role in affecting teaching quality because it involves consciousness, transcendence, grace, meaning, truth, a tranquil self, and inner directedness, all essential for teachers. However, research into mediating effects remains limited. Objectives: -This research explores explicitly the mediating roles of consciousness and transcendence in the connection between emotional quotient (EQ) and teaching quality. Methods: -Use quantitative measurement methods with a convenient sampling of 125 respondents from private universities in Selangor, Malaysia. The self-administered survey is used to collect comprehensive responses to a structured questionnaire. Findings: - According to the findings, 125 valid data points indicate that consciousness and transcendence partially mediate the association between Emotional Quotient (EQ) and teaching quality. Notably, the mediating influence of consciousness and transcendence outweighs EQ's direct impact on teaching quality. These findings highlight the importance of having transcendental and conscious values to solve instructional issues effectively. Both hypotheses in this study are supported, with transcendence appearing as a more effective mediator in the interaction than consciousness. Direct effects were

far stronger than indirect ones. These positive findings are consistent with Tischler et al.'s approach, emphasising the link between SQ, EQ, and success in higher education institutions. It emphasises that being an excellent academic takes more than cognitive capacity; including spiritual values in teacher preparation might better prepare educators for the changing educational context. According to the standard beta coefficient analysis, academics is the most influential factor in improving teaching quality, followed by Consciousness with significant influence, and EQ ranks third in impact. Importantly, EQ plays a crucial role in increasing average levels of consciousness and transcendence, evident in its high Standardized Beta Coefficient about teaching quality. Overall, the result shows the imperative of teaching quality enhancement with EQ and SQ elements. Educators also can improve students' overall learning experiences by promoting emotional intelligence and purposeful teaching approaches.

Keywords: Consciousness; Emotional Quotient; Transcendence; Teaching Quality

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A 19 ELE 002

Enhancing Environmental Awareness through Digital Tools in English Education in China

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Abstract

Background: The growing need for environmental awareness among youth has led to an increased focus on integrating environmental education into academic curricula. In Shanxi, China, this integration is mainly seen in vocational English courses, where digital tools are employed to disseminate environmental knowledge. The Chinese government's emphasis on environmental conservation in education provides a pivotal context for this study.

Significance: Understanding the effectiveness of digital tools in enhancing environmental and behavioral intentions is crucial for developing pedagogical strategies that foster a sustainable mindset among vocational college students.

Aim: This study aims to investigate the effects of digital tools on vocational college students' environmental awareness in Shanxi, China.

Objectives: To explore the correlation between integrating environmental content in English language education through digital platforms and college students' environmental knowledge. To identify how usage frequency of digital tools and the cultural relevance of content influence students' environmental knowledge and awareness, attitudes towards the environment and behavioral intentions.

Methods: The study uses a quantitative method based on data from 350 students in Shanxi, China, via an adapted questionnaire. We are focused on the subjects' educational experience through digital platforms.

Limitations: Because of the limited regional focus on Shanxi, the study may not fully represent other regions in China.

Findings: The findings indicated that the frequency of the use of digital tools and the cultural relevance of content were correlated with students' increased environmental knowledge and

consciousness and more positive attitudes towards the environment. The knowledge and attitudes, in turn, led to more favorable environmental behavioral intentions. The results suggested that the frequency of digital tools and culturally informed digital educational interventions can effectively promote environmental consciousness and the propensity for engagement in environmentally sustainable actions.

Implications: These findings highlight the significant role of digital tools in promoting environmental education within vocational English courses. They offer valuable insights for policymakers and educators on the benefits of integrating culturally relevant environmental themes into language curricula. The study underscores the potential of such integration in encouraging sustainable behaviours among students, aligning with the Chinese government's objectives of fostering environmental consciousness among the youth. This research contributes to the broader discourse on environmental education, suggesting practical approaches for enhancing environmental awareness through digital learning platforms in vocational settings.

Keywords: Interactivity of Digital Tools; Environmental Knowledge and Awareness; Attitudes Towards Environment; Behavioral Intentions

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A 20 ELE 006

Hybrid Learning during Covid-19 Pandemic: Lessons learned from Malaysia and China

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Abstract

The traumatic experience during the COVID-19 pandemic has taught us to be resilient and to be well-prepared for future possible catastrophes. Four mixed-methods research using similar instruments were conducted in Malaysia and China during and immediately after the pandemic. Respondents were from preschools, primary schools, secondary schools, and universities. The questionnaire survey was answered by 546 educators, and 2782 students from schools and universities in Malaysia and China. Results from the questionnaire indicated some similarities and different trends between both countries and from different levels of schooling. Among the similarities is that synchronous online learning is more frequently conducted than asynchronous online learning in Malaysia and China. Although the government provided television programs and other supports, teachers depended more on teachers' shared resources. At the same time, teachers use mobile apps to communicate and share resources with students and parents, who have even taught using these apps. Open-ended questions administered using the questionnaires were used to identify strengths, weaknesses, and causes of stress from the perspectives of teachers and students. Interviews were conducted through focus group discussions with teachers and students. Findings revealed similar challenges such as student engagement, teacher-student interactions, and self-discipline. Topping the list of weaknesses is the lack of devices and connectivity for Malaysian teachers and students. However, weaknesses of hybrid learning found in China were mainly lack of training, lack of immediate feedback, and increased workload for preparing students for hybrid learning and teaching resources. For students, self-motivation and time management are mentioned as weaknesses in both countries and across the different levels of schooling. The way forward suggested by teachers and students

is enhanced technological infrastructure, clear communication channels, more interactive and engaging pedagogies, professional development for teachers on hybrid learning, personalized support and resources for students, regular assessment, and monitoring. Voices from the teachers and students as stakeholders provided rich and real-life data which if rightly being used can improve hybrid learning. Hybrid learning needs to be viewed as an option for learning not only for lockdowns such as Covid-19. It is especially important for the sustainability of quality in learning where personalized learning can happen through both physical and virtual learning.

Keywords: hybrid learning, sustainability of quality in learning

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A 21 ELE 004

Learning Style and English Argumentative Writing Proficiency: How they complement each other

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Abstract

Argumentative writing in a foreign language is always challenging for non-native speakers, yet it is essential to the English as a Foreign Language (EFL) curriculum. Teaching writing needs a specific approach and technique; some educators have suggested designing teaching strategies based on students' preferred Learning Style (LS). Kolb (2005) developed the experiential learning cycles and categorized LS into accommodating, assimilating, converging and divergent (Kolb & Kolb, 2005). Does specific LS has a higher significant impact on English Argumentative Writing Proficiency (EAWP)? Do students with different LS learn differently? These are the questions this study intends to uncover. The study was undertaken in a China Normal University with the participation of 356 English major sophomores.

A mixed-method research design was adopted using a questionnaire followed by semi-structured interviews. Two instruments were used in this research: the Kolb Learning Style Inventory (KLSI) and the Test for English Major Band 4 (TEM4). Quantitative findings found that the sample students obtained a low EAWP mean score. Additionally, Convergers obtained the highest mean score in EAWP, while Divergers gained the lowest. Subsequently, semi-structured interviews were conducted among twelve students with the four LS (Convergers, Divergers, Assimilators and Accommodators).

The qualitative findings revealed that students with different LSs generally underwent four similar procedures in argumentative writing: passage-examining, planning, implementation, and revising. However, they differ concerning the strategies they employ in the writing process. Accommodators were inclined to carry out practice; they took the initiative and were adaptable. Divergers tended to be open-minded and preferred brainstorming. Convergers were found to be

logical, reasonable, and good problem solvers. Assimilators focus less on people and are more interested in ideas and abstract concepts. Their inclination toward analytical models and planning was discerned from the interview transcripts. Since LS impacted EAWP, identifying LS benefited both students and instructors. Students will learn more effectively and confidently when learning under the instruction tailored to their LS. Additionally, instructors may not be able to accommodate each student's learning style, but they can employ a wide range of instructions to ensure that students have a pleasant and gratifying experience in the hope of a rewarding outcome, such as scenario planning, debating, and projects. The limitation of the study lies on the findings cannot be generalized to other students and universities

Keywords: Learning Style, English Argumentative Writing Proficiency, Mixed-method Research Design, Teaching Strategies

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Elderly Environment

**A 22
EE 002**

Age-Inclusive Transit Environments: An exploration of public transportation systems for elderly

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Abstract

The global challenge of an aging population has substantial implications for various sectors, impacting public facilities like healthcare, city planning, and transportation systems. The rising elderly population and rapid urban development have given rise to a multitude of interconnected challenges demanding transformative changes in the living environments to facilitate improved mobility and accessibility for the elderly. These issues encompass insufficient accessibility and infrastructure that do not cater to the needs of the elderly, whose ability to move around is vital for their independence, accessing essential services, and participating in social activities. This research aims to explore the public transportation facilities in urban areas, encompassing infrastructure, services, and amenities that are accessible to the public and designed to facilitate community mobility. The objectives are to identify the current facilities of public transportation and assess how effective and accessible for the elderly population. This research employs a qualitative approach relying on primary data obtained through on-site observations of public transportation facilities. The focus is primarily on Subang Jaya, with emphasis on two urban locations (SS15 and USJ7) and two suburban areas (Kampong Bukit Lanchung and Taman Pinggiran). Secondary data were gathered from various sources including Google Maps, the web app viewer (EIS MBSJ website), the SITS application, the PULSE application, and interviews with local authority personnel to compile information and map all existing public transportation options in Subang Jaya. The findings indicate that certain public transportation facilities such as Light Rapid Transit (LRT), Bus Rapid Transit (BRT), and Keretapi Tanah Melayu Berhad (KTMB) and their infrastructures demonstrate high efficiency and accessibility to the elderly. However,

RapidKL bus and Smart Selangor bus stops were found to be inadequately maintained. Some bus poles were not located as indicated on the EIS MBSJ website. This not only impacts the overall maintenance of bus stops but also makes them less elderly-friendly. This study is constrained by the disproportionate distribution of public transportation facilities, with a greater prevalence in urban areas as opposed to suburban regions. Findings from this research could assist the development of policies and initiatives aimed at improving the well-being and satisfaction of the elderly in the community. This information may provide more inclusive and age-friendly urban planning strategies for future insight. Addressing these issues is crucial in ensuring that elderly populations have equitable access to efficient, well-connected, and user-friendly public transportation systems that cater to their specific mobility needs.

Keywords: Elderly; Public Transport; Facility; Urban

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A 23
EE 006

Comparisons of Sarcopenia Indices in Older Adults with History of Falls, Fear of Falls, and Risk of Falls

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Abstract

Background: Sarcopenia, an age-related muscular disease commonly associated with falls, poses a significant problem for older individuals, particularly those aged 65 and above. **Significance:** This study aims to elucidate the impact of sarcopenia-related biomarkers, as assessed using the latest Asian Working Group for Sarcopenia (AWGS) guidelines, on the likelihood of falls among older adults. **Aim:** To investigate the association between sarcopenia parameters and the incidence of falls in older adults. **Objective:** To compare sarcopenia parameters among older adults with a history of falls and those with a high fear of falls, while also identifying the association between these parameters and balance performance. **Methods:** A cross-sectional investigation was undertaken in Selangor, Malaysia, involving 315 individuals. Sarcopenia indicators were evaluated utilizing the SARC-F questionnaire, bioelectrical impedance analysis (BIA) for muscle mass assessment, Handgrip dynamometer for muscle strength measurement, and the 5-time chair stand test for assessing physical performance. Participants' fall history within the past 12 months (recorded as YES/NO) was documented using a self-reported questionnaire, while the short Falls Efficacy Scale International (FES-I) was employed to gauge their fear of falling. Additionally, balance performance was evaluated using

the Timed Up and Go (TUG) test. Statistical analysis encompassed an independent t-test to compare participants based on their fall history and a Pearson correlation test to ascertain associations between sarcopenia parameters and balance performance. The threshold for statistical significance was set at $p < 0.05$. Limitations: Difficult to determine how the severity of sarcopenia contributes to falls. Findings: There were significant associations between the risk of falls and SARC-F scores, muscle strength, and physical performance highlighting their crucial role in predicting falls. Implications: The findings show that while analysing falls, it is critical to consider several sarcopenia criteria. Healthcare providers can acquire useful insights regarding an individual's fall risk by using examinations such as SARC-F scores, muscle strength evaluations, and physical performance. This suggests that a thorough review of sarcopenia criteria should be incorporated into fall risk assessments in order to improve their accuracy and usefulness in identifying individuals at risk of falling.

Keywords: Aged; Sarcopenia; Accidental falls; Muscular diseases;

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A 24 EE 003

Evaluating the WeCare Program: Acceptability, appropriateness, and feasibility

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Abstract

Background: The WeCare Program is an occupation-based program aimed at enhancing engagement and participation in activity among older Malaysians. This program addresses the issue of sedentary lifestyles in the elderly, which adversely affects health, by offering a structured, culturally relevant intervention to improve well-being and quality of life. Customised for Malaysia's unique cultural context, WeCare is designed to resonate with and effectively engage the country's aging population.

Significance: This study is significant for the elderly community in Malaysia, providing engaging, culturally appropriate health interventions. It adds to the evidence supporting occupation-based programs, potentially influencing policy and program decisions in the Malaysian healthcare system. It emphasises the importance of tailored interventions in enhancing the quality of life for the elderly, contributing to a more active, engaged aging population.

Objectives: The study's objective was to evaluate the acceptability, appropriateness, and feasibility of the WeCare Program, focusing on its implementation by occupational therapists (OTs) for older people.

Methods: The study was conducted across six districts of Kelantan, with 30 older people recruited from six locations. Each group, led by trained OTs, participated in a six-week intervention.

Evaluation tools included the Acceptability of Intervention Measure (AIM), Intervention Appropriateness Measure (IAM), and Feasibility of Intervention Measure (FIM).

Results: The study revealed high levels of acceptability, appropriateness, and feasibility for the WeCare Program among OTs and older participants. Scores for the Acceptability of Program Measure, Program Appropriateness Measure, and Feasibility of Program Measure were consistently high, indicating the program's effectiveness and suitability.

Implications: The findings have significant implications for occupational therapists; they provide a proven framework for engaging the elderly in meaningful activities. At the policy level, it underscores the potential of occupation-based programs in elder care, advocating for further investment and support. For the elderly community, WeCare represents a valuable opportunity for enhanced health, social engagement, and overall quality of life, leading towards a healthier, more active aging population in Malaysia.

Keywords: Community-Dwelling Older People; Cultural Adaptation; Occupation-Based; WeCare Program.

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A 25
EE 004

Issue in Performing Actual Ways of *Salah* among Physically Frail Elderly Muslim

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Abstract

Malaysia is on track to become an ageing society by 2030, with 16% of its population aged 60 and above, leading to increased attention on the challenges associated with the "Geriatric Giant." This complex of issues includes immobility, instability, incontinence, and cognitive impairments, evolving to encompass frailty and sarcopenia. These syndromes significantly impact the elderly's ability to perform daily activities, with a crucial aspect being their engagement in spiritual practices, particularly *Salah* or prayer for Muslims.

Spirituality, intertwined with religious beliefs, holds a central role in the lives of elderly Muslims, with *Salah* being a cornerstone of their identity. Despite the recognized importance of spiritual needs among older individuals, there needs to be more studies, particularly focusing on the challenges related to performing *Salah*. To address this gap, this cross-sectional study employed purposive sampling, recruiting 163 physically frail elderly Muslims aged 60 and above, considering cognitive function, depression, and frailty levels.

Using comprehensive assessment tools, including the Fullerton Fitness, Patients Specific Functional Scale, Nordic Musculoskeletal Questionnaire, and FRAIL Scale, the study revealed that 88.4% struggled to perform *Salah* in the prescribed manner. Musculoskeletal pain, particularly in the neck, shoulder, knee, lower back, hip/thigh, and ankle/feet, emerged as a predominant barrier, affecting 57.7% of participants. Fatigue and lack of endurance were additional challenges, contributing to the difficulty in performing *Salah*.

Statistical analysis, including One-Way ANOVA, demonstrated significant differences in difficulty levels associated with pain in various body regions. Post-hoc comparisons indicated no significant

variance between higher and lower pain groups within each body region. Effect sizes were substantial, emphasizing the noteworthy impact of musculoskeletal pain on the elderly's ability to perform Salah.

The study underscores the imperative for targeted interventions addressing musculoskeletal issues among frail elderly Muslims, aiming to enhance their spiritual well-being through unhindered participation in religious practices. These findings contribute valuable insights into the intersection of healthcare and spirituality, advocating for a holistic approach to elderly care that integrates religious considerations. This research has implications for medical practitioners and policymakers working towards comprehensive and individualized healthcare strategies for ageing populations with diverse spiritual needs.

Keywords: Frail; Older People; Salah; Elderly Muslim.

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EE 001**

Motivational Factors in Adherence among Elderly with Diabetes and Hypertension

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Abstract

The demographic landscape of China, as revealed by the 2020 seventh census, spotlights a significant cohort of individuals aged 60 and above, constituting 18.70% of the total population. Within this demographic, an alarming estimate of 12 million older individuals grapple with the dual challenge of diabetes and hypertension, precipitating severe complications and a palpable decline in their quality of life. Beyond the personal toll, these conditions impose substantial economic burdens on individuals, caregivers, and the nation.

Managing diabetes and hypertension in the elderly necessitates multifaceted lifestyle modifications, which extend beyond mere medical interventions. These modifications encompass dietary changes, emphasizing the importance of a well-balanced diet that caters to the specific needs of individuals with these chronic conditions. Increased physical activity is another cornerstone, with tailored exercise regimens to improve cardiovascular health and metabolic function. Habit adjustments, such as breaking sedentary patterns and cultivating health-promoting routines, further contribute to holistic well-being.

However, the success of these interventions is contingent upon overcoming multifarious barriers to adherence and compliance, underscoring the imperative need for a robust sense of motivation. Recognizing this critical interplay between motivation and health outcomes, our study aims to delve into the nuanced factors that drive older individuals to initiate and sustain adherence to prescribed treatment regimens and lifestyle modifications.

This qualitative phenomenological study engaged eight older individuals and ten health professionals through purposive sampling in Xinyu City, Jiangxi Province, China. Employing semi-structured face-to-face interviews, the research sought to unveil the motivational factors for health self-management faced by older individuals. Data collection persisted until data saturation, with all interviews meticulously audio-recorded, transcribed verbatim, and analyzed using NVivo software through thematic analysis.

The thematic analysis uncovered eight master themes, including vicarious experiences, health beliefs, self-efficacy, feedback on health outcomes, the desire for improved health and longevity, a quest for understanding their diseases, perceived personal deterioration in health conditions, and the role of reminders, regulations, and support from health professionals.

Understanding these motivational factors assumes critical importance in preventing complications, formulating tailored educational materials, and prioritizing interventions that empower older individuals for enhanced self-care. This study contributes relevant insights for health professionals, older individuals, and the nation at large, emphasizing the need for comprehensive strategies that align with the motivations of older individuals facing the dual challenges of diabetes and hypertension in China.

Keywords: Motivations; health management; hypertension; diabetes

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A 27
EE 005

Successful Aging and its Associated Factors among Older Adults in Guangdong Province, China

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Abstract

China saw a notable demographic shift, with 18.7% aged 60 and over in 2020. This ageing trend brings challenges like disability, cognitive decline, and social isolation, impacting well-being. Successful ageing encompasses maintaining physical, cognitive, and psychological well-being in later life, with definitions varying across cultures. Understanding its determinants within China's unique socio-cultural context is critical for successful ageing policies and interventions.

Studies in China have identified several critical determinants of successful ageing, including socioeconomic status, health behaviours, social support, and cultural values, higher education, income, and access to healthcare correlate with better ageing outcomes. Additionally, an active lifestyle, strong social networks, and intergenerational relationships contribute to psychological well-being and life satisfaction among older Chinese adults. However, further research is needed to understand the relationships between these factors and their consequences for successful ageing in China.

The global population, particularly in China, is experiencing an unprecedented and rapid ageing process. Hence, successful ageing is an important concept that has been widely studied. This study aimed to identify factors associated with successful ageing in older adults, especially the relationship between spirituality, physical function, cognitive function, and social support with successful ageing.

This study is a cross-sectional study involving 425 older adults recruited from eight community health service centres in Xiashan District of Zhanjiang City, Guangdong Province, China. Participants will be assessed for successful ageing, spirituality, physical function, cognitive

function, and social support by using the Successful Ageing Inventory, Spiritual Well-Being Scale, Barthel Index, Mini-Mental State Examination, and Social Support Rating Scale, respectively. Data collection is expected to start in March 2024 and continue until June 2024.

This study aims to provide a better understanding of crucial components associated with successful ageing. Results from the study could be used to develop efficient and beneficial remedial interventions for older adults and examine the unique developmental concerns of individuals in the later phases of life.

Keywords: older adults, successful ageing, China

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General Psychology

A 28
GP 001

Islamic Psychospiritual as Holistic Therapy for Online Gaming Addiction: Expert perspectives

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Abstract

An online game is a game that is played and connected to internet access. Online games that were initially just played to fill free time have now become an addiction when they are played so often that they have interfered with the routine of daily life. Online gaming addiction also refers to a gaming disorder related to the problematic, repetitive and compulsive use of online gaming platforms that contributes to severe disability over a prolonged and hurts its players. Online game addiction is a behavioural addiction, and it has been categorized by the World Health Organization (WHO) as a mental health problem. Studies show that 12% of 7000 online game players have an addiction, and the statistics increase every year, especially in the phase of the COVID-19 pandemic. Various effects of addiction are related to psychosocial and mental disorders such as depression and even death. Malaysia, as the ninth active country in the use of digital media in the world, is very risky in this issue, and urgent action is needed to deal with it. Therefore, this expert opinion analysis aims to identify and describe problems related to online game addiction among the Malaysian community according to expert views and holistic therapy guided by Islamic psychospirituality to deal with problems related to online game addiction. Therefore, the collection of primary data for this study uses qualitative methods through interviews conducted with seven experts consisting of psychiatrists, counsellors and lecturers at a public university in Malaysia. Secondary data collection has also been carried out through theoretical studies related to the problem of online game addiction and Islamic psychospiritual therapy to strengthen views and arguments in finding the best solution to help deal with problems involving online game addiction.

Several solutions have been identified to address this problem. Thus, the findings of this study contribute to a solution to the problem of online game addiction. Hopefully, this study will be able to contribute to society and be a stepping stone for future studies.

Keywords: Behavioural Addiction; Online Gaming; Islamic Psychospiritual

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Health / Healing Environment

A 29 HE 004

Effects of Core Stability Exercise on Functional Performance among Adults with Low Back Pain

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Abstract

Background: Low back pain (LBP) is the leading cause of disability years lived worldwide. Functional performance, including motor control, functionality, proprioception, metabolic capacity, and postural sway, could be deteriorated in LBP. One of the specific physiotherapy interventions for LBP is core stability exercise (CSE). However, a review of the effects of CSE on functional performance in adults with chronic non-specific low back pain (CNSLBP) has yet to be reported. **Significance:** Provide a reference for clinical optimization of LBP treatment prescriptions and efficient improvement of pain and functional performance in patients with CNSLBP. **Aim:** To explore CSE's effects on functional performance in adults with CNSLBP. **Objectives:** To determine whether CSE is better than other exercise treatments in improving functional performance in patients with CNSLBP. **Methods:** Eligible studies published in English from inception to October 2023 were extracted from PubMed, Web of Science, and Scopus. The search strategy uses a Boolean operator. The main terms include "core stabilization exercise," "core stability training," "low back pain," "lumbar pain," and "LBP." This study followed PRISMA guidelines and required subjects to fulfill the following conditions according to the PICO mode :

patients with LBP aged 18-60 years old used CSE as an intervention, there was a control group that got another intervention, and the primary outcomes of interest were functional performance and pain intensity. PEDro was chosen for additional scoring. Limitations: Only RCT studies written in English and published as full papers were considered. Relatively few research have looked at the long-term implications of CSE in the treatment of CNSLBP. Findings: In CNSLBP patients, CSE was found more effective than passive therapy for enhancing proprioception in one study. Seven studies support CSE's superiority in pain improvement over other therapies, while eight studies found similar effectiveness. Regarding body balance, four studies suggest CSE's superiority, while another four report no significant difference compared to other therapies. Three studies indicate CSE's greater efficacy in enhancing motor control, but three others find little difference. Two studies show CSE's effectiveness in improving functionality post-intervention, with no significant difference compared to traditional exercise therapy. Additionally, one study notes CSE's efficacy in improving metabolic capacity, comparable to Yoga. Lastly, spinal manipulative therapy was superior to CSE in improving postural sway. Implications: In CNSLBP patients, CSE is more effective than other therapies in enhancing proprioception. However, its impact on pain intensity, balance, motor control, functionality, metabolic capacity, and postural sway in LBP is controversial.

Keywords: Core stability exercise; Functional performance; Low back pain

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A 30 HE 008

Effects of Malay Massage on Muscle Tone, Function and Physical Performance in Stroke Patients

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Abstract

Background: Stroke is Malaysia's third leading cause of death. Treatment for stroke as per the Malaysia Clinical Practice Guidelines includes medication and multidisciplinary rehabilitation. Traditional Malay Massage (TMM), although not considered as the standard of care, is common among stroke patients. This is despite the availability of clear evidence on the benefits of TMM in this population.

Significance: The findings may help (i) inform healthcare practitioner on new knowledge about the effects of TMM as an alternative treatment for stroke patients, (ii) inform stroke patients and their caretaker on the effects of TMM on important clinical outcomes (e.g., muscle tone, function and physical performance).

Aim: To investigate the effect of TMM on muscle tone, function and physical performance in stroke patients.

Objectives: To compare the changes in muscle tone, function and physical performance in stroke patients receiving TMM versus usual care (UC) during subacute phase.

Methods: A historical controlled quasi-experimental study was conducted between December 2022 and October 2023. Data for UC group was collected from medical records of stroke patients attended multidisciplinary rehabilitation for six sessions in two weeks (3 sessions per week) at Hospital Al-Sultan Abdullah, UiTM. Patients in the TMM group also received six sessions of TMM in two weeks. Muscle tone, function and physical performance were assessed by using the

Modified Ashworth Scale (MAS¹), Motor Assessment Scale (MAS²) and Berg Balance Scale (BBS) at baseline and after the 6th treatment session.

Limitations: This study only recruited subacute stroke patients attending outpatient rehabilitation services. The findings may not be able to be generalized to subacute stroke patients that could not come to the hospital without assistance.

Findings: Age of the participants was (Mean $\pm$ SD) 51 $\pm$ 5 years. Age, muscle tone and physical performance of participants in the UC and TMM groups were comparable at baseline ($p > 0.05$). Muscle function score was higher in the TMM group than the UC group at baseline (MAS 44 $\pm$ 7 vs. 36 $\pm$ 11; $p < 0.05$). MAS² and BBS increased after two weeks of intervention in both groups (all $p < 0.05$). When compared to the changes in the UC group, the changes in TMM group for both MAS² and BBS were greater (MD; 95%CI, 4.5; 2.6 to 6.5 for MAS² and 5.7; 3.2 to 8.2 for BBS).

Conclusion: As short as two weeks of TMM improved motor function and physical performance in subacute stroke patients. Future larger scale study is warranted to validate this finding.

Keywords: Muscle function; Physical Performance; Stroke; Traditional Malay Massage

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A 31 HE 007

Effects of Self- Myofascial Release on Disability and Stress Level among Adults with Low Back Pain

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Abstract

Background: Prolonged sitting during working hours or daily activity is a severe concern of developing low back pain (LBP). Alteration in soft tissue structure in the lumbar area due to static posture in prolonged duration can cause muscle spasms. Significance: The Superficial Backline (SBL), which includes the plantar fascia, is responsible for supporting the body during extension, preventing hyperextension, and maintaining proper posture. Aim: This study investigates the effects of a plantar fascia self-myofascial release in managing low back pain symptoms. Objective: To determine the effects of plantar fascia self-MFR on disability and stress levels among adults with LBP. Methods: The design of this study is a quasi-experimental study. Seventy eligible subjects aged range 20-55 years old were randomly divided into two groups:(i) intervention(n=35) or (ii)control(n=35). The intervention subjects are administered by self-MFR to the plantar fascia using a tennis ball. Each intervention subject used their foot to move the tennis ball to the forefoot and heel region following the metronome beat, which is set to 4 beats per direction at 70 beats per minute for 2 minutes for each foot. Subjects were instructed to apply mild pressure, VAS 6/10, using the Visual Analogue Scale (VAS). The control group performed

hamstring stretching, each lift and hold for 5 seconds, repeated six times, with no rest between repetitions. Self-myofascial release and hamstring static stretching exercises were performed twice a week for six weeks. The Oswestry Disability Index questionnaire was applied to assess the subjects' disability, while the perceived stress scale was used to measure the subjects' stress levels. A paired T-test was used to determine the effects of self-MFR on disability and stress levels among adults with LBP. Limitations: There is a different perception of stress levels among the subjects. Findings: There was a significant effect of self-MFR on disability ($p < 0.05$) and among LBP individuals. However, there is no significant effects of plantar fascia self-MFR on level of stress among the LBP individuals ($p > 0.05$) Implications: These studies suggest that self-MFR on the plantar fascia effectively decreases the disability level among adults suffering with LBP.

Keywords: low back pain; self-myofascial release; disability level; stress level

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A 32 HE 002

Halal Traditional and Complementary (TCM) Medicine in Malaysia: The way forward

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Abstract

Alternative healthcare services also known as the traditional and complementary medicine branch in Malaysia include the Malay traditional practice, Chinese traditional services, and homeopathy provide a solution for the poor who are indirectly denied access to healthcare due to the unaffordability to pay the cost of modern medicine. Although the government has introduced policies, laws, and initiatives to upgrade TCM services, one area that has not been delved into is the halal issues relating to these services. Since the introduction of TCM 2016 legislation, many activities have taken place in phases to prepare for the full and efficient operation, control, and enforcement of the TCM healthcare branch. Other than the necessity to provide a system that could generate qualified and certified TCM practitioners, governance of their services, and the safety and efficacy issue of the medicinal product that the TCM practitioners prescribed, the issue of halal compliance was rarely raised. Under Islamic law, some matters require attention to protect the rights of Muslim patients who seek treatment from TCM services. Issues like treatment between different genders who are not *mahram* (blood relation or marriage relation), *aurat*, and usage of non-halal ingredients in a medicinal product requires attention. The aim of this study is to engage in examining these significant issues to suggest appropriate legal reforms. The study

adopts qualitative research centered on an in-depth analysis of the local and international sources together with semi-structured interviews. The “black letter” law methodology is used to focus attention on researching the law and the desire to conduct a descriptive analysis of legal norms, based on primary sources. Data acquired from both works were then analysed using specific gleaning themes and coding to supplement the analytical discourse on this area. The objective of the study is to produce a proposed guideline following the suggested legal reform on the governance of halal TCM.

Keywords: Healthcare, Halal, Traditional and Complimentary Medicine, Law

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A 33
HE 003

Non-Pharmacological Intervention to Improve Motivation among Patient with Schizophrenia: A scoping review

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Abstract

In recent years, the challenges faced by individuals with schizophrenia, particularly motivational deficits impacting daily functioning, have gained recognition. Non-pharmacological interventions are increasingly explored in mental health. This scoping review aims to comprehensively map the literature on non-pharmacological treatments addressing motivational impairments in schizophrenia. Through examining diverse studies and methodologies, this review seeks to provide insights into the current landscape, identify gaps, and suggest directions for future research and clinical applications, contributing to the refinement of strategies for enhancing motivation in this population. The review conducted a thorough search across SCOPUS, Web of Science, and Science Direct using the keywords "intervention OR treatment AND motivation AND schizophrenia" in the title and abstract. Inclusion criteria covered relevance, specified keywords, publication between 2013 and 2023, English language, and full article availability. After removing duplicates, titles and abstracts were screened, followed by a full-text review. Selected articles provided key data on intervention details, study design, participant characteristics, and motivation-related outcomes, forming a comprehensive synthesis of interventions for schizophrenia motivation.

The study found, that out of eighty evaluated articles, only nineteen articles met inclusion criteria for the focus on motivation interventions in schizophrenia. Predominantly, randomized controlled trials (RCTs) comprised nine articles, with two studies using quantitative methods and two conducting reviews. Various other study designs were each represented in one article, revealing a nuanced landscape of motivation interventions within the schizophrenia population. Thirteen programs have been identified to enhance motivation in the population. These include digital cognitive training, the Positive Emotions Program for Schizophrenia (PEPS), PRIME (a Mobile App Intervention), Switch, behavioural interventions, mindfulness-based interventions, Mobile Enhancement of Motivation in Schizophrenia (MEMS), smartphone-based mobility metrics, physical and cognitive exercise, cognitive remediation (CR), an aerobic exercise program with behavioural counselling, Motivational Interviewing, and PRIME (Personalized Real-time Intervention for Motivational Enhancement). Varied intervention approaches underscore the need for nuanced understanding. Despite limitations such as the restricted search criteria and the exclusive focus on motivation aspect improvement, this study offers a comprehensive overview of recent literature on interventions to enhance motivation in schizophrenia. To refine strategies and address existing gaps, further research is necessary despite the promising interventions. The synthesis presented here establishes a foundation for ongoing efforts to enhance motivation interventions in individuals with schizophrenia.

Keywords: intervention, treatment, motivation, schizophrenia

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A 34 HE 006

Nurses Level of Person-Centeredness, Knowledge and Attitudes towards Persons with Dementia

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Abstract

Background: The prevalence of dementia is a global concern, and effective nursing care is crucial for improving the lives of the elderly, especially those with dementia. Therefore, this study aimed to determine the relationship between the level of person-centeredness, dementia knowledge, and attitudes among nurses working in a government hospital

Methods: A cross-sectional study was conducted among 224 nurses in a government hospital in Malaysia. The self-administered questionnaire consists of four sections of adapted questionnaire: Person-centred Care of older people with cognitive impairment in acute care Scale (POPAC), Dementia Knowledge Assessment Tool 2 (DKAT2), and Dementia Attitude Scale (DAS). The Cronbach's Alpha values was between 0.74 to 0.86. The data was analyzed utilizing IBM Statistical Packages for Social Science (SPSS) version 28 for descriptive and inferential statistical methods.

Results: A demographic analysis of 223 nurses in a government hospital revealed predominantly female respondents (84.8%) with a mean age of 31, diverse positions, education levels, and limited dementia training attendance (80.7% non-attendees). Nurses displayed moderate dementia knowledge (55% accuracy), favourable attitudes (mean DAS score = 85.96), and perceived adherence to person-centred care (mean POPAC score = 63.14). A slight positive correlation existed between dementia knowledge and attitudes ($r_s = 0.15$, $p = 0.03$), while no significant association was found between dementia knowledge and perceived person-centeredness ($p = 0.63$). Positive attitudes were positively correlated with perceived person-centeredness ($r_s = 0.03$, $p = 0.63$).

Conclusion: This research reveals that most respondents had sufficient knowledge of dementia, positive attitudes towards individuals with dementia, and perceived a high standard of person-centred dementia care. There was a relationship between dementia knowledge and attitudes, and the attitudes and perceived person-centeredness. Fostering training initiatives for nurses should aim to enhance their knowledge base and focus on attitudinal shifts, encouraging hospital administrators to promote developing technical/intellectual and interpersonal/moral skills in dementia care.

Keywords: person-centredness; knowledge; attitude; nurses

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A 35 HE 001

Online Food Delivery Practices and Association with Body Mass Index among University Students

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Abstract

The demand for online food delivery (OFD) has increased, especially after the COVID-19 pandemic. People can easily buy food via online applications on mobile phones, computers and tablets. Online food delivery, such as body mass index (BMI), can affect an individual's health status. However, little research has been conducted to explore users' practices and perceptions regarding online food delivery and its relationship with BMI. Therefore, this study aims to investigate students' practices and perceptions of online food delivery and their relationship with body mass index. 150 participants participated in the study and completed a set of socio-demographic and online food delivery questionnaires. Most participants were female (75.3%) and had a normal BMI (46%). Most participants (71.3%) used the online food delivery services, and 61.7% used the service at least 1 time per week. Only 2.8% of participants used online food delivery 4 times a week. Fast food (56%) was at the top of the list, followed by rice meals (42%) regarding the type of meals bought online. Participants rarely (43.9%) pay attention to the nutritional quality of the food they order online. Participants pay more attention to the price of the food (83.2%) than the nutritional value of the food (0.9%). Participants perceived no change (62.6%) in health after ordering food online. However, 46.5% of participants perceived weight gain after ordering food online. Participants perceived unhealthy foods online because they were high in salt, sugar and oil. A Pearson chi-square test for independence between body mass index

and online food ordering revealed a statistically significant association between BMI and OFD, $X^2(2, N=150) = 6.21, p=0.045$. The association strength between BMI and OFD was moderate (Cramer's $V = 0.203$). In conclusion, the present study shows that participants place less emphasis on the nutritional value of food when ordering online, which could be one of the factors influencing participants' BMI. Education on the importance of eating healthy foods is paramount in improving individuals' health status.

Keywords: Body Mass Index; Online Food Delivery; Undergraduate Students

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Legal Matters

A 36
LM 002

Current Review on Issues and Challenges for the Immovable Property Auction Process in Malaysia

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Abstract

In Malaysia, the immovable property public auction process is a legal mechanism used to revoke the rights of an original owner who has violated a contract, such as a financial agreement. As per Section 253(2) of the National Land Code 1965 (NLC), any land pledged by the debtor and any breach of contract can result in the registered owner of the land losing their rights to it. The bank initiates a public auction to sell distressed or foreclosure property when the borrower fails to repay their housing loan. These auctions are conducted by institutions that aim to recover defaulted housing loans. There are two main categories of auctions: judicial auctions, which involve court proceedings and individual titles, and non-judicial auctions, which use Loan Agreement Cum Assignment (LACA) and often involve properties without individual titles. There exists a significant knowledge gap in understanding the issues and challenges within the auction processes across different states in Malaysia. This research aims to address this gap by conducting a comprehensive review of existing literature that has been published. The study focused on gathering secondary data information from NLC, previous research, legal documents, and relevant sources to gain a thorough understanding of the processes involved in property auctions in Malaysia. This study reveals the issues and challenges of immovable property auctions in Malaysia, focusing on the different practices conducted by High Courts, land offices, and financial institutions. The lack of standardisation in the public auction procedure conducted by the High Court, land offices, and financial institutions has led to considerable public misunderstanding, so affecting the outcomes. It is established that land is a state matter because each state has its

own public auction system under the National Land Code 1965. The process implemented on 1st March 2018 in the High Court differs from the normal public auctions handled using an online auction platform called E-Lelong. Challenges faced by the difference in regulation of auctions in each state give problems to the stakeholders in following the process. The research findings have significant benefits for multiple stakeholders in property auctions, such as financial institutions, landowners, and potential buyers. The objective is to establish a foundation for regulators, bankers, and property owners to enhance the auction process, fostering openness, efficiency, and fairness. The outcomes seek to enhance the immovable property auction process in Malaysia by developing standardised standards, addressing current gaps, and optimising efficiency.

Keywords: Public auction, immovable property, property law, auction regulation

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A 37
LM 001

Legal Analysis of Malaysia's Integrated Dispute Resolution Scheme: Lessons from other countries

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Abstract

In 2023, the Central Bank of Malaysia (CBM) and the Securities Commission Malaysia (SC) proposed a merger between the current Ombudsman for Financial Services (OFS) and the Securities Industry Dispute Resolution Centre (SIDREC). This merger aims to create an Integrated Dispute Resolution Scheme (IDRS) for Malaysia's Financial and Capital Markets Sector. This proposed merger seeks to simplify and improve the process of resolving disputes in Malaysia's financial services and capital markets. This study aims to investigate the legal implications and their impact on communities in the financial sector. The primary objective of this study is to identify the most optimal legal frameworks and practices that can be implemented to ensure efficient and effective dispute resolution in Malaysia's financial sector. It will also examine the potential benefits and drawbacks of the proposed merger on both customers and the overall stability of the financial services industry in Malaysia. This paper employs a qualitative approach to collect data through interviews with several OFS officers and thoroughly examining secondary data. Conducting a comprehensive analysis of current laws and regulations is essential to ensuring a seamless transition and a successful legal framework of the Integrated Dispute Resolution Scheme. The secondary data includes insights from other jurisdictions, like Indonesia and Australia, where institutions have effectively integrated for the benefit of their population. By examining the practices and experiences of various jurisdictions, a deeper understanding can be gained to shape a robust and efficient Integrated Dispute Resolution Scheme in Malaysia. The limitation of this study is that it focuses solely on qualitative data and does not include quantitative analysis. Additionally, the findings may be limited to the specific context of Malaysia and may not

be generalizable to other countries. The result of this study highlighted that through the collaboration of these two entities, the Integrated Dispute Resolution Scheme will offer a comprehensive platform for individuals and businesses to find fair resolutions for their financial and securities-related disputes. In the end, this study may have significant implications from the legal perspective and subsequently improve the quality of dispute resolution services offered to the communities, resulting in better outcomes and higher satisfaction for individuals seeking alternative dispute resolution.

Keywords: Integration; Alternative Dispute Resolution; Financial Consumer; Malaysia

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Leisure / Recreational / Sports Environment

A 38 LRSE 001

A Review of the Treatment for LBP among Adolescent Athletes

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Abstract

Background More and more adolescent athletes suffer from chronic low back pain. There has been a lot of research on the treatment of low back pain in adults, but less research on the therapy of low back pain in adolescents, especially adolescent athletes. Adolescent athletes may experience lower health-related quality of life, medication use, school absences, and an inability to engage in physical exercises and sports as a result of low back pain. However, early effective treatment can improve athletes' performance and delay their careers. **Significance** This study summarized the treatment methods for low back pain in teenage athletes, and provided data support for exploring effective, simple and economical treatment methods for low back pain. **Aim** To explore what treatments are available for low back pain in teenage athletes, and which treatments are more effective. **Objectives** To identify what treatments are available for low back pain in teenage athletes. To find out which methods are more effective, simple and economical. **Methods** The search strategy followed PRISMA guidelines. Words such as treatment, adolescent, athlete, low back pain and similar words were input into the two databases (including PubMed /Science Direct) as keywords, the search results for the two databases are PubMed n=433, Science Direct n=3030, so the total sample size is 3463. **Limitations** Few literatures meet the requirements, and the corresponding studies are limited by region and time, so there's no definitive proof. In addition, there are more studies on traditional methods, but fewer studies on new methods and comprehensive treatment. **Findings** Exercise, biomechanical adjustments,

and manual therapy were among the treatments. The most often studied treatment was exercise. There is a lack of research on combination therapy for low back pain in teenage athletes. Following all treatments, a decrease in pain and impairment was observed, but their treatment effects were different. **Implications** Which type of treatment is more effective needs further research.

Keywords: Adolescent; Athlete; Low Back Pain; Treatment

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Policy Matters

A 39
PM 001

A Policy Lens on Cybersex Addiction Impacting Malaysian Children

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Abstract

The stark statistics revealing the high prevalence of exposure to Internet pornography demand a robust and strategic response from government agencies, communities, and society at large. In the contemporary digital age, the proliferation of high-speed Internet has led to a concerning statistic: a staggering 93% of male children and 62% of female children are exposed to Internet pornography before reaching the age of 18. This pervasive exposure is primarily attributed to the widespread and easily accessible nature of the Internet, especially among young people, including children. Recognising the potential ramifications of this issue, the focus of this study is to delve into the consequences of cybersex addiction in children from the perspective of policymakers. Utilising a qualitative research approach, this paper conducted in-depth interviews (IDIs) involving six key individuals representing relevant agencies, including the Ministry of Women, Family and Community Development, Malaysian Communications and Multimedia Commission, National Population and Family Development Board, Hospital, and the Royal Malaysian Police. this study aims to explore the consequences of cybersex addiction among children: psychological damage and physical damage. Psychological damage encompasses a range of issues such as mental health problems, diminished academic performance, aggressive

behavior, a distorted perception of the pleasures of sex, and a weakening of children's memory. On the physical front, cybersex addiction is associated with engaging in pre-marital sex and adverse effects on family relationships. These repercussions pose a significant threat to the well-being and development of the younger generation. Should the trajectory of cybersex addiction among children persist unchecked, the nation faces the imminent challenge of grappling with widespread Internet abuse in the future. In conclusion, it is imperative for the entire community, including government agencies, to actively assume their roles and responsibilities in creating a safe and healthy online environment for children. Addressing this issue collectively is crucial for fostering the well-rounded development of the younger generation and safeguarding the nation's future.

Keywords: Cybersex Addiction; Children; Psychological; Physical

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Tourism / Hospitality Environment

A 40 THE 002

Determinant of Career Intention in Malaysia Hospitality Industry for Hearing Disabled Youth

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Abstract

With the efforts and assistance of the Malaysian government, students with disabilities have been provided with educational possibilities, including training in the hotel and foodservice industries. This is in line with the introduction of the 2030 Agenda and Sustainable Development Goals (SDG) has significantly improved the rights of persons with disabilities. Under this vision, the Malaysian government also pledges to improve the quality of life of the person with disabilities

through an inclusiveness approach in the community by providing the skills training and education. Despite the Ministry of Higher Education's efforts to help disabled youth become industrial players, unemployed graduates are still high. On different group, not all students without disabilities are eager to enter the field with various reasons. This situation has raised a question, and the underlying cause that led to this causation is unknown. The future intentions of students, specifically their inclination towards pursuing a career in the hospitality industry, have gained significant attention from educators and scholars. With that, this study aims to examine the association between the determinants that influence the career intention of hospitality students with hearing disabilities. A quantitative approach using cross-section surveys was employed. Data was collected using homogenous purposive sampling from students with hearing disabilities enrolled in specialized programs at Polytechnic and Community Colleges (n=4). A cross-sectional survey was conducted using self-administered questionnaires measuring perceived industry characteristics, self-efficacy, challenges, and career intention. It was developed and distributed face-to-face with the help of a professional sign language interpreter. Data has been collected from 165 students with hearing disabilities that enrolled Certificates Hotel and Catering, Basic Culinary and Basic Pastry at four public institutions including Johor Bahru Polytechnic, the Arau Polytechnic, Kota Kinabalu Polytechnic, and the Selayang Community Colleges. Several analyses, including frequency, descriptive, and Pearson product-moment correlation, provided valuable insights into the subject under investigation. This study provides new ideas, knowledge, and theory concerning human resources, particularly on career intention among disabled youths with specialized career education in the hospitality industry. This study implies that it can aid hospitality institutions in looking into and improving the curriculum to meet industry requirements and students' interests.

Keywords: Disability, Self Efficacy, Career intention and Hospitality Industry

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A 41 THE 004

Local Community Support of Rural Tourism Development in Loyok Village Indonesia

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Abstract

The research focuses on the potential of rural tourism in Loyok Village, Indonesia, to catalyze sustainable economic, social, and environmental development amidst the worldwide trend toward sustainable development. To achieve the potential of rural tourism fully, it is essential to have a deep awareness of the perceptions of the local population and the workings of governmental bureaucracy. The research is significant because it provides an understanding of how the local community perceives tourism as a tool for development and how these aspects impact their endorsement of tourism projects. The study examines the perceptions of tourism's economic, social, and environmental benefits and the moderating effect of political bureaucracy on the level of local community support in rural tourism development in Loyok Village. The research will have three main objectives: (1) to ascertain and examine the perceptions of economic advantages, such as higher income and employment opportunities; (2) to assess the social benefits, encompassing societal unity and the preservation of culture, and (3) to comprehend the perceptions regarding the environmental consequences of tourism. It is also relevant to ascertain how political bureaucracy influences the connection between these perceptions and the support for tourism development. The data collection will involve the implementation of a quantitative survey on a sample of 384 individuals from the local community in Loyok Village. To enable a profound comprehension of the interconnections among variables, a multiple linear regression analysis using the PLS-SEM (Structural Equation Modeling with Partial Least Squares method). The preliminary results based on related literature suggest a direct correlation between residents' perceptions of tourism's economic, social, and environmental advantages and their support for tourism development. However, these data also indicate that political bureaucracy frequently

negatively diminishes this association. The findings from the study may have significant implications for policymakers and tourism practitioners. Emphasizing the importance of implementing inclusive and sustainable plans that consider the perceptions and requirements of the local community and addressing political and bureaucratic constraints. This research will contribute to the academic literature on rural tourism development and offer practical recommendations for more successful and responsible tourism development.

Keywords: Rural Tourism; Tourism Benefits; Local Community Support; Tourism Development

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A 42 THE 003

Short Term Rental Accommodation: Problem Arising in Condominium

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Abstract

Short-Term Rental Accommodation (STRA) services in condominiums have become a popular option in the hospitality industry. Cheaper costs than traditional accommodation like a hotel, increased community economic and business opportunities and allowing customers to live like locals in a listed apartment, house, or private room are among the attributes that influence the high demand for STRA services. Apart from STRA's advantages, some have been on the receiving end of the negative externalities that STRA's growth has brought about. STRA's operations have presented problems and difficulties. Objections from homeowners and neighborhoods, citing public annoyance and safety issues, are among the problems of STRA operation in condominiums. There have been reports where guests of STRA services have caused nuisance and loss of tranquility to once peaceful neighborhoods. Majlis Bandaraya Pulau Pinang has taken aggressive steps to stop STRA operations in condominiums by giving summonses to property owners who rent their residences for a short period on the charge of operating an illegal business. Therefore, this paper aims to identify the problem arising from the operation of STRA in condominiums. A systematic literature review was conducted using an inductive approach from previous empirical studies through a database of Scopus and Web of Science (WOS) from 2019 until 2023 to pinpoint the problems arising in STRA operation. Thus, the data analysis reveals the main category of the issues arising from STRA operations in condominiums. There are (1) the loss of privacy, (2) the loss of security, (3) occupants misbehaving, and (4) damage to common facilities. The data analysis is focused on the problem arising from the perspectives of

five STRA stakeholders: residents, policy makers, neighborhood communities, management bodies, and hosts. The analysis will be helpful for academics, practitioners, and policymakers to identify the problem arising from different relevant stakeholders. The study aims to develop potential solutions to solve the issue arising from the operation of STRA in condominiums.

Keywords: Short-Term Rental Accommodation; Condominium; Systematic Literature Review.

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A 43 THE 001

Sustainable Tourism in Quanzhou: Impact of government policies and homestay quality

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Abstract

Quanzhou city has recently been added to UNESCO's list of World Heritage sites as the 56th site. Quanzhou experienced a significant increase in tourists after being formally acknowledged in July 2021 and reopened in early 2023 following the COVID-19 epidemic. This is apparent from a significant increase in the number of guests and a swift growth of the homestay sector, which involves the restoration of historical residences. While this progress brings about economic advantages, it also poses potential hazards to the natural and cultural authenticity of the UNESCO site. The study utilises a quantitative research methodology and applies random sampling techniques to survey approximately 500 tourists who are visiting Quanzhou. The aim is to analyse the associations between Government Policies, Tourist Awareness Programmes, Homestay Quality, and Tourist Experience Quality. The research findings indicate that proactive and well-structured government policies play a vital role in influencing the quality of tourist experiences in Quanzhou. These policies directly influence the expansion and administration of tourism. Additionally, they indirectly affect tourist experiences by influencing the success of tourist awareness programmes and the standards of homestay accommodations. The study emphasises that tourist awareness programmes, bolstered by government measures, greatly augment tourists' comprehension and admiration of Quanzhou's abundant cultural and historical legacy. In addition, the superior quality and stringent requirements of homestays, sometimes derived from the renovation of historic residences, enhance the provision of a distinctive and genuine encounter, thereby enhancing the whole experience for tourists. The findings enhance the overall discussion on sustainable tourism in heritage sites, demonstrating how the combination of

government policies, awareness programmes, and high-quality accommodations can promote a tourism model that values and conserves the environmental and cultural significance of heritage sites. The study also discusses the difficulties presented by the rapid expansion of the tourism and accommodation industries on the long-term viability of heritage sites, offering insights into how government policies might effectively manage these concerns. The results have important consequences for policymakers, tourism strategists, and managers of cultural sites, highlighting the need for comprehensive and unified methods that guarantee the long-term viability of heritage sites while improving the overall quality of tourist experiences.

Keywords: Government policies; Tourist Awareness Programs, Homestay Quality, Tourist Experience Quality

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A 44 THE 005

Towards a Conceptual Framework for Sustainable Tourism Governance: A literature review

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Abstract

The tourism industry is continuously working to promote a responsible mode of operations through the practice of sustainable tourism, which is an adaptable concept that has been recognised all around the world. The idea of sustainable tourism takes a comprehensive look at the environmental, social-economic, cultural, and governance elements of tourism. The debates that have taken place in the field of sustainable tourism have mainly concentrated on the effects that tourism activities have brought on the quality of the environment and the changes that have occurred in the social and economic conditions of tourism destinations. The governance aspect, which typically results in a variety of issues in the tourism business, needs to be addressed despite the fact that the role of governance is vital in encouraging sustainability within the industry. Because of this gap in the literature, more research is required to have a better understanding of the primary motivating factors that drive destinations to govern tourism in a sustainable direction. The aim of this study is to address this literature gap that exists and provide a development framework for the governance of sustainable tourism. The approach for the research methodology comprises reviewing thirty journal articles that were published between 2017 and 2022. These articles were classified to cover a topic related to tourism governance. Full-text screening was used to conduct an analysis of the articles in order to get a more thorough understanding of the interpretable theories and items that are to be adopted for the framework structure. This paper provides a framework for improvement in the governance aspect of sustainable tourism. The framework consists of three layers, which are the management of the destination, the engagement of stakeholders, and the ability to adapt towards pressure and changes. This paper

contributes to building the initiative research overall to establish effective governance in sustainable tourism further.

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Working Environment

A 45
WE 005

Diagnosing the Well-Being of Gig Workers in Malaysia: A Viable System Model Approach

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Abstract

The word “gig” is regarded as a tiny, individual task or microtask that is the purpose for which an employee is hired. The gig economy is an emerging labour ecosystem that has replaced the traditional full-time work style tied to office hours with flexible working hours. The aim of this paper is to assess the well-being of gig workers in Malaysia using the Viable System Model (VSM) approach. The weaknesses or gaps derived from the study outcomes will aid in proposing a model that improves the well-being of gig workers. To the best of our knowledge, very scarce research had assessed the extent of adverse effects on the well-being of gig workers, particularly in Malaysia, using the VSM approach. VSM provides a useful framework for understanding the different components and processes involved in the gig economy. It is also used for identifying potential areas of weakness or improvement. The qualitative methodology is employed through semi-structured online interviews with 2 gig workers as well as a focus group discussion with policymakers. One of the key findings is that the Malaysian government is very supportive in welcoming the new era of flexibility and freedom of work, such as gig workers. The current gig system adheres to the five tenets of VSM, signifying the interconnection between policymakers. The operational component of gig work is consistent with the operational definition of gig workers. This represents the strength of VSM in emphasising the importance of flexibility and adaptability

in complex systems. This is particularly relevant to the gig economy, which is characterised by a high degree of uncertainty and variability. Several issues must be addressed (such as income security, life protection, legal framework, halal issues and retirement plan) to ensure sustainable well-being of gig workers. The emergent issues significantly call for government and policymakers to design the right policies to overall enhance the welfare of gig workers.

Keywords: Gig economy; Gig worker; Sustainable well-being; Viable system model.

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A 46
WE 005

Embracing the Support: Malaysian academics leverage with academic incivility

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Abstract

Workplace incivility is a less severe form of deviant behaviour, and the consequences can be substantial and may cause the workplace to become uncomfortable, rude, cliquey, paranoid, and stressful. As a result, companies may see higher absenteeism, reduced commitments, poorer engagement, turnover, and decreased productivity. Incivility does not only occur in general organisations, also occurs at universities. Studies on instances of incivility in educational institutions are scarce. Academic incivility is a prevalent and worrying phenomenon in higher education that affects academics' lives through a range of disrespectful behaviours, interpersonal conflicts, and professional misconduct that impact the lives of academics. Academics usually face incivility from colleagues, faculty administrators, superiors, and students. Dealing with an uncivil work environment may not result in a harmonious workplace. This not only makes the career of an academic less enjoyable but also creates challenges for academics attempting to focus on teaching and research. To cope with an uncivil work environment, academics seek emotional support and empathy from family and friends. This support helps in promoting a healthy work-life balance, mitigating stress, fostering resilience, and preventing social isolation in the face of workplace challenges. To address this qualitative study, in-depth interviews, and thematic analysis were used to explore various ways Malaysian private university academics manage and employ their support networks, which include friends and family. The findings of this study show that these social networks serve as essential sources of emotional sustenance and solidarity, helping with coping strategies. Stress and coping theories developed by Lazarus and Folkman (1984) gave a cognitive explanation for how social support might help people cope with workplace stressors such as incivility. They proposed that in a stressful interaction, a person first assesses

whether anything is at issue (primary appraisal), followed by an assessment of whether anything can be done to prevent or overcome harm (secondary appraisal). Social support was proposed as a resource for dealing with stress, which should lessen the stress experienced. However, based on the findings, some academics express reluctance to burden their friends and family with the challenges they face in the academic environment. The results of this study may help design focused treatments and support systems that acknowledge the variety of coping strategies used by academics, thereby promoting a stronger and more resilient academic community in Malaysia.

Keywords: Workplace Incivility, Academic Incivility, Family Support, Friends Support

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A 47 WE 002

Enhancing the Professional Caring Behaviour of Nurses: The module development protocol

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Abstract

Caring is the centre of nursing practice that significantly improves patients' satisfaction and promotes positive outcomes. However, Malaysia's healthcare system is currently under pressure to provide more services in a timely manner while also addressing issues including poor nurse-patient relationships, task-oriented behaviour, and a lack of empathy. Therefore, this study intends to develop a caring module to enhance the caring behaviour of nurses in professional practice. The module will be conducted in three phases, applying the ADDIE instructional model. The need assessment will be conducted in Phase One, engaging with a qualitative approach with focus group discussion (FGD) to evaluate the profiling of nurses, the state of their compassionate behaviour, and the perceived obstacles and difficulties. Nurses, patients and their relatives, and other healthcare providers will be recruited by purposive sampling in four regional health centres, with four FGD sessions in each centre. The session of FGD will be recorded, transcribed, and analyzed using thematic analyses by applying meaningful codes to serve as a basis for Phase 2 in designing and developing the Caring Module. Phase 2 of the Caring Module's design and development will be based on the transcription, theme analysis, and application of meaningful codes from the FGD session. Constructivism learning theory will be applied to create the module template, and Watson's Human Caring theory will be adapted for the subject matter. Experts will next validate the prototype using a mixed-methods approach. The third stage will be the

implementation and assessment phase, during which we will ascertain the efficacy of the module. A purposive sampling strategy with a calculated sample size of 123 will be used to select nurses from comparable centres. By addressing obstacles to caring behaviour, the module has the potential to improve nurse-patient relationships and overall patient satisfaction. Study findings can influence national policies aimed at strengthening the nursing workforce and promoting high-quality care delivery. The developed module can serve as a valuable resource for nursing education and professional development, benefiting nurses and patients.

Keywords: Caring; Nurses; Nursing practice; Professional nurse

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A 48
WE 003

Factors Contributing to Burnout among Nurses in Malaysia Public Hospital

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Abstract

This research delved into the pressing issue of healthcare worker burden, explicitly focusing on nurses, aiming to unravel the connection between demographic factors and burnout. The aim was to provide nurses with valuable insights into the demographic triggers of burnout, ultimately mitigating the risks associated with various mental health challenges. Conducted explicitly within the context of Malaysia's public hospitals, this investigation sought to gauge the extent of burnout and its correlation among nurses. The researcher's central objective was to determine the interplay between demographic factors and burnout within the nursing staff of Malaysia's public hospitals. A quantitative descriptive survey using a structured questionnaire collected data from 282 actively involved nurses. The study opted for a simple convenience sampling technique, selecting participants based on predetermined criteria from the broader nursing population within the hospital. While offering a snapshot of the participants' experiences, it is essential to note that the cross-sectional design employed in this study limited the ability to establish causation or trace the evolutionary impact of demographic factors on burnout. The study's findings revealed a discernible relationship between demographic factors and burnout among nurses. Notably, a weak positive correlation emerged between the duration of working experience and burnout and between the specific department in which nurses were situated and their knowledge of burnout. These results implied that the length of one's professional tenure and the nature of the department significantly influenced the likelihood of experiencing burnout. The overarching implication of this research underscored the critical importance of fostering a supportive and sustainable work environment for nurses. Such an environment not only contributed to healthcare professionals'

well-being but could also enhance the quality of patient care and elevate overall organizational performance. The study advocated for proactive measures to address and alleviate the factors contributing to burnout, ultimately fostering a healthier and more resilient nursing workforce.

Keywords: burnout; nurses; factors

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A 49
WE 001

Staff Retention: A comprehensive study of Bank Muamalat Malaysia Berhad sales teams

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Abstract

Maintaining a trained workforce can be challenging in the demanding field of banking sales. High achievers may be compelled to leave their jobs in a hurry if they are subjected to hard work hours, unyielding performance targets, and an ongoing pursuit of excellence. This is even though there may be attractive remuneration packages and promising career pathways that entice prospective employees. As a result of the fact that their success is dependent on their employees, corporations are becoming increasingly concerned with employee retention. However, Bank Muamalat Malaysia Berhad needs help retaining its sales knowledge. This comprehensive study investigates the retention of employees, with a particular emphasis on sales employees at Bank Muamalat Malaysia Berhad. The purpose of this study is to determine the elements that influence the retention of the sales workforce, conduct an analysis of the aspects that are the most significant, and make recommendations for how Bank Muamalat Malaysia Berhad may improve its sales workforce retention. This study assessed flexible working arrangements, training and

career development, compensation and benefits, and job and organization fit. A poll of 133 people was used to analyze the study's results. Closed-ended questions using a five-point Likert Scale were used to collect bankers' responses using purposive sampling. The data was analyzed using SPSS. This study found an association between job and organization fit and training and career development with sales personnel retention. Flexible working arrangements, compensation, and benefits do not affect employee retention. The study's weaknesses mostly hinge on the use of survey tools to gather data from the sales workforce. While this methodology is successful in collecting a significant quantity of data, it may need to pay more attention to nuanced complexities or subjective experiences that could be better analyzed by qualitative methods such as in-depth interviews or focus group discussions. Exclusively relying on quantitative statistics may limit the depth of understanding regarding the intricacies of sales personnel retention within Bank Muamalat Malaysia Berhad. Meanwhile, the implications of this study on sales employee retention in Bank Muamalat Malaysia Berhad are significant for both the company itself and the broader banking sector. The research findings assist Bank Muamalat's management in formulating efficient human resource strategies. Understanding the variables that impact the retention of sales professionals enables targeted interventions to improve employee happiness, engagement, and turnover rates potentially.

Keywords: Staff Retention; Sales Worker; Bank Muamalat Malaysia Berhad; Likert Scale

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