



Conference Program & Abstract

MDSG-RG Conferences

Penang, Malaysia
21-23 February 2020



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2020 MDSG CONFERENCES PENANG, MALAYSIA

PENANG, MALAYSIA
21-23 FEBRUARY 2020



Welcome to MDSG-RG Conferences 2020

Dear Professor, Dr and distinguished delegates,

Welcome to the MDSG-RG Conferences 2020 in Penang, Malaysia. On behalf of **MDSG-RG**, I would like to thank all the Conference Chair, Program Chairs and the Technical Committees. Their high competence and professional advice enable us to prepare the high-quality program. For the participants, we hope all of you have a wonderful time at the conference and also in Penang, Malaysia.

We believe that by this excellent conference, you can get more opportunity for further communication with researchers and practitioners. For the conferences **TISERIC 2020, ARBUMM 2020, RICSES 2020 and MCECS 2020** more than 45 submitted papers have been received and 30 papers have been accepted and published finally.

In order to hold more professional and significant international conferences, your suggestions are warmly welcomed. And we are looking forward to meet you again next time.

**Best Regards,
Thank you.**

Yours Sincerely,



Datin MZ Zainab
Director – Conference Management
Chairman, MDSG-RG Conferences 2020 Penang, Malaysia

Message from MDSG Honorary Advisor

On behalf the MDSG-RG, it is my privilege to welcome you to the MDSG-RG Penang, Malaysia 2020. MDSG-RG is an independent, non-political, non-governmental organization of distinguished scientists dedicated to advancing science around the world. We aim to help scientists and researchers to publish their findings in scientific journals and to promote and help to organize worldwide conferences. We believe that has no boundaries, regardless of the great distances between countries and continents. Thus, MDSG-RG welcomes contributions from researchers from all concern irrespective to the race, colour, religion and nationality.

Best Regards



Assoc. Prof. Dr. Jessica Ong Hai Liaw
Honorary Advisor
MDSG Conferences 2020 Penang, Malaysia

About MDSG-RG

The MDSG-RG is a non-profit international association dedicated to the promotion of international education and university cooperation in the field of Business, Art, Social Science, Management, Education, Science, Technology, Engineering and any other related field.

Through the organization of different international events, it brings together institutions, bodies and organizations from different countries of the world for discussion and cooperation MDSG-RG Mission is to promote and enhance the dialogue in education among the institutions devoted to field mentioned above through:

- Promotion of best practice standards in the service of international education.
- The facilitation of relevant forums, training and information exchange.
- Creation and dissemination of knowledge; exert an influence in public policy.
- Production of publications used as a database document for research works, projects and innovation activities held on the international education field.

MDSG-RG believes that this is best achieved through international cooperation and promotes the development of closer links among relevant institutions and individuals around the world. MDSG-RG supports that such international cooperation can help countries learn from each other and promotes the dissemination of scientific and engineering activities. MDSG-RG intends to achieve the mentioned objectives and get an international visibility by the organization of international conferences and by interacting with public and private organisms from all parts of the world.



ANNOUNCEMENT

All accepted papers will be published in:

- Active Scopus Indexed Journal
- ESCI Journal
- Active ERA Journal
- Chemical Engineering Transactions (CET) (Issn: 2283-9216)
- International Journal of Mechanical and Production Engineering Research and Development (IJMPERD) (EISSN: 2249-8001/ISSN: 2249-6890)
- Management Science Letters (MSL) EISSN:1923-9343/ISSN:1923-9335
- Journal Of Mechanics Of Continua And Mathematical Sciences EISSN:0973-8975, ISSN: 2454-7190
- Amazonia Investiga Journal (ISSN: 2322-6307)
- Journal of Asian Scientific Research EISSN:2223-1331, ISSN:2226-5724
- International Journal of Asian Social Science EISSN: 2224-4441 ISSN:2226-5139
- Advances in Environmental Biology (AEB) (ISSN 1995-0756)

One Best Presenter Award will be selected from each oral session. The Certificate for Best Presenter award will be awarded after presentation session.

KEYNOTE SPEAKER:

Dr. N. Lohgheswary
Universiti Kebangsaan Malaysia

N. Lohgheswary is a graduate of Ph.D (Engineering Education) from Universiti Kebangsaan Malaysia on 2018. Her research was to develop an Engineering Mathematics lab module using Rasch model. She obtained M.Sc (Mathematics) from Universiti Kebangsaan Malaysia on 2004. Her project title was husband's role in family using fuzzy approach. She obtained B. Eng (Hons) Electronics Engineering from Universiti Teknologi Malaysia on 2002. Her thesis implements Fast Fourier transform method in recognizing heart sound signal. She has 14 years of teaching experience in colleges and university and 2 years in electronic industry. She has published 19 journals up to date. Her strength of teaching is in Engineering Mathematics and Engineering Statistics. Her interest in Engineering Education is not limited to engineering epistemologies, engineering learning mechanisms, engineering learning systems, engineering diversity and inclusiveness and engineering assessment. She has a deep interest on Rasch model too.

Abstract

DEVELOPMENT AND ASSESSMENT OF COMPREHENSIVE MODULE AND LAB MODULE USING ADDIE MODEL

This study developed and assessed a comprehensive module and lab module using the ADDIE model. This study has resulted in an alternative method of learning Engineering Mathematics. The research design includes identifying the topics for Engineering Mathematics lab sessions, determining the difficult course outcomes for Engineering Mathematics, the development and assessment of Engineering Mathematics module. The study begin with comparing Engineering Mathematics syllabus from Universiti Kebangsaan Maalaysia with other universities. Eight topics were proposed for lab sessions of Vector Calculus, Linear Algebra and Differential Equation subjects respectively. Next, preliminary test was conducted for Vector Calculus, Linear Algebra and Differential Equation subjects separately. A total of eight course outcomes were identified for the module development. New questions were developed based on the course outcomes. The solution for the module were derived through analytical method and Mathematica software. Assessment of the Engineering Mathematics module begins with a pre-test conducted for sixty students from the Department of Electrical, Electronic and System Engineering, FKAB, UKM. Then the students divided randomly into tutorial and laboratorial group. These students undergo tutorial and laboratorial session for 8 weeks. After the eight weeks, both the control and treatment groups of students were given post-test. Pre-post test results were analyzed with Rasch model. The difficulty level of the questions has been reduced after post-test. The Engineering Mathematics module has improved the learning of engineering mathematics.

LIST OF THE CONFERENCE COMMITTEE

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Datin MZ Zainab

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MDSG-RG Conferences 2020 Penang, Malaysia Organising Committee

Nurul Faedah Mohd Talib

Hairun Nasuha Harun

Noor Hidayah Abdullah

Intan Syahirah Mokhtar

Nabihah Husin

INSTRUCTION FOR ORAL PRESENTATION

Devices Provided by the Conference Organizer:

- Laptop (with MS-Office & Adobe Reader)
- Projector & Screen
- Laser Sticks

Materials Provided by the Presenters:

- PowerPoint or PDF files

Duration of each Presentation (Tentatively):

- Regular oral presentation: about 15 minutes (including Q&A)
- Keynote speech: about 40 minutes (including Q&A)

Notice: Please keep your belongings (laptop and camera etc) with you!

During registration:

Original Receipt

Representative / Pass Card with lanyard

Printed Program

Lunch Coupon

Participation Certificate (collected from Session Chair after the session)

Conference Bag


MDSG-RG Conferences 2020 Penang, Malaysia
Conference Program

February 21, 2020	Venue:	1000 - 1100	Registration	
February 22, 2020	Venue: Tanjung Bungah Room	0830 - 0930	Opening Remarks	Opening Remarks & Keynote Speech
		0930 - 1000	Group Photo and Coffee Break	
	Venue: Tanjung Bungah Room	1030 - 1230	Session 1	
	Venue:	1300 - 1400	Lunch	
	Venue: Tanjung Bungah Room	1400 - 1600	Session 2	
	Venue:	1600 - 1630	Coffee Break	
	Venue: Tanjung Bungah Room	1630 - 1800	Session 3	
February 23, 2020	Lobby hotel	0800 - 1200	Networking	

Session 1

Time: 1030 - 1230

Venue: **Tanjung Bungah Room**

Session Chair: **Dr. Siti Nor Bayaah Ahmad**



No	Paper ID	Presenter
1	006-pen	<p>Hotel Customer's Risk Perception and Patronage Behavior</p> <p>Nooraini Mohamad Sheriff, Siti Zaleha Sahak, Puspa Melati Kasi, Nurul Alia Shahrudin and Mohamad Firdaus Awang Kecil</p> <p><i>Universiti Teknologi MARA (UiTM), Malaysia</i></p>
2	008-pen	<p>E-Service Quality Dimensions and Consumer's Satisfaction towards Online Repurchase Intention</p> <p>Siti Nor Bayaah Ahmad, Hassan Bashir and Rudzi Binti Munap</p> <p><i>UNITAR International University, Malaysia</i></p>
3	007-pen	<p>Motivation-Based Segmentation of Generation Z in Case of Volunteer Programs</p> <p>Monika Fodor-Garai PhD.habil.</p> <p><i>Obuda University, Hungary</i></p>
4	010-pen	<p>Examining the Relationship of Workplace Condition towards Occupational Stress among Administrative Staff from Hotel Industries</p> <p>Ikmal Bin Abd Malik, Assoc. Prof Dr Rudzi Binti Munap and Dr. Rozeta Binti Haji Che Omar</p> <p><i>UNITAR International University, Selangor</i></p>
5	002-ricsses	<p>Examining the Relationship among Learning Self-efficacy, MOOC-Satisfaction and MOOC-Loyalty of MOOC Learner with Bagozzi's Model</p> <p>Loh Kah Heng, Zaim Azizi Bin Abu Bakar, Nur Ainif Omar and Low Khai Rol</p> <p><i>Taylor's University, Malaysia</i></p>
6	012-pen	<p>Work Factors and Intention for Early Retirement Decision: An Empirical Study of Royal Malaysian Navy (RMN) Officers</p> <p>Safiah Rashid, Azroai Arbaáin, Kamarul Azlan Abd. Saad and Meor Norulzami Mat Saleh</p> <p><i>UNITAR International University, Malaysia</i></p>
7	016-pen	<p>Analysis on Expenditures for Autistic Parent Wellbeing: The Potential of Waqf as Financing Capital</p> <p>Syahrina Hayati Md Jani, Nurjannah Salleh, Fatanah Binti Jislan, Nor Aishah Mohd Ali, Syahbudin Senin</p> <p><i>Universiti Teknologi MARA, Malaysia</i></p>
8	001-ricsses	<p>Impact of Discussions on Task Performance Among Malaysian Tertiary-Level Students with Mixed Proficiency</p> <p>Siew Fong Lin</p> <p><i>Tunku Abdul Rahman University College, Kuala Lumpur, Malaysia</i></p>

Session 2

Time: 1400 - 1600

Venue: **Tanjung Bungah Room**

Session Chair: **Dr. N. Lohgheswary**



No	Paper ID	Presenter
1	003-pen	Evaluating Performance of Students in Engineering Statistics Final Exam Questions A. Wei Lun, A. Jedi, N. Lohgheswary and Z.M.Nopiah <i>Universiti Kebangsaan Malaysia, Malaysia</i>
2	002-mcecs	Understand Safety-Specific Transformational Leadership and High-Quality Relationships with Mindful Safety Practices through Safety Motivation in Chinese Petroleum Industry Hu Shi, Siti Rohaida Mohamed Zainal and Mastura Binti Ab Wahab <i>Universiti Sains Malaysia, Penang Malaysia</i>
3	017-pen	Person-Environment Fit and its Influence on Employees Health and Wellbeing Siti Nurul Akma Ahmad, Siti Zaleha Abdul Rasid, Mohamed Saladin Abdul Rasool <i>Universiti Teknologi MARA, Melaka, Malaysia</i>
4	003-mcecs	Uninterruptible Power Supply for 48v Base Transceiver Station (BTS) Noramalina Binti Abdullah and Ahmad Syahir Bin Saharuddin <i>Universiti Sains Malaysia, Malaysia</i>
5	005-pen	Conceive-Design-Implement-Operate Approach for a Lab Module N. Lohgheswary, A. Wei Lun and S. Salmaliza <i>SEGi University, Malaysia</i>
6	015-pen	The Relationship of Attitude, Social Norms and Perceived Behavioral Control Towards Purchase Intention of Organic Cosmetic Products in Malaysia Rudzi binti Munap, Siti Nor Bayaah binti Ahmad, Mior Sharifuddin bin Mior Haridi <i>UNITAR International University, Kelana Jaya, Petaling Jaya, Malaysia</i>
7	009-pen	Measuring Future Sponsors' Perceived Value on Trust School Program Siti Zaleha Sahak, Nooraini Mohamad Sheriff, Zaitun Udari, Nurfatim Ramlan and Muhammad Amir Amirul Mohamad <i>Universiti Teknologi MARA, Malaysia</i>
8	013-pen	Multidimensional Applicability of Human Sigma in Performance Appraisal for Marketing Professional Employees: A Case study of Xceed IT Solutions Dr. Asma Zaheer <i>King Abdulaziz University-Jeddah, Kingdom of Saudi Arabia</i>

Session 3

Time: 1630 - 1800

 Venue: **Tanjung Bungah Room**

 Session Chair: **Dr. Loh Kah Heng**


No	Paper ID	Presenter
1	004-ricsses	Examining Effectiveness of an Authentic Problem-based Learning Model based on Uncertainty Level and Learning Performance of Engineering Students studying Physics Loh Kah Heng and Lim You Ping <i>Taylor's University, Malaysia</i>
2	003-ricsses	Investigating the Effectiveness of Inter-Varsity Stock Challenge to Inculcate Stock Trading Literacy Amongst Youth Lim You Ping , Loh Kah Heng, Theresa Chiew Gim Ean and Ong Jing Kai <i>Taylor's University, Malaysia</i>
3	014-pen	Indigenous Tourism Development in Kuala Kangsar District: A Case of Habitat, Heritage History and Handicrafts Sarina Mohamad Nor , Salbiah Abd Rahman, Haliza Mohd Said and Samiah Rashid Ali <i>Unitar International University, Malaysia</i>
4	005-ricsses	Community-based Learning Project as An Alternative Assessment for Interdisciplinary Courses Farah Zaini , Adibah Yusuf, Haslina Hashim and Regina Garai Abdullah <i>Universiti Malaysia Sarawak, Malaysia</i>
5	018- pen	Employee's WellBeing: A Conceptual Framework Nurul Amyra Mat Isa , Mohamed Saladin Abdul Rasool <i>Universiti Teknologi MARA, Malaysia</i>

Conference Venue



Hotel Royale Chulan Penang

No 1 & 2, Pengkalan Weld, George Town,
10300 George Town,
Pulau Pinang
04-259 8888

<https://www.royalechulan.com/index.aspx>

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Pulau Pinang, Malaysia
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Tel: +604-9170140

Programme website:

<http://www.malaysiadsg.org/>
<http://www.malaysiadsg.org/upcoming-mdsg-rg-conference.html>

Contact Person:

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Note



List of Abstract

No	Paper	Abstract
1	003-pen	<p>Evaluating Performance of Students in Engineering Statistics Final Exam Questions</p> <p>A. Wei Lun¹, A. Jedi², N. Lohgheswary³ and Z.M.Nopiah⁴</p> <p><i>¹ Centre for Sustainable Process Technology, Faculty of Engineering and Built Environment Universiti Kebangsaan Malaysia, Bangi, 43600 Selangor, Malaysia.</i></p> <p><i>^{2,3,4} Centre of Engineering and Built Environment Education Research, Faculty of Engineering and Built Environment, Universiti Kebangsaan Malaysia, Bangi, 43600, Selangor, Malaysia.</i></p> <p>Abstract: Engineering Statistics is one of Engineering Mathematics subject which is common for all the engineering courses besides Vector Calculus, Linear Algebra, Differential Equations and Numerical Analysis. Students performance in Engineering Statistics subject can be evaluated examining through the final exam questions. Students need to understand the concept learn through a semester or 14 weeks of period and do necessary preparation to do the final exam questions. Rasch model is used to evaluate students performance in Engineering Statistics examination. A total of 114 engineering students sat for Engineering Statistics final examination. There are 5 Course Outcomes and 1 Programme Outcome for Engineering Statistics subject. The final exam marks were entered in excel. Then the marks transferred to *prn format. Next Rasch model generate the output. The output analyzed from the rasch model are summary statistics for person, summary statistics for item and the person-item distribution map. The students were divided into 2 groups, namely high performers and low performers. On the other hand, the items were classified into 4 groups. They are difficult, mediocre, easy and very easy. The person-item distribution map show those groups clearly. Rasch model able to identify the level of difficulties of each Course Outcome from Engineering Statistics subject.</p>
2	005-pen	<p>Conceive-Design-Implement-Operate Approach for a Lab Module</p> <p>N. Lohgheswary¹, A. Wei Lun² and S. Salmaliza³</p> <p><i>¹Centre of Engineering and Built Environment Education Research, Faculty of Engineering and Built Environment, Universiti Kebangsaan Malaysia, Bangi, 43600, Selangor, Malaysia</i></p> <p><i>²Centre for Sustainable Process Technology, Faculty of Engineering and Built Environment, Universiti Kebangsaan Malaysia, Bangi, 43600 Selangor, Malaysia</i></p>

		<p><i>³Centre of Engineering Education Research, Faculty of Engineering and Built Environment, SEGi University, Kota Damansara, 47810 Selangor, Malaysia</i></p> <p>Abstract: The Conceive-Design-Implement-Operate has been globally recognized as an enabler for engineering education reformation. With the CDIO process, the CDIO Standards and the CDIO Syllabus, many scholarly contributions have been made in curriculum reform and learning environments. Therefore, CDIO approach recognizes that the engineering education can be acquired from a variety of institutions and the educators in all parts of this spectrum can learn the CDIO practice elsewhere. Thus, the purpose of this study is to use the CDIO approach for an Engineering Mathematics Lab Module. For Conceive stage, three different pre-tests were conducted to identify the difficult course outcome in Engineering Mathematics for the students. A total of eight course outcomes are identified as the most difficult course outcomes in Engineering Mathematics subjects. In the design stage, an innovative lab module was developed based on the difficult course outcomes from the conceive stage. The lab module was designed in analytical and using Mathematica software. The Engineering Mathematics Lab Module was implement to Electrical Engineering department students. In the operation stage, the response from the students were obtained for the Engineering Mathematics Lab Module. Generally students' performance were improved in Engineering Mathematics using CDIO approach.</p>
<p>3</p>	<p>006-pen</p>	<p>Hotel Customer's Risk Perception and Patronage Behavior</p> <p>Nooraini Mohamad Sheriff, Siti Zaleha Sahak, Puspa Melati Kasi, Nurul Alia Shaharuddin and Mohamad Firdaus Awang Kecil</p> <p><i>Arshad Ayub Graduate Business School (AAGBS), Universiti Teknologi MARA (UiTM) Shah Alam, Selangor</i></p> <p>Abstract: Obtaining customer's patronage is important for hotels to generate profit and business sustainability. As such there is a critical need to understand that customers' decision to patronize a hotel is often associated with a variety of perceived risks. If high risks were perceived, patronage will not take place and vice versa. Thus, it is important to manage risks since low risk perception will convince customers to patronize a hotel. This study examined the relationship between perceived risks and customers' hotel patronage. The influence of performance risk, financial risk, psychological risk, social risk and physical risk on hotel's patronage behaviour was examined in this study. A total of 100 business customers were selected for this study. The Google Form Survey was used to distribute questionnaires using WhatsApp application to customers' phone number with the hotel's assistance. 80 valid responses were obtained. Results of the study showed that performance risk, financial risk, social risk and psychological risk have significantly influenced customers' hotel patronage. The results of the study postulated the need for an integrated approach such as providing periodic training to employees, offering privilege card to loyal guests and differentiating the hotel amongst key competitors minimise the said risks more efficiently and improve the hotel's patronage.</p>

4	007-pen	<p>Motivation-Based Segmentation of Generation Z in Case of Volunteer Programs</p> <p>Monika Fodor-Garai PhD.habil.</p> <p><i>Obuda University, Karoly Keleti Faculty Budapest, Hungary</i></p> <p>Abstract: In this study, I investigated the participation of Hungarian Z-generation volunteering programs with the aim of exploring the value systems of young people with different motivations for volunteering. The study presents the partial results of an Erasmus + project called 'Boosting Employability and Empowering Social Engagement in Pro Education Bono' in six countries (Spain, Portugal, Bulgaria, France, Hungary). As part of the project, I conducted an analysis focusing on young people - Generation Z, so one of the theoretical bases of the study is provided by consumer behaviour analysis covering the specifics of Generation Z. In the study, I briefly describe the research-based volunteering based on knowledge sharing, pro bono, from the aspect of employer branding. The reason for this is that volunteering programs of this type are increasingly being used as a means of retaining and stimulating workforce in companies as an employer branding activity that can enhance both corporate reputation and employee loyalty. Within the framework of a primary research, I conducted a quantitative procedure in the form of a pre-tested standardized questionnaire, which resulted in the processing of 800 valid questionnaires. The partial results presented in the study show that young people are also most motivated by their own development and self-realization when participating in voluntary programs, which is in line with the characteristics of the generation. Furthermore, during the research I was able to prove that motivation for volunteering is related to individual values, and in this light I was able to statistically prove that the reason for the exclusion of young people who have not yet been motivated to volunteer is immature values, often lacking information and not marked exclusion or lack of empathy. The results presented in the study can provide a practical point of reference for institutions and companies that organize pro bono activities, especially for organizations targeting the younger generation. As a continuation of the research, I plan to conduct post-qualitative interviews with youth and pro bono companies to fine-tune quantitative results and obtain more sophisticated information.</p>
5	008-pen	<p>E-Service Quality Dimensions and Consumer's Satisfaction towards Online Repurchase Intention</p> <p>Siti Nor Bayaah Ahmad, Hassan Bashir and Rudzi Binti Munap</p> <p><i>Faculty of Business and Technology, UNITAR International University, Kelana Jaya, Petaling Jaya, Malaysia</i></p> <p>Abstract: With technology advancement consumers have more options to conduct their shopping activities. With more than single methods to get acquire the selection goods or services, online sellers understand that consumers search for more than good and quality products when making their purchase decision. The present study examines consumers perception of five</p>

		<p>e-service quality dimensions on consumer's satisfaction and repurchase intention. From 280 respondents who participated in this online survey, 254 answers are usable for further analysis. From the five e-service quality dimensions, satisfaction has mediated the relationship between reliability ($t = 2.972$), Security ($t = 3.605$) and site design ($t = 2.278$). This indicates that to gain trust and repeat purchase activities among online consumers, the online sellers must improve the function of the website and online setting to be more reliable and appealing to the online viewers. Recommendation for future studies and limitation were also discussion.</p>
6	009-pen	<p>Measuring Future Sponsors' Perceived Value on Trust School Program</p> <p>Siti Zaleha Sahak, Nooraini Mohamad Sheriff, Zaitun Udari, Nurfatim Ramlan and Muhammad Amir Amirul Mohamad</p> <p><i>Arshad Ayub Graduate Business School, Universiti Teknologi MARA, Malaysia</i></p> <p>Abstract: This study aimed to measure the potential sponsors' perceived value on Trust School Program in Malaysia. The program utilized a private-public partnership concept. In getting more companies to sponsor the program, exploring their views on the benefits and costs of the sponsorship are vital. Following the established literature, the perceived value was operationalized as a multi-dimensional construct that comprised perceived quality, perceived price, perceived emotional, and perceived social value. A survey was carried out involving selected companies in Malaysia, and the PERVAL scale items were adapted to measure the four dimensions of perceived value. The findings of the descriptive analysis showed that perceived social value recorded the highest mean score and, this was followed by perceived quality. Nonetheless, overall, the average score of perceived value construct and its dimensions are considered at a moderate level. The managerial implications of the findings are highlighted.</p>
7	010-pen	<p>Examining the Relationship of Workplace Condition towards Occupational Stress among Administrative Staff from Hotel Industries</p> <p>Ikmal Bin Abd Malik¹, Assoc. Prof Dr Rudzi Binti Munap² and Dr. Rozeta Binti Haji Che Omar³</p> <p>¹ <i>UNITAR Foundation School, UNITAR International University, Petaling Jaya, Selangor</i> ² <i>Faculty of Business and Technology, UNITAR International University, Petaling Jaya, Selangor</i> ³ <i>Centre for Research And Consultancy, UNITAR International University, Petaling Jaya, Selangor</i></p> <p>Abstract: Stress at work is an escapable and normal phenomenon [1]. In an uncertain environment, the working style is changing at whirlwind speed which leads to job related stress and poses a threat to the health of employees and also to the organization's reputation. This study is interested in examining the relationship of heavy workload, lack of opportunity to grow and lack of recognition on occupational stress among the group of administrative staff from the 3-star hotels in Klang valley. This study also examines which of the independent variables contribute most to occupational stress. The questionnaire, through google form were forwarded to 200 targeted</p>

		<p>respondents and only 131 were returned, equivalent to 65.5% response return rate. The raw data analyzed through SMART PLS. This study found out that only heavy workload ($p = 0.000$) and opportunity to grow ($p = 0.004$) have a significant relationship on occupational stress among these group of respondents, whilst lack of recognition ($p = 0.822$) has no relationship on occupational stress. It was also found that heavy workload is the variable that contributed most to occupational stress. The findings shows some differences from findings discovered by past researchers. It might be due to the differences in terms of culture and also to the number of respondents in the study. It is suggested that some form of rewards and benefits should be given in order to motivate the employees. When employees have high motivation, they tend to feel happy and are more willing to work, be more committed and shows more interest in their job function.</p>
8	012-pen	<p>Work Factors and Intention for Early Retirement Decision: An Empirical Study of Royal Malaysian Navy (RMN) Officers</p> <p>Safiah Rashid, Azroai Arbaain, Kamarul Azlan Abd. Saad and Meor Norulzami Mat Saleh</p> <p><i>Faculty of Business and Technology, UNITAR International University, Petaling Jaya, Selangor, Malaysia</i></p> <p>Abstract: The purpose of this paper is to investigate work factors and their relationship to intention for early retirement decision in the Royal Malaysian Navy (RMN) among the engineering officers using a quantitative research design. This paper is empirical in nature. A survey was collected among senior officers of the Engineering Branch of the Royal Malaysian Navy. Descriptive statistics and correlation analysis were the statistical tools used in the analysis. The key findings of this study reveal that job satisfaction, job stress, job alternatives and organisational commitment have significant relationship with the intention for early retirement decision among engineering officers in the RMN. Conversely, salary has no significant relationship with the intention for early retirement decision among engineering officers in the RMN. By understanding the related work factors, human resource management is able to take corrective measures which may lead to engineering offices to stay in the service.</p>
9	013-pen	<p>Multidimensional Applicability of Human Sigma in Performance Appraisal for Marketing Professional Employees: A Case study of Xceed IT Solutions</p> <p>Dr. Asma Zaheer</p> <p><i>Faculty of Economics and Business Administration, King Abdulaziz University-Jeddah, Kingdom of Saudi Arabia</i></p> <p>Abstract: The invention of assembly line by Henry Ford brought down a lot of changes in the work place, personnel management, by then was abundantly exercised in order to increase the efficiency and the approach was also the same, leaving a long gap that demanded innovation in personnel management. Human resource management grew with the industrial expansion all over the world. Six-sigma honed itself to increase the effectiveness of the production</p>

		<p>environment. Human sigma now emphasizes on the effectiveness on the employee-customer encounters which in future would yield a high research and empirical importance. Human sigma which falls in the band of 1 to 6 would provide a picturesque evidence of overall effectiveness of the employee-customer encounters. The clearly defined emotional factors towards the company such as Confidence, Pride, Integrity and passion that is measured from the employee would assist the work to know the value that an employee has on the company. This study will in turn will assist the Performance appraisal of an employee through various listed techniques.</p>
10	014-pen	<p>Indigenous Tourism Development in Kuala Kangsar District: A Case of Habitat, Heritage History and Handicrafts</p> <p>Sarina Mohamad Nor^{1,3}, Salbiah Abd Rahman², Haliza Mohd Said³ and Samiah Rashid Ali⁴</p> <p><i>^{1,2,3} Faculty of Business and Technology, Unitar International University, Petaling Jaya, Selangor, Malaysia</i></p> <p><i>⁴ Kuala Lumpur International School of Tourism, Kuala Lumpur, Malaysia</i></p> <p>Abstract: This paper aims to highlight the possibilities of developing indigenous tourism development attraction at Kuala Kangsar district to the growing inbound and outbound tourist destination in Malaysia through Eco Tourism, Cultural Heritage and Nature tourism exploration attraction while improving the economic sustenance of the temiar communities through job opportunities and business opportunities available in Malaysian tourism industry. Using qualitative approach in-depth interviews to indigenous communities in Kuala Kangsar districts, the paper concludes that they are in extremely poverty due to poor education and tribal long isolation within the interior of West Malaysia causes them to be introvert, shy and recorded 398 families earning less RM400 per month below the extremely poverty line that needs not only an economics changes through indigenous tourism project as they have the natural resources and activities that the tribe can directly control as well as having their culture served as essence of the attraction but also the government-initiated policies to encourage the formation of Indigenous entrepreneurial tourism and innovative in their solutions to poverty not only aid the establishment of Indigenous ventures but also facilitate their long-term growth and sustainability.</p>
11	015-pen	<p>The Relationship of Attitude, Social Norms and Perceived Behavioral Control Towards Purchase Intention of Organic Cosmetic Products in Malaysia</p> <p>Rudzi binti Munap, Siti Nor Bayaah binti Ahmad, Mior Sharifuddin bin Mior Haridi</p> <p><i>Faculty of Business and Technology, UNITAR International University, Kelana Jaya, Petaling Jaya, Malaysia</i></p> <p>Abstract: The rising cost of living has changed the consumption and purchasing behavior of customers in Malaysia. This phenomenon has affected many business industries within the entire country. Cosmetic customers have</p>

		<p>the tendency to change from premium brands to cheaper and generic brands of organic cosmetic products. This scenario also takes place within the organic industry in Malaysia. This study examines the relationship of the 3 core beliefs (attitude, social norms and perceived behavioral control) of the Theory of Planned Behavior model towards purchase intention of organic cosmetic products among Malaysian consumers. From 300 respondents who participated in this online survey, 292 questionnaires were usable for further analysis. The findings indicated that Health Consciousness, Environmental Consciousness and Appearance Consciousness possess a significant relationship to purchase intention. On the other hand, Normative influence did not signify a relationship to purchase intention.</p>
<p>12</p>	<p>016-pen</p>	<p>Analysis on Expenditures for Autistic Parent Wellbeing: The Potential of Waqf as Financing Capital</p> <p>Syahrina Hayati Md Jani, Nurjannah Salleh, Fatanah Binti Jislan, Nor Aishah Mohd Ali, Syahbudin Senin</p> <p><i>Faculty of Business Management /Center for Islamic Philanthropy and Social Finance (CIPSF), Universiti Teknologi MARA, Melaka, Malaysia</i></p> <p>Abstract: Autism spectrum disorders (ASD) child development process included physically, emotionally, socially, intellectually, and others. Unfortunately, the ASD available symptoms have been shown to significantly affect negatively (Gardiner and Iarocci, 2012: Ilias, Liaw, Cornish, Park, & Golden, 2017) and lead to stress among their caregiver especially family as the main starter for ASD development. This study focuses on parents with ASD which is one of the mental health prevalence that commonly affecting youth beside bipolar disorder, conduct disorder, attention deficit/hyperactivity disorder, learning disorders, eating disorders, and childhood onset schizophrenia (Kamarulzaman & Jodi 2018). The rising of this ASD prevalence has raised concerns about the burden on government subsidies and expenditure. However, in spite of the huge amount expended and several of benefit provided by government, parents still been burden by financial stress to proper raised ASD children. Beside financial, the psychological stress also burden ASD parent. According to Picardi et al., (2018), for parent, having a child with ASD are multifaceted and pervasive. This study aimed at explored the subjective and objective burden of ASD parents, and at the same time improving the understanding about their internal burden, child's characteristics, and parents' coping resources and strategies. In fact, government or policy maker should move toward setting up alternative in a planned manner in ensuring that the alternative selected are in place. The general finding of this paper will show that, there should be strong willingness from government to devote, and make waqf institution as one of financing capital for ASD prevalence. Waqf as a financing instrument play a huge role in upgrading the capabilities of the needy, especially to people with ASD and their parents. The function of waqf as Islamic financial instrument is proven in enhancing well-being programmers in general and specifically for improving the quality of life of Muslim. Hence, this institution surely can assist the issue as alternative resources for government's ASD expenditure.</p>

<p>13</p>	<p>017-pen</p>	<p>Person-Environment Fit and its Influence on Employees Health and Wellbeing</p> <p>Siti Nurul Akma Ahmad^{1,2}, Siti Zaleha Abdul Rasid², Mohamed Saladin Abdul Rasool³</p> <p><i>¹Azman Hashim International Business School, Universiti Teknologi Malaysia, Malaysia</i> <i>²Faculty of Business and Management, Universiti Teknologi MARA, Melaka, Malaysia</i> <i>³Centre of Islamic Philanthropy and Social Finance (CIPSF) and Faculty of Business and Management, Universiti Teknologi MARA, Melaka, Malaysia.</i></p> <p>Abstract: World Health Organization has emphasized on the promotion of employees' physical and mental health in enhancing their health wellbeing. However, about 160 million of occupational diseased has been reported yearly with over than two million deaths are due to work. Thus, improving employees' health wellbeing is being crucial as poor health status is a risk for increasing work related absenteeism that will reduce work performance which in turn creating economic burden for the organization. There is a crucial need that employers have to look into the increasing prevalence of physical and mental illness among employees which in turn will bring an impact towards organization outcome. Therefore, the aim of this study is to examine the predictors of employees' health and wellbeing in a perspective of person and environment factor which is grounded by person-environment fit theory. This research provides the cornerstone for health and wellbeing research by applying the P-E fit theory, which includes both stressors and their impact.</p>
<p>14</p>	<p>018-pen</p>	<p>Employee's WellBeing: A Conceptual Framework</p> <p>Nurul Amyra Mat Isa^{1,2}, Mohamed Saladin Abdul Rasool^{1,2}</p> <p><i>¹Center for Islamic Philanthropy and Social Finance, Universiti Teknologi MARA, Cawangan Melaka, KM 26, Jalan Lendu, 78000, Alor Gajah, Melaka.</i> <i>²Faculty of Business Management, Universiti Teknologi MARA, Cawangan Melaka, KM 26, Jalan Lendu, 78000, Alor Gajah, Melaka.</i></p> <p>Abstract: This paper proposed a conceptual framework and states valid propositions to be tested by future researchers empirically. The framework explicates the relationship between health behaviour and employee's wellbeing. Health behaviours have important consequences for both the quality and length of life but influencing disease outcome. Throughout the current survey in 2018, it shows that workers in Malaysia had poor health habits that lead to non-communicable disease (NCD). As employees are the major contributor to economic and social development of a country, this study tends to identify does health behaviour influence employees wellbeing. Being a conceptual paper, it reviewed scholarly articles on the variables of the past studies related to the health behaviour and employee wellbeing. The proposed framework would have several significant implications for understanding, creating awareness and promoting employee wellbeing as well as contributes to existing works on wellbeing.</p>

<p>15</p>	<p>001-rmp</p>	<p>Impact of Discussions on Task Performance Among Malaysian Tertiary-Level Students with Mixed Proficiency</p> <p>Siew Fong Lin</p> <p><i>Faculty of Social Science & Humanities, Tunku Abdul Rahman University College, Kuala Lumpur, Malaysia</i></p> <p>Abstract: Investigation on the use of discussions during task performance among Malaysian students from a degree in psychology programme is the objective of this study. The participants selected had completed a product-centred English course which focused on communication at the workplace, academic writing and reading for academic purposes prior to data collection. A group-writing task in the form of producing a memorandum was performed by the participants in this study. Research instruments used to obtain data of the student collaboration were interviews, diary entries and observations. Consequently, benefits and challenges on task performance derived from the use of discussions were obtained. It could be concluded that student collaboration among mixed proficiency students should be monitored closely so that the collaborators regardless of their proficiency could mutually benefit from the sessions.</p>
<p>16</p>	<p>002-rmp</p>	<p>Examining the Relationship among Learning Self-efficacy, MOOC-Satisfaction and MOOC-Loyalty of MOOC Learner with Bagozzi's Model</p> <p>Dr Loh Kah Heng¹, Zaim Azizi Bin Abu Bakar², Nur Ainif Omar³ and Low Khai Rol⁴</p> <p><i>^{1,2,3} School of Liberal Arts and Sciences, Taylor's University, Malaysia</i> <i>⁴ FairView International School, Subang, Malaysia</i></p> <p>Abstract: The objective of this research is to address the gaps in the literature by examining the relationship among Learning self-efficacy, MOOC-satisfaction and MOOC- Loyalty of the credit-bearing MOOCs at Taylor's University. A total 952 Taylor's University students responded to the online survey, 757 students from the August 2017 semester while 195 students from March 2018 Semester. The online questionnaire included 10-item of learning self-efficacy in MOOC, 6-item of MOOC-satisfaction, and 5-item of MOOC-Loyalty. It also included another 2 factors which affected the self-efficacy and satisfaction: 9-item on Ease of learning in MOOC and 5-item on Quality of MOOC content. Reliability test was performed and reported the Cronbach's alphas for students' Learning self-efficacy in MOOC, MOOC-satisfaction and MOOC-Loyalty were 0.979, 0.959, 0.964 respectively while Cronbach alpha for Ease of learning in MOOC and Quality of MOOC content were 0.962 and 0.964 respectively. Pearson correlation analysis was performed to obtain the correlation coefficient between pair of variables among all the variables. The results of zero order correlation analysis showed a strong positive correlation between the predictors and outcome variables. However, a higher order partial correlation was also performed and results showed that MOOC-satisfaction is an intervening variable which mediate the relationship between Learning self-efficacy and MOOC-Loyalty. The research findings provided</p>

		<p>positive impact to lecturers who plan to convert from traditional teaching pedagogy to MOOC mode as Malaysian students have higher degree of MOOC-loyalty and they were in favor of continuing to take up the credit bearing MOOC throughout their study at Taylor's university or after graduating. Besides, it also alarmed the university administrator to provide the best infra-structure for the MOOC platform and best quality of MOOC content so as to raise the MOOC-satisfaction which would enhance the MOOC-loyalty.</p>
<p>17</p>	<p>003-rmp</p>	<p>Investigating the Effectiveness of Inter-Varsity Stock Challenge to Inculcate Stock Trading Literacy Amongst Youth</p> <p>Lim You Ping¹, Loh Kah Heng¹, Theresa Chiew Gim Ean¹ and Ong Jing Kai²</p> <p><i>¹ School of Liberal Arts and Sciences, Faculty of Social Science and Leisure Management, Taylor's University, Malaysia</i> <i>² Department of Risk and Insurance, Wisconsin School of Business, University of Wisconsin-Madison, USA</i></p> <p>Abstract: Experiential learning through educational simulation provides opportunity for development of hard and soft skills requested by employers. The acquired skills prepare learners for future employment through ability of application of theories and concepts in real-life situations. This paper describes the Inter-Varsity Stock Challenge (IVSC) as an example of experiential learning through stock trading simulation in increasing investment awareness to promote stock trading literacy amongst millennials who are the next generation of investors. This stock trading competition allowed participants to learn and practice in a risk-free environment, thus, providing an avenue to nurture their interest and develop their talent in stock trading. We believe that this approach of learning will enable participants to bridge the gap between theoretical concepts and real-life financial investment decision. This study adapts George Miller framework for assessing levels of competency by including the level of awareness prior to the simulation of stock trading. The learning experience of participants before and after participating in the stock trading simulation competition were captured in a 32 items online questionnaire consisting of cognitive, affective and physical dimensions through a 5 point Likert scale questionnaire. A reliability analysis on the perceived task values scale with Cronbach's alpha between 0.71 and 0.96 indicates that the measures were valid as the reliability coefficients obtained for all 3 dimensions were higher than the recommended level of 0.70. The collected data was analyzed using statistical package, SPSS 20. The statistical results revealed that the IVSC has met its objective to raise stock trading literacy amongst the youth. Business major participants have gained relatively higher stock trading literacy as compared to non-business major participants after participating the IVSC. The results also affirmed that the stock trading workshops series has effectively enhanced the stock trading literacy of participants. However, there were no significant difference between gender of participants in enhancing their stock trading literacy. This indicated that all participants regardless of gender have learnt about stock trading throughout the IVSC as an example of experiential learning through stock trading simulation in increasing investment awareness and stock trading literacy in the equity market.</p>

<p>18</p>	<p>004-rmp</p>	<p>Examining Effectiveness of an Authentic Problem-based Learning Model based on Uncertainty Level and Learning Performance of Engineering Students studying Physics</p> <p>Loh Kah Heng and Lim You Ping</p> <p><i>School of Liberal Arts and Sciences, Faculty of Social Science and Leisure Management, Taylor's University, Malaysia</i></p> <p>Abstract: Introducing uncertainty into instruction-based classroom has been looked into by some educators to increase students' learning in terms of problem solving skills. In Problem-based learning (PBL) environment, uncertainty is naturally incorporated into the ill-structured problem which is crafted purposively to motivate and stimulate PBL learners' learning process as the natural provocation for real learning. This study adopts the quasi-experimental approach and correlational design to explore the relationship between PBL learners' uncertainty level and learning performance and the effectiveness of an authentic problem-based learning (APBL) model in reducing uncertainty level. 78 Physics students from Taylor's American Degree Program in Fall 2017 semester participated in this study. A 30-item self-reporting, numerically measurable questionnaire to capture the learners' uncertainty level with regards to the cognitive, affective and physical dimension was developed. A pre-test on the uncertainty level was conducted to some students who have volunteered to fill out the questionnaire immediately after they learned the PBL scenario which served to determine whether the PBL question has incorporated uncertainty and if there is a reduce in uncertainty level after completing the PBL activities. Posttest on the uncertainty level was conducted after learners presented their solution or proposal to the problem. Learning performance scores constitutes three measures, namely learning satisfaction, learning attitude, and learning score. Learning satisfaction consists of 10-item self-reporting, numerically measurable questionnaire. The Cronbach's alphas for uncertainty construct and learning satisfaction are 0.89 and 0.92 respectively. One sample T test was conducted to study the effectiveness of APBL in reducing the level of uncertainty. A Pearson's correlation coefficient between the variables were obtained. The results of zero order correlation analysis showed a strong negative correlation between uncertainty level and learning performance. One sample t-test result showed that learners' uncertainty level were significantly reduced after the APBL activities.</p>
<p>19</p>	<p>002-pen-ncecs</p>	<p>Understand Safety-Specific Transformational Leadership and High-Quality Relationships with Mindful Safety Practices through Safety Motivation in Chinese Petroleum Industry</p> <p>Hu Shi, Siti Rohaida Mohamed Zainal and Mastura Binti Ab Wahab</p> <p><i>School of Management, Universiti Sains Malaysia, Penang Malaysia</i></p> <p>Abstract: Petroleum Industry belongs to high-risk industry and in China Petroleum Companies play an extraordinary role in economic contribution and tax commitments. In order to prevent safety hazards and injuries in</p>

		<p>Petroleum Industry safety-specific transformational leadership and high-quality relationships are identified. Safety-specific transformational leadership positively influence the level of safety motivation of employees and promote employees to conduct safety behavior at the workplace. High-quality relationship is firstly explored to connect with special component of common safety behavior-mindful safety practices. Safety motivation is regraded as a mediator to predict mindful safety practices in Chinese Petroleum Companies. In addition, self-administered questionnaires were distributed to firstline workers in a Chinese Petroleum Company which consists of 169 respondents. Moreover, PLS-SEM model by Smart PLS 3.20 version is applied for hypothesis test. At last, all three hypothesis are supported. Safety-specific transformational leadership and high-quality relationships are significantly positively related with mindful safety practices mediated by safety motivation in Chinese Petroleum Industry, which gives a new insight for the methods adoption to enhance mindful safety practices in Petroleum Industry.</p>
<p>20</p>	<p>003-pen-mcecs</p>	<p>Uninterruptible Power Supply for 48v Base Transceiver Station (BTS)</p> <p>Noramalina Binti Abdullah and Ahmad Syahir Bin Saharuddin</p> <p><i>School of Electrical and Electronic Engineering Universiti Sains Malaysia, Engineering Campus, 14300, Penang, Malaysia</i></p> <p>Abstract: Reliable uninterruptable power supply for telecommunication station is very critical in order to maintain an interruptible and continuous transmission. Commonly, the main power supply for the station is delivered from the national grid and backup by the fossil fuel generator. However, catastrophic phenomena like flood, earthquake and tsunami will isolate the station from the national grid and totally shut down the transceiver operation. In rural areas where access to national grid is very limited added with uneven earth topology, alternative sources must be obtained to provide a stable power source. For now, fossil fuel generator provides the backup power supply for almost all telecommunication systems. With the higher cost of fossil fuel and unstable market price, there is major need to integrate alternative sources as stable backup power supply while at the same time reducing the operation cost. In this design, combination of AC mains and renewable energy has been develop to serve as a stable yet inexpensive uninterruptable power supply for 48V base transceiver station (BTS) targeted for 2G network signal transmission. Solar power has been chosen as an alternative on renewable energy source to charge the battery bank storage. DC-DC boost converter can be able to step up the 48V transceiver system from 12V battery storage.</p>