

UNIVERSITY  
**RESEARCH**  
REPORT



Universiti  
**TUN ABDUL RAZAK**

innovation · leadership · entrepreneurship

2007 - 2009



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UNIVERSITY RESEARCH REPORT

2007 - 2009

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# UNIVERSITI TUN ABDUL RAZAK

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## MESSAGE FROM DEPUTY PRESIDENT (ACADEMIC AND RESEARCH)

It gives me immense pleasure to present this University Research Report, which provides an overview of the research accomplishments of the staff of Universiti Tun Abdul Razak (UNIRAZAK) for the period, 2007-2009. This report is in line with the University Strategic Plan for 2007-2012 'From Good to Great', which outlines our aspirations, highlights the steps that will be taken to implement our vision and sets a number of significant targets to be accomplished over the next five years.

Research is fundamental to the strength of this University and plays a major role in helping us fulfill the University's mission **to become a centre of excellence in fostering managerial leadership and entrepreneurship in the development of human capital through quality research, teaching and learning, as well as professional services.**

Through research and education programmes that are dedicated to generating new knowledge, the University is committed to serving the needs of society, as well as to supporting research and teaching, thus contributing towards the prosperity, security and welfare of the nation. This commitment requires research that is relevant, faculties that are empowered, and administration that is efficient. We, at UNIRAZAK, recognize that continuous improvement is an ongoing process, one which requires engagement with global networks, but which remains committed to our uniquely Malaysian values.

As one of the premier private universities in Malaysia, UNIRAZAK is especially charged with the responsibility to generate scholars, who are committed to the national vision, who retain their cultural authenticity but who have a passion for social change. Global connections and networking can be fully maximized when there is strong cooperation and commitment from all segments within the University. Through a broad variety of research projects, training and development activities and services, UNIRAZAK seeks to play an important role in the underpinning of the research endeavors of our staff and scholars.

The recent setting up of the Research and Publications Department (RAPD) marked another milestone in our efforts to strengthen our research activities. The department was established in April 2009 to spearhead and build a conducive environment for research by providing effective support and services to the research community in UNIRAZAK. Prior to the establishment of the RAPD, the responsibility to coordinate all research activities was placed under the office of the Deputy President (Academic and Research) and monitored by the University Research Committee (URC). The URC, which meets once in every three months, serves as the consultative body to monitor research quality and to administer and guide research activities in the university. It provides a means to discuss strategies and policies to inculcate a research culture among the academic community to chart the further direction of University R&D and to take proactive action to achieve the university's mission and vision. Amongst its important strategies is to instill a strong research culture in the university in order to generate quality research output.

The University Research Report has been prepared according to Faculties, Schools and Centre in alphabetical order. Each Faculty, School and Center Research Report is preceded by an introduction by the Dean or Director, followed by particulars of research projects, which have been arranged alphabetically by title. Names of the researchers are stated together with the titles of the projects, followed by a brief description of each project. The entry is then followed by a list of publications during 2007-2009 by the staff of the Faculty, School or Centre; and each list has been compiled alphabetically by the first author's name.

The publication of this research report is a public acknowledgement of the efforts of the staff; and I earnestly hope that this will further motivate them and promote the conduct as well as dissemination of significant research and creative scholarship under the aegis of Universiti Tun Abdul Razak.



**PROF. DATO' DR. MOHAMED MAHYUDDIN MOHD. DAHAN**

## INTRODUCTION

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**Dean: Associate Professor Dr. Ahmad Zaki  
Haji Ismail**

In view of the rapid changes in the economic and business environment, creativity and innovation play an important role in promoting sustainable growth and development in business. In effect, entrepreneurship provides the fundamental pillar in enhancing high quality growth and development of business enterprises. Entrepreneurs today face greater challenges in starting, funding, managing and growing their entrepreneurial ventures in the wake of a rapidly changing business environment. To ensure greater success of our entrepreneurial leaders, Universiti Tun Abdul Razak established the Bank Rakyat School of Business and Entrepreneurship in December 2007, with the support of Bank Rakyat Malaysia Berhad which contributed generously for creating an endowment fund. BRSBE was established as one of the flagship faculties in Universiti Tun Abdul Razak. The School which was officially launched by YAB Dato' Sri Mohd Najib Tun Abdul Razak on 19 December 2007 aims to provide quality education in entrepreneurial leadership in Malaysia. BRSBE believes in fostering and developing quality entrepreneurs through a pragmatic approach. Entrepreneurs will be developed and nurtured to identify opportunities and manage resources that would result in wealth creation and /or value creation to the community.

By collaborating with Babson College, USA, the Bank Rakyat School of Entrepreneurship is committed to fostering and nurturing 'top notch' entrepreneurship education and training. In July 2008, BRSBE commenced its inaugural intake of students for the Master of Business Administration- Entrepreneurship, and Bachelor of Business Management (Entrepreneurship) with Honors programmes. These programmes have been tailored towards 'education for entrepreneurship' and designed to produce quality, efficient and effective entrepreneurs and intrapreneurs. Students will be exposed to a variety of learning approaches provided by a team of well qualified and experienced academics and professionals in various areas of

entrepreneurship, business and management-related fields. The undergraduate students will also have the opportunity to visit Babson College in the final year of their study, interact with fellow entrepreneurship students from various parts of the world, and learn from distinguished and highly esteemed Babson professors, entrepreneurs, corporate entrepreneurs and industry professionals.

## RESEARCH PROJECTS

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**BENEFITS OF CSR TO AN ORGANIZATION:  
THE CO-RELATION BETWEEN SOCIAL  
PERFORMANCE / BUSINESS CITIZENSHIP  
AND FINANCIAL PERFORMANCE (2009)**

**Siri Roland Xavier**

This study examined the extent to which cultural and economic factors determine entrepreneurship in a multi-ethnic and developing society namely, Malaysia. It was found that for the Malays, there was a correlation in Entrepreneurial Propensity for Economic Factors but no significant correlation for Cultural Factors. The outcome for the Chinese showed no correlation between Economic Factors and Entrepreneurial Propensity but there was significant correlation to Cultural Factors. The outcome for the Indians was insignificant for both economic and cultural factors. Lastly, an analysis of levels of Entrepreneurial Propensity by race showed that the Malays had the highest Entrepreneurial Propensity, followed by the Chinese and then the Indians. This study indicates that inherent ethnicity does impact propensity for entrepreneurship. Also, cultural and economic factors are determinants of entrepreneurial propensity in so far as 'economic-political' considerations allow and suggest that as much as entrepreneurial propensity may be nurtured, it can also be suppressed. Crucially GEM data appears to support the direction for young and transitional countries. It helps to reaffirm Malaysia's direction for national policies for entrepreneurship.



**CULTURAL AND ECONOMIC DETERMINANTS OF ENTREPRENEURIAL PROPENSITY: GEM DATA CONTRASTED AS EVIDENCE OF NATIONAL DIFFERENCES (2009)**

**Siri Roland Xavier**

This study examined the extent to which cultural and economic factors determine entrepreneurship in a multi-ethnic and developing society namely, Malaysia. It was found that for the Malays, there was a correlation in Entrepreneurial Propensity for Economic Factors but no significant correlation for Cultural Factors. The outcome for the Chinese showed no correlation between Economic Factors and Entrepreneurial Propensity but there was significant correlation to Cultural Factors. The outcome for the Indians was insignificant for both economic and cultural factors. Lastly, an analysis of levels of Entrepreneurial Propensity by race showed that the Malays had the highest Entrepreneurial Propensity, followed by the Chinese and then the Indians. This study indicates that inherent ethnicity does impact propensity for entrepreneurship. Also, cultural and economic factors are determinants of entrepreneurial propensity in so far as 'economic-political' considerations allow and suggest that as much as entrepreneurial propensity may be nurtured, it can also be suppressed. Crucially GEM data appears to support the direction for young and transitional countries. It helps to reaffirm Malaysia's direction for national policies for entrepreneurship.

**ENTREPRENEUR PERSONAL VALUES AND ENTERPRISE PERFORMANCE IN SMALL-MEDIUM ENTERPRISES (SMES) IN MALAYSIA (2009)**

**Ahmad Zaki Hj Ismail**

This study adds to the SMEs and entrepreneurship research literature as it examines all aspects of SMEs including, the owner, personal values, business strategies, financial, marketing, management, human resource management and enterprise performance. The relevant agencies who are responsible for entrepreneurship development could take initiatives to nurture the identified values among entrepreneurs as these values among

entrepreneurs as these values might contribute to the business performance.

**ENTREPRENEURIAL INTENTION: AN EMPIRICAL STUDY AMONG GRADUATES OF UNIVERSITI TUN ABDUL RAZAK GRADUATE SCHOOL (2009)**

**Baharu Kemat**

This study examined to investigate the entrepreneurial intention among the graduates of Universiti Tun Abdul Razak Graduate School. To know whether the entrepreneurial curriculum would influence their intention towards entrepreneurship. This study provides useful information about entrepreneurial intention among the graduates and to the organization towards predicting the entrepreneurial tendency. It is believed that the study can help deliver the dimensions of entrepreneurial intention to candidates who wish to engage themselves into entrepreneurship in future.

**WOMEN ENTREPRENEURS: AN INVESTIGATION OF THE TRANSITION FROM CORPORATE CAREERS TO BUSINESS OWNERSHIP (2009)**

**Siri Roland Xavier**

This study examined why are so many women leaving the corporate careers for business ownership? There are many reasons why women become entrepreneurs and many barriers and obstacles that they must overcome. The number of women who are starting and owning their own business as a career has increased significantly over the past 10 years. In examining different theories and the reasons why women become entrepreneurs, there is no set and standard profile that can be predictably applied. Although some researchers classify the differences between men and women due to their desires, underlying reasons why they wanted to become entrepreneurs, and family duties, they still possess the same personality / profile that are required of any entrepreneur regardless of their gender. Yet this potential remains largely untapped as the number of researches done on women entrepreneurship is still few.

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## INTRODUCTION

**Director: Associate Professor Lynne Kathryn Norazit**

The Centre for Languages and General Studies is the provider of all university core courses. This means that, although it does not offer specific diploma or degree programmes, the Centre has a central role to play in the academic life of every student who enrolls at Universiti Tun Abdul Razak.

First, as the medium of instruction at Universiti Tun Abdul Razak is English, one of the Centre's roles is to help students attain an acceptable level of proficiency in the language to enable them to complete their studies successfully. In fact, English, whether it is in the form of English Proficiency, English for Special Purposes or Business Communication, is an integral part of every undergraduate programme taught at Universiti Tun Abdul Razak. And for those who need extra help the Centre offers Intensive English Programmes. The Centre also offers other language proficiency courses including Basic Arabic, French and German.

Another of the Centre's roles is to prepare students for the academic demands of their studies through the provision of a number of thinking and study skills based courses.

Finally, the Centre is responsible for offering the prescribed MQA/LAN courses-Bahasa Malaysia, Malaysian Studies and Islamic or Moral Studies - and all co-curriculum courses, thus helping to ensure that students who graduate from Universiti Tun Abdul Razak are well-rounded and responsible individuals who are ready to take their place both in the workforce and in the community at large.

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## INTRODUCTION

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**Dean: Associate Professor Dr. Noor Raihan Ab. Hamid**

The Faculty of Business Administration is founded on the mission to be a leading faculty providing innovative and market driven education, integrated with a global perspective in the areas of business and management through quality teaching and learning, research and development and industrial linkages. The faculty shoulders the national thrust of building competent human capital essential to achieving the nation's goal of becoming a fully developed country by year 2020. In line with its mission, the Faculty of Business Administration's aspiration centers on delivering quality education through scholastic research and industry collaboration. The faculty strives to achieve its mission in contributing to the body of knowledge and offering practical input that is industry relevant. We are dedicated to continuously seeking new knowledge with a focus upon contemporary issues of the emerging economy within cultural diversity in the global marketplace.

Over the years, the faculty research work has predominantly revolved within the realms of three major areas namely, Corporate Governance and Sustainability, Human Capital Management; Digital Economy and Emerging Markets. These research clusters bring together researchers from various disciplines such as accounting, finance, marketing, information systems, human resource management, ethics and leadership. Researchers benefit from the conducive environment through intellectual discourse and seminars allowing for active interaction to take place across disciplines.

We envisage that group dynamics can further promote quality in research. Therefore, the faculty encourages group as well as inter-disciplinary research to be conducted where distinctive fields of specialization could be merged and be able to produce research output that are highly applicable to the industries. Consequently, the inter-disciplinary sharing of ideas and knowledge further enhance scholarly research activities affording recognition locally as well as globally. The faculty research

outputs have been well received and published in numerous refereed and cited international journals as well as presented at many international conferences.

The passion for research is evident through our continuous commitment and support for research activities. The faculty encourages researchers to secure grants from both internal and external resources. The faculty has since received numerous research grants including external grants.

## RESEARCH PROJECTS

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### **A MULTICULTURAL EXAMINATION OF MORAL REASONING AMONG UNDERGRADUATE BUSINESS STUDENTS (2009)**

**Shaharudin Yunus and Md. Zabid Abdul Rashid**  
Business ethics has become a serious challenge for business community over the past several decades. The challenge is even bigger in a multicultural country like Malaysia. Moral reasoning is one of the critical elements that determine their ethical behavior of managers at workplace. This study explored the influence of 3 independent variables – demographic variables, personal values, and religiosity on moral reasoning of business students who are the future managers and business leaders. The influence of ethical climate as a contextual variable on the relationship between independent variables and dependent variable was also explored. The study relies on Kohlberg's Cognitive Moral Development Theory, Victor and Cullen's Ethical Work Climate Theory and Rokeach's Value Theory. The short form of James Rest's Defining Issues Test (DIT) was utilized as the instrument to measure moral reasoning ability of the respondents. Questionnaires containing the DIT, and measurements for other independent variables and moderating variable were distributed to undergraduate business students of a private university in Selangor, Malaysia. 225 completed questionnaires were returned. Data analysis showed that ethnicity, age, religiosity, and personal values

significantly influence students' moral reasoning. Ethical climate moderated some of the relationships between independent variables and dependent variables. The data gathered through the study would be very valuable for policy makers such as the government, universities, and business organizations in discovering the current state of moral reasoning ability of the business students who will be future managers and business leaders.

### **AN ASSESSMENT OF INTERNET TECHNOLOGY ADOPTION TOWARDS ENHANCING CUSTOMER RELATIONSHIP MANAGEMENT (2009)**

#### **Noor Raihan Ab Hamid**

Today, companies realize the advantages of adopting the Internet technology as a substitute of a traditional channel on improving buyers-sellers relationships. In other words, in order to compete and be sustainable, companies have no choice but to, amongst others, leverage on the Internet technology in building long-term relations with customers. Meanwhile, companies must also realize that implementing E-CRM requires investment in information technology. To set up a proper IT infrastructure as to enable E-CRM may involve hefty sum of acquisition costs and other implementation costs such as training, customization and maintenance. It is critical that companies be effective in their use of Internet-based relationship marketing activities. The main objective of this research is to investigate the extent to which hotel operators utilize the Internet technology in building relationships with their customers. Implicit within this objective is we seek to identify the various categories of E-CRM features adopted by hotel Web sites. In addition, we aim to assess the adoption level of E-CRM by company demographics such as the number of years in Internet-marketing and the hotel categories.

### **CHOICE OF GROWTH STRATEGY FOR PNB: INCREASE EXISTING FUND SIZE, LAUNCH NEW PRODUCTS, OR CREATE DISRUPTIVE PRODUCTS? (2009)**

#### **Misyer Mohamed Tajudin**

PNB's huge success was primarily due to its unique and essentially risk-free fixed-price funds. Due to changes in regulatory landscape in 2008, launching a new fixed price fund is no longer is an option thus forcing PNB to compete on equal terms with the industry. It becomes a pivotal mission for PNB to identify the key success factors of commercial unit trust companies in eating away PNB's market share and what should be done to moving forward in ensuring its future success. In revving up its business model to achieve sustainable growth, PNB must understand its current and potential investors, especially factors that influence their behavior toward their investments. It should also take into account the economic cycle as it influences the people's propensity to consume, save and invest. This research proposes that during economic slowdown, a unit trust company needs to introduce new funds that can appeal at a time of diminishing disposable income instead of concentrating on increasing existing funds' size. But during a stable economic period, any strategy shall bear insignificant difference on the funds' performance. This research also predicts that disruptive products are able to handle the pressures of both economic conditions. Analysis based on data of over 600 funds since inception until mid-2009 in the Malaysian unit trust market are carried out to identify major performers, relative to the fluctuations in economic conditions of the country throughout a substantial period of time. This research suggests that linkages exist between the growth strategy adopted, the economic cycle, and the mutual fund performance. Using an integrated approach in methodological triangulation, the study aims to uncover these linkages and describe the internal and external environmental factors that influence them, thus identifying what companies and under what conditions would be in a better position to create superior products with the ability to disrupt the market.



## **ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT (E-CRM) MODEL IN SERVICES INDUSTRY (2009)**

**Noor Habibah Arshad, Noor Raihan Ab Hamid, Fauziah Ahmad and Saharbudin Naim Tahir Shah**

Electronic Commerce (ecommerce) is becoming more important today due to increasing competition in the global marketplace. More brick and mortar companies believe in the significant value of Internet-based transactions and realize the importance of doing businesses over the Internet. Companies realize the advantages of using the Internet for enabling online transactions, thus allowing costs reduction and improved customers' satisfaction. The electronic customer relationship management (eCRM) features are the main factors that contribute to the success of any ecommerce web site. E-CRM features and implementations should focus on the effectiveness of managing customer relations on the Internet through effective use of Internet features either to deliver updated and accurate information, allowing customer services support and providing personalized and value-added services. Thus, the aims of this research are to identify E-CRM features and to integrate these features with consumers' preferences. This research also investigated the extent to which telecommunication companies utilize the Internet technology in building relationships with their customers. The primary data for this research were collected by means of a questionnaire survey, personal interviews and web observations. The findings from this research showed that from the nine determinants identified, ease of use was ranked the most important feature in E-CRM. The detailed analysis also showed that companies are using Internet to disseminate corporate information, promotions, as well as the latest product and pricing list to their customers at a high level. Through the findings, an E-CRM model was developed that may be used to solve or reduce the existing problems of companies websites.

## **ENTREPRENEURSHIP AS A DIFFERENTIATION STRATEGY: UNDERSTANDING ENTREPRENEURSHIP EDUCATION FROM STUDENTS' PERSPECTIVE (2009)**

**Ainon Jauhariah Abu Samah**

Entrepreneurship education has been offered in higher learning institutions in the United States for more than fifty years but it is still relatively new in Malaysia. Review of extent literature has revealed a continuous debate among scholars on whether such education truly results in entrepreneurship. Proponents of trait theory seem to be of the opinion that entrepreneurs are born rather than made, hence, entrepreneurship education can only help in inculcating certain characteristics in students. As such, the curriculum must be tailored to instill the desired entrepreneurial traits or else the students will not become entrepreneurs. Another issue that has been the centre or arguments among academia is whether there is any difference between entrepreneurship education and business programs as traditionally entrepreneurship education is offered by business schools. This study seeks to uncover the perception of students on entrepreneurship education in a university that adopts entrepreneurship as its differentiation strategy. Data is gathered through focus group to give an in-depth view of the phenomenon. The study aims to find out if students who have completed an entrepreneurship course can differentiate it from other business courses. The findings is hoped to be the starting point to determine the areas where the university can and needs to improve to ensure the success of its strategy and to create graduate entrepreneurs.

## **PULLING FACTORS: STUDENTS' CHOICE TO STUDY IN UNIVERSITI TUN ABDUL RAZAK (2009)**

### **Nurita Juhdi**

The purpose of the study is to identify the pulling factors that bring students to study in Universiti Tun Abdul Razak. Given the significant number of Indian students in the university, it is also interesting to examine whether there exists differences among races in terms of factors influencing their decisions to join Universiti Tun Abdul Razak. The findings of the study are expected to give clearer insights in marketing efforts. Possibly the marketing teams have to use segmented marketing strategies for different races which have different preferences. The researchers will recommend several marketing strategies that may be helpful in the future student's recruitment. Data collection is completed. We collected data using questionnaires and focus groups. We managed to collect data from 160 respondents and 6 focus groups. Currently, we are still working on data analysis. It is projected that the research project will complete in January 2010.

## **TOWARDS SUSTAINABLE CONSUMPTION: EXAMINATION OF ENVIRONMENTAL KNOWLEDGE AND CONSCIOUSNESS AMONG UNIVERSITI TUN ABDUL RAZAK'S STUDENTS (2009)**

### **Siti Nor Bayaah Ahmad**

This study attempts to assess the environmental knowledge and awareness among students of Universiti Tun Abdul Razak, Malaysia and the potential that they might have in changing their behaviors. The rationale for carrying out this project is that neither legislation nor conservation program could be successful without public support, no matter how good it may be. The motivation for behavioral change normally begins from a younger age. In short, consideration for the environment could come only from well-informed citizens who are aware of and fully committed to their rights to a quality environment. However, before any behavior can be changed, it is necessary to evaluate the current state of consumers' environmental

awareness and knowledge that directly will give an implication to the environment.

## **TRAINING AND EMPLOYABILITY (2009)**

### **Nurita Juhdi**

The purpose of the study is to determine if there exist differences in terms of amount of training among employees which are categorized into two groups; 1) lower level employees (operational and administrative level) and 2) higher level employees (executive, professional and managers). The study is important for two reasons. First, understanding the association between training and the work category can give some insights to employers' commitment in giving training. Research suggests that lower level employees receive lower provision of training from their employers. The lack of training may influence the employees' career satisfaction. Employees who are not satisfied with their career may perceive that they have limited opportunities to develop their skills for their career progression. Second, to what extent that training is associated to employability. Employability is referred to the extent to which the employee can be assigned to other jobs or departments within the firm. A study done by Groot & Maasen Van Den Brinks (2000) indicated that training increases employability. It is expected that training and development opportunities is positively associated to career satisfaction and employability. Given two kinds of employability (internal and external), the study findings is expected to provide insights on which type of employability that is affected by T&D programs.

## **VALUATION AND PRICING OF STRUCTURED PRODUCTS IN MALAYSIA (2009)**

### **Ravindran Ramasamy**

Global financial crisis threatens the genuine investors and institutional investors who have parked their funds in financial assets. The developing countries follow the models and financial products especially the developed countries introduce and trade in their countries' capital markets. Malaysia also has introduced these financial products both in Bursa Malaysia and

allowed trading. In this project we try to trace the growth of these products both in Islamic and conventional segments of capital market. Our aim is to give an over view of the different kinds of structured products, their features and differences among them. We point out the inherent risks in these products and how it is difficult to quantify when they are not based on cash flows of reference portfolio of assets. We caution the regulatory bodies to be vigilant about the exotic structured products such as synthetic CDOs and CDO<sup>2</sup> which are highly unreliable and not based on any underlying and cash flows.

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## INTRODUCTION

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### Dean: Professor Dr. Abdul Razak Habib

The Faculty of Education and Social Sciences offers scholars an in-depth knowledge in areas of specializations which will enable the graduates to keep abreast with new discoveries, inventions, innovations and insights.

Every scholar however, will pursue a core module that provides a strong foundation in cultures and in the development of universal worldviews that transcend history, geography and the multitude of cultures in our world today.

The Faculty of Education and Social Sciences programmes will introduce scholars to the knowledge and cultural heritage of civilizations through the works and examples of great thinkers and builders of societies. The variety of courses offered are geared to expose scholars to great scientists, artists, poets, philosophers, economists, politicians, theologians, educators and statesmen who have shaped and contributed to the modernization of our civilization.

The Faculty programmes prepare scholars for mindful and thoughtful self-leadership qualities by providing powerful tools of thought by using models with historical and contemporary examples.

## RESEARCH PROJECTS

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### MODEL FOR EFFECTIVE READING, THINKING AND WRITING (ERTW) (2009)

#### Mariam Mohamed Nor

The Model for Effective Thinking, Reading, and Writing (ETRW) forwards a metacognitive model that can assist students to improve their reading comprehension, paragraph writing, as well as to promote higher order thinking skills. Forty Universiti Tun Abdul Razak's Bachelor of English undergraduates were trained to use the model

on selected short stories and science-based texts within a one semester period in their respective Bachelor of English courses. They, then were interviewed on the effectiveness of the model on their thinking-reading-writing comprehension. Findings from the study showed that Universiti Tun Abdul Razak undergraduates had benefited from the ETRW model. Based on the observations and interviews conducted, it was recorded that they were overwhelmingly intrigued by the ETRW model. In fact, based on the tests conducted it was noted that the undergraduates had improved in their thinking, reading and writing comprehension.

### INVESTIGATING DIVERSITY IN BABY GESTURES IN MALAYSIA (2009)

#### Nurul Nadiyah Sahimi

Communicating with babies should be a two-way interaction so that parents and caregivers could understand their babies' needs and know what to offer them. Previous research shows that the use of symbolic gestures could enhance language development among babies (Acredolo & Goodwyn, 2000). Thus, using symbolic gestures with babies can be an effective two-way communication method, as it provides meaningful information that babies cannot yet express verbally. Naturally, babies are able to use symbolic gestures even before they produce their first words. This study intends to investigate the diversity of gestures used among babies (infants and toddlers), parents and caregivers in Malaysia. Participants were 30 babies (between 6 to 28 months) in a work-place child care, 15 parents of the babies and 5 of their caregivers. Gestures used by babies, parents and caregivers were videotaped and observed to determine the different categories of the gestures used, such as requests, yes/no and adverbs. Most of the babies are found to use symbolic gestures, and 16% (n=5) of these babies are found imitating their parents gestures in specific events. Parents and caregivers also show several categories of gestures during their communication with the babies. These results show that babies, parents and caregivers tend to use symbolic gestures in their communication in creating a more meaningful interaction and the use of symbolic gestures among babies could thus be enhanced through a series of sign training.

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## INTRODUCTION

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**Dean: Assoc. Prof. Dr. Muhamad Naim Kamari**

The Faculty of Hospitality and Tourism Management is engaged actively in research in hospitality and other related fields. The Bachelor of Hospitality Management programme has ample opportunities for research and scholarly pursuits as its curriculum includes a project paper as well as seminar courses during the final year of the programme. Research activities are conducted in collaboration with the students carrying out the actual fieldwork, supervised by the lecturers on site. The purpose of these courses is to provide students with the ability to conduct research and data collection in a systematic way. They are prepared for analyzing the data and on how to derive solutions to the problems that they examine. The lecturers and students then present the research findings at the faculty level as well as eventually at local and international conferences.

The Faculty of Hospitality and Tourism Management consists of 30 full time faculty members plus 5 support staff and part time lecturers. Faculty research expertise ranges from gastronomy to tourism and hospitality, with other research areas in between. Currently all research activities are funded by the university.

The Faculty of Hospitality and Tourism Management is committed to innovative teaching. Besides teaching using problem-based learning approaches, research work provides the faculty with accessibility to the current information and the opportunity of experiential learning in outside settings.

## RESEARCH PROJECTS

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**ECOTOURISM PRODUCT DEVELOPMENT IN PEKAN DISTRICT PAHANG (2009)**

**Dahlia Abd Aziz**

Pekan is the royal town of Pahang, Malaysia. It is situated 45 km south of the current state capital of Kuantan, near the coast of South China Sea and on the southern bank of Pahang River. Pekan comprises of 11 districts which is Lepar, Pulau Manis, Pulau Rusa, Pahang Tua, Kuala Pahang, Bebar, Langgar, Ganchong, Temai, Penyor and Pekan. The main town itself is relatively small, with a wet market, shops, banks, government offices, and utility companies. It is situated near the junction where travelers can go south to Nenas, Rompin/Lanjut, and Tioman Island, and thence straight down to Johore and Singapore via the coastal road. From its rich political, social and cultural history, being situated at the mouth of the Pahang River, the royal town of Pekan has, in the areas in its vicinity, today blossomed into a very important industrial center, especially with the location and site of heavy industrial factories assembling motor vehicles there. The area under study is rich with a variety of habitats type that supports unique communities of flora and fauna. According to Jusoff et al. 2007 3(1), there are reverie habitats, mainly the Sg. Bebar and Merchong and their tributaries together with their associated reverie vegetation. Bordering these rivers is another type of swamp forest, freshwater swamp forest, which develops on mineral rather than organic soils. Running parallel to the coast there are low sand ridges which represent ancient beaches and which have developed a unique type of heath forest. Within the Forest reserves there are "islands" of dry land forest such as Bukit Bangkung in Pekan Forest Reserve and several others in southern Resak Forest Reserve. This study is hoped to enhance the sustainability of ecotourism product in developing Pekan as ecotourism destinations. The findings suggest upgrading programs of current tourism products and steps to ensure sustainability of the ecotourism for future generations. The findings will also assist policy makers to source means to establish partnership in tourism development among the local community,

local and state authorities, educational institutions and local tourism operators; thus promoting ecotourism product to local and international tourists, means to establish partnership in tourism development among the local community, local and state authorities, educational institutions and local tourism operators; thus promoting ecotourism product to local and international tourists.

### **SUSTAINABLE TOURISM PRODUCT DEVELOPMENT IN KUALA KUBU BAHARU, HULU SELANGOR (2009)**

#### **Khursiah Abd Aziz**

Sustainable tourism has become increasingly popular field of research since 1980s. This paper examine the condition of the various resources in Hulu Selangor with the aimed of finding out the possible tourism product that can be developed or can be suggested for further enhancement. This paper outlines qualitative research in three study areas which used in-depth interviews and discussion groups to engage tourism providers to explore five issues to be address in this research: the conditions of the resources in the area, the tourism development in the area, the actively involvement of local communities with the development of their areas, the designated areas targeted for the development and the possibilities impact on the different communities if tourism is to be developed.

The six resources that were examined in Hulu Selangor are natural resources, cultural resources, site analysis, community analysis, environment assessment, and tourism services and facilities. The research process is divided into four phases. There are: analysis of resources, analysis of community and site, identification of potential tourism products & tourists and assessment of potential impact. There are 18 tourism activities among the national and international tourism segments which were identified in Hulu Selangor i.e. food, waterfall, hot spring, jungle tracking, traditional spa, adventure, sightseeing, scenic view, entertainment, mountain & jungle tracking, entertainment, fishing, scenic drive through Peretak to Fraser's Hill, visit to Orang Asli settlement, picnic, visit historical site, visit a mysterious place and traditional.

### **TOURISM PRODUCT DEVELOPMENT IN KUALA LUMPUR (2009)**

#### **Nor Khomar Ishak**

The main purpose of the research was to identify potential new tourism products for Kuala Lumpur by examining the current tourism products for enhancement and investigating the history, background of the various communities and services, facilities and infrastructure of the areas understudy. Secondary data and information were compiled from published research reports in colleges and public libraries, national archive and the museum. Primary data was derived through interviews with the local communities, authorities and business operators; and via observations on activities at the sites. The findings indicated that Kuala Lumpur's tourism products are quite well developed, but they lacked the depth and the human stories on the early settlers, the communities and their customs and traditions. For examples, historical development of the areas in Bukit Bintang, Bukit Nanas, Kampung Pandan, Batu Road and Jalan Masjid India, and specific buildings such as Victoria Institution and St. John School, Merdeka Square, Hospital Kuala Lumpur and Guan Yin Temple.

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**Syed Faozi Barakbah, M., & Mohd Dalip, M.A.** (2009, April 8). *Reminiscing our past for tourism's future: A forthcoming on Chegar Galah & Lubok Merbau Community in Kuala Kangsar, Perak*. Paper presented at the Tourism Conference, Faculty of Hospitality & Tourism management, Universiti Tun Abdul Razak.

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## INTRODUCTION

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**Dean: Professor Dr. Syed Malek F.D. Syed Mustapha**

The Faculty of Information Technology was established to meet with the increasing demand for qualified and capable IT personnel in the growing IT industry and in the national development projects such as the Multimedia Super Corridor and the Vision 2020. A report on the regional trends in human capital requirements for the IT industry in Malaysia indicates that there is an acute shortage of personnel, especially in areas such as systems development and software development.

The Faculty of Information Technology offers a multitude of relevant IT programmes from the Foundation level to Bachelor Degree level to cater for the different needs of potential students. The foundation programme prepares the students to embark on higher level of study at bachelor degree level while the diploma programme is designed for dual path, i.e. students pursuing to bachelor degree level or students embarking on IT profession. The bachelor degree exposes the students on advanced courses in information technology and information systems that are relevant to industrial needs. The Bachelor of Information Technology program has a number of specialized areas such as information science, computer networking, multimedia, medical informatics and computer forensics. Bachelor of Information System programme embeds five major soft and hard skills such as Analytical and Critical Thinking; Business Fundamentals; Interpersonal, Communication and Team Skills; Technology and Information Systems and Technology-Enabled Business Development.

In collaboration with Graduate School, the Faculty of Information Technology also offers postgraduate programmes such as Master in Information Technology, Master in Information Technology Management, Master of Science (Information Technology) by Research and Doctor of Philosophy (Information Technology) by Research.

## RESEARCH PROJECTS

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**CONTENT RETRIEVAL THROUGH SMS SERVICES (2009)**

**Murali A/L Krishnan**

Most people keep their mobile phones close at hand, and recent experience indicates that this is an effective way to reach people. The requirements for fast information are enhancing, and SMS turns out to be an effective communication channel for short messages. SMS Broadcast is a web based service for sending similar messages to several recipients simultaneously. Universiti Tun Abdul Razak subscribers will be able to send a single message to many different people or groups, for example, their staff, students/customers or suppliers. Universiti Tun Abdul Razak with large or geographically dispersed work force will get a tool that lets them deliver information fast and easy, wherever their recipients are. This SMS is fully integrated with operator's Short Messages Service Centre and it works by sending information via web-based or client-based to recipients' mobile phones. Information retrieval through SMS, that enables students to retrieve lecture slide contents by sending a content info by SMS.

**FUZZY BASED VASCULAR CHARACTERIZATION USING PHOTOPLETHYSMOGRAM (2009)**

**Kalaivani A/P Chellappan**

Fuzzy c-means (FCM), a well-known clustering algorithm, has been successfully adapted to solve a variety of applications including bio-signal analysis and modeling. This research provides an in-depth analysis on the deficiencies of applying FCM to solve the cardiovascular risk impact on ageing. FCM classifier using the membership function and Mahalanobis distances makes class memberships of outliers less clear-cut, which thus resolve the problem of classification based on normal populations or normal mixtures. The raw data is preprocessed, normalized and then data points are clustered using fuzzy c-means technique. Feature vectors for all the classes are generated by extracting

the most relevant features from the corresponding clusters and will be used for further classification. Artificial Neural Network and Support Vector Machines have been identified to perform the classification task. Experiments are conducted on 303 subjects from five different vascular risk groups. The accuracy obtained by performing specific feature extraction for a particular data set is compared with generic feature extraction scheme. The algorithm performs relatively well with respect to classification results when compared with the specific feature extraction technique.

### **INTERACTIVE NEWS ENGINE (2009)**

#### **Syed Malek F.D Syed Mustapha**

Online news has gained tremendous popularity since its accessibility through devices that are connected to internet where news is published. Users navigate along the links and hyperlinks to view the content that interest them. An advanced research is ongoing to look at personalizing the news content based on the preferences defined in the user profile. Another focus is on new categorization where user can read on the news that are of similar content. The merging of internet technology in the digital media like the television allows online news to be broadcasted through internet in the manner similar to news broadcasting in the TV set. In either way, the current technology and situation does not allow user or viewer to interact with the news reader or broadcaster. The research that is proposed in this project hypothesized the possibility of news interactivity where viewers can interact with the news reader. The news reader is a responsive agent that reads the news in a similar act to the human news reader. Using this approach, it is possible to build an interactive mechanism for the viewer and the agent such that information can be extracted and retrieved from the news repository to enable response to the viewer's query. The proposed project requires a sophisticated technology that support interaction of text retrieval technology on news format such that the news content can be summarized and simplified for quick response to the posted query, the news relations can be established between the current news that is presented in the real time with

the relevant ones in the news repository, the text in the news is retrieved based on the associated news parameters and finally allow automated identification of news parameters based on the new structure.

### **PUBLIC PERSPECTIVE OF IT EDUCATION IN MALAYSIA (2009)**

#### **Haslina Mahmood**

Public Perspective of IT Education in Malaysia research is done based on the decreased enrollment of IT student globally and specifically in Universiti Tun Abdul Razak. A survey has been conducted in order to determine the reason of this scenario. The decreasing number in IT related course enrollment in both public and private tertiary education has been a worrying issue in software technology development in Malaysia. The public assumption in this scenario focused on employment difficulties. But what is the actual problem causing this scenario will be the target of this research. IT education had its high time between 1997 to 2004 both in Malaysia and the world. But today, there are drastic drop in interest among students in this field. The education marketing team globally finding difficulty in marketing IT courses. We believe an exploring the public perception will provide us with better idea in handling this issue.

## PUBLICATIONS

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## INTRODUCTION

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**Dean: Professor Dr. Ong Fon Sim**

The Graduate School of Business (GSB) was established in October 2008 to realize the aspiration of the University to become a center that provides high quality education and managerial leaders with internationally acclaimed recognition and accreditation. As a centre of excellence in postgraduate business education, the GSB specializes in providing business and management related programmes which are relevant to and meet the current and future needs of industry. The programmes are specially tailored to provide real-world practical learning experiences that incorporate both hard and soft skills while being intellectually challenging through the inclusion of well-grounded theories on business and management.

The mission of GSB is to be the leading centre of excellence in managerial leadership through internationally recognized teaching, research and professional services. To achieve this noble mission, the GSB will work closely with other faculties of the University.

## RESEARCH PROJECTS

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**ANALYSIS OF THE GENERAL ELECTION RESULT OF 2004 & 2008 (2009)**

**Khairudin Damhoeri**

This study attempts to simulate the potential outcome of the coming general election (GE-13) scheduled in 2012. In this relation, the study also seeks to conclusively determine the pattern of support across (i) age groups, and (ii) racial groups for the various political parties. This study also seeks to an insight into which political party will form the various state and federal governments after the 13th general election. The results of this study should give the audience (the general public and academicians) a clue as the style of the next government and what to expect in term of governance starting 2012 from onwards.

**“SOCIAL PROTECTION IN MALAYSIA: CURRENT STATE AND CHALLENGES”, FUNDED BY ECONOMIC RESEARCH INSTITUTE FOR ASEAN AND EAST ASIA (2009)**

**Ong Fon Sim**

The main objectives of this research project are to construct analytical description of the current social safety net arrangements including key legislations and social security institutions in Malaysia and to identify the main challenges in progressing towards more robust and sustainable safety nets. Specifically this research project looks into the challenges of social protection faced by the elderly population in Malaysia.

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**Siddiq, M.S., & Razman, R.** (2008, April). Etika Pemasaran Dari Kaca Mata Islam. *Dewan Ekonomi*, 25-28.

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**Ghazali, M., & Ong F.S.** (2008, May 5-8). *Purchase behavior of tourism products among older adults in Malaysia*. Paper presented at the Proceedings of the Second International Colloquium on Tourism and Leisure, Chiang Mai.

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**Ong, F.S., & Jami, T.A.** (2007). *Consumption pattern of older consumers in Malaysia: What matters to them?* Paper presented at the Academy of Global Business Advancement Conference, Penang, Malaysia.

**Ong, F.S., Chew, S.S., & Md Nor, O.** (2007). Marketing room air-conditioners in Malaysia: A conjoint analysis and market simulation. *Asia Pacific management conference*, 458-465. Melbourne, Australia.

**Ong, F.S., Kitchen, P.J., & Chang H.K.** (2008, July 3-4). *Older people as models in advertisements: A cross-cultural content analysis of two Asian countries*. Paper presented at the Proceedings of the Annual Conference on Money, Economy and Management, London.

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**Ong, F.S., Tengku-Aizan, H., & Chai, S.T.** (2007). *Patronage behavior for pharmaceutical products: A study of urban Malaysians*. Proceedings of the 3rd International consumer science conference, 115, Belfast, Ireland.

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**Sarma, L.V.L.N.** (2009, December 28-30). *Tears from Tilted Capital Structures: Need for Temperance in Debt Deployment*. Paper presented at the 1st International Conference in Finance, Business and Accounting, Kuala Lumpur.

**Sarma, L.V.L.N.** (2009, December 28-30). *Wealth and signaling effects of dividend in the Malaysian corporate sector*. Paper presented at the 1st International Conference in Finance, Business and Accounting, Kuala Lumpur.

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**Yusof, M., & Siddiq, M.S.** (2008, March 7-9). *Leadership Challenges in Fostering Academic Entrepreneurship: In the Context of Higher Education Transformation in Malaysia*. Paper presented at the Education and Development Conference, Bangkok, Thailand.

**Yusof, M., Siddiq, M.S., & Mohd Nor, L.** (2008, October 29-30). *An Integrated Model of a University's Entrepreneurial Eco-system*. Paper presented at the Asia Pacific Conference on Management of Technology and Technology Entrepreneurship, Melaka, Malaysia.

## INTRODUCTION

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### Dean: Professor Dr. Cheah Kooi Guan

Graduate School was established in August 1998 to coordinate post-graduate studies and research activities of Universiti Tun Abdul Razak. It serves to launch and manage post-graduate programs offered by the university. It provides administrative support, advice and services for post-graduate students in all programs, except business and management programs which are managed by Graduate School of Business. Currently, Graduate School, in collaboration with Faculty of Information Technology, offers three academic post-graduate programs, namely Ph.D. (IT), Master of Science (IT), and Master of IT. The first two programs are research-based, while the last one is course work based. Graduate School has received approval from Malaysian Qualifications Agency to offer Master in Education and Master of Science in Hospitality. Several new programs will be launched in the year 2010.

The responsibilities of Graduate School include processing applications, administering admission, scheduling classes, monitoring student progress and managing research proposal and thesis defense. In addition, Graduate School also organizes research seminars and methodology training courses. As a coordinating agency, it does not have its own academic staff members but taps upon the resources of the other faculties in the university. The staff strength of Graduate School is made up of four people, the Dean, two executives and a secretary. Due to its unique position and function, Graduate School conducts regular academic and research-based seminars and training, and offers its expertise in the forms of public lectures, interviews for the media (both print and television media) and as well as professional consultancy projects, besides conventional research and publications.

## PAPERS PRESENTED AT CONFERENCES

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**Cheah, K.G.** (2007, October 5-7). *Early Chinese Banks in Malaysia*. Paper presented at Conference on Malaysian Contributions and National Progress, Centre for Chinese Community Research, Kuala Lumpur.

**Cheah, K.G.** (2009, December 18-22). *The resurgence of the homo economics?* Paper presented at the Third International Lay Buddhist Forum, Kuching, Malaysia.

**Cheah, K.G. & Bong, C.W.** (2007, February 4-7). *Recognition criteria for prior learning qualifications*. Paper presented at 2007 Asia Pacific Quality Networks Conference, Kuala Lumpur.

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**Ahmed Sasi, T.E.** (2008). *Antecedents of Human Resource Management (HRM) practices: Case study analyses of the National Oil Companies (NOC) in Libya*. Thesis submitted in fulfillment of the requirements for the Doctoral of Philosophy (Management), Universiti Tun Abdul Razak.

**Amat Sapuan, D.** (2008). *Examining the dropout phenomenon of a blended learning environment*. Thesis submitted in fulfillment of the requirements for the Doctoral of Philosophy (Management), Universiti Tun Abdul Razak.

**Ang, H.B.** (2008). *Market share strategies in the pharmaceutical industry*. Thesis submitted in fulfillment of the requirements for the Doctoral of Philosophy (Management), Universiti Tun Abdul Razak.

**Effendy, S.** (2009). *Effectiveness of strategic alliance on the performance of the district government-owned drinking water enterprises in the province of Sumatera Utara, Indonesia*. Thesis submitted in fulfillment of the requirements for the Doctoral of Philosophy (Management), Universiti Tun Abdul Razak.

**Goh, L.H.** (2007). *The conditions influencing the implementation of change: A case study of technology integration in the classroom of a smart school in Sabah*. Thesis submitted in fulfillment of the requirements for the Doctoral of Philosophy (Management), Universiti Tun Abdul Razak.

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**Lai, A.H.** (2008). *Corporate distress prediction of selected Malaysian corporations: A comparative study between Z-Score and KMV-Merton Models*. Thesis submitted in fulfillment of the requirements for the Doctoral of Philosophy (Management), Universiti Tun Abdul Razak.

**Lai, Y.C.** (2007). *Intrinsic attributes of Malaysian Chinese Entrepreneurs as antecedents and consequences of entrepreneurial orientation of Malaysian Chinese Entrepreneurial Firms*. Thesis submitted in fulfillment of the requirements for the Doctoral of Philosophy (Management), Universiti Tun Abdul Razak.

**Mohamed Bakker, A.I.** (2008). *Socio economic impact of road accidents in Libya*. Thesis submitted in fulfillment of the requirements for the Doctoral of Philosophy (Management), Universiti Tun Abdul Razak.

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## INTRODUCTION

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**Dean: Assoc. Prof. Dato' Mohd Ibrahim  
Abu Bakar**

Razak School of Government (RSOG) aims to provide specialised and unique academic programmes designed to meet the demands of the public in terms of knowledgeable human capital that are capable of managing the public service in a challenging global environment. Towards this end, rigorous efforts are undertaken in formulating the course contents and the teaching-learning methods and strategies to ensure compliance not only to national standards but also to fulfill the criteria set by various international accreditation systems. The immediate plan is for RSOG to introduce undergraduate courses in the field of public administration with emphasis on leadership, policy studies and economics beginning early 2010 namely Bachelor of Arts (Hons) Government, Public Policy and Bachelor of Arts (Hons) Managerial Leadership and Bachelor of Economics (Hons) with specializations in International Trade and also National Economic Management. Graduates of RSOG will complete their degree programme with internship stints intended to provide hands-on experience in managing and working in the public sector. Internship programmes will be developed in collaboration with public sector agencies and students will register after the completion of all required courses.

At the same time, preliminary efforts have been undertaken in identifying established institutions that can fast track the introduction of graduate programmes in Public Administration at RSOG. Collaborations with established partners in achieving world class educational programmes guarantees greater public confidence. This will however represent a short-term measure pending the completion of RSOG's capacity building plan. Concerted efforts however will be undertaken to promote and market Universiti Tun Abdul Razak's RSOG as the preferred institution in the field of public policy and governmental studies and economics. Negotiations with relevant parties towards formal understanding and mutual

cooperation will be undertaken in due course. In the course of developing the long term programme, RSOG will focus on the setting up of a resource centre that will culminate into a premier hub for governmental and public policy studies. The short-term plan will also see RSOG venturing into seminars, discourses and workshops on current issues pertinent to public policy and national development. This strategy would pave the way for RSOG to link with the potential customers and stakeholders and acquire their feedbacks to improve products and deliverables. These events will also provide venues for experts in the related areas to meet while generating ideas for RSOG. Prominent speakers and renowned experts making appearances in such events would not only benefit general participants but also provide forums for Universiti Tun Abdul Razak's students and academicians at large to update and immerse themselves into the most current topics and findings in the related fields. The ideas deliberated in these forums, discourses and round table discussions will be properly documented and published for the purpose of references for future research and policy making.

## RESEARCH PROJECTS

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### **MONOPOLY ON SUBMARINE CABLE LANDING RIGHTS: A CASE STUDY OF MALAYSIA (2009)**

**Prof. Dr. Syed Omar Syed Agil**

Based on the 2009 global study by Said Business School on the quality of broadband connection, Malaysia is ranked 54th among 66 countries surveyed and categorized as below today's applications threshold. It is claimed that the presence of monopoly on the submarine cable landing rights has caused the high broadband charges and low quality services provided for the Malaysian consumers compared to the neighboring countries where it is liberalized and deregulated and competition is in place. With consumers in Malaysia paying among the highest prices for broadband in the region and poor quality service, it is argued that this situation will drive away investors. This

study will analyse the background of the situation, the effects of the monopoly rights and provide recommendations as to whether the industry should be deregulated to increase competition in order to lower broadband charges and provide a high quality broadband connection.

### THE RELATIONSHIP BETWEEN TAX RATES AND TAX REVENUE: THE LAFFER CURVE AND POLICY IMPLICATIONS IN MALAYSIA (2009)

#### Prof. Dr. Syed Omar Syed Agil

Whether a country should increase taxes in order to increase its revenue to finance public expenditure is a controversial issue that has caused so much debate among academicians and policy makers. Arthur Laffer has introduced the Laffer curve, an inverted U shaped curve showing the relationship between tax rate and tax revenue. He believed that there is an optimal point beyond which a further increase in tax rate will cause a reduction in tax revenue. This is part of the argument proposed by Supply-Side economists who concentrate on the ways in which government actions can affect incentives for private citizens to work, save, and invest. However, this study asserts that Ibn Khaldun is the precursor of this relationship five centuries earlier. Arthur Laffer himself admitted that it was Ibn Khaldun who first introduced this idea. Laffer attempted to prove the validity of this theory by citing examples in US history. The aim of the research is to test whether the Laffer Curve is applicable to Malaysia and what the policy implications are in terms of economic growth and sustainability.

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**Syed Agil, S.O.** (2008). The muqaddimah of Ibn Khaldun: Religion, human nature and economics. *Selangor: Selangor International Islamic University College*.

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**Djasriza Jasin, & Syed Agil, S.O.** (2007). *Study on leadership and management in Islamic history*. Paper presented at the International Conference on Leadership in Changing Landscape, organized by Faculty of Business Administration, UNITAR, Holiday Villa, Subang Jaya, Selangor.

**Khalizani, K., Syed Agil, S.O., & Khalisann, K.** (2009). *The relationship between gender, age and academic exposure on the perception on business ethics and capitalism: A study of graduate students in Malaysian Universities*. Paper presented at 1st International Conference in Finance, Business and Accounting, Faculty of Business Administration, Universiti Tun Abdul Razak, Kuala Lumpur.

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**Syed Agil, S.O.** (2007). *Profit sharing partnership among the Malays in the Malay Peninsular based on early historical documents: A preliminary study*. Paper presented at the 5th International Islamic Finance Conference, organized by Monash University, Malaysia and IBBM, The Ritz Carlton Hotel, Kuala Lumpur.

**Syed Agil, S.O., & Jasin, D.** (2007, December 16-18). *Eights habits of effective Muslim leaders in early history*. Paper presented at the 3rd UNITEN, International Business Management Conference, Hotel Equatorial, Melaka.

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**Syed Najib, & Syed Agil, S.O.** (2009). *Factors that affect Malaysians' acceptance of international posting*. Paper presented at 1st International Conference in Finance, Business and Accounting, Faculty of Business Administration, Universiti Tun Abdul Razak, Kuala Lumpur.

## INTRODUCTION

The University Research Committee is responsible to develop, implement, monitor and review strategies and policies relating to University's research activities, and advise faculties on developing and maintaining research performance through the faculty planning process in accordance with the University Strategic Plan.

## FUNCTION OF THE COMMITTEE

Subject to the general policies and requirements of the University as approved by the University Senate, the committee is granted autonomy to:

- (a) to submit recommendations on matters relating to research in the University, including policies and strategies for fostering and advancing research, innovation, and the commercialization of research;
- (b) to allocate and monitor funds in order to provide strategic support for research within the University;
- (c) to advise the President/Vice Chancellor, and the Senate, on the development of and subsequent revisions to the University's strategic research plan and the ongoing monitoring of any outcomes defined in the plan;
- (d) to regularly review and revise research policies in view of advancements in research methodology, discipline requirements and technology;
- (e) to identify opportunities for institutional collaborations in research;
- (f) to identify opportunities for improvement in research culture at the University;
- (g) to develop strategies for expanding research activities within and outside the University.

## MEMBERSHIP

The University Research Committee has the following membership:

1. **Prof. Dato' Dr. Mohamed Mahyuddin Mohd Dahan** - CHAIRMAN  
Deputy President (Academic & Research)
2. **Prof. Dr. Abdul Razak Habib**  
Dean, Faculty of Education and Social Sciences
3. **Prof. Dr. Cheah Kooi Guan**  
Dean, Graduate School
4. **Prof. Dr. Ong Fon Sim**  
Dean, Graduate School of Business
5. **Prof. Dr. Syed Malek Fakar Duani Syed Mustapha**  
Dean, Faculty of Information Technology
6. **Assoc. Prof. Dato' Mohd Ibrahim Abu Bakar**  
Dean, Razak School of Government
7. **Assoc. Prof. Dr Ahmad Zaki Haji Ismail**  
Dean, Bank Rakyat School of Business and Entrepreneurship
8. **Assoc. Prof. Dr. Raihan Abd Hamid**  
Dean, Faculty of Business Administration
9. **Assoc. Prof. Dr. Mohamad Naim Kamari**  
Dean, Faculty of Hospitality and Tourism Management
10. **Assoc. Prof. Dr. Bustam Kamri**  
Dean, College for Open Learning
11. **Assoc. Prof. Lynne Kathryn Norazit**  
Director, Centre for Languages and General Studies
12. **Basheer Hassan Mohamed Yusof**  
Head of Corporate Finance Department



## A. AUTHORED BOOKS

- A1. Authored research book
- A2. Other authored book
- A3. Revision or new edition
- A4. Major research monograph
- A5. Minor research monograph
- A6. Research report/working paper/technical paper
- A7. Edited book

## B. BOOK CHAPTERS

- B1. Book chapter
- B2. Book chapter in other published book
- B3. Other book chapter

## C. JOURNAL ARTICLES

- C1. Refereed journal paper
- C2. Other contribution to refereed journal
- C3. Non-refereed journal article
- C4. Universiti Tun Abdul Razak E-journal
- C5. Other journal article

## D. REVIEWS

- D1. Major review
- D2. Reference material

## E. CONFERENCE PUBLICATIONS

- E1. Refereed conference paper
- E2. Non-refereed conference paper
- E3. Conference abstract
- E4. Editorship of conference proceedings

## F. INTELLECTUAL PROPERTY (IP)

- F1. Instruments
- F2. Product
- F3. Process

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