

AicE-Bs2025London

13th Asia-Pacific International Conference
on Environment-Behaviour Studies

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University of Westminster, London, UK
29-31 Aug 2025



AMER



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AicE-Bs2025

**13th Asia-Pacific International Conference on
Environment-Behaviour Studies**

University of Westminster, London, UK, 29-31 Aug 2025

Editor

Mohamed Yusoff Abbas

Acknowledgement

The organiser, Association of Malaysian Environment-Behaviour Researchers (AMER), together with the collaborators, College of Built Environment, Universiti Teknologi MARA, Malaysia and Design, Creative and Digital Industries, University of Westminster, London, UK, wishes to extend their gratitude to the many that made this conference possible. In particular, the Abstract contributors.

Thank you all !

Foreword

This 13th Asia-Pacific International Conference on Environment-Behaviour Studies, AicE-Bs2025, being held at the University of Westminster, London, UK from 29-31 Aug 2025 is organised by AMER (Association of Malaysian Environment-Behaviour Researchers), in collaboration with the College of Built Environment, Universiti Teknologi MARA, Malaysia and Design, Creative and Digital Industries, University of Westminster, London, UK. It marked AMER's 50th international conference to be organised, and fully managed by AMER's subsidiary, emAs (AMER Event Management & Services) under emAs emAs Resources

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

AicE-Bs2025 managed to attract an overall total of 48 numbers of approved abstracts, of which authors from 16 countries contributed. Majority of the abstracts were in collaboration with Malaysian authors. The most were together with Indonesia (18 numbers / 38%); followed by China (12); United Kingdom (3); Morocco, Nigeria, and Saudi Arabia (2 each); Canada, France, Italy, Japan, Kazakhstan, New Zealand, Thailand, United States of America, and Uzbekistan (1 each)

Thanks again for your continuous support and contributions as always,

Prof. Dr. Mohamed Yusoff Abbas

Chair

AicE-Bs2025 London, 29-31 Aug 2025

confchair@amerabra.org

About the Conference

Background

The M1iCES (Malaysia's 1st International Conference on Environment-Behaviour Studies) officially soft-launched by Malaysian Director General, Womens Development Department, Ministry of Women, Family and Community Development during 1nCEBS (14-15 November 2009) had been renamed the ASIA Pacific International Conference on Environment-Behaviour Studies (AicE-Bs). AicE-Bs conference themes address Environment-Behaviour issues affecting the Asia/Pacific region. In particular, on issues affecting the Asian communities living in both Asian and non-Asian countries. Issues affecting non-Asian communities are also most welcome.

Prior to 2014, AicE-Bs were organised annually by cE-Bs, Centre for Environment-Behaviour Studies, Universiti Teknologi MARA, Malaysia in collaboration with ABRA (Association of Behavioural Researchers on Asians.Africans/Arabians), AMER (Association of Malaysian Environment-Behaviour Researchers) and non-ASEAN ajE-Bs / jABs Editorial Board member's establishment (as the National Conference now renamed Asian Conference on Environment-Behaviour Studies – AcE-Bs shall be held in Asian members' countries). Post 2014, all AicE-Bs conferences shall be organised in non-Asian countries, except Malaysia. It shall be fully managed by emAs (AMER Event Management Services), under emAs emAs Resources.

To date, the AicE-Bs conferences organised are as follows: -

- 1st AicE-Bs2010Kuching, Malaysia, 07-09 Dec 2010
- 2nd AicE-Bs2011Famagusta, North Cyprus, 07-09 Dec 2011
- 3rd AicE-Bs2012Cairo, Egypt, 31 Oct-02 Nov 2012
- 4th AicE-Bs2013London, United Kingdom, 04-06 Sep 2013
- 5th AicE-Bs2014Berlin, Germany, 24 – 26 Feb 2014
- 6th AicE-Bs2015Bacelona, Spain, 31 Aug – 05 Sep 2015
- 7th AicE-Bs2016Edinburgh, Scotland, UK, 27-30 Jul 2016
- 8th AicE-Bs2018Sheffield, UK, 14-15 Jul 2018
- 9th AicE-Bs2019Lisbon, Portugal, 03-04 Jul 2019
- 10th AicE-Bs2022KotaKinabalu, Malaysia, 07-08 Sep 2022
- 11th AicE-Bs2023Marrakech, Morocco 01-07 Mar 2023
- 12th AicE-Bs2024Bandung, Indonesia, 04-05 Oct 2024

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The conference focuses on current Environment-Behaviour issues affecting the Asian/African/Arabian communities in both their countries and nons. Issues affecting other communities are also most welcomed.

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

The e-IPH, UK published both the Abstract Book (eISBN 978-1-913576-19-6), and the Proceeding in the E-BPJ (Environment-Behaviour Proceedings Journal), eISSN 2398-4287, 10(33) Sep 2025, issue. Currently, the E-BPJ is indexed in Clavirate Analytics Web of Science (WoS). Extended versions of the selected papers shall be published as freely accessible articles, online, in our other international journals –ajE-Bs or jABs, @ no publication charges.

Conference Tracks

Paper contributions involved the following environments (though not exhaustive): -

Children / Youth Environment;
Climatic Environment
Commercial/Retail/Services Environment;
Communication / Social Media Environment;
Community Environment / Social Psychology;
Construction Environment;
Design & Creative Environment;
Educational / Learning Environment;
Elderly Environment;
Energy Environment;
General Psychology;
Green Environment;
Healthcare / Healing Environment;
Hospitality / Tourism Environment;
ICT Environment
Inclusive Environment;
Landscaping Environment;
Legal Matters;
Leisure / Recreational / Sports Environment;
Local Cultural / Heritage Environment (Food included);
Management & Production Environment;
Natural Environment;
Policy Matters
Public Sector Environment,
Residential Environment;
Rural Environment / Rural Psychology;
Sustainable Environment;
Technology-related Environment;
Transportation / Travelling Environment;
Urban Environment / Urban Psychology;
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Children / Youth Environment

A 01 CYE 002

Youth and Patriotism Values for the Malaysian Nation-State

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Abstract

The decline in patriotic values among the youth is a growing concern. Recent data indicates a decrease in the Malaysian Youth Index (IBM) score to 58.64% in 2022, compared to 60.31% in the preceding year, attributed to reduced youth engagement and commitment to political, national, and democratic activities following the 15th General Election. Alarming, the IBM score dropped further to 58.63% in 2023, placing it within the unsatisfactory range (50-59%). The pervasive struggle to define identity has significantly eroded the national ethos, impeding the realization of a stable and prosperous Malaysia in the future. This study endeavors to delve into the insights of

experts regarding the role of youth in shaping Malaysian national patriotic values. Employing a qualitative research design centered on case studies, data were gathered through semi-structured interviews with seven distinguished experts from public universities (PU) and selected institutions across Malaysia, utilizing purposive sampling. The interview data were meticulously analyzed through thematic analysis, facilitated by ATLAS.ti9 software, revealing two overarching themes: (i) Youth and national development and (ii) The patriotic values embodied by Malaysian youth. The identified themes, meticulously established by the research team, fully align with the study's objectives. This study exclusively centers on the expert perceptions of patriotism among Malaysian youth. The findings underscore that youth represent a vital national asset, embodying the potential to become future leaders and serving as pivotal agents of socialization across racial, political, and economic domains. Nevertheless, the study reveals that financial stability has emerged as a paramount concern for contemporary youth, compelling their active engagement in e-commerce and the gig economy to ensure daily survival. This economic prioritization, in turn, profoundly influences their perception and expression of patriotism. Patriotism embodies the profound willingness to sacrifice for one's nation, advance its prosperity, foster a deep sense of belonging, cherish the privilege of citizenship, safeguard national sovereignty, and ensure the welfare and rights of its people are upheld. However, the declining levels of patriotism among Malaysian youth, evident in the year-on-year deterioration, are attributed to a disinterest in political engagement, the inadequate role of leaders in nurturing these values, and the enduring influence of colonial policies. To counter this trend, the youth must fortify their identity in religion, nation, and country, cultivate patriotism rooted in the Malaysian Constitution, and embrace the rich tapestry of local wisdom. The implications are profound, as the domains of political socialization, nationhood, and democracy within the IBM framework can be significantly advanced in alignment with the objectives of the Madani Youth Development Model (MPBM) 2030. This visionary approach aspires to cultivate a generation of youth who are not only prosperous and well-balanced in physical and material aspects but also enriched spiritually and intellectually, ensuring the enduring continuity and resilience of the Malaysian nation.

Keywords: Value of Patriotism; Youth; Malaysia; Experts' Perception

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A 02 CYE 001

Youth Participation in Environmental Volunteerism and Its Role in Sustainable Development

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Abstract

Youth engagement in environmental volunteerism has become an increasingly critical component in addressing global sustainability goals, especially in emerging economies such as Malaysia, where environmental challenges, youth underemployment, and civic participation intersect. Despite its growing importance, limited empirical research has explored the motivational underpinnings and economic contributions of youth environmental volunteerism in the Malaysian context. This study aims to investigate the motivations driving Malaysian youths to participate in environmental volunteer initiatives and to quantify the economic value of their voluntary contributions. The objectives are to identify key motivational constructs, determine demographic influences on engagement levels, and estimate the economic value of youth volunteer labor in environmental programs. Additionally, this research seeks to align its findings with national youth

development frameworks, particularly the Malaysian Youth Index (MYI), which measures quality of life and well-being among Malaysian youth across dimensions such as environmental awareness, social responsibility, and personal development. A survey data from 180 youth volunteers across urban and rural regions in Malaysia were used. The survey instrument examined five motivational domains including ecological concern, environmental values, career development, social responsibility, and personal growth while controlling demographic variables including education level, income, and locality. Structural equation modeling (Smart PLS) was used to identify the most significant predictors of participation. Findings reveal that ecological and environmental values are the most influential drivers of youth engagement, with career-oriented motivations particularly significant among urban and tertiary-educated participants. The economic analysis demonstrates that youth volunteerism contributes meaningful cost savings in environmental protection. Limitations include reliance on self-reported data and the possibility of regional sampling bias, which may restrict broader generalizability. The study reveals the dual role of youth environmental volunteerism as both a stimulus for ecology and a contributor to national economic and social resilience. Policy recommendations include integrating structured volunteer programs into education and employment systems and recognizing environmental volunteerism as a strategic investment in youth development and sustainable nation-building.

Keywords: Youth Volunteerism; Malaysian Youth Index (MYI); Motivational Factors; Economic Valuation

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Commercial / Retail / Services Environment

A 03 CRSE 001

Examining Efficiency and Hygiene in Qurban Meat Packaging and Distribution

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Abstract

The annual Qurban tradition, performed during Eid al-Adha, presents unique logistical challenges in the packaging and distribution of sacrificial meat, particularly in heavily populated and urban Muslim communities. With an emphasis on efficiency and hygienic packing and distribution, this study intends to investigate the operational limitations and present practices related to Qurban beef handling. As the demand for timely, clean, and equitable meat distribution grows, especially among B40 communities, it is crucial to assess how local mosques and non-governmental organizations (NGOs) manage the process from slaughter to final delivery. This community-based study employed a mixed-methods approach, combining quantitative data from structured questionnaires distributed to 50 Qurban organizers, volunteers, and recipients with qualitative insights from semi-structured interviews with 3 key personnel involved in the logistics chain. Observations at one selected urban mosque and one NGO site provided contextual understanding of operational flows and packaging standards. Data were analyzed using descriptive statistics and thematic content analysis. The findings reveal that while most Qurban sites maintain religious compliance and basic hygiene, significant variation exists

in the packaging materials used, cold-chain management, manpower allocation, and meat delivery timing. Common challenges include limited cold storage facilities, lack of standardized packaging procedures, insufficient volunteer training, and time constraints during peak distribution hours. Despite these constraints, organizers demonstrated adaptive strategies such as pre-packing systems, appointment-based collection, and the use of biodegradable packaging. The study adds to the expanding research on religious logistics and halal supply chain management by emphasizing the connection between traditional values and operational effectiveness. Its novelty lies in the dual focus on hygiene and distribution equity at the community-based level. The implications are relevant for both Qurban organizers seeking operational improvements and policymakers aiming to develop context-sensitive guidelines that uphold religious obligations while enhancing public health outcomes. Ultimately, this paper advocates for community-driven innovations that improve the Qurban experience while preserving its fundamental religious principles.

Keywords: Qurban Meat Distribution; Packaging Practices; Logistics Efficiency; Hygiene Management

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A 04

CRSE 004

From Micro to Macro: Analysing economic impacts on Kuala Lumpur's shop property price index

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Abstract

Property price indices are vital instruments for assessing the performance of real estate markets over different period of time, serving as standardized and transparent reference indicators, such as price benchmarks and the fundamental basis for valuers, developers, investors, banking institutions, and governments. Although the National Property Information Centre (NAPIC) of Malaysia provides some crucial key price indices, such as the Malaysia House Price Index (MSPI), Purposely Built Office Rental Index (PBO-RI), Shopping Centre Rental Index (SC-RI), and Serviced Apartment Price Index (SAPI), there is still no specific index to track shop property price movement within the country. The construction of the Kuala Lumpur Shop Property Price Index (SH-PI) enables to fill the above gap, serving as a dependable benchmark for valuing and pricing shop properties and contributing towards a more transparent market. The SH-PI also enables well-informed investment and development decisions based on observations of annual shop market performance in Kuala Lumpur, allowing stakeholders to monitor market dynamics and make evidence-based decisions. In addition, SH-PI addresses a vital data gap by

utilizing NAPIC's data source, providing a resilient foundation for further extensions to a national shop property index with broader spatial coverage. This paper aims to enrich the SH-PI by incorporating microeconomic property-level data and macroeconomic indicators, which represent price changes in the shop property market. In particular, the study aims to identify the main microeconomic property characteristics that influence the prices of shop property, explain the relationship between macroeconomic factors (GDP growth, inflation, unemployment, and interest rates) and shop property price index movements, and reveal the price response toward the temporal variations in the shop property from 2013 to 2023. The study acknowledges the limitations of the relatively thin commercial transaction data and the reliance on secondary information sources, which may contain incorrect data, such as incorrectly coded entries, missing data, or incomplete data records, that could impact the accuracy of the data processing results. The results show that SH-PI is capable of capturing the price movements in Kuala Lumpur shop property prices for 11 years, where a more robust performance is shown by the hedonic index compared to the unadjusted averages, providing clearer market news. In summary, the SH-PI enables more precise price observation, informs investment behavior, and assists policymakers in addressing overhang, mispricing, and commercial affordability.

Keywords: Shop Property Price Index, Hedonic Pricing, Microeconomic Determinants, Macroeconomic Factors

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A 05 CRSE 003

How New Quality Productive Forces Drive SMEs' Collaborative Innovation Performance in China?

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Abstract

This study focuses on the Chengdu-Chongqing Economic Circle, a key area in China's national regional integration strategy, to examine how new quality productive forces (NQPF) and digital transformation affect the collaborative innovation performance (CIP) of SMEs. As China's modernization process continues to deepen, investigating how new quality productive forces empower regional innovation ecosystems in the digital economy era holds significant theoretical and practical value. This study aims to investigate the direct and mediating roles of digital transformation in the relationship between NQPF and CIP. The research objectives focus on empirically examining whether NQPF affects CIP (RO1); the influence of NQPF forces on digital transformation (RO2); the impact of digital transformation on CIP (RO3); and the mediating role of digital transformation (RO4). Based on dynamic capability and collaborative innovation theory, this study employs a purposive sampling strategy and conducts a cross-sectional questionnaire survey among

612 SMEs. PLS-SEM is used to test the hypothesized relationships. The findings reveal that NQPF significantly enhances collaborative innovation performance and has a positive impact on digital transformation; meanwhile, digital transformation directly promotes collaborative innovation performance. In addition, digital transformation mediates the relationship between NQPF and CIP. These results confirm that NQPF—characterized by technological breakthroughs, innovative allocation of production factors, deep industrial transformation and upgrading, and significant improvement in total factor productivity—constitutes a strategic foundation for innovation-driven outcomes. Digital transformation plays a key role in transforming NQPF into regional collaborative innovation performance. This study links strategic policy dimensions with firm-level innovation outcomes, enriching the literature on digital and intelligent ecosystems and regional collaborative innovation. From a managerial perspective, the findings underscore the necessity for SME leaders to integrate investment in new quality, productive forces with internal digital transformation initiatives. Policymakers should prioritize providing infrastructure and institutional support for the development of NQPF and SME digitalization, making them two key levers for promoting sustainable regional growth. A limitation is that the only use of a cross-sectional design for this study. Nevertheless, this study offers an empirical perspective for assessing the deployment effects of NQPF within regional innovation ecosystems and provides directions for future research.

Keywords: New Quality Productive Forces; Collaborative Innovation Performance; Digital Transformation; SMEs

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A 06 CRSE 002

Interplay of National and Corporate Cultures: A Japan–Malaysia comparison

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Abstract

Since the 1970s, culture has started to be studied by qualitative approaches and the relationship between culture and business management became a popular topic. Within this context, the study examines how national culture shapes corporate culture, focusing on two distinct contexts: Japan and Malaysia. What sets this research apart is its reliance on secondary data rather than traditional approaches such as interviews or surveys. By doing so, it not only offers a fresh perspective but also contributes to bridging a gap in the literature, by comparing a developed nation (Japan) and a developing one (Malaysia), an area that has seen limited comparative exploration. The study collected key terms from the vision, mission, and value statements of 90 multinational companies operating in both countries, using their official websites as sources. These keywords were then analyzed for frequency and thematic patterns, offering insight into the cultural nuances embedded in corporate language. The analysis reveals that national cultural traits are repeated in how companies articulate their identity and priorities. These findings resonate with previous research on the connection between national and corporate cultures, highlighting meaningful contrasts between the two countries. An important takeaway from this study

is the critical role of cultural communication in multinational organizations. As companies expand globally, it is increasingly important to build a shared understanding of corporate values among employees from different cultural backgrounds. Such alignment supports cohesion and collective purpose across global teams. Methodologically, the study demonstrates the value of using secondary data in cultural research. This approach helps address common challenges associated with primary data such as limited sample sizes and individual subjectivity allowing for a more comprehensive and reliable analysis of corporate culture across national contexts. Relying on secondary data enables more precise cultural analysis while reducing the risk of subjectivity. The study further contributes a framework that can be adapted for future investigations in international business and intercultural management.

Keywords: National culture; Corporate culture

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A 07 CRSE 005

RFID in West Africa: Gaining ground or facing resistance?

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Abstract

This quantitative study provides an in-depth examination of the implementation and impact of Radio Frequency Identification (RFID) technology within an international organization in Mali, West Africa, with a specific focus on its applications in warehousing and supply chain management. The research emphasizes several key advantages of RFID, such as its ability to significantly enhance operational efficiency through the automation process, improve inventory tracking by offering real-time visibility of stock levels, and increase data accuracy by reducing human error in data entry. However, the study also identifies several critical challenges that must be addressed to enable the widespread adoption of RFID technology in the country. Notably, deficiencies in the current technological infrastructure can hinder effective implementation, and the high initial costs associated with deploying RFID systems may pose a significant barrier for small and medium-sized enterprises. Additionally, there is notable resistance from some stakeholders who may be cautious about the operational changes that this technology entails. Based on a comprehensive survey of 384 supply chain employees analyzed using SmartPLS4, the findings advocate for a multi-faceted strategy aimed at enhancing the market penetration of RFID in West Africa. This strategy should encompass robust

educational initiatives designed to showcase the practical applications and advantages of RFID, tailored specifically to the unique contexts of local businesses and international organizations operating in the country. Furthermore, it is essential to foster collaborative partnerships among local enterprises, government agencies, and international organizations to strengthen regional infrastructure and lower implementation costs. By actively addressing these challenges through targeted actions, stakeholders can leverage the transformative potential of RFID technology to achieve improved adaptability, efficiency and effectiveness across various sectors in Mali, West Africa. This comprehensive approach will play a crucial role in ensuring that the numerous benefits of RFID are fully harnessed, ultimately contributing to the region's economic development and competitive advantage on a global scale.

Keywords: Adaptability; RFID; Supply chain management; Warehousing

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Communication / Social Media Environment

A 08 CSME 004

A Behavioural Needs Analysis in Professional Communication Education

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Abstract

Strong communication skills remain an important aspect of graduate employability, yet many instructors still default to lecture-driven methods. Researchers note that this tendency often sidelines hands-on practice and genuine student involvement. This study examined how diploma students at a Malaysian public university engage with their professional communication course. Four behavioural engagement areas served as the focal point. The areas are participation in class activities, task completion, attention and effort, and use of learning tools or platforms. A structured survey was distributed to 97 students via Google Forms. This questionnaire includes 20 Likert-scale responses (five items per behavioural engagement) and carefully planned to minimize respondent fatigue, as data collection was concluded. Descriptive statistics sufficed for analysis, allowing mean scores and standard deviations to speak for themselves. Class activities emerged as the weakest link, averaging between 2.60 and 2.91 on the five-point scale. Role-plays received the lowest rating ($M = 2.60$, $SD = 0.85$), while small-group work drew the highest ($M = 2.91$, $SD = 0.72$). Task completion, by contrast, recorded the most consistent and favourable responses, with means ranging from 3.10 to 3.30. Those figures suggest that students generally meet deadlines and adhere to assignment requirements. Attention and

effort fell squarely in the middle ground, rated between 2.95 and 3.12. That narrow range suggests students sometimes lose focus or energy before the lecture ends. Mean scores for learning tools and platforms were the lowest among the four behavioural dimensions, roughly 2.55 to 2.75. This highlighted limited engagement with LMS features and other digital supports. Student engagement appeared more compliance-based than interactive or exploratory. The pattern suggests a gap between existing course design and preferences for greater interactivity, autonomy, and tech integration. Even if the conclusions rest on a single institution and self-reported data, they shed useful light on behaviours in undergraduate communication studies. A shift toward more blended, student-centred lesson planning now appears necessary to strengthen digital literacy as well as core competencies such as communication, classroom participation, and focus.

Keywords: behavioural engagement, professional communication, needs analysis, diploma students

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A 09 CSME 001

Business English Writing Needs Analysis of Business English Graduate Employees

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Abstract

The launch of China's Belt and Road Initiative in 2013 has catalyzed transformative advancements in foreign trade. The considerable progress in international trade has generated a large demand for talents with both high proficiency in English and professional knowledge in business in China. Many colleges and universities offer Business English undergraduate programs to train Business English undergraduates who can meet the needs of the workplace. Business English writing is one of the core competencies and skills of Business English undergraduates in China. To improve their Business English writing competence, understanding the target needs at the workplace is essential. In recent years, studies on Business English writing focused on genre analysis, pedagogy, and the evaluation of textbooks, but limited studies examined Business English writing needs. To tailor the teaching to the needs of the industry, the study aims to explore the workplace's target needs from the perspectives of Business English graduate employees, their challenges in writing, and the measures to be adopted to improve the teaching of Business English writing course. This study adopted a mixed-methods design. Data were collected using a questionnaire and semi-structured interviews. 264 Business English graduate employees responded to the questionnaires.

Six of them were interviewed through purposive sampling. While the quantitative data was analyzed using SPSS, template and thematic analysis were conducted for the interviews using the NVivo software. The findings indicate the importance of various writing genres, including letters and emails, minutes, press releases, reports, summaries, memos, and contracts. Employees highlighted challenges in limited genre knowledge, outdated teaching content, and lack of external support. They proposed adjusting course arrangements and providing external support as possible measures. The study's methodological limitations include exclusive reliance on graduate employees' perspectives, a limited sample size, and a synchronic design. Recommendations are made for undergraduates, teachers, policymakers, enterprises, and future researchers. Future research could incorporate undergraduates' or instructors' perspectives, expand sample sizes across industries or professions, or employ longitudinal designs to examine the evolving needs for Business English writing. These avenues of research contribute to the curriculum design of Business English writing that aligns with the dynamic needs of globalized commerce.

Keywords: Business English Writing; Needs Analysis; Business English graduate employees; Target Needs

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A 10 CSME 003

Digital Storytelling and Legal Feminist Struggles in the Maghreb: A critical review of NGO strategies

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Abstract

In recent years, feminist mobilizations in the Maghreb have been reshaped by the increasing power of digitalization. Faced with institutional frameworks that hinder substantial reforms in matters of gender equality, Moroccan and Tunisian NGOs utilize social media as new fields of political action and awareness raising, especially areas such as legal claims, including the Moudawana reform in Morocco and the equality in the law of inheritance in Tunisia. This article proposes a structured narrative review of the anglophone and francophone literature in order to analyze how feminist NGOs in these postcolonial contexts use social media to carry out their struggles. Two axes are examined: on the one hand, the ways feminist NGOs appropriate digital tools, particularly through the platforms they use, the communication formats, and the strategic choices of dissemination; On the other hand, the construction of a militant narratives around legal issues, emotional mobilization and demands for equality. The methodology is based on a targeted selection of scientific publications and published reports between 2015 and 2025 chosen for their thematic and geographical relevance. They are analyzed through a thematic grid intersecting gender, law, and digital communication. However, this methodological approach has certain limitations. It does not aim for an exhaustive review of existing sources nor does it include direct practical data analysis; therefore, the article does not allow for the measurement of the actual impact of digital communication strategies on legislative change. The results of this synthesis show that feminist NGOs in

the Maghreb recognize the value of social media and invest in narrative forms to legitimize their struggle and reinforce the visibility of their cause. By highlighting these media and narrative practices, the article offers a critical reading of contemporary reconfigurations of feminist action in the Maghreb while underlining the specificities of mobilization forms rooted in national legal and sociopolitical issues. Finally, it contributes as well to digital empowerment debates in the Global South context.

Keywords: Digital feminism; legal reforms; Maghreb; Feminist NGOs.

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A 11 CSME 002

Taking Up Digital Space: Moroccan women and visual agency on instagram

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Abstract

In Morocco, social expectations continue to shape how women navigate public space, especially regarding how they present themselves. Their clothing, posture, and visibility are still subject to judgment and regulation, often in the form of sexual harassment (UN Women & Promundo-US, 2017). While these restrictions remain offline, digital platforms offer new spaces for women to contest dominant norms (Atifi & Touati, 2020). This study explores how young Moroccan women use visual self-framing on Instagram to negotiate gendered expectations, resist patriarchal constraints on women's visibility, and counter orientalist narratives that depict Arab and Muslim women as passive and in need of saving (Abu-Lughod, 2015; Mernissi, 1987). Grounded in decolonial feminist theory and drawing on visual theories of the gaze, this research shifts focus from verbal expression to visual assertion. The aim is to investigate how 'ordinary' female users construct agency through gaze, body positioning, spatial occupation, and setting. Rather than focusing on speech-based activism, the study seeks to identify how visual strategies function as everyday forms of resistance and spatial self-assertion. The study employs a qualitative content analysis of 30 public Instagram posts by young Moroccan women outside celebrity circles. The posts selected through purposive sampling are based on clear self-framing in public or semi-public settings. The sample excludes spoken words, captions, and comments to focus on visual content. This choice is both a limitation and a methodological stance—it narrows interpretation to visual elements alone but allows for a concentrated analysis of

how the agency is communicated nonverbally. Preliminary findings suggest that women assert agency by unapologetically taking up space, facing the camera directly, and occupying settings often coded as male-dominated. Their clothing choices, fashion aesthetics, and bodily presence—veiled, unveiled, traditional, or trendy—further complicate fixed ideas about modesty and morality in Morocco. These images confront local patriarchal constraints and dominant Western narratives that either sexualise or silence Arab and Muslim women, reaffirming visual self-representation as a powerful form of individual agency and Moroccan feminist resistance.

Keywords: Visual Agency, Decolonial Feminism, Gendered Visibility, Digital Space

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Educational / Learning Environment

A 12 ELE 010

Designing Teaching Modules Integrating Chinese Traditional Culture into Product Design Education

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Abstract

Introduction: In response to the growing interest in cultural sustainability and localised innovation in design practice, this study explores the systematic integration of Chinese traditional culture in product design education. It combines the development of a structured experiential teaching module, abbreviated as UET-E.

Methods: To explore these issues, the AIDDE model will serve as the structure for the study, and the researcher will employ qualitative research methods to design and develop the teaching modules in two stages. **Stage of Design:** The module design will be completed based on the findings of semi-structured interviews with 16 respondents, data collection from the NGT 3 teachers' discussion and literature review analysis; **Stage of Development:** The first version of the teaching module design was submitted to 6 experts for online assessment and analysed to develop conclusions.

Findings: From the semi-structured interviews and NGT results, both practitioners and teaching parties involved recognise the need to build on traditional and local cultures to integrate into modern product teaching and learning. In response to the challenges of teaching and design practice, the respondents agree on the importance of student-centred experiential learning and project-based approaches to enhance the effective translation of traditional cultural elements. However, a key insight is the divergence between students' enthusiasm for traditional culture and their limited ability to extract and

apply cultural elements in their design practice. This gap reflects both a lack of systematic training in the curriculum and a lack of effective pedagogical tools for translating intangible cultural concepts into tangible design methodologies. The development of the UET-E module addresses this challenge by providing a staged framework—Understanding, Extracting, Translating, and Extending—to enable students to learn and continually practice enhancement from conceptual awareness to applied creativity.

Limitations: The data collection process has some limitations. One limitation is that the sample size of the three teacher respondents was from the same institution, which may limit the generalizability of the findings to a broader population. Furthermore, cultural elements and integration development may employ different strategies in various regions of China; However, this study did not explicitly consider regional diversity.

Implications: This study provides a replicable model that bridges heritage and innovation. It demonstrates how experiential learning can support the meaningful incorporation of intangible cultural values in design processes, offering a pathway for cultivating culturally competent and critically reflective designers.

Keywords: Traditional Chinese Culture; Integration; Teaching Modules Design; Product Design Education

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A 13 ELE 007

Domestic Visiting Scholars in China: Current situation, challenges, and countermeasures

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Abstract

This study examines the current state, challenges, and possible solutions for domestic visiting scholar programs in China, using Pierre Bourdieu's field theory as the analytical lens. While much research has focused on international academic exchanges, domestic visiting scholar initiatives—key to teacher development and China's education modernization—have received less attention. This research aims to uncover the systemic barriers these scholars face across different levels of China's education system. The specific objectives are: (1) to identify the imbalances in field positioning between sending institutions and host institutions, (2) to determine the forms of capital and the barriers that hinder teachers' participation in visiting programs, and (3) to examine the difficulties teachers face in transforming and reconstructing their professional habitus during these experiences. Methodologically, a mixed-methods approach was adopted. Quantitative data were gathered through a structured questionnaire, yielding 143 valid responses. Descriptive statistics, reliability analysis, correlation analysis, and regression analysis were conducted using SPSS software to ensure statistical rigor and provide robust quantitative insights. Qualitative data were collected through 24 semi-structured

interviews with teachers from vocational colleges, general higher education institutions, and secondary schools, offering rich contextual perspectives. Comparative analysis further highlighted the differentiated impacts of institutional types and program structures. This study acknowledges limitations related to the sample's geographic and institutional concentration, which may affect the generalizability of the findings. Key findings reveal three primary structural challenges: (1) field positioning imbalances due to disparities in institutional structures and cultures, (2) barriers to capital accumulation and mobilization—including cultural, social, economic, and symbolic capital—and (3) significant difficulties in transforming and reconstructing professional habitus to align with the academic expectations of host institutions. The implications of this study are twofold: first, it underscores the need to reform domestic visiting scholar policies and practices to foster inclusivity, sustainability, and equitable professional development opportunities; second, it provides actionable insights for policymakers and educational leaders to optimize field dynamics, rebalance capital flows, and support teachers in adapting to new academic and professional environments.

Keywords: Domestic visiting scholars; Field theory; Mixed-methods; Professional development

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A 14 ELE 011

Entrepreneurship Mindset and Intention for University Students in Malaysia

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Abstract

Graduate unemployment is a concern in Malaysia. (Social) Entrepreneurship is seen as a tool to enhance the entrepreneurial mindset as graduates enter the job market with the intention of creating their own entrepreneurship for sustainable livelihood. The Ministry of Higher Education has introduced entrepreneurship as a core subject for all university students. This paper will investigate whether this platform helps create an entrepreneurial mindset and intention for entrepreneurship among undergraduate students at Universiti Kebangsaan Malaysia. The study aims to identify factors that help enhance the entrepreneurial mindset and the intention to set up entrepreneurship after graduation. The Theory of Planned Behaviour was the basis of this study. The sample size is 523 undergraduate students from various Faculty of Economics and Management cohorts. Comparisons were made possible as there were full-time and part-time weekend students, domestic versus international students, and students who ventured into actual entrepreneurship activity, selling products/services, while others were just into product/service ideation. Data is analyzed using means and frequency scores. The limitation of the study is the emphasis on only the Faculty of Economics and Management

students. Findings show that given the motivation and opportunity, students can innovate to create their own business and entrepreneurial mindset. Teamwork, time management, and skills in digital marketing are crucial in enhancing income. Nevertheless, interest and predetermined career options are significant in decision-making for non-entrepreneurial careers. Those with a greater comprehension of the business model canvas, entrepreneurial legal issues, and digital marketing indicate the intention of becoming entrepreneurs. The policy implication of the study points to the importance of practicing business model canvas, entrepreneurship, and active digital marketing. The university entrepreneurship course has demonstrated the potential to unlock Malaysian students' innovative and entrepreneurial spirit, and it has to be an active entrepreneurship course. The course module can also be enhanced with a mentorship program with successful local businesses, and grants to further the business ideas and expansion in the second phase.

Keywords: entrepreneurship mindset; entrepreneurship intention; digital marketing; undergraduates

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A 15 ELE 001

Exploring Creative Thinking among Higher Education Students: A behavioural perspective

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Abstract

Creative thinking is now an essential competency for students of higher education. It is also among the main ingredients for success in the evolving demand of the global workforce. Consequently, fostering creative thinking in students is important as it enhances their capacity to confront future issues. Aligning with Malaysia's shift to a digital and innovation-oriented economy, universities are expected to develop behavioural skills among graduates, increasing their creative potential. This study explores the relationships between personal characteristics, interpersonal relationships, and innovativeness on creative thinking among students at the Universiti Teknologi MARA (UiTM), Melaka, Malaysia. The main objective is to identify if there is any significant effect of these three variables on creative thinking among students. At the same time, this study intends to examine if there is any significant difference in the mean scores of creative thinking between diploma and degree students, and by gender. Of 300 questionnaires distributed, purposive sampling was chosen as the sampling technique. The final data were drawn from 140 diploma and degree students enrolled in the Faculty of Business and Management using a purposive sample. The study used SPSS to perform multiple regression analysis on the data. According to the findings, all three independent variables

significantly predicted approximately 59% of the variation in creative thinking. However, among the three independent variables, only personal characteristics and interpersonal relationships contribute most significantly to creative thinking. Innovativeness did not contribute significantly to creative thinking. Additionally, the mean scores of creative thinking between diploma and degree students differ statistically significantly, but not between genders. The study emphasizes how important personal traits and behaviour are in encouraging and developing creativity among Malaysian undergraduates. The findings give educators and institutional stakeholders important directions for designing targeted strategies to improve students' creative competencies. The study's limitations revolve around the sample size and the exclusion of cultural aspects that might moderate the direct relationship between these variables.

Keywords: creative thinking, personal characteristics, interpersonal relationships, innovativeness

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A 16 ELE 005

From Craft to Classroom: Narratives of intangible cultural heritage practitioners in arts education

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Abstract

As China accelerates the integration of Intangible Cultural Heritage (ICH) into school curricula, the traditional role of ICH bearers—as custodians of craftsmanship—is evolving toward a new identity as cultural educators. However, limited research has examined how these bearers perceive and adapt to this shift in identity and educational involvement. This study addresses that gap by exploring the narrative accounts of ICH bearers to understand how they construct and transform their cultural identities while participating in secondary school fine arts education. Specifically, the study aims to identify key themes in their narratives, establish the trajectory of identity transformation from artisanship to pedagogy, and determine the challenges they face in educational contexts. A narrative inquiry methodology was employed, drawing on semi-structured interviews with six ICH bearers in Sichuan Province, China. The participants—two each from the domains of Shu embroidery, sugar painting, and Sichuan New Year paintings—represent a diverse range of traditional arts. Through a three-stage narrative analysis process (thematic coding, event structure reconstruction, and identity mapping), the study reveals a dynamic reconfiguration of the bearers' roles. Findings show that ICH bearers undergo a multi-layered identity shift—from craft practitioners to cultural ambassadors, educators, and innovators—often driven by a strong sense of responsibility and cultural mission. While

their involvement enriches student experiences and cultural engagement, they also face constraints such as limited class time, students' short attention spans, and institutional barriers to deeper curriculum integration. The study acknowledges limitations due to the inherently subjective nature of narrative data, which may be influenced by personal memory and cultural positioning. Nevertheless, the research provides significant implications for curriculum developers and cultural policymakers. It highlights the need to support ICH bearers not only as carriers of heritage but also as co-creators of culturally responsive pedagogy. Their lived experiences offer valuable insights into designing experiential learning models, fostering student creativity, and building community-based education networks. Ultimately, this study reframes ICH education not merely as a transfer of traditional skills but as a dynamic process of identity negotiation and cultural transmission within the evolving landscape of contemporary education.

Keywords: Intangible Cultural Heritage (ICH); Narrative Analysis; Cultural Identity Transformation; Arts Education Integration

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A 17 ELE 003

Impact of Screen Time on Diet and Physical Activity among Students at UiTM Puncak Alam

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Abstract

Lifestyle choices significantly influence eating habits and overall quality of life, contributing to the development of overweight and obesity. Factors such as prolonged television viewing, increased consumption of fast food and soft drinks and low levels of physical activity are all associated with this issue. The widespread use of electronic devices has emerged as a significant problem threatening individuals' quality of life, especially among the younger generations, particularly university students. Therefore, investigating the current relationship between screen time, diet, and physical activity is crucial. This cross-sectional study examines the correlation between screen time, dietary intake, and physical activity among students at Universiti Teknologi MARA (UiTM) Puncak Alam. A total of 150 participants aged 21 years and older were involved in the study. Data were collected through a 3-day dietary recall, the International Physical Activity Questionnaire (IPAQ), and a screen-time questionnaire. Nutritional data were analyzed using Nutritionist Pro™ software, while statistical analysis utilized SPSS version 27.0. Findings revealed that most students engaged in moderate to heavy screen time, averaging 850 minutes daily. Dietary assessments indicated concerning trends, as 68% of participants reported

excessive fat intake, and none met the recommended fibre intake of 25–30 grams per day. In terms of physical activity, 38% of participants were classified as moderately active, while a significant portion exhibited low activity levels. Correlational analysis revealed a weak but statistically significant positive association between screen time and fat intake ($r_s = 0.188$, $p = 0.021$). However, no significant correlation was found between screen time and physical activity levels ($r_s = -0.146$, $p = 0.075$) or with other macronutrient and micronutrient intakes. These results suggest that prolonged screen exposure may contribute to unhealthy dietary patterns, but it has limited influence on physical activity among this cohort. In conclusion, the study highlights correlations between screen time, diet, and physical activity, emphasizing the urgent need for targeted interventions to address excessive screen use and promote healthier lifestyle behaviours among university students. Strategies to improve dietary habits and increase physical activity levels are essential to mitigate the risks associated with sedentary lifestyles and poor nutrition.

Keywords: Dietary intake; Physical activity; Screen time; University students

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A 18 ELE 004

Influence of Self-Efficacy, Environmental Attitude, and Knowledge on Behavior among University Students: Evidence from SEGi University, Malaysia

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Abstract

As global ecological and environmental challenges become increasingly severe, promoting environmental behavior among the public has emerged as a critical and indispensable pathway toward achieving long-term sustainable development goals. University students, who represent the future pillars and driving forces of societal progress, play an especially significant role in enhancing the overall environmental literacy and awareness of the general population. Their behaviors, values, and attitudes toward environmental issues will directly influence not only their own lifestyles but also the broader societal norms and practices in the future.

In light of this, the present study aims to systematically examine the direct effects of environmental self-efficacy, environmental attitude, and environmental knowledge on university students' engagement in environmental behavior. Adopting a quantitative research design, a conceptual research model was developed, positioning environmental self-efficacy, environmental attitude, and environmental knowledge as independent variables, with environmental behavior serving as the dependent variable. The study specifically targeted undergraduate students enrolled at SEGi University in Malaysia, providing a focused context for analysis.

Data were collected using a structured and validated questionnaire, ultimately yielding a total of 312 valid responses for statistical analysis. To rigorously test the hypothesized relationships within the research model, Partial Least Squares Structural Equation Modeling (PLS-SEM) was employed as the primary analytical technique. The empirical findings reveal that environmental self-efficacy, environmental attitude, and environmental knowledge each exert a significant and positive influence on students' environmental behavior.

Collectively, these three psychological and cognitive factors play a vital role in significantly enhancing students' propensity to engage in pro-environmental behaviors, underscoring the importance of comprehensive educational interventions. The study not only confirms the applicability and explanatory power of Social Cognitive Theory in the context of environmental behavior research but also offers valuable empirical evidence and practical insights for universities and relevant stakeholders in developing effective environmental education programs. The findings suggest that institutions of higher learning should actively incorporate more environmental topics into their academic curricula, systematically cultivate students' self-efficacy and positive attitudes toward environmental issues, and deeply embed the values and principles of sustainable development within the educational experience of the younger generation. Such holistic efforts are essential for nurturing environmentally responsible citizens who can contribute meaningfully to the collective goal of global sustainability.

Keywords: Self-Efficacy; Environmental Attitude; Environmental Knowledge; Environmental Behavior

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A 19 ELE 002

Leveraging the Multidimensional Fuzzy Delphi Method (MFDM) for Specifying Cognitive Attributes in Diagnostic Reading Assessment

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Abstract

The Multidimensional Fuzzy Delphi Method (MFDM) represents a novel expert judgment approach designed to harmonize diverse cognitive reading attributes into a coherent and diagnostically useful framework. This study introduces MFDM as an innovative tool for aligning cognitive constructs with pedagogical relevance and assessment precision in reading diagnostics. The study aims to specify cognitive reading attributes essential for Cognitive Diagnostic Assessment (CDA) and to develop a unified reading framework by adopting a multidimensional perspective guided by four key criteria: Specificity, Relevance, Importance, and Measurability (SRIM). Fifteen candidate attributes were identified through a comprehensive review of prior literature, reading taxonomies, international reading assessments, and national curriculum standards, and were subsequently developed into an evaluation instrument. A panel of ten English language education experts assessed these attributes using a seven-point Likert scale embedded within a fuzzy logic framework to account for uncertainty and interpretive variability,

guided by the SRIM evaluation dimensions—Specificity, Relevance, Importance, and Measurability. The MFDM process was implemented across three structured phases: instrument development, expert elicitation, and fuzzy data analysis. Findings revealed strong expert consensus on core attributes such as “making inference,” “synthesizing information,” and “summarizing main ideas,” while attributes like “predicting sequence of events” and “evaluating genres” received lower consensus scores. Ultimately, ten attributes were accepted and organized into a hierarchical cognitive reading framework, with five forming the central axis. This study advances MFDM as a robust multi-criteria validation technique and introduces a unified model of reading comprehension attributes that can inform both assessment design and instructional strategies. While promising, the study’s generalizability is limited by its homogenous expert sample, pre-selected attribute pool, and focus on the context of Malaysian secondary students. Future research should extend the application of MFDM to broader educational contexts and incorporate empirical learner data to enhance its validity and scalability. Policymakers and educators are also encouraged to adopt the validated reading framework to guide curriculum development and implement classroom-based diagnostic assessment practices.

Keywords: fuzzy delphi method, cognitive diagnostic, language testing, reading assessment

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A 20 ELE 008

Personality Traits and Work Performance of Teachers in Universities in China

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Abstract

Against the background of building a strong education nation in the new era, the core of higher education lies in the construction of the teaching workforce and the continuous improvement of teachers' work performance. As an important force in regional economic and social development, application-oriented universities have teacher groups whose relationships between personality traits and performance possess uniqueness and practical value. Therefore, exploring the mechanism among personality traits, sense of belonging, and teacher performance is of key significance for promoting faculty development and optimizing university personnel systems. This study aims to explore how the Big Five personality traits (BFPT) influence the work performance of teachers in application-oriented universities and to further establish the mediating role played by the sense of belonging. The specific research objectives include RO1: examining the direct relationship between the BFPT -Extraversion (ER), Agreeableness (AN), Conscientiousness (CT), Neuroticism (NT), and Openness (ON) and teachers' work performance; RO2: identifying the mediating effect of sense of belonging in the

relationship between the BFPT and work performance. Based on the theoretical framework of personality psychology and organizational behavior, this study used purposive sampling to survey 371 application-oriented university teachers in Southwest China and conducted empirical research analysis using PLS-SEM. The results showed that ER, AN, CT, and ON were significantly positively correlated with teachers' work performance, while NT had no significant relationship with performance. In addition, the sense of belonging showed a mediating effect in all the above significant paths, indicating that teachers' sense of belonging to the organization is a key psychological mechanism linking their personality traits and work performance. The limitations of this study lie in the use of cross-sectional data, which failed to reveal the temporal causal relationships among variables, and the concentration of samples in Southwest China, which limits regional representativeness. The theoretical contribution of this study lies in integrating personality traits with organizational psychological variables, constructing a personality–sense of belonging–performance impact mechanism, and providing a new explanatory path for research on university teachers' performance. Its practical implication lies in providing decision-making references for university personnel system reform and teacher career development. Additionally, this study offers a theoretical foundation for future cross-regional comparative studies and the development of personalized management strategies. This study also includes recommendations for future research.

Keywords: Big Five Personality Traits; Work Performance; Sense of Belonging; Management of Application-Oriented University Teachers

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A 21 ELE 006

Polemic Regarding the Issue of Accreditation for Islamic Religious Teaching in Malaysia

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Abstract

The controversy surrounding the teaching credentials for Islam in our country intensifies annually, involving not only ordinary speakers and religious scholars but also prominent celebrity preachers. This issue has been exacerbated by the cancellation or revocation of teaching credentials by the State Islamic Religious Council (MAIN), leading to the disruption of the lecture series. Furthermore, the polemic is fueled by the high frequency of interviews, prolonged waiting periods for interview notifications, and brief application windows. These factors collectively hinder the dissemination of Islamic teachings, in stark contrast to the comparatively easier and more accessible processes for obtaining permits for festivals and other social activities throughout the year. The current teaching certification process in Malaysia is perceived as unfriendly to preachers despite the uniformity of categories across states. This study aims to explore the reasons, processes,

and actions of religious authorities and to propose solutions to address the polemics surrounding Islamic teaching credentials. Employing a qualitative research design with a focus on case studies, data were collected through semi-structured interviews with seven selected experts, preachers, and celebrities in Malaysia, using purposive sampling. Thematic analysis, facilitated by ATLAS.ti 9 software, was employed to analyze the interview data. The findings reveal that the polemic stems from various factors, including deviations and distortions of faith, differences in thought and knowledge among preachers, inconsistent interpretations of laws across states, bureaucratic inefficiencies, a lack of transparency, and complex standard operating procedures (SOPs) that vary by state. Additional challenges include lengthy application processes, the influence of political ideologies, teachings that conflict with societal practices, differing opinions, the spread of false information, and the perception of teaching credentials as restrictive. Despite these issues, all informants agreed that the application process is fair, sufficient, strict, and serves its intended purpose. Proposed solutions include adherence to state-specific laws by preachers, avoiding controversies, understanding diverse preaching ideologies, engaging in dialogue with religious authorities, practicing ethical knowledge dissemination, establishing a centralized and streamlined credentialing system, and introducing a professional qualification system recognized nationwide. Furthermore, the study recommends improving existing Standard Operating Procedures (SOPs) to meet current needs, implementing stricter screening processes, and conducting thorough monitoring to ensure the production of quality preachers aligned with local wisdom and ethical standards.

Keywords: Polemic; Issue; Accreditation; Islamic Religious Teaching; Malaysia

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A 22 ELE 009

Student Perceptions of Humanitarian Teaching in Malaysian Higher Education Curricula

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Abstract

This study explores university students' perceptions of humanitarian awareness within the context of curriculum content and teaching practices in Malaysian higher education institutions. As global societies face increasing challenges related to inequality, poverty, climate change, and social exclusion, there is a growing demand for universities to prepare graduates with academically competent and socially conscious, empathetic, and civic-minded. Education is increasingly viewed as a platform for promoting humanitarian values that can contribute to a more just, inclusive, and sustainable world. Within this framework, the study examines whether students perceive that their university curriculum and classroom teaching adequately address humanitarian themes and encourage engagement with social issues. Using a quantitative approach, data will be collected through an online survey targeting undergraduate students from selected Malaysian universities. The data will be analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS software. The study focuses on several key

constructs, including Perceived Humanitarian Curriculum Content, Empathy, Social Awareness, and Motivation for Social Contribution. Additional factors such as Academic Motivation and Institutional Support may be explored as influencing variables to understand their effects. Survey items will be adapted from established literature related to global citizenship education, civic engagement, and values-based learning to ensure content validity and relevance to the Malaysian context. The research aims to determine the extent to which humanitarian values are reflected in students' academic experience and how these values influence their attitudes and potential behaviors toward contributing to society. The findings are expected to provide practical insights for higher education stakeholders, particularly in enhancing curriculum design and teaching strategies that embed humanitarian awareness into formal and informal learning environments. This aligns with Malaysia's national education goals as outlined in the Malaysian Education Blueprint (2015–2025) and the Malaysia Madani framework, which emphasizes holistic student development and the cultivation of ethics, empathy, and social responsibility. Ultimately, this research seeks to highlight the importance of values-driven education and support efforts to build a generation of graduates who are skilled in their fields and committed to humanitarian principles and societal well-being. The outcomes will inform future directions in curriculum development, teaching methodology, and institutional practices that foster humanitarian learning in higher education.

Keywords: Humanitarian; Higher Education; Youth Empowerment; Economic Sustainability

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Elderly Environment

A 23
EE 001

Environmental Hazard at Home and Fall Incidence among the Elderly in Malaysia

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Abstract

Background: Aging is an inevitable stage of life during which individuals are vulnerable to declines in health and function, thereby increasing their risk of falls. According to statistics, the incidents of falls among older adults have reached about 36 million each year, and fall incidents were clarified as the leading cause of injury and death in this age group worldwide. **Significance:** Fall incidents may be associated with many causes and risk factors. Along with their sociodemographic characteristics and health status, their surrounding environment also plays a significant role in influencing the occurrence of falls. **Aim:** This cross-sectional study aims to investigate the incidence of falls and the hazards presented in Malaysian houses. **Objectives:** To identify the prevalence of falls among elderly individuals in Malaysia, as well as the types and prevalence of environmental hazards present in their homes. It also seeks to examine whether there are significant differences in the incidence of falls based on the presence of physical limitations, sensory impairments, cognitive problems, or psychological symptoms. **Method:** This study was

conducted through an online survey using a set of questionnaires that consisted of sociodemographic data, the incidence of falls, and the Home Safety Self-Assessment Tool (HSSAT). A purposive sampling technique was used to obtain data from a total of 458 Malaysian elderly individuals. Descriptive statistics were used to analyze the prevalence of falls and the types of home hazards. A Chi-Square Test was used to investigate the significant difference in fall incidence between individuals presenting with physical limitations, sensory problems, cognitive problems, and psychological symptoms. Additionally, the independent T-test was used to determine whether there were significant differences in mean total hazard scores between elderly individuals who had experienced falls and those who had not. Findings: There were significant differences in mean total hazards scored in all home spaces except the kitchen between the fallen and non-fallen elderly group. Meanwhile, for the kitchen, there was no significant difference in the mean total hazards between the two groups. The presence and absence of cognitive problems and psychological symptoms indicated significant differences. Limitations: The results of this study could not directly predict the occurrence of falls based solely on the mean total hazards, as the elderly group with fall incidences also presented with physical, sensory, cognitive, and psychological deficits. Implications: The study's findings provide important information for further enhancing occupational therapy home modifications, a key fall prevention strategy.

Keywords: Home hazards; fall among elderly; Home Safety Self-Assessment Tool (HSSAT)

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Financial Matters

A 24 FM 001

Enhancing Commercial Shop Price Assessment: A comparative study of ordinary least squares and machine learning for improved accuracy

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Abstract

Accurate pricing of commercial shops plays a vital role in the real estate market, influencing investment decisions, urban development, and policymaking especially in rapidly expanding metropolitan areas like Kuala Lumpur, Malaysia. Traditional pricing methods, such as Ordinary Least Squares (OLS) regression, often encounter difficulties when applied to large, complex datasets due to multicollinearity among variables and high dimensionality. Conventional approaches that rely on correlation-based elimination of variables risk discarding valuable information, which can negatively impact model performance. To address these challenges, Principal Component Analysis (PCA) is employed as an effective dimensionality reduction technique. PCA reduces redundancy by transforming correlated variables into uncorrelated principal components while preserving most of the original data's variability. This approach allows for more stable and informative modeling without aggressive feature pruning. This study compares the performance of OLS regression with multiple machine learning algorithms including Linear

Regressor, Decision Tree, Random Forest, Support Vector Regressor, and XGBoost Regressor in estimating commercial shop prices. The analysis is based on a comprehensive dataset of 2,480 commercial shop transactions from 2013 to 2023, spanning Kuala Lumpur's Central, North, and South regions. Model effectiveness is evaluated using the coefficient of determination (R^2), adjusted R^2 , root mean squared error (RMSE) and mean absolute percentage error (MAPE). The results demonstrate that the Random Forest algorithm consistently outperforms both traditional OLS regression and other machine learning models, achieving an R^2 and adjusted R^2 of 0.9999, with a MAPE of 0.19% and RMSE of 13,310.86. These metrics indicate superior predictive accuracy and robustness in handling complex, nonlinear relationships within the dataset. While OLS regression serves as a useful benchmark, integrating PCA with advanced machine learning methods offers a scalable and reliable framework for commercial property price estimation in urban settings. This integrated approach preserves data integrity, reduces information loss, and delivers enhanced predictive performance tailored to the complexities of dynamic metropolitan markets. It provides real estate professionals and policymakers with a practical, data-driven tool to improve decision-making and strategic planning in commercial real estate.

Keywords: Commercial, Shop, Accuracy, Machine Learning, Ordinary Least Squares

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A 25
FM 002

Redress Mechanism in the Financial Dispute Resolution: A bibliometric analysis

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Abstract

The exchanges between consumers and financial services providers have gotten more contentious in the past few years, primarily due to the diversification of financial products and complexity of financial transactions within a growing digital, connected economy. As such, the need for effective, accessible, and fair dispute resolution mechanisms has never been greater. The traditional court systems are costly, time-consuming, and not very accessible and hence have created a high level of interest in other forms of resolving disputes such as mediation, arbitration, and online dispute resolution (ODR) as efficient mechanisms for the resolution of financial disputes. This study will examine the evolution and literature on redress mechanisms for financial dispute resolution through a comprehensive bibliometric analysis. The primary objectives are: (1) to identify the global research trends in the field of financial sector dispute resolution, and (2) to determine the dominant topics, subject fields, and keywords of the literature. The study considered 224 peer-reviewed articles retrieved from the Scopus database for the period 2000-2024. VOSviewer software has been used to map and visualize keyword co-occurrence networks. While the findings presented are of tremendous value, the study is limited to literature appearing on the Scopus database and may possibly overlook crucial publications in other academic databases or grey literature. Lastly, while the bibliometric

method guarantees quantification of publication tendencies and intellectual structure, it never assesses the quality of substance or genuine influence of the cited literature. The findings project a staggering increase in publications for the last decade, especially on consumer protection, financial regulation, and the use of ADR mechanisms. New research themes are regulatory frameworks, access to justice, and technology in resolving financial disputes. This study adds a comprehensive overview of the conceptual landscape of financial dispute resolution to the academic and policy conversation. It highlights the increasing importance of ADR in advancing consumer rights and the soundness of the financial system. In addition to suggesting the necessity of legislative amendments to improve the efficacy and inclusivity of redress mechanisms in the financial industry, the results serve as a basis for future research approaches.

Keywords: ADR, Arbitration, Consumer, Dispute.

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General Psychology

A 26
GP 002

Female Behavior and Environmental Perception in Paper- Cuttings in Northern Shaanxi

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Abstract

This research explores how gendered creative behavior is shaped by environmental conditions in the practice of Northern Shaanxi paper-cutting, a traditional folk art primarily passed down through women in Northern Shaanxi. As a living form of intangible cultural heritage, Northern Shaanxi paper-cutting reflects the deep entanglement between daily labor, bodily movement, natural surroundings, and symbolic expression. Rather than treating paper-cutting as merely a decorative or artistic practice, this study approaches it as a form of gendered behavior embedded in place and shaped by the interaction between women and their working environments.

The research introduces the concept of an Environmental Embodiment Chain, which suggests that women's bodily engagement with local materials, tools, and spatial settings such as cave dwellings or family courtyards forms the foundation of their creative practice. This chain links physical action with cultural meaning, where gestures, rhythms, and spatial arrangements become expressions of individual experience and collective identity. In this context, paper-cutting is an aesthetic activity and a way in which women interpret, adapt to, and subtly reshape their surroundings and social roles.

The study highlights three behavioral tendencies based on field visits and informal interviews with female artisans of different generations in Suide and Ansai. Elder artisans tend to align their cutting rhythms with natural light and seasonal cycles, producing works

that reflect agricultural life and family relations. Middle-aged practitioners often use hybrid plant motifs to express their environmental knowledge and social concerns, challenging traditional representations of femininity. Younger women, influenced by education and commercial markets, simplify traditional patterns to balance personal expression with external demand. Across all groups, practical decisions, such as choosing where to sit or how to control paper softness using home heat sources, reveal how environmental adaptation plays a role in shaping artistic output.

This study argues that Northern Shaanxi paper-cutting offers valuable insights into the everyday creativity of rural women, where bodily movement, environmental awareness, and symbolic meaning are closely intertwined. Rather than separating gender, space, and culture into abstract categories, it is more productive to view them as mutually constitutive. In doing so, this research contributes to a more grounded understanding of intangible heritage as lived experience, emphasizing local knowledge, behavior, and adaptation over purely institutional preservation.

Keywords: Gendered behavior, Intangible cultural heritage, Environmental embodiment chain, Embodied practice

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A 27
GP 001

**People's Selection between Natural MD2-Based
and Commercial Meat Tenderizers**

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Abstract

Consumers increasingly seek meat that is tender, juicy, and flavorful - attributes that significantly influence eating satisfaction and purchasing decisions. People widely use meat tenderizers, both commercial and natural, to enhance these qualities. In recent years, natural tenderizers have gained popularity due to growing awareness of health and clean-label preferences. This study aims to determine people's preference between a natural meat tenderizer formulated with MD2 pineapple, herbs, and spices, and a commercially available meat tenderizer. The natural tenderizer was prepared by blending MD2 pineapples with selected herbs and spices into a paste. To evaluate consumer preference, a sensory evaluation was conducted involving 25 panelists who sampled meat treated with either the MD2-based tenderizer or a commercial product. Participants assessed appearance, taste, texture, aroma, and overall acceptability using a 9-point hedonic scale. The findings demonstrated a significantly higher preference for the MD2-based tenderizer across all sensory parameters. Appearance scored 7.12 ± 1.07 for MD2-

treated meat, compared to 3.12 ± 1.77 for the commercial variant. Similarly, taste (6.68 ± 1.64 vs. 3.04 ± 1.97), texture (6.52 ± 2.16 vs. 2.84 ± 1.71), aroma (6.92 ± 1.29 vs. 2.96 ± 1.71), and overall acceptability (6.88 ± 1.58 vs. 2.88 ± 1.70) showed a marked consumer preference for the natural formulation. These results suggest that the enzymatic activity of bromelain in MD2 pineapples, combined with the aromatic and flavor-enhancing properties of herbs and spices, produces a superior sensory experience compared to synthetic additives found in commercial products. Limitations of the study include a relatively small sample size and a lack of demographic diversity among panelists, which may affect the generalizability of results. Additionally, the study did not examine the shelf-life stability and cost-effectiveness of the MD2-based paste, indicating the need for further research before large-scale adoption. Overall, the results indicate a strong consumer preference towards naturally derived meat tenderizers, highlighting the potential of MD2 pineapples as a functional and acceptable alternative to commercial products. This study supports the ongoing trend of clean-label food innovations and suggests promising opportunities for the development of natural meat tenderizers in both domestic and industrial contexts.

Keywords: Meat; Pineapple; Sensory; Tenderizer

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Health / Healing Environment

A 28 HE 002

Between Pillows and Patients: A midnight journey into the sleep of shift nurses

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Abstract

Good sleep quality plays a vital role in preserving physical health, emotional stability, and job performance, particularly among nurses working on rotating shifts. Irregular schedules and frequent shift changes often disrupt circadian rhythms and sleeping patterns, adversely affecting personal health and the standard of patient care. However, despite its critical importance, there is a scarcity of local research focusing specifically on sleep quality among nurses in Malaysian public hospitals. Objective: This study aimed to evaluate the sleep quality levels and determine the prevalence of poor sleep quality among shift-working nurses in a public hospital setting in Malaysia. Methods: A cross-sectional study design was employed, involving 544 nurses working shifts at a public hospital in Kuala Lumpur. Participants were selected through convenience sampling. Data collection was carried out using the validated Malay version of the Pittsburgh Sleep Quality Index (PSQI), which assesses self-reported sleep quality over the past month. A global PSQI score of 5 or higher was classified as poor sleep quality. Data analysis was performed using SPSS version 27, applying both descriptive and inferential statistics. Results: The results indicated that 68.9% of the nurses experienced poor sleep quality,

whereas only 31.1% reported good sleep quality. The most affected components were sleep duration (45.6% reporting severe issues) and sleep latency (36.6% reporting moderate issues). In contrast, most respondents reported good sleep efficiency (79.6%) and minimal daytime dysfunction (59.0%). Conclusion: A large proportion of shift-working nurses suffer from inadequate sleep quality, particularly concerning sleep onset and duration. Organizational interventions, such as optimizing shift schedules and promoting sleep hygiene education, are essential to enhance nurses' sleep quality and overall well-being, ultimately improving the quality of healthcare services. Limitations: The study was limited to a single hospital and utilized a convenience sampling method, which may restrict the generalizability of the findings. Implications: These findings underscore the urgent need for better shift management, targeted sleep hygiene programs, and psychosocial support systems to enhance sleep quality among nurses. Improving sleep health among nursing staff could contribute significantly to both nurse well-being and patient care quality in the public healthcare sector.

Keywords: Sleep Quality; Shift Work; Nurses; Public Hospital

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A 29 HE 006

Ostomy Self-Management Experiences of People with an Ostomy: A scoping review

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Abstract

Background: Living with an ostomy significantly impacts physical, psychological, social, and spiritual well-being. Effective self-care is crucial for adaptation and quality of life but lacks consistent definition and assessment across studies. Common challenges include body image issues, social stigma, physical complications, and limited specialized support. Understanding diverse self-care experiences is vital for developing patient-centered interventions. Facilitators like family support, culturally sensitive education, telehealth, and spiritual care can enhance self-management. Standardizing definitions and tools is essential to improve outcomes and patient independence.

Methods: This scoping review maps existing research on the concept, classification, and influencing factors of self-care in adults with elimination ostomies. It explores patients' lived experiences, key facilitators and barriers, and current knowledge gaps. Following JBI and PRISMA-ScR guidelines, a systematic search (2018–2023) included qualitative, quantitative, and mixed-methods studies. Data were independently screened and

extracted using Rayyan®, focusing on self-care definitions, assessment tools, and influencing factors.

Results: The findings indicate that ostomy self-care is a multidimensional concept involving physical, psychological, social, and spiritual aspects but lacks a consistent conceptual framework. Key facilitators of effective self-care include strong social and family support, culturally tailored education, telehealth services, and spiritual care such as religious practices and resilience-building. Major barriers include body image concerns, social stigma, physical complications, and limited access to specialized healthcare. The review also highlights inconsistencies in terminology and classification across studies, underscoring the urgent need for standardized definitions, assessment tools, and care approaches to improve outcomes and support effective self-management in individuals with ostomies.

Conclusion and Implication: The concept of ostomy self-care remains diverse and underdeveloped, highlighting the necessity for holistic, individualized care strategies that incorporate physical, psychological, social, and spiritual dimensions. Healthcare providers should prioritize culturally sensitive education, psychosocial support, and accessible telehealth services. Future research should aim to establish standardized definitions, assessment tools, and long-term studies to better support individuals throughout their adaptation process. Implementing these findings can improve patient outcomes, foster independence, and enhance overall quality of life for people living with an ostomy.

Limitations: The review was restricted to studies published in English which may have excluded relevant research in other languages. It focused on recent studies, potentially overlooking long-term or older data. The significant variability in the definitions and assessment tools of self-care posed challenges for direct comparison. Furthermore, the absence of grey literature such as theses or dissertations limits the breadth of perspectives.

Keywords: ostomy care, self-management, experiences, people with an ostomy

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A 30
HE 004

Oxytocin Levels and Postnatal Depression among Asian Postpartum Mothers: A scoping review

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Abstract

Depression among mothers after delivery is one of the mental health issues caused by several factors, such as biological, psychological, and social. Several researchers have investigated the relationship of oxytocin levels among postpartum mothers. Oxytocin is a neuropeptide that has been studied as a potential biomarker for postpartum depression associated with social bonding and maternal behaviours. However, the results remained inconsistent, especially within the Asian country. The objective of this scoping review is to understand the relationship between oxytocin levels and postnatal depression among postpartum mothers in Asian countries from the existing literature and to recognise research gaps for future study. This scoping review synthesises existing literature from studies conducted in Asian countries to evaluate the relationship between oxytocin levels and symptoms of postnatal depression. The selected followed the PRISMA framework for identifying, screening, and selecting relevant studies. Three databases were utilised in the scoping review: PubMed (n = 79), Scopus (n = 108), and Web of Science (n = 116) totalling 303 studies. A total of 125 duplicate studies were excluded. Based on the title and abstract, 150 studies were excluded. Twenty-eight full-text articles were assessed for eligibility, with 19 excluded for non-fulfilment of the predetermined inclusion criteria.

Finally, nine studies were included in this final review. The studies varied in design, including longitudinal, cross-sectional, and retrospective approaches. Oxytocin levels were measured through serum or saliva, while depression symptoms were assessed using validated scales, such as the Edinburgh Postnatal Depression Scale (EPDS), the Patient Health Questionnaire-9 (PHQ-9), and the Maternity Blues Scale. Several studies reported a significant relationship between oxytocin levels and depressive symptoms, particularly in the early postpartum period. Other studies found no statistically significant association. Some investigations focused on related outcomes such as maternal anxiety or mother-infant bonding. Methodological variations, including differences in measurement timing, sample size, and psychological tools, contributed to the heterogeneity of results. Current evidence does not conclusively establish oxytocin as a standalone predictive biomarker for postnatal depression. However, its potential role as part of a multidimensional assessment warrants further investigation. Longitudinal studies with standardised measurement protocols and controls for psychosocial variables are recommended to better understand the oxytocin-PPD relationship. Furthermore, a future review on the larger area captures the postnatal depression among postpartum mothers.

Keywords: Oxytocin level, postnatal depression, postpartum mothers

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A 31
HE 005

Quality of Life in Informal Caregivers of Femoral Neck Fracture Patients: A scoping review

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Abstract

Background: Femoral neck fractures are a serious public health issue among older adults, leading to functional decline, increased disability, and higher mortality. Recovery requires long-term care, often provided by informal caregivers such as family members, whose well-being is critical to the patient's recovery process. As the global elderly population grows, the incidence of femoral neck fractures is expected to rise. Despite caregivers' central role in postoperative support, their quality of life and the burdens they experience remain underexplored. Understanding these factors is essential for developing strategies that improve outcomes for both caregivers and care recipients

Methods: This scoping review aims to identify and synthesize existing research on the quality of life and burden experienced by informal caregivers of patients with femoral neck fractures, while highlighting areas for future research and intervention. Following PRISMA guidelines, studies were sourced from four databases: Science Direct (n = 27), PubMed (n = 25), Scispace (n = 32), and Semantic Scholar (n = 34). A total of 118 studies were initially identified, with 8 articles published between 2015 and 2025 meeting the inclusion

criteria. The studies included a range of designs, including cross-sectional, longitudinal, qualitative, and interventional methodologies.

Results: The quality of life in informal caregivers of femoral neck fracture patients is significantly impacted, especially during the early stages of the patient's recovery. Caregivers face substantial psychological, physical, and social stress, often leading to reduced well-being and increased frailty. Assessment tools such as the SF-36, EQ-5D-5L, CarerQoL-7D, and the Groningen Frailty Index effectively capture these multidimensional challenges. Protective factors like social support and self-efficacy play a crucial role in buffering caregiver stress. Counseling-based interventions have shown promise in enhancing caregivers' emotional resilience, strengthening coping strategies, and ultimately improving their overall quality of life.

Conclusion: Informal caregivers face significant challenges that impact their quality of life. Healthcare systems should integrate caregiver assessments and targeted support interventions into fracture recovery pathways to enhance outcomes for both patients and caregivers.

Implications: This study underscores the need for healthcare systems to recognize informal caregivers as integral to patient recovery. Implementing supportive interventions and regular caregiver assessments can improve overall health outcomes and reduce caregiver burden globally.

Limitations: The review includes a limited number of studies, primarily from China, Spain, and Thailand, which may affect the generalizability of findings. Language and publication bias may also be present.

Keywords: Quality of life, informal caregiver, femoral neck fracture patient

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A 32 HE 001

Stigma And Discrimination in HIV Care: A pilot study in a public hospital

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Abstract

Stigma and discrimination against people living with HIV (PLHIV) remain a persistent challenge in Malaysia despite advances in treatment and public health efforts. Within healthcare settings, PLHIV continue to face prejudicial attitudes, further compounded by media portrayals that reinforce negative stereotypes and diminish patients' self-confidence. This study is significant as it addresses the lived experiences of PLHIV in a public hospital, shedding light on the social and institutional barriers that may compromise their access to care and adherence to treatment. This pilot study aims to explore perceptions of stigma, discrimination, and social support among HIV patients receiving treatment in a Malaysian public hospital. Specifically, the objectives are: (1) to identify the experiences of HIV care among PLHIV; (2) to determine the forms and sources of stigma and discrimination within healthcare and the community; and (3) to explore the role of social support in sustaining treatment motivation and resilience. A qualitative design was employed using semi-structured interviews with five purposively sampled PLHIV. Interviews were conducted face-to-face and analyzed thematically using Atlas.ti software. Themes were developed around experiences in treatment, perceived stigma in

healthcare, media influence on self-confidence, and the presence of social support systems. The small sample size and single-site focus are acknowledged limitations, potentially restricting generalizability. Findings revealed both positive and negative experiences in HIV care. While empathetic healthcare workers fostered a sense of trust and support, issues such as marked hospital beds, negative social media comments, and fear-based public health campaigns perpetuated stigma and reduced treatment motivation. Participants also reported self-stigma, often triggered by public narratives surrounding HIV. However, social support—especially from family, healthcare professionals, and NGOs—played a critical role in counteracting the emotional toll of stigma and enhancing adherence to care. This study highlights the enduring presence of stigma and discrimination within healthcare environments and emphasizes the urgent need for stigma-reduction interventions. Strategies such as empathy-driven healthcare training, positive media representation, and community-based support programs are vital. The findings underscore the importance of integrating psychosocial support into HIV care to improve treatment engagement and overall quality of life for PLHIV.

Keywords: HIV stigma; Discrimination in healthcare; Social support; PLHIV

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A 33 HE 003

Understanding Nurses' Knowledge and Attitudes Toward Perioperative Pressure Injury Prevention

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Abstract

Background: Perioperative pressure injuries (PIs) are preventable yet remain a serious risk in surgical settings. Operating Room (OR) nurses play a key role in preventing these injuries. This study assessed the knowledge and attitudes of OR nurses regarding PI prevention and explored their relationship with demographic characteristics.

Methods: A descriptive cross-sectional study was conducted among 211 OR nurses from five operating theatres in a government hospital in Kuala Lumpur, Malaysia. Data were collected using the Pressure Ulcer Knowledge Assessment Tool (PuKAT) and the Attitude Towards Pressure Ulcer Prevention Instrument (APuP). Data were analyzed using SPSS version 27.0, with $p < 0.05$ considered statistically significant.

Results: The average knowledge score was low (31.74%), with the highest scores in classification and observation (36.98%) and risk management (36.25%), and the lowest in prevention (24.48%) and etiology (29.24%). Attitude scores were generally positive, averaging 65%, with the highest in personal competency (Mean = 2.80) and the lowest in perceived responsibility (Mean = 2.47). No significant correlation was found between knowledge and attitude ($r = -0.09$; $p = 0.17$). Knowledge scores were significantly associated with ethnicity ($p = 0.01$), educational level ($p = 0.01$), and job position ($p = 0.03$), while no demographic factors were associated with attitude.

Conclusion: OR nurses demonstrated positive attitudes toward PI prevention, but their knowledge was suboptimal. This gap suggests that attitude alone is not enough for effective PI prevention. Focused education and training are needed to enhance nurses' knowledge, particularly in key prevention areas.

Implications: The findings highlight the need for targeted professional development programs that emphasize PI prevention knowledge. Hospital administrators and educators should consider incorporating regular in-service training, competency assessments, and practical guidelines into clinical practice to ensure effective prevention strategies are implemented consistently across all nursing roles.

Limitations: This study was limited to one hospital, which may affect generalizability. The use of self-reported tools could introduce response bias. Additionally, the cross-sectional design prevents establishing causality between variables.

Keywords: Nurses, Perioperative, Pressure Injury, Prevention

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Landscaping Environment

A 34 LaE 001

Greening Healthcare Spaces: The carbon cost of tree loss in public healthcare facilities

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Abstract

Sustainable landscape design integration with green infrastructure in healthcare institutions is progressively recognised for its potential to improve patient well-being, environmental performance, and energy efficiency. In many parts of the world, including developed nations, healthcare landscapes are guided by detailed policies that promote the preservation of green assets and encourage design strategies that align with environmental targets. In contrast, Malaysia still lacks specific, enforceable landscape planning and maintenance guidelines within healthcare institutions. This absence of standardised frameworks has resulted in inconsistent landscape management practices and limited stakeholder awareness regarding landscaping decisions and their ecological and energy-related impacts. This study aims to evaluate the environmental consequences of landscape design decisions in Malaysian healthcare facilities, focusing on carbon sequestration loss resulting from the removal of mature trees and replacing less effective green infrastructure elements. Concentrating on selected public hospitals in Perak, this research adopts a quantitative approach involving detailed tree inventories, carbon sequestration estimations, and photographic site observations to assess the impact of landscape modification. The findings reveal inconsistent practices being implemented, such as a tendency to prioritise short-term aesthetic or functional improvements, which

can lead to the removal or neglect of mature trees without adequate recognition of their ecological benefits. In addition, safety issues related to fragile mature trees and physical and visual barriers are among the leading causes of removal or inefficient maintenance. Ad hoc planting of young trees to replace mature trees makes this a less wise move in achieving optimal energy efficiency, as young trees can only absorb a limited carbon storage capacity. This study highlights the need for outcomes in outlining landscape guidelines in healthcare institutions that incorporate sustainable landscape planning, mature tree preservation, and carbon accounting in hospital development and maintenance. Overall, the framework and findings from this research are vital for aligning Malaysia's healthcare infrastructure with broader environmental and energy conservation goals in the face of current global threats that significantly impact the green environment, energy environment and healthcare environment.

Keywords: Carbon sequestration, Healthcare environment, Green Infrastructure, Tree Inventory

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Legal Matters

A 35
LM 001

Litigation Risk and Key Audit Matters Disclosure: The moderating role of board characteristics

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Abstract

The judicial intervention mechanism has been widely implemented in China, and it has become a common and institutionalized practice for enterprises to resolve disputes through legal channels. As the market environment becomes increasingly complex, firms are exposed to a variety of external uncertainties. Among these, litigation risk has emerged as a particularly salient factor affecting corporate behavior, especially risk-taking decisions, due to its potentially high direct costs and indirect costs. The adoption of expanded audit reports, which require auditors to disclose Key Audit Matters (KAMs), has introduced a new mechanism for communicating firm-specific risk information. KAMs aim to highlight areas in the financial statements that involve significant auditor attention or judgment, particularly those with a higher risk of material misstatement. Building on agency theory, this study examines whether litigation risk is associated with greater disclosure of KAMs. Using panel data from 14,679 non-financial A-share listed companies in Shanghai and Shenzhen from 2017 to 2023, and applying a multiple regression model, the findings reveal a significant positive relationship between litigation risk and the number of KAMs disclosed. This suggests that auditors respond to heightened litigation risk by increasing the scope of KAMs, thus reflecting such risks more visibly in audit reports. Further analysis shows that certain board characteristics moderate the relationship between litigation risk and the number of KAMs disclosed, with varying effects across different characteristics. Specifically, board size exerts a positive moderating effect on this relationship, while the proportion of independent directors has a negative moderating effect. CEO duality, however, does not exhibit a significant influence. This study contributes to the literature on the determinants of KAM disclosures. It confirms that KAMs

serve as an effective channel for communicating litigation-related risks and highlights the role of corporate governance—particularly board characteristics—in shaping auditors' reporting behavior. These findings underscore the broader implications of KAMs in enhancing external monitoring, promoting audit transparency, and protecting investor interests. This study has certain limitations. The measurement of litigation risk does not distinguish between plaintiffs and defendants. China's legal environment, characterized by a civil law tradition, differs substantially from common law countries, and limit the extent to which the results can be generalized to other institutional settings.

Keywords: Litigation Risk; Key Audit Matters; Board Characteristics

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Local Heritage Environment

A 36
LHE 00

Cultural Norm and Picky Eating: Food practices and purchases of the B40 in Petaling Jaya, Malaysia

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Abstract

Child malnutrition remains a significant concern within B40 communities in urban Malaysia. While existing research often focuses on quantitative data and health outcomes, less attention has been paid to the dynamic interactions between parents and children within the home environment, particularly concerning food choices and eating behaviors. This study addresses this gap by exploring the socio-cultural factors that influence family food practices and contribute to the manifestation and negotiation of picky eating among children in this specific urban context. Understanding these in-home dynamics is crucial for developing culturally sensitive and effective interventions to address child malnutrition. This qualitative case study aims to unravel the intricate relationship between local cultural norms, family food practices, and picky eating behaviors among children within the B40 (lower-income) urban poor community at PPR Lembah Subang, Petaling Jaya, Malaysia. Data was collected through five focus group discussions (FGDs) involving a total of 29 participants, primarily mothers responsible for household food management. Thematic analysis, facilitated by ATLAS.ti software, was employed to identify recurring patterns and nuanced perspectives within the transcribed data. This research expects to reveal how local cultural norms around food, traditional

family meal structures, and parental attitudes shape children's food preferences and the emergence of picky eating. The analysis will explore whether specific cultural foods and celebrations i.e chapati, soups or “singgang”, Ramadan, and Eid, are highly valued and how refusal of these items is perceived. Furthermore, the study will unveil how family communication and routines around food might unintentionally reinforce selective eating habits. The findings are expected to contribute a deeper understanding of the socio-cultural dimensions of food practices within an urban poor community, offering valuable insights for nutritionists, policymakers, and community health practitioners working to improve child nutrition outcomes. By highlighting the in-home interactions and cultural nuances, this study aims to provide more holistic and culturally appropriate strategies to promote healthy eating habits and mitigate child malnutrition in similar urban settings. This study is limited by the lack of male participants thus restricting their perspectives in the discussion. Additionally, its cross-sectional design provides only a snapshot of the lived experiences of the urban poor community.

Keywords: Child malnutrition; Cultural norm; Urban poor; Food purchasing

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Public Sector Environment

A 37
PSE 001

Acceptance for Malaysia MADANI Policy Concept among MARA Staff

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Abstract

Majlis Amanah Rakyat (MARA) is an agency under the jurisdiction of the Ministry of Rural and Regional Development, established in 1966 as a statutory corporate body governed by an Act of Parliament following a resolution from the First Bumiputera Economic Congress in 1965. MARA is responsible for promoting, facilitating, and implementing socio-economic and community development, particularly in rural areas. However, MARA has been linked to financial losses involving its subsidiary, MARA Inc., amounting to RM286.30 million (from 2012 to 2022), as reported in the Auditor General's Report (LKAN), due to governance inefficiencies, allegations of corruption, and money laundering. This situation has led to public prejudice and damaged the reputation of MARA and its associated agencies. Therefore, this study aims to identify the level of acceptance of the Malaysia MADANI concept among staff within MARA agencies. This study employed Partial Least Squares Structural Equation Modelling (PLS-SEM) to examine relationships among perception, acceptance, and implementation of the

Malaysia MADANI concept among MARA staff. The data was collected through an online questionnaire with 344 respondents. The method enabled the assessment of construct reliability, validity, and hypothesis testing within a complex model involving latent variables and reflective constructs. The study found that acceptance plays a partial mediating role between perception and implementation. In other words, staff who understand MADANI are more likely to implement it directly, but they're even more likely to do so if they also truly accept and support it. Understanding and acceptance are essential, and the strongest results come when both are present. These findings show that implementing a concept like Malaysia MADANI isn't just about giving orders from the top. It's about helping people understand the idea and giving them reasons to believe it. When this happens, they are much more likely to implement the concept. For MARA and other public agencies, investing in training, communication, and engagement is just as crucial as designing good policies. Acceptance of the MADANI Policy concept by MARA staff has significant implications for fostering integrity, accountability, and unity in public administration. It underscores the need for structured policy integration, continuous training, and leadership modeling to embed MADANI values into the institutional culture and operational practices of MARA.

Keywords: Acceptance; Malaysia MADANI Policy; Concept; MARA Staff

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Residential Environment

**A 38
RE 001**

Effects of Housing Design on Indoor Environmental Quality and Residents' Health in Nigeria

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Abstract

Housing is more than just a physical shelter; it is a significant health and wellness resource that affects many aspects of human existence, including education, jobs, recreation, social opportunities, and, most importantly, health and well-being. Housing can have a direct and indirect impact on health and well-being. As a result, a number of elements, including the social and economic environment as well as human conduct, interact to influence the health and well-being of people and groups residing in residential housing. In Nigeria, poor housing design poses a public health and habitability risk, exacerbating building-related illnesses (BRI). In addition, poor housing design could also trigger epidemics of infectious diseases among occupants. While many studies have established a link between several factors, including the built environment, and their impact on health and well-being, particularly in developed countries, the effects of design and the resulting indoor environmental quality on the health and well-being of building occupants in developing countries remain to be investigated. The gaps identified in the existing literature highlight the significance of the study's investigation. This study examined the relationship between residential design factors, indoor environmental quality (IEQ), and the health challenges it poses to occupants' habitability and well-being. The objective is

to establish the groundwork for future housing design advances. Using a quantitative study approach, data were collected from over 200 residences ($n = 236$), including indoor environmental factors and building design features. Findings indicate that certain building design elements, such as windows (e.g., types and numbers), building orientation, illumination level, and construction materials, were discovered to have a substantial impact on the quality of the indoor environment, affecting occupant health. Although the study is limited by the scope of its coverage across Nigeria, its implication is predicated on highlighting design interventions to help architects create healthier, more resilient, and salutogenic dwelling designs within the same climatic regions. It concludes that architects must rethink and rebuild buildings in order to produce non-clinical spaces that cure and promote people's health and wellness.

Keywords: Housing Design; Residents' Health; Indoor Environmental Quality; Nigeria

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A 39
RE 002

Eco-Conscious Urban Housing: A resident-centered evaluation of sustainable condominiums

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Abstract

The growing global emphasis on environmental sustainability has increased interest in green building practices, particularly within residential developments. Among these, eco-friendly condominiums have emerged as a practical solution to urban sustainability. However, limited empirical research has explored how residents perceive the lived experience within such settings. This study addresses this gap by investigating the experiences and perceptions of residents living in an eco-friendly condominium, with specific attention to perceived benefits and operational challenges. The research aimed was to explore residents' perspectives on sustainable condominium living. The objectives were: to identify the perceived benefits associated with green condominium environments and to determine the critical issues residents face while living in such developments. The study employed a quantitative research design using a structured questionnaire, developed based on a comprehensive review of relevant literature. The questionnaire was administered online to ensure accessibility. A total of 186 valid responses were collected from residents of Residensi Novum, Bangsar—a green-certified residential development in Kuala Lumpur. Descriptive statistics, including frequency analysis and mean scores, were used to interpret the data. The findings revealed that improved living comfort—

encompassing indoor air quality, natural lighting, and thermal conditions—was the most recognized benefit. Conversely, the most prominent concern highlighted by residents was related to the operation and maintenance of sustainable building systems, which were perceived as complex and cost-intensive. One of the limitations of the study is its focus on a single residential complex, which may affect the generalizability of the findings. These findings provide actionable insights for urban planners, architects, developers, and policymakers striving to improve the practicality, efficiency, and user satisfaction of eco-friendly residential developments. By highlighting both the strengths and challenges of green condominium living, this study makes a meaningful contribution to the broader discourse on environmental-behaviour dynamics and the advancement of sustainable urban housing design and policy.

Keywords: Eco-friendly Living; Green Condominium; Urban Housing

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Sustainable Environment

A 40
SuE 001

Sustainable by Choice: What influences university student consumption of local products?

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Abstract

Consumer awareness of sustainable food has increased in recent years, with growing concern over the challenges related to sustainable food production and consumption. This study aims to identify the attitude factors influencing consumption of local sustainable food products among students at Universiti Malaysia Sabah (UMS). A survey was conducted from June to September 2023 involving 411 students exposed to food sustainability concepts. The structured questionnaire comprised four sections: A (Sociodemographic), B (Consumer Attitude), C (Attitude Factors including concern toward sustainability, healthy lifestyle, price, quality, and ethical labels), and D (Consumption of local sustainable food products). Descriptive statistics (frequency, percentage, mean, standard deviation) and Spearman's Correlation were used for data analysis. Among the respondents, 240 exhibited high attitudes, 128 moderate, and 43 low attitudes toward local sustainable food. The findings indicated that ethical labels on food packaging ($\bar{x} = 4.13 \pm 0.18$) and actual consumption ($\bar{x} = 4.21 \pm 0.14$) received the highest agreement. Other influencing factors included concern for sustainability ($\bar{x} = 3.77 \pm 0.26$), healthy lifestyle ($\bar{x} = 3.91 \pm 0.08$), price ($\bar{x} = 3.54 \pm 0.20$), and quality ($\bar{x} = 3.80 \pm 0.03$). Spearman's correlation test showed a significant positive relationship ($p < 0.05$) between all five attitude factors and consumption behaviour. Ethical labels showed the strongest correlation ($r = 0.557$), followed by healthy lifestyle ($r = 0.481$), concern toward

sustainability ($r = 0.459$), quality ($r = 0.425$), and price ($r = 0.316$). The results suggest that all identified factors significantly influence students' consumption of local sustainable food products. These findings imply that local food producers should recognize these behavioural drivers to better align their offerings with the preferences of young, sustainability-conscious consumers.

Keywords: Sustainable; Attitudes factors; Consumer behavior; Local food product

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A 41
SuE 002

**Sustainable Development and Tech:
SMEs performance in China**

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Abstract

Technology-based small and medium-sized enterprises (SMEs) are the “innovation cells” of the modern economic system. They play an irreplaceable strategic role in promoting technological advancement, optimizing industrial structures, enhancing economic resilience, and fostering coordinated regional development. Sustainable development has become an increasingly important part of the strategic positioning of technology-based SMEs. These SMEs face unique challenges in integrating the three pillars of sustainability—economic, social, and environmental—mainly due to limited resources and regional disparities.

Based on the dynamic capability theory, this study aims to examine the impact of different dimensions of sustainable practices on enterprise performance. The research objectives of this study are to investigate how the 3 dimensions of sustainable development (economic sustainability, social sustainability, and environmental sustainability) affect the organizational performance of technology-based SMEs, which holds significant theoretical and practical value for promoting enterprise strategic upgrading and policy optimization.

This study adopts a quantitative research approach and collects data through structured questionnaires distributed to SMEs across different industrial sectors in the Sichuan–Chongqing economic circle in China. A total of 371 valid responses were obtained. The data were analyzed using SmartPLS 4.0 for structural equation modeling, enabling a robust assessment of both the measurement and structural models.

The research findings show that economic sustainability (H1) significantly enhances financial performance, helping firms utilize resources more effectively and achieve revenue growth. Social sustainability (H2) improves organizational performance by increasing employee engagement and strengthening relationships with customers, suppliers, and the community, thereby enhancing organizational cohesion and external collaboration willingness. Environmental sustainability (H3) contributes to organizational performance by promoting green production and energy conservation, effectively reducing operational costs, enhancing brand image and market reputation, and thus strengthening market competitiveness.

The contribution of this study lies in its systematic verification of the role mechanism of sustainable development practices in SMEs from the perspective of dynamic capabilities, offering actionable recommendations for policymakers and SME managers. The limitations of this study include the use of a cross-sectional design, which restricts causal inference, and the singularity of the quantitative research method. Future studies may adopt a combination of quantitative and qualitative approaches or panel data research designs.

Keywords: Organizational Performance; Sustainability development; Tech SMEs; Dynamic Capability

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Technology-related Environment

A 42
TE 001

Enhancing Crop Cooling of Greenhouse in Yangtze River Delta Region: A CFD method approach

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Abstract

Introduction: High internal temperatures and poor air circulation have posed significant challenges for greenhouse cultivation in the Yangtze River Delta, especially during summer. Existing reliance on mechanical ventilation systems leads to substantial energy consumption, elevating operational costs. This study addresses the challenges of inadequate air circulation and excessive internal temperatures in greenhouses within the Yangtze River Delta region. It was expected to save energy while promoting ventilation and cooling in greenhouse.

Methods: The research uses experimental methods and computational fluid dynamics (CFD) to evaluate the effects of optimized ventilation systems and multi-layer shading nets on greenhouse environments. The study involved experiments in a multi-span greenhouse located in Shanghai and utilized a CFD model incorporating k- ϵ Standard Turbulence Model and the Standard Wall Function. Model validation showed high accuracy with the MAE(mean absolute error) of 1.7 and the RMSE(root mean square error) of 1.8. Then, the simulation model was used to simulate different window opening situations and the use of shading nets, the experimental effects were observed.

Findings: This research revealed that during summer, prevailing wind patterns led to lower temperatures and better airflow in southern greenhouse sections than in northern areas.

Introducing 90° side windows significantly improved airflow and temperature distribution, whereas 45° side windows had minimal impact. Adding layers improved cooling performance at all measurement points. However, as the layers of shading net increases, the cooling capacity changes with each additional shade net layer decreases. Cooling capacities for zero, one, two, and three layers of shading nets were recorded as 1.27 °C, 3.83 °C, 4.74 °C, and 4.86 °C. Increased layers of shading nets also enhanced the uniformity of temperature distribution in crop zones.

Limitations: The main conclusions of this study were based on simulation experiments. Although verified, there must be a particular gap between the simulation results and the actual situation.

Implications: These findings offer a scientific basis for this region's greenhouse ventilation and shading nets using strategies for optimizing greenhouse environments under tropical and subtropical climate conditions, addressing challenges of energy consumption and crop damage due to overheating.

Keywords: Greenhouse; CFD; Shading Net; Ventilation Optimization

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Tourism / Hospitality Environment

A 43
THE 001

A Systematic Literature Review on the Role of Internships in Shaping Career Intentions in Hospitality

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Abstract

The hospitality industry continues to face labor shortages and high turnover, especially among new graduates who leave the field shortly after completing their studies. Students often contemplate whether to stay in the industry or not. One potential turning point in this trend is the student internship experience, which acts as a bridge between academic learning and career development. However, inconsistent internship experiences and unclear motivation factors can hinder long-term career commitment among hospitality students. Furthermore, this highlights the need for a better understanding on how internship satisfaction and motivation influence students' career intentions. This study aims to investigate how internship satisfaction and motivation contribute to the formation of career intention among hospitality students. The objectives are (1) to identify key motivational factors influencing students during their internship, (2) to determine the aspects of internship satisfaction most linked to positive career intention, and (3) to explore the relationship between these variables across various academic and cultural contexts. To achieve this, a SLR approach and the PRISMA guidelines were followed. Articles for this review were collected from Scopus, Web of Science, and Google Scholar using Boolean search words. There are 60 articles released between 2019 and 2025 were examined and included following the given criteria. The findings from each article were put into a literature matrix and then thoroughly analyzed by topic. Then, the results under

the main themes of motivation (including hygiene and motivator factors), satisfaction with internships, and career intention were organized. The finding indicates a strong link between students' motivation and their satisfaction with their internship, influencing their career goals. When students face difficult internship experiences or are not motivated enough, it can decrease their interest in a hospitality job for the future. Thus, the findings from this review affect hospitality educators, internship coordinators, and industry partners. Supporting students' career plans and keeping staff retained in the industry can be achieved by ensuring motivating internships and improving their quality.

Keywords: Internship, Motivation, Career intention, Hospitality students

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Transport / Travel Environment

A 44
TTE 001

Urban Air Delivery: What Malaysians think about it?

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Abstract

With the growth of e-commerce accelerating across the globe, cities are experiencing mounting pressure to deliver goods swiftly, efficiently, and in a manner that minimizes environmental strain. Drone delivery is increasingly considered a transformative solution to these last-mile delivery challenges, particularly in bustling urban centers such as Kuala Lumpur, where traditional delivery methods are frequently hindered by severe traffic congestion and evolving consumer expectations. While drone technology offers the promise of streamlined operations and sustainability, its adoption remains in the early stages, often viewed as experimental, especially in developing countries like Malaysia. This raises a critical question: Are urban consumers prepared to incorporate drones into their routine delivery experiences? This research aims to evaluate how urban residents in Malaysia perceive and are willing to adopt drone delivery services. Utilizing the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) as a guiding framework, the study explores several core factors believed to influence user acceptance, such as expectations for improved performance, the influence of social networks, and the perceived ease and convenience associated with drone-based delivery. A structured questionnaire was administered to 300 residents in Kuala Lumpur, and responses were rigorously analyzed through Partial Least Squares Structural Equation Modelling (PLS-SEM) to unravel the interplay among different acceptance factors. Key results show that

factors like performance expectations, social influence, and facilitating conditions are instrumental in shaping consumers' openness to adopting drone delivery. Nonetheless, the research also points to lingering apprehensions related to safety, privacy, and regulatory uncertainties that pose ongoing impediments to widespread usage. These challenges underline the importance of considering both technological promise and the practical, societal concerns that can hinder technological adoption. Although this investigation is confined to perceptions among Kuala Lumpur's residents and does not encompass the direct experiences of actual drone delivery use, its insights are timely for stakeholders aiming to implement such systems. The findings suggest that for drone delivery to move beyond novelty and become mainstream, it is vital for service providers, policymakers, and technology developers to address consumer concerns, enhance supportive infrastructure, and establish clear, trustworthy regulatory policies. Ultimately, the successful integration of drone technology into Malaysia's urban delivery networks will depend on closing the gap between consumer expectations and real-world solutions. Prioritizing transparent communication, robust regulation, and user-centered design will be crucial steps in making drone delivery a practical component of the city's e-commerce ecosystem.

Keywords: Drone Delivery; Smart Logistics; Autonomous Delivery Systems; Consumer Behaviour

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Urban Environment

A 45
UE 002

Perceptions of Infrastructure and Institutional Response in Urban Flood Impact: A mixed-methods study

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Abstract

Urban flooding in Malaysia presents escalating challenges to communities, particularly in low-lying urban centers where outdated drainage, delayed emergency response, and disjointed recovery efforts compound disaster impacts. This study investigates how residents' perceptions of drainage infrastructure and government responsiveness influenced household flood outcomes in a densely populated neighborhood affected by the 2021 Klang Valley flood. The aim of the study is to explore the influence of perceived drainage inadequacy and response timing on flood impact and institutional trust. The specific objectives are: (i) to identify the relationship between perceived poor drainage and property damage; (ii) to determine whether delayed response influenced satisfaction with government performance; and (iii) to assess how recovery efforts shaped perceptions of effectiveness post-flood. A mixed-methods approach was employed, combining quantitative and qualitative data. A structured questionnaire was administered to 88 residents, capturing flood experiences, drainage assessments, emergency response time, and satisfaction with recovery efforts. Spearman's rank-order correlation showed a

moderate, statistically significant relationship between poor drainage perception and property damage ($\rho = .329$, $p = .002$). A Chi-square test found a significant association between response delays and low satisfaction with government efforts ($\chi^2 = 11.24$, $p = .001$). A Wilcoxon Signed-Rank Test further revealed that respondents viewed post-flood recovery efforts as more effective than initial emergency actions ($Z = -5.953$, $p < .001$). Thematic analysis of open-ended responses revealed recurring concerns: inadequate drainage maintenance, waste blockage, and the lack of early warnings. Limitations of this study include its localized sample ($n = 88$), which restricts generalizability, and potential recall bias from self-reported perceptions. Nonetheless, the findings offer strong evidence of the role infrastructure perception and emergency management play in shaping flood impact outcomes. These findings highlight the need for policy interventions that integrate physical infrastructure upgrades with timely, transparent governance. Improved drainage design, regular maintenance, public education on waste disposal, and strengthened early warning systems are essential to reduce future flood impacts and rebuild public trust.

Keywords: Urban Flooding; Drainage Infrastructure; Disaster Response Perception; Mixed-Methods Analysis

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Working Environment

A 46
WE 003

From Wondering to Wonderful: Stories of working mothers of disabled children in Malaysia

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Abstract

Prevailing stereotypes predict that intensive caregiving erodes professional dedication. This qualitative study challenges that view by tracing the strength and courage of fourteen Malaysian mothers who work full-time while raising children with disabilities. Through semi-structured interviews, the study explores their transition from "wondering" mothers—initially engulfed by uncertainty, despair, and disorientation following their child's diagnosis—to "wonderful" mothers who manage family, career, and caregiving with considerable proficiency. Participants reported consistently fulfilling their job tasks and meeting workplace expectations, frequently at significant personal expense (sleep loss, physical and emotional strain) and in the absence of official support, while also managing elder care and grief. The thematic analysis showed that the mothers had a strong feeling of responsibility and professional identity, which goes against common preconceptions. For these mothers, having a job was not only important for making ends meet, but it was also an important way for them to find their identity and self-worth outside of their caregiving obligations. It was also found that many mothers, despite their dedication, chose not to pursue career growth opportunities because they were worried that taking on more responsibilities would interfere with their caregiving duties. Some said they were reassigned once their caring situations were made known. However, mothers with a dependable partner or extended family support were the only ones to experience an upward shift in their careers. By examining these resilience trajectories, the study argues

that working mothers of children with disabilities are an undervalued asset of human capital. Their ability to adapt is similar to qualities that are becoming increasingly important in today's workplaces, amongst others: agility, persistence, and accountability. The paper advocates for a caregiver-responsive employment framework that transitions policy from mere symbolic to actionable practice. The framework's central features comprise enforceable flex-time policies linked to managerial accountability metrics, promotion protocols prioritising results and timely delivery over physical presence, and supervisor training that educates leaders on disability caregiving, reframing caregiving diversity as a strategic asset rather than a liability. Recognising these "wonderful" mothers not only addresses workplace unfairness but also taps into a reservoir of talent vital for inclusive, socially sustainable economic growth.

Keywords: Working Mothers; Disability; Caregiving; Malaysia

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A 47
WE 002

Role of Hand Functions in Predicting Work Performance among Workers with Hand Injuries

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Abstract

The hand plays a crucial role in executing daily living and occupational tasks. Injuries to the hand significantly impact workers, often compromising their ability to perform job-related duties. However, limited studies have examined the role of hand function in predicting work performance, particularly within the Malaysian context. Therefore, this study aimed to investigate the extent to which hand function variables predict work performance among workers with hand injuries. A cross-sectional study was conducted at five public hospitals in Malaysia. Ethical approval was obtained from the Universiti Teknologi MARA Ethics Committee and the Medical Research Ethics Committee, Ministry of Health Malaysia. Participants were recruited using purposive sampling and included adult workers aged 18 to 59 years who sustained injuries to the bone, tendon, nerve, or a combination thereof, affecting the forearm, wrist, hand, or fingers. Individuals with neurological impairments or multiple injuries involving other body parts were excluded. Hand function was assessed using a numerical rating scale for pain, Jamar hand dynamometer for grip strength, Jamar pinch gauge for pinch strength, and the Purdue Pegboard test for fine motor dexterity. Multiple linear regression analysis was used to examine the predictive role of hand function measures on work performance. A total of 115 adult workers participated in the study, with a mean age of 38.85 ± 11.07 years. The

majority were male ($n = 87$, 75.7%), sustained injuries to the right hand ($n = 103$, 89.6%), were employed in white-collar occupations ($n = 103$, 89.6%), and had fractures ($n = 63$, 54.8%). Multiple linear regression analysis revealed that grip strength of the injured hand and pain significantly predicted work performance ($F = 10.75$, adjusted $R^2 = 0.14$, $p < 0.001$). The findings highlight the importance of improving grip strength and managing pain to enhance work performance in individuals with hand injuries. Targeted rehabilitation interventions focusing on these factors are crucial in optimising functional outcomes and supporting return-to-work efforts. However, the sample size was relatively small, and data were collected at a single time point. Therefore, future research employing longitudinal designs is recommended to further validate these predictors over time.

Keywords: Hand Functions; Work Performance; Hand Injuries; Adult Workers

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A 48
WE 001

Servant Leadership and Organizational Citizenship Behaviour: A conceptual framework

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Abstract

Employee organizational behaviour is crucial in educational institutions as it enhances performance, drives development, fosters transformation and innovation and improves efficiency. As work engagement declines, it creates a cycle of disengagement and adversely impacts teachers' well-being and overall organizational climate. Psychological well-being and spiritual health were positively and significantly related to teachers' organizational commitment. In Malaysia, where Muslim teachers constitute most of the teaching population, their reliance on spiritual beliefs and Islamic principles is paramount in shaping their professional identity and well-being. Although Servant leadership's ability to create a favourable school climate and enhance employee outcomes has been extensively acknowledged in international educational research, little research has been done in Malaysia's particular sociocultural and religious context. To bridge the gap and gain a deeper understanding of Malaysian school culture, this study proposes a conceptual framework to investigate how Servant Leadership can enhance Organizational Citizenship (OCB) and improve teachers' well-being in Malaysian Secondary Schools through the lens of Sejahtera Living. The proposed model also aims to investigate the mediating role of Sejahtera Living, which advocates holistic well-being and embodies a body of knowledge and spirituality grounded in Islamic principles. The framework is built from a review of important theories and relevant literature to explore

the impact of Servant leadership on teachers' Sejahtera Living and their voluntary behaviours that extend beyond official requirements. The framework will be tested by using quantitative methods, employing Partial Least Squares Structural Equation Modelling (PLS -SEM) to understand the relationship between variables. The conceptual framework is expected to contribute to the body of knowledge, offering theoretical insights and practical implications to policymakers and educators who are aiming to gain teachers' engagement and enhance school climates. Further research will provide empirical data on the skills and competencies of school leaders that are culturally and ethically relevant to the Malaysian context.

Keywords: Servant Leadership; Teachers' Well-Being, Sejahtera Living, Organizational Citizenship Behaviour

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